

Research on the Strengthening Path of Chinese Residents' Charitable Donation Willingness

-- Theoretical Model Based on the Microcirculation of Charity Resources

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Abstract

My country's charitable organizations are currently facing a credibility crisis, which has greatly impacted the residents' willingness to donate to charity, leading to the problem of insufficient motivation for social charitable donations. How to improve residents' willingness to donate has become the key to solving the problem. Based on the results of survey data, this article finds that community charity has great potential for development. Therefore, this article explains the circular relationship of charitable resources among residents, communities and the government by constructing a microcirculation model of charitable resources, so as to provide policy optimization suggestions for increasing residents' willingness to donate to charity.

Keywords

Philanthropy resource microcirculation; Willingness to donate; Community philanthropy; Philanthropy; Philanthropy.

1. Introduction

The excessive gap in income distribution in my country constitutes a major shortcoming in the modernization of the social structure. The "Recommendations of the Central Committee of the Communist Party of China on Formulating the Fourteenth Five-Year Plan for National Economic and Social Development and Long-Term Goals for 2035" clearly stated that "play the role of the third distribution, develop philanthropy, and improve the distribution of income and wealth." The reform goals and requirements.

However, in recent years, the development speed of my country's philanthropy has been difficult to adapt to the speed of economic development, and has fallen into a stagnant dilemma. According to the data of the 2021 report of "Donation to America", the total amount of charitable donations in the United States in 2020 is 471.44 billion U.S. dollars, and at the same time it has created a record high, accounting for 2.3% of GDP. Among them, personal donations are still the most important source of charitable donations in the United States; The "China Charity Donation Report 2020" pointed out that in 2020, China will receive 225.313 billion yuan in domestic and foreign donations, and the proportion of donations in the total GDP is only 0.22%. Among them, corporate donations are the most important source of donations, and personal donations The ratio is obviously low. The ratio of gross national product between the United States and China is 1.3:1, while the ratio of total charitable donations has reached 13:1. Due to the backwardness of charity, charitable organizations cannot mobilize sufficient charity resources to deal with emergencies. Then, how to actively promote the development of my country's philanthropy in order to give full play to the third distribution effect of philanthropy has become a crucial issue at present. Statistics show that compared with the United States, my

country's charitable donation drive is obviously insufficient. The main reason is that residents' willingness to donate is generally low.

Therefore, how to improve the willingness of Chinese residents to donate to charity has become the key to the problem. Since the 21st century, my country has made some innovative attempts to increase residents' willingness to donate, such as charity foundations, preferential tax policies, and community charity supermarkets. However, the results are still low, and the problems that have been exposed have been difficult to solve. This is also a major reason hindering the innovative development of my country's philanthropy. Charitable donations are highly altruistic from the traditional perspective; humans generally have a strong self-interest, that is, they often do not engage in altruistic behavior when they cannot meet all their needs. Therefore, how to weaken the apparent altruism of charitable donations and appropriately strengthen their self-interest is a possible idea to increase residents' willingness to donate.

2. Influencing Factors of Residents' Charitable Donations

2.1. Demographic Factors

Relevant statistical results show that the average donation amount of married residents is higher than that of unmarried and divorced residents; the donation amount of local residents with urban hukou is significantly higher than that of local residents with rural hukou; individuals with higher happiness and even cities have significantly greater donations. Individuals or cities with low happiness; the average donation of CCP members is more than the average donation of non-party urban residents. The special status of party members has given them more social responsibilities and family and country feelings. Whether it is due to their own values or pressure from outside society, party members tend to have a stronger willingness to donate.

2.2. Socio-economic Status

The survey results show that the higher the level of education and personal income, the stronger the willingness of residents to donate, and there is a significant correlation. Higher education level and personal income represent higher socioeconomic status. Residents in a higher economic position enjoy the rich resources at a high level in the society, and have stronger knowledge and awareness of social responsibility. Therefore, residents with higher levels of education and personal disposable income have a higher willingness to donate, and such donations are often more continuous and stable.

2.3. Social Capital

Fengqin Liu (2013) pointed out that social capital based on social networks and trust has a significant impact on personal charitable donations.

Everyone is in a social network of a certain scale, broaden the social network through various forms of collective activities, and strengthen the exchange of information and resources. Relevant empirical research results show that the larger the social network of an individual, the more social capital he owns, the more charitable donations, and the increase in long-term stable donations; Gao Jinghua (2019) believes that personal social networks also affect charitable donations, The donation amount of relatives and friends will be greater. In addition, Hu Quan (2021) pointed out that in recent years, public welfare philanthropy has also opened up a new way of public welfare through the "Internet +" model, forming a modern model of "Internet + philanthropy"; correspondingly, residents' Network heterogeneity can significantly represent the size of individual relationship networks, which shows that the network, as a carrier of information exchange, plays an important role in social networks.

In addition, the higher the level of personal trust in society, the higher the amount and frequency of donations. Fang Changlei (2021) proposed that interpersonal trust has a completely mediating effect between relationship strength, emotions and individual online charitable donation willingness. This shows that when interpersonal trust exists and affects the individual's willingness to donate, it means that relationship strength and emotions all affect the willingness to donate through the intermediary effect of interpersonal trust.

2.4. Cultural Capital

Relevant statistical results show that residents with religious beliefs have a higher willingness to donate. Religious beliefs mostly persuade people to actively contribute to kindness and selflessness. Therefore, residents with religious beliefs are more inclined to donate to help people in trouble. In addition, personal values and moral concepts will also affect their perceptions of charity and thus affect their willingness to donate.

3. The Main Reasons for the Current Lack of Motivation for Charitable Donations in My Country

3.1. Limitations of Donation Channels

At present, Chinese residents make charitable donations mainly through online donation platforms, direct personal funding of groups in need, social organizations such as the Red Cross, charitable foundations, and organizations such as enterprises, schools, and communities. According to the research data of the group: in the 438 questionnaires, 71.28% of the survey respondents' main donation channel is the online donation platform; and another survey on the trust level of the residents in the charitable donation platform found that the residents' most trusted donation channel is official charities such as the Red Cross, and the proportion of trust and trust reached 79.46%, while the proportion of trust and trust in the online donation platform only reached 63.7%. There is a contradiction between the residents' trust in charitable donation channels and the current residents' main donation channels. This conclusion shows that the current charitable donation channels of Chinese residents are too limited, and residents lack convenient ways to choose the donation channel they trust the most.

3.2. Insufficient Credibility of Charitable Organizations

Credibility is the lifeline of charitable organizations, and it is related to whether charitable organizations can receive public donations for better survival and development. Lu Siyu (2021) believes that the credibility of charitable organizations is the first condition for charitable organizations to recruit volunteers and obtain government and social support. The credibility of charitable organizations is the factor that most directly affects charitable fundraising. When the Wuhan epidemic broke out in 2020, the local Red Cross and other charitable organizations were suspicious of funding targets, and the fees were not transparent. This caused a serious crisis of trust in the Red Cross as an official charity, and its credibility was greatly reduced, and it also greatly affected the enthusiasm of the people for charitable donations. The lack of credibility of my country's charitable organizations is embodied in the following aspects:

3.2.1. Non-disclosure of Information

Most of the donations of charitable organizations come from the charitable donations of enterprises or individual citizens. From the perspective of rights and obligations, charitable organizations have received support from all walks of life in society, so that they can better achieve their organizational goals. Therefore, charitable organizations are also obliged to disclose information to all sectors of society. On the one hand, the disclosure of charitable organization information is conducive to charitable organizations' open acceptance of social supervision, and promotes the clean, reasonable, and efficient operation of the organization. On

the other hand, a high degree of transparency in organizational operations and reasonable use of donations will also increase the social credibility of charitable organizations, which will help charitable organizations to more widely absorb social donations.

3.2.2. Charity Organization's Own Positioning Is Not clear

Regarding the ambiguity of my country's charitable organizations' own positioning, the main argument is whether my country's charity is a government enterprise or a private enterprise. Therefore, what role the government should play in the operation of charitable organizations is the crux of the problem.

3.2.3. The Continuous Emergence of Charity Corruption Incidents

Charity corruption refers to the fact that some people have deviated from the philosophy and operating rules of charity, turning charities into profit-making tools, platforms for realizing personal gains and appeals, and ultimately drying up the source of inefficiency in the operation of charitable organizations. The opaque operation of some charitable organizations and the unreasonable operation of charitable projects have dealt a blow to the public's enthusiasm for donation.

3.3. Insufficient Social Incentives

Social incentives refer to the process in which social managers take certain measures to inspire people to actively and consciously act in order to achieve the goals of social management in response to the needs of members of the society. The starting point of social motivation lies in people's unsatisfied needs. Social managers use external incentives to stimulate people's unsatisfied needs, and then stimulate people's behavioral motivations. At present, my country's charitable donations lack effective incentives in both material and spiritual aspects:

First, my country's current taxation policy is not conducive to the development of charity. Inadequate charity tax policies. In our country, the more donations, the more taxes will be paid. In addition to the donations, donors also need to prepare an expensive tax. In-kind donations cannot enjoy preferential tax policies. The above regulations undoubtedly hurt people's donations. Positivity.

Second, for donors, their donation behavior is usually not known by others, and they have not been commended or rewarded by relevant departments. Donors lack a way to get donation feedback, which will cause the donors to have a psychological gap.

3.4. Blocked Social Networks

In recent years, online fundraising platforms such as "Dropping" have become the main way for residents to donate due to their convenience, and the rise of such online fundraising platforms is inseparable from the concept of donations from acquaintances. Social networks are generally reflected in the scale of the network of resources. In traditional Chinese culture, acquaintances help acquaintances and relatives help relatives are the basic and universal connections. Therefore, most non-governmental donations rely more on the residents' social acquaintance network.

3.5. Weak Charity Propaganda

The propaganda of charitable undertakings shall include the propaganda of charitable organizations themselves, the propaganda of charitable fundraising activities and the propaganda of charitable preferential policies.

Some scholars have conducted research on the public's personal emotional attitudes towards charitable organizations and projects. The research has found that people choose charitable organizations to donate based on their personal perceptions of charitable organizations. The formation of this personal perception is mainly composed of good charity organization image promotion, charity activity experience and the influence of charity projects.

The publicity of charitable fundraising activities directly affects the number and efficiency of fundraising. The survey results show that only 31.83% of residents in the 483 samples have participated in charitable donation publicity activities. It can be seen that the current publicity of charitable donations in our country is far from enough.

The results of this survey found that in the 438 samples surveyed, only 5 people had used the special invoice for donations to apply for personal income tax reduction or exemption from their units, accounting for only 1.73%. Moreover, among all the samples, 55.02% of the survey respondents reported that they did not understand my country's existing charitable donation policies. Therefore, strengthening the publicity of charity taxation policies is one of the ways to effectively encourage residents to make charitable donations.

4. The Construction of A Theoretical Model of the Microcirculation of Philanthropy Resources

In response to the above problems, based on the perspective of the effective circulation of philanthropy resources, a theoretical model of the microcirculation of philanthropy resources with residents, communities and the government as the main body is constructed to enhance the residents' donation willingness by strengthening the mutual aid and reciprocity in the flow of philanthropy resources.

4.1. Subject Analysis

Residents are the supply side of charity and the source of charitable donations. Individuals in every society have different social identities, which mainly depend on different social situations. However, almost all individuals have a common social identity-residents. Affected by the lack of credibility of my country's official charitable organizations, if we want to increase the willingness of every individual in the society to donate, we must create a donation environment suitable for almost all residents and provide a donation channel that allows residents to trust enough.

The concept of community was first introduced to China by the term community. Chinese academic circles have different interpretations of the concept of "community". Fei Xiaotong (1995) believes that community not only has geographical and spatial proximity, that is, the concept of "district"; it also needs to have the connection and direct interaction between people and people, that is, the concept of "community". The combination of the two is the concept of "community". A community is the unit organization closest to each resident, and it is also an environment for communication and interaction with each resident in their daily lives. In the microcirculation model of charitable resources, residents are the main donors and donate through contact with the community.

The healthy development of philanthropy requires appropriate help and support from the government, so the role of the government in the development of my country's philanthropy is very important. The government plays the role of allocating social resources in social public undertakings, and charity resources are also part of it. Due to the different economic development speeds between regions in our country, the amount of charitable resources in different regions is also unevenly distributed. Therefore, the allocation of charitable resources requires the overall management of the government. Only in this way can the most efficient allocation of charitable resources.

4.2. Model Interpretation

Based on the three main bodies of residents, communities, and the government, the microcirculation of charitable resources is realized through the effective flow of resources between the three, thereby effectively increasing residents' willingness to donate to charity; in

addition, through the promotion of the practice of microcirculation of charitable resources, it is hoped that Enhance the donation power of my country's charity at a different level.

On the one hand, residents hand over charitable donations to relevant managers in their communities and register donations; the community reports charitable donations to the local government for unified scheduling and allocation and accepts government supervision; at the same time, the government grants charitable donations through preferential tax policies On the other hand, the government provides initial operating funds for the collection and management of community donations; the community feeds back to charitable donors through daily welfare and gives commemorative rewards.

Therefore, through the government's macro-level tax incentives and community micro-level welfare feedback, residents who make charitable donations can get a certain amount of donation feedback, improve the mutual benefit of charitable donations, and thus increase residents' willingness to donate to charity.

5. Policy Optimization to Enhance the Willingness of Chinese Residents to Donate to Charity

5.1. Strengthen the Cultivation of the Main Body of Community Charity

The government establishes fund-raising points in the community through the support of original funds, and the community neighborhood committee appoints managers and reports to the government. Charitable fundraising points are mainly responsible for collecting donations from community residents and doing charity registration; if the community has charitable needs, the community charity fundraising points can directly use part of the collected funds to satisfy the community through strict operating procedures Philanthropic needs.

5.2. Improve the Efficiency of Charity Resource Allocation

The allocation efficiency of charity resources directly affects whether charity supply and demand can be effectively connected. Charity needs are often unevenly distributed among different regions, and it is difficult to achieve efficient resource allocation only by community fundraising points and charitable organizations. Therefore, the government should rationally allocate the charity funds raised by the community on the principle of "near before far", that is, prioritize the allocation of charitable resources to areas with intensive local charity needs, and then report the balance of charitable funds to the local government. The national government conducts macro deployment across the country.

5.3. Use Multiple and Multi-level Incentive Tools

The government should use incentive tools at different levels to encourage residents to participate in charitable donations. At the macro level, although my country currently has preferential tax policies, they are rarely known, and donations must reach a certain amount to apply for a certain degree of tax incentives. That is to say, the current preferential tax policies in my country are increasing residents' willingness to donate. The aspect did not play a sufficient role. Therefore, the government should improve preferential tax policies and strengthen policy publicity and popularization.

In addition, the government should strengthen the use of micro-level incentive tools. The government can provide certain daily life benefits to residents who make charitable donations through the community. Communities can use charitable donation records to issue "charity points" to residents, and residents can exchange "charity points" for community services or reduce or exempt certain daily transportation expenses.

5.4. Combination of Self-regulation and Co-regulation

The community is more like a bridge of resource exchange between residents and the government, and it may be operated in the dark in the process of managing donations. Therefore, the community must conduct self-regulation and disclose donation information to community residents in a timely manner; at the same time, regularly report charitable fundraising to the local government, actively accept the supervision of local government departments, and create a good regulatory environment for residents' charitable donations.

6. Conclusion

Increasing the willingness of individual residents to donate to charity is a major way to improve the current problem of insufficient motivation for charitable donations in my country. This paper constructs a theoretical model of the microcirculation of charity resources, emphasizing the role of the community in the process of charity fundraising as a bridge of resource exchange, and finally achieves the goal of recycling and effective allocation of charitable resources among the three main bodies of residents, communities and the government, thereby effectively improving Residents' willingness to donate.

Acknowledgments

Fund Project: 2021 Jiangsu University Student Innovation Training Project "Charity Economy to the Good Era: Research on the Role of Philanthropy in the Third Distribution" (202110327007Z).

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