

Nov 9th, 2:50 PM - 3:10 PM

## Paying It Forward: Who Does This?

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Alexander, Elizabeth C. and Braun, Charles, "Paying It Forward: Who Does This?" (2018). *Faculty Research Day*. 10.  
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Paying It  
Forward

Who Does

This?

# An exploration into the decision factors of upstream indirect reciprocity

Elizabeth C. Alexander

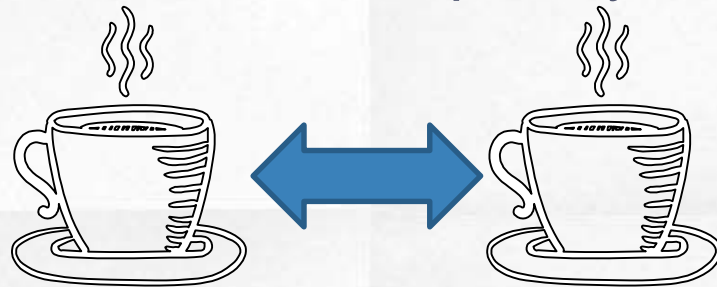
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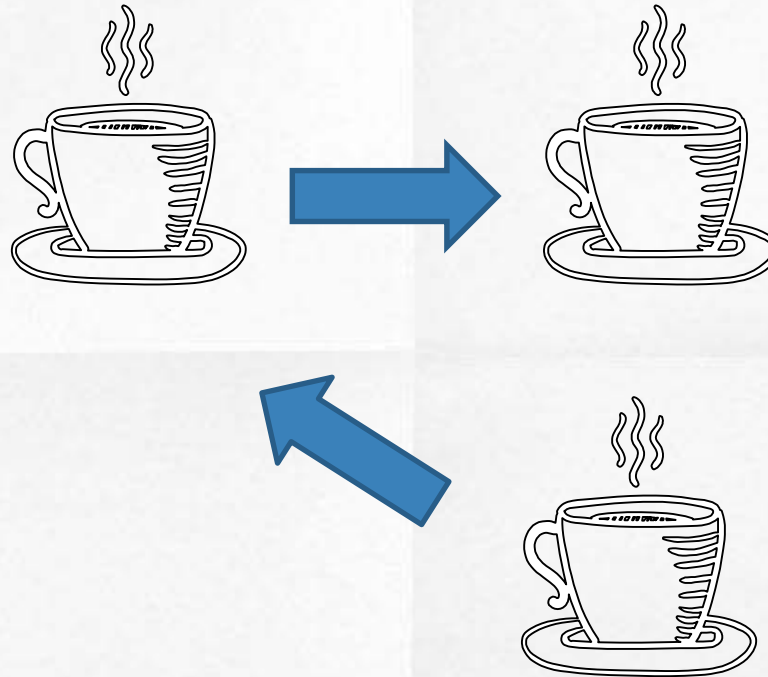
# First – some definitions

## ▣ Direct Reciprocity



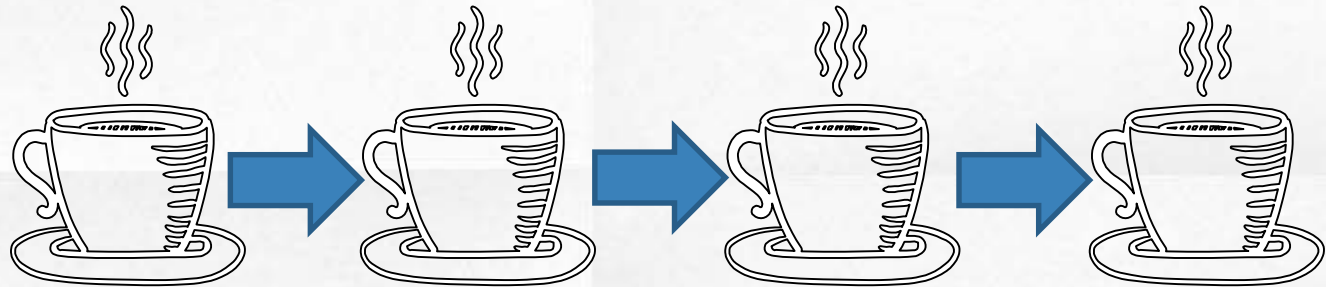
# Indirect Reciprocity Downstream

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With downstream indirect reciprocity, #1 pays for #2's coffee and #3, witnessing, pays for #1's coffee.

# Indirect Reciprocity Upstream



With upstream indirect reciprocity, #1 pays for #2's coffee, who then pays for #3's coffee and so on.

# Does this really happen?

McDonald's, Scottsburg IN, 167  
Tim Horton's, Winnipeg MB, 226  
Starbucks, St. Petersburg FL, 378  
Starbucks, Bethel Park, PA, 160+

Find other examples at <https://www.goodnet.org/articles/6-forward-chains>

-most -inspiring -pay-

# Exploratory Investigation

## ▣ Monetary conditions

- Do individuals consider cost/benefit?

## ▣ Personal Characteristics

- Is general gratitude a factor?

## ▣ Other driver, etc. characteristics

- Are factors concerning the other driver considered?

## ▣ Situational

- Does the other vehicle have passengers, is it a public servants vehicle, what type vehicle, etc.?



# Methods

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- ▣ Electronic survey
- ▣ Campus population
- ▣ 1<sup>st</sup> PIF - Short scenario and decision
- ▣ 2<sup>nd</sup> PIF - More information and decision
- ▣ All respondents
  - Gratitude
  - Personal experience with PIF
  - Other decision factors
  - Demographics

# Results

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- ▣ n = 313 (68% female, 32% male)
- ▣ Experienced upstream generosity
  - 32% beneficiaries
  - 51% never benefited from
  - 5% don't remember
- ▣ Have engaged in PIF
  - 39% yes
  - 45% no
  - 4% don't remember

# Results continued

After placing your order, the cashier at the window informs you that the driver of the vehicle in front of you has paid for your order. The total for your order was \$3.49.

After learning that your order was paid for, which of the following are you likely to do next?

Receive order and drive away.

24%

Ask the cashier the amount owed from the driver behind you in line.

42%

Automatically pay for the driver behind you.

33%

...d for, which of the following are you likely to do next?: Ask the cashier the amount owed from the driver behind you in line

What is your gender?: Female

...g that your order was paid for, which of the following are you likely to do next?: Automatically pay for the driver behind you

What is your gender?: Male

After learning that your order was paid for, which of the following are you likely to do next?: Receive order and drive away

What is your gender?: NA



After learning that your order was paid for, which of the following are you likely to do next?: Receive order and drive away

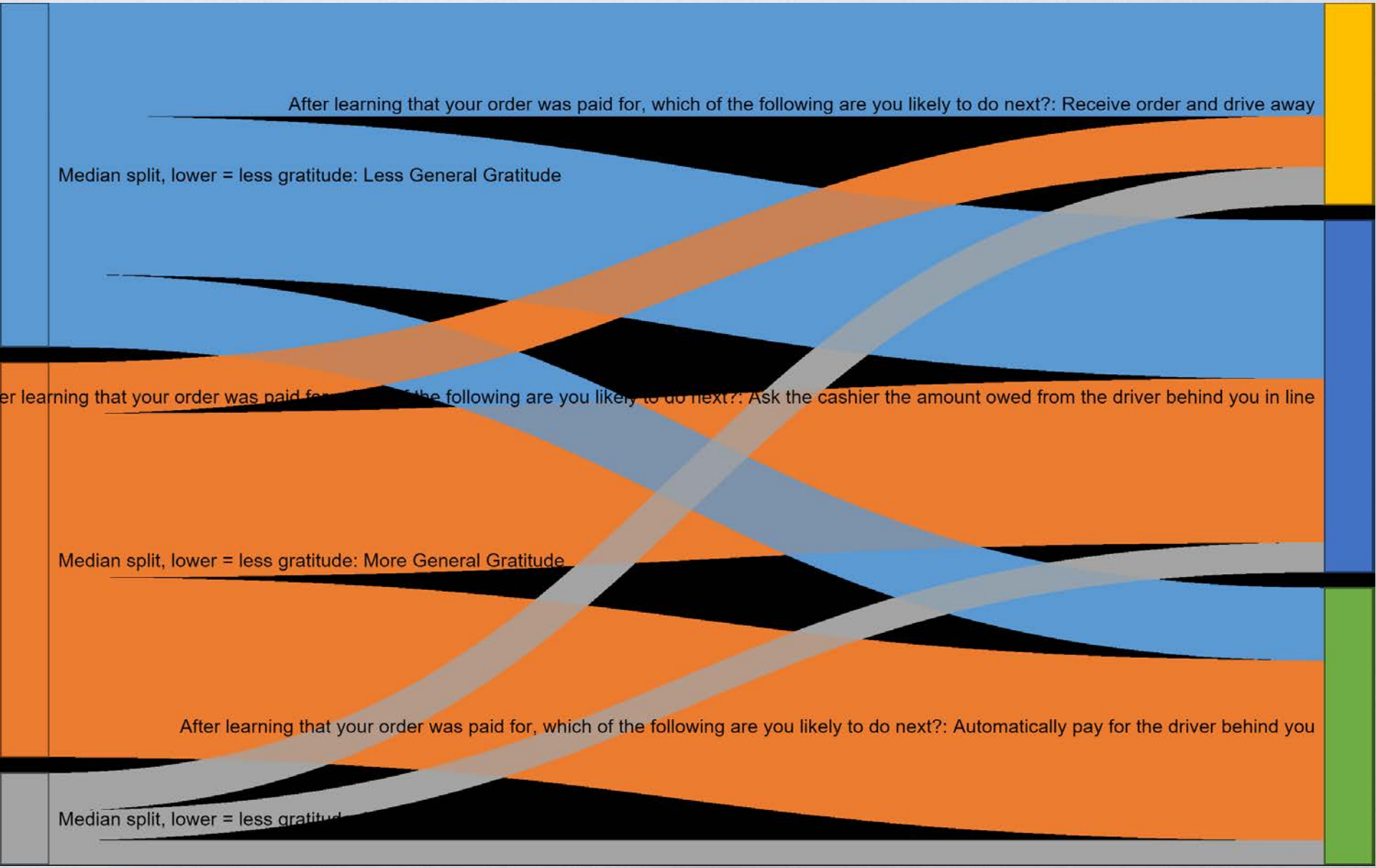
Median split, lower = less gratitude: Less General Gratitude

After learning that your order was paid for, which of the following are you likely to do next?: Ask the cashier the amount owed from the driver behind you in line

Median split, lower = less gratitude: More General Gratitude

After learning that your order was paid for, which of the following are you likely to do next?: Automatically pay for the driver behind you

Median split, lower = less gratitude



# If the order costs.... Would you PIF?

\$2.99	1.28
\$3.99	1.09
\$6.99	1.62
\$12.99	2.77

▣ All sig. except between Less(\$2.99) and Same(\$3.99)

5 point scale where 1 = Very Likely and 5 = Very Unlikely

No differences in Gratitude.

# What else might be considered?

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1 = Very Likely, 5 = Very Unlikely

Attribute	Drive Away	Ask Cashier	Auto. Pay	Sig.
Percv'd value of vehicle behind	3.09	3.21	3.77	.001
Number of passengers	2.72	3.04	3.46	.003
Pressured for time	2.28	2.72	3.43	.000
Amount of cash on hand	2.02	1.83	2.56	.000

# Other considerations, cont.

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Attribute	Drive Away	Ask Cashier	Auto. Pay	Sig.
Percv'd gender of driver behind	3.88	4.08	4.32	.018
Percv'd age of driver	3.58	3.81	4.09	.02
Driver behind is a friend	2.55	2.36	2.63	.408
Driver behind is a public servant	2.91	2.27	2.46	.012



## Next Steps:

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- ▣ Sample/market
- ▣ Salience
- ▣ Seasonal
- ▣ Non -purchase behaviors
- ▣ Social Pressure and Nudges
- ▣ Service, Sharing, and Experience Economies

# Pay It Forward Day

April 28, 2019

# Thank you!



**questions ?**

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