Altruistic or Egoistic?
Why and How Personality and Motivation Influence Prosocial Behavior

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Keywords	Abstract.
	Altruistic or Egoistic? What motivations trigger prosocial behavior has been a fascinating question for decades. Understanding how it impacts charitable decisions is critical for NPO strategies. However, prior research found that blending altruism and egoism simultaneously would backfire. The research aims to discover the potential reasons behind the phenomenon by developing a model that delineates associations among personalities, motivations, and affections. Structural Equation Modeling was adopted in this study. The results found that altruistic motivation mediates the relationship between Social Personality and Eudaimonic Affection. Egoistic Motivation mediates the relationship between Enterprising Personality and Self-affirmation Affection. However, the mediation effect vanishes the other way around, indicating that different motivation exerts effectiveness with different responses to affection. Therefore, mixing motivation inappropriately with wrong targeting could jeopardize the marketing outcome. The findings echo the prior research yet reveal more explicit pictures to explain the phenomenon and provide significant theoretical and strategic thinking potential.

1. Introduction

Nonprofit organizations (NPO) are facing challenges on many fronts today. What drives donors to give, how much they trust NPO, and how they feel about actions are critical questions for all fundraisers. (see Sargeant et al. [70] and Shang et al.[73]). From the NPO viewpoint, it is how to sustain funding sources, acquire new donors with limited marketing resources, and maximize long-term donor value (see Craver [17] and Sargent and Jay [69]).

Motivation has been considered an essential factor for prosocial behaviors (see Kil et al. [45], Pavey et al. [63], Song et al. [75]). It suggests that NPO requires profound knowledge about donors' motivation for effective donation appealing, new donors recruiting, and donor loyalty sustaining. Altruistic and egoistic are the most classical motives among all factors. The two motivations have been discussed over decades (see Batson [7]. Batson et al. [8], Carlson and Zaki [15]). Given intensive resources competition from more diversified causes, researchers have meticulously studied how to make altruistic and egoistic motivations in promoting prosocial behavior more effectively (see Baek et al. [4]).

Although studies suggest that adding multiple causes might strengthen fundraising outcomes, surprisingly, Feiler et al. [26] found that mixing altruistic and egoistic will reduce the likelihood of giving. The authors found the phenomenon caused by the psychological reactance effect via participants' awareness of the persuasive mixed message. Further research was urged on how multiple audiences could lead to the result. Moreover, a prosocial crowdfunding study found that a hybrid donation program containing tangible rewards in a prosocial initiative is less effective than a pure one. The phenomenon was explained by over-justification and need-for-autonomy effects (see Zhao and Sun [80]). In another study discerning whether altruistic and non-altruistic motivations effectively improve volunteer retention, the research found a negative effect on retention in a non-altruistic event and concludes congruence is essential (see Kim et al. [46]). The common phenomenon of NPOs challenge in the above cases could be explained by the research claiming that extrinsic rewards undermine intrinsic motivation. In other words, they are not synergistically positive (see Deci et al. [19]).

All this research contributed to NPO marketing programs significantly. Although these findings could help NPO marketing messages and events design for better outcomes by avoiding traps, the conclusions are stopped at a tactical level. NPOs have not invested enough in further research, possibly because of the sensitivity of egoistic motivation for their donors or budget constraints. This research argues that NPO should take a step deeper to understand the rationales behind the phenomenon, which reflect different target audiences with different psychological needs fulfillment on different motivations in the context of prosocial behavior.

Therefore, the challenges for NPO could be summarized in three folds: Firstly, how could NPO maximize appealing outcomes by effectively distinguishing and utilizing donors' altruistic and egoistic motivation properly? Secondly, how could NPO match the power of different motivations with suitable targets? Namely, how much does NPO know about their donors? Does NPO pay enough energy to analyze their donors' profiles to extend traditional demographic knowledge to latent factors like personality traits? Thirdly, NPO should have a vision beyond the harvest of donations through marketing. A critical challenge for NPO is to maximize long-term donor value by nurturing their psychological well-being through prosocial behavior engagement. With the above presumptions, the present research recognizes these essential areas in donor knowledge in the prosocial behavior context: motivation refers to the question "why they do?", personality, who they are? and affection, how they feel?

Self-Determination Theory (SDT) has been a leading paradigm for understanding human motivation, personality development, and wellness through the innate tendency

of growth by the fundamental psychological needs for autonomy, competence, and relatedness satisfaction (see Deci and Ryan [20] and Koole et al. [52]). Prosocial behavior reflects a degree of an individual's maturity. Different personality types could be developed through different levels of satisfaction with the human basic psychological needs. For example, people with social type personality may come from a more vital satisfaction of relatedness. Personality with higher assertiveness and decisiveness may come from a good development of autonomy and competence. Different types of motivation could also reflect the different stages of these needs fulfillment for a person. This empirical research with different motivations, personalities, and affection is based on the overall theoretical background.

Empirical research has also shown that personality is highly associated with motivation and affection (see Forgas and Ciarrochi [27], Strus and Cieciuch [77]). Different personality types enable us to differentiate the audience in the donors' prosocial behavior engagement. Emotional well-being is one of the essential elements for donors' long-term satisfaction (see Surana and Lomas [78]). Studies have shown that donors' well-being, like life satisfaction and self-esteem, will be increased by charitable activities (see Surana and Lomas [78] and Song et al. [75]). Furthermore, motivation plays a crucial role in the interplay between the psychological mind and prosocial behavior (Pavey et al. [63]). Research shows that positive affection helps increase emotional well-being and is highly associated with the motivation for good work (see Fredrickson and Joiner [32] and Dickert et al. [23]). Effectively managing donors' expectations with deep knowledge of how they feel after prosocial activities against their motivation becomes crucial for long-term success.

The above discussion gives rise to the purpose of this study. We want to know how different motivations, e.g., altruistic and egoistic, influence different feelings or affections aroused by engaging in prosocial behavior for different types of audiences. Therefore, motivations, personalities, and affections are the primary constructs that forge the model by which we could examine their relationship and provide clues to answer the questions we mentioned in the NPOs' challenges.

In summary, there are three purposes for this research. Firstly, this study aims to understand a step deeper why altruistic and egoistic motivation backfires in resources appealing when they are applied simultaneously. Secondly, this study attempts to develop a model which reflects the mediation relationships among different personalities, motivations, and affections as a basis for implications. Thirdly, we anticipate that the research outcome would provide NPOs with valuable marketing and long-term donor development insights.

We adopted Structural Equation Modeling (SEM) as the major tool to build the model and reveal mediation effects. SEM has been recognized a powerful tool to uncover the integrationists among latent variables (see Hair et al. [34]). IBM AMOS v.24 is used for SEM analysis, including measurement model, structural model, and group comparison.

2. Literatures Review and Hypotheses

2.1. An overview

After decades of motivation and personality theories development to explain human behavior, scholars started to consider motivation in conjunction with personality traits to discover what people want and act (see Robert and Robins [64]). Studying human motivation and volition is an effort closely intertwined with personality, as Baumann et al. [11] pointed out. Kuhl et al. [53] further introduced a framework, Personality Systems Interactions (PSI) through long-term research in which the essential motivation and personality theories are positioned rationally. Besides, Self-Determination Theory (SDT) serves as an overall background for human personality development by motivation and affection. The theory distinguished intrinsic and extrinsic motivation conceptually in an autonomous continuum concept. Factors such as ego involvement and self-esteem are internalized in people's minds. Besides, rewards or punishment are external motivation and introjected into regulations as controlled motivation. SDT recognizes that intrinsic motivation is the highest motivation that leads to optimal psychological well-being. (see Deci and Ryan [21], Ryan and Deci [66]).

Given the purpose of this research, we will focus on two kinds of motivations: altruistic and egoistic. Altruism is intrinsic motivation which, in SDT, is the autonomous or self-determined motivation. It is rare to give tangible rewards except for a possible testimonial sheet or plaque in a charitable context. Therefore, the egoistic motivation in this study, defined as seeking self-image or self-identity, could also be an intrinsic motivation through the internalization process or a certain level of extrinsic motivation, e.g., introjected or identified in SDT. These valuable theoretical efforts set a ground for us to frame the relationships for the primary constructs, including motivation, personality, and the affections in this study.

Motivation: Altruistic and Egoistic

Motivation refers to a recurrent pattern of desire. It relates to a contextualized situation with a subjective desire to achieve something (see Baumeister [12]). Knowing the underlying motivation is crucial for prosocial behavior effectiveness (see Batson [6]). This study has focused on two motivations: Altruistic and Egoistic. Altruism is a voluntary, intentional behavior that concerns others' welfare and benefits more than self-benefits (see Eisenberg and Miller [24] and Batson [7]). It is the "social glue" for social development, according to Lay and Hoppmann. [54]. A dominant view traditionally, people always hold self-interests (universal egoism) in their prosocial behaviors. Also, scholars have argued that these two motives may co-exist under human nature linked to emotion (see Batson and Shaw [10]), and empathy leads to altruistic rather than egoistic motivation to help (see Batson [6]). A study found that internalized prosocial motivation plays a significant mediation role between dispositional mindfulness and prosocial behavior (see Kil et al. [45]). Pavey et al. [63] pointed out that motives mediate the relationship between empathy and prosocial behavior. Self-determined motivation partially mediates affection between psychological needs affection and behavioral outcomes (see McDonough and Crocker. [59]). This study further discerns these two motivations as mediators in our prosocial behavior model.

Affection, Self-affirmation, and Well-being in the charitable context

Affection matters when NPO consider fundraising and donor retention strategy. Anticipated emotional reaction plays a valuable role in prosocial behavior (see Aknin et al. 2012, Aknin et al. 2015). The empathetic feeling may predict the donation scale (see Dickert et al. [23]). People's affection influences people's decisions to help others (see Manucia et al. [57]). Cash donation improves life satisfaction and self-esteem (see Surana and Lomas [78]). Self-acceptance and positive emotion mediate charitable behavior and self-satisfaction (see Song et al. [75]). Positive emotion strengthens one's thought-action repertoires and sustains physical, intellectual, social, and psychological resources (see Fredrickson [31]). Positive affection supports human emotional well-being and physical health (see Fredrickson [30] and Kok et al. [51]). Barasch et al. [5] confirmed that positive emotion by doing good plays a constructive role in people's minds.

Howell [43] suggested self-affirmation impacts positive emotion, better functioning, and well-being. Lindsay and Cresswell [55] argued that self-affirmation predicts self-compassion and prosocial behavior. Koch [50] found a robust nexus between prosocial behavior and Eudaimonic wellbeing. The emotional reaction to good work strengthens recurrent charitable donation motivation and experience sharing motivation (see Dickert et al.[23]). Research shows that prosocial behavior brings happiness to people (see Aknin et al. [1]). It proved a positive loop between prosocial spending and well-being (see Aknin et al. [2]).

Theories of well-being categorize happiness into Hedonic and Eudaimonic. Hedonic happiness is associated with people's affection to attain pleasure and avoid pain. Differently, eudaimonic refers to emotion with a sense of meaning and self-fulfillment pleasure (see Henderson et al. [37] and Ryan and Deci [66]). Human well-being by life domains at different levels (see Delle Fave et al. [22]). Surana and Lomas [78] concluded that charitable cash giving significantly improves people's well-being, including life satisfaction and self-esteem, in experimental research. In this study, we focus our attention on eudaimonic happiness in the context of prosocial behavior affection.

Personality, Motivation, Affection

Personality tells an individual's differences and influences their prosocial behavior (see Padilla-Walker and Fraser [62]). Personality has been a critical factor in human behavioral theories development (see Batson and Powell [9]). Singh et al. [74] found interplays between personality traits and sales prosocial behaviors. Personality traits play a more substantial impact than life events in human affective well-being (see Hentschel et al. [37]). Research demonstrated that employees who engage in prosocial behavior favor rating and are categorized with specific personality traits (see Rosopa et al. [65]). Research suggests that motivation serves a critical role in understanding personality psychologically (see Higgins and Scholer [40], Zeigler-Hill et al. [81]). Mowen [60] and Mowen et al. [61] formed a Meta-theoretic Model of Motivation and Personality by integrating control theory, traits theory, hierarchical personality models, and evolutionary psychology. Personality has become an integral part of human motivation research (see Forgas and Ciarrochi [27], Forgas and Laham [28], Robert and Robins [64], Baumann et al. [11], and Kuhl et al. [53]).

Despite Big-5 has been widely used as a personality traits measurement, some studies have shown that not all Big-5 dimensions are associated with prosocial behavior. For example, Kline et al. [49] found that Agreeableness and Openness are positively associated with prosocial behavior, while none of the other three traits are. Therefore, we decided to adopt the Cencydiam model for construct measurement. Based on solid psychological theories, the Cencydiam model covers motivation, personality characteristics, and mood (affection). (see Hou and Choi [42]). We found that its personality measurement could match the Big-5 traits associated with prosocial behavior and further concerning people's leadership and influence in which we are interested per our research purpose.

Enterprising and Social personalities have been defined in our study. Enterprising-Personality has been used as a predictor to support entrepreneurship development (see Mayer et al. [58]). Research has claimed an association between social entrepreneurship and prosocial behavior. (see Saebi et al. [68]). This personality type person describes themselves as vital leadership-oriented, goal seeking, persuasive, extroverted, and enthusiastic. On the other side, Social-Personality is described as friendly, sincere, trusting, understanding (empathetic), warm, and generous (see Batson [6], Bierhoff and Rohmann [13], Lay and Hoppmann [54], and Bierhoff [14], Spokane et al. [76]).

2.2 Research logic design

The research goal is to test the influence of different motivations among responded affections with different personalities. The target audience is those who have shared their experience of charitable donation within a year before data collection. Research showed interplays between personality and affection, as we discussed (see Forgas and Ciarrochi [27]). Also, personality is generally stable other than contingent affection; it is reasonable to use personality to predict affections (see Hentschel et al. [37]). In the meantime, motivations have relational nexus between personality and affection (see Robert and Robins [64], Baumann et al. [11], and Kuhl et al. [53]). On the other hand, motivations are usually subject to achievements, goals, desires, or striving in a particular environment, which is contingent and possibly leads to behaviors (see Baumeister [12]). Therefore, in this study, we assume that motivation plays a consequent variable to personality, which plays an antecedent role to affection.

The mediation analysis tells how the antecedent variable affects a consequent variable. Hill and Howell [41] found that prosocial spending and happiness are mediated by people's psychological needs and satisfaction and moderated by value. A study discovered that hope as an ingredient of human psychological motivations mediates the interplays between personality and life satisfaction (Halama [35]). We assume different motivations impact corresponded affections by different personalities. As discussed earlier, mixing altruistic and egoistic motivation could generate an adverse result (see Feiler et al. [26], Kim et al. [46], and Zhao and Sun [80]). The research aims to reveal fundamental clues to this phenomenon by exploring the associations of constructs highly related to altruistic and egoistic motivations, e.g., personalities and affection in the context of charitable cash donation experience sharing.

2.3. Hypotheses

Four hypotheses were developed for this study. The first one is to test whether Altruistic-Motivation (AM) plays a mediator between personality and affection. The endogenous variable as corresponding feelings of prosocial behavior is Eudaimonic Affection (EA). Also, Social Personality (SP) is highly associated with altruism in a prosocial context (see Batson, [6], Bierhoff and Rohmann [13], Lay and Hoppmann [54], and Bierhoff [14]). We assume that Altruistic Motivation interplays between Social Personality and corresponding affection. Hence, the first hypothesis is defined:

H1: Altruistic Motivation (AM) mediates the influence relationship of Social-Personality (SP) to Eudaimonic Affection (EA).

Research has found that Egoistic-Motivation (EM) plays an equally important role in prosocial behavior. It differentiates from altruistic motivation by different conditions or contexts (see Bierhoff and Rohmann [13] and Lay and Hoppmann [54]). However, we suspect that different types of personalities have various influence associations among motivations and affections. An entrepreneurship spirit study showed that motivation and enterprising personality are significantly associated with entrepreneurial competence, intentions, need for learning, and efficacy (see Mayer et al. [58]). Enterprising personality features traits like persuasion, leadership, and seeking achievements (see Spokane et al. [76]). We predict that people with Enterprising Personality (EP) are impacted more by Egoistic Motivation than Altruistic Motivation in the prosocial behavior. To test how this influences the relationship on the corresponding affection in prosocial behavior, here we set our second hypothesis:

H2: Egoistic Motivation (EM) mediates the influence relationship of Enterprising-Personality (EP) to Eudaimonic Affection (EA).

The second affection defined in this study is Self-Affirmation (SA), which is highly associated with an intervention role in an individual's well-being (see Howell [43]). Self-Affirmation theory illustrates how views on self as moral and capable drive individuals' beliefs and behaviors. (see Aronson et al. [3]). It sustains the integrity of self and interplays with coping behavior, motivation, and personality (see Main and Dillard [56]). Lindsay and Cresswell [55] have shown that self-affirmation predicts self-compassion and prosocial behavior through empirical experiments. Schneider and Weber [71] affirmed that positive self-regard mediates one's values affirmation, strengthening prosocial behavior intentions. Through experiments, research revealed that self-affirmation affects human's primary emotional responses (see Crowell [18]). As discussed, affection or emotion is highly associated with personalities and motivations. We expect to see how different motivations mediate the interplays between personalities and Self-Affirmation Affection. Accordingly, the third and the fourth hypothesis is stated below:

H3: Egoistic Motivation (EM) mediates the influence relationship of Enterprising-Personality (EP) to Self-Affirmation (SA).

H4: Altruistic Motivation (AM) mediates the influence relationship of Social-Personality (SP) to Self-Affirmation (SA).

3. Results

3.1. Sample data, constructs, measures, and data reliability

The research has 998 samples (500 in Taiwan and 498 in Malaysia). In step one, the sample pool was organized into blocks according to appropriate demographic (gender, age, location, occupation, etc.) distribution in Taiwan and Malaysia. In step two, the samples were selected randomly for each block. The questionnaire data was collected through a telephone call by trained telemarketers. Item analysis with t-test showed good quality for the latent variable item's discrimination. Further testing for some demographic variables, gender, and age demonstrated good sample representativeness. For example, in a gender goodness-of-Fit test, x^2 (0.128), $p = 0.721$ shows no evidence of a difference between sample and population. The process, methodology, and testing assured no self-selection bias.

The measurements of constructs are designed based on the Censydiam model (see Geeroms et al. [33]). Items are measured with a 5-points Likert scale. The two motivation constructs are Altruistic Motivation (AM) and Egoistic Motivation (EM). AM profiles people's concerns with others' needs with social responsibility, wishing needed people to get help in time. EM concerns more benefits for oneself, like self-image, self-value, and self-identity (see Batson [6], Batson [7], and Eisenberg and Miller [24]). Cronbach α values (0.782 and 0.906) indicate good quality and reliability.

Eudaimonic Affection (EA) is the emotion of caring for others, being warm-hearted, and being happy with peace and contentment. The affection reflects life meaning through concerns for others (see Henderson et al. [37] and Ryan and Deci [67]). Self-Affirmation (SA) is associated with being self-acknowledged, proud of self, and feeling honored. This affection presents self-appreciation related to the aspiration of human capital. (see Howell [43] and Feher [25]). These constructs meet reliability requirements with Cronbach α 0.736 and 0.824.

Social Personality (SP) is the people with a heart of compassion, caring, kind, engaging, and persuasive; Enterprising-Personality (EP) reflects the cohort of people with the power of appealing, persuasive, and leadership (see Spokane et al. [76]). Cronbach α measured as 0.889 and 0.817, satisfying the requirement of constructs' reliability. We have also examined the correlation coefficients across each construct's items to confirm that all constructs are above 0.3 and correlated item-total correlations are above 0.5. A process of confirmatory factor analysis (CFA) for satisfying quality for each construct resulted in Table 3.1. KMO and Bartlett's Sphericity Test shows satisfying results for all constructs above.

3.2. Measurement model

Items, Composite Reliability and Convergence Validity

The measurement modeling was conducted in the process suggested by Hershberger [39] and Kline [47]. The result shows satisfactory reliability and validity. Firstly, the testing for each parameter estimation of the constructs is significant. Factor loadings and Squared Multiple Correlations (SMC) mostly show good or acceptable levels. Secondly,

Table 3.1: The Measurement Model.

Constructs	Items	Significance of parameter estimation				Item Reliability		Composite Reliability	Convergence Validity
		Unstd.	S.E.	z-Value	P	Std.	SMC	CR	AVE
Social	p7	1.000				0.670	0.449	0.842	0.471
	p8	1.031	0.053	19.398	***	0.707	0.500		
	p10	0.988	0.051	19.388	***	0.706	0.498		
	p16	0.986	0.050	19.526	***	0.712	0.507		
	p19	0.956	0.052	18.421	***	0.666	0.444		
	p20	1.029	0.057	18.163	***	0.655	0.429		
Enterprising	p3	1.000				0.657	0.432	0.734	0.480
	p4	1.201	0.070	17.224	***	0.748	0.560		
	p5	1.126	0.069	16.284	***	0.670	0.449		
Altruistic	mt5	1.000				0.689	0.475	0.894	0.546
	mt6	1.123	0.050	22.578	***	0.788	0.621		
	mt7	1.077	0.049	21.956	***	0.764	0.584		
	mt8	0.995	0.048	20.736	***	0.717	0.514		
	mt9	1.010	0.048	21.179	***	0.734	0.539		
	mt10	1.063	0.048	22.100	***	0.769	0.591		
	mt13	1.005	0.049	20.464	***	0.707	0.500		
Egoistic	mt1	1.000				0.665	0.442	0.791	0.559
	mt3	1.028	0.054	18.979	***	0.764	0.584		
	mt4	1.122	0.058	19.344	***	0.807	0.651		
SelfAff	m1	1.000				0.700	0.490	0.706	0.448
	m3	1.046	0.057	18.191	***	0.730	0.533		
	m4	0.947	0.063	15.008	***	0.566	0.320		
Eudaimonic	m5	1.000				0.604	0.365	0.794	0.492
	m11	1.177	0.065	18.030	***	0.760	0.578		
	m13	1.147	0.064	17.819	***	0.745	0.555		
	m14	1.063	0.063	16.864	***	0.686	0.471		

SMC: Squared Multiple Correlations; CR: Composite Reliability; AVE: Average Variance Extracted.

we calculated the Composite Reliability (CR) with criteria > 0.6. Moreover, the Convergence Validity (CV) was all passed with the criteria suggested > 0.36 as acceptable and > 0.5 as good (see Chin [16] and Hair et al. [34]). The testing results are shown in the Table 3.1.

Discriminant Validity

We conducted the discriminant validity test (see Fornell and Larker [29].) The cross-construct correlation values for most constructs are smaller than AVE's square-of-roots, as shown in Table 3.2. Results show a satisfactory discriminant validity.

3.3. Structural model

Goodness of the Model Fit

Two Structural Equation Models were developed with different endogenous variables. Model A serves Eudaimonic-Affection (EA), and Model B serves Self-Affirmation (SA).

Table 3.2: Discriminant Validity.

Constructs	Convergence Validity	Discriminant Validity					
	AVE	Eudaimonic	SelfAff.	Egoistic	Altruistic	Enterprising	Social
Eudaimonic	0.492	0.701					
SelfAff.	0.448	0.577	0.669				
Egoistic	0.559	0.143	0.640	0.748			
Altruistic	0.546	0.715	0.403	0.206	0.739		
Enterprising	0.480	0.375	0.528	0.440	0.310	0.693	
Social	0.471	0.738	0.498	0.246	0.648	0.644	0.686

Remark: Bold on diagonal AVE Square of roots, off-diagonal are correlations of constructs.

Table 3.3: Model Fit.

Model Index	Suggestion	Model A Model Fit (Eudaimonic)	Model B Model Fit (Self-Affirmation)
ML χ^2	Better smaller	661.718	670.657
Degree of Freedom (DF)	Better Larger	222	201
Normed Chi-Sqr (χ^2/DF)	$1 < \chi^2$/DF< 3 (or near)	2.981	3.337
GFI	> 0.9	0.942	0.939
AGFI	> 0.9	0.928	0.923
RMSEA	< 0.08	0.045	0.048
SRMR	< 0.08	0.043	0.047
TLI (NNFI)	> 0.9	0.949	0.940
CFI	> 0.9	0.955	0.948

The model-fit criteria proposed by Kline [48] and Schumacker and Lomax [72] were adopted. Also, we adopted the SEM Model fit report criteria suggested by Jackson et al. [44]. After conducting the SEM calculation, the result gives us high confidence of a good model fit in this study.
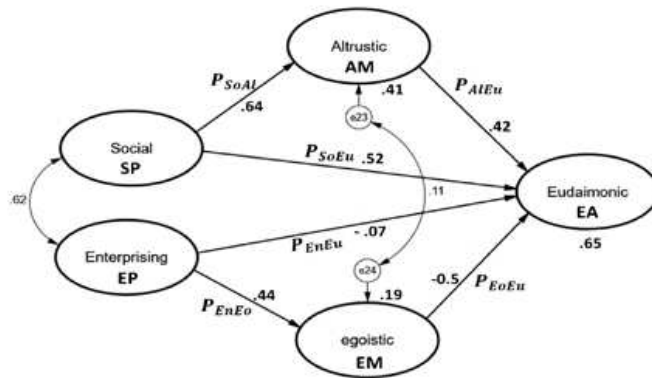

Figure 3.1: Model A Eudaimonic Affection as Endogenous Variable (standardized).

Table 3.4: Path Regression Coefficients.

Path	Path Coeff.	Estimate (Un-std.)	Standard Error	Critical Ratio(z)	P Value	Signi-ficance
Model A: Eudaimonic Affection as Endogenous Variable						
Social→Eudaimonic (P_{SoEu})	0.520	0.466	0.056	8.384	0.000	***
Social→Altruistic (P_{SoAl})	0.640	0.684	0.047	14.462	0.000	***
Altruistic→Eudaimonic (P_{AlEu})	0.420	0.347	0.038	9.129	0.000	***
Enterprising→Eudaimonic (P_{EnEu})	-0.070	-0.061	0.045	-1.349	0.177	
Enterprising→Egoistic (P_{EnEo})	0.440	0.678	0.068	10.036	0.000	***
Egoistic→Eudaimonic (P_{EoEu})	-0.050	-0.027	0.020	-1.334	0.182	
Model B: Self-Affirmation as Endogenous Variable						
Enterprising→SelfAff (P_{EnSa})	0.150	0.172	0.066	2.607	0.009	**
Enterprising→Egoistic (P_{EnEo})	0.440	0.676	0.066	10.198	0.000	***
Egoistic→SelfAff (P_{EoSa})	0.500	0.386	0.035	11.131	0.000	***
Social→SelfAff (P_{SoSa})	0.200	0.232	0.070	3.333	0.000	***
Social→Altruistic (P_{SoAl})	0.640	0.694	0.048	14.440	0.000	***
Altruistic→SelfAff (P_{AlSa})	0.110	0.122	0.049	2.506	0.012	*

Remark: $***p < 0.001$; $**p < 0.01$; $*p < 0.05$.

Structural Models and Coefficient Path Significance Tests

We used two structural equation models with Eudaimonic and Self-Affirmation as endogenous constructs in Figures 3.1 and 3.2. The coefficients of determination R^2 are 0.65 and 0.56, which are considered above average and closely reaching a substantial level of the power of explanation (see Chin [16], Urbach and Ahlemann [79]).
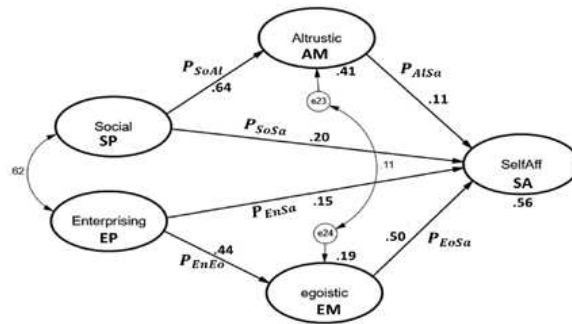

Figure 3.2: Model B Self-Affirmation Affection as Endogenous Variable (standardized).

As shown in Table 3.4, the result indicates that both Social-Personality and Enterprising-Personality positively influence Self-Affirmation. Also, Social-Personality positively influences Eudaimonic Affection. However, Enterprising-Personality does not have a significant impact on Eudaimonic Affection.

Table 3.5: Mediation Effect Significance Test.

Regression Path	Estimates	95% Confidence Interval	p-Value (BC)	Significance
Model A: Eudaimonic Affection as Endogenous Variable				
Direct Effect 1: SP→EA	0.522	0.332~0.612	0.001	***
Indirect Effect 1: SP→AM→EA	0.266	0.185~0.360	0.001	***
Total Effect 1: SP→EA	0.788	0.585~0.832	0.001	***
Direct Effect 2: EP→EA	-0.067	-0.171~0.029	0.195	
Indirect Effect 2: EP→EM→EA	-0.020	-0.056~0.011	0.181	
Total Effect 2: EP→EA	-0.087	-0.186~-0.002	0.044	*
Model B: Self-Affirmation Affection as Endogenous Variable				
Direct Effect 1: SP→SA	0.200	0.045~0.357	0.015	**
Indirect Effect 1: SP→AM→SA	0.073	-0.009~0.159	0.082	
Total Effect 1: SP→SA	0.273	0.149~0.404	0.001	***
Direct Effect 2: EP→SA	0.146	0.016~0.266	0.029	*
Indirect Effect 2: EP→EM→SA	0.221	0.173~0.285	0.001	***
Total Effect 2: EP→SA	0.367	0.246~0.485	0.001	***

Remark: BC is Biased-Corrected Percentile Method; $***p < 0.001$; $**p < 0.01$; $*p < 0.05$.

3.4. Mediation effects testing

The critical part of the analysis is examining the mediation effects of the two motivations among different personalities and affections. As we stated earlier, this study aims to see how differently Altruistic and Egoistic Motivations work in the interplays of personalities and affections in the prosocial behavior context. Thus, we know better about why the adverse consequences happen when putting these two motivations in the same appealing messages for fundraising. We expect the result will shed light on effective fundraising marketing and donor retention strategies for NPOs. According to the research logic, we have also set up our hypotheses based on mediation effect tests. The mediation effect is presumably a causal effect between two variables. Scholar encourages conducting mediation analysis to interpret the cause-effect relationship in the empirical study, and even it is cross-sectional (see Hayse [36]). The result is shown in Table 3.5.

In Model A, the indirect effect of SP to EA through AM is significant, which supports a significant mediation effect of SP to EA by AM. The result supports our H1 hypothesis: Altruistic Motivation (AM) mediates the influence relationship between Social-Personality (SP) and Eudaimonic Affection (EA).

The mediation effect demonstrates that the donors with social personality traits perceive eudaimonic affection significantly impacted by their altruistic motivation during their charitable experience sharing. We noticed that both direct and indirect effects are significant, showing a balanced influence from their social personality directly and channeled through their altruistic motivation indirectly.

On the other side of Model A, the indirect effect between EP and EA by EM is insignificant, nor is the direct effect between EP and EA. There is no significant mediation effect of EP to EA by EM. The result rejects our second hypothesis, H2: Egoistic Motivation (EM) mediates the influence relationship of Enterprising-Personality (EP) to Eudaimonic Affection (EA). The result showed us that egoistic motivation plays an insignificant role in influencing enterprising personality to eudaimonic affection. Secondly, the enterprising personality does not influence eudaimonic affection.

Interestingly, we see the opposite situation in model B. The indirect effect of EP on SA through EM is significant. It supports a significant mediation effect of EP to SA by EM. The result supports our third hypothesis, H3: Egoistic Motivation (EM) mediates the influence relationship of Enterprising-Personality (EP) to Self-Affirmation (SA). The direct effect of EP on SA is also significant, with a low path coefficient value. It suggests that Self-Affirmation affection is primarily impacted by egoistic motivation as the mediator.

On the other hand, the indirect effect between SP and SA by AM is not significant. Although SP's direct effect on SA is significant, SP has no significant mediation effect on SA by AM. The result rejects our fourth hypothesis, H4: Altruistic Motivation (AM) mediates the influence relationship of Social-Personality (SP) to Self-Affirmation (SA).

Taking the bird's eye on the results, we see a clear picture showing that altruistic and egoistic motivations play their specific role in interplays with different personalities and affections. Altruistic motivation is a compelling factor supporting eudaimonic happiness for people with a social personality. In contrast, egoistic motivation is an influential factor supporting self-affirmation affection for people with enterprising personalities. It is untenable the other way around.

3.5. An examination of potential cultural differences

Cultural differences may exist as the sample was collected across Taiwan and Malaysia. Hence, we analyzed Taiwan and Malaysia samples, respectively. The result in Taiwan shows that the indirect effect for SP→AM→EA is 0.362 with $p = 0.001$, but EP→EM→EA is not significant in model A. On the other side, the indirect effect of EP→EM→SA is 0.201 with $p = 0.001$, but SP→AM→SA has a very weak significance in model B. The same analysis was conducted for the Malaysia sample resulted similarly. In model A, the indirect effect of SP→AM→EA is 0.195 with $p = 0.001$, while EP→EM→EA is not significant. In model B, the indirect effect of EP→EM→SA is 0.201 with $p = 0.001$, while SP→AM→SA is not significant. Consequently, we concluded that the main findings of this research remain effective across different cultures in Taiwan and Malaysia.

We found that there are two significant differences between Taiwan and Malaysia for Model A (SP→AM; EP→EM) and four differences for Model B (SP→AM; AM→SA; EP→EM; EM→SA) from SEM group comparison analysis. Because this paper focused on exploring the reasons behind the adverse effect by blending motivation through mediation effect analysis, we suggest that a more detailed cultural differences analysis may be analyzed in further research.

4. Discussion and Implications

4.1. A summary of the findings

We have presented the SEM statistical analysis detailed results in the last chapter. Here we summarize the findings. We found that AM exerts its mediation effectiveness from SP to EA, but EM does not impact EP to EA. Contrarily, EM exerts its mediation effectiveness for EP to SA, but AM has no impact on SP to SA. The findings reflect a different perspective from what Feiler et al. [26] have suggested. Namely, NPO could get backfire in wrongly utilizing Altruistic and Egoistic motivations. Secondly, the result implies that Altruistic and Egoistic motivations exert no impact until the right personality audience is in place with different corresponding affections. Thirdly, similar results were found in the analysis of the sample of Taiwan or Malaysia alone.

4.2. Theoretical implications

Firstly, this research takes a step deeper to investigate the issues previous studies reveal (see Kim et al. [46], Zhao and Sun [80], Feiler et al. [26]). Research has suggested that pure altruistic and egoistic co-exist to link to human prosocial behavior and emotion (see Bason and Shaw [10]). At the same time, some argue raised on which one strongly impacts prosocial behavior (see Batson [7]). The present findings show that the actual issue lies in the interrelationship among the variables, including personality and affection. Secondly, despite plenty of research on the associations between personality and affection (see Hentschel et al. [38], Forgas and Ciarrochi [27], Forgas and Laham [28], Higgins and Scholer [40].) There are also significant efforts on consolidating motivation, personality, and affections (see Robert and Robins [64], Baumann et al. [11], Kuhl et al. [53], and Zeigler-Hill et al. [81]). The study integrates these critical constructs into models to display their relationships in a prosocial scenario. Thirdly, the result offers novel views of the drivers behind people's prosocial behavior by altruistic or egoistic motivations based on previous studies (see Batson [7], Batson and Shaw [10], Eisenberg and Miller [24], and Carlson and Zaki [15]). This study reveals that altruistic motivation can be differentiated from egoistic motivation, supported by the different relationships with personalities and corresponding affections. Finally, affection plays a crucial role in prosocial behavior and is associated with people's well-being (see Barasch et al. [5], Aknin et al. [1], and Aknin et al. [2]). This study opens a vision in discerning people's emotional wellbeing impacted by prosocial or charitable actions (see Fredrickson [30], Koch [50], Song et al. [75], Surana and Lomas [78]).

4.3. Managerial implications

The research could contribute NPOs in many ways. Firstly, the outcome delineates a road map for NPO to design strategies effectively with the right motivational messages, altruistic or egoistic, for suitable targets in order to avoid the backfire trap. Secondly, NPOs get deeper understanding in how donors' emotional responses through their charitable donation experience sharing. This reward could foster an environment for more recurring donation opportunities. Thirdly, the outcome gives a great chance

for NPO to create a virtuous cycle of donor engagement to maximize long-term donor value. Fourthly, the findings equip NPOs with the ability to segment the market in a powerful way beyond traditional demographic variables segmentation. The segments with psychosocial attributes offer NPO marketers ground breaking perspectives to formulate marketing tactics for different segments. Fifth, NPO could use these findings to strategize a more efficient new donor acquisition plan. Lastly, NPOs could design a more effective strategy to sustain donors' retention and enhance donor satisfaction with in-depth knowledge of donors' affection.

4.4. Strengths, potential limitations, and advice for future

In summary, the study has accomplished milestones that present the strength of this effort. Two comprehensive structural models have been built, which portray a clear relational picture of the critical constructs for prosocial behaviors with the robust model fit. Based on that, this study reveals different views on how social psychological factors interplay behind the issue of the altruistic and egoistic motivation strategic dilemma. Additionally, as described above, the mediation effect outputs have rich potential in theoretical and managerial implications.

There are three areas of potential limitations for this research. Firstly, in the recent attempts at the integration of motivation, personality, and affection theories, such as SDT and PSI (see Koole et al. [52], Kuhl et al. [53]), we believe that there should be opportunities for NPO to investigate how it impacts the issues in NPO context. As this study has been focused on the dilemma issue of altruistic and egoistic motivation, some other constructs, such as volition related to PSI or competence in SDT, are not considered in the current model. Secondly, the target sample is constrained by donors' referral experience according to the purpose of the research. The constraint limited our analysis on other potential valuable areas, such as the differences between who has the donation and sharing experiences with those who have no donation or sharing experiences. Thirdly, although the main hypotheses of the research have reached similar results in both combined and separated samples in Taiwan and Malaysia, there are other cultural differences from which valuable insights may be extracted. Besides, more cultural comparison analysis might be interesting and of great value to international NPOs.

We suggest the following three directions for future research with the above limitations: 1. To adopt new constructs based on the trending and emerging studies on SDT and PSI to explore more related to motivation, personality, affection, and wellbeing in the prosocial context. 2. To expand the sampling into both donors and people who have no prosocial behavior experiences to examine how they are different in the models of this research. 3. To further explore the cultural differences between Taiwan and Malaysia or add other countries for broader cultural differences analysis.

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