

How Much More Will Buyers Pay for the Charity Auctions In the eBay Giving Works Program?

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Based on conventional wisdom and social expectation, most people may believe that buyers are willing to pay more for a charitable product or transaction. This paper conducted quasi-experimental research on the *eBay Giving Works* program in the United States and the *eBay for Charity* program in the United Kingdom. Based on the resource-based view of the firm, this research examined whether a superior was associated with charitable auctions by comparing the price differences between the charitable and noncharitable auctions. However, my results showed that there was no price difference between charitable and noncharitable auctions. My interpretation of the results is that the charity option on eBay may not add unique resources or value to the auctions because of inconsistent interest in charity organizations between sellers and buyers. Companies should be aware that, in order to maintain sustainability in efforts for social involvement, they should integrate their customers' values into their strategies in order to add value to their customers.

Key words: eBay, Charity Donation, Corporate Social Responsibility (CSR), Auction, Giving Works