

Donating Behavior and Charity Giving on Intentions to Donate: A Literature Study

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ABSTRACT

Submitted: **Purpose of the study** — *Donation and charity is one of the cultural behaviors of the Indonesian Nation, various forms of donations and giving of charity were made and designed according to needs. This study aims to find out how the behavior of donations and what factors are contained in making donations and charities in the community and making a research model.*
12-04,2023

Accepted: **Research method**— *The method used is to review the literature relating to donations and charities.*
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Published: **Result**— *The results of this study produce a research model in the form of individual Behavior variables (moral core, empathy, news exposure, positive and negative performance as well as an efficient color on the emotional giving of charity), fundraising, and internet technology features that influence the behavior of donations and charity giving that have an impact Interested in donating. Intermediary of social status and sentiment and sophistication*
30-06, 2023

Conclusion— *This literature study aimed to explore the behavior of donations and charity giving in the Indonesian community and develop a research model. Through an analysis of existing literature, several key factors were identified that influence individuals' intentions to donate and engage in charitable activities.*

The research model developed includes individual behavior variables such as moral core, empathy, news exposure, and positive and negative performance. These variables play a significant role in shaping emotional giving and charitable behavior. Additionally, the study highlights the influence of fundraising strategies and internet technology features on donation behavior, suggesting that these factors can enhance individuals' interest in donating.

Furthermore, the research model acknowledges the intermediary role of social status

and sentiment, as well as sophistication, in the donation process. These factors can impact individuals' attitudes and decisions regarding charitable giving.

Keywords: Donation Behavior, Charitable Giving, Intention to donate.



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INTRODUCTION

Over the last decade, the Internet has end up a platform for charitable donations. Evidence that there are numerous on line donation web sites, those web sites are used for records dissemination and now no longer for interactive exchanges with donor audiences (Waters, 2008). They lack the useful competencies that meet the expectancies of capacity users. Therefore, donation web sites do now no longer maintain to acquire guide from on line communities (Wong & Jussof, 2011). Lack of capacity to seize capabilities that meet the expectations of users who are not continuously supportive of online users who have an intuitive attitude.

The study also begins to map the connection between moral instinct and ethically applicable results, all of which depend on self-reports of perspectives, expectations and conduct instead of real social measures. This is a significant downside given that ethical false reverence is wherever showed in an absence of congruity between expressly supported good norms and activities (Daniel, 1991; Valdesolo & DeSteno, 2008) and very much recorded weakness. self-report proportions of social attractive quality predisposition (Paulhus, 1984).

Furthermore as to individual intentions that focus on empatics, previous research (Verhaert & Van den Poel, 2011) investigated the added value of including empathy measures alongside conventional indicator sets, with a concentrate and individual pressure as character qualities. As per (Mark, 1983) both of these builds include the passionate element of compassion and reflect various sentiments towards others or themselves who are less fortunate, where empathic attention is oriented towards others, and personal pressure is oriented towards oneself in doing charity giving.

When creation decision charitable donations, is it regular for people to be keen on the consequences of their commitments. Past examination on altruistic gifts has zeroed in on intellectual and full of feeling spaces, for example, moral character (Reed et al., 2007; Winterich et al., 2009). However, research has not investigated some of the factors that can determine the effectiveness of suppressing the results of donations in charity solicitations.

This study we present the literature relating to supporting variables. To provide an overview of where the position of this research is regarding individual behavior variables (moral essence, empathy, news exposures, positive and negative performance and color that is effective in emotional giving of charity), fundraising, and internet technology features that affect donation behavior and charity giving that has an impact, on the intention to donate. it is mediated by social status sophistication and sentiment.

Planned Behavior Theory

Planned Behavior Theory is extensively diagnosed as a crucial device for information and predicting human behaviour. According to the Planned Behavior Theory, humans act consistent with their intentions and perceptions of manipulating over their behaviour, at the same time as attitudes (behavioural overall performance evaluation), subjective norms (perceived social strain and expectancies to do or now no longer carry out a behaviour), and perceived behavioural manipulate (perceptions ease or issue doing a behaviour) influences intention (Ajzen, 1991). Planned Behavior Theory has additionally been utilized in numerous research withinside the context of charities and donations, in particular, to provide an explanation for and apprehend the conduct of donors in donating money. (Smith, J.R., McSweeney, 2007) Have prolonged the Planned Behavior Theory to have a look at financial donations. In their model, as opposed to the usage of subjective norms as an unmarried construct, they have got divided them into descriptive norms and prescriptive norms. Moreover, the ethical norm become delivered as one predictor of goal and it's been observed that everyone constructs are substantial predictors of goal to donate cash besides for the descriptive norm.

SCT – Self Efficacy

Be based social cognitive theory (SCT), someone's experience of manage of enjoy lets in converting behavior (Luszczynska & Schwarzer, 2005). People grow to be much more likely to do something and enjoy extra dedication to their selections in the event that they accept as true with issues may be solved through their movements (Luszczynska, A., & Schwarzer, 2005). People's perception of their cappotential to obtain favored desires with their movements is referred to as perceived self-efficacy, which performs a primary function in SCT (Bandura, 1997). The belief of self-efficacy does now no longer encompass the abilities someone has, but, extra precisely, is a perception approximately someone's cappotential with the abilities they possess (Bandura, 1986).

Features Of Internet Technology

Internet technology is the basis of all online activities. Without the Internet, there is no online activity. The speedy boom of internet era, in addition to the fulfillment of on line buying transactions and on line banking, have advocated charities to go surfing and take benefit of the possibilities provided with the aid of using Internet era and its capabilities which include security, comfort and time saving (Handy & Katz, 2008; Treiblmaier, H., Pollach, 2006; Wong, D.M.L., Jussof, 2011). In addition, previous research has shown that Internet technology features play an important role in building people's attitudes towards online donation. (Shier, M.L., Handy, 2012) have proposed in their research a model with the perception of the Internet as a variable that includes attributes that are effective and efficient, safe, and trustworthy for understanding online contributory behavior.

Charity Giving

Recent hobby in knowledge useful or charitable behaviour maintains to grow. Existing research seize a lot of useful behaviours, together with volunteering, donating blood, or contributing money. However, the maximum of the studies investigating enables in laboratory settings via way of means of measuring aim to help. Some teachers emphasize the developing significance of subject research, because of

feasible variations among laboratory settings and subject situations, however a little research have investigated the behavior of monetary donations in actually of life.

In this context, unsolicited mail is one of the maximum critical units for fundraising and the maximum a success media for person donations (Association, 2010). As for prize cash and assist in general, critical choices for capability donors. On the only hand, capability donors should determine whether or not to assist or not. On the alternative hand, has determined to assist, the donor makes a decision how plenty to assist. Behavioural investigations assist regularly forget about this final aspect. And can look at choices to donate cash in addition to donor generosity in real-existence stay donation of funds arrangements.

Intention to donate

In general, there are three types of donations; blood, time and money. Various forms of donation behavior are associated with different consumer perceptions (Johnson & Grimm, 2010; Pentecost & Andrews, 2010). There are several reasons why people donate and what factors trigger their intention to donate. Research shows that contributing behavior is influenced by the perceptions of an individual person who are compatible with donations based on their values, understandings and attitudes (Johnson & Grimm, 2010; Kasri, 2013). These factors are described as intrinsic, which comes from a fundamental human desire to help the ones in need, for instance, respon of cognizance (Kasri, 2013; Lee & Chang, 2007) yearning for change (Kasri, 2013; Pentecost & Andrews, 2010) and virtuous obligations (Knowles et al., 2012).

News exposure

Since disasters occurred all over the world at the end of 2019 especially covid 19 and people you must understand the disaster before you can consider donating to the disaster relief campaign. It is conceivable that the media plays a role in influencing the donation intention (Benthall, 1993). Including the current corona virus outbreak, and WHO has designated it as a Pandemic (Sohrabi et al., 2020). With this in mind, the media is essential to establish disaster relief operations and inform people of disasters that have occurred all over the world to create charity and donation campaigns.

Empathy as a predictor of charitable giving

Over the most recent twenty years, the quantity of studies proposing compassion as a clarification for prosocial conduct has developed generously. All in all, this examination perceives the multidimensional idea of compassion, with psychological and full of feeling measurements (Janet, 1987), just as the assortment of passionate reactions that may occur towards stressed targets (eisenberg Nancy, 1990). One stream of research researches compassion as a psychological state and controls the age of sympathy (Daniel, 1991). These examinations analyzed how detailed mental states, including compassion and individual trouble, prompt supportive conduct.

The role of moderation of positive versus negative execution

Up until this point, we have contended that people who feel glad and humane are probably going to participate in prosocial conduct contingent upon two diverse socio-moral issues - one identified with administrations and necessities, individually. To build up this further, we inspected how magnanimous associations routinely give data about their current (contrasted with past) execution, featuring in their

promoting messages whether they are improving (versus more awful) than their past presentation(Allen et al., 2018).

Previous research in the field of prosocial behavior provides some understanding of how information about other people's prosocial actions can further influence consumers' own prosocial activities. For example, (Chen, Y. et al., 2010) found that consumers were more willing to chip in when the degree of chipping in expanded all in (Frey, B.S., Meier, 2004) proposes that purchasers are bound to give when they realize that numerous others are additionally giving. This positive data fills in as a sign that the cause association is performing great (Aknin et al., 2013), and features the greatness of that association.

Sentiment

Showcasing research addresses raising support and donation behaviour utilizing an assortment of techniques, remembering appealing pictures of youngsters for need (Fisher & Ma, 2014), message division to expand consistence (Fisher & Ma, 2014) and utilizing apprehension, blame, or emotions, disgrace, claim (Brennan & Binney, 2010; Nilsson et al., 2016).

Sophistication

Clarity of composed or printed text is a typical style measure (Henry, 2008). Different coherence measures, for example, the stock value list, utilize the quantity of words per sentence and the quantity of syllables per word to create a score that recognizes the degree of training needed to comprehend the content. In the promoting writing, paying little mind to profundity and extension, the intelligibility of the composition is an angle underscored by the diary, whose intention is to assist the peruser with understanding expound on what a writer needs to say (Sawyer et al., 2008).

METHOD

The essence of this paper is 10 empirical articles on the impact of donations and mall giving and information technology from two research fields, namely research based on psychological theories on charitable donations and research based on the economic theory of public goods. Our methodology includes two main steps: (a) systematically reviewing the literature, and (b) establishing a theoretical framework. To systematically review the literature, this study used multiple inclusion criteria to narrow the search (see Figure 1). We only include papers that include an analysis of charitable donations from 2008 - 2020 (table 1).

Figure 1. Review approach flow chart

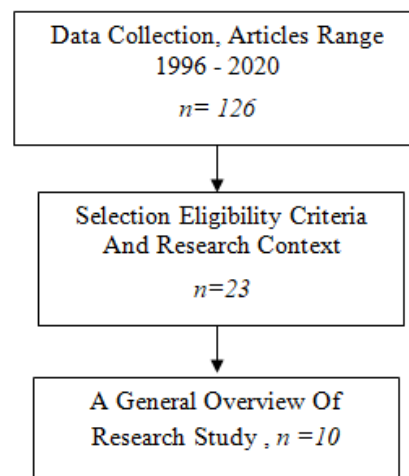


Table 1. Literature study of journal articles

No	Judul	Author	Journal Publication	Year
1	<i>Factors influencing intention to donate via social network site (SNS): From Asian's perspective</i>	<u>Suaini Sura, Jongchang Ahn, Ook Lee</u>	<i>Telematics and Informatics</i>	2017
2	<i>The congruency between moral foundations and intentions to donate, self-reported donations, and actual donations to charity</i>	<u>Artur Nilsson, Arvid Erlandsson, Daniel Västfjäll</u>	<i>Journal of Research in Personality</i>	2016
3	<i>On the determinants of other-regarding behavior: Field tests of the moral foundations questionnaire</i>	<u>Trevor O'Grady, Donald Vandegrift, Michael Wolek, Gregory Burr</u>	<i>Journal of Research in Personality</i>	2019
4	<i>Empathy as added value in predicting donation behavior</i>	<u>Griet A. Verhaert, Dirk Van den Poel</u>	<i>Journal of Business Research</i>	2011
5	<i>"What's in it for me?": The effect of donation outcomes on donation behavior</i>	<u>Nan Ye, Lefa Teng, Ying Yu, Xingyuan Wang</u>	<i>Journal of Business Research</i>	2015
6	<i>Effect of appeal content on fundraising success and donor behavior</i>	<u>Sri Harsha Kamathama, Parmest Pahwa, Juncal Jiang, Nanda Kumar</u>	<i>Journal of Business Research</i>	2020
7	<i>Donation to disaster relief campaigns: Underlying social cognitive factors exposed</i>	<u>Liesbeth Oosterhof, Ad Heuvelman, Oscar Peters</u>	<i>Evaluation and Program Planning</i>	2009
8	<i>Opposites attract: Impact of background color on effectiveness of emotional charity appeals</i>	<u>Jungsil Choi ("David"), Yexin Jessica Li, Priyamvada Rangan, Bingqing Yin ("Miranda"), Surendra N. Singh</u>	<i>International Journal of Research in Marketing</i>	2020
9	<i>The interactive effect of emotional appeals and past performance of a charity on the effectiveness of charitable advertising</i>	<u>Felix Septiantoa, Fandy Tjiptono</u>	<i>Journal of Retailing and Consumer Services</i>	2019
10	<i>Donating behavior: if time is money, which to give? A preliminary analysis</i>	<u>Femida Handy, Eliakim Katz</u>	<i>Journal of Economic Studies Vol. 35 No. 4, pp. 323-332</i>	2008

Triangulation checking in this study is, in principle, a data checking model to determine whether data truly describes a phenomenon in a study (Cohen & Manion, 1994), using Combined levels of triangulation.

RESULTS AND DISCUSSION

1. (Sura et al., 2017) conducted research on the variables that impact the goal to give through an informal community site (SNS). The example utilized in this examination comprised of online clients from Asian nations. The information was gathered by distributing on the web surveys on a few SNSs and appropriating the poll URL through email. The information was effectively gotten

280 reactions. In any case, because of inadequate answers, 258 reactions were remembered for the fundamental investigation. In this investigation, male respondents were somewhat higher (51.2%) than ladies (48.2%), and 95.4% of respondents were from the age of 20-49 who effectively utilized SNS. Profoundly taught subjects with a four-year college education (63.6%) and a four-year college education (19%). The vast majority of the respondents depicted their monetary status as normal (69%), where they acquire around USD 1000 - USD 3000 every month. Concerning the gifted insight, 82.9% of respondents had gift insight. The outcomes demonstrated that Internet innovation highlight factors contributed fundamentally to affecting individuals' overall perspectives towards online donation and those overall mentalities emphatically impacted individuals' expectation to give through SNS. The discoveries propose that charities should zero in on the most proficient method to manage Internet issues, particularly those identified with security and protection. In this way, the system for acquiring contributor trust to utilize the Internet, especially in going through with online exchanges should be thought of. (Nilsson et al., 2016) Conduct research on Correspondence between moral foundations and intention to donate, self-reported donations, and actual donations to charity. Specifically, researchers hypothesize that binding intuition predicts donations to charities that are likely to benefit ingroup members, such as charities for medical research, whereas individual intuition predicts donations to charity in general, and especially to those with a more universal moral focus, such as reducing hunger, world and poverty. In Study 1, individual intuition is positively correlated with female gender, $r = 0.20$, and negatively correlated with income, $r = 0.13$, and with right-wing self-placement, $r = 0.30$, while binding intuition is positively correlated with a self-right wing placement, $r = 0.27$, religiosity, $r = 0.28$, and age, $r = 0.24$, and negatively correlated with education, $r = 0.25$. These results are consistent with the hypothesis established by researchers that binding moral intuition is associated specifically with group-focused charitable giving, whereas individual intuition is associated with charitable giving as well as for outgroup-focused causes.

2. (O'Grady et al., 2019) analyzed the determinants of other conduct with a field trial of the ethical establishment poll. Study 1 enrolled 397 college undergrads (45% ladies) from a dominantly business college major in 18 college courses at an auxiliary school in the eastern US. Of these 397 undergrads, 17 quit the investigation, 22 restored a deficient poll, and 21 fizzled. Consideration inspecting questions that created a last example of 337 undergrads. Talks about good underpinnings as another indicator of conduct, connecting reactions to the Moral Foundations Questionnaire (MFQ) with direct activities of other related practices in two investigations. In the two examinations, moral establishments (as estimated by MFQ) anticipated other related practices. Study 1 discovered paces of get back from follow-up reviews were anticipated emphatically by individualization of establishments and anticipated contrarily by restricting establishments, particularly specialists. Study 2 found the connection between moral establishments and gifts to recently chose noble cause was especially delicate to the incorporation of veteran foundations in the decision set. The individualization of the establishment decidedly anticipated gifts in the non-veteran condition, while unwaveringness (positive) and authority (negative) anticipated gifts in the veteran condition.
3. (Verhaert & Van den Poel, 2011) inspected empathy as an additional incentive in anticipating donation behavior conduct. The technique utilized is Field study, Hierarchical relapse. The consequences of this exploration are past conduct and socio-socioeconomics address

conventional indicators of altruistic giving. This examination researched, in genuine raising money settings, regardless of whether proportions of compassion (that is, empathic consideration and individual pressing factor) may improve this expectation. The discoveries affirm the pertinence of customary and worth added indicator sets including proportions of compassion. Empathic concerns emphatically impact gift choices. Also, sympathy contrarily influences a benefactor's liberality towards one foundation (liberality). Nonetheless, for individuals with high empathic concern, considering just liberality towards one cause can be misdirecting as such individuals are bound to give to various foundations. This outcome has suggestions for liberality overall. Consequently, it is important to make an unmistakable differentiation between the two character characteristics.

4. (Ye et al., 2015) analyzing what the advantages are for specialists in regards with the impact of gifts on donation behavior, the after effects of his exploration propose that societal position is a mediator in the last relationship since people with generally high economic wellbeing have more prominent gift aims when seeing foundation demands that underscore self-benefits, paying little heed to when those advantages happen. People with generally low societal position show a higher goal to give when the consequences of intention to donate to accentuate direct advantages to other people or future advantages to oneself. These discoveries have significant ramifications for a charities and non-benefit associations.
5. (Kamatham et al., 2020) conducted research on the impact of allure content on raising support achievement and benefactor conduct. The outcomes propose that more extended advances pull in lower gifts and decrease subsidizing achievement, however that the impact is directed by sentiment and sophistication. Requesting refinement positively affects both raising support and the sum gave. data about the condition of the venture positively affects gifts made by ensuing benefactors, the aftereffect of which fortifies the donor behaviour fortifying model; people share the weight when supporting foundations and contribute at any rate however much the base gave.
6. (Oosterhof et al., 2009) research on donations to debacle help crusades: Social intellectual components basic this examination sample. A complete of 290 members rounded out a poll, of which 105 (36.2%) were male, 183 (63.1%) were female and 2 is obscure. Contrasted with the Dutch populace, ladies are better addressed (men 49%, ladies, 51%). The ages shifted somewhere in the range of 18 and 82 years and the mean age was 36.9 years (Dutch populace 40 years). Most of respondents have a more significant level of schooling contrasted with the Dutch populace: 37.9% with higher expert training (Dutch populace 25%), and 22.1% with a four year certification (Dutch populace 8%). The normal pay of the respondents was 28.6% under capital (for example 25,000 euros in the Netherlands), 22.8% capital pay, 25.2% twice capital pay, and 11.7% more than twice capital (11, 7% obscure). Results The best indicator of aim to give end up being "past gifts to debacle help crusades." (Past donations to calamity alleviation crusades.) "Factor" and "News exposure" showed as an important extra factor, as it has a critical direct impact on the "Mindfulness" of a fiasco help crusade 'and is the lone factor that totally affects any remaining components, including Intention to donations to a catastrophe help crusade calamity alleviation crusade.

7. (Choi et al., 2020), This investigation is exceptional in that it looks at shading by the subject of the effect of foundation tone on appeal to enthusiastic cause. The examination uncovered a critical cooperation of shading and engaging quality. Pairwise examinations show that individuals give almost three fold the amount of cash subsequent to perusing a negative allure against an orange foundation instead of a blue foundation. The impact is switched for a positive allure; The gift is altogether higher for the blue foundation than for the orange foundation. The investigation likewise distinguished influence diagnostics as a limit condition for impacts - when individuals are informed that shading influences their feelings, the relevant impact of the tone vanishes.
8. (Septianto & Tjiptono, 2019) This research suggests that if you want to look at your past history, systematically highlight how exceptional, exceptional high quality emotions - pleasure and compassion - may be beneficial in charity advertisements, relying on messages that spotlight the beyond overall performance of charities.
9. (Handy & Katz, 2008) look at Donating behaviour among time is cash, which one to provide? This theoretical examine examines behaviour via way of means of people and takes into consideration the usefulness of voluntary and income-associated paintings. The consequences are modelling the variations among person volunteers and paintings associated with income (volunteer and income-associated paintings), it could be understood why people provide the behaviour of donating cash and volunteering.

From the results of the literature above, the authors propose a conceptual framework of research in which individual behavior variables (moral insistence, empathy, news exposures, positive and negative performance and color that is effective in emotional giving of charity), fundraising, and internet technology features affect donation behavior and charity. giving that has an effect at the intention to donate, that is mediated via way of means of social status and sentiment and sophistication may be illustrated in Figure 2 as follows:

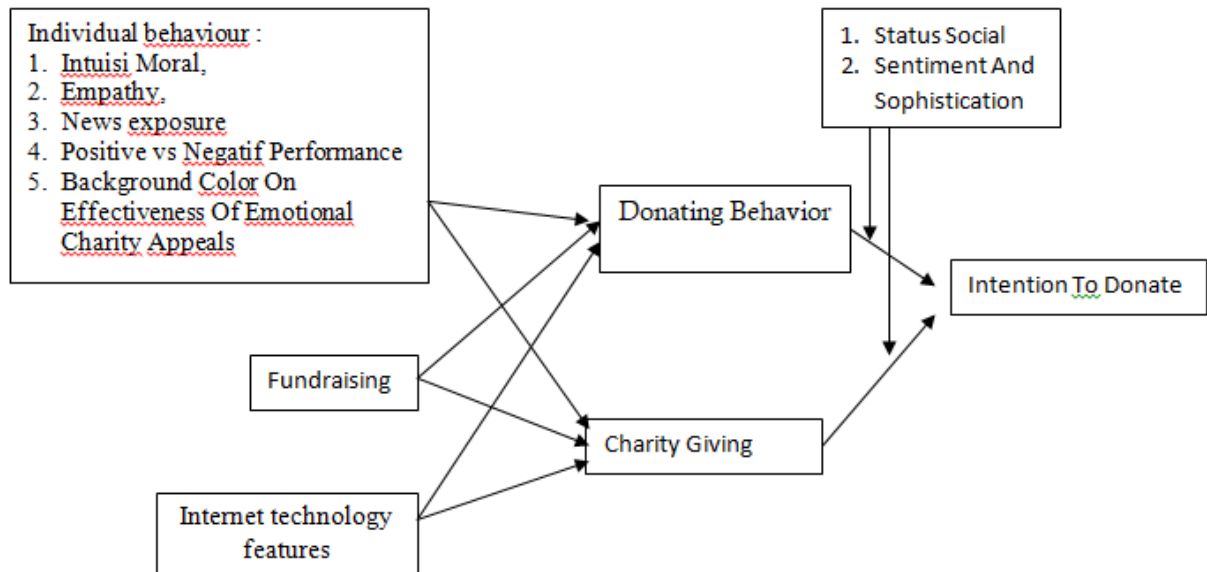


Figure 2. Conceptual framework

From the conceptual framework, research propositions can be made, propositions are statements about concepts that can be judged right or wrong if they are related to observed phenomena (Kinney, 1986), while according to (Moh. Nazir, 1983) propositions are statements about the nature of reality, so that propositions are still at the conceptual level.

- P1a. Individual behavior variables (moral insistence, empathy, news exposures, positive and negative performance and color that is effective in emotional giving of charity) normally it is the main factor in donation behavior so that the intention to donate occurs.
- P1b. Individual behavior variables (moral insistence, empathy, news exposures, positive and negative performance and color that is effective in emotional giving of charity) it seems to have an impact on charitable giving.
- P2a. Fundraising support achievement and benefactor conduct will have an impact on donating behavior
- P2b. Fundraising is closely related to charity giving so that donating something selflessly and without reciprocity is done wholeheartedly and voluntarily

- P3a. Currently the advantages of the internet technology feature reach in all fields, especially in the dissemination of information, so it is thought that it can change the role of donating behavior.
- P3b. Internet technology features can be used for charity giving campaigns and disseminate information quickly so it is thought to influence charity giving quickly.
- P4a. Donating behavior is closely related to a person's social status as a moderating variable as well as sentiment and sophistication so that it affects the intention to donate.
- P4b. Charity giving depends on social status and sentiment and sophistication as moderating variables that affect the intention to donate.

CONCLUSION

This literature study aimed to explore the behavior of donations and charity giving in the Indonesian community and develop a research model. Through an analysis of existing literature, several key factors were identified that influence individuals' intentions to donate and engage in charitable activities.

The research model developed includes individual behavior variables such as moral core, empathy, news exposure, and positive and negative performance. These variables play a significant role in shaping emotional giving and charitable behavior. Additionally, the study highlights the influence of fundraising strategies and internet technology features on donation behavior, suggesting that these factors can enhance individuals' interest in donating.

Furthermore, the research model acknowledges the intermediary role of social status and sentiment, as well as sophistication, in the donation process. These factors can impact individuals' attitudes and decisions regarding charitable giving.

Practical and Social Implications:

The findings of this study have practical and social implications for promoting donations and charity giving in the Indonesian context. Understanding the factors that influence individuals' intentions to donate can help charitable organizations and fundraisers develop more effective strategies to engage potential donors.

By emphasizing the importance of individual moral values, empathy, and exposure to news, organizations can tailor their campaigns to evoke emotional responses and foster a sense of social responsibility among individuals. Additionally, recognizing the influence of positive and negative performance as well as efficient communication on emotional giving can guide the development of impactful fundraising initiatives.

Moreover, the integration of internet technology features in donation processes can provide convenience and accessibility, attracting a broader audience and encouraging more individuals to participate in charitable activities.

To promote a culture of giving, it is crucial to consider the intermediary factors of social status, sentiment, and sophistication. Creating an inclusive and supportive environment that values charitable acts can encourage individuals from various backgrounds to contribute to charitable causes.

Overall, this study contributes to the understanding of donation behavior and provides insights for practitioners, policymakers, and researchers to facilitate and enhance charitable giving in the Indonesian community.

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