

Intention to Donate Money via Social Network Site: Perspective from a Developing Country

(Keinginan untuk Menyumbangkan Wang melalui Rangkaian Laman Sosial: Perspektif dari Sebuah Negara Membangun)

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ABSTRACT

Charity fundraising is challenging, yet the social network site (SNS) has changed the way to drive money donations. The largest SNS user group in Malaysia is comprised of university students. However, they are the least contributed group in making donations. This study examines the factors influencing the intentions of students to donate money via SNS. A cross-sectional online survey was conducted, and the data from 216 questionnaires were analysed using multiple linear regression. Using the extended theory of planned behaviour, three constructs, namely, descriptive norm, perceived behavioural control, and Internet technology feature, were found to significantly affecting the intention for online donations. Normalising the majority's performance in a similar reference group and making students feel comfortable sharing their online giving information have positive effects on donation intention via SNS. The young people were also concerned about the Internet functionality to perform monetary donation over SNS. The other two constructs that are, attitude and past behaviour, were not significant towards intention to donate via SNS. The findings offered several suggestions to non-profit organisations to raise the awareness of online giving among students, as to shape them to become future donors for far-reaching decades.

Keywords: Social network; internet; online donation; charity; intention to donate

ABSTRAK

Pengumpulan dana amal sememangnya mencabar namun laman sosial (SNS) telah mengubah cara untuk mendorong sumbangan wang. Kumpulan pengguna SNS terbesar di Malaysia terdiri daripada pelajar universiti, namun mereka adalah kumpulan yang paling sedikit dalam memberikan sumbangan. Kajian ini mengkaji faktor-faktor yang mempengaruhi keinginan pelajar untuk menderma wang melalui SNS. Satu tinjauan keratan rentas dalam talian telah dilakukan, dan data daripada 216 soal selidik telah dianalisis menggunakan regresi linier berganda. Dengan menggunakan teori tingkah laku terancang lanjutan, kajian ini mendapati tiga konstruk iaitu, norma deskriptif, jangkaan kawalan tingkah laku, dan ciri teknologi Internet adalah merupakan faktor-faktor signifikan yang mempengaruhi keinginan untuk memberikan sumbangan dalam talian. Menormalkan prestasi majoriti dalam kumpulan rujukan yang serupa dan membuat pelajar berasa selesa untuk berkongsi maklumat dalam talian dapat memberikan kesan positif terhadap keinginan untuk menderma melalui SNS. Golongan muda juga peka kepada fungsi Internet untuk membuat sumbangan wang melalui SNS. Dua konstruk lain, iaitu, sikap dan tingkah laku masa lalu didapati tidak signifikan terhadap keinginan untuk menderma melalui SNS. Hasil kajian ini menawarkan beberapa cadangan kepada organisasi bukan berasaskan keuntungan untuk meningkatkan kesedaran mengenai pemberian dalam talian di kalangan pelajar, demi membentuk mereka menjadi penderma pada masa depan.

Kata kunci: Rangkaian sosial; internet; sumbangan atas talian; dana amal; keinginan untuk menderma

INTRODUCTION

In recent years, web-based applications and services in Malaysia are getting diversified and constantly thriving in society. The Internet has enabled online applications to target specific markets globally with relative ease. In the statistical data provided by the Malaysian Communications and Multimedia Commission (MCMC), a survey delineated that the Internet users of the total Malaysian population had risen from 76.9% in

2016 to 87.4% in 2018 (MCMC, 2018). The data has indicated the high usage of the Internet, including the most popular service, i.e., social network site (SNS). MCMC (2018) reported that the Internet had become a social engagement tool in which SNS carries a total of 85.6% usages of the Internet in Malaysia. In the latest Digital 2019 report issued by We Are Social and Hootsuite, Malaysia was ranked in the top five countries globally with the highest social media penetration using mobile devices in Southeast Asia (NST 2019). In general,

SNS is recognised as a web-based service that enables individuals to construct, share, and view their list of connections and postings in the system (Boyd & Ellison 2008). This web-based service will lead to an increase of opportunities for groups of people who share a firm's goals and objectives (Wojciechowski 2009).

With SNS, Internet users have the unprecedented ability to offer help either in monetary form or in moral support through an online network. Many non-profit organisations have tapped into a multitude of functions and features provided by the SNS to crowd-source substantial funds for charity events. The SNS can act as a platform for non-governmental organisations (NGOs) and donors to organise events directly and easily, without wasting time receiving and sending donations online (Waters & Feneley 2013). Furthermore, the roles of SNS include sourcing information, forming groups, and promoting donation and charity activities (Lovejoy & Saxton, 2012). In addition, SNS effectively gathers a larger base of online supporters for non-profits organisations drawing funds and assistance for their activities (Li et al. 2018).

Although SNS has gone popular among Malaysians, the Charities Aid Foundation (CAF) (2016) reported that Malaysia was dropped out of the Top 10 of the World Giving Index ranking in 2016. In the recent report by CAF (2018), the population aged 15-29 years old has the lowest participation rate in donating money, which is only 24% of the total population (Figure 1). Besides, the population group aged 15–29 years old was found to have fewer donations between 2015 and 2017, particularly in developing countries. In fact, this age group is made up of the largest SNS users in Malaysia (Ab Rahim 2015). According to the Institutional Research (2018), the top 5 majority age groups of university students fall between the ages of 18 to 29 years old, thus matching the age group reported by CAF (2018) and Ab Rahim (2015). Ab Rahim et al. (2015) also claimed that most Malaysian

students have habits of using the SNS for learning and socialising purposes, including browsing in groups and reading posts and newsfeeds. Notably, donation practices linking to charity were less emphasised among university students.

In other words, the university students were the least contributed group in making donations despite they are the most active SNS users in Malaysia. Due to that, most NGOs believe in the application of social media to raise brand awareness (Nonprofit Tech for Good 2018), particularly among young adults and students (Harden et al., 2015). Furthermore, Pentecost and Andrews (2010) revealed the importance of the Internet in improving the students' perceptions of charity, which ultimately spurs their intended donation behaviour. Although most university students view income as an issue in restricting their involvement in charity donations, increasing their awareness of charitable behaviour in the long term is necessary. Harden et al. (2015) stressed that students would face their later life as working adults, and hence, investigating the factors influencing them at an earlier stage to become future donors is essential for far-reaching decades of social donations and volunteering. In this respect, university students' group ought to not be overlooked in the Malaysian market, as Kok et al. (2011) contended that Malaysian university students should be cultivated with humanity aspect via participating in charity events and fundraising.

The study of donor behaviour and intention to donate money has not been explored extensively in recent years (Kashif et al. 2015), particularly among the younger adults (Yuan et al. 2011) and in the perspective of developing countries (Kashif & De Run 2015). It is confirmed that Internet technology positively influences users' intention to make donations through the SNS (Ahn et al. 2018; Sura et al. 2017). However, little empirical research has been focused on examining the determinants of young people's intention to make donations via SNS

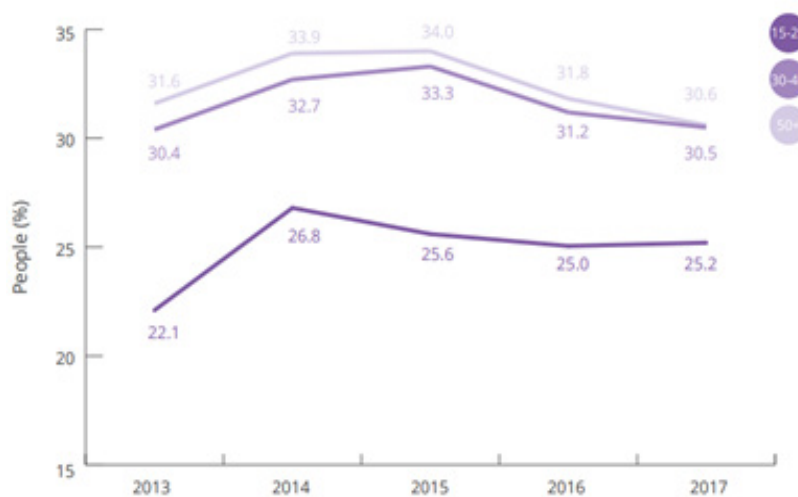


FIGURE 1. The global participation of money donation based on age
Source: CAF (2018)

(Lee et al. 2016). This study offers an extended theory of planned behaviour (ETPB) framework to scrutinise the online donation intention of younger people in a developing country setting. Besides, existing studies have been focused on examining the intrinsic factors, but less attention was given to the extrinsic factors (Sura et al. 2017). Cherry (2013) argued that extrinsic factor has its own role affecting people to make donations. By taking these literature gaps into account, this study attempts to investigate the intrinsic and extrinsic factors influencing the intention of the largest group of SNS users, i.e., Malaysian university students, to donate money via SNS. It should be noted that this study aims to examine the intention to donate via SNS rather than examining the actual donation behaviour; thus, the young age group of SNS users with low disposable income was selected as sample respondents. By understanding the intention to donate via SNS, charity and non-governmental organisations (NGOs) can build their coherent marketing strategy in social media to encourage more online donations. In addition, this study could be of aid to the non-profit organisation to set the tone of marketing plans for young adults and further comprehends the socio-cultural environment of an Asian country. This study stimulates that younger adults are very active in SNS, and hence, they may become long-life donors when they are convinced of the practices at a younger age (Hart et al. 2007). Besides, social media is an effective way to motivate the youngster to engage in donating activities (Kim & Lee 2014). Therefore, it is vital to instil awareness among the young generation to shape a culture of helping the community via an online donation that is believed to become the future trend in achieving charity activities.

The subsequent sections of this study are organised as follows: Section 2 discusses the literature review covering theoretical background, hypotheses development, and the proposed research model, Section 3 describes the research method used in this study, Section 4 explains the findings of the empirical analysis, and Section 5 concludes the results, including contributions, implications, and limitations of the study.

LITERATURE REVIEW

THEORETICAL BACKGROUND

Individual behaviour is a logical process involving some aspects that could influence an individual's decision (Kashif et al. 2015). The underlying TPB refers to the behavioural decision that is not being made spontaneously, however, the reasoned process determines the decision in which behaviour is influenced (Smith & McSweeney 2007). TPB was established as the Theory of Reasoned Action in 1980 to make a prediction of an individual's intention to involve in a behaviour at a particular place and time. The theory can explain the behaviours of people

who can exert self-control (LaMorte 2016). Although the TPB has been used in many Western studies to explain the donation intentions, the paucity of such incorporation in the developing country perspective is more notable (Kashif et al. 2015). In light of the growth of SNS users in Malaysia, it is worth tapping into TPB to clarify the donation intention of the younger generation as to cultivate a healthy socio-cultural practice on the Internet.

The extant literature in the field of monetary donation has been adapting the TPB. For example, Ahn et al. (2018), Linden (2011), Knowles et al. (2012), Smith and McSweeney (2007), and Sura et al. (2017) have demonstrated the potency of TPB as the power predictor model upon human donation intentions. The TPB consists of three constructs which are subjective norms, perceived behavioural control (PBC), control, and attitude. However, instead of using the classic TPB model, Kashif et al. (2015), Knowles et al. (2012), and Smith and McSweeney (2007) framed their research using the extended version. The TPB has been evolving over time. Subsequently, the extended TPB (ETPB) will provide an opportunity to dredge further in predicting human intention. The extended TPB by Konkoly and Perloff (1990) has divided the subjective norms into two, namely, injunctive norms and descriptive norms, in order to provide extensive justification on charitable intent. Besides, the role of past behaviour towards donor's intention has been added to the original model (Sutton 2010), as Knowles et al. (2012) strongly proposed this predictor for future ETPB setting in relation to charitable giving research.

This study uses extended TPB by employing the two original predictors (i.e., PBC and attitude), adding with the descriptive norm and past behaviour of which taken from the prior ETPB models. Notwithstanding Konkoly and Perloff (1990), who suggested injunctive norms and descriptive norms in their ETPB, this study chooses the descriptive norm only, lending support to the findings by Amran and Nee (2012) that failed to demonstrate the significant relationship between purchase intention of low-income group and injunctive norm in the Malaysian context. This study uses a sample of university students who are mostly grouped as low-income groups; thus, it is comprehensible that many students do not seek social approval in making donations. Similarly, De Leeuw et al. (2015) found that the injunctive norm was insignificant while the descriptive norm was significant after separately examined the descriptive and injunctive norms based on a survey of 108 students. Additionally, Agerstrom et al. (2016) reported the positive and effective role of the descriptive norm among university student to increase their charitable giving rather than the injunctive norm.

An extrinsic factor is added to the ETPB to make this study more relevant in the SNS context. Hoefler (2012) stated that the traditional method to collect money for donation has become less effective due to many alternative methods, mostly online donation platforms. Besides, many NGOs have switched from manual to

online collection methods for monetary donations, as the Internet can offer a more efficient, less time, direct, easy, and quick way of transferring funds (Sura et al. 2017). Therefore, it is vital to put the Internet technology features as part of the predictors towards online donations, as SNS is highly dependent on the Internet connection. By going through the SNS to collect online donations, the Internet technology features are critical extrinsic factors to provide different web technologies and services to encourage people for online giving. Cherry (2013) claimed that the effect of extrinsic factors was stronger when the users were weak in intrinsic orientation, and hence, Ahn et al. (2018) and Sura et al. (2017) have included Internet technology in their studies and revealed a significant association of Internet technology on online monetary donations among South Koreans.

INTENTION TO DONATE VIA SNS

The use of social media is a growing trend in Malaysia, and it is prevalent among younger adults. However, university students were reported at a poor level in making donations (CAF 2018). The result reflects a lack of awareness and practices of charity by the younger adults. Mostafa et al. (2020) established a Charity Fundraising Information System (CFIS) framework and gathered the records of charity activities through the mobile application. The authors reported that Facebook, Twitter, and Instagram were the most widespread online social platforms to engage in fundraising and charity activities. However, donors aged 18-28 years old have the lowest philanthropy contributions. By conducting focus groups on university students aged between 18 and 25 years old in the UK, Dean (2020) supported the existence of social network effects, but peer motivation remained a stronger factor in leading to charity and donations. The authors also highlighted that the close connection with family and friends is more powerful than the influence of celebrity and large-scale gimmick in online giving campaigns. This is because the university students were brought up in an environment where they were advised not to believe the messages posted online without further investigation or clarification. Based on these analogous arguments, there is a possibility that young people have a negative perception of donations over SNS. Therefore, a more micro-level study is needed to investigate the intention to donate money via SNS in the Malaysian context. The reasons for the willingness to donate could be instigated by intrinsic and extrinsic factors. Intrinsic factors are referred to as extending one's capacities to do something that reflects on his/her inner value (Oh & Ki 2018) while extrinsic factors are described as exercising something due to outside influences (Ahn et al. 2017). Various intrinsic factors have been linked to donor's intention, such as attitude (Da Silva et al., 2020), past behaviour (Kashif et al. 2015), and self-efficacy (Ergun & Avci 2018), whereas examples of extrinsic factors are religious belief, charity project, (Sarea & Bin-Nashwan

2021), and Internet technology features (Ahn et al. 2018). To fit the theoretical framework discussed above, the intrinsic factors of this study are attitude, descriptive norm, PBC, and past behaviours, while the extrinsic factor is the Internet technology feature.

HYPOTHESIS DEVELOPMENT

There are five hypotheses developed in this study, and the proposed research model is shown in Figure 2.

ATTITUDE AND INTENTION TO DONATE VIA SNS

Ajzen (1991) described the attitude towards a certain behaviour that could anticipate someone's intention. As such, the belief system or the function of salient information develops the attitude linked to the behaviour, entailing the strength of the attitude determined by the relevancy of information (Ajzen 2001). In studying the donors' behaviour, Knowles et al. (2012) confirmed that attitude is a solid predictor towards monetary donation, especially when the donors were informed of their contributions tangibly helping the recipients. In addition, Da Silva et al. (2020) reported a significant effect of attitude in influencing intention for charity and donations due to the brand orientation that develops communication to the potential Brazilian donors. Regarding donation via SNS, Hajjar et al. (2016) found a positive relationship between attitude and organ donations among social media users, which resulted from awareness programs of religious legislation. In a nutshell, the salient information delivered to the potential donors leans to an attitude to perform online donations via SNS. Therefore, this study proposes the following hypothesis:

H₁ There is a positive relationship between attitude and intention to donate via SNS.

DESCRIPTIVE NORM AND INTENTION TO DONATE VIA SNS

Descriptive norm refers to an individual's perception of whether others are in a similar reference group displaying a specific behaviour (McMillan & Conner 2003; Pavlova & Silbereisen 2015). Agerstrom et al. (2016) conducted experiments on 192 university students in Sweden in which the findings showed an increase in charitable donations with effective signalling of descriptive social norms. Likewise, Shang and Croson (2009) explored the effects of descriptive norms in a radio station by announcing the amount donated by the previous donors and revealed that the next donors were influenced to improve their donation behaviour. In relation to social media, Kim and Lee (2015) revealed that descriptive norms modelled by interpersonal influences affect the users to interact with Facebook Ads. In short, people tend to donate money when the majority in the group had done the same via the social medium. In this respect, the following hypothesis is proposed:

H₂ There is a positive relationship between descriptive norm and intention to donate via SNS.

PERCEIVED BEHAVIOURAL CONTROL AND INTENTION TO DONATE VIA SNS

PBC refers to an individual’s perceived ease or difficulty in successfully presenting the behaviour. The effort used to accomplish a particular goal can increase the perception of stronger behavioural control (Ajzen, 2002). Using an observation experiment, Ajzen and Madden (1986) examined the undergraduates’ intention with PBC towards a goal of attaining grade A in which the results supported PBC as the significant predictor. Both studies by Ajzen (1991) and Ajzen and Madden (1986) agreed that TPB concedes more accurate prediction with PCB over intentions and goal attainment than the theory of reasoned action. Besides, Lawson-Body et al. (2018) have found that the relationship between PBC and intention to donate was mediated by the presence of social media. As online sharing is an uncomplicated effort, PBC and SNS are correlated for most consumers feel uninhibited to share online content with their friends or relatives (Demangeot & Broderick 2010). Having said that, SNS users tend to donate online to share this information over social media, and hence, this study proposes the following hypothesis:

H₃ There is a positive relationship between PBC and intention to donate via SNS.

PAST BEHAVIOUR AND INTENTION TO DONATE VIA SNS

Sutton et al. (2010) defined past behaviour as the repeated performance of which behaviour is determined by someone’s earlier involvement rather than relying on the cognitive skills. The aspect of past behaviour has

been recognised as a potent predictor of behavioural intentions (Bozionelos & Bennett 1999). Smith and McSweeney (2007) incorporated self-reported behaviour to investigate the effectiveness of TPB and the significant evidence found in the relationship between past behaviour and intention to donate. Using a survey of 221 questionnaires in Malaysia, Kashif et al. (2015) testified that past behaviour is a significant factor in donation intention, and it is suggested to be linked with customer loyalty. Furthermore, Rauniar et al. (2014) confirmed the significance of past experience using social media to shape the intention of future usage. With respect to the role of past behaviours in donating money via SNS, this study proposes the following hypothesis:

H₄ There is a positive relationship between past behaviour and intention to donate via SNS.

INTERNET TECHNOLOGY FEATURE AND INTENTION TO DONATE VIA SNS

In general, online activities must be connected to the Internet, including charitable giving held in the SNS. Some vital features of the Internet technology are time-saving, immediacy, and security (Treiblmaier & Pollach 2006), which could be helpful to raise online donations. Past literature has demonstrated the role of Internet technology features in shaping intention to donate. For example, Shier and Handy (2012) stated that Internet technology was perceived as a safe, trustworthy, effective, and efficient instrument, which ultimately influenced online donors behaviour to perform donation. Similarly, Wong and Jusoff (2011) asserted that charity advocacy was adopted in the social network because of the growth of Internet technology features, specifically time-saving, security, and simplicity. More recent literature, such as those in Ahn et al. (2018) and Sura et al. (2017), have

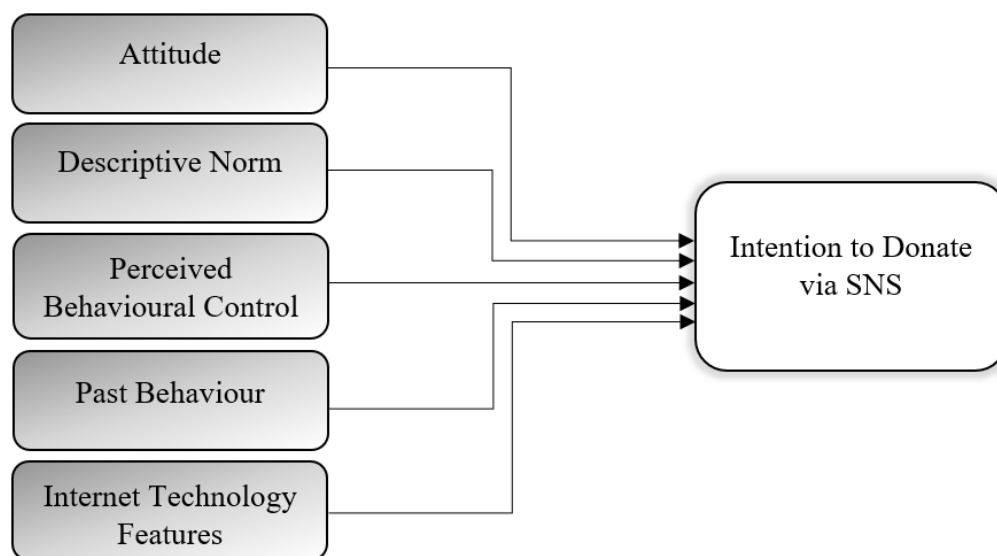


FIGURE 2. Proposed research model

revealed that the Internet technology feature was a significant predictor and an external antecedence upon online donations among Malaysians and South Koreans. In this regard, the Internet technology features enable the SNS to raise monetary donations in the global market better than the traditional ways; thus, the following hypothesis is proposed.

H₅ There is a positive relationship between Internet technology feature and intention to donate via SNS.

RESEARCH METHODS

A cross-sectional design using a self-administered survey questionnaire was used to explain how each predictor is correlated to the intention to donate via SNS. The questionnaire survey approach was used in this study since the natural judgmental indicator could be derived by allocating a score to each type of practice development activity (Currie 2009). Furthermore, the questionnaire method gathers a huge amount of information from a large population within a short period (Saul 2018) on top of providing a standardised way to ensure uniformity in responses (Mathiyazhagan 2010).

SAMPLING DESIGN

Non-probability sampling procedure (i.e., convenience sampling) was applied due to no precise sampling frame discovered in the population and to meet the geographical and time contiguity of the target respondents. The Malaysian university students were deemed the appropriate target sample because they were made up of the largest SNS users in Malaysia (Ab Rahim et al. 2015) and represent their later lives as working adults and potential donors (Harden et al. 2015). It is important to understand their intended donation behaviour at an earlier stage in order to raise awareness of charitable behaviour in the long term. For sample size, Hinkin (1995) recommended the ratio of 1:4 to 1:10 based on the number of items in the questionnaire. Therefore, 25 questions were developed, and a maximum of 250 respondents was required.

RESEARCH INSTRUMENT

All sample items of the questionnaire were adapted from the past literature. The sample items of the five constructs, namely, attitude, descriptive norm, PBC, and past behaviour, Internet technology feature, and intention to donate, were referred from Knowles et al. (2012), Smith and McSweeney (2007), and Sura et al. (2017). Intention to donate was assigned with 6 sample items, while the other constructs were assigned with 4 samples items each (as shown in Appendix A). The questionnaire draft was also sent to two expert panels for review. A pilot

test was conducted using 10 percent of the total sample (Hertzog, 2008), i.e., 25 university students, to ensure all the items met the internal validity of the constructs (Nunnally 1978).

DATA COLLECTION PROCEDURE

The online survey was distributed to Selangor, Johor, and Sabah because these states have the highest number of Malaysian Internet users (MCMC 2020). In each state, one public and one private university were selected for this survey, respectively. Hence, a total of 6 universities were approached with voluntary participation. An e-mail invitation was sent, and those who agreed to participate in the research were asked to complete the questionnaire. A consent form was attached on the first page of the questionnaire. The definition for each construct was clearly explained before the questions part. The online survey took approximately 10 minutes to complete. Over the course of 6 weeks, only 222 questionnaires were successfully collected. Some incomplete questionnaires were removed, leaving a final total of 216 questionnaires, with a response rate of 86.40 percent.

MEASURES

The multiple-item of the questionnaire was measured using the 5-point Likert scale starting from 1 (strongly disagree) to 5 (strongly agree). The 5-point Likert scale can minimise confusion, improve response rate and quality, and generate higher reliability (Bouranta et al. 2009). The data collected from the questionnaires were later analysed using Statistical Analysis System (SAS). There are three main parts of data analysis: descriptive analysis, scale measurement, and inferential analysis. The measurement of descriptive analysis includes frequency, percentage, mean, and standard deviation. The scale measurement covers reliability and multicollinearity tests. Finally, the inferential analysis contains multiple linear regression (MLR). The equations for MLR and descriptions of the independent variable (IV) and dependent variable (DV) are shown in Table 1.

TABLE 1. Regression equation

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$	
Y	Intention to donate via SNS
X ₁	Attitude
X ₂	Descriptive norm
X ₃	Perceived behavioural control
X ₄	Past behaviour
X ₅	Internet technology feature
β ₀	Regression constant (Intercept)
β ₁ - β ₅	Regression beta coefficient association with each X _i
e	Error term

RESULTS

DESCRIPTIVE ANALYSIS

The demographic characteristics entailed six aspects: the respondent’s gender, age, race, state, university, and current education level (Table 2). The percentage of gender denotes an almost balanced distribution between male respondents (54.17%) and female respondents (45.83%). More than half of the total respondents (51.85%) fall in the age group of 22–24 years old. This observation explains the domination of undergraduate students using SNS on the Internet, consistent with the study reported by Ab Rahim et al. (2015). The questionnaires were distributed to Selangor (52.31%), Johor (26.85%), and Sabah (20.83%), and more than half of the total respondents came from Selangor. These statistical data was also corresponded with the report from MCMC (2020), stating that Selangor has 21.5 percent of Internet users from the total population, followed by Johor (11.5%) and Sabah (11.0%). One public and one private university were approached in each state, and Uni 1 and 2 are in Selangor, followed by Uni 3 and 4 in Johor, and Uni 5 and 6 in Sabah. Over 70 percent of the total respondents had education status at degree level, which they were also the largest group of the respondents.

TABLE 2. Descriptive data

Demographic Characteristics	Frequency	Percentage (%)	
Gender	Male	117	54.17
	Female	99	45.83
Age (years)	18-21	94	43.52
	22-24	112	51.85
	25-28	10	4.63
State	Selangor	113	52.31
	Johor	58	26.85
	Sabah	45	20.83
University	Uni 1 (Public)	57	26.39
	Uni 2 (Private)	57	26.39
	Uni 3 (Public)	29	13.43
	Uni 4 (Private)	28	12.96
	Uni 5 (Public)	23	10.65
	Uni 6 (Private)	22	10.19
Current education level	Diploma	22	10.19
	Degree	168	77.78
	Master	26	12.04

CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCTS

Table 3 describes the measurement of central tendencies for all items of each construct. All sample items have been listed in Appendix A. The means of all IVs’ items are

ranged between 2.4259 and 4.0000, indicating moderate preferences when answering in the 5-point Likert scale. In a similar study, Reid and Wood (2008) reported similar means where items of donation intention factors were ranged between 2.76 and 6.46 when a 7-point Likert scale is used. It explained that most respondents were less likely to select neither “strongly” disagree nor agree in expressing their views on each factor. The items of DV indicated the mean values from 4.1898 to 4.4074, implying most respondents have a strong intention to donate using SNS. The standard deviations of all items were valued from 0.7349 to 1.2266, indicating each construct were responded with lesser variability. Nevertheless, the measurement scales in the next section will determine the appropriateness to use these constructs for inferential analysis.

TABLE 3. Statistical data of central tendencies measurement

Construct	Item	Mean	Standard Deviation
Attitude	A 1	2.5694	1.0586
	A 2	2.5648	1.0367
	A 3	2.7361	1.0652
	A 4	2.7593	1.2266
Descriptive norm	D 1	3.9676	0.9119
	D 2	3.8981	0.8990
	D 3	3.8935	0.9464
	D 4	3.8796	0.8542
PBC	B 1	3.9398	0.8133
	B 2	3.9769	0.7742
	B 3	4.0000	0.8573
	B 4	3.9630	0.8564
Past behaviour	P 1	2.5880	1.0123
	P 2	2.5417	0.9539
	P 3	2.4259	0.8702
	P 4	2.5046	1.0826
Internet technology feature	T 1	3.6806	0.9523
	T 2	3.7315	0.9059
	T 3	3.6574	0.8857
	T 4	3.7083	0.9115
Intention to donate via SNS	F 1	4.4074	0.8074
	F 2	4.3657	0.7349
	F 3	4.1898	0.8218
	F 4	4.2593	0.8055
	F 5	4.3380	0.8250
	F 6	4.2963	0.7687

SCALE MEASUREMENT

The reliability test results in Table 4 also showed that all sample items were valued above 0.7 in Cronbach’s Alpha, suggesting a high-reliability level of all constructs (Bougie & Sekaran 2020). The Pearson correlation analysis results were shown in Table 5. The purpose of this analysis is to check the validity of the IVs with the DV by measuring the relationship between the two variables (Koop 2009). All the coefficient values are

ranged between 0.00008 and 0.69835; that is below 0.8 and hence, no indication of multicollinearity problem (Bougie & Sekaran 2020).

TABLE 4. Reliability test

Constructs	Number of items	Cronbach's Alpha
Attitude	4	0.843303
Descriptive norm	4	0.780124
PBC	4	0.726284
Past behaviour	4	0.800336
Internet technology feature	4	0.791155
Intention to donate via SNS	6	0.832438

MULTIPLE LINEAR REGRESSION ANALYSIS

Table 6 presents the results of multiple linear regression analysis. The model is significant at 1 percent level with an F-value of 62.922. It has an R-squared value of 0.6494, which suggested that 64.94% of the variance in intention is explained by the independent variables. The model did not suffer from a heteroskedasticity problem as the chi-square value of 28.41 is not significant at 5 percent level. Again, there is no indication of a multicollinearity problem in this study, as all the variance inflation (VIF) values range between 1.00964 and 1.84388; less than 10 points (Bougie & Sekaran 2020). The adjusted R-square was recorded at 0.6411, signifying over 60% of the constructs used in the model were deemed appropriate. Based on the results of P-value (<0.05) and parameter estimate (+/-), descriptive norm, PBC, and Internet technology feature were positively significant predictors, while the effects of attitude and past behaviours were not significant towards intention to donate via SNS. Therefore, the test results have supported H_2 , H_3 , and H_5 , but H_1 and H_4 were rejected.

DISCUSSION

The results in Table 6 can be further explained by observing predictors with significant positive relationships, i.e., descriptive norm, PCB, and Internet technology feature. The role of descriptive norm seemed to be effective, supporting the findings in Agerstrom et al. (2016) and Shang and Croson (2009) that normalising the majority's performance in a similar reference group has its effect of increasing the donation intention. The young people held more support toward donation intention, perceived that sharing information about a charitable contribution is easy, particularly in social media. The result is in accordance with Franklin et al. (2016), who stated that young people liked to express their involvement in charity via social media, which was a way to promote

social work education. Therefore, intention to donate increased when students feel comfortable sharing their online giving information in the SNS. As for the Internet technology feature, Ahn et al. (2018), Ou-Yang et al. (2017), and Sura et al. (2017) presented a similar finding that users were highly concerned about the Internet functionality upon charitable giving. This study offers a piece of evidence that students' intention was influenced by the security, reliability, trustworthiness, and effectiveness of the Internet to perform monetary donation over SNS.

The effects of attitude and past behaviour were not significant in this study. The attitude was hypothesised as anticipation developed from the belief system or the function of salient information related to online donation. However, such a predictor did not influence the intention of students to donate via SNS, thus contradicted the studies by Da Silva et al. (2020), Hajjar et al. (2016), and Knowles et al. (2012). It is possible that the user-generated contents on social media were not highly credible to the users (Sura et al., 2017), especially students who are brought up in an environment where they were advised not to simply believe the messages posted online (Dean, 2020). Past behaviour was not an important predictor as students applied cognitive skills to determine their donation intention rather than relied on someone's earlier involvement. The findings by Kashif et al. (2015), Smith and McSweeney (2007), and Sutton et al. (2010) failed to support this predictor. Van der Linden (2011) stated that past behaviour was an indicator of habit strength but did not necessarily relate to the frequency of the behaviour. Thus, students who have intentions to donate via SNS in the past might not have the same intentions constantly in the future.

CONCLUSION

Online fundraising is growing fast in the SNS, and many non-profit organisations worldwide have caught in this trend. Nevertheless, an online donation has appeared as a radical concept to young people who resisted to participate, especially Malaysian university students. A survey of 25,632 students from six Malaysian public universities indicated 96% of the students faced financial burdens that resulted from the economic changes (O'Malley 2016). Therefore, students would find their income as an issue restricting their involvement in charity donations. However, this study did not focus on the actual donation made by the students rather than the intention to donate via SNS. Besides, students were noted as the largest SNS users' group, and they will be representing later life as working adults. This study intended to raise the awareness of online giving to the students at an earlier stage to shape them to become future donors for far-reaching decades.

The key findings in this study highlighted the significance of descriptive norm, PCB, and Internet

technology feature as predictors in shaping the younger generation to donate using SNS. Several implications for both theory and practice are worth to be highlighted. From a theoretical view, this study extended the TBP framework to measure younger people's intention to donate via the online platform, particularly in a developing country setting. It delivered a significant part to the extant body of knowledge, which mostly studied in the Western environment (Hossain Parash et al. 2020). The results also enhanced the existing literature pertaining to online donation by investigating both intrinsic (i.e., attitude, descriptive norm, PCB, and past behaviour) and extrinsic (i.e., Internet feature) factors toward donation intention. From the practical perspective, the findings have suggested the need to increase understanding about online donation to younger people by promoting the role of the descriptive norm, PCB, and Internet technology feature. To pull the young SNS users' interest, non-profit organisations should pay attention to build a collectivist culture for online giving via SNS and encourage more sharing about the charity-related events in the popular social media platforms. In addition, a specific mechanism on the Internet should be developed to increase security, reliability, trustworthiness, and effectiveness to perform donation monetarily over SNS. This is because young people are on the alert with the benefits and drawbacks of Internet technology features. For example, a mobile wallet can be applied in online giving to facilitate faster transaction processing in a secure manner (Lui et al., 2021).

Although this study has offered several key findings, future research should consider extending the current ETBP to test different intrinsic and extrinsic predictors, especially during pandemic times as the socio-economic system is affected and many people need more donations. The target sample of this study may limit the generalisation to the entire population in Malaysia. Therefore, future studies should extend the representative sample to different age range groups, such as working professionals and older adults. The target sample also can be expanded to other developing countries to take a broader view of this topic. All in all, this study serves as a fundamental reference to help non-profit organisations understand their potential donors' intentions who heavily relied on the SNS norms.

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APPENDIX A

Variable	Item	Description	Source
Attitude	A1	The charity benefits a particular population	Knowles et al. (2012)
	A2	To improve human/ environmental circumstances	
	A3	Believe charity represents a good or worthy cause	
	A4	Believe have an obligation to help others/want to help make a difference	
Descriptive norms	D1	Think of those people important to you. What percentage of them do you think donate money to charities or community service organisations	
	D2	Most people who are important to me donate money to charities or community service organisations	
	D3	Those people closest to me do not donate money to charities or community service organisations	
	D4	How likely do you think it is that those important to you donate money to charities or community service organisations	
Perceived behavioural control	H1	If I wanted to, I could easily donate money to charities or community service organisations	Smith and McSweeney (2007)
	H2	Overall, how much control do you have over whether you donate money to charities or community service organisations	
	H3	It is mostly up to me whether I donate money to charities or community service organisations	
	H4	Donating money to charities or community service organisations is easy for me to do	
Past behaviour	P1	I do not donate money to charities or community service organisations	
	P2	I did not donate money to charities or community service organisations in the past	
	P3	It is unusual for me to donate money to charities or community service organisations	
	P4	I usually donate money to charities and community service organisations	
Internet technology factor	T1	I am concerned about the Internet security	
	T2	I am concerned about the online transaction reliability	
	T3	I am concerned about the Internet trustworthiness	
	T4	I am concerned about Internet effectiveness	
Intention to donate via SNS	F1	I have an intention to donate via SNS	Sura et al. (2017)
	F2	I have an intention to donate via SNS in the near future	
	F3	I plan to donate actively via SNS in the near future	
	F4	I plan to attend a donation program via SNS in the near future	
	F5	I have an intention to donate via SNS if I have a chance to do so	
	F6	I have an intention to donate more via SNS	