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Intention to donate via social network sites (SNSs)

A comparison study between Malaysian and South Korean users

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Intention to
donate via
SNSs

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Abstract

Purpose – The purpose of this paper is to explore the differences in the external factors influencing intention to donate via social network sites (SNSs), and the online donation knowledge and awareness effect on the willingness to donate via SNS in the future between Malaysian and South Korean users.

Design/methodology/approach – In total, 288 samples' data obtained from online survey using the snowball technique were analyzed through using cross-tabulation with χ^2 tests and multiple regression analysis.

Findings – The results show that there is no significant difference between those countries regarding the online donation knowledge and awareness. However, the online donation knowledge and awareness significantly affect the willingness to donate via SNSs for South Korean, but not for Malaysian. As for Malaysian, the results reveal that only SNS features factor does significantly influence the attitude toward online donations. As for South Korean, the charity project and internet technology features factor significantly influence the attitude toward online donations. The attitude toward online donations of both countries influences on their intention to donate via SNS.

Research limitations/implications – The sample was gathered from certain regions in Malaysia and South Korea, and had slightly unbalanced characteristics (i.e. age), limiting the generalizability to the general population of both countries.

Practical implications – The findings suggest that non-profit organizations should consider the culture context in planning their future SNS donation program and focus on how to deal with the internet issues (e.g. trust, security), SNS features and charity project. As for Malaysian, promoting the internet and online donation awareness should be the priority before engaging in SNS donation program.

Originality/value – Whilst research on culture context in donation area is plentiful, the area of SNS donation remains underexplored. This paper offers an in-depth understanding of what influences SNS donation related to the identified culture context.

Keywords Information management, Online donation, Social network site, SNS donation, Internet technology features, Charity project, Charity organization

Paper type Research paper

1. Introduction

The emergence of social network sites (SNSs) has caused the rapid growth of SNS donation. Through SNS, existing and potential donors do not only perform money transaction (online monetary donation), but also experience a greater intimacy by sharing and conveying information, postings and photos regarding charity, and donation with friends, as well as with other community members (Strom, 2010; Waggeneredstrom.com, 2013). In addition, all these activities describe SNS roles as information source, building a community, promoting to and mobilizing charity and donation activities (Lovejoy and Saxton, 2012). Therefore, the social networks donation sites have the ability to reach a bulk number of potential donors, since 26 percent of the overall world population, which is equivalent to 75 percent of world



internet users, has access to SNS (Nayak, 2014). Other than that, Waggeneradstrom.com (2013) has reported that based on the world internet user population, 89 percent use Facebook, 57 percent use Twitter and 38 percent use blogs for donation purpose. From the statistics, 68 percent have donated money through SNS.

In the context of monetary donation, some previous studies (e.g. Smith and McSweeney, 2007; Linden, 2011; Knowles *et al.*, 2012) have examined the intention to donate by adapting the theory of planned behavior (TPB) and confirmed that attitude toward monetary donation is the strongest predictor of monetary donation intention, proving that TPB as a tool to understand people's behavior and intention, and is applicable and relevant to be used to understand people's behavior intention to donate. According to the TPB (Ajzen, 1991), the attitude toward the particular behavior has the ability to predict people's intention on that behavior. The more favorable and stronger the attitude is related to the behavior, the stronger the intention to perform that behavior. The strength of the attitude can be affected by the relevance of information or belief that can be found through the factors that related to which an attitude is based on (Ajzen, 2001). Several Studies (e.g. Treiblmaier and Pollach, 2006; Johnson and Grimm, 2010; Mejova *et al.*, 2014) have explained that external factors which related to attitude to donate might influence the attitude to donate and the behavior intention to donate. External factors such as charity project, charity organization and the internet are found out as the measure of the general attitude toward online donations (Treiblmaier and Pollach, 2006). However, without proper study and evidence, we cannot simply imply that the external factors related to attitude toward online donations will also significantly influence the intention to donate via SNS due to the fact of the unique nature of SNS. For instance, unlike normal online donation, SNS is a user-generated content where information are created and provided by SNS members, promoting solicitation while donating (Bekkers and Wiepking, 2011; Wong and Jussuf, 2011). Because SNS becomes a platform for online monetary donation, SNS features (Wong and Jussuf, 2011) could be as one of the external factors that might influence attitude toward online donation.

Because the SNS users are from all over the world, they are from several regions and cultures. Different regions and cultures normally bear different norms and values, and these variations would in turn affect their behavior attitude. Culture, which is always referred to the shared perception of the social environment, actually shapes the way individuals behave, interact and build relationships with others (Tsoi and Chen, 2011). Given those variations in culture values as in Table I, especially the culture characteristics between Malaysia and South Korea, we assume that there are some differences in donation intention via SNS. Furthermore, previous studies (e.g. Laufer *et al.*, 2010; Muller and Whiteman, 2009) have pointed that culture plays its own role in shaping the donation activities, implying that different cultures react differently toward donation activities.

Based on the scenario (people donating money via SNS), we intend to conduct an online survey to find out the differences in SNS donation intention between Malaysian and South Korean users. Both countries have presented consistent economic growth in Asia during at least past 30 years, and internet penetration rates (over 60 percent), SNS penetration and usage rates (over 85 percent) of the countries are high. In addition, monetary donation was ranked as 40th or so in the World Giving Index 2012/2013. However, in the light of Hofstede's (2001) study, both countries have differences from four dimensions (masculinity, uncertainty avoidance, long term orientation, and indulgence) among six culture dimensions. In addition, previous comparison researches on online donation have been conducted between the West countries (e.g. comparison test in the USA and the Netherlands by Leushuis, 2012) but the comparison research on online donation intention between Asian countries like this study has been rare. Thus, this study has research motivation in the vein of the possibility of meaningful insight regarding donation intention via SNS in both countries which are located in the same Asia culture zone with different

 Intention to donate via SNSs

Criteria	South Korea	Malaysia
1. Location and area	Eastern Asia, 99,720 sq km	South Eastern Asia, 329,847 sq km
2. Population	Approximately 50m	Approximately 30m
3. Ethnic group	Homogeneous	Malay 50.4%, Chinese 23.7%, indigenous 11%, Indian 7.1%
4. Religion	Non-religious 43%, Buddhism 24%, Protestantism 24%, Catholicism 8% (dominant philosophy was strict from Confucianism)	Muslim (or Islam-official) 60.4%, Buddhism 19.2%, Hindu 6.3%
5. Economic status	One of the Asian Tigers High-tech industrialized Nominal GDP (\$1.1tr) World rank 15th GDP PPP (1.7tr) World rank 13th GDP growth 2.8%	Newly industrialized country Nominal GDP (\$307.2bn) GDP PPP (\$525bn). World rank 30th GDP growth 4.7%
6. Internet penetration	82.5%, approximately 40m of the population	60.7%, approximately 18m of the population
7. SNS penetration and usage	Social networking penetration 87% Kakaostory 31.5%, Facebook 28%, Twitter 19.4%, Cyworld 17% Main Usage: self-disclosure (sharing photo and video), communication, entertainment. Fewer friends but more intimate)	Social networking penetration 91% Facebook 87.9% Main Usage: communicate and reconnect friends
8. Monetary donation	World Giving Index 2012 ranking 40th 27% of the population donate money Personal donation collected: 6.53tr won	World Giving Index 2013 ranking 42th 32% of the population donate money

Sources: Criteria 1–5 (The World Factbook, 2014); 6–7 (Internet World Stats, 2012; Winkels, 2013); 8 (World Giving Index, 2012)

Table I.
Culture characteristics: South Korea and Malaysia

cultural dimensions. Although the studies associated with knowledge and awareness, and external factors influencing monetary donation and online donation have been conducted quite maturely, extant studies for explaining knowledge and awareness, and external factors influencing SNS donation have been not fully explored yet. Most studies have focused on investigating how SNSs could help and support online donations, and how non-profit organizations manipulate and use SNSs to enhance their charitable activities (Branston and Bush, 2010; Curtis *et al.*, 2010; Phethean *et al.*, 2013; Quinton and Fennemore, 2013). An in-depth understanding of what influences and motivates SNS users to donate via SNS is crucial to alleviate the issues of SNS donation failure in order to enable non-profit organizations to plan and improve their strategies for future donation program.

In this paper, first, we study the general characteristics of both countries (Malaysia and South Korea) and the relevant literature on the monetary donations and online donations. Second, based on the literature study, we present our own research framework consisting of the identified external factors related to SNS donations, followed by the results of reliability analysis and factor loadings, state of online donation knowledge, and awareness and intention to donate via SNS for both countries. Finally, we discuss the findings and conclude this paper by discussing the implications, limitations and suggestions for further research.

2. Literature review

The subject of monetary donation has gained a lot interests from scholars. Several country comparison studies were conducted on the subject, such as the study of donation intention (Leushuis, 2012), monetary or charity giving pattern based on culture characteristics (Laufer *et al.*, 2010) and the amount of monetary donation (Shier and Handy, 2012). This such donation is always given by an organization or people, typically for charitable purpose

and/or for a beneficial cause, and now has evolved from offline to online, due to the capability of online banking transaction and communication. Online bank transaction makes the process of collecting and transferring monetary donation easier and more organized, meanwhile online communication provides the opportunity to get the potential donors and retain the existing donors (Branston and Bush, 2010).

As SNS gained popularity, especially its social media and communication tool, it has the capability to capture the users' attention and support, as well as to share information (Wong and Jussof, 2011; Cohen, 2011). Many online donation websites are quick to react to this opportunity (Storm, 2010; Lovejoy and Saxton, 2012). Hence, leveraging on the SNS tool that is widely available is really needed in order to ensure the SNS donation achieves its objectives (Wong and Jussof, 2011; Castillo *et al.*, 2014; Mano, 2014). In addition, a considerable number of donors prefer social networks as a method of communication with non-profit organizations. As the result, many non-profit organizations take an advantage to use SNS as a way to connect with their existing donors, as well as potential donors, although they know that some of their site visitors may not be highly inclined to donate, but they value SNS sites as advertising and marketing tools for nurturing potential donors (Plaisent *et al.*, 2012; Lovejoy and Saxton, 2012; Kim and Lee, 2014). Although many studies (e.g. Plaisent *et al.*, 2012; Lovejoy and Saxton, 2012; Kim and Lee, 2014) have been conducted on SNS donation, however, there is limited existing literature on people's attitude and intention to donate via SNSs. For instance, Kim and Lee (2014) examined the attitude toward SNS donation, focusing on how social capital influences attitude by using the theory of reasoned action (TRA); we take a different approach by adapting the TPB.

Why people donate are usually triggered and motivated by two factors, which are intrinsic and extrinsic. Intrinsic factor is described as the fundamental human desire (inside factor that is dealt within the donor itself) to help those in need, for example, moral obligation and self-efficacy (Oosterhof *et al.*, 2009), and emotional stability and empathic concern (Bekkers, 2010). In contrast, extrinsic factor is described as the outside factor that motivates and influences a donor to donate, for example; location (Treiblmaier and Pollach, 2006), religion (Ranganathan and Henley, 2007; Shier and Handy, 2012), non-profit organizations (Pentecost and Andrews, 2010; Reddick and Ponomariov, 2012) and charity project (Iwaarden *et al.*, 2009; Sims, 2007). These two kinds of factors have their own role in motivating people to donate (Cherry, 2013). In the context of online donation (i.e. SNS donation), extrinsic factors such as charity project and charity organizations play an important role in predicting people's intention to donate by claiming that the likelihood of donating will increase if people associated with charity organization or charity project (Reddick and Ponomariov, 2012). Shier and Handy (2012) found out that the perception of charity organization is one of the predictors of intention to donate. In addition, utilizing SNS features (Wong and Jussof, 2011; Mano, 2014; Mejova *et al.*, 2014) and internet technology features (Mano, 2014) that help in enhancing communication is likely to be more effective to increase online donation. In this study, we focus on the extrinsic factors. The extrinsic factors related to this study were discussed in detail in the next section (Research model and questions section).

The technology acceptance model (TAM), theoretically based on TRA, defined attitude as responses of emotional dimension to like or dislike for using IT according to the context of organization dimensional acceptance of IT. TAM keeps on operational definition of TRA for attitude (Ortega Egea and Roman Gonzalez, 2011). However, TAM does not consider multi-dimensional structure of attitude in operational definition stage even if attitude is consisted of affective, cognitive, and behavioral dimension. Thus, TAM could not predict consistently intention to behave. In addition, explanation power of attitude for intention to use in TAM is low because of TAM's definition of attitude. However, TPB approaches attitude as a construct (variable) composed of sub-concepts of affective, cognitive,

behavioral dimension to enhance prediction power of attitude for behavior (Ajzen, 1991). TPB has been widely recognized as an important tool for understanding and predicting human behavior. According to TPB, people act in accordance with their intentions and perceptions of control over their behavior, and attitude (evaluations of performing a behavior) is found out to be one of the major influences on the intention (Ajzen, 1991, 2001). TPB has also been used in some studies in the charitable and donation context particularly in order to explain and understand the donors' behavior in donating. Smith and McSweeney (2007) extended TPB to examine monetary donation and Linden (2011) has validated the model proposed by Smith and McSweeney (2007). Considering the work by Smith and McSweeney (2007), Knowles *et al.* (2012) adapted TPB to examine young people's intention to donate money to charities. Masser *et al.* (2012) extended TPB in predicting the retention of first-time donors for blood donation. All these studies' findings support the TPB model, stating that attitude is one of the important predictors of intention to donate. They imply that the more favorable the attitude with respect to behavior (i.e. charity or donation), the stronger people's intention to perform the behavior under consideration (Ajzen, 1991). In addition, Knowles *et al.* (2012) indicated that an increase in positive attitudes toward charitable giving and donation may encourage donation.

Culture describes the shared perception of the social environment; it actually shapes the way individuals behave and interact (Tsoi and Chen, 2011). Therefore, different culture contexts might have different perceptions. Laufer *et al.* (2010) revealed that considering the culture context in the context of charitable contribution is one of the key successes of charity project. In their experiment of examining the communicating charity success based on the USA and Mexico as a sample, they found out a charitable organization's success stories depends on the type of communication used in the relation to the culture context. The role of culture context in donation context is strongly supported by Muller and Whiterman (2009), proving inter-regional differences in the overall likelihood of donations. For instance, North American and European gave (in cash value) significantly more than Asian, and based on the home-region presence effects, North American giving was more often at significantly more value than both European and Asian.

Malaysia and South Korea have a different culture context in view of a few culture studies (Hofstede, 1980; House *et al.*, 2004). In Hofstede's (2001) study, the two countries have higher "power distance" (score: 100/60) which means that people accept a hierarchical order in which everybody has a place and which needs no further justification. In addition, low "individualism" (score: 26/18) is presented for the two countries, which means a collectivistic society. The other four dimensions are presented differently for the two countries. In "masculinity," a preference for this dimension cannot be determined with an intermediate score of 50 in Malaysia but South Korea (score: 39) is considered a feminine society, where the focus is on "working in order to live." In this society, managers strive for consensus, and people value equality, solidarity and quality in their working lives. In "uncertainty avoidance," Malaysia scores 36 and thus has a low preference for avoiding uncertainty. These societies maintain a more relaxed attitude in which practice counts more than principles, and deviance from the norm is more easily tolerated. However, South Korea scores 85, and these societies maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas. In "long term orientation," the low score of 41 means that Malaysia has a normative culture. People in such societies have a strong concern with establishing the absolute truth. They are normative in their thinking and exhibit great respect for traditions. However, South Korea scores 100 as one of the most pragmatic, long-term oriented societies. People live their lives guided by virtues and practical good examples. In "indulgence," relatively weak control is called "indulgence" and relatively strong control is called "restraint." Malaysia's high score of 57 indicates that the culture is one of indulgence. They possess a positive attitude and have a tendency toward optimism.

In addition, they act as they please and spend money as they wish. However, South Korea's low score of 29 shows the society as one of restraints. They have a tendency to cynicism and pessimism and they do not put much emphasis on leisure time and control the gratification of their desires. Thus, we can conclude cautiously the two countries as having a different culture context in the perspective of Hofstede's (2001) study. Therefore, this investigatory study on the intention to donate via SNS in the future between the two countries' users can have a meaningful implication.

In the "Global Leadership and Organizational Behavior Effectiveness" (GLOBE) study (House *et al.*, 2004), the first comprehensive volume in 2004 presented South Korean's higher gender egalitarianism (differentiation) and Malaysian's higher humane orientation. Gender egalitarianism means the degree to which a collective minimizes gender inequality, and humane orientation means the degree to which a collective encourages and rewards individuals for being fair, altruistic, generous, caring, and kind to others. The first 21 leadership scales were statistically and conceptually reduced to six scales but the team-oriented and autonomous scales have no statistically significant differences across all scales (clusters). In performance-oriented scale, Malaysia's score is high but South Korea is in the middle area. In participative scale, the two countries' scores are low. In humane orientation, scale and self or group-protective scales, the two countries' scores are high, but in humane orientation scale, Malaysia's score is higher than South Korea and vice versa in self or group-protective style (House *et al.*, 2004). Therefore, variables thought to be associated with culture could be used as an independent variable to describe and explain observable differences between people raised in different contexts (Fischer, 2011).

3. Research model and questions

To measure the external factors influence on people's intention to donate via SNSs, we came up with our own model, as shown in Figure 1. The research model was based on TPB with some consideration obtained from literature review. Although the intrinsic factor is far stronger than the extrinsic factor in motivating people to donate, we believe that the extrinsic factor plays their own role in motivating people to donate, as explained by Cherry (2013), who mentions that extrinsic factor is the way to help people who lack intrinsic orientation. We address extrinsic factors that used in this study as external factors since they fit the definition of extrinsic factor. The followings are the selected external factors used in this study.

3.1 Charity project

It is described as the cause or charity event that the organization supports. In this study, charity project covers and focuses on the social cause, activity and event to promote the welfare of others or to help those in need (e.g. disaster relief and poverty). A cause can be varied from a single human victim, whereby the victim has been already identified, usually represented by individual or group of people through SNSs, or abstract donation target,

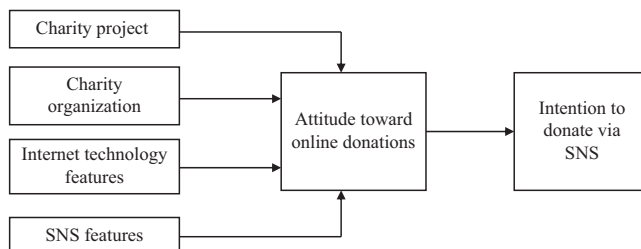


Figure 1.
The research model

referring to charity organization project (e.g. fundraising campaigns), whereby the victim has been not identified yet (Ein-Garand and Levontin, 2012). Charity project characteristics such as a project type and location (Treiblmaier and Pollach, 2006; Iwaarden *et al.*, 2009; Wong and Jussuf, 2011), potential donors' experience, and attachment and connection to a project (Mejova *et al.*, 2014) could influence people's attitude and intention to donate.

3.2 Charity organization

The way an organization approaches donors will determine people's attitude toward online donations and intention to donate, and it leads to good communication and relation between the organization and the (potential) donors. In this study, we focus on the charity organizations that have their own SNS account and the SNS page that links or does not link to their website in order to facilitate online donation. For example, the American Red Cross, with the aim to provide compassionate care to those in need (i.e. disaster relief), can be accessed at <http://redcross.org/> and www.facebook.com/redcross. Image and reputation and successful history of the organization (Ranganathan and Henley, 2007; Beldad *et al.*, 2012; Kinsbergen and Tolsma, 2013), management of monetary donation (Treiblmaier and Pollach, 2006), attachment with donors (Shier and Handy, 2012) and management of the organization information and profile (Iwaarden *et al.*, 2009) are some characteristics that influence the behavior intention to donate. Therefore, how the charity organization displays its image on SNS plays an important role in attracting potential donors.

3.3 Internet technology features

The rapid growth of internet technology, as well as the success of online transaction and online banking, have derived charity to be online and taken the opportunity of the internet technology and features, such as security, straightforward and time saving to burst its functionality (Treiblmaier and Pollach, 2006; Wong and Jussuf, 2011; Shier and Handy, 2012). In addition, prior study indicates that the internet technology plays a critical role in helping online volunteer. It is reported that overall satisfaction with the internet technology supports online volunteering process, more likely to volunteer and find satisfying opportunity (Branston and Bush, 2010). Therefore, the internet technology features factor significantly influences people's attitude toward online donations and most likely the intention to donate via SNS.

3.4 SNS features

SNS is known as the best online tool for communication. It provides one-to-one communication, offers personalization of content, own interest, sharing and customization. Besides, it is able to describe highly target information, as well as facilitate community with the same interest (Branston and Bush, 2010; Mano 2014; Castillo *et al.*, 2014). Wong and Jussuf (2011) have suggested that the power of social networking tool, such as Facebook and Twitter, should be manipulated in order to attract potential donors through online. Castillo *et al.* (2014) found that using SNS features to post wall messages and private messages is a favorable way to strengthen the attitude toward online donation and consequently increase fundraising for donations. Meanwhile, social capitals produced using SNSs play a critical role in predicting volunteers' attitudes to volunteer via SNS (Kim and Lee, 2014). Furthermore, Branston and Bush (2010) stated that interactive features are necessary in order to retain a relationship with online audiences beyond information dissemination. Moreover, Branston and Bush (2010) found out that a considerable number of respondents prefer social network as a method of contact with non-profit organizations, and concluded that the SNS may be considered as a platform that could lead to donation. Since the communication itself is not enough in sustaining audience, some social networking features, such as interactive games, photo sharing and charity events, are needed to attract potential donors (Wong and Jussuf, 2011).

3.5 Attitude toward online donations

In this study, attitude is defined as the degree of person's positive feeling to participate in donating money via SNS. Many previous studies on behavioral intention (Ranganathan and Henley, 2007; Oosterhof *et al.*, 2009; Ng *et al.*, 2011), as well as the most well-known theory in this area (TPB; Ajzen, 1991), state that attitude is the determinant of behavioral intention. Several previous studies confirm this, including Ranganathan and Henley (2007), who reported that favorable attitudes toward charity advertisements have positive impact on intention to donate; Ng *et al.* (2011), who stated that a positive attitude toward the charity organization, the specific charity activity, and charity giving in general positively affects donation intention; and Oosterhof *et al.* (2009), who claims that attitude toward donation has a direct effect on intention to donate to charity. In this study, we derived and defined the attitude toward online donations based on Treiblmaier and Pollach (2006) in order to examine its influence toward the intention to donate via SNSs.

Other than investigating what the external factors influence people's intention to donate via SNSs, we also look at people's knowledge and awareness of online donation, as well as the relationship between the people's knowledge and awareness of online donation with the willingness to donate via SNS in the future. Since some researchers (Treiblmaier and Pollach, 2006; Oosterhof *et al.*, 2009) have stated that knowledge and experience on the donation influence the future donation, we take an opportunity to conduct this study to confirm that statement.

Therefore, we conduct this study to answer the following questions:

- RQ1a. Is there any difference of online donation knowledge and awareness between Malaysian and South Korean users?
- RQ1b. Is there any difference regarding online donation knowledge and awareness in influencing the willingness to donate via SNSs in the future between Malaysian and South Korean users?
- RQ2. Are there any differences in what external factors significantly influence the behavior intention to donate via SNSs between Malaysian and South Korean users?

4. Method

4.1 Data collection and participants

We launched an online survey by publishing it via several SNSs and distributing its URL via e-mail using the snowball technique. We managed to get 314 respondents. However, because of the incomplete answers, we finally included 288 respondents ($n = 288$) in the analysis.

In this study, 53.1 percent of the respondents were from Malaysia and the rest, 46.9 percent, were from South Korea. Among the respondents from Malaysia, 42.5 percent were males and 57.5 percent were females. As for the respondents from South Korea, 51.1 percent were males and 48.9 percent were females. Overall, the male respondents were 46.5 and 53.5 percent were females. The majority of the respondents were highly educated, as 72.2 percent possessed a bachelor degree and 21.9 percent had their graduate degree. Most of the respondents described their economic status as average (66 percent) (Table II).

4.2 Measure and analysis

To measure the external factors and other constructs, a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used to measure each item on how the subjects perceived and expressed their opinions for each item.

In the exploratory stage of the analysis, the respective factor loadings as shown in Table III were obtained by conducting a principal components factor analysis with Varimax rotation and the results showed all constructs score more than 0.500 which describes all

Demographic variables	Malaysia (<i>n</i> = 153)	South Korea (<i>n</i> = 135)	Total sample (<i>n</i> = 288)	Intention to donate via SNSs	
<i>Gender</i>					
Male	65 (42.5%)	69 (51.1%)	134 (46.5%)		
Female	88 (57.5%)	66 (48.9%)	154 (53.5%)		
<i>Age</i>					
< 20 years	1 (0.7%)	2 (1.5%)	3 (1%)		
20–29 years	111 (72.5%)	36 (26.7%)	147 (51%)		
30–39 years	35 (22.9%)	37 (27.4%)	72 (25%)		
40–49 years	5 (3.3%)	54 (40%)	59 (20.5%)		
> 50 years	1 (0.7%)	6 (4.4%)	7 (2.5%)		
<i>Education</i>					
High school	17 (11.1%)	–	17 (5.9%)		
Bachelor degree	106 (69.3%)	102 (75.5%)	208 (72.2%)		
Master degree	24 (15.7%)	31 (23.0%)	55 (19.1%)		
PhD degree	6 (3.9%)	2 (1.5%)	8 (2.8%)		
<i>Income</i>					
< Average	35 (22.9%)	36 (26.7%)	71 (24.7%)		
Average	111 (72.5%)	79 (58.5%)	190 (66%)		
> Average	7 (4.6%)	20 (14.8%)	27 (9.3%)		

Table II.
Demographic characteristics of sample

Construct	Item	CP	CO	Factor loading value				Cronbach's α value
				ITF	SNSF	GA	ID	
CP	1	0.765						0.744
	2	0.755						
CO	1		0.653					0.703
	2		0.620					
	3		0.568					
ITF	1			0.876				0.880
	3			0.848				
	4			0.856				
	4							
SNSF	1				0.730			0.852
	2				0.802			
	3				0.801			
	4				0.723			
GA	1					0.741		0.833
	2					0.658		
	3					0.847		
	4					0.860		
ID	1						0.877	0.866
	2						0.729	
	3						0.779	
	4						0.714	

Table III.
Factor loading and reliability of the constructs

Notes: Charity project, CP; charity organization, CO; internet technology features, ITF; SNS features, SNSF; general attitude toward online donation, GA; intention to donate via SNS, ID

constructs have the best factor loading value (Costello and Osborne, 2005). For the reliability analysis, all the constructs had a Cronbach's α value higher than 0.700, so they met the reliability criteria. A construct with Cronbach's α value of 0.700 or higher is reliable (Hinton, 2008).

Cross tabulation with χ^2 tests was run to determine the difference of the online donation knowledge, awareness and future donation via SNS between both countries. Multiple regression analysis was used to examine the relationship between online donation knowledge or awareness and future donation via SNS; external factors and the attitude toward online donation; and attitude toward online donation and intention to donate via SNS, for each country. After the analysis was completed, the results were compared for further discussion. All the analyses were conducted by using IBM SPSS AMOS V.21 software.

5. Result

The results are presented according to the research questions:

RQ1a. Is there any difference of online donation knowledge and awareness between Malaysian and South Korean users?

From the cross-tabulation and χ^2 tests, the results show that 119 (77.8 percent) of the Malaysians and 97 (71.9 percent) of the South Koreans knew and were aware about online donation, meaning that they had the knowledge on online donation. The χ^2 tests, $\chi^2(1, n = 288) = 1.343, p = 0.246$ (two-sided) indicated that there was no significant difference between those countries regarding online donation knowledge and awareness:

RQ1b. Is there any difference regarding online donation knowledge and awareness in influencing the willingness to donate via SNSs in the future between Malaysian and South Korean users?

From the cross-tabulation and χ^2 tests, the results show that 119 (77.8 percent) of the Malaysians and 83 (61.5 percent) of the South Koreans responded “yes” regarding their intention to donate via SNSs in the future. The χ^2 test confirmed that the Malaysians and the South Koreans differed significantly in the willingness to donate via SNSs in the future, $\chi^2(1, n = 288) = 11.261, p = 0.004$ ($p < 0.01$, two-sided).

From the regression coefficients results for indicating if the online donation knowledge and awareness could influence the willingness to donate via SNSs, Table IV shows that for the Malaysians ($\beta = -0.055, t = -0.671, p > 0.05$), there was no significant effect of the online donation knowledge and awareness on the willingness to donate via SNSs in the future. However, as for the South Koreans, it showed differently that the online donation knowledge and awareness affected the willingness to donate via SNSs in the future ($R^2 = 0.039, \beta = 0.215, t = 2.543, p < 0.05$):

RQ2. Are there any differences in what factors influence the behavior intention to donate via SNSs between Malaysian and South Korean users?

The results in the Table V suggest that for the Malaysians, only SNS features factor ($\beta = -0.198, t = -2.106, p < 0.05$) was found to significantly related to attitude toward online donations. However, charity project, charity organization and internet technology at significant level $p = 0.05$ did not significantly influence the attitude toward online donations. In addition, the attitude toward online donations ($\beta = 0.185, t = 2.317, p < 0.05$) significantly

Table IV.
The regression coefficients for the willingness to donate via SNSs in the future

Culture	R^2	Knowledge and awareness of online donation	
		β	t
Malaysians	-0.004	-0.055	-0.671
South Koreans	0.039*	0.215	2.543*

Note: *Significant at $p < 0.05$

influenced the intention to donate via SNS. The regression model was significant ($R^2 = 0.028$, $p < 0.05$). As for the South Koreans, the regression model was significant ($R^2 = 0.165$, $p < 0.001$). Charity project factor ($\beta = 0.255$, $t = 3.107$, $p < 0.01$) and internet technology features factor ($\beta = -0.384$, $t = -4.696$, $p < 0.001$) were found to significantly related to attitude toward online donations. Charity organization and SNS features at significant level $p = 0.05$ did not significantly influence the attitude toward online donations. In addition, the attitude toward online donations ($\beta = 0.320$, $t = 3.900$, $p < 0.001$) significantly affected the intention to donate via SNS. The regression model was significant ($R^2 = 0.096$, $p < 0.001$).

6. Discussion

The results for the *RQ1a* can be further explained by looking at the total internet and SNS users for both countries, which were more than 60 percent in both countries. Furthermore, more than 85 percent of the internet users from the both countries had access to SNSs. Since the internet itself relates to online donations, we concluded that those internet users in both countries were also familiar with online donations.

As for the *RQ1b*, the results for the South Koreans were in accordance with the findings of Treiblmaier and Pollach (2006), stating that the knowledge of online donation affects the willingness to donate online in the future. This result also confirmed that the knowledge and experience on donation affect the future donation, as claimed by Tseng (2009), who asserts that a high level of internet knowledge among the South Koreans can be illustrated by the role of South Korea itself as a main knowledge disseminator for technology, computer technology and telecommunication. However, as for the Malaysians, although they have knowledge and awareness of online donation, it did not influence them to donate via SNS in the future. One possible reason to explain this situation is that the Malaysians may still lack internet and online transaction awareness (Khan *et al.*, 2009; Haque and Khatibi, 2005).

Regarding the *RQ2*, the results revealed that as for the South Koreans, the internet technology features factor influenced the attitude toward online donations, consistent with the findings of Treiblmaier and Pollach (2006) and Mano (2014), which largely confirmed that the internet is one of the external antecedences of online donations. From the results, it can be interpreted that the South Koreans adopt the internet technology well in practicing SNS donation. It can be summarized that the South Koreans were described as a collectivistic society and this society portrays their internet behavior. Their tendency in trusting the internet can be the reason of the successful adoption of internet technology (Byun, 2007). However, the result showed a negative relationship which means increasing in a unit of the internet technology features factor leads to decreasing unit of the attitude

Panel A: regression coefficients for the attitude toward online donations

Culture	R^2	Charity project		Charity organization		Internet technology		SNS features	
		β	t	β	t	β	t	β	t
Malaysian	0.016	0.096	1.006	0.077	0.926	0.155	1.642	-0.198	-2.106*
Korean	0.165***	0.255	3.107**	0.070	0.746	-0.384	-4.696***	-0.001	-0.013

Panel B: regression coefficients for the intention to donate via SNS

Culture	R^2	General attitude toward online donation	
		β	t
Malaysian	0.028*	0.185	2.317*
Korean	0.096***	0.320	3.900***

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Table V.
The regression coefficients for the attitude toward online donations and the intention to donate via SNSs

toward online donations. One possible reason contributing to this negative relationship is that the concern of people toward the internet technology as explained by Bandyopadhyay (2012), when users are highly concerned of the internet (e.g. trust, security and privacy), makes users less willing to participate in online transactions.

Meanwhile, as for the Malaysians, the internet technology features factor did not influence the attitude toward online donations. The main reason could be the lack of internet technology adoption among Malaysians, caused by perceived risk and experience (Ab Hamid, 2008), and knowledge and awareness (Khan *et al.*, 2009). In addition, Ismail and Abidin (2009) and Khan *et al.* (2009) claimed that the Malaysians still lack internet awareness and do not have an adequate internet knowledge level compared to the South Koreans, who have high levels of internet knowledge. In addition, as for the Malaysians, SNS features factor influences the attitude toward online donations even if the regression model was not significant ($p > 0.05$) but as for the Koreans, this factor does not influence it. As for the South Koreans, charity project factor influences the attitude toward online donations, but as for the Malaysians, this factor does not influence it.

The other charity organization factor does not significantly influence the attitude toward online donations for both countries. The findings did not conform to the findings of other researchers (Treiblmaier and Pollach, 2006; Ranganathan and Henley, 2007; Iwaarden *et al.*, 2009), claiming that charity project and charity organization factors could shape people's intention to donate via online. One of the possible reasons that contributed to this finding is the lack of association and affiliation between respondents and both charity project and organization as indicated by Reddick and Ponomariov (2012) and Mejova *et al.* (2014). The researchers presented that when people associate and affiliate with charity project and organization, they tend to donate online. Wong and Jussuf (2011) and Castillo *et al.* (2014) assert interactive SNS features are necessary. However, it contradicts with our findings that show SNS features of the South Koreans did not influence people's intention to donate via SNS. Although, SNSs are employed to support social connection; however, how it provides the inclinations underlying for the connection is still in question (Reddick and Ponomariov, 2012). Thus, it does not appear as a determinant to influence the likelihood of donating online. It can be concluded that greatness and sophistication of the internet technologies (i.e. SNS and social media) are not the main determinant in influencing people to donate online due to some issues (e.g. how these technologies portray the social relationship, the level of trust and security concern) to be addressed. Despite these technologies' weaknesses, they provide some opportunities; especially for charity organizations to create donation and charity awareness, promote charity project and form connections in order to reach potential donors.

Further, for both countries, the findings confirmed that the attitude toward online donations significantly contributes to people's intention to donate via SNSs, in accordance with the findings of Treiblmaier and Pollach (2006). Theoretically, this finding is consistent with the TPB (Ajzen, 1991) which suggests that attitudes are deemed direct determinants of behavioral intentions. Additional support for this finding is derived from reports that attitudes toward charity activity and giving affect charitable intention positively (Ng *et al.*, 2011). Thus, the fact that attitude predicts behavior intention is widely accepted.

Finally, it was impossible to build interaction model based on age and gender using AMOS because overall χ^2 test for invariant showed there are no differences, and the moderation for each gender and age for the significant relationship to validate overall χ^2 for invariant showed there is no moderation effect of gender and age in that relationship. The biggest problem is that the model fit was bad for analyzing the relationship.

7. Conclusion

In summary, we have presented a study to capture if there is a difference in the intention to donate via SNSs between Malaysian and South Korean users. The findings revealed that

although there was no significant difference of online donation knowledge and awareness between these two countries, online donation knowledge and awareness influence the intention to donate via SNSs in the future for both countries. A difference also exist in the intention to donate via SNSs for those countries; as for the Malaysian, SNS features factor was the only factor that influenced the attitude toward online donations and the attitude toward online donations influenced intention to donate via SNSs. The other external factors (charity project, charity organization and internet technology features) did not influence the attitude toward online donations. For the South Korean, charity project factor and the internet technology features factor were the factors that influenced the attitude toward online donations and the attitude toward online donations influenced intention to donate via SNSs. South Koreans have high uncertainty avoidance, namely, seeking stability and higher possibility of future prediction. Therefore, a high risk of internet security and privacy issue will more negatively influence attitude to donate than Malaysians' attitude. In addition, in charity project factor, South Koreans are more concerned with the type of project to which their money donation goes and concerned with the location where the project will be held to because of the higher uncertainty avoidance tendency than Malaysians. In addition, South Korea is more long term oriented society and more progmatic than Malaysia, so they may be more interested in project type and location. Malaysians have more short-term-oriented society and have a normative culture so people in such societies have a strong concern with establishing the absolute truth. The items of SNS features factor consist of "I donate only through SNS which I familiar with, donate on the basis of the way information presented by SNS, donate if the SNS features are user friendly and easy to understand, and donate if the SNS communication features are fully utilized." These items are near more normative and may be more suitable for Malaysians than South Koreans.

One plausible reason regarding charity organization factor is that both countries have a high power distance and low individualism, so they have strong inclination to concede and obey for leader's authority. In addition, they are interested in self-image viewed by total society and ascribed group. Thus, the items of charity organization such as "I only donate to organizations whose project cause I am familiar with when it is represented," "I only donate to organizations if they have a proven track record" and "I only donate to organizations that are transparent in managing the donation money" may be near high individualism and low power distance. Therefore, we suggest that further research should be conducted in order to explain why charity organization factor does not influence the attitude toward online donation.

This study provides a significant enrichment of the existing literature on culture context in donation area, indicating that culture affects people's behavior intention toward SNS donation. For instance, South Korea, which is well known for its advanced internet technology, revealing that internet technology has an impact on the South Korean's attitude toward online donation is in meaningful contrast to Malaysia which is still in developing phase of internet technology. In addition, how culture plays its own role can be proven through online donation knowledge and awareness analysis result. Although the result indicates that there is no significant difference between both countries regarding to online donation knowledge and awareness, there is significant difference regarding to the willingness to donate via SNS in the future. It implies that one possible reason contributes to this finding is the culture itself whereby the way people behave and interact are shaped by the culture they were brought up in. Thus, this study validates the previous findings (Muller and Whiterman, 2009; Laufer *et al.*, 2010) on the effect of culture on donation.

From a practical viewpoint, the importance of our findings generates insights for non-profit organizations and individuals who are interested to establish SNS or already used SNS for their donation program. Understanding SNS user's attitude toward donation is crucial for non-profit organization to develop their strategies on how to approach and react to their existing and potential donors. Of particular interest is that the significant effects of donation

knowledge and awareness on willingness to donate via SNS in the future, and internet technology on the attitude toward online donations were revealed, indicating that for the Malaysian non-profit organizations, promoting the internet awareness should be the priority before engaging in SNS donation program. In addition, this result suggests non-profit organizations should address the internet issues pertaining to security and privacy in order to acquire online donors' trust. First approach can be taken by organizing donation and internet awareness campaign via SNS. Although the identified external factor of charity organization for both countries does not significantly influence the attitude toward online donations, we do not imply the factor is not important due to our limitation of the study.

The limitation of the study is related to the generalizability of the finding. The current study only involved participants from certain regions in Malaysia and South Korea with slightly unbalanced characteristics among the respondents in both countries, for instance, age. The majority of the respondents in Malaysia were in the range of 20–29 years. As we believe that each region or country has their own culture and this culture owns its uniqueness, we recommend that this study be conducted in other countries. By conducting further study, it helps each country to understand about its people's donation intention via SNSs. Therefore, online donation programs or SNSs for donation can be developed based on donation intention.

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Further reading

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