

# Factors Affecting Donation Intention and e-WOM Intention in Donation-Based Crowd-Funding Platform

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**Abstract:** This research, based on a survey of 357 college students, employed a 2 x 2 x 2 between-subject factorial design to explore relationships between self-efficacy, social identification, involvement, and donation intention. Results revealed that while high self-efficacy correlated with stronger e-Word-of-Mouth intention, it did not significantly impact donation intention. Conversely, both high social identification and high involvement significantly correlated with stronger donation and e-Word-of-Mouth intentions. These findings provide valuable insights for campaign creators, platform administrators, and philanthropic organizations. Recognizing critical roles of self-efficacy, social identification, and involvement could allow stakeholders to design more effective fundraising campaigns, foster a sense of community, and tailor approaches to align with motivations and preferences of potential donors. This research enhances our understanding of the nuanced dynamics shaping donation intention in donation-based crowdfunding platforms, bridging the gap between academic inquiry and practical implications for the evolving landscape of online philanthropy.

**Keywords:** Donation; Self-Efficacy; Social Identification; Involvement; e-Word-of-Mouth

## 1. Introduction

The global crowdfunding market size was valued at USD 1.19 Billion in 2023 and the worldwide crowdfunding market size is expected to reach USD 4.41 billion by 2033 [1]. And the emergence of donation-based crowdfunding platforms has redefined the landscape of online philanthropy, offering individuals and organizations new avenues to solicit financial support for a diverse array of charitable causes. As these platforms continue to grow in popularity, it has become increasingly crucial to unravel the intricate web of factors that influence donation intention. This research aims to delve into the multifaceted dynamics of donation intention in donation-based crowdfunding platforms, with a specific focus on three key factors: self-efficacy, social identification, and involvement with the cause. These factors have been identified as critical in shaping individuals' willingness to contribute to crowdfunding campaigns.

Self-efficacy, a core concept in Bandura's Social Cognitive Theory [2], pertains to an individual's belief in their ability to perform specific tasks effectively. In the context of donation-based crowdfunding platforms, self-efficacy plays a pivotal role. When potential donors feel confident in their ability to navigate the platform, understand the donation process, and make a meaningful contribution, they are more likely to express their donation intention. High self-efficacy fosters a sense of empowerment and reduces uncertainty, making users more inclined to support causes they care about.

Social identification refers to the extent to which individuals feel a sense of belonging or affiliation with a particular group or community. In the context of donation-based crowdfunding, users who identify strongly with the community or network associated with a cause are more likely to express donation intention. Social identification fosters a sense of collective responsibility and a desire to contribute to the well-being of the group. Users who identify with the cause's community may be more motivated to make donations, knowing that they are part of a collective effort.

The level of involvement with a cause, reflecting an individual's personal connection, emotional attachment, and commitment to a specific charitable purpose, significantly influences donation intention. Users

who are deeply involved with a cause, either due to personal relevance or emotional resonance, are more likely to express their intention to donate. Their emotional engagement with the cause serves as a powerful motivator to contribute, as they are driven by a genuine commitment to make a difference.

The necessity of this study stems from the critical role that self-efficacy, social identification, and involvement play in shaping donor behavior on crowdfunding platforms. Self-efficacy, which relates to an individual's confidence in their ability to navigate the platform and contribute meaningfully, can significantly impact donation decisions. Similarly, social identification with a cause's community fosters a sense of belonging, driving individuals to participate more actively. Furthermore, involvement with a charitable project, including emotional attachment and personal relevance, can amplify one's willingness to donate.

Given these dynamics, the purpose of this study is to investigate how self-efficacy, social identification, and involvement influence both donation intention and electronic word-of-mouth (e-WOM) intention in donation-based crowdfunding platforms. By exploring these relationships, this research aims to provide insights that can enhance the design and effectiveness of crowdfunding campaigns, offering practical guidance for campaign creators and platform administrators to better engage potential donors.

## 2. Literature Review

### 2.1 The Growth of Donation-based Crowd-funding Platform

Donation-based crowdfunding platforms have experienced significant growth over the past decade, reshaping the landscape of philanthropy and changing how individuals and organizations seek financial support for charitable causes. This literature review explores the substantial expansion of donation-based crowdfunding platforms and their profound impact on society, shedding light on the implications of this growth for both donors and beneficiaries.

The growth of donation-based crowdfunding platforms has been substantial. Platforms like GoFundMe, Kickstarter, and Indiegogo have witnessed exponential increases in the number of campaigns and total funds raised [3]. This growth is attributed to the ease of access, global reach, and user-friendly interfaces that these platforms offer [4].

Crowdfunding platforms empower individuals and organizations to engage in philanthropy. They democratize giving by allowing donors to choose causes they are passionate about and giving them the ability to directly support those causes [5]. This empowerment reshapes the traditional philanthropic landscape, enabling anyone to become a philanthropist.

In terms of social impact, the growth of donation-based crowdfunding has had a substantial impact on society by enabling a wider range of social causes to receive financial support. Campaigns on these platforms cover a spectrum of issues, from medical expenses to disaster relief, education, and creative projects. This has led to an increased focus on social issues, as more individuals and organizations find accessible avenues for raising funds [6]. In addition, crowdfunding platforms foster a sense of community among donors and beneficiaries. Donors often feel a stronger connection to the causes they support, as they can interact directly with campaign creators and other contributors. This sense of community enhances the overall giving experience [7].

However, the growth of these platforms has also brought to the forefront challenges related to transparency, accountability, and fraud. Due to the open nature of crowdfunding, there is a need for platforms to address these concerns and ensure the integrity of the fundraising process [8]. Recently, the growth of donation-based crowdfunding has prompted governments and regulatory bodies to develop policies and regulations to safeguard the interests of donors and campaign creators. The regulatory landscape is evolving to strike a balance between fostering innovation and ensuring consumer protection [9].

### 2.2 Self-Efficacy

Self-efficacy, a core concept in Bandura's Social Cognitive Theory [2], plays a pivotal role in shaping individuals' donation intentions in the context of donation-based crowdfunding platforms. Self-efficacy refers to one's belief in their capability to perform specific tasks effectively. In the realm of online philanthropy, self-efficacy influences users' confidence in using the platform, understanding the donation process, and their ability to make meaningful contributions. This literature review explores the significant role of self-efficacy and its

impact on donation intention, providing insights into the determinants that drive individuals to express their intention to donate to charitable causes.

Self-efficacy aligns with Bandura's Social Cognitive Theory, which posits that individuals' beliefs about their capabilities significantly influence their behavior. In the context of online philanthropy, individuals with higher self-efficacy are more likely to believe they can effectively navigate crowdfunding platforms and make contributions to causes they care about.

High self-efficacy enhances a sense of empowerment. Users who believe in their capabilities are more likely to take action and engage in donation activities. Self-efficacy also reduces uncertainty. Users with a strong sense of self-efficacy are less likely to be deterred by the complexities of the donation process or concerns about making a mistake [10].

Extensive research demonstrates the positive influence of self-efficacy on donation intention. For instance, Serwaah, Shneor, Nyarko, and Nielsen found that self-efficacy has stronger effects on contribution intentions [11]. In a similar vein, Kuo and Wu also found that individuals with higher levels of self-efficacy are more likely to express their intention to donate to charitable causes, as they have confidence in their ability to engage with the platform and make meaningful contributions [12]. In addition, the findings of the study by Vijaya and Mathur reveal that the self-efficacy significantly affects the funder's intention to donate in donation crowdfunding campaigns [13].

Thus, the following hypothesis is posited:

**H1:** The group with high self-efficacy will have a) a stronger donation intention and b) e-WOM intention than the group with low self-efficacy.

### 2.3 Social Identification

Social identification, a psychological concept rooted in social psychology, plays a crucial role in influencing individuals' donation intentions within the context of donation-based crowdfunding platforms. Social identification refers to the extent to which individuals feel a sense of belonging or affiliation with a particular group or community. In the realm of online philanthropy, social identification influences users' emotional connection and commitment to a specific charitable cause, impacting their willingness to express their intention to donate.

Social identification draws from social identity theory, which posits that individuals categorize themselves and others into various social groups. In the context of online philanthropy, individuals who strongly identify with the community or network associated with a cause are more likely to express donation intention. They perceive themselves as part of a collective effort, fostering a sense of shared responsibility [14].

Social identification fosters a sense of collective responsibility. Users who identify with a cause or its associated community perceive themselves as active contributors to the cause's success. This sense of shared commitment drives their intention to donate, as they believe their contributions are a vital part of the collective effort [15].

Research demonstrates the positive influence of social identification on donation intention. Individuals who strongly identify with a cause's community are more likely to express their intention to donate to that cause. The emotional connection and sense of belonging drive them to contribute to the well-being of the group [16]. Furthermore, Monik and Parzuchowski found that the social identity based on a shared worldview positively correlated with the intention to participate in prosocial crowdfunding [17]. Hence, the following hypothesis is proposed:

**H2:** The high social identification group with a specific charitable cause will have a) a stronger donation intention and b) e-WOM intention than the low social identification group with a specific charitable cause.

### 2.4 Involvement with a Charitable Project

Involvement with a cause, characterized by individuals' personal connection, emotional attachment, and commitment to a specific charitable purpose, significantly influences donation intention within the context of donation-based crowdfunding platforms. This literature review explores the substantial role of involvement with a cause and its impact on donation intention, providing insights into the determinants that drive individuals to express their intention to donate to charitable causes.

The concept of involvement aligns with theories of motivation and altruism. It suggests that individuals who are deeply involved with a cause may have a higher motivation to contribute, as their emotional connection

and commitment drive their intention to donate [18]. Research consistently demonstrates the positive influence of involvement with a cause on donation intention. Individuals who are emotionally connected to and committed to a specific charitable purpose are more likely to express their intention to donate to that cause. Their personal investment in the cause drives their willingness to contribute [19].

Involvement with a cause often involves a strong emotional connection and commitment. Users who are emotionally engaged are more likely to express their donation intention, as their commitment to the cause is deeply rooted in genuine care, empathy, and a desire to make a difference [20]. Involvement can be driven by personal relevance and empathy. Users who perceive a cause as personally relevant to their lives or feel empathy for the beneficiaries of the cause are more likely to express their donation intention. Their connection to the cause may stem from a belief that their contributions can create a positive impact [21]. Therefore, the following hypothesis is put forth:

**H3:** The high involvement group with a specific charitable project will have a) a stronger donation intention and b) e-WOM intention than the low involvement group with a specific charitable project.

### 3. Method

#### 3.1 Study Design, Stimuli, Participants and Data Collection

A 2 x 2 x 2 between-subject factorial design was utilized to examine the proposed hypotheses. The three factors considered were self-efficacy (low self-efficacy vs. high self-efficacy), levels of identification (low identification vs. high identification), and levels of involvement (low involvement vs. high involvement). These factors, namely self-efficacy, identification, and involvement, were assessed and subsequently divided into two groups—low and high conditions—via median split.

In the study, donation intention and e-Word-of-Mouth (e-WOM) intention were used as dependent variables based on their relevance to understanding user behavior in the context of donation-based crowdfunding platforms. Donation intention reflects the likelihood of users contributing financially to crowdfunding campaigns. Thus, donation intention is a direct measure of the platform's primary goal—raising funds for charitable projects. e-WOM intention measures the likelihood of users sharing information about a campaign on social media or other online platforms. Hence, this variable is crucial for assessing the ripple effect of a user's donation behavior, as word-of-mouth can significantly amplify a campaign's visibility and reach.

For this study, a real crowdfunding platform story was selected from one of the largest donation-based crowdfunding platforms in Korea and utilized to heighten a sense of realism. The narrative revolves around a 23-year-old college student who has recently fallen victim to voice phishing and seeks independence by securing accommodation in a self-supporting residence at the age of 24. The central theme of the donation-based crowdfunding story is "Please safeguard the aspirations of independent youth".

A survey was conducted for this study with the participation of 357 college students, who voluntarily took part in exchange for course credits. After excluding 31 students who did not complete the survey, data from 326 participants were retained for further analysis. The participant distribution included a majority of sophomores (49.7%,  $n = 162$ ), followed by seniors (29.4%,  $n = 96$ ), freshmen (14.7%,  $n = 48$ ), and juniors (6.1%,  $n = 20$ ). The average age of participants was 22 years old. The survey was administered online using Qualtrics, and invitations were sent via email to college students. Only those students who agreed to participate and provided consent were included in the study, and they were instructed to click on the "Proceed" button to complete the survey.

#### 3.2 Measure

##### 3.2.1 Self-Efficacy

Self-efficacy was measured on a scale of 1-7, where 7 meant "strongly agree" and 1 meant "strongly disagree" [22]. Subjects responded to the following four statements: "Donation-based crowdfunding platforms make me confident in my ability to support campaigns"; "Donation-based crowdfunding platforms make me have the expertise needed to contribute to campaigns"; "Donation-based crowdfunding platforms make me confident in my ability to navigate and use websites to obtain projects' information"; and "Donation-based crowdfunding platforms make me confident in my ability to contribute to campaigns..". In this study, the reliability was .84.

### 3.2.2 Identification with Cause

Identification with a cause was measured using three items based on a Rodriguez-Ricardo et al.' study [23]. Identification with a cause was measured on a 7-point scale anchored with "strongly disagree" and "strongly agree." Three items included 1) I feel very attached to a group of people who support the same crowdfunding project; 2) I share the same objectives with others who support the same crowdfunding project; and 3) I see myself as a part of the crowdfunding project. The reliability for this scale was .89.

### 3.2.3 Cause Involvement

Cause involvement was measured using five, 7-point semantic differential scales: unimportant/important, means nothing to me/means a lot to me, personally relevant/irrelevant, doesn't matter a great deal to me/a great deal to me, no concern/great concern to me [24]. The reliability for this scale was .82.

### 3.2.4 Donation Intention

To measure perceived donation intention on a scale of 1-7, where 7 meant "strongly agree" and 1 meant "strongly disagree" [25], subjects were asked five questions. The statements were: "Given the chance, I intend to donate in crowdfunding;" "I intend to actively donate in crowdfunding;" "I expect to donate in crowdfunding in the future;" "I would use the donation-based crowdfunding platform to help others" and "I am willing to make donations to good projects on the platform." In this study, the reliability was .82.

### 3.2.5 E-Word-of-Mouth Intention

For measuring e-WOM intention, a 2-items scale was employed on a 7-point Likert scale where 1 = "strongly disagree" and 7 = "strongly agree" based on a study by Feng et al. [26]. Two items were as follows: 1) I intend to talk to others about donating to a crowdfunding project on social media; and 2) I intend to talk to others about donating to a project on crowdfunding website. The reliability for this scale was .93.

## 4. Results

### 4.1 Effects of Self-Efficacy on Donation Intention and e-WOM Intention

H1 posits that higher levels of self-efficacy in using a crowdfunding platform will result in a) a stronger donation intention and b) e-WOM intention. As can be seen in Table 2, results indicate the Wilks' lambda for self-efficacy was significant ( $F = 6.03$ ,  $p < .01$ ). Since self-efficacy was a significant factor, further analyses were conducted to examine its effects on donation intention, and e-WOM intention. As shown in Table 3, univariate analyses indicated that self-congruence affected consumers' donation intention ( $F = 2.96$ ,  $p > .05$ ) and e-WOM intention ( $F = 10.59$ ,  $p < .01$ ). Thus, H1a was not supported whereas H1b was supported in the study. As Table 4 indicates, an examination of mean differences between the high self-efficacy group and low self-efficacy group suggested that the former yielded a high donation intention (Mean high self-efficacy group = 4.06 vs. Mean low self-efficacy group = 3.81) and a high e-WOM intention (Mean high self-efficacy group = 4.49 vs. Mean low self-efficacy group = 3.89).

**Table 1.** Correlation Matrix

(n=326)	Self Efficacy	Social Identification	Involvement with Cause	Donation Intention	e-WOM Intention
Self Efficacy	1.00				
Social Identification	.299**	1.00			
Involvement with Cause	.381**	.781**	1.00		
Donation	.488**	.322**	.460**	1.00	

Intention					
e-WOM	.315**	.363**	.426**	.463**	1.00
Intention					
No. of Items	4	3	5	5	2
Cronbach's Alpha	.84	.89	.82	.82	.93
Mean	4.48	3.57	3.42	4.21	4.06
SD	.93	1.20	1.19	1.20	1.43

(\*\* indicates  $P < .001$ )**Table 2.** MANOVA Results

Effects	Wilks' Lambda	df	F	P
Main Effects				
Self-Efficacy (A)	.96	(2, 315)	6.03	.003
Identification (B)	.87	(2, 315)	23.63	.000
Involvement (C)	.86	(2, 315)	26.20	.000
A X B	.96	(2, 315)	2.35	.097
A X C	1.00	(2, 315)	.073	.929
B X C	.96	(2, 315)	5.96	.003
A X B X C	.99	(2, 315)	2.07	.128

**Table 3.** Tests of between-subject effects

Source	Dependent Variables	df	F	p-value
Self-Efficacy	Donation Intention	1	2.96	.086
(A)	e-WOM Intention	1	10.59	.001
Identification (B)	Donation Intention	1	45.61	.000
	e-WOM Intention	1	5.69	.018
Involvement	Donation Intention	1	48.58	.000
(C)	e-WOM Intention	1	9.39	.002
A X B	Donation Intention	1	.47	.494
	e-WOM Intention	1	2.79	.091
A X C	Donation Intention	1	.10	.756
	e-WOM Intention	1	.03	.862
B X C	Donation Intention	1	9.51	.002
	e-WOM Intention	1	4.12	.044
A X B X C	Donation Intention	1	3.51	.062
	e-WOM Intention	1	.247	.619

**Table 4.** Marginal means and standard deviations on factors for dependent variables

	Low Self-Efficacy				High Self-Efficacy			
	Low Identification		High Identification		Low Identification		High Identification	
	Low	High	Low	High	Low	High	Low	High
	Involvement	Involvement	Involvement	Involvement	Involvement	Involvement	Involvement	Involvement
Donation	2.32	4.17	4.19	4.54	3.02	4.20	4.11	4.93
Intention	(1.11)	(1.14)	(1.08)	(.91)	(1.10)	(1.36)	(1.37)	(.96)
e-WOM	3.06	3.87	4.18	4.43	3.93	5.00	4.44	4.58
Intention	(1.55)	(1.67)	(.73)	(1.11)	(1.59)	(1.20)	(1.15)	(1.15)

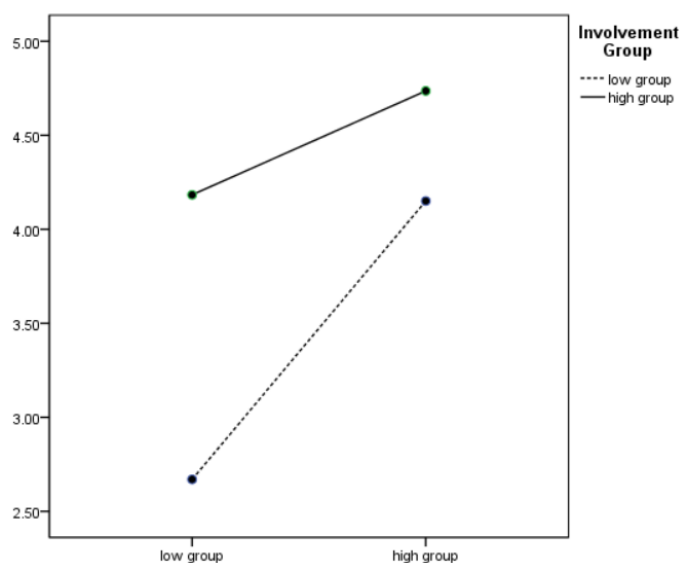
#### 4.2 Effects of Identification with Cause on Donation Intention and e-WOM Intention

As Table 2 indicates, results show the Wilks' lambda for identification was significant ( $F = 23.63, p < .001$ ). Since identification was a significant factor, further analyses were conducted to examine its effects on donation intention and e-WOM intention. As shown in Table 3, univariate analyses indicated that identification with a specific charitable cause affected consumers' donation intention ( $F = 45.61, p < .001$ ) as well as e-WOM intention ( $F = 5.69, p > .05$ ). Thus, H2a and H2b were supported in this study. As Table 4 indicates, an examination of mean differences between the high identification group and low identification group suggested that the former yielded a high donation intention (Mean high identification group = 4.44 vs. Mean low identification group = 3.43) and a high e-WOM intention (Mean high identification group = 4.41 vs. Mean low identification group = 3.97).

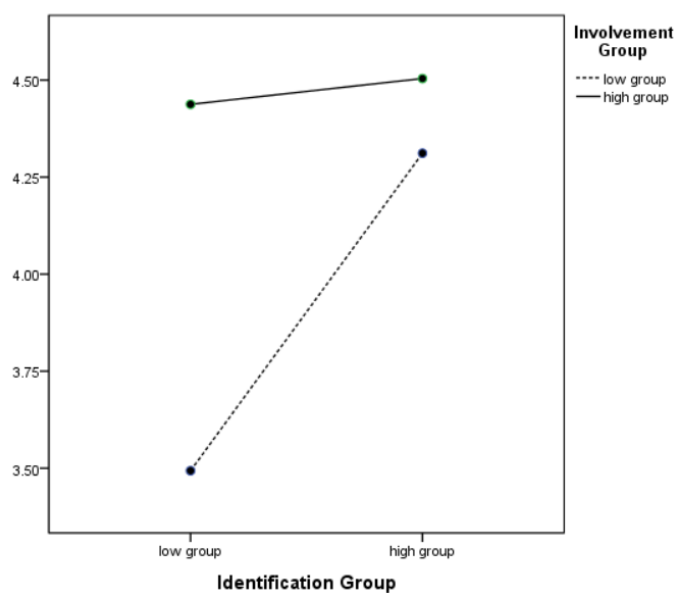
#### 4.3 Effects of Involvement with Project on Donation Intention and e-WOM Intention

H3 posits that higher level of involvement with a specific charitable project will result in a) a stronger donation intention and b) e-WOM intention. As seen in Table 2, results show the Wilks' lambda for involvement was significant ( $F = 26.20, p < .001$ ). Since identification was a significant factor, further analyses were conducted to examine its effects on donation intention and e-WOM intention. As shown in Table 3, univariate analyses indicated that involvement with a specific charitable project affected donation intention ( $F = 48.58, p < .001$ ) and e-WOM intention ( $F = 9.39, p < .001$ ). As Table 4 indicates, an examination of mean differences between the high involvement group and low involvement group suggested that the former yielded a high donation intention (Mean high involvement group = 4.46 vs. Mean low involvement group = 3.41) and a high e-WOM intention (Mean high involvement group = 4.47 vs. Mean low involvement group = 3.90). Thus, H3a and H3b were supported in the current study.

Furthermore, as can be seen in Table 2, univariate ANOVA analysis indicated that there were significant two-way interactions (Wilks' Lambda = .964,  $F = 5.96, p < .01$ ) between level of identification (low vs. high identification) and level of involvement (low vs. high involvement). In other words, the moderating effects on donation intention (as shown in Figure 1,  $F = 9.51, p < .01$ ) and on e-WOM intention (as shown in Figure 2,  $F = 4.11, p < .05$ ) of levels of identification and levels of involvement were statistically significant.



**Figure 1.** Interaction between identification and involvement on donation intention



**Figure 2.** Interaction between identification and involvement on e-WOM intention

## 5. Discussion

The study delves into the dynamics of donation intention in the context of donation-based crowdfunding platforms, focusing on the interplay of three key factors: self-efficacy, social identification, and involvement with the cause. The comprehensive examination of these factors contributes to both theoretical understanding and practical application within the realm of online philanthropy.

The study places self-efficacy, rooted in Bandura's Social Cognitive Theory [2], at the forefront. Self-efficacy proves to be a pivotal factor influencing users' donation intentions. The findings resonate with Bandura's proposition that individuals with higher self-efficacy are more likely to engage in specific behaviors. In the context of crowdfunding, when potential donors feel confident in their ability to navigate platforms and contribute meaningfully, their intention to donate strengthens. This aligns with previous research that highlights the positive correlation between self-efficacy and pro-social behaviors.

Social identification emerges as a critical factor influencing donation intention. Drawing from social identity theory [14], the study emphasizes that users who strongly identify with a cause's community are more

likely to express donation intention. This aligns with the idea that a sense of belonging and shared responsibility drives individuals to contribute to the well-being of the group.

The study explores the role of involvement with a cause, highlighting its substantial influence on donation intention. Personal connection, emotional attachment, and commitment to a charitable purpose emerge as key determinants. Users deeply involved with a cause, either due to personal relevance or emotional resonance, express a stronger intention to donate.

This study has its limitations. This study limited its responses to students from a university. To make the study results more representative and generalizable, it is essential to use the general population. For future research, broadening samples demographically by including various age groups could be useful in investigating which factors affect donation intention as well as e-WOM intention. For the study analysis, a median split was applied. Although many researchers caution that dichotomizing continuous variables may result in a loss of information by treating individuals within a subgroup as identical in relation to the attribute being measured, this practice remains common. Notably, some researchers suggest that dichotomization may be suitable or even more effective when the underlying construct has a categorical nature [27]. Future research could benefit from employing regression analysis without using a median split on the variables.

In terms of further research, several areas merit deeper exploration, particularly in examining the factors influencing donation intentions beyond the scope of self-efficacy, social identification, and involvement discussed in the study. Cultural background can significantly impact donation behavior. People from individualistic cultures may respond differently to donation appeals compared to those from collectivist cultures. Understanding cultural nuances in philanthropy is important because different cultures prioritize different values (e.g., self-reliance vs. communal responsibility). Exploring how these values influence donation intention on crowdfunding platforms would provide valuable insights, allowing for culturally tailored fundraising strategies. For instance, campaigns might need to emphasize personal achievement or collective success depending on the target culture.

And trust is a key factor in online donation-based platforms, particularly regarding transparency and the credibility of the campaigns. Exploring how trust in the platform and the perceived legitimacy of campaigns affect donation intention could yield significant insights. Trust is crucial as donors may hesitate to contribute if they are uncertain about where their money is going. This area is especially important as platforms grow globally, and ensuring trust across different regulatory and ethical landscapes becomes essential.

Lastly, investigating the role of social influence in donation decisions could uncover new patterns of behavior. For example, how much do peer recommendations, social media sharing, or visible donations from friends encourage others to donate? Since crowdfunding platforms often involve visible contributions and shared campaigns, understanding the impact of social networks and peer pressure could lead to enhanced campaign designs.

## 6. Theoretical and Practical Implication

The study provides theoretical and practical implications. Theoretically, this study contributes to Bandura's Social Cognitive Theory [2] by showcasing the significance of self-efficacy in the context of donation-based crowdfunding platforms. The findings elaborate on how individuals' beliefs in their capabilities influence not only their behavior but also their willingness to contribute to charitable causes in an online philanthropic setting.

The research extends social identity theory [14] by highlighting the role of social identification in donation intention within the crowdfunding context. It provides empirical evidence on how users who strongly identify with a cause's community are more likely to contribute, emphasizing the sense of belonging and shared responsibility as critical factors. In addition, by exploring the impact of involvement with a cause on donation intention, this study aligns with motivation and altruism theories. It enriches the understanding of how personal connection, emotional attachment, and commitment significantly influence individuals' willingness to contribute to charitable projects.

From practitioners' perspectives, campaign creators on crowdfunding platforms can leverage the insights from this study to design more effective fundraising campaigns. Emphasizing user-friendly interfaces to boost self-efficacy, fostering a sense of community for strong social identification, and incorporating emotionally resonant content for increased involvement can enhance campaign success. Platform administrators can use the findings to optimize their platforms. Enhancing user interfaces to boost self-efficacy, facilitating community-building features to strengthen social identification, and implementing tools to measure and enhance user

involvement can contribute to a more engaging and supportive crowdfunding environment. And philanthropic organizations can adopt more tailored approaches to align with the motivations and preferences of potential donors.

Recognizing the varying influences of self-efficacy, social identification, and involvement, organizations can tailor their communication strategies, engagement initiatives, and impact narratives to resonate with specific donor segments. Lastly, educational programs can be developed to empower potential donors with the skills and knowledge needed to navigate crowdfunding platforms effectively. By addressing barriers related to self-efficacy, these initiatives can boost users' confidence, encouraging them to participate more actively in online philanthropy.

**Conflicts of Interest:** The authors declare no conflict of interest.

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