A Study on the Effects of Beliefs in the Intention to Money Donation on Social Network Platforms of Young People Living and Working in Hanoi

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Abstract—The study was carried out with the goal of analyzing and studying the factors affecting the intention to donate money on social networking platforms of young people living and working in Hanoi. In the study, the authors used a combination of qualitative and quantitative research to provide a complete scale before entering into the official research. With 383 questionnaires with valid answers, all of these people have participated in online support through different social networking platforms. The results received from the survey were processed and analyzed using the supporting software SPSS 26.0 and AMOS 25. Finally, the results obtained show the importance of social networks for the effectiveness of charity fundraising in the context of the Covid-19 pandemic. In addition, the research team found that only the reputation of the organization and the knowledge, as well as subjective standards of the participants in favor, indirectly influenced their intention to donate to charity through belief and attitude.

Keywords—donation, support, charity, social network.

I. INTRODUCTION

Covid-19 period, people's time at home is gradually becoming more than before. Therefore, the demand for using social networks also increases. The number of internet users in Vietnam increased by 6.75 million (+ 10.0%) from 2019 to 2021 (since the Covid epidemic appeared until now). Internet penetration in Vietnam stands at 70% in January 2021 (vnetwork.vn, 2021). Thus, we can clearly see the need to use social networking platforms and the increasing level of knowledge of social networking applications.

Therefore, social networks play an essential role in contributing to community building, notably as social support and charity through social networks. However, donating support on social platforms has many pressing and controversial issues. According to the People's Public Security newspaper (2021), another similar case for this phenomenon is that on Zalo or Facebook platforms, there are now many group pages with the name of charity, donation or support. Each other through the epidemic season, through which scammers may post some articles with pictures of food and food and publish some personal information such as contact phone numbers, so it is easy to lure gullible people. In addition, through the social networking platform Facebook, the online community can easily see recent news related to the scandals about the appropriation of private donations by people of the public, who are As famous as singer Thuy Tien, etc. Thus, while the State is encouraging the entire population to fight the epidemic and businesses actively participate in donating charity funds, the above-mentioned not-so-good image will have a negative impact on the world. negatively affect people's intentions not only during this pandemic but also in the future.
II. THEORY AND RESEARCH HYPOTHESIS

2.1. Donation via social networks

Reciprocal online relationships are also emphasized and interested when organizations conduct donation-based crowdfunding campaigns. These relationships are often exploited to acquire human resources and finance with the purpose of accomplishing social missions and developing the organizations. To extend support from the community, the traits of the online relationships are applied into charity fundraising programs for association membership recruitment or even to capture attention from citizens (Eng, Liu and Sekhon, 2011). There are a range of popular social networking services (SNS - Social Networking Service) such as Facebook, Twitter, and Instagram, which assist people in information searching and information exchange or information sharing. This situation leads to a fact that people tend to have more demand for the availability of information and efficient online transactions. The change in consumer preference further influences how consumers respond to non-profit items from the government or non-profit organizations (Saxton, Guo, and Brown, 2007).

2.2. Belief about online donation

In present days, various definitions of belief are available. According to Fishbein and Ajzen (1975), belief includes people’s subjective probability judgments that relate to distinct aspects in their world. Besides, Philip Kotler and Armstrong (2020) defined as beliefs are specific, detailed thoughts that people hold about something. Beliefs could be based on knowledge, opinions, actual religions, or emotionally controlled. The research by Hoang Thi Phuong Thao and Nguyen Minh Thong (2016) on consumer confidence in online shopping in Ho Chi Minh City states that the more beliefs consumers have in online shopping, the more positively they behave in it. The particular research, in Vietnam, conducted by Pham Minh and Bui Ngoc Tuan Anh (2020) shows that teachers' belief in E-learning has a positive influence on their attitudes towards E-learning.

2.3. Attitude towards online donation

Attitude, is one of the most influential concepts, which is widely used and cited in social psychology (Chatzisarantis et al., 2005). Nevertheless, in the work of other researchers, attitude has new definitions. Smith and Triandis (1972) referred to attitudes as personal characteristics that exhibit positive or negative behaviors and reflect feelings and knowledge about certain concepts and topics. Meanwhile, Ajzen and Fishbein (1975) suggested that attitude could be described as an educated disposition to respond favorably or unfavorably to a certain object in a consistent manner. According to the theory of planned behavior (TRA), there is a direct relationship between attitude and behavior. Since the TRA theory has been widely applied to explain and predict behavior in a multitude of behavioral domains and substantially supported from a great deal of empirical research (Fishbein & Ajzen, 2011), TRA could also be applied to research on citizens’ donation intentions. In detail, attitude is the first factor, which plays an integral part in predicting intention to shape human behavior; the more positive an individual’s behavioral attitude is, the stronger his/her behavioral intention becomes (Ajzen, 1991). Thus, the relationship between attitude and intention to donation is also found in the study of Susanto et al (2021), which explains the determinants that can encourage donation behavior in public funds.

2.4. Intention to online donation

The definition of intention is given from many perspectives of researchers. Intention is an element that forms a part of the action plan. Those plans play an important role in the reasoning and practical decision-making process, along with supporting the organization of socially appropriate human activity over time (Michael E. Bratman, 1987). Based on the theory of rational action (TRA), intention is the factor that exists, or precedes, and is considered as a direct cause of behavior (Ajzen, 1985). Intention is also the closest determinant and predictor of behavior: the more a person intends to perform a particular behavior, the higher the propensity for that behavior to be performed. It can be inferred that intention to donate will predict actual donation and charitable behavior (McSweeney, 2009).

Therefore, based on previous studies, the authors put forward the research hypotheses presented in the research model as follows:
III. METHODOLOGY

The authors focus on the overall research that is all residents living and working in Hanoi and the subjects are people who have participated in charity activities at the age of 19-29. The research team used a combination of qualitative and quantitative research. Therefore, the official quantitative questionnaire was launched, then distributed online and the authors received 523 questionnaires and kept the valid, qualified questionnaires with the number of 383 units. (N = 383), met Comrey's sample size criteria to conduct the formal study.

In process of building the questionnaire (survey), the research team used the Likert scale with 5 levels of agreement from "Strongly disagree" to "Strongly agree". The survey was built based on references from previous studies.

After receiving the data results from the survey, to analyze the data, the authors used the supporting software SPSS 26.0 to evaluate Cronbach's Alpha coefficient and EFA before moving to figure out SEM linear structure model. For Cronbach's Alpha coefficient analysis, Cronbach's Alpha has coefficients greater than 0.6 (Ranganathan and Henley, 2008), will be kept for the next process in Exploratory Factor Analysis (EFA), the Variables with small total correlation coefficients will of course be eliminated, Corrected Item – Total Correlation < 0.3. Finally, after the scale is adjusted, only 26 observed variables and 8 factors remain.

IV. RESEARCH RESULTS

To test the scale by confirmatory factor analysis (CFA), the research team first conducted Cronbach's Alpha and EFA analysis. The research team obtained the results presented in Table 1 as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Scale</th>
<th>Number of observed variables</th>
<th>Reliability coefficient Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reputation</td>
<td>5</td>
<td>0.755</td>
</tr>
<tr>
<td>2</td>
<td>Business Size</td>
<td>4</td>
<td>0.752</td>
</tr>
<tr>
<td>3</td>
<td>Knowledge</td>
<td>4</td>
<td>0.726</td>
</tr>
<tr>
<td>4</td>
<td>Expectations</td>
<td>5</td>
<td>0.813</td>
</tr>
<tr>
<td>5</td>
<td>Subjectives Norm</td>
<td>5</td>
<td>0.679</td>
</tr>
<tr>
<td>6</td>
<td>Beliefs</td>
<td>4</td>
<td>0.777</td>
</tr>
<tr>
<td>7</td>
<td>Attitudes</td>
<td>4</td>
<td>0.815</td>
</tr>
</tbody>
</table>

Source: Analysis of survey data

Confirmatory factor analysis CFA is used in the next stage to test the practicality of the research model. Measures of goodness of fit include Chi-square index adjusted for degrees of freedom (CMIN/df) less than or
equal to 3, in some cases less than or equal to 5, indices Measurement of absolute goodness of fit (GFI), Turker - Lewis coefficient (TLI), Comparative relevance index (CFI) with values ≥ 0.9; RMSEA ≤ 0.08 then the model is considered suitable (compatible) with market data.

In order to test the model and the model's authenticity in real conditions, the team conducted SEM linear structure analysis and obtained the results with Chi-square/df = 2.295; GFI = 0.890; CFI = 0.905; TLI = 0.889; RMSEA = 0.058; PCLOSE = 0.012. Thus, it can be concluded that the proposed research model is appropriate.

The results are shown in the figure, it can be said that the model fits the research data because Chi-square/df= 2.295 (< 3); TLI, GFI 0.9; RMSEA= 0.058 (<0.08). After considering the fit of the model, the next problem is to evaluate the results of SEM analysis.

In the given research model, there are more than two independent variables, so the research team uses multiple regression analysis with a multiple regression equation as follows:

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \ldots + \beta_nX_n + e \]  
(Mcclave, Benson and Sincich, 2021)

Table 2. SEM linear structural model analysis results

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Standardized</th>
</tr>
</thead>
<tbody>
<tr>
<td>NT0 &lt;--- DT0</td>
<td>0.525</td>
<td>0.113</td>
<td>4.661</td>
<td>0.000</td>
<td>0.420</td>
</tr>
<tr>
<td>NT0 &lt;--- QM0</td>
<td>-0.030</td>
<td>0.081</td>
<td>-0.375</td>
<td>0.707</td>
<td>-0.036</td>
</tr>
<tr>
<td>NT0 &lt;--- KV0</td>
<td>-0.015</td>
<td>0.058</td>
<td>-0.254</td>
<td>0.799</td>
<td>-0.021</td>
</tr>
<tr>
<td>NT0 &lt;--- KT0</td>
<td>0.212</td>
<td>0.106</td>
<td>1.997</td>
<td>0.046</td>
<td>0.169</td>
</tr>
<tr>
<td>NT0 &lt;--- CCQ0</td>
<td>0.244</td>
<td>0.078</td>
<td>3.134</td>
<td>0.002</td>
<td>0.206</td>
</tr>
<tr>
<td>TD0 &lt;--- NT0</td>
<td>0.671</td>
<td>0.066</td>
<td>10.134</td>
<td>0.000</td>
<td>0.721</td>
</tr>
<tr>
<td>YD0 &lt;--- TD0</td>
<td>1.087</td>
<td>0.072</td>
<td>15.112</td>
<td>0.000</td>
<td>0.924</td>
</tr>
</tbody>
</table>

According to the standard, P ≤ 0.05, the expressions are significant in systematic statistics. Based on the data table 1 for the same H1, found, **** or P < 0.0001 with an important number has a positive sign, infer that H1 is accepted. H2 has P = 0.676 has a positive value but is not standard and not statistically significant, so H2 is excluded. Similar H3 - image enjoy the knowledge of advocates people's beliefs towards the work of participating advocates online because P-value is 0.046 < 0.05 with important number is positive; H4 has P = 0.799, H4 is considered as having no mean. Do that keep H3 and but an off H4. Table 4.3 for H5-Standard relation influence people's confidence to support through social networking platforms with P-value is 0.002 or ****, H6- Belief has an effect on user attitudes to support across the platform's Social networks; and H7- Attitudes influence people's opinions in favor of the platform Social networks all give results P = 0.000 and ****, moreover, all 3 hypotheses are not an important number with the audio mark that should be linked to the theory of H5, H6, and H7 in Rational Research.

V. DISCUSSION AND IMPLICATION

This study is one of the first attempts to apply a quantitative approach to understanding the intention to donate money via social networks for charitable purposes in Vietnam. The study focuses on examining the factors that affect people's belief in donation, a focus that has received little attention when learning about fundraising and donation behavior, but extremely important in the age of social networks developing rapidly.

For organizations/enterprises, non-profit organizations and fundraising businesses need to pay attention to building a methodical marketing strategy, to improving brand reputation on social networking platforms. Nonprofits and fundraising businesses should increase the frequency and quality of their communication with donors, including current and potential. At the same time, nonprofits and fundraising businesses should influence the supporter's reference group to strengthen people's belief in the charity.

For the management part of the state, first of all on the side of residents, management agencies and the state
should make regulations and policies to protect people participating in online donations. As for organizations/enterprises, the state and government should improve the environment for these community activities as well as support organizations/enterprises to create a fair competitive environment among organizations/enterprises.

For the technical and technological aspects, the network security system should be closely established as well as manage the information posted on online platforms. Additionally, the capacity of the state management cadres and civil servants needs improving through training plans and improving the capacity of the management team, which need designing in detail, clearly and quickly.

VI. CONCLUSION

First, the scope of research is limited. Considering that duration of the epidemic, the residents here are not too unfamiliar with online donations. Before the pandemic broke out, many fundraising campaigns were also actively propagated and achieved successfully. Therefore, it is not possible to choose this as a representative area to generalize to other regions and locations across the country. Moreover, the issue of religion is considered as a part of forming the subjective norm factor. Although included in the survey, it does not affect the survey results as well as to test the influence of religion.

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