PUBLIC INTENTION TO PARTICIPATE IN DONATION CROWDFUNDING

BY

EVELYN TAN CHING YEE
KOK ZI QING
LIM CHIA WAN
TIEW KIM HOOI

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DECLARATION

We hereby declare that:

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(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

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Name of Student:	Student ID:	Signature:
1. EVELYN TAN CHING YEE	1706339	
2. KOK ZI QING	1602598	
3. LIM CHIA WAN	1605508	
4. TIEW KIM HOOI	1706164	

Date: 2 September 2020

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DEDICATION

This research is dedicated to various individuals who have played an important role in ensuring the success of this Final Year Project. First of all, we would like to dedicate our research to our supervisor Cik Nik Nuraisyah binti Nik Azmi for her guidance and support throughout our research. We would also like to dedicate this research to our second examiner Ms. Chin Lai Kwan for providing valuable advices in enhancing the quality of this research. Last but not least, we would also like to dedicate this research to each of the group members that have worked tirelessly on ensuring the completion of this Final Year Project.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
ATT	Attitude
EMP	Empathy
ITP	Intention to Participate in Donation Crowdfunding
PBC	Perceived Behavioural Control
PLS	Partial Least Square
RTM	Radio Television Malaysia
SEM	Structural Equation Modelling
SPSS	Statistical Package for Social Science
SUB	Subjective Norm
TOL	Tolerance Factor
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TRU	Trust
VIF	Variance Inflation Factor

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PREFACE

Donation crowdfunding is a form of alternative financing method that has emerged with the introduction of Web 2.0, of which it may be used by entities to acquire funding for a specified cause through the use of social network sites and the Internet. It is important to note that donation crowdfunding still has a low success rate despite getting an increasing amount of activity in the alternative financing method itself. Thus, this research will seek to understand the underlying factors that could influence the intention of participating in donation crowdfunding, thereby contributing towards the increase in understanding and awareness of the donation crowdfunding phenomenon.

ABSTRACT

This research seeks to understand factors affecting the public intention to participate in donation crowdfunding by adopting variables such as attitude, subjective norm, perceived behavioral control, empathy and trust. Online survey questionnaires have been distributed to Internet users from Malaysia, of which 400 valid responses are collected and used as the data for our study. Multiple regression analysis is used to analyze the data collected from the respondents using Statistical Package for Social Science (SPSS) version 26. Our result indicates that attitude, subjective norm, empathy and trust is significant in explaining the intention to participate in donation crowdfunding. The significant variables are all positively correlated, which are consistent with the hypothesis of the study. Perceived behavioral control is the sole variable that is found to be insignificant in explaining the intention to participate in donation crowdfunding. This study will help individuals in improving the success of donation crowdfunding, and provide further insights on the donation crowdfunding phenomenon to future researchers.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The first chapter illustrates the background and development of donation crowdfunding phenomenon. The chapter will focus on exploring the aim of the study, which will mainly seek to understand the determinants affecting the public's intention to participate in donation crowdfunding.

1.1 Background of the Study

With the current fast development and advancement of internet, it let crowdfunding been accepted widely as a tool of raising funds from public through social media platforms for social projects. Crowdfunding is used to define as the simple and fast process with an internet-based fundraising method for organization to gain popularity and get money as donations or investments from different individuals (World Bank, 2013). Furthermore, crowdfunding represents a tool of fundraising from public through online platform or mobile phone that a pool of individuals to raise finance both commercial and social projects (Norhafiza, Faizah & Zaemah, 2017). In fact, Web 2.0 is a tool for social networking which can be easily manipulated as well as a using the readily-available online tools in an effective and comfortable way (Elham, Wafa & Ali, 2014). Through "Web 2.0" services, people can share all available information easily and also connect with other people through social network (Kuo & Wu, 2014).

In the beginning, most of the crowdfunding campaigns started due to operate in film, technology, music and design sectors with fundraising (Annaleena, Colin & Hans, 2019). In addition, the business and entrepreneurship organized the fundraising activities by uploading the video or photo materials to proceed with the crowdfunding process. Nowadays, the advancement of technology such as development of internet, network and online community had improved the acceptance and popularity of people towards crowdfunding.

In 1997, British rock band Marillion success to conduct an online crowdfunding campaign with the concept of overseas tour to raise fund. The supporters of the "Marillion" (British rock band) donated US $ 60,000 online to the "Marillion" to invest their US concert tour (Angela, Azzurra, Maria, & Francesco, 2016). Besides that, the Apple iPod Nano had made a new concept which turned into wristwatch as making accessories with a simple silicone rubber wrist straps designed by Scott Wilson in 2010 (Ieva, 2017). There are over 13,000 of Apple's fans donate nearly US $1 million through the online internet to complete the new design. Internet community have been financed through the donations to their production and distribution by supporters or donators.

According to Massolution (2015), the global crowdfund volume saw an increase from USD 1.5 billion (2011) to USD 2.7 billion (2012). The growth does not stop in subsequent years, as the volume of crowdfunding amount increases to USD 6.1 billion in year 2013, which is a 125% increase from previous year. Crowdfunding growth saw an even larger growth in year 2014, increasing by 167% to USD 16.2 billion in year 2014. Furthermore, the total crowdfund volume was also forecasted to increase by USD 89.72 billion from year 2018 to 2022 (Technavio, 2018).

Crowdfunding categorized into three main which are donation-based, rewards-based, and equity crowdfunding. Since internet has become more popular, donation

crowdfunding programme were the most well-known and have a remarkable journey of innovation towards the charity. Generally, donation crowdfunding has three distinctive characteristics. For instance, according Du, Qian and Feng (2014), donation crowdfunding is usually conducted by individuals, but not government and nonprofit organization (, 2013). Lastly, donation crowdfunding use social network sites (SNS) to conduct interactions among initiators and donors and provide updated process of donation (Waters, Bumett, Lamm & Lucas, 2009). Moreover, donation crowdfunding brings benefits towards the society because of the ability to raise huge amount of money in short period, thus it would gives adequate support to person in needs, which would actually save people's life. According The World Bank (2013), the raising initial capital able to conducted successful in different countries. For instance, USA, Australia, and Canada.

Furthermore, crowdfunding donation is a program or project by providing money to support by individual with donation through the online website. Besides that, the social network is computer-based technology that social network that uses the internet technology and online platform to spread related information. Besides, these campaigns do not have any standard financial intermediaries and that allow individuals to directly fundraising to campaign through the Internet to share information (Mollick, 2013). Hence, the fundraising publicized through online crowdfunding website, social media and email in order to collect more fund to fundraising campaign. Based on Jason (2020), the non-equity crowdfunding is any crowdfunding that the funders do not have offer or get any rewards in any equity or shares in the project. For instance, the public intention to participate individual in donation crowdfunding activities is using the non-equity crowdfunding which donate money or fund with voluntary with no any return or reward. However, individual will directly donate money to crowdfunding activities through the online website to give support. According to Emerson et. al (2016), crowdfunding campaign encourage individuals to donate money and goods for charity organizations. Furthermore, donations-based crowdfunding are operate in the form of charity. The

determination is voluntary action that make a contribution without any financial profit or rewards or beneficiary cannot offer anything in return for financial support.

In Malaysia context, the extra live TV broadcast of the World Cup able to cooperate with the national television broadcast, Radio Television Malaysia (RTM) to raise funds. Therefore, newspaper played the role of the platform for each Malaysian to donate RM 1 to People's Live Telecast Fund. At the beginning, the target rises up to RM60,000 and with a total RM 300,000 fund collected in the end which equivalent to a 400% difference.(Rahman, Duasa & Kamil, 2016). However, the awareness among public in Malaysia towards donation crowdfunding is particularly low due to the slow development of the industry. (Asian Institute of Finance, 2014). The public is not aware to it even though Securities Commision introduced it in year 2014.

Nevertheless, donation crowdfunding able to help community to decrease insolvency, help individual in need and raise fund. Besides that, according to the World Giving Index 2015, Malaysia ranked the 10th most charitable country out of 145 nations. The survey is done by the Charities Aid Foundation in United Kingdom ("Malaysia 10th", 2015).

This has triggered the question on what factors to determine the people in Malaysia to donate and also to involve in the donation crowdfunding. Thus, the research proposed to apply the Theory of Planned Behaviour (TPB) to examine the determinants of public participation in the donation crowdfunding.

1.2 Problem Statement

Crowdfunding has become an increasingly popular form of alternative finance method that can be used to acquire funds from the public for various projects and business startups (Carvajal, García-Avilés & González, 2012). The emergence of Web 2.0 has brought about the ability to use social network sites and the Internet to increase the public's exposure of crowdfunding, thereby allowing the crowdfunding campaign to gain traction easily. The total amount of fund raised from donation crowdfunding has been increasing throughout the years. However, there is still limited awareness regarding donation crowdfunding as a source of funding compared to their counterpart method of traditional financing such as bank loans and capital markets. Donation crowdfunding has a low success rate as some of them still failed to gain the attention of public to donate (Wang et al., 2015). Despite the growing market share in this alternative financing method, there is a difficulty in obtaining the full picture of the donation crowdfunding phenomenon in this study due to the lack of reliable statistics from the government officials disclosed to the public.

In Malaysia context, one of the most recent donation crowdfunding initiative that is relatively successful and commonly known by the public is "Malaysia's Hope Fund". It is a crowdfunding initiative established after the nation's 14th general election by the new Malaysian government to address the issue regarding the high amount of national debt amounting to approximately RM1 trillion left by the previous ruling coalition. The initiative, which was active from May 30th 2018 to January 14th 2019, was able to accumulate funds amounting to RM202,716,775.10 from the public ("Malaysia's Hope", 2019). The fund accumulated from the crowdfunding initiative was unable to completely rid the country of national debt, however the accumulated amount is still a significant sum considering that there is no monetary return or incentives provided to backers for donating to the crowdfunding initiative. This has brought about the need to understand actual behaviour of public intention to participate through crowdfunding

among the Malaysian citizens, as they can be the key contributor towards alleviating the nation's financial difficulties. In addition, the newly formed government coalition Perikatan Nasional has also recently established another crowdfunding initiative on 12th March to deal with the coronavirus outbreak that are plaguing the country ("Malaysia launches", 2020). The crowdfunding initiative is established to provide financial assistance to those that are infected with the coronavirus disease, as infected patients does not have a fixed source of income because they are quarantined and unable to work during the quarantine period.

Other than that, the lack of trust among the donors may also be one of the underlying factors that intervened with the public's decision to participate in donation crowdfunding. According to Doney and Cannon (1997), trust is an important factor in economic transactions whereby the outcome is largely determined by the seller's action, in which buyers do not have much control over. Most of the crowdfund starters have issues in providing trust to the public due to their lack of reputation and credibility. The public may be reluctant to donate as they do not have enough trust on the crowdfund starter's ability to fulfill their obligation of utilizing the funds accumulated towards the receiving beneficiary or because that was promised by the crowdfund starter. Crowdfund starter may possibly deceive the donors and use the money accumulated for fraudulent acts.

As the alternative financing method of crowdfunding becomes increasingly prominent, various studies have been made to investigate about the factors that are able to determine the success or failure of donation crowdfunding (Short, Ketchen, McKenny, Allison & Ireland, 2017). However, few studies have focused on the intention of participating in donation crowdfunding campaign, particularly from the perspective of crowdfund itself. In fact, there is also a lack of understanding concerning the study of donation crowdfunding in Malaysia as there is only a limited amount of literature that studied about the phenomenon. Most of the previous studies about donation crowdfunding in Malaysia have included crowdfunding platform as part of the

participants of donation crowdfunding, playing the role of mediator between the crowdfund starters and donors in facilitating the process of the crowdfunding process itself. However, few studies thus far have studied about donation crowdfunding without the involvement of crowdfunding platform in Malaysia.

Nevertheless, this study will focus on explaining the intention of participating in donation crowdfunding using the theory of planned behaviour, which includes attitude, subjective norm and perceived behavioural control as the explanatory variables to explain the phenomenon. Apart from that, empathy and trust will also be included as additional variables for the study. Empathy and trust were identified in previous studies as the determinants of offline charitable donations (Lee, Winterich & Ross, 2014), however the influence of both determinants are still limited in the context of donation crowdfunding. Both empathy and trust are adopted in the current study to address the literature gap surrounding the influence of both variables on the intention to participate in donation crowdfunding in the context of Malaysia.

1.3 Research Objective

1.3.1 General Research Objective

To analyze the determinants of public intention to participate in donation crowdfunding.

1.3.2 Specific Research Objective

1. To determine whether the attitude influence the public intention to participate in donation crowdfunding.

2. To identify whether the subjective norm influence the public intention to participate in donation crowdfunding.

3. To analyze whether perceived behavioural control influence the public intention to participate in donation crowdfunding.

4. To identify whether the trust influence the public intention to participate in donation crowdfunding.

5. To determine whether the empathy influence the public intention to participate in donation crowdfunding.

1.4 Research Question

1.4.1 General Research Question

To understanding public intention to participate in donation crowdfunding, several research questions are formed.

1.4.2 Specific Research Question

1. Does the attitude influence the public intention to participate in donation crowdfunding?

2. Does the subjective norm influence the public intention to participate in donation crowdfunding?

3. Does the perceived behavioural control influence the public intention to participate in donation crowdfunding?

4. Does the trust influence public intention to participate in donation crowdfunding?

5. Does the empathy influence the public intention to participate in donation crowdfunding?

1.5 Significance of Study

Theoretical Significance. By examine TPB predictors (ATT, SUB, PBC), external variables which are trust and empathy on the public intention to participate in donation crowdfunding. It will provide to a greater comprehension of which is key for improving public's participation in donation crowdfunding. This study might help to fill in the knowledge gap by providing more comprehension about intention to participate in donation crowdfunding. Furthermore, the present study only focus on Malaysia. Moreover, due to the limited past studies, therefore the current study will help in contributing into the literature. By applying TPB, the phenomenon of the donation crowdfunding behaviour can be explain well through public participation in Malaysia context.

Practical Significance. This research might bring new information to the donation fundraisers in order to help them have a deeper understanding about the public intention towards donation crowdfunding. Currently, the success rate of crowdfunding in Malaysia is still very low. Hence, the research outcome might increase the awareness of donation crowdfunding in Malaysia. Thus, the present study may also be of interest to universities, government, and private sector. Indirectly, it might provide to them the idea to intervene and implement effective and efficient fundraising technique through crowdfunding in the future to increase awareness and public participation.

1.6 Conclusion

In Chapter 1, background information and context of donation crowdfunding is explained. A purpose is provided to the study, and the factors of intention of public to involved in donation crowdfunding is formulated as research objective and question for the research. The next segment will deliver an outline on the contributions provided by previous relevant literatures.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The related journal articles in this topic that associated to the determinants of public participation in the donation crowdfunding was reviewed and include explanation of relationship between explanatory variable and response variable. Thus, this chapter comprises of the implementation of TPB, proposed model framework, hypothesis development and conclusion.

2.1 Underpinning Theories of the Study

There are a lot of theoretical perspective from social psychology was used by different previous studies to investigate personal behaviours which comprises the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) that proved to carry predictive capability (Yzer, 2017). In TRA, It consider that ATT, SUB and behavioural intention influence on behaviour significantly. According to Fishbein and Ajzen (1975), TRA only applicable to performance of behaviours under total volitional control, where volitional control stated as individual can decide to performing the behaviour or not. This resulted in the difficulty and restrictive to apply TRA in situations where there is limit volitional control even with great intention. Hence, Ajzen (1991) attempts to solve this limitation by included PBC in the TPB that emphasis on non-volitional part of how an individual assess simplicity or difficulty of practicing given behaviour.

2.1.1 Theory of Planned Behaviour (TPB)

This study adopted TPB to examine the determinants of public intention to participate in donation crowdfunding. TPB is widely used in the explanation and prediction of intention and behaviours. (Ajzen, 1991). It was intended to illustrate the individual's behavioural decision in particular contexts.

Figure 2.1: Theory of Planned Behaviour
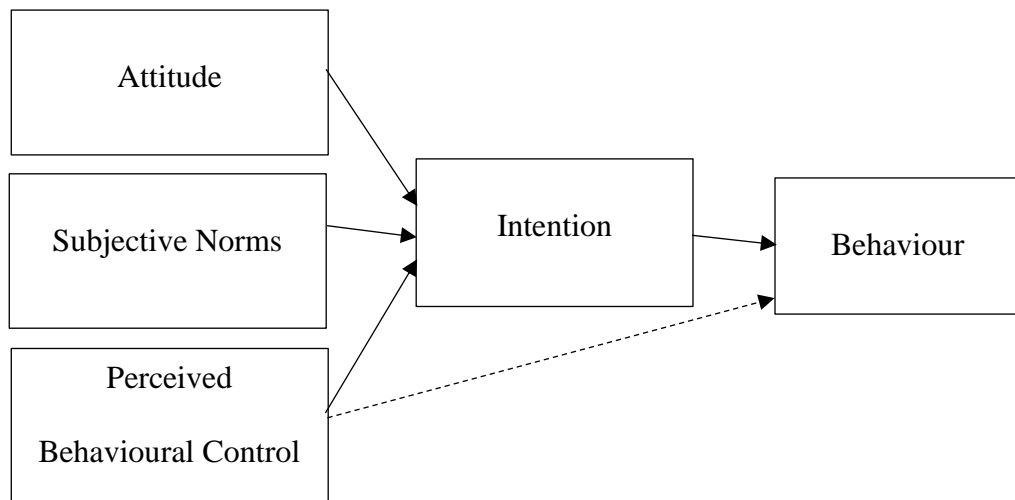
Source: Ajzen (1991)

Figure 2.1 above is model of TPB which provides a framework that included of three base parts, attitude (ATT), subjective norm (SUB), and perceived behavioural control (PBC). Based on this theory, the occurrence of a behaviour is resoluted by the behavioural of personal's intention. The stronger the personal's intention to practice the behaviour, the highly the individual to carry out the behaviour.

According to TPB (Ajzen,1991), ATT is an individual's preference toward a certain behaviour which is the evaluation of performing a behaviour positively or negatively. A favorable attitude towards donating money (behaviour) leads to higher possibilities for them to engage in donation in the future. Meanwhile, SUB is defined as a individual's perception of social pressure that perceived expectation from other individuals or groups that are significant or close to perform a certain behaviour. Subjective norm have greater influence and impact on individual behaviour. An individual that has greater subjective norm about the intention to donate tend to have a higher donation behaviour depending on the extent on how they value the crowdfunding. Therefore, subjective norm is suggested that have a direct positive relationship with financial-contribution intentions (Shneor & Munimm, 2019). PBC described as individual's perception in terms of capability to perform a certain behaviour. It depends on how an individual perceives the behaviour as easy or difficult to perform (Cheung et al., 1999). In TPB, it is mentioned that additional variables are allowed to introduce to strengthen the explanation of certain behaviour (Ajzen, 1991). Individual tend to take part in in donation behaviour is depending on convenience of available crowdfunding platform. Therefore, the intention to donate can be formed when an individual has more PBC about donation.

2.1.2 Proposed Research Model

In this present research, the model of TPB is extended by adopted two additional new independent variables to achieve a better understanding on the public intention to engage in donation crowdfunding. This study incorporated empathy and trust into the TPB model to form the proposed research model that assess the predictors of public intention to participate in donation crowdfunding. There are extensive research that verify the significant influence of empathy

and trust on behavioural intention (Li, Hou, Guan & Chong, 2019; Chen, Dai, Yao & Li, 2019). The proposed model is expected to have more ability in predicting the public intention to participate in donation crowdfunding and five variables show significant influence on the responding variable.

2.2 Overview of Dependent Variable

In donation crowdfunding, people will use public intention to get funds raise from small donation until reach certain target and determine the theory of planned behaviour. Public intention will affect how much people put effort to participate in donation crowdfunding and amount of donation. Donation crowdfunding has become increasingly popular and easy to spread through social network (Cho, Lemon, Levenshus & Childers, 2019).

There are few influences that affect the public intention when conduct decision making. Some donors suspect about the trustable of the donation crowdfunding. This will cause soe trust-related issues. Public intention in trust is a significant factor that contains a lot of uncertainty when making decision. So, it needs trust between donors and the donation and can be described as social lubricant which mitigates the perception of risk by individuals (Rodriguez-Ricardo, Sicilia & López, 2019). When the higher public intention in trust then more donors will be affected to participate.

According to Liu, Suh and Wagner (2018), there are main factors that affecting individual empathy and participate in donation crowdfunding which are protection, ease of transaction and attractive. Thus, the range and attraction of emotional, reputation appeal and rational will influence the donation (Majumdar & Bose, 2018).

When public intention mostly positively affects by these, then will quickly archive target amount of donation.

Furthermore, for public intention, they participate in donation only because they are out of their kindness. People expected there are no rewards receive from the donation crowdfunding (Chen et al., 2019). Public intention also related with donors' effort, some of them would participate in donation with their effort which help to settle any problem that process of donation face. They would scarify their own time to help and attract more public intention (Cho et al., 2019).

Thus, attraction of public intention contains high openness and non-limit on time and space. Transparency on donation crowdfunding can rise acceptance and most welcome by people. In addition, complicated of the process as well as risk in donation are small which attract public intention (Chen et al., 2019). People can familiar information about what have done through the donation crowdfunding. Besides, this may also reduce confused and uncertainty based on the view from people (Cho et al., 2019).

2.3 Independent Variable

2.3.1 Attitude

Chen et al. (2019) have studied about the determinants that could affect the intention to donate in crowdfunding. They have used structural equation modelling (SEM) to study about the effect of attitude on contributing towards

two different type of donation, which are money and time donation. Based on the result, they have concluded that attitude has a significant positive effect on money donation. However, contrary to most of other's past studies, attitude is insignificant in explaining intention to make time donation. They have stated that the varying result for the effect of attitude on two different type of donation are backed by two different reason. First of all, public may have more confidence on information that are disseminated by experts, and are more likely to make decision based on contents suggested by experts. Secondly, the study focuses on millennials, which prefers efficiency and may make money donation instead of time donation because they consider their time to be more valuable.

Smith and McSweeney (2007) have proposed a research to explore the social psychological factors impacting the intention and behavior to contribute funds to charitable organizations, using a revised TPB model. The result acquired from 227 questionnaire respondents indicate that attitude can significantly predict the intention to donate, and individuals with positive attitude towards charitable donation are more likely to donate to charitable organizations.

Pérez and Egea (2019) have used a hierarchical multiple regression analysis to observe the changes of intention to donate due to attitude on sustainable rural development, based on information collected from survey conducted on 280 individuals residing in Spain. The result from the study indicates that attitude has a significant and positive impact on the donation intention. A similar method is also used by Knowles, Hyde and White (2012) to study about teenager's intention to donate in the future, based on questionnaire filled by 210 university students. Similar to Pérez and Egea (2019), they also find that positive attitude brings significant impact on the student's intention to donate to charities.

Mittelman and Rojas-Méndez (2018) have also studied the effects of attitude on charitable giving among Canadians. Based on the results obtained from hierarchical multiple regression analysis, it is shown that attitude towards donation and attitude towards helping others are significantly positive in determining the intention to donate, however attitude towards charity is not significant in determining the intention to donate. Giles, McClenahan, Cairns and Mallet (2004) have also applied the TPB to study about the intention of blood donation. After performing a hierarchical multiple regression analysis on survey conducted on 100 university students, they found that attitude is insignificant in explaining the students' intention to participate in donate blood.

TPB is also used by Shneor and Munim (2019) to study about the association between attitude and intention to contribute in reward-based crowdfunding. Structural equation modelling (SEM) is used, whereby 560 sampled data from a reward crowdfunding platform is used in this study. Individuals have more intention to contribute in reward-based crowdfunding when they view such action positively, and has a positive expectation about contributing in the crowdfunding campaign. It is also found that individuals that have contributed a larger sum of money in crowdfunding campaign have a higher level of attitude compared to individuals who contributed smaller sum of money.

Sura, Ahn and Lee (2017) studied about the intention to donate through social network site from the perspective of Asians. Data from 258 respondents are collected through questionnaire distributed to individuals residing in Asian countries, and are analyzed with structural equation modelling (SEM) approach. Their results coincide with most of the existing studies, showing that attitude positively influences individual's intention to donate through social network sites.

Van der Linden (2011) have done a study to find out the determinants underlying the intention of charitable giving. The data for the study is acquired through online questionnaires filled by 143 respondents, which is analyzed afterwards using hierarchical multiple regression analysis. Similarly, the result also indicates that favorable attitude has a positive effect on intention to contribute on charitable activities.

2.3.2 Subjective Norm

Chen et al. (2019) have also included subjective norm as part of the explanatory variables to test the determinants that could affect the intention to make money and time donation in crowdfunding. They have found that subjective norm positively influences the intention to make money donation and time donation. However, contrary to other existing studies, the results are not significant, which indicates that subjective norm is not an explanatory factor of intention to donate in crowdfunding.

Knowles, Hyde and White (2012) have used subjective norm in their extended TPB to predict the intention to donate among young people, based on questionnaire filled by 210 students. Similar to Chen et al. (2019), the result from hierarchical multiple regression analysis have also indicated a positive relationship between subjective norm and intention to donate, but it is insignificant in explaining the relationship between both variables.

Mittelman and Rojas-Méndez (2018) have conducted a study on the intention to donate blood among university students using TPB, and have found that

subjective norm has positive effect on the intention to donate blood, however the result acquired is insignificant. They have found that the inconsistency in the result obtained for subjective norm in this study with other existing studies may be due to the difference in the culture and nature of sampled countries. Canada has a more individualistic culture compared to other collectivistic country, thus intention to donate among Canadians may not be easily affected influenced by others. Giles, McClenahan, Cairns and Mallet (2004) have also used hierarchical multiple regression analysis and found a significantly positive relationship between subjective norm and intention on charitable giving among Canadians.

Shneor and Munim (2019) have also studied the influence of subjective norm towards the intention to contribute in reward-based crowdfunding using the structural equation modelling approach. The result obtained from 560 users of reward crowdfunding platform shows that subjective norm has a significantly positive relationship with intention to contribute to reward-based crowdfunding. An individual is more likely to contribute in crowdfunding campaign when they receive more pressure or encouragement from people that are close to them.

2.3.3 Perceived Behavioural Control

Chen et al. (2019) have also studied about the consequences of perceived behavioural control on intention to make money and time donation. Based on the result from 350 valid questionnaires, it is shown that perceived behavioural control has a significant positive effect on both money donation and time donation. However, the result from their study also indicates that the path coefficient from perceived behavioural control to time donation is the highest

among all variables, thus indicating that the donors have a high perception on time donation. This is due to the test subjects comprise mostly of millennials, which are highly educated and are busy with their work or study. Thus, they are more sensitive when it comes to valuing their time.

In the study by Smith and McSweeney (2007), a revised TPB is used to study the intention to donate money to charitable organizations. Perceived behavioural control is used to represent one of the variables for the TPB. The result indicates that perceived behavioural control can significantly influence the intention to donate money to charitable organizations in a positive manner. Thus, it is proven that individuals are more likely to donate to charitable organizations when they have control over the decision to donate.

Pérez and Egea (2019) have included perceived behavioural control as part of the variable in their extended TPB to study about the intention to donate for sustainable rural development among individuals in Spain. The result indicates that perceived behavioural control has a significant and positive effect on explaining the intention to donate.

Knowles, Hyde and White (2012) have also adopted the extended TPB to estimate the intention of young people to donate money to charities in the future. The sample respondents of the questionnaire used in the study include 210 students aged between 18 to 24 years old as a representative of young people for the study. Similar to the study conducted by Pérez and Egea (2019), they have also found that perceived behavioural control positively influences the intention to donate. Most university students who perceive themselves to be against donating to charities because they find themselves to lack the financial resources to do so.

An extended TPB is also used by Mittelman and Rojas-Méndez (2018) to predict the charitable intention among Canadians, in which they have also found a significantly positive relationship between perceived behavioural control and intention to donate. Giles, McClenahan, Cairns and Mallet (2004) have also used hierarchical multiple regression analysis on questionnaires conducted on 100 university students to determine the effect of perceived behavioural control on intention to donate blood. The result obtained from hierarchical multiple regression analysis shows that perceived behavioural control has a negative effect on the intention to donate blood.

Shneor and Munim (2019) have also studied about the intention of user contribution in reward-based crowdfunding using the structural equation modelling (SEM) approach, using data from 560 users in reward crowdfunding platform. Contrary to other existing studies, the result shows that perceived behavioural control has a negative effect on contribution intention. This shows that individuals who is capable of resisting social pressure is less likely to have intention to contribute in crowdfunding.

Van der Linden (2011) have also studied about the influence of perceived behavioural control on the intention of charitable giving. Hierarchical multiple regression analysis is used to analyze the questionnaire data from 143 respondents. The study follows the general consensus of existing studies, whereby perceived behavioural control has a positively influences charitable intention.

2.3.4 Empathy

Kuo, Lin, Wu and Tsai (2020) adopted social cognitive theory in their study to determine the intention of backing crowdfunding projects. 221 different samples are collected from various crowdfunding Facebook pages in Taiwan as a data for the study, which are then analyzed using partial least squares (PLS) and structural equation modelling (SEM) method. Results acquired indicates that empathy has a positive effect on the intention to back crowdfunding projects.

Li, Hou, Guan and Chong (2019) have also studied about the intention to donate to charitable crowdfunding projects through social network sites. Survey questionnaires are used to collect data for the study from 206 different respondents residing in China, which have been analyzed using the partial least squares (PLS) method afterwards. Similar with other studies, it is concluded that empathy has a positive effect on the intention to donate to charitable crowdfunding projects.

Liu, Suh and Wagner (2017; 2018) have used empathy as an explanatory variable for studying the intention to donate money to charitable crowdfunding projects. A questionnaire is constructed to collect data from 205 individuals who are familiar with charitable crowdfunding projects. The result agrees with the general consensus and hypothesis, whereby empathy is positively linked to the intention of donating to charitable crowdfunding projects. They have also concluded that technology have a significant influence on individual's empathy on charitable crowdfunding projects.

Basil, Ridgway and Basil (2008) have also studied about the effects of empathy on intention to donate. Data is collected from 1049 different individuals from an experiment conducted in the form of online study. Result indicates that empathy is capable of increasing an individual's intention to donate. It is found that empathy's effect on intention to donate is mediated by guilt and dysfunctional responses.

2.3.5 Trust

Chen et al. (2019) have used structural equation modelling to analyze the effect of trust on intention to donate in crowdfunding. Based on the results from 350 questionnaires, they have found that trust has a significantly positive relationship on both money donation and time donation. They consider trust to play an important role in explaining intention to donate in crowdfunding because of their online traits, which allow donors to put their trust on crowdfunding due to the convenience of acquiring information about crowdfunding projects easily compared to traditional charity.

Yang, Zhao, Tao and Shiu (2019) have attempted to study about the determinants affecting the public's intention to invest in crowdfunding projects in China, using a conceptual model built from social exchange theory and customer value perspective theory. Structural equation modelling (SEM) approach is used to analyze the data obtained from 765 questionnaire respondents. The results indicate that trust do not have a significant relationship with the intention to invest in crowdfunding projects, however trust can indirectly explain intention to invest in crowdfunding projects through fulfilling commitments.

Ponte, Carvajal-Trujillo and Escobar-Rodríguez (2015) have provided findings that explain the effects of trust on intention to perform online purchases. Data for the study are collected through a questionnaire answered by 451 different individuals, whereby partial least squares (PLS) method is used to analyze the data. The study concluded that trust can predict the intention to purchase online for travel and e-commerce. Individuals will perceive more value from online shopping if they have more trust on shopping websites.

Zhao, Chen, Wang and Chen (2017) have studied about the backers' funding intention on crowdfunding project. Structural equation modelling (SEM) approach is used to analyze the data acquired from more than 204 experienced crowdfund backers in Taiwan. The study concluded that trust has a significant and positive effect on the funding intention of backers towards crowdfunding projects. Backers are more likely to fund a crowdfunding project when the project starter have more problem solving ability, behave morally appropriate, willing to answer backers' enquiries and committed in ensuring the success of the crowdfunding project.

2.4 Theoretical Framework

Figure 2.2: Theoretical Framework
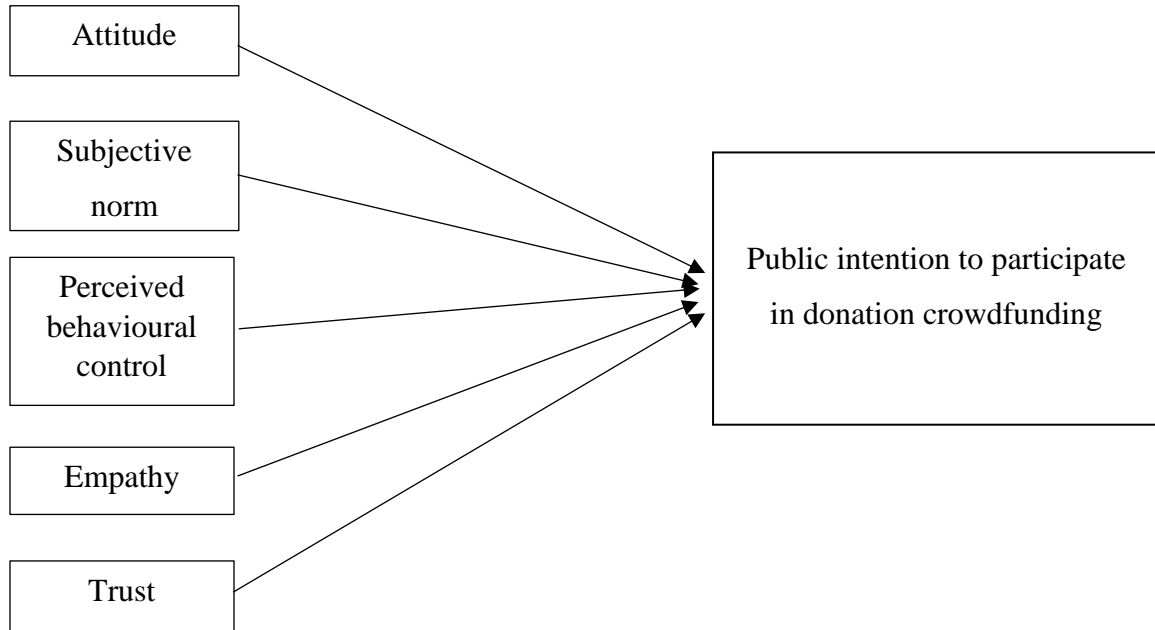
Source: Established from research

Figure above show the manipulated variables included attitude, subjective norm, perceived behavioural control, trust and empathy for the study. Besides that, the observed variable is public intention to participate in donation crowdfunding.

According to Chen et al. (2019), the attitude was significantly related to the donation intention in online crowdfunding. Besides, the great attitude will lead to successful crowdfunding as well as investing their time and money to the project. The next research Smith & McSweeney (2007) that verified attitude is a positive significant to charity donation- intentions and behaviour. The right attitude provide to charity will be infectious and contagious as well as those around will pick up on positive energy.

Based on Chen et.al (2019), subjective norm was crucially related to the factors of donation intention in online crowdfunding. The subjective norm for the crowdfunding is full of human inspiring stories. In addition, Knowles, Hyde & White (2012) has verified subjective norm is a positive significant to charity donation- intentions and behaviour.

The research Pérez & Egea (2019) established that PBC was significant correlation on rural sustainable development's donation intention. Therefore, the rural life can live in a well-functioning and sustainable territory. Furthermore, another study Mittelman & Rojas-Méndez (2018) was proved the perceived behavioural control is positive significantly to TPB which an extended model of charitable donations and donation intentions.

The research Basil, Ridgway & Basil (2008) was conducted the empathy was significant connection in a process model of empathy and effectiveness. Thus, the importance of empathy because we all daily live are the reality version. Moreover, another study completed by Li, Hou, Guan & Chong (2019) identified the empathy in how social experience encourage public intention in donation crowdfunding projects to charity on social media. It is crucial to personal development the relationship and society itself that make the effort.

Research in Chen et al. (2019) implies intention that the trust significantly impact to the factors of donation intention in online crowdfunding. It creates an opportunity for everyone to work with trust which basically speeds up the donation crowdfunding process much. As well, the research Ponte, Carvajal-Trujillo & Escobar-Rodríguez (2015) shown that trust was positive significant in the intention of the impact of trust and perceived value to pay travel through internet.

2.5 Hypothesis Development

The main aim of this research is to observe the relationship between the public intention to participate in donation crowdfunding as dependent variable and independent variables as stated. Throughout the studies, there are five hypothesis on the relationship were correlated to the objectives.

2.5.1 Attitude influence the public intention to participate in donation crowdfunding.

H_o: There is no significant relationship between attitude and public intention to participate in donation crowdfunding.

H_1: There is a significant relationship between attitude and public intention to participate in donation crowdfunding.

The research done by Chen et al. (2019) was verified the attitude had a positive significantly to the influence intention to donation crowdfunding. The crowdfunding is referring to donate money or funds with voluntary without get any return or reward. Besides, the attitude to charity donation had positive significant that confirmed by the research which is Smith & McSweeney (2007). Therefore, the public will donate money or funds to donation crowdfunding activities through the online website.

2.5.2 Subjective norm influence the public intention to participate in donation crowdfunding.

H_o: There is no significant relationship between subjective norm and public intention to participate in donation crowdfunding.

H_1: There is a significant relationship between subjective norm and public intention to participate in donation crowdfunding.

According to Chen et al.(2019), SUB was optimistic significantly related to the factors of donation intention in online crowdfunding. The business or organization gained popularity in form of donation. Furthermore, Knowles, Hyde & White (2012) has proved SUB is a positive significant to charity donation- intentions and behaviour which can provide support to the homeless people.

2.5.3 Perceived behavioural control influence the public intention to participate in donation crowdfunding.

H_o: There is no significant relationship between perceived behavioural control and public intention to participate in donation crowdfunding.

H_1: There is a significant relationship between perceived behavioural control and public intention to participate in donation crowdfunding.

Based on the Pérez & Egea (2019) implies PBC show significant correlation on the intention to donate to rural sustainable development. Donate crowdfunding provided decent livelihood opportunities jobs and incomes to ensured inclusion and equity promoted sustainable ecosystem. In addition, the research Shneor & Munim (2019) shown that perceived behavioural control positively relationship to provided reward to the public who donated to crowdfunding activities. Thus, the supporter can obtain non-monetary advantages in exchange for money.

2.5.4 Trust influence the public intention to participate in donation crowdfunding.

H_o: There is no significant relationship between trust influence the public intention to participate in donation crowdfunding.

H_1: There is a significant relationship between trust influence the public intention to participate in donation crowdfunding.

Research in Chen et al. (2019) identified the trust significantly impact to the factors of donation intention in online crowdfunding. Trusts can offer public with many benefits such as public trust the crowdfunding and donate to who need to support in financial problem. Besides, the research Ponte, Carvajal-Trujillo & Escobar-Rodríguez (2015) shown that empathy was positive significant in the intention of the impact of trust and perceived value to pay travel online. Trusts can benefit anyone who wants to manage they leave their money to the crowdfunding activities.

2.5.5 Empathy influence the public intention to participate in donation crowdfunding.

H$_o$: There is no significant relationship between empathy influence the public intention to participate in donation crowdfunding.

H$_1$: There is a significant relationship between empathy influence the public intention to participate in donation crowdfunding.

The research Basil, Ridgway & Basil (2008) was directly show the empathy was significant connection in a process model of empathy and effectiveness. Therefore, the ability to put in the other person's position to feel and understand them through the empathy. Moreover, the another research Li, Hou, Guan & Chong (2019) implies intention that the empathy had a positive significantly in how social experience encourage public intention in donation crowdfunding projects to charity on social media. Empathy through donation crowdfunding for everyone caring and personally knowing the struggle of the other person's going through.

2.6 Conclusion

This chapter consists of clear interpretation of the dependent variable (public intention to participate in donation crowdfunding) and independent variables. The relationship among independent variables and dependent variables , theoretical framework and hypothesis development also being examined by reviewing past journal that done by researchers. By reviewing past journal, the relevant information gathered such as data

collection method used by previous researches, gives a clear guideline to proceed with this research on methodology.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter will emphasis on every component involved in conducting this research, which includes sampling method, collection of data, research instrument, construct measurement and data analysis. Thus, this research study will describe and explain how these methods apply in it and conclusion for this chapter.

3.1 Research Design

Research design which provides a framework for a study that states those methods in information collect and data analysis. Surveys which using organized questionnaires are one of the effective methods for data collection, since they usually require the collection of data from a sample that are large and representative on a large number of variables (Hox & Boeije, 2005). As this research is concerned with association of variables, quantitative research is more appropriate for this research to describe a phenomenon or a certain characteristic. The type of this study is applied to collect numerical data and analyze it by using mathematical method from Statistical Package for Social Science (SPSS) software version 26. Additionally, this study will be descriptive in nature.

3.2 Data Collection Method

Primary data will be collected for the purpose of conducting this study with the use of self-administered survey questionnaire. Primary data can be interpreted as data that are collected first-hand by the researcher for their own research purpose. The self-administered survey questionnaire that is created for this study will be distributed to the public through social network services, such as Facebook, WhatsApp and WeChat.

Due to the nature of this study, non-probability sampling method will be applied in the selection of respondents. For instances, convenience sampling method was chosen whereby the odds of the respondents chosen for the study are unknown, and may result in selection bias in a study (Skowronek & Duerr, 2009). However, convenience sampling is relevant to be used in this study as all Malaysian can be a potential participant of donation crowdfunding, thus they can provide an accurate representation of the Malaysian public in this study.

A pilot test will be carried out before conducting the main survey. Pilot test can be referred to as the smaller-scale study of the main, large-scale study, which can also be referred alternatively as feasibility studies. Pilot test is conducted as a pre-test to determine the reliability and validity of the questionnaire. There are several advantages of conducting a pilot test, such as researchers being able to detect the problems of the research instruments and procedures, or the ability to evaluate the appropriateness of the data collection method before the main study (Van Teijlingen & Hundley, 2002).

Table 3.1 Reliability Test Result for Pilot Test

Variables	Cronbach's alpha	Items
Intention to participate in donation crowdfunding	0.891	5
Attitude	0.900	5
Subjective norm	0.898	5
Perceived behavioural control	0.837	5
Empathy	0.876	5
Trust	0.906	5

Source: Established from research

3.3 Sampling Design

Referring to the steps of picking the substantial figure of appropriate components from the population. (Sekaran & Bougie, 2016).

3.3.1 Target Population

Population represents the entire community that consider as its main target of the researchers to make investigate and inferences. The population of the research is the public in Malaysia. The aim of this investigation come about to investigate the public intention to participate in donation crowdfunding, thus,

individual who are aged 18 years old and above, which have the ability to make donation through crowdfunding will be qualified as our targeted respondents. This is because individuals aged below 18 years old are not income earner. Moreover, the requirement of parent consent in surveying individual under the age of 18 will increase the research budget (Lenhart,2013). Thus, this study will only conduct survey on individual age 18 years old and above. Additionally, there are no restriction on gender, ethnic, occupation.

3.3.2 Sampling Size

Roscoe (1975) proposed the rules of thumb for determining sample size where sample size larger than 30 and less than 500 are appropriate for most research. The sample size is also suggested to be preferably at least 300 to derive statistics that are sufficiently accurate to represent the parameters in the targeted population. (Bujang, Sa'at, & Sidik, 2017). The sample size relies on several of factors such as population along with confidence level. For instances, Krejcie and Morgan (1970) stated that population rise up the sample size at a diminishing rate together with remains relatively constant at 384 sample. On the other hand, a minimum sample size of 384 be recommended given the overall population survey for a 95% confidence level or a margin error of ±5% (Conroy, 2016). Hence, the sample size of 384 was the lowest sample size with 95% confidence level is set in this study. A total number of 431 responses were collected and 30. responses were being removed due to cases disagreement in process of personal data. One of the response was removed due to incomplete data.

3.3.3 Procedure

In this study, public in Malaysia will be recruited to fill in the survey. Before the data collection, permission and approval will be obtained to ensure the research procedure is ethical and information in the questionnaire is accurate. Online questionnaire will be giving out to random public participants through Facebook in the form of Google Forms. The researchers will make application for ethical clearance to protect the rights of the participants. A Personal Data Protection Statement will be given to every participant in order to inform them about participation in the survey is voluntary based as well as the purpose of the study. The participants are required to read the instructions before answering the questionnaire to make sure they fully understand about their rights. The participants will be informed that subjects should be notify that people have the authority to disengage themselves from the investigation no matter what time. These interviewees are needed to sign the consent form to give authorization to researchers for process their personal data if they agree to participate in the study.

3.4 Research Instrument

There are some journals' questionnaires are used as a guide to develop questionnaire. Furthermore, target respondent of questionnaire are public in Malaysia. There will be 3 main part in the questionnaire, which is Part A, B and C. Moreover, demographic questions about target respondent which are age, gender, education level, occupation, social media, Internet experience and frequency of Internet use are included in questionnaire of Part A. Thus, there are 5 questions will be involving for all five independent variables (ATT, SUB, PBC, trust, empathy) in Part B. However, 5

questions will be containing in Part C because this research would like to understand the public intention of target respondent to participate in donation crowdfunding. Moreover, five-point Likert scale have been implement.

3.5 Construct Measurement

Nominal Scale. Was used in questionnaire for this research. It mainly used to determine those individual objects belong to which groups. Thus, demographic interview for example age, gender, marital status, racial group, highest education level, occupation as well as income level are included in questionnaire of Part A.

Interval Scale. An interval scale is an ordered scale where a real quantity is the difference between measurements that does not require a true zero point (Halme, Joro & Koivu, 2002). Based on the investigation, it was implemented to questionnaire of Section B along with Part C. Hence, five-point Likert scale for interval scale had been conducted into this study. Thus, questions conducted in Section B relate to five independent variables in the intention of public's participation in donation-based crowdfunding. Moreover, these independent variables included attitude, subjective norm, perceived behaviours control, trust, empathy. Besides, Section C questions conducted linked to the public intention to participate in donation crowdfunding. Respondents must fill out the questionnaire that given by selecting 1= Strongly Disagree (SD), 2= Disagree(D), 3=Moderate(M), 4=Agree(A) and 5= Strongly Agree (SA).

Table 3.2: Section B of Questionnaire

Variables	Items	References
Attitude	I think I would like participating in donation crowdfunding.	Shneor & Munim (2019)
	I am likely to feel good about participating in donation crowdfunding.	
	It is useful to participate in donation crowdfunding.	Smith & McSweeney (2007)
	It is worthwhile to participate in donation crowdfunding.	
	It is beneficial to participate in donation crowdfunding.	Hyde, Knowles & White (2013)
Subjective norm	Most people who are close to me agree with my participation in donation crowdfunding.	Kim & Hall (2019)
	Most people who are close to me support my participation in donation crowdfunding.	
	Most people who are close to me understand my participation in donation crowdfunding.	
	People that I know plan to participate in donation crowdfunding.	France et al. (2013)
	People that are important to me plan to participate in donation crowdfunding.	
	I have control over participation in donation crowdfunding.	Van der Linden (2011)

Perceived behavioural control	The decision to participate in donation crowdfunding is entirely up to me.	
	I can make the choice to participate in donation crowdfunding.	Bresnahan et al. (2007)
	I am confident that I will be able to participate in donation crowdfunding.	Mittelman & Rojas-Méndez (2018)
	It is easy for me to participate in donation crowdfunding.	
Empathy	When I think about donation crowdfunding, I feel sympathetic.	Liu, Suh & Wagner (2018)
	When I think about donation crowdfunding, I feel warm.	
	When I think about donation crowdfunding, I feel compassionate.	
	When I think about donation crowdfunding, I feel soft-hearted.	Lee, Winterich & Ross (2014)
	When I think about donation crowdfunding, I feel moved.	
Trust	Donation crowdfunding is trustworthy.	Chen et al. (2019)
	Donation crowdfunding is convincing.	
	Donation crowdfunding kept its promises.	
	Donation crowdfunding is reliable.	Ponte, Carvajal-Trujillo & Escobar-Rodríguez (2015)
	Donation crowdfunding has integrity.	

Source: Established from research

Table 3.3: Part C of Questionnaire

Variables	Items	References
Intention to participate in donation crowdfunding	Given the chance, I intend to participate in donation crowdfunding.	Shneor & Munim (2019)
	I intend to actively participate in donation crowdfunding.	
	I expect to participate in donation crowdfunding in the future.	Bae (2008)
	I am very likely to participate in donation crowdfunding in the future.	Gunawan, Susanto, Rudi & Gunadi (2019)
	I am likely to recommend donation crowdfunding to people I know.	

Source: Established from research

3.6 Data Analysis

This study employed SPSS software for both inferential statistic. ad descriptive and Descriptive data is used to interpret data in general, while inferential statistic is used for the purpose of hypothesis testing.

3.6.1 Descriptive Analysis.

Sample's summary statistic that are being studied can be analyze with descriptive analysis without making any inferences (Kaliyadan & Kulkarni, 2019). In this study, a summary statistic of the demographic characteristics will be made. Demographic characteristics of the respondents will be summarized with the use of measurements such as frequency and percentage. Mode, median and mean can be used to represent the measure for central tendency. Additionally, range, standard deviation, and variance can also be used to measure dispersion.

3.6.2 Reliability Analysis.

Reliability analysis is primarily focused on ensuring the ability of the survey instrument to measure consistently. Cronbach's alpha (α) will be used to assess the reliability of the questionnaire. The method of using Cronbach's alpha was first introduced by Cronbach (1951), which has been used as a measure of internal consistency for the scale used in the questionnaire. Cronbach's alpha will provide value that ranges between 0 to 1, with the value 1 indicating a completely reliable test and value 0 indicating a completely unreliable test. Generally, the measurement used for the questionnaire will be considered to have better reliability if the value of Cronbach's alpha is higher

Table 3.4: Interpretation of Cronbach's Alpha Coefficient

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Sharma (2016)

3.6.3 Inferential Analysis

3.6.3.1 Pearson's Correlation Analysis

Pearson's correlation coefficient (r) is used to measure the strength of correlation or association between two different variables. The value of Pearson's correlation coefficient will range between -1 to +1, and the coefficient value will be 0 if there is no correlation relationship between both variables. Coefficient value of more than 0 indicates that there is a positive correlation relationship among both variables, meaning that the data for both variables will move in the same direction. In other words, negative coefficient value of less than 0 also indicates both variables will move in the opposite direction.

Table 3.5: Conventional Approach of Interpreting Correlation Coefficient

Correlation coefficient	Interpretation
0.00 – 0.09	Negligible correlation
0.10 – 0.39	Weak correlation
0.40 – 0.69	Moderate correlation
0.70 – 0.89	Strong correlation
0.90 – 1.00	Very strong correlation

Source: Schober, Boer & Schwarte (2018)

3.6.3.2 Multicollinearity Test

Multicollinearity refers to the existence of high correlation or relationship among independent variables in a multiple regression model. It is necessary to test for the existence of multicollinearity as it may have adverse effects on the coefficient estimates of multiple regression analysis (Mansfield & Helms, 1982). One of the main problem caused by multicollinearity is that there will be large variances in the coefficient estimates of independent variables. Consequently, the estimated regression result may possibly become inaccurate due to the wider confidence interval, and the significance of independent variables may not be determined accurately.

There are several methods to detect the severity of multicollinearity in a multiple regression model. The first method is to use correlation matrix, whereby two independent variables can be said to have serious multicollinearity problem if the value of pairwise correlation is more than 0.9 between both independent variables. Alternatively, we can also use tolerance factor (TOL)

and variance inflation factor (VIF) to determine the severity of multicollinearity. Independent variables will be considered to have serious multicollinearity problem if the value of TOL is less than 0.2, or VIF having a value of more than 10, otherwise there is no serious multicollinearity problem. Lastly, there may also be a serious multicollinearity problem if the R^2 and F-statistic is very high but most if not all of the independent variables are statistically insignificant.

3.6.3.3 Multiple Regression Analysis

Multiple regression analysis is capable of explaining the statistical relationship between multiple regressors and regressand. Multiple regression model is a more complex version of univariate regression model, as it incorporates more than one independent variable in the model to determine the effect on dependent variable. The model used for the multiple regression analysis is shown below.

$$ITP = \beta_0 + \beta_1\ ATT + \beta_2\ SUB + \beta_3\ PBC + \beta_4\ EMP + \beta_5\ TRU + \mu$$

Whereby:

ITP = Intention to participate in donation crowdfunding

ATT = Attitude

SUB = Subjective norm

PBC = Perceived behavioral control

EMP = Empathy

TRU = Trust

μ = Error term

The significance of the independent variables will be determined using t-statistics, while the overall significance of the model will be determined using F-statistics. Significance of either the independent variables or the model occurs when the p-value from their respective test statistics are lower than the critical value of 5%.

Other than that, R^2 can also be used to explain and interpret the model's goodness of fit. Value of R^2 ranges between 0 to 1, whereby higher R^2 value can prove that the variation in independent variables are more capable of explaining the variation in dependent variable.

3.6.3.4 Analysis of Variance (ANOVA)

Analysis of variance is a statistical method that can be utilized to analyze measurements based on several effects operating simultaneously. It is also used to decide the type of effects with statistical significance and the estimation of the effects (Scheffé, 1999). One way analysis of variance is utilized in this study to determine the existence of relationship between independent variables and dependent variable. One way analysis of variance tests for the existence of relationship between independent variables and dependent variable by checking whether the mean of all groups are identical to each other (DeCoster & Claypool, 2004).

3.7 Conclusion

The proposed methodology for conducting the study was stated. The method in which the study will be conducted is decided, and a questionnaire is designed which will be distributed to sampled demographics of our study. The method for analyzing the data collected from questionnaire is also decided in this chapter. The result acquired through the methodology proposed in this chapter will be discussed on the following section.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Questionnaire has distributed to the public and apply Statistical Package for Social Science (SPSS) software version 26 for data interpretation. A total of 400 survey were retained as the final sample for purpose explain data collected. Descriptive analysis will be the first existing in this segment. The interviewees' demographic information will be proposing through descriptive analysis with pie chart and table form. Furthermore, after descriptive analysis, it goes along with the inferential analysis.

4.1 Descriptive Analysis

The underlying features of the respondents are identified through descriptive analysis. It gives simple summaries of the sample and inspection along with simple graphics analysis.

4.1.1 Demographic Profile

Descriptive analysis was used for this research to identify the underlying features of the respondents. It gives simple summaries of the sample and inspection along with simple graphics research.

4.1.1.1 Gender

From the research, the frequency and percentage of gender was shown as table and pie chart. These two were taken down the number of gender of interviewees. From table 4.1, there are 400 interviewees which 215 male and 185 females to response for the 400 set of questionnaires. Besides, male interviewees take the majority rate which 53.8%, while female interviewees take only 46.3%.

Table 4.1: Summary of Respondent's Demographic Profile (Gender)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	185	46.3	46.3	46.3
	Male	215	53.8	53.8	100.0
	Total	400	100.0	100.0	

Source: Established from research

Figure 4.1: Graphic of Respondent's Demographic Profile (Gender)
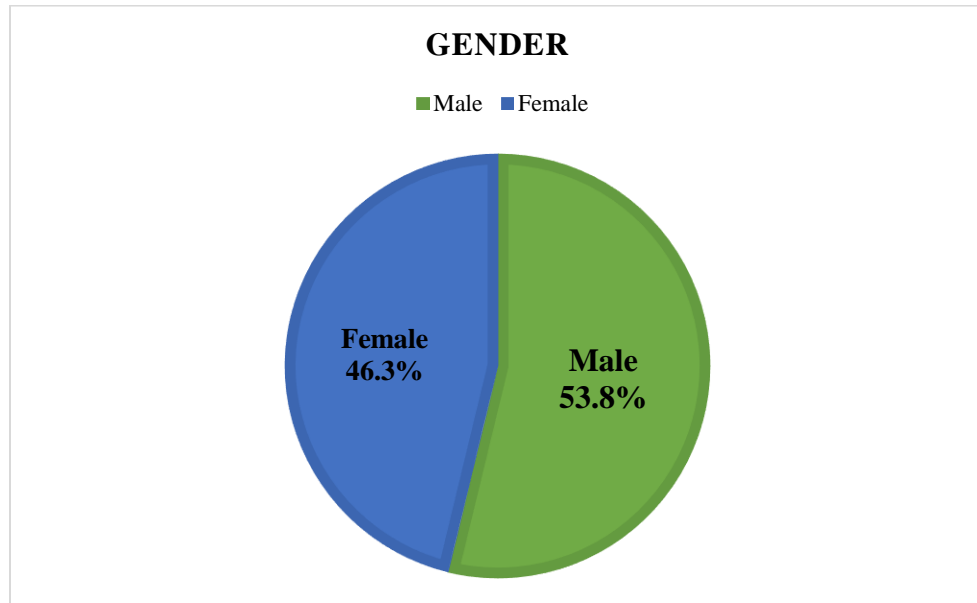
Source: Established from research

4.1.1.2 Marital Status

From the above, there display about 367 respondents are single and only 33 respondents were married in total of 400 respondents. While there are 0 respondent was divorced. From the Figure 4.2, respondents who are in single status take majority proportion which is 91.8% while respondents who were in married status is only 8.3%.

Table 4.2: Demographic Data of Respondent's Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	33	8.3	8.3	8.3
	Single	367	91.8	91.8	100.0
	Total	400	100.0	100.0	

Source: Developed by researcher

Figure 4.2: Graphic of Respondent's Demographic Profile (Marital Status)
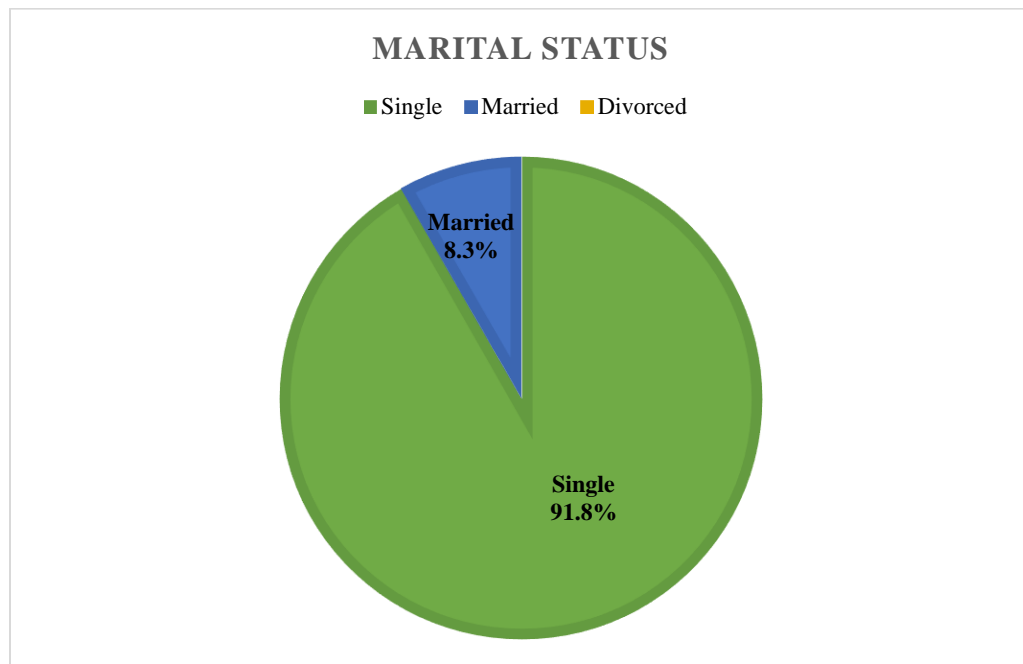
Source: Established from research

4.1.1.3 Age

From the information above, there are four age group that included in study consist of the following age range:18-24 years old; 25-34 years old; 35-44 years old and 45 years old and above. There showed 223 respondents belong to age group (18 to 24 years old) are highest percentage, 55.8 % in figure 4.3. Thus, in age group from 25 to 34 years old indicated 131 respondents which represent 32.8% in overall of 100%. Besides, 40 of them involve in age group (35 to 44 years old) consist 10%. Whereas, there are the least respondents, only 6 respondents (1.50%) are the from 45 years old and above.

Table 4.3: Summary of Respondent's Demographic Profile (Age)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24 years old	223	55.8	55.8	55.8
25-34 years old	131	32.8	32.8	88.5
35-44 years old	40	10.0	10.0	98.5
45 years old and above	6	1.5	1.5	100.0
Total	400	100.0	100.0	

Source: Established from research

Figure 4.3: Summary of Respondent's Demographic Profile (Age)
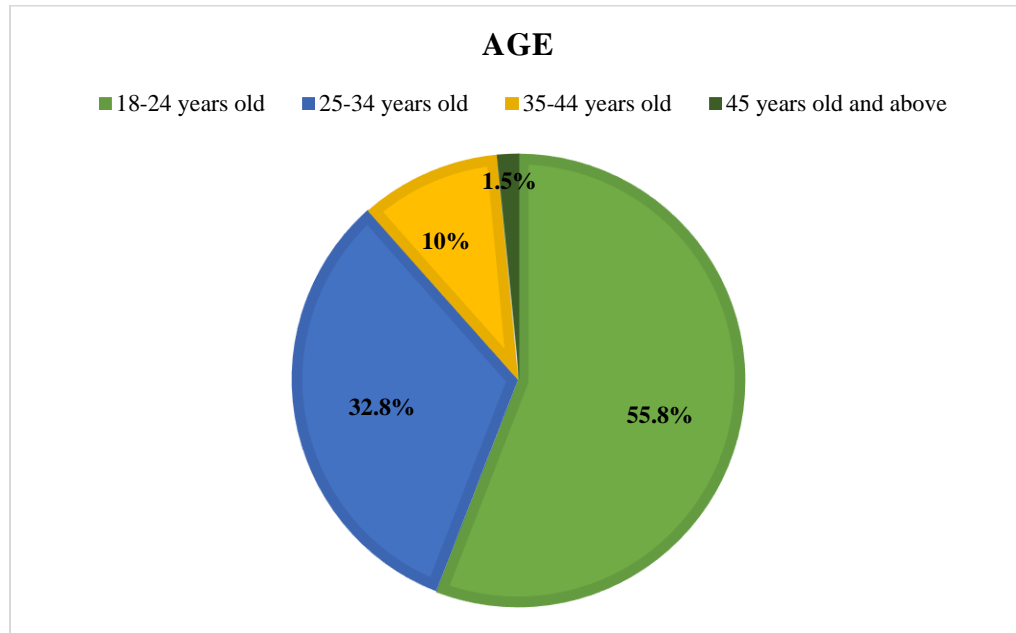
Source: Established from research

4.1.1.4 Racial Group

From the research on racial group, Chinese consist the highest amount which 234 respondents and the highest percentage (58.50%). Hence, there are 85 respondents (21.3%) are Malay while 78 respondents (19.50%) are Indian. In addition, there is only 1 respondent from each racial group which are Iran, Vietnamese and Iban which consist same percentage (0.3%).

Table 4.4: Statistic of Respondent's Racial Group Data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	234	58.5	58.5	58.5
	Iban	1	.3	.3	58.8
	Indian	78	19.5	19.5	78.3
	Iran	1	.3	.3	78.5
	Malay	85	21.3	21.3	99.8
	Vietnamese	1	.3	.3	100.0
	Total	400	100.0	100.0	

Source: Established from research

Figure 4.4: Chart of Respondent's Racial Group Data
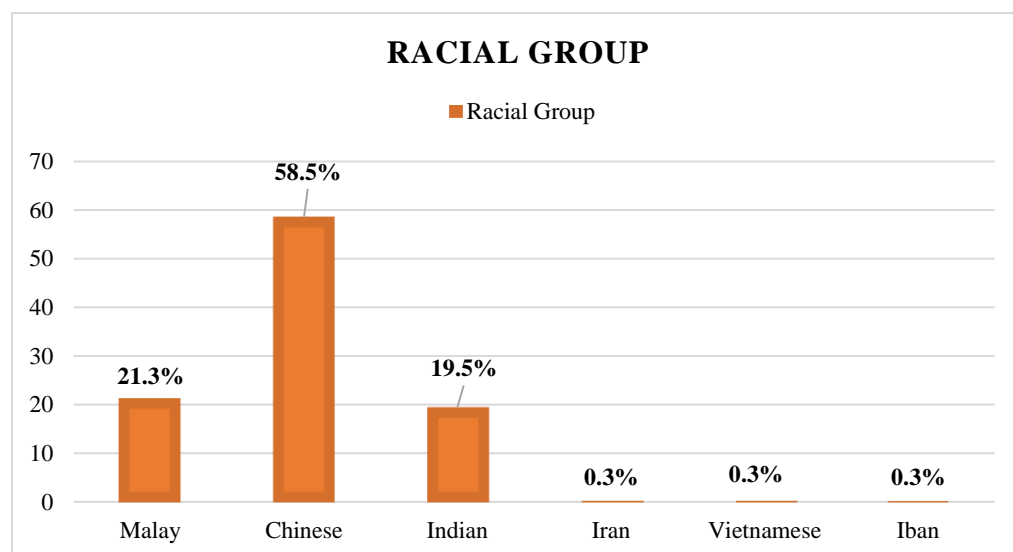
Source: Established from research

4.1.1.5 Highest Education Level

From statement above, there are 286 interviewees are studying in Bachelor of Degree and contain highest percentages 71.5% in the total of 100%. However, there are only 13 respondents are hold Master Degree or PhD studies which only 3.3%. In total of 400 respondents, 47 respondents are from SPM studies which 11.8% and 54 respondents are hold Pre-U or Foundation Studies which 13.5%.

Table 4.5: Summary of Respondent's Demographic Profile (Highest Educational Level)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	286	71.5	71.5	71.5
	Master Degree/PhD	13	3.3	3.3	74.8
	Pre-U/Foundation Studies	54	13.5	13.5	88.3
	SPM	47	11.8	11.8	100.0
	Total	400	100.0	100.0	

Source: Established from study

Figure 4.5: Summary of Respondent's Demographic Profile (Highest Education Level)

HIGHEST EDUCATION LEVEL
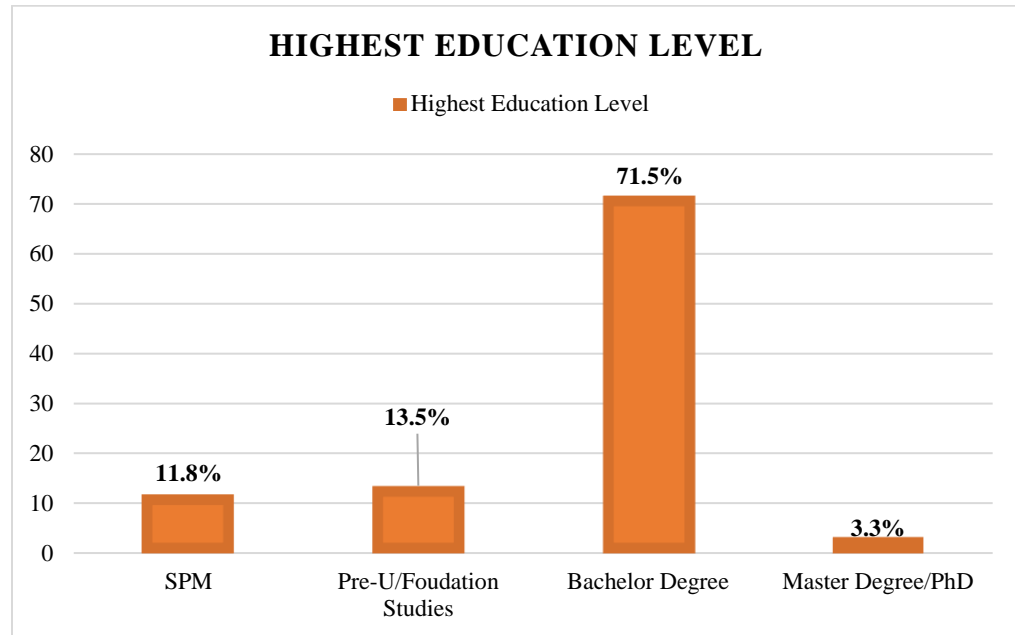
Source: Established from research

4.1.1.6 Occupation

From the research, there are 400 respondents that work in different sector. The result consists 209 of them which 52.3% are students. Next, 80 respondents (20%) response they work in private sector. In total of 400 target respondents, 44 respondents (11%) consist in public sector, 43 respondents (10.8%) are self-employed. Last, there are only 24 respondents (6%) are unemployed.

Table 4.6: Summary of Respondent's Demographic Profile (Occupation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Sector	80	20.0	20.0	20.0
	Public Sector	44	11.0	11.0	31.0
	Self Employed	43	10.8	10.8	41.8
	Student	209	52.3	52.3	94.0
	Unemployed	24	6.0	6.0	100.0
	Total	400	100.0	100.0	

Source: Established from research

Figure 4.6: Summary of Respondent's Demographic Profile (Occupation)
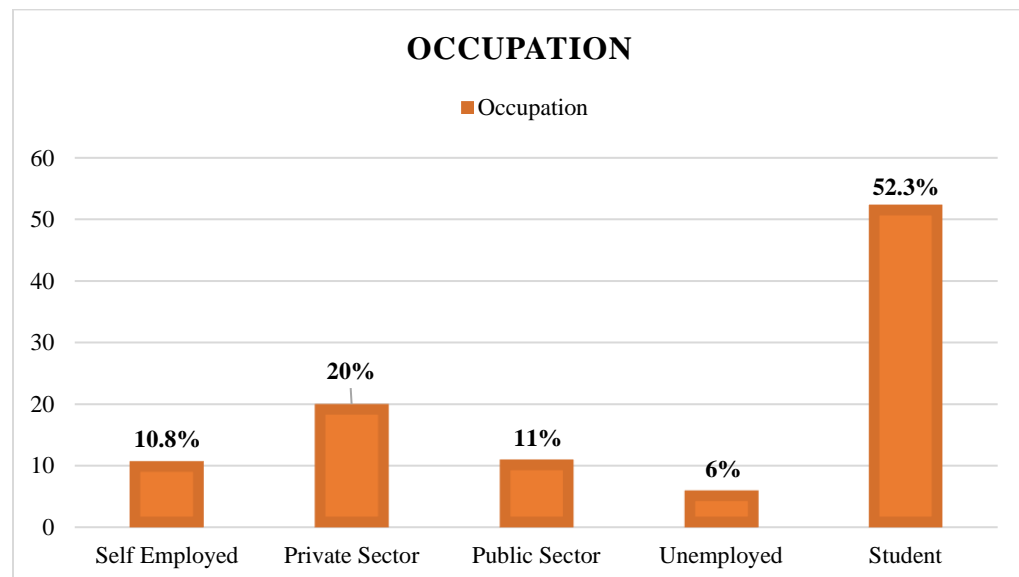
Source: Established from research

4.1.1.7 Income Level

From the information that get, there consist 400 respondents' income level per month. In income level which less than RM 2,000, there are 241 of target respondents (60.3%) answered about it. Furthermore, only 25 respondents own the income RM 6,001 and above, which take the minority proportion of only 6.3%. The rest of respondents which income level from RM 2,001 to RM 4,000 are 72 of target respondents (18%) and income level from RM4,001 to RM 6,000 are 62 respondents (15.5%).

Table 4.7: Data of Respondent's Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than RM 2,000	241	60.3	60.3	60.3
RM 2,001-RM 4,000	72	18.0	18.0	78.3
RM 4,001- RM 6,000	62	15.5	15.5	93.8
RM 6,001 and above	25	6.3	6.3	100.0
Total	400	100.0	100.0	

Source: Established from study

Figure 4.7: Summary of Respondent's Demographic Profile (Income Level)
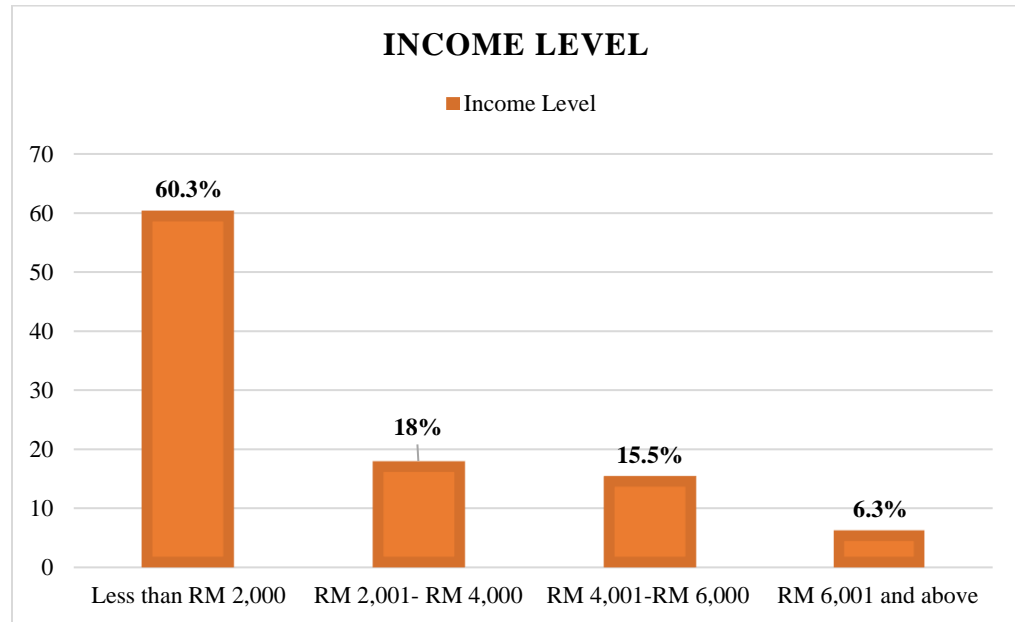
Source: Established from research

4.1.2 Measure of Central Tendency

Table 4.8: Central Tendencies Measurement of Variables

Variables	Items	Mean	Standard Deviation
Intention	ITP1	4.28	0.938
	ITP2	3.97	1.182
	ITP3	4.18	1.066
	ITP4	4.08	1.103
	ITP5	4.10	1.070
Attitude	ATT1	4.09	1.143
	ATT2	4.14	1.080

	ATT3	4.04	1.107
	ATT4	4.19	1.038
	ATT5	4.10	1.095
Subjective Norms	SUB1	3.99	1.070
	SUB2	4.04	1.038
	SUB3	4.05	1.022
	SUB4	3.71	1.358
	SUB5	3.67	1.362
Perceived Behavioural Control	PBC1	4.33	0.918
	PBC2	4.55	0.744
	PBC3	4.61	0.654
	PBC4	4.17	0.991
	PBC5	4.19	1.016
Empathy	EMP1	4.14	1.049
	EMP2	4.25	1.027
	EMP3	4.18	1.016
	EMP4	4.22	1.019
	EMP5	4.02	1.146
Trust	TRU1	4.03	1.108
	TRU2	4.08	1.087
	TRU3	3.89	1.185
	TRU4	4.01	1.143
	TRU5	4.00	1.104

Source: Established from research

Deviation for each object were tabulated. Refers to Table 4.8, the dependent variable which is Intention, the Intention 1 show the highest mean which 4.28 whereas Intention 2 show the lowest mean which 3.97. This means that

respondents have the intention to participate in donation crowdfunding. For the standard deviation of intention, the highest is 1.182 while the lowest is 0.938. This means that most of them accept with the intention item.

Besides, for the attitude item, Attitude 4 consist highest mean value which 4.19 while Attitude 3 consist the lowest which 4.04. From the result, respondents agree with this situation. However, standard deviation of Attitude 1 is the highest which 1.143 and Attitude 4 is the lowest which 1.038. The result means that target respondents agree with the attitude item.

Furthermore, the highest mean value in subjective norm is Subjective Norm 3 (4.05) and the lowest in subjective norm is Subjective Norm 5 (3.67). The result means that the item of subjective norm agree by those respondents. In addition, the highest and the lowest standard deviation owned by Subjective Norm 5 (1.362) and Subjective Norm 3 (1.022). Others, respondents acknowledge with the item of subjective norm.

Next, for the perceived behavioural control's item, PBC 3 is the highest mean value which 4.61 while PBC 4 is the lowest mean value which 4.17. Based on the result, respondents concur about the item of perceived behavioural control item. Hence, for the highest and the lowest standard deviation belong to PBC 5 (1.1016) and PBC 3 (0.654). Respondents in this research agree with the perceived behavioural control's item.

Moreover, for empathy, Empathy 2 took the highest mean value which 4.25 along with Empathy 5 take the lowest mean value which 4.02 respectively. It can be said that target respondents agree with the item of empathy. Thus, Empathy 5 (1.146) is the highest standard deviation while Empathy 3 (1.016)

is the lowest standard deviation. This means that target respondents are agree with the item that under empathy.

Last, for the item of trust, the highest and the lowest mean value which are Trust 2 with the value of 4.08 and Trust 3 with the value of 3.89. Respondents assent about the item of trust. Others, Trust 3 consist the highest standard deviation which 1.185 while Trust 2 is the lowest standard deviation which 1.087. In conclusion, target respondents are agree in this research agree about the item of trust.

4.2 Reliability Analysis

In the validation test, the reliability test plays a significant role inside. Reliability showed how the test scores assess it accurately (Livingston, 2018). Hence, outcome of reliability is Cronbach's alpha and it is also a convenient test among the most frequently used in social and organizational-science (Bonett & Wright, 2014).

Typically, the result of Cronbach's alpha will get from 0 to 1. Hence, basic rule of thumb is that when the Cronbach's alpha is from 0.7 to 0.79, it is acceptable reliability. Thus, when it is from 0.80 to 0.89, it consists as good reliability. In other words, when it is from 0.9 and above, it is excellent reliability. Other than that, when Cronbach's alpha is lower than 0.5, it is unacceptable reliability, in between 0.5 to 0.59 is poor reliability and the last in between 0.6 to 0.69 is questionable reliability.

4.2.1 Intention

From the statement above, there is a result showed that Cronbach's alpha for the intention is 0.947. So, this means that 94.7% of the questions that used show reliable. When the Cronbach's Alpha is 0.947, it is under the great reliability regimentation.

In other word, it means that there was great reliability for five independent variables used to define the dependent variables.

Table 4.9: Reliability Statistic - Intention

Cronbach's Alpha	N of Items
0.947	5

Source: Established from research

4.2.2 Attitude

Based on Table 4.10, attitude have a Cronbach's Aloha of 0.943. This means 94.3% of the questions that apply for this study to evaluate the attitude are reliable. It is 0.943 which more than 0.9, so it is excellent reliability

Table 4.10: Reliability Statistic - Attitude

Cronbach's Alpha	N of Items
0.943	5

Source: Established from study

4.2.3 Subjective Norm

The Table 4.11 indicate the outcome of Cronbach's alpha for the subjective norm is 0.918. Hence, there was 91.8% of the questions that indicated for this study to determine the subjective norm are reliable. When Cronbach's alpha is larger than 0.9, it represents excellent reliability.

Table 4.11: Reliability Statistic - Subjective Norm

Cronbach's Alpha	N of Items
0.918	5

Source: Established from research

4.2.4 Perceived Behavioural Control

Table 4.12 showed that Cronbach's alpha for the perceived behavioural control is 0.874. This implies 87.4% of the questions that used for the investigation to evaluate the perceived behavioural control are reliable. When Cronbach's alpha is larger than 0.80, so it is a good reliability.

Table 4.12: Reliability Statistic - Perceived Behavioural Control

Cronbach's Alpha	N of Items
0.874	5

Source: Established from research

4.2.5 Empathy

From the Table above, Empathy Cronbach's alpha is 0.941. Therefore, it means that there was 94.1% of questions that apply for the study to determine the reliability of empathy. Whereas, it is also under the categories of excellent reliability.

Table 4.13: Reliability Statistic - Empathy

Cronbach's Alpha	N of Items
0.941	5

Source: Established from research

4.2.6 Trust

Based on the Table 4.14, the Cronbach's alpha for the trust equal to 0.950. This showed that 95 % of the questions used to assess the reliability in this research are accurate. It's an excellent value, as it's over 0.9.

Table 4.14: Reliability Statistic - Trust

Cronbach's Alpha	N of Items
0.950	5

Note. Established from research

4.3 Inferential Analysis

There are several types of inferential statistics and the implementation based on research design and sample characteristics.

4.3.1 Pearson's Correlation Analysis

Table 4.15 shows the findings for Pearson's correlation analysis, which refers to the strength of association between two different variables. The result shows that all the pairs of variables have a significantly correlated relationship at 1% level. Other than that, the value of correlation coefficient for all variables are positive, which indicates that all variables are positively correlated.

Table 4.15: Pearson's Correlation Coefficient Analysis Result

	ATT	SUB	PBC	EMP	TRU	ITP
ATT	1					
SUB	0.730**	1				
PBC	0.560**	0.633**	1			
EMP	0.826**	0.665**	0.569**	1		
TRU	0.841**	0.725**	0.619**	0.813**	1	
ITP	0.865**	0.721**	0.582**	0.827**	0.856**	1

Note: ** indicates significance at 0.01 level

Source: Established from research

First of all, the correlation coefficient between attitude and intention to participate in donation crowdfunding is 0.865. The value of correlation coefficient falls between the value of 0.70-0.89, which indicates the existence of strong positive correlation between both attitude and intention to participate in donation crowdfunding.

Secondly, the correlation coefficient between subjective norm and intention to participate in donation crowdfunding is 0.721. The value of correlation coefficient also falls between the value of 0.70-0.89, which indicates that there is a strong positive correlation between both subjective norm and intention to participate in donation crowdfunding.

Thirdly, the correlation coefficient between perceived behavioral control and intention to participate in donation crowdfunding is 0.582. The value of correlation coefficient falls between the value of 0.40-0.69, which indicates that there only exist a moderate positive correlation between perceived behavioral control and intention to participate in donation crowdfunding.

Next, the correlation coefficient between empathy and intention to participate in donation crowdfunding is 0.827. The value of correlation coefficient falls between the value of 0.70-0.89, which indicates that a strong positive correlation is established between empathy and intention to participate in donation crowdfunding.

Lastly, the correlation coefficient between trust and intention to participate in donation crowdfunding is 0.856. Because the value of correlation coefficient also falls between the value of 0.70-0.89, it indicates that there is a strong positive correlation between trust and intention to participate in donation crowdfunding.

4.3.2 Multicollinearity Test

Result of multicollinearity test with variance inflation factor (VIF) and tolerance factor (TOL) were shown on Table 4.16. First of all, we can assume that there is no serious multicollinearity problem if VIF is lower than 10. The value of VIF for each and every independent variable is lower than 10, which is a sign that multicollinearity problem for all independent variables is not serious. Moreover, TOL value is also used to test the existence of multicollinearity, whereby the model is deemed to have serious multicollinearity if the TOL is less than 0.2. Based on the result for multicollinearity test, the value of TOL for each and every independent variable is more than 0.2, therefore further showing that multicollinearity problem does not exist among all independent variables. Thus, the result for multicollinearity test has shown that the estimated regression result will be unbiased, consistent and efficient.

Table 4.16: Result for Multicollinearity Test

	VIF	TOL
ATT	4.653	0.215
SUB	2.637	0.379
PBC	1.855	0.539
EMP	3.753	0.266
TRU	4.486	0.223

Source: Established from research

4.3.3 Multiple Regression Analysis

Table 4.17: Estimated Regression Result for Multiple Regression Analysis

	Beta	Standard error	t-statistic	p-value
Constant	0.169	0.134	1.260	0.208
ATT	0.350**	0.045	7.704	0.000
SUB	0.079*	0.033	2.391	0.017
PBC	0.019	0.040	0.485	0.628
EMP	0.223**	0.043	5.232	0.000
TRU	0.299**	0.043	6.990	0.000
R^2	0.822			
Adjusted R^2	0.819			
Standard error	0.41453			

Note: ** indicates significance at 0.01 level

      * indicates significance at 0.05 level

Source: Established from research

The result of multiple regression analysis can be interpreted as shown in the model below:

$$ITP = \beta_0 + \beta_1 \, ATT + \beta_2 \, SUB + \beta_3 \, PBC + \beta_4 \, EMP + \beta_5 \, TRU$$

$$ITP = 0.169 + 0.350 \, ATT + 0.079 \, SUB + 0.019 \, PBC + 0.223 \, EMP + 0.299 \, TRU$$

Whereby:

ITP = Intention to participate in donation crowdfunding

ATT = Attitude

SUB = Subjective norm

PBC = Perceived behavioural control

EMP = Empathy

TRU = Trust

Table 4.17 shows the result of multiple regression analysis, and it can be used to show the relationship between dependent variable and independent variables.

First of all, the intercept value of 0.169 indicates that the intention to participate in donation crowdfunding will be 0.169 unit if the value of attitude, subjective norm, perceived behavioural control, empathy and trust are equal to zero. Secondly, the coefficient value for attitude is 0.350, which indicates that there will be a 0.350 unit increase in intention to participate in donation crowdfunding for every one unit increase in attitude, holding all other variables constant. Next, the coefficient value for subjective norm is 0.079, which indicates that there will be a 0.079 unit increase in intention to participate in donation crowdfunding for every one unit increase in subjective norm, ceteris paribus. On the other hand, the coefficient value for perceived behavioural control is 0.019, which indicates that there will be a 0.019 unit increase in intention to participate in donation crowdfunding for every one unit increase in perceived behavioural control, ceteris paribus. The coefficient value for empathy is 0.223, which can be interpreted as a 0.223 unit increase in intention to participate in donation crowdfunding for every one unit increase in empathy, holding all other variables constant. Lastly, the coefficient value for trust is 0.299, which can be

interpreted as a 0.299 unit increase in intention to participate in donation crowdfunding for every one unit increase in trust, ceteris paribus.

Attitude has the highest coefficient value, thus it can be said that attitude is most impactful on intention to participate in donation crowdfunding among all independent variables. In contrast, perceived behavioural control has the lowest coefficient value, thus it is deemed to have the lowest impact on intention to participate in donation crowdfunding among all independent variables.

Other than that, the value of R-square is also used to explain the model's goodness of fit. The R-square value of 0.822 indicates that 82.2% of the variation in dependent variable can be explained by the variation in independent variables used in this study. The adjusted R-square value of 0.819 also indicates that 81.9% of the variation in dependent variable can be explained by the variation in independent variables, after taking into account the degree of freedom.

4.3.3.1 Attitude

H_0: There is no significant relationship between attitude and intention to participate in donation crowdfunding.

H_1: There is a significant relationship between attitude and intention to participate in donation crowdfunding.

Referring to Table 4.17, the result indicates that the p-value associated with attitude is 0.000, which is less than the critical value of 0.01. Therefore, it can be said that attitude is statistically significant in explaining the intention to participate in donation crowdfunding at the significance level of 1%. Thus, we reject H_0 and and accept H_1. Attitude and intention to participate in donation crowdfunding has a positive relationship, as the coefficient value is positive at 0.350.

4.3.3.2 Subjective Norm

H_0: There is no significant relationship between subjective norm and intention to participate in donation crowdfunding.

H_1: There is a significant relationship between subjective norm and intention to participate in donation crowdfunding.

Referring to Table 4.17, the result shows that the p-value for subjective norm is 0.017, which is less than the critical value of 0.05. Therefore, it can be concluded that subjective norm is statistically significant in explaining the intention to participate in donation crowdfunding at the significance level of 5%. H_0 is rejected and H_1 is accepted, indicating the existence of significant relationship between subjective norm and intention to participate in donation crowdfunding. Subjective norm and intention to participate in donation crowdfunding has a coefficient value of 0.079, which indicates the existence of positive relationship.

4.3.3.3 Perceived Behavioural Control

H_0: There is no significant relationship between perceived behavioural control and intention to participate in donation crowdfunding.

H_1: There is a significant relationship between perceived behavioural control and intention to participate in donation crowdfunding.

Based on Table 4.17, the result shows that the p-value for perceived behavioural control is 0.628, which is higher than the critical value of 0.01 and 0.05. Thus, H_0 is not rejected because the p-value is not significant at the 1% and 5% level. Thus, it can be concluded that there is no significant relationship between perceived behavioural control and intention to participate in donation crowdfunding.

4.3.3.4 Empathy

H_0: There is no significant relationship between empathy and intention to participate in donation crowdfunding.

H_1: There is a significant relationship between empathy and intention to participate in donation crowdfunding.

Refer to Table 4.17, the result of p-value for empathy is 0.000, which is less than the critical value of 0.01. Hence, it can be concluded that empathy is statistically significant in explaining the intention to participate in donation crowdfunding at the significant level of 1%. We reject H_0 and accept H_1 because there is a significant relationship between empathy and intention to participate in donation crowdfunding. The coefficient value of 0.223 suggests that there exist a positive relationship between empathy and intention to participate in donation crowdfunding.

4.3.3.5 Trust

H_0: There is no significant relationship between trust and intention to participate in donation crowdfunding.

H_1: There is a significant relationship between trust and intention to participate in donation crowdfunding.

Based on Table 4.17, the result indicates that the p-value for trust is 0.000, which is also less than the critical value of 0.01. This indicates that trust is statistically significant in explaining the intention to participate in donation crowdfunding at the significance of 1%, thus we reject H_0 and accept H_1 to indicate the significant relationship between trust and intention to participate in donation crowdfunding. Coefficient value of 0.299 for trust also indicates that there is a significant positive relationship between trust and intention to participate in donation crowdfunding.

4.3.4 Analysis of Variance (ANOVA)

Table 4.18 shows the result for the analysis of variance. Based on the F-statistic and the associated significance value, the result shows that the p-value for the analysis of variance is 0.000, which is lower than the critical value of 0.01, thereby indicating that the result is significant at a 1% level. Thus, it is proven that the mean of all groups are different from each other, and there is a statistically significant relationship between the independent variables and dependent variable.

Table 4.18: Result for ANOVA

	Sum of squares	df	Mean square	F	Significance
Regression	311.863	5	62.373	362.975	0.000
Residual	67.704	394	0.172		
Total	379.566	399			

Source: Established from research

4.4 Conclusion

The findings for the study obtained with the use of various data analysis method. The features of the sampled demographics are acquired from the descriptive analysis. Following that, the reliability of constructs used in the questionnaire is determined. Finally, inferential analysis is proceed to study the determinants of intention to

participate in donation crowdfunding. In the following chapter, discussion and implications found from the results obtained in this study will be discussed further.

CHAPTER 5: CONCLUSION

5.0 Introduction

In this section, researchers summarize the major accomplishments of the research and suggest areas for future research and analysis. Evaluation of some major findings in the study and some policy implications for intention of public's participation in donation-based crowdfunding through different determinants was focused. Besides that, some limitations occurred will be highlighted, and appropriate further recommendations will also be provided for future researchers.

5.1 Discussion of Major Findings

This session will be discussing about the relationship between the five independent variables, which are attitude, subjective norm, perceived behavioural control, trust and empathy with the dependent variable of public intention to participate in donation crowdfunding. The result based on the ANOVA has shown that every single independent variable has significant impact on public intention to participate in donation crowdfunding.

First and foremost, there is high positive correlation between attitude and intention to participate in donation crowdfunding. From the result of estimation, it showed that the coefficient value of attitude is 0.350 that influence public intention to participate in donation crowdfunding. Since attitude's beta shows the most significant, which mean

the attitude is the most important factor that affects how things turn out in future, for instance, donation crowdfunding. Therefore, the hypothesis is accepted. On the other hand, the appropriate and high attitude will be infectious and contagious as well as those around will pick up on positive energy. This finding was aligned with and in concordance to the findings of Chen et al. (2019), Smith and McSweeney (2007), Pérez and Egea (2019), Knowles, Hyde and White (2012), Mittelman and Rojas-Méndez (2018), Shneor and Munim (2019), Sura, Ahn and Lee (2017) and Van der Linden (2011).

Moreover, the correlation coefficient between subjective norm and intention to participate in donation crowdfunding is 0.721. According to the result from regression analysis, the coefficient value for subjective norm is 0.079, which indicates that there will be a 0.079 unit that affects public intention to participate in donation crowdfunding. The hypothesis is accepted which subjective norm was significantly related to the public intention to participate in donation crowdfunding which means that the people with high subjective norm will make changing to own behaviour easier. Furthermore, people with subjective norm can influence it by controlling the community to become habitual and engage in the behaviours that they find valuable because they will give positive regard to the public intention to participate in donation crowdfunding. The research that found with past study are similar (Chen et al., 2019; Knowles, Hyde & White, 2012; Mittelman & Rojas-Méndez, 2018; Giles, McClenahan, Cairns & Mallet, 2004; Shneor & Munim, 2019).

Besides, the correlation coefficient between empathy and intention to participate in donation crowdfunding is 0.827, which considered a strong positive correlation. The coefficient value for empathy is 0.223 from the result that calculated. The hypothesis is accepted which empathy was significant connection in the public intention to participate in donation crowdfunding. Highly empathic people are essential and distinctive purpose such as they have a lot of positive things to offer the rest of us in society. Not only that, the empathy in how social experience encourage public intention

in donation crowdfunding projects to charity on social media. The research that similar with past findings (e.g. Kuo, Lin, Wu & Tsai, 2020; Li, Hou, Guan & Chong, 2019; Liu, Suh & Wagner, 2017 & 2018; Basil, Ridgway & Basil, 2008).

In addition, the correlation coefficient between trust and intention to participate in donation crowdfunding is 0.856. The coefficient value for trust is 0.299 that increase in intention to participate in donation crowdfunding. The hypothesis is accepted which similar with past studies. Along with it, trust significantly impact to public intention to participate in donation crowdfunding. People who have highly trust engage in the behaviours towards each other which are predictable they follow norms and they follow customs traditions. Trust allows for longer term planning like donation crowdfunding because it creates an opportunity for everyone to work with trust which basically speeds up the donation crowdfunding process much. The study similar with the previous findings (Chen et al., 2019; Yang, Zhao, Tao & Shiu, 2019; Ponte, Carvajal-Trujillo & Escobar-Rodríguez, 2015).

The correlation coefficient between perceived behavioural control and intention to participate in donation crowdfunding is 0.582, they are considered strong positive correlation. On the other hand, the coefficient value for perceived behavioural control is 0.019 which growth in intention to participate in donation crowdfunding. Based on the analysis, there is no significant relationship between perceived behavioural control and intention to participate in donation crowdfunding and the hypothesis is rejected. Even though public have highly perceived behavioural control shows that no significant relationship influence to public intention to participate in donation crowdfunding, but they accidental toward to public intention to participate in donation crowdfunding. This study similar with the previous findings (Chen et al., 2019; Smith & McSweeney, 2007; Pérez & Egea, 2019; Knowles, Hyde & White, 2012; Mittelman & Rojas-Méndez, 2018; Shneor & Munim, 2019; Van der Linden 2011).

In short, we concluded that attitude, subjective norm, empathy and trust have positively significant relationship on public intention to participate in donation crowdfunding. Meanwhile, we also found out that there is no relationship between perceived behavioural control and intention to participate in donation crowdfunding. In fact, we have fulfilled our objectives to determine and study the relationship between the variables in the case of public intention to participate in donation crowdfunding.

5.2 Implication of Study

This study explore the relationship between attitude, subjective norm, perceived behavioural control, trust and empathy as well as public intention to participate in donation crowdfunding. Therefore, the findings of this research have managerial contribution to the government and all Malaysians, as well as a theoretical contribution to future researchers. Overall, the estimated model developed from this study can be considered as valid since it is free from any major diagnostic problems.

The prime implication of this study's finding is the potential to shed light on philosophy and methods may be the most effective for public intention to participate in donation crowdfunding. This research also provides further insight into how the public's behaviour and their view toward the donation crowdfunding and may help to improve in the independent variables. Besides, this research was the first to employ that not used to provide the survey questions one by one physically, but used the social media to share the google form and collected from the respondents due to the lockdown period. Moreover, this study was unique because the past findings used the crowdfunding platform which is intermediator, but this research is not used any platform.

Furthermore, this research that collect in-depth information data is relating to the research problems as well as can get detailed information with the help of projective techniques. Regarding specific implications of the findings that can cross-question the respondents and obtain in depth information. For instance, according to Multiple Regression Analysis shown the highest beta is attitude (0.350) which is the most significant that influence public intention to participate in donation crowdfunding. It show the reliable data from the respondents.

In addition, some public perceived this as detrimental as public may ignore the crowdfunding activities due to the decreased communication between the crowdfund starters or organizers and public and cause to the less success rate. It seem crowdfund starters or organizers should make a concerted effort to build interpersonal relationships and communicate more with public to their crowdfunding activities. According to Julie and Elizabeth (2015), notes that the public who less or no any experienced should require more supports and encourages. Therefore, communication more to the public will bring more public intention to participate in donation crowdfunding especially the current issue, COVID-19 pandemic. Based on Lee, Yen and Fu (2016), there have highlighted the reason that less success rate in Malaysia because of little or no interactive with public, thus necessitating public to be self-sufficient in the performance and decision involved. The participant crowdfund organizers could be purposefully increase the public to join more crowdfunding activities, which might increase the public attitude as the Malaysian that contribute to society.

Moreover, this research enhances the quality of the research work as it is more accurate reliable and specific to the research problem. The research problem that mentioned above is the donation crowdfunding was used for alleviate nation's issues and make the public loss their trust. Therefore, the government should take active steps to cultivate positivity and take more attention to public intention to participate in donation crowdfunding. Not only that, they can deliver a speech or talk activities about the donation crowdfunding. Besides, they also can use advertising on social media to

attract the public and join the donation crowdfund to increase the rate of the donation crowdfund. If government ignore or less focus on donation crowdfunding, it will bring to negative attitude for public and they impact everything around them. On the other hand, government can improve the attitude of public with take responsibility for thoughts and action. For instance, during the Covid-19 pandemic spreading, government donate money for medical equipment and suppliers. Public will influence directly to government and they will more participate in donation crowdfunding activities to help people who are need to help.

In the nutshell, the result of this study provide additional credence to the notion that what the independent variables and problems that influence the public intention to participate the donation crowdfunding.

5.3 Limitation of the Study

Several limitations needs to be acknowledged in this research before proceed to the conclusion. One of the research's limitation is related to cross-sectional research design used. Cross-sectional research design in this research only used to identify the variables at a single period in time and ignored the cause and effect between the variables (Setia, 2016). Although the research design required less time and fund to conduct the research. However, personal experiences or environment factors will have effect on psychological variables (attitude, subjective norms, perceived behavioural control, empathy and trust) and intention to participate in donation crowdfunding as time went by.

Next, the disproportion ratio of ethnicity was found to be a limitation in this study. Majority of the respondents were Chinese which equivalent to 58.5% of the data collected. This will resulted in inadequate information collected and the sample was underrepresentation of the target population which is public in Malaysia. Therefore, the result may be biased and not generalizable to all races.

Furthermore, this present research might have ignored the prospective study on the actual donation behaviour despite that the behavioural intention is consider the most reliable and suitable in proxy measurement of behaviour. The study might also ignored the external variables that might be significant in the prediction of intention to participate in donation crowdfunding. This can be interpret by looking the R-squared value in the data analysis part, where there is 17.8% of other variables was not captured in our current research.

The questionnaire was collected through convenience sampling which is easy, affordable and subjects of the population are conveniently accessible (Etikan, Musa & Alkassim, 2016). In this case, researchers have little control over the sampling method which might result in sampling bias. For instances, researches could approach more students than others which might indicates research unaware how well the convenience sample represent the population.

5.4 Recommendation of the Study

Some recommendations can be proposed to solved the limitation in this study. For instances, it is recommended that future researches conduct longitudinal research to investigate the application of TPB in public intention to participate donation

crowdfunding. Longitudinal study allow researchers to detect development or changes over time of independent variables (Johnson, 2018). The cause and effect can be further investigate in the future as there is lack of research about these particular area.

The disproportion ethnicity ratio can be improved in future study where researches should take ethnicity ratio into consideration in the data and information collection. The ethnicity of respondents is suggested to be equal proportion that may represent the target population of Malaysia's public to ensure demographic sample data's generalizability. Researches may divide the population of Malay, Chinese and Indian into subgroups of strata and select sample from each stratum. This can ensure sample of each stratum represent the particular ethnicity population.

Based on the data analysis, r-squared value of 82.2% indicates that the model can still be improved by including more relevant variables that are significant to the research. Hence, future studies should adopted the TPB model fully which intention and behaviour included and also incorporating relevant variables to understand further on the intention underlying the public's participation in donation crowdfunding.

Lastly, quota sampling is recommended for future researches to implement in the investigation of public intention to participate in donation crowdfunding. For instances, researches may use Facebook advertisement for quota sampling because it offers a comparative advantage which provide flexibility to researchers in the recruitment of respondents (Zhang et al, 2018). Online quota sampling may produce benefits of reduced fieldwork time, increased availability of sample and reduce cost (Ochoa & Porcar, 2018).

5.5 Conclusion

This research mainly aims at investigating determinants of public intention to participate in donation crowdfunding. Other than that, this study also seeks to fill the gap of donation crowdfunding literature review by adopted TPB with two new explanatory variables that are tested to be significant influence to intention of public's participation in donation-based crowdfunding.

There are several conclusion had been drawn based on the major findings above. The findings of ANOVA test indicates that there is a statistically significant link exists between the variables described. With regards to the Pearson's correlation analysis, it is also found that all the independent variables are positively correlated. There are also no serious multicollinearity issues exist. Unfortunately, the variable of PBC is the only variable that have no significance relationship to the intention to participate in donation crowdfunding. According to the unstandardized coefficient value, Attitude showed a high value and it indicated that ATT is the variable that can highly effect on the intention to participate in donation crowdfunding.

Moreover, implication of the study had been outlined as well as the limitation of the study. Researches provides some opinion on the limitation and recommendation was given to solve the respective issues. For instances, future researches can further explore the application of TPB and extended the theory by introducing new relevant variables that can be significant in explaining the intention to donate.

This study provides an insight and guidance to the public on the keys of improving participation of donation crowdfunding among individuals and contributed new information to increase the awareness of public in donation crowdfunding. The present study examine the determinants of underlying intention to participate in donation

crowdfunding with statistical analysis. Thus, the findings of this research can be used by researches from universities, government and private sector for further research about the public intention to participate in donation crowdfunding.

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APPENDIX A: PILOT TEST RESULT

Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.900	5

Subjective Norm

Reliability Statistics

Cronbach's Alpha	N of Items
.898	5

Perceived Behavioral Control

Reliability Statistics

Cronbach's Alpha	N of Items
.837	5

Empathy

Reliability Statistics

Cronbach's Alpha	N of Items
.876	5

Trust

Reliability Statistics

Cronbach's Alpha	N of Items
.906	5

Intention to Participate in Donation Crowdfunding

Reliability Statistics

Cronbach's Alpha	N of Items
.891	5

APPENDIX B: DESCRIPTIVE ANALYSIS RESULT

Frequencies

Notes

Output Created		28-JUL-2020 04:40:14
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	400
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=QA1.Gender QA2.Maritalstatus QA3.Age QA4Racialgroup QA5.Highesteducationlevel QA6.Occupation QA7.Incomelevel /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

[DataSet1]

Statistics

		QA1. Gender:	QA2. Marital status:	QA3. Age:	QA4: Racial group:	QA5. Highest education level:
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0

Statistics

		QA6. Occupation:	QA7. Income level:
N	Valid	400	400
	Missing	0	0

Appendix: Frequency Output

Frequency Table

QA1. Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	185	46.3	46.3	46.3
	Male	215	53.8	53.8	100.0
	Total	400	100.0	100.0	

QA2. Marital status:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	33	8.3	8.3	8.3
	Single	367	91.8	91.8	100.0
	Total	400	100.0	100.0	

QA3. Age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	223	55.8	55.8	55.8
	25-34 years old	131	32.8	32.8	88.5
	35-44 years old	40	10.0	10.0	98.5
	45 years old and above	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

QA4: Racial group:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	234	58.5	58.5	58.5
	Iban	1	.3	.3	58.8
	Indian	78	19.5	19.5	78.3
	Iran	1	.3	.3	78.5
	Malay	85	21.3	21.3	99.8
	Vietnamese	1	.3	.3	100.0
	Total	400	100.0	100.0	

QA5. Highest education level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	286	71.5	71.5	71.5
	Master Degree/PhD	13	3.3	3.3	74.8
	Pre-U/Foundation Studies	54	13.5	13.5	88.3
	SPM	47	11.8	11.8	100.0
	Total	400	100.0	100.0	

QA6. Occupation:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Sector	80	20.0	20.0	20.0
	Public Sector	44	11.0	11.0	31.0
	Self Employed	43	10.8	10.8	41.8
	Student	209	52.3	52.3	94.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Unemployed	24	6.0	6.0	100.0
	Total	400	100.0	100.0	

QA7. Income level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than RM 2,000	241	60.3	60.3	60.3
	RM 2,001-RM 4,000	72	18.0	18.0	78.3
	RM 4,001- RM 6,000	62	15.5	15.5	93.8
	RM 6,001 and above	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

APPENDIX C: RELIABILITY ANALYSIS RESULT

Attitude

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.943	.943	5

Item Statistics

	Mean	Std. Deviation	N
B1. I think I would like to participate in donation crowdfunding.	4.09	1.143	400
B2. I am likely to feel good about participating in donation crowdfunding.	4.14	1.080	400
B3. It is useful to participate in donation crowdfunding.	4.04	1.107	400
B4. It is worthwhile to participate in donation crowdfunding.	4.19	1.038	400

B5. It is beneficial to participate in donation crowdfunding.	4.10	1.095	400

Subjective Norm

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.918	5

Item Statistics

	Mean	Std. Deviation	N
C1. Most people who are close to me agree with my participation in donation crowdfunding.	3.99	1.070	400
C2. Most people who are close to me support my participation in donation crowdfunding.	4.04	1.038	400
C3. Most people who are close to me understand my participation in donation crowdfunding.	4.05	1.022	400
C4. People that I know plan to participate in donation crowdfunding.	3.72	1.358	400

C5. People that are important to me plan to participate in donation crowdfunding.	3.67	1.362	400

Perceived Behavioural Control

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excludedª	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.874	5

Item Statistics

	Mean	Std. Deviation	N
D1. I have control over participation in donation crowdfunding.	4.33	.918	400
D2. The decision to participate in donation crowdfunding is entirely up to me.	4.55	.744	400
D3. I can make the choice to participate in donation crowdfunding.	4.62	.654	400
D4. I am confident that I will be able to participate in donation crowdfunding.	4.17	.991	400

D5. It is easy for me to participate in donation crowdfunding.	4.19	1.016	400

Empathy

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.941	5

Item Statistics

	Mean	Std. Deviation	N
E1. When I think about donation crowdfunding, I feel sympathetic.	4.14	1.049	400
E2. When I think about donation crowdfunding, I feel warm.	4.25	1.027	400
E3. When I think about donation crowdfunding, I feel compassionate.	4.18	1.016	400
E4. When I think about donation crowdfunding, I feel soft-hearted.	4.22	1.019	400

E5. When I think about donation crowdfunding, I feel moved.	4.01	1.146	400

Trust
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.950	.950	5

Item Statistics

	Mean	Std. Deviation	N
F1. Donation crowdfunding is trustworthy.	4.03	1.108	400
F2. Donation crowdfunding is convincing.	4.08	1.087	400
F3. Donation crowdfunding kept its promises.	3.89	1.185	400
F4. Donation crowdfunding is reliable.	4.01	1.143	400
F5. Donation crowdfunding has integrity.	4.00	1.104	400

Intention
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded[a]	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.947	5

Item Statistics

	Mean	Std. Deviation	N
G1. Given the chance, I intend to participate in donation crowdfunding.	4.28	.938	400
G2. I intend to actively participate in donation crowdfunding.	3.97	1.182	400
G3. I expect to participate in donation crowdfunding in the future.	4.18	1.066	400
G4. I am very likely to participate in donation crowdfunding in the future.	4.09	1.103	400

G5. I am likely to recommend donation crowdfunding to people I know.	4.10	1.070	400

APPENDIX D: INFERENTIAL ANALYSIS RESULT

Correlations

		ATT	SUB	PBC	EMP	TRU	ITP
ATT	Pearson Correlation	1	.730**	.560**	.826**	.841**	.865**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400
SUB	Pearson Correlation	.730**	1	.633**	.665**	.725**	.721**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400
PBC	Pearson Correlation	.560**	.633**	1	.569**	.619**	.582**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400
EMP	Pearson Correlation	.826**	.665**	.569**	1	.813**	.827**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400
TRU	Pearson Correlation	.841**	.725**	.619**	.813**	1	.856**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400
ITP	Pearson Correlation	.865**	.721**	.582**	.827**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Coefficients[a]

		Collinearity Statistics	
Model		Tolerance	VIF
1	ATT	.215	4.653
	SUB	.379	2.637
	PBC	.539	1.855
	EMP	.266	3.753
	TRU	.223	4.486

a. Dependent Variable: ITP

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906[a]	.822	.819	.41453

a. Predictors: (Constant), TRU, PBC, SUB, EMP, ATT

b. Dependent Variable: ITP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.863	5	62.373	362.975	.000^b
	Residual	67.704	394	.172		
	Total	379.566	399			

a. Dependent Variable: ITP

b. Predictors: (Constant), TRU, PBC, SUB, EMP, ATT

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.169	.134		1.260	.208
	ATT	.350	.045	.354	7.704	.000
	SUB	.079	.033	.083	2.391	.017
	PBC	.019	.040	.014	.485	.628
	EMP	.223	.043	.216	5.232	.000
	TRU	.299	.043	.315	6.990	.000

APPENDIX E: ORIGINALITY REPORT

Public Intention to Participate in Donation Crowdfunding

ORIGINALITY REPORT

14%	10%	9%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	eprints.utar.edu.my Internet Source	2%
2	Submitted to Universiti Teknologi MARA Student Paper	1%
3	Submitted to Sunway Education Group Student Paper	1%
4	"Proceedings of the 3rd International Halal Conference (INHAC 2016)", Springer Science and Business Media LLC, 2018 Publication	1%
5	Myung Ja Kim, C. Michael Hall. "Can Co-Creation and Crowdfunding Types Predict Funder Behavior? An Extended Model of Goal-Directed Behavior", Sustainability, 2019 Publication	<1%
6	www.ukessays.com Internet Source	<1%
7	Submitted to Universiti Sains Malaysia Student Paper	<1%

APPENDIX F: QUESTIONNAIRE

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DU012(A)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE (FBF)

BACHELOR OF FINANCE (HONS)

FINAL YEAR PROJECT

"Public intention to participate in donation crowdfunding"

Survey Questionnaire

Dear Respondent,

We are final year undergraduate students of Bachelor of Finance (Hons) from Universiti Tunku Abdul Rahman (UTAR), Perak.

The purpose of this research is to explore the public intention to participate in donation crowdfunding in Malaysia. Your participation in this survey is high valued and appreciated.

Thank you very much for your precious time and participation.

Instruction:

1. There are **SEVEN (7)** sections in this questionnaire. Kindly answer ALL sections and **ALL** questions.
2. This questionnaire might take about 5- 10 minutes to complete.
3. All information will be treated as **PRIVATE** and **CONFIDENTIAL** and used solely for academic purpose only.

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:
1. The purposes for which your personal data may be used are inclusive but not limited to:-
    *   For assessment of any application to UTAR
    *   For processing any benefits and services
    *   For communication purposes
    *   For advertorial and news
    *   For general administration and record purposes
    *   For enhancing the value of education
    *   For educational and related purposes consequential to UTAR
    *   For the purpose of our corporate governance
    *   For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:
1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at kimhooi97@1utar.my

Acknowledgment of Notice

[   ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[   ] I disagree, my personal data will not be processed

Name: Date:

Signature:

Section A

Please tick your answers and they will be kept strictly confidential.

QA1. Sex:
❑ Male
❑ Female

QA2. Marital status:
❑ Single
❑ Married
❑ Divorced

QA3. Age:
❑ 18-24 years old
❑ 25-50 years old
❑ 51 years old and above

QA4: Racial group:
❑ Malay
❑ Chinese
❑ Indian
❑ Other:_____(please specify)

QA5. Highest education level:
❑ SPM
❑ Pre-U/Foundation Studies
❑ Bachelor Degree
❑ Master Degree/PhD

QA6. Occupation:
❑ Self Employed
❑ Private Sector
❑ Public Sector
❑ Unemployed
❑ Student

QA7. Income level:
❑ less than RM 2,000
❑ RM 2,001-RM 4,000
❑ RM 4,001- RM 6,001
❑ RM 6,001 above

Section B: Attitude

The following items describe statements about attitude towards public intention to participate in donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1	I think I would like to participate in donation crowdfunding.	1	2	3	4	5
B2	I am likely to feel good about participating in donation crowdfunding.	1	2	3	4	5
B3	It is useful to participate in donation crowdfunding.	1	2	3	4	5
B4	It is worthwhile to participate in donation crowdfunding.	1	2	3	4	5
B5	It is beneficial to participate in donation crowdfunding.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Section C: Subjective Norms

The following items describe statements about perceptions towards social pressure to participate in donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	Most people who are close to me agree with my participation in donation crowdfunding.	1	2	3	4	5
C2	Most people who are close to me support my participation in donation crowdfunding.	1	2	3	4	5
C3	Most people who are close to me understand my participation in donation crowdfunding.	1	2	3	4	5
C4	People that I know plan to participate in donation crowdfunding.	1	2	3	4	5
C5	People that are important to me plan to participate in donation crowdfunding.	1	2	3	4	5

Section D: Perceived Behavioural Control

Below are the five questions asking about how much control you have to participate in donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
D1	I have control over participation in donation crowdfunding.	1	2	3	4	5
D2	The decision to participate in donation crowdfunding is entirely up to me.	1	2	3	4	5
D3	I can make the choice to participate in donation crowdfunding.	1	2	3	4	5
D4	I am confident that I will be able to participate in donation crowdfunding.	1	2	3	4	5
D5	It is easy for me to participate in donation crowdfunding.	1	2	3	4	5

Section E: Empathy

The following items describe statements about how much empathy you have towards donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
E1	When I think about donation crowdfunding, I feel sympathetic.	1	2	3	4	5
E2	When I think about donation crowdfunding, I feel warm.	1	2	3	4	5
E3	When I think about donation crowdfunding, I feel compassionate.	1	2	3	4	5
E4	When I think about donation crowdfunding, I feel soft-hearted.	1	2	3	4	5
E5	When I think about donation crowdfunding, I feel moved.	1	2	3	4	5

Section F: Trust

The following items describe statements about trust towards donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
F1	Donation crowdfunding is trustworthy.	1	2	3	4	5
F2	Donation crowdfunding is convincing.	1	2	3	4	5
F3	Donation crowdfunding kept its promises.	1	2	3	4	5
F4	Donation crowdfunding is reliable.	1	2	3	4	5
F5	Donation crowdfunding has integrity.	1	2	3	4	5

Section G: Intention to participate in donation crowdfunding

The following items describe statements about intention to participate in donation crowdfunding. Please indicate how strongly you agree or disagree with each statement.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
G1	Given the chance, I intend to participate in donation crowdfunding.	1	2	3	4	5
G2	I intend to actively participate in donation crowdfunding.	1	2	3	4	5
G3	I expect to participate in donation crowdfunding in the future.	1	2	3	4	5
G4	I am very likely to participate in donation crowdfunding in the future.	1	2	3	4	5
G5	I am likely to recommend donation crowdfunding to people I know.	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION