



INTERNET GIVING BEHAVIOUR

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ABSTRACT

Nowadays, Internet is used as an online platform for increased charitable giving. The e-philanthropy is transforming the charitable giving behaviour globally. Giving behaviour is categorised into three different types such as being helpful to a stranger in need, donations of money and time to volunteer. Malaysia is in the top 20 countries in all three giving behaviours with index of 46 per cent. Also, religious belief is proven as a strong lubricant to strengthen giving behaviour in Malaysia. Due to the rapid development of Internet technology, Internet giving behaviour has become a new possibility for researching, particularly in Malaysia. Therefore, this paper aims to develop a new research direction of Internet giving behaviour by reviewing its concept and past studies.

Key words: Internet giving behaviour, Malaysia

INTRODUCTION

Internet has made life easier in terms of shopping, employment, e-commerce, banking and communication. Nowadays, Internet is used as an online platform for increased charitable giving. According to World Giving Index (2017), giving behaviour is categorised into three different types such as being helpful to a stranger in need, donations of money and time to volunteer. The World Giving Index (2017) showed that Malaysia is in the top 20 countries in all three giving behaviours with index of 46 per cent. This is proven that Malaysia helps the Rohingya refugees by building a field hospital at the Kutupalong Refugee Camp, Bangladesh (The Star, 2017). Evidently, Teah, Lwin and Cheah (2014) found that Malaysians have strong positive attitudes towards charities and motivation for donations. Furthermore, religious belief is a strong lubricant to strengthen giving behaviour in Malaysia.

Clearly, Internet has provided new avenues for altruism (Klisanin, 2011). As highlighted by Klimecki et al. (2016), empathy is a key motivator for altruistic behaviour. Also, altruism attitude is motivated by an unselfish concern for the welfare of others (Dovidio et al., 2006). Feigin, Owens and Goodyear-Smith (2014) conducted a systematic review of human altruism theories. The theories categorise altruism into pseudo-altruism (selfishly-motivated) and true (selfless) altruism. The pseudo-altruism is motivated by the attainment of internal rewards. On the other hand, true (selfless) altruism is motivated by the goal to increase another's welfare without expected favours in return. As reported by Reyniers and Bhalla (2013), peer pressure triggers reluctant altruism in charitable giving. Essentially, individuals with peer influences will donate higher amount of money.

In fact, Internet introduces a relatively new type of fundraising and donation techniques for nonprofit organisations, which is called as e-philanthropy (Hart, 2002; Waters, 2007). The e-philanthropy is transforming the charitable giving behaviour globally. Due to the rapid development of Internet technology, Internet giving behaviour has become a new possibility for researching, particularly in Malaysia. Therefore, this paper aims to develop a new research direction of Internet giving behaviour by reviewing its concept and past studies.

LITERATURE REVIEW

Research on Internet giving is scant. Several studies are found to investigate the factors that influence the Internet giving behaviour. Thus far, two studies of giving behaviour are found in Malaysia. According to Amin (2016), relative advantage, affect, facilitating conditions, social factors, compatibility and complexity have positive impact on Internet giving behaviour in Malaysia. On the other perspective, Awang et al. (2017) found that intrinsic factors including altruism and perceived behavioural control, and extrinsic factors (age, home ownership, employment tax and medium of information) contribute to the act of giving to beggar.

There are some studies focuses on personal values as a driver for Internet giving. Kinnunen, Lindeman and Verkasalo (2016) highlighted that open personality leads to the willingness to help on the Internet. Also, benevolence and universalism values drive the willingness to donate to a charity. Mano (2014) found that social media and networking are important to enhance voluntary engagement and money contributions. However, as proven by Saxton and Wang (2014), online donations are typically small and online donors are willing to donate to health-related causes.

According to Klisanin (2011), many Internet based initiatives are used on behalf of the needs of other people, animals, and the environment. For examples, Linux and Wikipedia depend on expertise sharing and user-generated content. The Rainforest Site helps animals using a click-to-donate format and Google.org uses meta-cooperative efforts to solve large-scale Internet problems. Also, Hilton III and Wiley (2010) found that there are increased trend of authors in academic and non-academic fields to release their books for free digital distribution. The study reveals that the free digital distribution has no negative impact on sales.

CONCLUSION

Internet proliferation has created many opportunities around the world. Particularly, the Internet provides a new platform for people to express their empathetic feelings and support those in need. This can be seen that online fundraising is fast growing in popularity in the digital era. As such, it is worth to investigate the factors that motivate the Internet giving behaviour. However, the ever-growing reliance on computers and the Internet has prompted many online scams that trick victims to send money or give out their personal information. Thus, future studies are urged to explore the Internet fraud together with the Internet giving behaviour.

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