

Research Article

Investigation of the Effects of Motivation and Attitude on Donation Intention with SEM¹

Motivasyon ve Tutum'un Bağış Niyeti Üzerindeki Etkilerinin YEM ile İncelenmesi

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Abstract

Even though donation has become more institutionalized, the behaviors, attitudes, motivations, and perspectives of the individuals are always crucial. In extraordinary events such as economic crises, natural disasters, and epidemics, charity and donation are more important. The sharing of time and labor becomes even more important in addition to material assistance. There are studies on donation, donation motives, and donation behaviors in the literature. However, these studies have mostly focused on blood and organ donation. There are limited empirical studies on philanthropy, donor intention perception, and motivation in Turkey. Considering that philanthropy involves not only material donations but also time and labor, it would be useful to reveal which motivation is important in philanthropy and donation. The purpose of this paper is to examine the influence of motivation and attitude on donation intention. Survey data from 407 respondents are analyzed using confirmatory factor analysis, and structural equation modeling. The survey was conducted in Adana. According to the research results; it was determined that attitude, self-oriented, and volunteerism have a positive and significant effect on donation intention. Altruism and other-oriented perfectionism have no significant effect on donation intention.

Keywords: donation intention, volunteering, donation behavior, structural equation modeling, altruizm

Öz

Bağışçılık her ne kadar kurumsallaşsa da bireylerin davranışları, tutumları, motivasyonları ve bakış açıları da çok önemlidir. Ekonomik krizler, doğal afetler ve salgın hastalıklar gibi olağanüstü durumlarda hayırseverlik ve bağışçılık daha da önem kazanmaktadır. Maddi yardımın yanı sıra zaman ve emek paylaşımı da bağış/hayırseverlik/dayanışmanın önemli bir parçasıdır. Literatürde bağış, bağış güdülleri ve bağış davranışları

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üzerine çalışmalar bulunmaktadır. Ancak bu çalışmalar daha çok kan ve organ bağışi üzerine odaklanmıştır. Türkiye'de hayırseverlik, bağışçı niyeti algısı ve motivasyonu üzerine sınırlı sayıda ampirik çalışma bulunmaktadır. Hayırseverliğin sadece maddi bağışları değil, aynı zamanda zaman ve emeği de içerdiği düşünüldüğünde, hayırseverlik ve bağışçılıkta hangi motivasyonun önemli olduğunun ortaya konması faydalı olacaktır. Bu çalışmanın amacı, motivasyon ve tutumun bağış niyeti üzerindeki etkisini incelemektir. Adana ilinde yapılan 407 katılımcıdan elde edilen anket verileri doğrulayıcı faktör analizi ve yapısal eşitlik modeli kullanılarak analiz edilmiştir. Araştırma sonuçlarına göre; tutum, öz odaklılığın ve gönüllülüğün bağış niyeti üzerinde pozitif ve anlamlı etkisi, özgecilik ve diğerlerine yönelik mükemmeliyetçiliğin ise anlamlı etkisinin olmadığı belirlenmiştir.

Anahtar Kelimeler: bağış niyeti, gönüllülük, bağışçı davranış, yapısal eşitlik modeli, özgecilik

1. Introduction

Sustainability, a healthy life, and protecting nature should be the priority of society, as there are many social and environmental problems in the world. Humanitarian crises, hunger, poverty and adverse environmental conditions make life more difficult. Such a situation increases the expectation for humanitarian assistance worldwide. Therefore, charitable donations are important to improve the health and well-being of society.

Culture of solidarity has had an important place in our lives since the beginning of human history. All forms of material and moral support are included in the scope of solidarity. Even if there are cultural differences, all societies struggle with the tendency to help in extraordinary situations such as crises, wars and disasters. People are inclined to help those in need and do so through different actions. Guy and Patton (1989) suggest that people's need to help others is the strongest reason for giving. We may create a more egalitarian society by helping those in need. Giving is an important extension of doing favors.

There are many projects that help those in need. Ahbap is one of them. By logging into the site, donations can be made to charity campaigns offered in different areas ("Ahbap", 2022). Another is the Needs Map. It is a project that brings together individuals in need of social assistance and donors who want to support them ("İhtiyacharitasi", 2021). Donation projects for stray animals are also carried out. With the Ormana Mama project founded by Ümit Akyüz, donors support the project with the food they buy from the website ("Ormanamama", 2022). These charities and NGOs need to increase their humanitarian budgets through donations. Individuals can support these aid organizations that collect donations. These organizations aim to meet the needs of disadvantaged people and living beings by developing a culture of solidarity, donation and volunteerism in society, increasing sensitivity and creating resources for humanitarian aid activities. Companies also support society through their corporate social responsibility projects. Especially during the pandemic period, companies benefited the society with their donations. During the Covid-19 period, important companies made donations. PepsiCo donated 12 million Turkish Liras ("Pepsico", 2021), Sabanci Holding donated 1.7 million Turkish Liras ("Sabanci", 2021), The Bill and Melinda Gates donated \$100 million ("Gatesfoundation", 2020).

International giving research provides insights into the philanthropy of countries. The most important of these studies is the World Giving Index report published by the Charities Aid Foundation. In the data of the latest report, 119 countries were included in the research. Indonesia has been identified as the most generous country. This is followed by Kenya and the American countries. In 2021, 35% of individuals donated to charity (CAF, 2022, p. 7). The most comprehensive study published in Turkey is the Individual Giving and Philanthropy in Turkey report. This report provides information on individuals' propensity to donate. According to the 2022 report, individuals prefer direct and cash assistance (Aytaç and Çarkoğlu, 2022, p. 62-63).

In the literature, determining the characteristics that affect individuals' donor behaviors and intentions is an important field of study. In the light of all these explanations, the purpose of this study is to examine the impact of motivation and attitude on people's intention to donate. This study firstly focused on the conceptual framework and hypotheses were identified. Previous research on attitudes and motivations for the study was reviewed. Then, in the method section, the way the data were collected, the programs

used in the analysis, and the research model were explained. Finally, the findings and conclusions of the study are described.

1.2. Theoretical Background

In the literature, motivations affecting individuals' donation behavior have been the subject of research (Tiltay, 2014; Göktaş, 2014; Aydoğdu, 2020; Ceylan and Aydın, 2012). Individuals have different intentions that influence their giving behavior. Intention to donate is significantly related to donation behavior (Smith and McSweeney, 2007). The dependent variable of the current study is donation intention. The study focused on the motivations underlying donation intention. Thus, donation intention is the dependent variable.

Attitude is significantly related to donation behavior (Susanto et al., 2021, p. 1167). The impact of behavioral attitudes and intentions elements on an individual's decision to donate is explained by the Theory of Reasoned Action and the Theory of Planned Behavior (Tiltay, 2014). A person's positive or negative evaluation of behavior is called attitude (Ajzen, 1991, p. 188). Previous studies have reported that attitude significantly influences donation intention (Saha and Chandra, 2018, p. 115; Pauli et al., 2017; Susanto et al., 2021, p. 1167; Argan, 2016, p. 101).

H₁: Attitude has a significant effect on donation intention.

Some individuals prefer to donate anonymously, while others exhibit philanthropic behavior with the desire to show it to others. Grace and Griffin (2006) suggested the concept of conspicuous donation behavior for such philanthropic behavior. Barnett et al. (1987) and Wallace et al. (2017) examined the effect of conspicuous donation on charitable giving. The findings showed that self-oriented conspicuous donation behavior has an impact on charitable giving. Previous studies have shown that recognition and reputation have a positive influence on individuals' donor behavior (Winterich et al., 2013; Grace and Griffin, 2009; Bekkers and Wiepking, 2011). Moreover, the impact of conspicuous donation on donation intention was also examined. According to Tiltay (2014), conspicuous motivation has no significant effect on donation intention. Barnett et al. (1987) examined the effects of public service announcements on attitudes towards kidney donation and found that individuals were more sensitive to self-oriented public service announcements. Wallace et al. (2017, p. 20-23) found a positive correlation between donation intention and self-oriented conspicuous behavior, but a negative correlation with other-oriented conspicuous behavior. The current study, the conspicuous donation behavior scale developed by Grace and Griffin (2009) was used. The conspicuous donation behavior factors were identified as self-oriented and others-oriented perfectionism. Based on the above-mentioned literature, the study hypothesises:

H₂: Other-oriented perfectionism has a significant effect on donation intention.

H₃: Self-oriented has a significant effect on donation intention.

Another factor that influences donation intention is altruism. Helping someone without asking for anything in return is referred to as altruistic. According to Dibou (2012), helping others, supporting people in need, volunteering, being altruistic in a war situation, charity and donating, some or all of these actions are considered altruistic. Helping others, which is considered altruistic behavior, is significantly related to charitable behavior (Otto and Bolle, 2011; Zubairi and Siddiqui, 2019; Tiltay, 2014). Previous research has indicated that altruism motivation has a positive impact on donation intention (Tiltay, 2014; Müller and Lindenmeier, 2022; Jiao et al. 2021). Conversely, some studies in the literature have reported that there is an insignificant correlation between altruism and donation intention (Tiltay, 2014). The following hypothesis suggested:

H₄: Altruism a significant effect on donation intention.

Another motivation accepted as altruistic behavior is volunteerism. According to Wilson (2000), volunteerism can be defined as follows “is any activity in which time is given freely to benefit another person, group or cause” (p. 215). Palaz and Boz (2008, p. 103) put forward that the strongest motive motivating volunteerism is altruism. Previous studies have found that volunteerism has a significant impact on donor behavior (Drever, 2010; Low et al., 2007; Matsunaga, 2007). Saha and Chandra (2018, p. 116) found that volunteerism motivation has a predictive effect on donation intention. Based on the above-mentioned literature, the study hypothesises:

H₅: Volunteerism has a significant effect on donation intention.

2. Methodology

2.1. Data Collection: The research data were collected through questionnaire. The survey was carried out face-to-face and online. The survey was conducted in Adana in May 2021. The survey was conducted with 412 people selected by convenience sampling method.

2.2. Survey Instrument: The questionnaire form was prepared in accordance with the subject of the study. Different scales from the literature were put to use in the questionnaire to measure individuals' donation intentions, and 39 items were used on a 5-point Likert-type scale (Table 1). Ethics committee approval was received for this study from the Alparslan Türkeş Science and Technology University Scientific Research and Publication Ethics Committee (10.3.2021, No:6).

Table 1. Scales Used in the Questionnaire Form

Variables	Number of Items	Source(s)
Conspicuous Donation Behaviors	7	Grace and Griffin (2009); Torlak and Tiltay (2009)
Attitude	4	Chen et al. (2019); Argan (2016); Mittelman and Rojas-Méndez (2018); Konrath et al. (2012)
Altruism	17	Ümmet et al. (2013); Ferguson et al. (2012); Carlo and Randall (2002)
Behavior	3	Argan (2016)
Subjective Norm	3	Argan (2016); Chen et al. (2019)
Personal Norm	3	Chen et al. (2019); Konrath et al. (2012)
Intention Donation	2	Argan (2016); Mittelman and Rojas-Méndez (2018)

2.3. Data Analysis: Data were analyzed by using SPSS and AMOS. Data were evaluated using Cronbach's alpha, exploratory factor analysis, confirmatory factor analysis, structural equation modeling, and correlation. The models were evaluated based on chi-square and its *p*-value, Chi-square/*df*, Comparative Fit Index (CFI), Standardized Root Mean Square Residual (SRMR), and Root Mean Square Error of Approximation (RMSEA) values (Gürbüz, 2021, p. 38).

2.4. The Research Model: Figure 1 presents the conceptual framework for the current study. The aim of the study is to examine the impact of motivation and attitude on people's donation intentions. The independent variable of the research was altruism, other-oriented perfectionism, self-oriented, attitude and volunteering, and the dependent variable was donation intention.

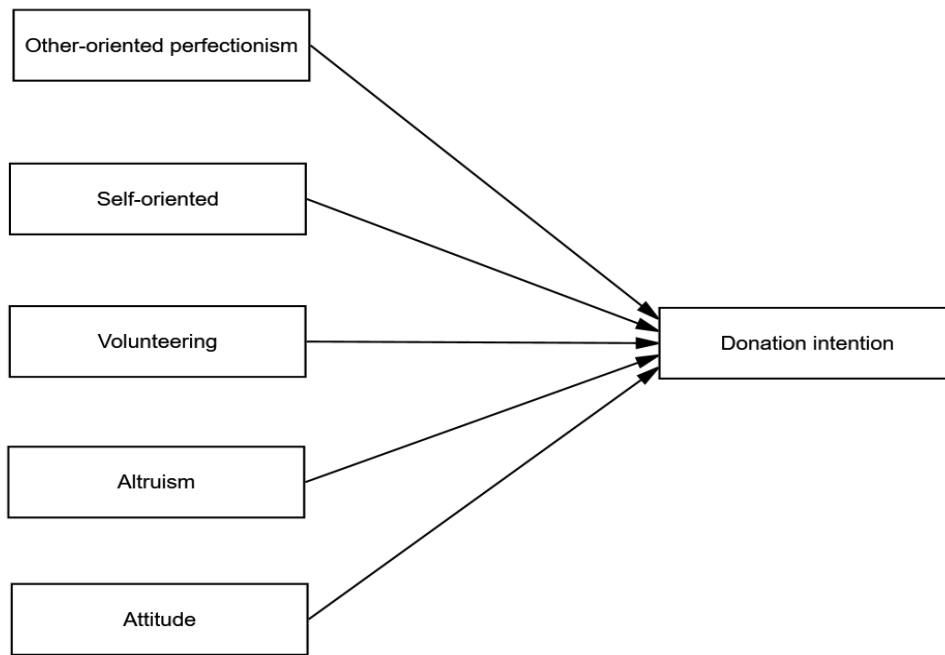


Figure 1. Research Model

3.Findings

Of the individuals who participated in the study, 52.7% were male. Regarding the educational status of the participants, approximately half of them are university graduates. In terms of income, they have lower and middle income levels. Most of the participants have an active job. 64% of them stated that they are single. Regarding the age status of the respondents, most of them are between the ages of "26-35 years" (42.7%) and "18-25 years" (34%).

First of all, Kaiser-Meyer-Olkin (KMO) and Bartlett's tests have been applied for sampling adequacy. The value of KMO is 0.894; that is the data set could be considered suitable for factor analysis. Bartlett's Test of Sphericity was found significant ($\chi^2(276)=5965,007$; $p<0.05$).

Before starting the analysis, the data were examined for normality distribution. For this data set, the assumption of normality was met and the maximum likelihood estimation method was used. Table 1 presents the results of the factor analysis of the study. Before the confirmatory factor analysis, some items were eliminated because they distorted the structure, and 24 items were included in the analysis. Five factors emerged from the analysis and were named as self-oriented, other-oriented perfectionism, attitude, volunteerism and altruism. These five factors explain 68.9% of the total variance. In the analysis of Likert scale questions, missing data were encountered and five surveys were excluded from the study. Consequently, 407 individuals were analyzed. The factor names of these 24 items, factor loadings, and Cronbach's Alpha internal consistency reliability analysis values for their sub-dimensions presents in detail in Table 2.

Cronbach Alpha reliability coefficients of the sub-factors used in the study were found to be 0.908 for attitude, 0.891 for altruism factor, 0.821 for volunteerism factor, 0.857 for self-oriented factor, and 0.810 for other-oriented perfectionism factor. Accordingly, it can be said that the reliability of the factors is quite high. In order to measure convergent validity is evaluated by examining AVE and CR values. According to Yaşlıoğlu (2017, p. 82), CR values should be greater than AVE values and AVE values should be greater than 0.5. Based on that, all CR values are greater than AVE values (Table 2), and convergent validity is ensured.

Table 2: Factor Analysis Results

	Factor loadings	Cronbach's Alpha	AVE	CR
Attitude (A)				
A1: Helping troubled people with their problems is very important to me.	.855	.908	0.58	0.90
A5: I think I can contribute to helping people through donating.	.819			
A2: Donating can make me feel happy.	.809			
A4: People should be willing to help others who are less fortunate.	.751			
A3: I believe that donating is a social responsibility.	.744			
A6: I think I have the duty to donate.	.735			
A7: Volunteering makes me feel better about myself.	.616			
Altruism (AL)				
H3: When I wait in line at banks, minibusses, etc., I give my turn to the elderly or the sick.	.805	.891	0.53	0.88
H5: When elderly or disabled people fall/injured on the road, I immediately rush to help.	.793			
H4: I help elderly/sick people carrying heavy objects such as shopping bags.	.786			
H1: I think it is important to help the poor and the needy.	.763			
H2: I donate because I feel compassion toward people in need.	.683			
H7: I never hesitate to help others when they ask for it.	.651			
H6: I donate clothes to people who are in poor financial situations.	.600			
Volunteerism (V)				
H9: I participate in various volunteer activities as a member of non-governmental organizations.	.827	0.821	0.59	0.85
H11: I participate in various activities such as kermess organized for the poor/children.	.785			
H10: I support the work of associations/foundations established to combat various diseases.	.754			
H12: I contact the organizations that help the homeless people living on the streets and ensure they settle there.	.709			
Conspicuous Donation Behavior				
1-Self-oriented (S)				
IS2: Using products from aid organizations makes me feel good. (hat, badge, jewelry, clothes, glasses, etc.)	.817	0.857	0.62	0.86
IS1: When I use the products of aid organizations, I feel that I contribute to the purpose of those organizations.	.806			
IS3: It increases my self-respect when I wear or use the products of aid organizations (by paying a fee). (hat, badge, jewelry, clothes, glasses, etc.)	.801			
IS4: I like to remind myself of the charities I support through buying merchandise that benefits charities.	.738			
2-Other-oriented perfectionism (O)				
E1: I wear merchandise that benefits charities because it makes me look cool.	.856	.810	0.72	0.84
E2: I like to show other people that I am a good person by wearing products of charities.	.848			

Correlation analysis investigates the relationship between variables. As the data were normally distributed, Pearson test was applied. High correlations are considered as correlations of 0.70 or above, medium correlations as those between 0.40 and 0.60, and low correlations as those between 0.10 and 0.30 (Hair et al., 2010). Table 3 shows the correlations between the constructs. For the test results, 0.01 was taken as the significance level. As shown in Table 3, indicate that there is an insignificant correlation between altruism and other-oriented perfectionism.

Table 3: Correlation statistics

Constructs	1	2	3	4	5
1.Self-oriented	1	.181**	.166**	.302**	.456**
2.Other-oriented Perfectionism		1	.138**	.003	-.224**
3.Volunteerism			1	.465**	.225**
4.Altruism				1	.506**
5.Attitude					1

** $p < .01$

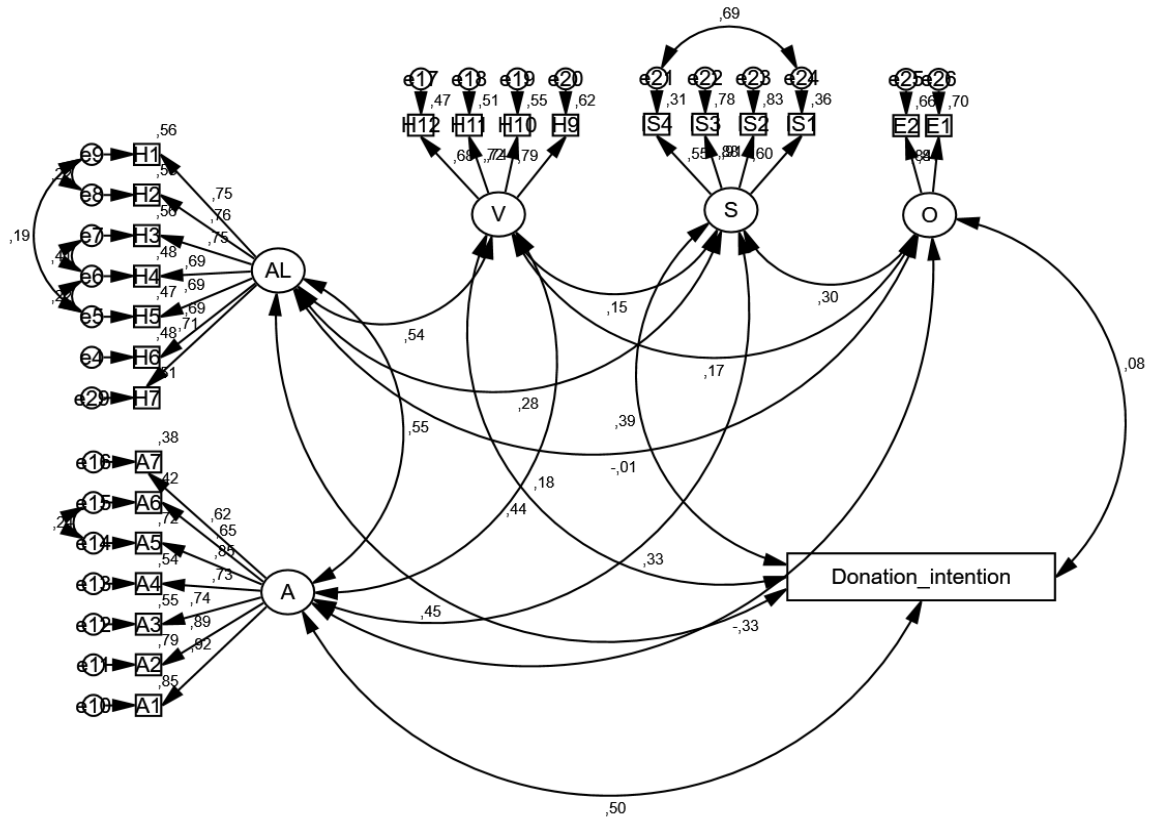
Before testing the model, the necessary normality tests were examined. Skewness and Kurtosis values were examined for the normality test of the data and the assumption that the data were normally distributed was ensured.

Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were utilized to test the hypotheses. Model fit statistics for CFA and SEM are presented in Table 4. Chi-square/ df , p -value for the model, root mean square error of approximation (RMSEA), comparative fit index (CFI) and standardized root mean square residuals (SRMR) indices were evaluated. Chi-square/ df values between 3-5, RMSEA values below .080, CFI values greater than .90, and SRMR below .08 indicate acceptable model fit (Gürbüz, 2021 p. 38). First, the appropriateness of the measurement model was analyzed utilizing CFA for attitude, altruism, volunteerism, self-oriented, and other-oriented perfectionism factors. CFA model indicated acceptable fit (CMIN/ df = 2.75; p = .000; CFI= .926; SRMR= .088; RMSEA= .066). The validity of the 5-factor structure revealed by the factor analysis was confirmed by confirmatory factor analysis.

Following that, the research model is tested utilizing SEM. Results suggested acceptable model fit (CMIN/ df = 2.56; p = .000; CFI= .889; SRMR= .1; RMSEA= .079). Kaya (2014) states that the SRMR value between 0 and 0.1 meets the goodness of fit criterion. Thus, it can be said that the measurement model is acceptably compatible.

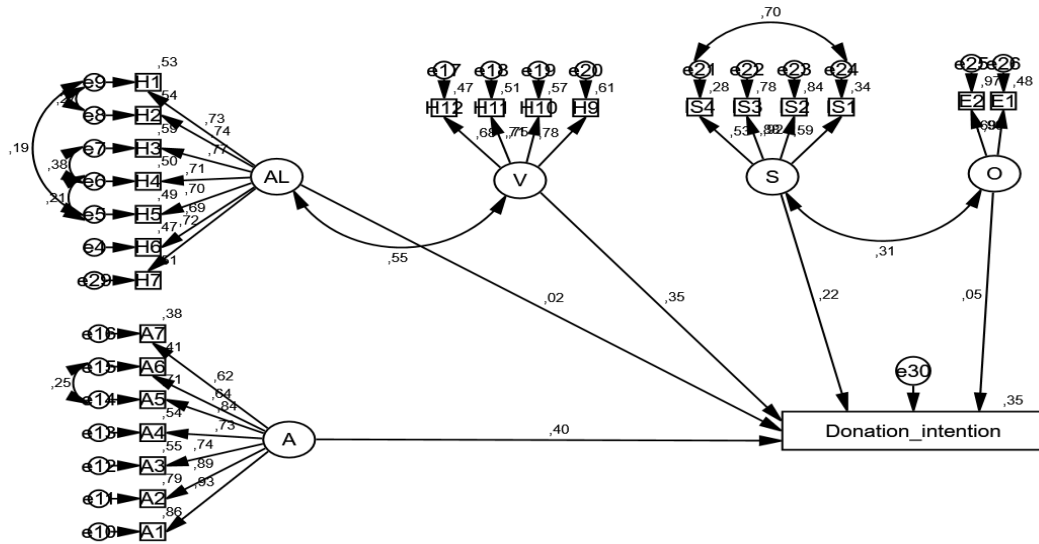
Table 4: Model fit statistics for CFA and SEM

Fit Indices	Good Fit	Acceptable Fit	CFA Model	SEM Model
p -value for the model	$p > .05$	.000	.000	
CMIN/ df	< 3	$3 < (x^2/df) < 5$	2.75	3.56
CFI	> .95	> .90	.926	.889
SRMR	< .05	< .08	.088	.1
RMSEA	< .05	< .08	.066	.079



AL:Altruism; V:Volunteerism; S:Self-oriented; O:Other-oriented perfectionism; A:Attitude

Figure 2: Confirmatory Factor Analysis



AL:Altruism; V:Volunteerism; S:Self-oriented; O:Other-oriented perfectionism; A:Attitude

Figure 3. Results of Path Analysis

The SEM tests show that respondents' level of self-oriented, volunteerism, and attitude influence their donation intention. An analysis of the relationship between attitude and donation intention was conducted to test H₁. The significant value showed that there are significant relationships ($p<0.001$). It means attitude has a significant impact on donation intention. Hence, H₁ is accepted. H₂ stated that other-oriented perfectionism has significant effect on donation intention. The results show that other-oriented perfectionism has no significant effect on donation intention ($p=0.270$). H₂ is rejected. H₃ stated that self-oriented has significant effect on donation intention. The significant value showed that there are significant relationships ($p<0.001$). This accepts H₃. No significant relationship is found between altruism and donation intention ($p=0.749$). This result is in the opposite direction H₄. H₅ stated that volunteerism has a significant effect on donation intention. The structural coefficient ($p<0.001$) demonstrate that there are significant effect on donation intention. Consequently, this accepts H₅ (Table 5).

Table 5: Path estimates

			β_1	p	Hypothese
Attitude (A)	→	Donation intention	.400	<0.001	H ₁ : Accepted
Altruism (AL)	→	Donation intention	.018	.749	H ₄ : Rejected
Volunteerism (V)	→	Donation intention	.351	<0.001	H ₅ : Accepted
Self-oriented (S)	→	Donation intention	.219	<0.001	H ₃ : Accepted
Other-oriented perfectionism (O)	→	Donation intention	.050	.270	H ₂ : Rejected

β_1 : Standardized path coefficient

4. Conclusion and Implications

The transition of humankind to communal life has led to the emergence of cultures brought about by communal living. Conflicts, sharing, and mutual aid emerged in the ordinary process of living together. Global developments and changes have brought cooperation from the individual and community dimension to the mass dimension. The fact that the differences between countries and societies are more obvious, the impact of social, political, and natural disasters is felt more, and especially the high pressure on disadvantaged groups has led to the institutionalization of the culture of solidarity. With the development of marketing science and its evolution into social marketing, the understanding of social responsibility has become a phenomenon that must be taken into account as a necessity for businesses, governmental institutions, and non-governmental organizations.

Today, social marketing is used to solve many social problems. Donation and donor behavior have been of interest to researchers in recent years as one of the topics discussed in social marketing. For example, social marketing practices are used to determine the attitudes and behaviors towards organ donation in society and to solve the problem of organ failure donation. A similar situation exists in areas where regular donors are needed, such as blood donation. In order to improve the lives of disadvantaged groups and make them sustainable, the spread of basic life aids such as food and medicine has begun to take place not only in individuals, but also in the focus of governments, businesses, and international organizations. In Covid-19, which has affected the whole world and whose economic and social effects, especially the life expectancy, have been experienced heavily by some groups, the importance of cooperation has become more important. The increase in the culture of donation and cooperation will also increase the resistance of society against similar events. It is important for decision-makers to reveal the thoughts, attitudes, and behaviors of individuals toward donations in the right prevention and intervention practices. In light of these explanations, the study investigated the characteristics of people's giving behaviors and the motivations that affect their donation intentions.

The findings of the study showed that 16.5% of the participants had donated blood in the last year, very few had donated organs (3.9%) and 53.1% had the intention to donate organs. The level of blood and organ donation was found to be low. A significant decline in blood and organ donations was also recorded during the Covid-19 period compared to previous years due to stay at home. Although there are

efforts to raise awareness, it is possible to say that they do not provide sufficient impact on organ donation. Although there was no significant difference between genders in organ donation, the intention to donate was determined as 57% in those with undergraduate and postgraduate education. Therefore, public studies on organ donation can be carried out by taking the education factor into consideration. Considering these findings, effective social marketing campaigns should be implemented to inform the public about blood and organ donation, to ensure continuity in blood donation and to change negative attitudes towards organ donation.

The clothing donation, which is an in-kind donation, was found to be significantly high (95.9%). The exchange of used clothes is a common behavior in Turkish society. For example, local governments and non-governmental organizations have a widespread collection network. As an example of a circular economy, clothing donation both contributes positively to the ecosystem and prevents waste.

The fact that 70.9% of the participants stated they planned to donate in the near future reveals the importance of solidarity as a social value. Although giving money to beggars is a common behavior, half of the participants in our study stated that they give money to beggars. Begging is perceived as a situation that abuses goodwill in societies, and it is also among the factors that threaten urban safety (Özer and Yontar, 2013). The negative news about beggars in the media should be taken into consideration as a factor that creates a dilemma in this issue.

Helping others is an integral part of our culture. The donation experiences of the participants were investigated and most of the participants (77.2%) stated that they had donated within the last year. Participants mostly prefer to help their relatives. It can be said that establishing a fellow-citizen bond with those in need is effective for participants to provide individual assistance. Individuals realize their donation intentions in different ways. Another important result of the research is that the participants prefer cash donations the most. In addition, participants donate clothes and food the most. According to the donation amount result, 250₺ and below is the most preferred donation amount. The amount of aid is affected by crises and financial opportunities. Although donation is seen as an important form of behavior in society, the amount of donations is low.

The fact that it is primarily the duty of the state to help those in need can be interpreted as a reason for the low donation amount. Since the state plays an active role in helping those in need, it is not surprising that individuals' expectations are in this direction. According to the donation intention result, respondents mostly prefer to donate directly rather than through an organization. The results of this analysis indicate a negative general attitude towards the use of intermediary organizations when helping those in need. Increasing the credibility of organizations within the society may also increase donations. Individuals' donation preferences were analyzed according to randomly selected fields of activity and they stated that they intend to donate mostly in the field of education. The high level of this finding is an expected result since donation is a culture dating back to the Ottoman Empire and is an ongoing practice in the financing of educational institutions in Turkey. The most important dilemma is the lack of institutionalization of donations. Since the most important feature of donations is to create conditions in which people can improve their negative conditions rather than improving the existing situation, donations for education are sustainable.

Civil society organizations have a very important role in donation behavior. These institutions, which act as a bridge for individuals to deliver their donations, carry out many different programs to solve society's problems. Another important aim of this study is to learn the attitudes of respondents toward NGOs. One of the most important results is KIZILAY, LÖSEV, and Ahbap Association is the most recognized non-governmental organization. Kızılay, LÖSEV, Ahbap Association, and TSK were identified as trusted institutions. Another important result is that the Ahbap Association, in particular, ranked high on the list, leaving many well-established organizations behind. These results will contribute to directing the future activities of NGOs. At this point, the visibility of non-governmental organizations in the media and the perception of credibility is important. People trust and are more interested in activities with evidence. In this context, NGOs should aim to reach more donors by using marketing more effectively.

Factor analysis was applied to the statements to determine the motivations that are effective in the donation intention of the society. Five factors were found as a result of the analysis. These five factors

explain 68.9% of the total variance. These factors were named as attitude, altruism, volunteerism, self-oriented and other-oriented perfectionism based on the literature. In the study, the research model and hypotheses were developed using structural equation modeling.

This study revealed that attitude has the greatest impact on donation intention. Our findings support the effect of attitude on donation intention. This is interpreted as the intention to donate increases as individuals' attitude towards donation increases. No significant relationship was found between altruism and donation intention. This result of the analysis is thought to be due to the fact that altruism is expressed as ensuring the happiness of others as a concept. Volunteering motivation has a significant effect on donation intention. In order for CSOs to achieve their goals and be successful in their activities, individual motivations need to be mobilized (Büyük et. al., 2016). In many studies in the literature, volunteering is considered as one of the altruistic behaviors which is an intrinsic motivation (Dibau, 2012; Fiorillo, 2011, p. 141; Bruno and Fiorillo, 2012). Self-orientation has a significant effect on donation intention, whereas other-oriented perfectionism does not have a significant effect on donation intention. This result indicates that individuals do not intend to donate in order to influence others.

Limitation: The sample characteristics in this study do not fully reflect the main mass. Therefore, its generalizability is limited. In addition questions about donation are limited to blood, organ, cash and in-kind donations. In the structural equation model, only the effect of the variables on the attitude toward donation was examined. Research data were collected in the time of coronavirus (May-June 2021).

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Araştırma Makalesi

Investigation of the Effects of Motivation and Attitude on Donation Intention with SEM

Motivasyon ve Tutum'un Bağış Niyeti Üzerindeki Etkilerinin YEM ile İncelenmesi

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Genişletilmiş Özet

Amaç ve kapsam:

Dünya varoluşundan beri toplumların sosyal, ekonomik ve doğal nedenlere bağlı olarak çöküşüne şahitlik etmiştir. Olağanüstü bu durumlar bir yandan canlıların yaşamlarını zorlaştıran hatta tehlikeye atan sonuçlara neden olurken diğer yandan dayanışma kültürünün gelişmesi ve yayılmasına da katkı sağlamıştır. Durkheim'a göre, her toplumsal yapı varlığını sürdürebilmek için dayanışmaya ihtiyaç duymaktadır (Ekinci, 2018). Dayanışma ve yardımlaşma bağlarının azaldığı toplumlarda, bireyler karşılaşılan sorunlarla ve toplumdaki yalnızlık duygusuyla mücadele etmekte zorlanırlar (Baycar, 2019). Güvene dayalı doğru iletişim ve paylaşım dayalı, genel çerçevede hayırseverlik olarak tanımlanan dayanışma ve yardımlaşma tek bir birey ya da tüm toplumu kapsayan rolü ile toplumların varlığını sürdürmelerinde önemli etki yaratır. İnsanlar ihtiyaç sahiplerine yardım etme eğilimindedir ve bunu farklı eylemlerle gerçekleştirirler. Hayırseverlik, bağış her ne kadar maddi unsurlarla algılsa da zaman ve enerjinin başkalarının faydasına sunulması günlük hayatta sıklıkla karşılaşılan maddi olmayan boyutudur. Kültürel farklılıklar olsa da tüm toplumlar olağanüstü durumlarda yardım etme eğilimi ile mücadele eder. Guy ve Patton (1989), insanların başkalarına yardım etme ihtiyacının bağış yapmanın en güçlü nedeni olduğunu öne sürmektedir. İhtiyaç sahiplerine yardım ederek daha eşitlikçi bir toplum yaratabilir. Bağışta bulunmak, iyilik yapmanın önemli bir uzantısıdır. Bağış ve işbirliği kültürünün artması, toplumun benzer olaylara karşı direncini de artıracaktır. Doğru önleme ve müdahale uygulamalarında bireylerin bağışa yönelik düşünce, tutum ve davranışlarının ortaya çıkarılması, davranışın hangi motivasyonla gerçekleştiğinin belirlemesi karar vericiler için önemlidir. Bu çalışmanın amacı motivasyon ve tutumun kişilerin bağış yapma niyeti üzerindeki etkisini incelemektir.

Materyal, Yöntem ve Hipotezler:

Bu çalışmada verilerin toplanmasında anket tekniği kullanılmıştır. Araştırmanın evrenini Adana ilinde yaşayan 18 yaş üstü bireyler oluşturmaktadır. Çalışma Covid-19 döneminde yürütülmesinden dolayı hem yüz yüze hem online olarak yapılmıştır. Ankette bireylerin bağış niyetini ölçmek amacıyla literatürde yer alan farklı ölçeklerden yararlanılmış ve 5'li Likert tipi ölçekte 39 ifade katılımcılara sunulmuştur (Grace ve Griffi, 2009; Torlak ve Tiltay, 2009; Chen vd., 2019; Argan, 2016; Mittelman ve Rojas-Méndez, 2018; Ümmet vd., 2013; Ferguson vd., 2012; Carlo ve Randall, 2002; Konrath vd., 2012; Aytaç ve Çarkoğlu, 2020; Çarkoğlu ve Aytaç, 2016). Araştırmanın hipotezleri ve modeli test etmek için, açıklayıcı faktör analizi, doğrulayıcı faktör analizi, yapısal eşitlik modeli ve korelasyon

kullanılmıştır. Adana Alpaslan Türkeş Bilim ve Teknoloji Üniversitesi Etik Kurulunun 10.3.2021 tarih, 6 nolu kararı ile anket uygulanmıştır.

Ajzen'e (1991, s. 188) göre tutum, söz konusu davranışın olumlu ya da olumsuz değerlendirilmesidir. Literatürdeki önceki çalışmalar, tutumun bağış niyeti üzerinde önemli bir etkisi olduğunu göstermektedir (Saha ve Chandra, 2018; Pauli vd., 2017; Susanto vd., 2021; Argan, 2016). Bu nedenle, aşağıdaki hipotezi öne sürüyoruz:

H₁: Tutumun bağış niyeti üzerinde anlamlı etkisi vardır.

Bazı insanlar fedakârdır ve bu davranışlarını gizli olarak yapmayı tercih etmektedir. Bazı insanlar ise başkalarını gösterme arzusu ile hayırsever davranışta bulunmaktadır. Grace ve Griffin (2006) bu tür davranışları, gösterişçi bağış olarak nitelendirmiştir (s.149). Andreoni ve Petrie göre (2004) insanlara seçim şansı verildiğinde, itibarlarını artırmak için bağışlarını görünür kılmayı tercih etmektedir. Bu tezde Grace ve Griffin (2009) tarafından geliştirilen gösterişçi bağış davranışı ölçeği kullanılmıştır. Gösterişçi bağış davranışı faktörleri öz-odaklılık (içsel fayda arama arzusuyla motive olan) ve başkalarına yönelik mükemmeliyetçilik (davranışı başkalarına gösterme arzusuyla motive olan) olarak belirlenmiştir. Çalışma, gösterişçi bağış davranışı ile bağış niyeti arasındaki ilişkiyi test etmektedir. Bu doğrultuda aşağıdaki hipotezler öne sürülmüştür:

H₂: Başkalarına yönelik mükemmeliyetçiliğin bağış niyeti üzerinde anlamlı etkisi vardır.

H₃: Öz-odaklılığın bağış niyeti üzerinde anlamlı etkisi vardır.

Bağış çalışmalarında önemli faktörlerden birisi de özgeciliğdir. Comte (1875) özgeciliği "bireylerin başkaları için yaşama eğilimi ya da arzusu" olarak tanımlamıştır. Batson (1987, s. 67) ise özgeciliği "başkasının refahını artırmak" olarak tanımlamıştır. Özgeci olarak kabul edilen çeşitli davranışlar vardır:

Başkalarına yardım etmek, ihtiyacı olan insanları desteklemek, gönüllülük, hayırseverlik ve bağış yapmak, bu eylemlerin bazıları veya hepsi özgeci olarak kabul edilen çeşitli davranışlardır (Dibou, 2012). Bağış davranışı, yardım etme davranışı alanında incelenen bir konudur (Tiltay, 2014, s. 4). Özgeci bir değer olarak kabul edilen başkalarına yardım etme davranışı, hayırseverlik davranışı ile pozitif yönde ilişkilidir (Otto ve Bolle, 2011, s. 559). Bu doğrultuda aşağıdaki hipotez öne sürülmüştür:

H₄: Özgeciliğin bağış niyeti üzerinde anlamlı etkisi vardır.

Gönüllülük, özgeci davranışın bir parçası olarak görülmektedir ve hayırsever davranışta önemli bir rol oynamaktadır. Literatürdeki önceki çalışmalar gönüllülük ile hayırseverlik arasında pozitif bir ilişki bulmuştur (Drever, 2010; Low vd., 2007; Matsunaga, 2007). Saha ve Chandra (2018, s.115) bir çalışmada gönüllü olma motivasyonunun bağış niyeti üzerinde anlamlı bir etkiye sahip olduğunu bulmuştur. Bu doğrultuda aşağıdaki hipotez öne sürülmüştür:

H₅: Gönüllülüğün bağış niyeti üzerinde anlamlı etkisi vardır.

Bulgular:

Araştırmaya katılan bireylerin %52,7'si erkek ve katılımcıların yaklaşık yarısı üniversite mezunudur. Gelir açısından ise alt ve orta gelir düzeyine sahiptirler. Katılımcıların çoğu aktif bir işte çalışmaktadır ve katılımcıların %64'ünün bekâr olduğuna ulaşılmıştır. Katılımcıların yaş durumlarına bakıldığında, çoğunluğunun "26-35 yaş" (%42,7) ve "18-25 yaş" (%34) arasında olduğu belirlenmiştir.

Öncelikle örneklem yeterliliği için Kaiser-Meyer-Olkin (KMO) ve Bartlett's testleri uygulanmıştır. KMO değeri 0,894 bulunmuştur ve veri seti faktör analizi için uygun kabul edilmektedir. Bartlett Küresellik Testi anlamlı bulunmuştur ($\chi^2(276)=5965,007$; $p<0.05$). Likert ölçekli soruların analizinde kayıp verilerle karşılaşılmış ve beş anket çalışma dışı bırakılmıştır. Çalışmaya 407 veri ile devam edilmiştir. Çalışma sonucunda elde edilen faktörlerin Cronbach Alfa güvenilirlik katsayıları tutum için 0,908, özgecilik faktörü için 0,891, gönüllülük faktörü için 0,821, öz-odaklılık faktörü için 0,857 ve başkalarına yönelik mükemmeliyetçilik faktörü için 0,810 olarak bulunmuştur (Tablo 2).

Elde edilen sonuçlara göre; tutum, gönüllülük ve içsel tatminin bağış niyeti üzerinde pozitif ve anlamlı etkisi belirlenmiştir. Auguste Comte'e göre insanlığın ahlak ve kültür bakımından gelişmesinin koşulu olarak görülen ve çıkar, karşılık beklemezsizin diğer insanların refahını artırma amaçlı eylemlere yönelten motivasyon olarak tanımlanan özgecilik ile bağış niyeti arasında anlamlı ilişki bulunamamıştır. Ayrıca, başkalarına yönelik mükemmeliyetçilik ile anlamlı bir etki bulunamamıştır. Bireyler bağış yaparken başkalarını etkileme motivasyonu ile hareket etmemektedir. Bulgular gönüllülüğün bağış niyeti üzerindeki etkisini desteklemektedir. Diğer önemli bir bulgu da bağışçılar içsel motivasyonlarla bağışta bulunma eğiliminde oldukları için başkalarına yönelik mükemmeliyetçiliğin bağış yapma eğilimini önemli ölçüde etkilemediğidir.

Sonuç:

Bağış ve dayanışma kültürünün artması, toplumun benzer olaylara karşı direncini de artırır. Doğru önleme ve müdahale uygulamalarında bireylerin bağışa yönelik düşünce, tutum ve davranışlarının ortaya çıkarılması karar vericiler için önemlidir.

Katılımcıların %77,2'sinin son bir yıl içinde bağış yaptıklarını belirlenmiş ve bunun çoğunlukla akraba, arkadaş gibi yakınlarla olan dayanışma/bağış olduğu ifade edilmiştir. İhtiyaç sahipleriyle hemşerilik bağ kurmanın katılımcıların bireysel yardımda bulunmasında etkili olduğu söylenebilir. Çalışmada bağış ve dayanışma çeşitli alt gruplar altında toplanmıştır. Son bir yıl içinde katılımcıların %16,5'i kan bağışında bulunurken, %3,9'u organ bağışında bulunmuştur, ancak ileride organ bağışında bulunma niyetinin önemli oranda olduğu belirlenmiştir (%53,1). Aynı bağışlarda ise giysi bağışı önemli ölçüde yüksektir (%95,9). Araştırmanın bir diğer önemli sonucu ise katılımcıların en çok nakdi bağışı tercih etmeleridir. Bağış miktarı sonucuna göre ise 250₺ ve altı en çok tercih edilen bağış miktarıdır. Yardım miktarı krizlerden ve maddi imkânlardan etkilenmektedir. Bağış yapmak toplumda önemli bir davranış biçimi olarak görülse de bağış miktarı düşüktür. Kamunun ihtiyaç sahiplerine yardım konusunda aktif bir rol oynaması hem bağış miktarını etkilerken hem de bağışın devletin görevi olduğu görüşünü katılımcılarda güçlendirmektedir. Aynı zamanda katılımcılar doğrudan bağış yapmayı tercih etmektedir ki bu da aracı kuruluşlara yönelik olumsuz bir tutuma işaret etmektedir. Genel olumsuz tutum söz konusu olsa da Kızılay, LÖSEV ve AHBAP en çok bilinen ve güvenilen kurumlar olmuştur. Kuruluşların toplum içindeki güvenilirliğinin artırılması bağışların izlenebilirliği için önemlidir. Özellikle Ahbap Derneği'nin birçok köklü kuruluşu geride bırakarak listede üst sıralarda yer alması diğer STK'lar için ipuçları sunmaktadır. STK'ların medyadaki görünürlüğü ve güvenilirlik algısı önemlidir. İnsanlar kanıtı olan faaliyetlere daha çok güvenmekte ve ilgi duymaktadır. Bireylerin bağış tercihleri rastgele seçilen faaliyet alanlarına göre analiz edilmiş ve en çok eğitim alanında bağış yapmayı düşündüklerini belirtmişlerdir. Bu bulgunun yüksek olması beklenen bir sonuçtur çünkü bağışçılık Osmanlı İmparatorluğu'na kadar uzanan bir kültürdür ve Türkiye'de eğitim kurumlarının finansmanında süregelen bir uygulamadır. Bağışların en önemli özelliği mevcut durumu iyileştirmekten ziyade insanların olumsuz koşullarını iyileştirebilecekleri koşulları yaratmak olduğu için eğitime yönelik bağışlar sürdürülebilir niteliktedir.