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Trust and Social Customer Relationship Management
Consequences on donor's intention to donate via social media

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Master in Marketing

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Acknowledgment

Working at a major charity in Italy had a significant impact on my life. This experience made me realize the important role of the non-profit sector, which motivated me to choose this specific topic for my thesis.

I would like to thank both my supervisors, Prof. Maria-Conceição Santos and Prof. Graça Maria Santos Trindade for the time and effort they dedicated to my work. The path to this achievement has being long and sometimes rocky - it would not have been possible without your guidance and positive encouragement.

I would also like to thank my family for supporting me always – even from afar. And my friends, for being a huge part of my life.

Abstract

Fundraising trough social media platforms started to emerge as an easy, fast and practical instrument for non-profit organizations to collect donations. Users can both directly donate to a non-profit organisation social media page, or organize fundraisers inviting their friends to participate. This article proposes a model to investigate the effect of different factors on the intention to donate via social media. Based on data collected from 130 responses, this study uses the multiple linear regression and mediation analysis to test the research model. The result showed that different factors directly influenced the intention to donate, mainly Social Customer Relationship Management and trust in social media. Furthermore, we proved the mediator effect of trust in the non-profit organisation on the relationship between Social Customer Relationship Management and the intention to donate. This findings contribute both to the context of online donations and Social Customer Relationship Management.

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Resumo

Angariação de fundos através das plataformas de redes sociais, tem-se desenvolvido como uma forma fácil, rápida e um instrumento prático para a recolha de doações pelas organizações sem fins lucrativos. Os utilizadores das redes sociais podem facilmente doar diretamente para uma organização sem fins lucrativos via a plataforma e sem sair desta.

 A presente dissertação sugere um modelo de análise do impacto na intenção em doar através da rede social, da gestão do relacionamento social com o cliente (SCRM), da confiança na rede social (trust in SM) e da confiança na organização sem fins-lucrativos. Suportado por dados recolhidos através de um inquérito online de 130 respondentes de diferentes nacionalidades, este estudo utiliza os métodos de análise de regressão múltipla e de mediação para testar as hipóteses do modelo conceptual proposto.

Os resultados mostram que diferentes fatores influenciam diretamente a intenção em doar através das redes sociais, nomeadamente gestão do relacionamento social com o cliente (SCRM) e a confiança na rede social (trust in SM). Ainda, verificou-se um efeito de mediação da confiança na rede social com a relação entre o SCRM e a intenção de doar através da rede social.

Estes resultados contribuem para aprofundar o estudo destes conceitos num contexto quer das doações online, quer da gestão do relacionamento social com o cliente.

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Abbreviation Glossary

NPO = Non-profit organisation

SCRM = Social Customer Relationship Management

SM = Social media

| 1. Introduction

Non-profit organizations (NPOs) today have an extremely important role. On one side they can offer support to the public sector, in fields like culture, education, research, health, which is sometime known for the limited resources, and on the other side in coping with major social, natural and economic changes that can hit societies. Issues like climate changes, animal welfare and social disparity are just some of the examples of the challenges that our society may face, and where non-profit organizations can strategically help.

During the last decades we have witnessed the explosive growth of social media (SM) across the world - according to a 2021 report, 3.6 billion people worldwide are predicted to be using social media (Tankovska, 2021) – which opens whole new series of opportunities to different sectors, including the non-profit one. In this context, several studies have been carried out to explore the use of social media by NPOs. Besides promoting the organizations' image, researchers proved that SM can be a helpful tool when it comes to building relationships with different stakeholders (Briones et al., 2011) or online fundraising (Bhati & McDonnell, 2019).

Within the wide domain of online fundraising, different SM started to offer free and practical tools to help NPOs to collect donations and enable supporters to fundraise for them directly via SM. SM users donate money directly through SM, without having to leave the platform. In some cases, this can be done, for example, in the form of a donation sticker on an Instagram Story or a donate button on the Facebook page of the NPOs. Organisations can now choose between a growing number of fundraising technologies that have modernized the donation experience and offer accessible fundraising models.

Through these, both existing and potential donors can use SM platforms not only to perform online donations in a fast and secure way, but at the same time to share information regarding the donation with their peers, to post pictures of the NPO they donated to, thus creating a more intimate and personal experience around the donation. However, because of the recent expansion of donation via SM, there is a need for research to keep up with this trend in order to test its effectiveness.

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Therefore, this present document aims to add some discussion on the intention to donate via SM to both extend the literature review and offer new prospects for non-profit marketers to use.

1.1 Research Problematic

As a matter of fact, while several studies have explored the different opportunities of SM for NPOs, few studies have been conducted examining specifically the context of donation via SM, and the factors influencing this type of online donation have yet to be fully explored by the literature (Wang et. al, 2017).

Nevertheless, it's becoming a more and more important instrument for NPOs: based on the number provided by Nonprofit Tech for Good (2020) - a biennial research that aims at gaining a better understanding of how donors give and engage with NPOs - 44% of donors in Europe donated through Facebook Fundraising Tools and 12% donated through Instagram Fundraising Tools.

Users of SM such as Instagram, Facebook or Twitch, are now offered a wide range of features to donate to their favourite NPO without having to leave the platform. This opens a whole new series of opportunities for NPOs, that can take advantage of the massive number of users, which connect to SM on a daily basis, in order to solicit donations. (Muralidharan et al., 2011; Saxton & Wang, 2014).

Despite its appeal and benefits, there is still extremely little empirical research on the actual factors that can influence donations via SM.

In the literature review, previous research has widely proven how trust plays a fundamental role in stimulating purchases in SM environments for profit business (Yahia et al., 2018) and for online donation as well (Hou et al., 2021). Moreover, any NPO highly depends on trust, as trusted organizations have a higher chance to receive help in the form of monetary and voluntary support (Sargeant & Lee, 2002). As described by Sargeant and Lee, "if the public has little confidence in charity, they will be less willing to offer resources to support it." (2002, p. 780) Prior studies have also confirmed how trust can transfer between entities associated with each other. (Hou et al., 2021).

Overall, research on the impact of trust has been conducted in various sectors, as well in the non-profit sector, nevertheless few academic studies have been conducted in the context of online donation and donation via SM, and there is still a large literature gap.

Also, Social Customer Relationship Management (Social CRM) emerged as a new approach, helping organizations to engage with customers through the power of SM, in an effort to build trust and loyalty and, ultimately, lead to strong and continued businesses. (Greenberg, 2010). This recent concept is defined as

> a philosophy and a business strategy, supported by a technology platform, business rules, workflow, processes and social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted and transparent business environment. (Greenberg, 2010, p. 413)

Nevertheless, Social CRM has yet to be investigated within the NPO sector. Moreover, as expressed by Li et. al (2020:63) in regard also to Social CRM "there is still plenty of room to expand this field of research with other issues, especially given the rapidly changing developments in social media marketing practice. "

1.2 Objective definition

The overall objective of this dissertation is to shed light upon donation via SM, with an emphasis on the impact of trust and Social CRM. More precisely, with the theoretical support of the trust transfer theory, this study explores how trust in SM can affect trust in NPOs and consequently impact donation intention via SM. Adding to that, this study also draws on previous research to explore the impact of Social CRM on the donor, testing its influence on both trust and intention to donate. This is a consequence of the gap identified in the literature review.

Moreover, donation via SM is becoming more and more popular among different SM users (Nonprofit Tech for Good, 2020), there is therefore the need for more research in order to explore the drivers and the opportunity of this new shift. This

dissertation objective is to generate knowledge around the hot topic of donation via SM and with our empirical evidence we hope to pass some insights to those NPOs that have already introduced or are planning to introduce SM fundraising systems.

1.3 Structure of the dissertation

To archive our objective, this work will be organised as follows. The present dissertation is structured in five main chapters, which will first present a more general perspective and will then transition into specifics. The first chapter introduces the topic by giving a general contextualisation and provide an overview of the dissertation and its objective to the readers.

The second chapter will introduce the literature review, providing a comprehensive overview of the current literature concerning the subject in question. A focus will be on NPOs, trust, Social CRM and online donation. Based on this, a framework will be developed for assessing the various variables that can influence donation via SM.

Subsequently, the methodology will be approached in chapter three through an identification of the appropriate research methods, where both the data collocation and the methodology choice will be justified. Next in chapter four, the results will be presented and analysed. Finally, the last part will be focused on the conclusion covering the implications, limitations, and future research opportunities.

| 2. Literature Review

The following literature review will present relevant research and studies associated with the research objective. First we will introduce a general description of NPOs and clarify the nature of the non-profit sector. Further, the important role of SM for NPOs will be addressed, investigating some of the most recent studies. Additionally, both trust and Social CRM will be presented as key factors influencing donation via SM – also as support to the proposed conceptual framework.

2.1. Non-profit organizations (NPOs)

Within this study, NPOs are defined as "private, nongovernmental organizations that do not aim to maximize profits for distribution to their owners or controllers, but that do have some service objectives to members, users, or other beneficiaries" (Ben-Ner, 1994, p. 747). Even though this definition points out what NPOs have in common, the purpose, activities, and programs of every single one can vary. To give an idea, the International Classification of Nonprofit Organizations (figure 1) - developed by the Johns Hopkins Comparative Nonprofit Sector Project – classifies NPOs into 12 major groups based on their primary economic activity, and then further subdivides these in 24 subgroups.

GROUP 1:	CULTURE AND RECREATION	GROUP 6:	DEVELOPMENT AND HOUSING
1 100	Culture and Arts	6 100	Economic, Social and Community
1 200	Sports		Development
1 300	Other Recreation	6 200	Housing
		6 300	Employment and Training
GROUP 2:	EDUCATION AND RESEARCH		
2 100	Primary and Secondary Education	GROUP 7:	LAW, ADVOCACY AND
2 200	Higher Education		POLITICS
2 300	Other Education	7 100	Civic and Advocacy
2 400	Research	7 200	Law and Legal Services
		7 300	Political Organizations
GROUP 3:	HEALTH		
3 100	Hospitals and Rehabilitation	GROUP 8:	PHILANTHROPIC
3 200	Nursing Homes		INTERMEDIARIES AND
3 300	Mental Health and Crisis		VOLUNTARISM PROMOTION
	Intervention		
3 400	Other Health Services	GROUP 9:	INTERNATIONAL
GROUP 4:	SOCIAL SERVICES	GROUP 10:	RELIGION
4 100	Social Services		
4 200	Emergency and Relief	GROUP 11:	BUSINESS AND PROFESSIONAL
4 300	Income Support and Maintenance		ASSOCIATIONS, UNIONS
GROUP 5:	ENVIRONMENT	GROUP 12:	[NOT ELSEWHERE CLASSIFIED]
5 100	Environment		
5 200	Animal Protection		

Figure 1 – Groups of NPOs
Source: Salamon et al., 2003

Taken into consideration the definition we have previously introduced, NPOs are driven by profit and therefore highly depend on financial support such as funds and donations. NPOs can greatly vary in terms of their reliance on different types of support, which can include as public grants, business or corporate donations, and individual giving.

Despite the diversity among NPOs and their important role in today's society, it is necessary to emphasize the importance NPOs have on an economic level. In the United States, for example, the non-profit sector contributed to nearly 5,4% of the US GDP for a total of $985.4 billion (McKeever, 2020).

Moving on, with the developments of new technologies and the increasingly competitive fundraising environment, NPOs started to adapt to the digital world, by adopting a number of technologies effectively. Among these technologies, a few NPOs also started implementing the use of virtual reality for fundraising. (Yoo et al., 2008) We will further see in detail how NPOs have adopted SM as part of their strategy.

2.1.1 Non-profit organizations and social media

Based on data gleaned from the 2019 Global NGO Online Technology Report (Nonprofit Tech for Good, 2019), an annual report that seeks to gather a clearer understanding of how NPOs use technology, 90% of NPOs worldwide regularly use SM to engage their supporters and donors - results that show how SM have become an integral part of the communication strategy of many organisations. The widespread popularity of SM among non-profit, has attracted many scholars' attention, offering different interesting insights.

A considered and increasing body of research has proven the relevance of SM as a channel that allows not only to engage and communicate with the public, but to foster strong relationship as well. This due to its nature and capacity to enable two-ways communications with the different stakeholder, who are essential in order to build a mutual relationship. (Valentini, 2015) Moreover, researchers have also proved the opportunity of SM specifically for public relation, offering to communicate directly

with the different stakeholders NPOs have to collaborate with in order to achieve their goals. (Kent, 2013)

Another existing body of literature examined the link between SM and fundraising. Among them Bhati and McDonnell (2019, p. 2) found that "fundraising success—as measured by the number of donors and value of donations—is positively associated with a non-profit's Facebook network size (number of likes), activity (number of posts), and audience engagement (number of shares)". Regarding content creation and designing on SM, a recent study (Xiao et. al, 2021) suggested that NPOs should focus more in creating concrete messages with specific information through their SM, rather than abstract ones, because these types of messages lead to a higher level of credibility and donation intention.

As we have seen, research has examined the potentials of SM for better interactions with various stakeholders and as a new medium to foster fundraising, nevertheless research empirically examining its impact as a donation platform is scant. (Wang et. al, 2017)

2.1.2 Online donation and social media donation

Donations can be done in the form of money, blood, alms or organs (Ben-Ner, 1994). An important form of support for NPOs is monetary donations, which can be performed both physically and electronically, for example via online donations.

Online giving has increased steadily and significantly with the increase of Internet usage. Based on the statistics published by Giving USA (2021) online giving, as a percentage of total fundraising grew, from 7% in 2012 to almost 13% in 2020. We get a similar view from the research conducted by the Bleckbaud Institute (2021), which showed how online giving grew of 20.7% throughout the last years and in 2019 it counted for 12.9% of the total fundraising.

Within the context of online donation, donation via SM started to emerge in the last years. NPOs can choose between a growing number of fundraising technologies that have modernized the donation experience and offer accessible fundraising models. Among those, SM like Facebook and Instagram introduced several free tools and

features to help collect donations and enable supporters to fundraise on their behalf (Meta, n.d.):

- Donate button: a quick way for people to donate to a specific organisation without leaving Facebook or Instagram. Organizations are able to add a donate button to their Page, posts or Live Stream Videos, making it easy for supporters to contribute with a few clicks.

- Customizable Fundraising sticker: NPOs can add fundraising stickers directly on their Facebook or Instagram Stories, allowing supporters to donate directly through the Stories

- Birthday fundraisers: through Facebook, supports can create fundraisings for their own birthday and invite their friends and social contacts to donate for the cause they chose

These tools are not only accessible, easy to use and free for the organisations, they are also available on platforms that count an immense number of active users everyday. If combined with other marketing activities and marketing channel, NPOs can improve their reach of potential donors through different SM.

Twitch, one of the most popular websites in the United States, offers an interactive live streaming service, that provides as well opportunities in terms of fundraising to NPOs. Its streamers have the chance to add a branded panel from the NPO and collect donations live on behalf of the charity.

It is also important to point out the difference between SM fundraising and (e.g., Facebook Fundraising) and crowd-funding fundraising (e.g., GoFundMe). Crowd-funding platforms are becoming more and more popular for fundraising ventures and have received an increasing attention in recent research. (Li et. al 2018) While users of SM, such as Instagram, decide to open an account and use these platforms not for donating purposes, crowd-funding platforms are designed to solicit donations. (Kim, 2020). Nevertheless, early research in this area suggested that SM can be an ideal platform for soliciting donations given the network density these platforms offer (Muralidharan et al., 2011; Saxton & Wang, 2014).

2.2 Trust

Trust has largely been studied and the influence of this dimension on consumer loyalty has been suggested by different studies. (Morgan & Hunt 1994; Garbarino & Jhonson, 1999). Despite a large number of studies, it is not easy to establish a univocal definition of trust. Morgan and Hunt (1994, p. 23) define trust as ''confidence in an exchange partners' reliability and integrity'', whereas other authors refer "to trust as the belief that a party's word or promise is reliable and a party will fulfil its obligation in an exchange relationship." A definitions that underlines confidence and reliability as two main aspects in the conception of trust. In this article we follow Hosmer's definition, which is the result of an extensive review on this topic and designates trust as "the reliance by one person, group or firm upon a voluntarily accepted duty on the part of another person, group or firm to recognize and protect the rights and interests of all others engaged in a joint endeavor or economic exchange". (1995, p. 393) A definition that perfectly applies to the non-profit context, considering how donors put their trust in the charities whose desired impacts are achieved with the beneficiary group.

2.2.1 Trust in social media (SM) and in Non-profit Organizations (NPOs)

This part focuses on highlighting the importance of trust for NPO. Considering the objective of our research, we will specifically take a look at both trust in SM and trust in NPOs. Taking into consideration that there is limited academic literature available with regard to online fundraising, we will also investigate literature from the profit-sector.

Researches have proven trust to be a vital factor within the e-commerce sector; moreover, the absence of trust has shown to refrain customers from electronic purchases (Gefen, 2000). This also due to the lack of face-to-face interaction, which can result in customers having increased feelings of suspicion and risk in online shopping environment (Kaiser & Müller-Seitz, 2009). In a recent study by Hajli et al.

(2017), trust in SM turned out to have a positive influence on purchase intention; proving that users with higher levels of familiarity and trust towards a platform will be more inclined to make a purchase on that specific platform.

Likewise, within the non-profit sector, donors' trust in online platforms has been acknowledged to be one of the critical antecedents of the intention to donate through crowd-funding platforms (Li et al. 2018). Moreover, a recent study by Hou et al. (2021) focused on analysing the antecedents impacting online donation intentions. Their results prove that higher levels of trust in the online donation platforms could positively affect the intention to donate online. While previous research supports the positive impact of trust in SM on the intention to donate online or purchase online, no scholars have tested its impact in the context of donations via SM. Consequently, the following hypothesis will be examined:

Hypothesis 1: There is a relationship between Trust in SM and the intention to donate via SM

Furthermore, trust towards a brand or a company has been proven to be a fundamental factor to establish a strong and loyal relationship between the organisations and its stakeholders, (Morgan and Hunt, 1994), which is defined as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". (Chaudhuri & Holbrook, 2001:82) Among the different advantage of brand trust we have that of increasing the probability of positive word of mouth (Sichtmann, 2007), reducing the uncertainty towards an unknown environment and fostering brand loyalty (Chaudhuri & Holbrook, 2001).

Within the non-profit sector, trust is as well fundamental in increasing the willingness to donate and leading to support for the NPO (Sargeant & Lee, 2002). Saxton (1995) proves that higher levels of trust in NPOs significantly influence donation decisions – meaning that evaluating the level of donors' trust in NPOs can predict the levels of the donors' intention to donate. A more recent study (Hou et al., 2021) focused on online donation on crowd funding platforms showed a different pattern. Based on their results, trust in the donation beneficiary (those who will receive the donation), was not impacting the intention to donate online. Nevertheless,

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there is the need for more clarity on whether trust in NPOs could influence the intention to donate via SM. We would, therefore like to address this, by testing the following hypothesis

Hypothesis 2: There is a relationship between trust in the NPO and the intention to donate via SM

Furthermore, previous research has identified trust as a significant mediator of giving and donating (Sargeant & Lee, 2004; Liu, 2018) Therefore, it is believed that trust could be a mediator between Social CRM and the intention to donate; if a donor is engaging with the NPOs via SM, retrieving information via SM and developing a long trusted relationship with the organisation (Social CRM), he could develop higher level of trust and, thus committing to donate. Therefore the following two hypotheses will be examined:

Hypothesis 1b: Trust in SM is a potential mediator

Hypothesis 2b: Trust in NPO is a potential mediator

2.2.2.Trust transfer theory

The trust transfer theory is one way to help build trust in the online environment (Wang et al., 2013). It is defined as "a cognitive process whereby an individual's trust in an unknown entity or a new context can be derived from the individual's trust in a familiar entity or context through the association between them" (Xiao et al., 2019, p. 215) Based on that, trust in a well-known entity, such as a donation platform or SM, can be transferred to an unknown entity connected with the platform, such as a NPOs. Within the non-profit sector, recent studies examined the role of trust transfer theory in the intention to donate online. Hou et al. (2021) applied the trust transfer theory to demonstrate how trust in an online donation platform could positively affect trust in the beneficiary and therefore foster online donation. Based on the study conducted by Hou et al. (2021), this research will investigate if trust in SM can affect trust in the

NPOs. Moreover, we believe that the formation of this trust can ultimately affect donors' donation intention or attitude. Therefore, the following hypothesis is proposed.

H3: There is a relationship between trust in SM and trust in the NPOs.

2.3. Social Customer relationship management (CRM)

Researchers have defined SM as "a series of both hardware and software technological innovations (Web 2.0) that facilitate creative online users' inexpensive content creation, interaction, and interoperability" (Wang & Kim, 2017, p. 15), proving it benefits in different business processes such as CRM. (Trainor et al., 2014)

One of the most interesting aspects of SM is how these platforms are allowing user to shift from just passive consumers of information and advertising to more active participants that can create and share information with one another, and with companies or organisation as well.

Currently, managers are charged with integrating SM applications into existing CRM systems to develop new capabilities that improve customer experiences and satisfaction. This merger of existing CRM systems with SM has extended the concept of CRM to incorporate a more collaborative, interactive, and network-focused approach to manage customer relationships (Trainor et al. 2014). The recently coined term Social CRM defines and describes this new way of developing and managing customer relationships (Greenberg, 2010). Marketing scholars define social CRM as:

> a form of collaborative interaction, including firm–customer, inter-organizational, and intercustomer interactions, that are intended to engage and empower customers, so as to build mutually beneficial relationships with the firm and lead to superior performance. (Li et al., 2020, p. 60)

From the above definition, we can see how Social CRM is not just considered a communication and information tool, whereas a business strategy leveraging the

power of SM in boosting customer relationship and engagement by building a strong win-win situation for both the organisation and the customers; resulting in a mutually beneficial value. Unlike in the traditional CRM systems, Social CRM acknowledges the power of the social consumer and the benefits of developing a more interactive relationship with these consumers.

In fact, the majority of SM offer a wide range of message-based connecting tools, such as replies and comments, liking, sharing, user mentions, hyperlinks, hashtags and live video streams, that enable users and organisations to create message ties and further develop stronger connections. (Guo & Saxton, 2017).

Despite being a relatively new concept in the marketing field, different studies started to be conducted to explore the boundary between CRM and SMT. In one of the main studies on Social CRM published on the Journal of Business Research, Trainor et al. (2014) define Social CRM capability as "a firm's competency in generating, integrating, and responding to information obtained from customer interactions that are facilitated by social media technologies" (p. 271). The researchers tried to extend the traditional CRM proposed by Jayachandran et al. (2005) by incorporating SM and CRM capabilities. In their research they develop 13 items to measure "Social CRM capabilities" divided into three dimensions: the ability to acquire customer information, disseminate such information across the organisation and the capacity to respond to customer expectations and needs.

Although numerous studies have been undertaken on Social CRM, little effort has been made to explore the impacts of Social CRM practices on the customers. The majority of Social CRM research studies focuses on the organizational and management-related factors to explore the causes of high failure or success in Social CRM implementation.

During the last period, a few studies have tested and proved its effectiveness on customer engagement. (Dewnarain et al. 2021; Arora et al. 2021). In a recent study, Arora et al. (2021) proved that Social CRM can enhance customer engagement and therefore help in maintaining good relationship with the customer and foster cooperative communication. They both develop and test a new Social CRM construct composed by 5 items to measure Social CRM that are related to the possibility to retrieve reliable information from SM, to use SM to stay connected with the

organisation and to foster a relationship through SM through personalized attention. This following construct will be used and adapted for this present project, in order to investigate the impact of Social CRM in the intention to donate via SM.

Social CRM has never been studied in the non-profit sector, but we believe that the willingness of donors and prospect donors to interact with NPOs and contribute on their social media platforms is growing, opening new avenues for innovation. Therefore, the following hypothesis is proposed:

Hypothesis 4: There is a relationship between Social CRM and the intention to donate via SM

Furthermore, prior researchers have also recognized one of the benefits of Social CRM - the business strategy of engaging customers through SM- in building trust and loyalty. (Greenberg, 2010; Woodcock et. al, 2011) This, through the engagement of the customers in online conversations, sharing, and other interactions that can increase their lifetime value and enhance trust. (Chahal & Rani, 2017) Therefore we suggest that:

Hypothesis 5: There is relationship between Social CRM and trust in SM

Hypothesis 6: There is relationship between Social CRM and trust in the NPO

2.4 Theoretical Framework

This thesis intends to explore the impact of Social CRM and trust on the intention to donate directly via social media. In order to reach this objective and to sum up the findings from the literature review, a sequential framework was developed to display the assumed interaction between all the components (Figure 2)
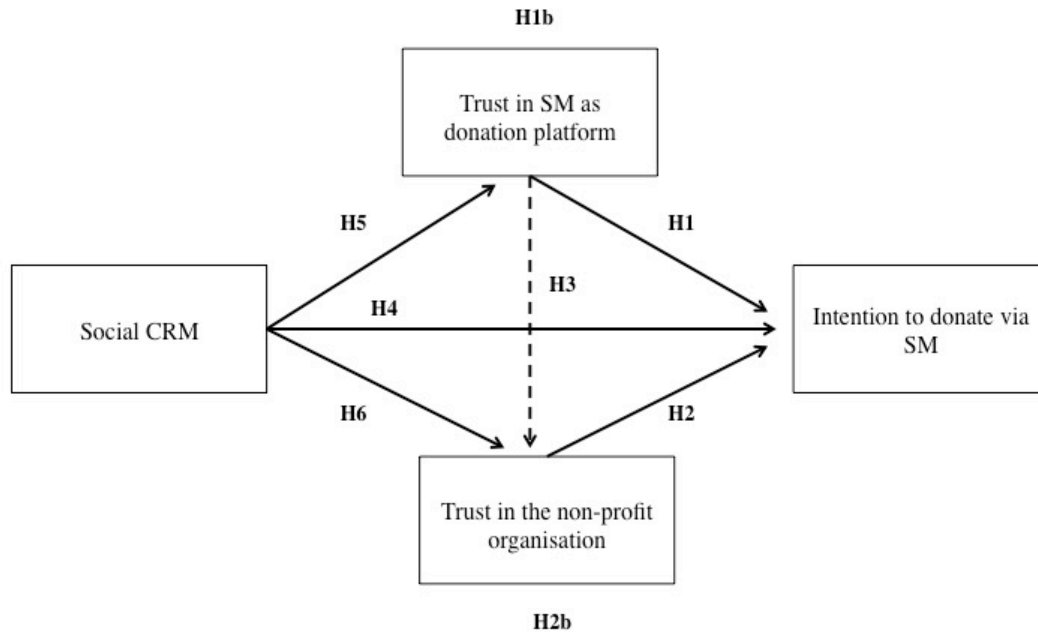
Figure 2- Theoretical Model
Source: own elaboration

Based on the sequential framework, attained through the literature review, the following hypotheses have been proposed:

H1a. There is a relationship between Trust in SM and the intention to donate via SM

H1b. Trust in SM is a potential mediator

H2a. There is a relationship between trust in NPO and the intention to donate via SM

H2b. Trust in NPO is a potential mediator

H3: There is a relationship between trust in SM and trust in the NPO

H4. There is a relationship between Social CRM and the intention to donate via SM

H5. There is relationship between Social CRM and trust in SM

H6. There is relationship between Social CRM and trust in the NPO

| 3. Methodology

This chapter will outline the methodological and research choices of this dissertation. With regard to the available research methods, there are three ways in which research methods can be examined; quantitative, qualitative, and mixed method. (Malhotra, 2010) This research study aims to explore the relationship between Social CRM, trust on the intention to donate via SM, to achieve that a quantitative analysis was chosen.

3.1 Quantitative analysis

3.1 Sampling

The data for this study was obtained using a non-probabilistic sample and the target population are individuals over 18 years old that donated to a non-profit organization in the last year and use at least one form of social media as a platform.

3.2 Questionnaire

This dissertation is based on quantitative research technique in order to be able to quantify the data collected and make statistical analysis (Malhotra, 2010). The chosen quantitative research technique was the survey method, using a structured questionnaire that was distributed to the target population (Malhotra, 2010). Before spreading the final version online, a pre-test was used with 5 respondents to assess the reading and to avoid possible mistakes. This test revealed some minor issues; therefore changes were made, to adapt and clean the survey.

  The final version of the survey was distributed via SM, including Facebook, WhatsApp, and Instagram, allowing participants to answer the questionnaire wherever they were and through several types of electronic devices. The survey was also shared to all the employees from the company the author is currently working for and via email to different non-profit organizations the author collaborated with. The online survey was available over a period of time of 16 days and participation was completely voluntary and anonymous.

3.2.1 Design

The questionnaire was structured in three parts. It starts with a concise introduction that presents the theme of study, clarifying that all data entered by responders are anonymous. After that brief introduction, the first part of the survey focused on understanding people's attitude towards SM and donation to NPOs.

In order to match the identified target population of this study, two filtering questions were introduced in the first section of the study:

1. "Do you currently use any social media?"
2. "Have you donated money to a non-profit organisation in the last 12 months?

In both cases, if respondents answered "No", they were directed to the final page of the survey where they were thanked for their participation.

The second part of the questionnaire was designed to evaluate the framework presented in the literature review; this trough questions based on different validated dimensions.

Social CRM was firstly apprehended by means of Arora et al. (2021) and the scale was adapted to the non-profit sector. Moving on we find, trust in the NPOs and trust in SM, both adapted from Hou et al. (2021). The two scales were already tested in the donation environment; nevertheless they needed to be adapted to both the non-profit sector and the SM context. The last construct to be investigated was intention to donate via SM, again adapted from Hou et al. (2021) to investigate SM specifically.

Finally, the last section of the questionnaire focuses on the demographic variables of the respondents, such as gender, age and country of residence.

3.3 Measurement

This study involved four constructs: Social CRM, trust in SM, trust in NPO and the intention to donate via SM. All constructs were measured by a Likert scale that was from 1 Strongly agree to 5 Strongly disagree. The table in Appendix C shows the measurement items for each variable.

I 4. Data analysis and results

The online survey was release on the 20 of October and closed on the 5 of november. The total number of collected 272 responses, though including not fully valid answers. From the total number of 272, 228 were considered valid and complete by Limesurvey. Two filtering questions were used, to exclude responses from respondents who don't use any social media (filter 1) and haven't donated money recently (filter 2). After applying the filter, 130 valid responses remained.

4.1 Sample characteristics

With regard to the age levels, 43,8% of the parteicpants are young adults between the ages 26 and 30 years. Conserning the gender, it can be stated that the majority of the respondents are female (66.9%). Almost 50% of th respondents are living in Italy (49.2%), following by Germany as the most popular country of resdence with 34,6%. The following table shows the particpant socio-demographics informations:
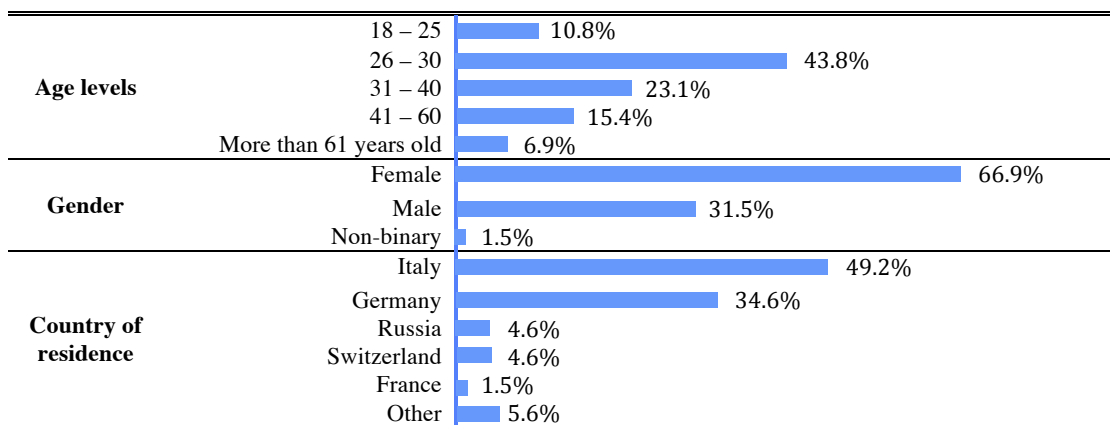
Note: Other countries mean Greece, Ireland, Netherlands, Portugal, United Kingdom and United States
Figure 4.1 – Sample profile
Source: own elaboration from SPSS

When asked about which SM they were using, Table 1 shows that Facebook (26,5%) and Instagram (26,8%) where selected as the most popular, followed by Linkedin (17.6%). Among the reasons for using social media (Table 2), "staying in touch with

family and friends" and "cheking news" were the most chosen (77.0% and 68.9%, respectively).

Table 4.1: Most used social media

		Responses		Percent of Cases
		N	Percent	
Social media	Facebook	155	26.5%	68,9%
	Twitter	66	11.3%	29,3%
	Instagram	**165**	**28.2%**	73,3%
	TikTok	47	8.0%	20,9%
	LinkedIn	99	16.9%	44,0%
	Pinterest	27	4.6%	12,0%
	WhatsApp	7	1.2%	3,1%
	Google News	2	0.3%	0,9%
	YouTube	10	1.7%	4,4%
	Reddit	2	0.3%	0,9%
	Telegram	3	0.5%	1,3%
	VK.com	1	0.2%	0,4%
	SnapChat	2	0.3%	0,9%
Total		586	100.0%	260.4%

Source: own elaboration from SPSS

Table 4.2: Reasons for using social media

		Responses		Percent of Cases
		N	Percent	
Reasons to use social media	**Keep in touch with family and friends**	**184**	**29.4%**	77.0%
	News	163	26.0%	68.2%
	Employment	69	11.0%	28.9%
	Shopping	38	6.1%	15.9%
	Follow favourite brands	55	8.8%	23.0%
	Follow favourite celebrities	75	12.0%	31.4%
	Other	42	6.7%	17.6%
Total		626	100.0%	261.9%

Source: own elaboration from SPSS

The survey also had developed questions to obtain information regarding the donation habits of responendedns, which are visible in Figures 4.2 and Figure 4.3. As

we can see from Figure 4.2 – which shows the donation frequency of the respondedn - the distribution is almost symmetrical, with the most important category being 'few times a year' (40%).
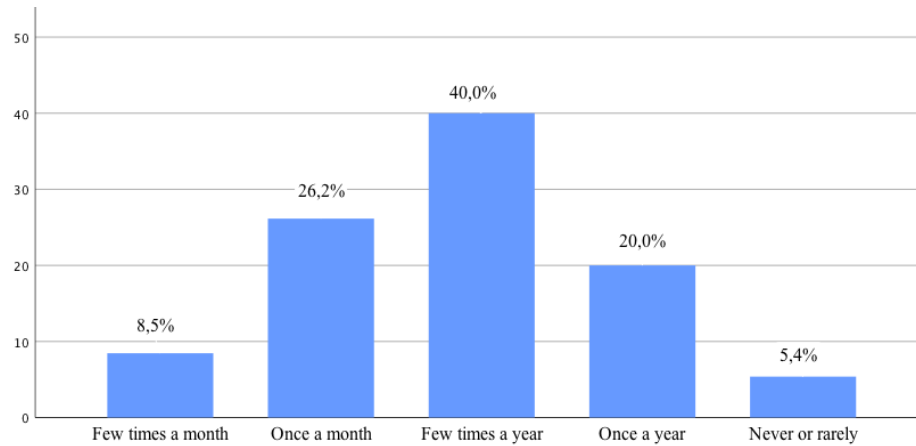
Figure 4.2 – Donation frequency
Source: own elaboration from SPSS

Additionally, Figure 4.3 shows the different levels of donations made by the responded of the survey. 41,5% of the responders state to donate between 6€ to 50€ during a typical year. Whereas only 1,5% of the responded donated more than 500€ a year.
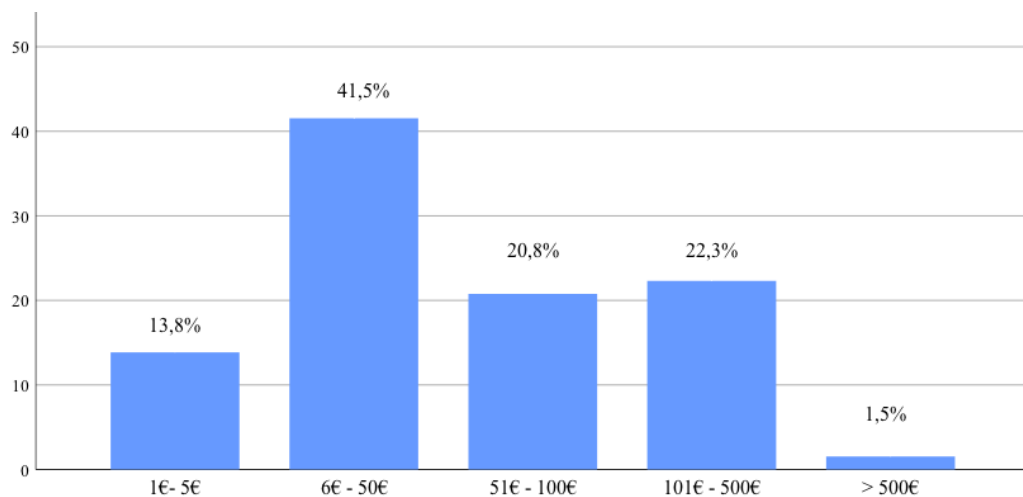
Figure 4.3 – Levels of amount of donation made in a typical years
Source: own elaboration from SPSS

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4.2 Instruments

Dimension 1: Social customer relationship management

An exploratory factor analysis in principal components was carried out for the instrument Social CRM and, according to the KMO coefficient (0,832), the input variables are correlated in the sample. The Bartlett's test of sphericity measures the null hypothesis that the original variables are uncorrelated in the population (Field, 2009). This hypothesis is rejected (Appendix A), meaning that the input variables are correlated in the population $\left(\chi^2_{(10)} = 370.303; p - value < 0.001\right)$. One component was extracted, explaining 67.03% of the total variance, which is designated as the instrument

Table 4.3: Extraction of one component for SCRM

	Component
	1
I'm getting reliable information about non-profit organizations on social media	.900
Social media are helping online donors to get a personal connection with non-profit organization	.874
Social media are helping non-profit organizations to maintain good relations with their supporters	.831
I'm getting information about non-profit organizations on social media	.817
I always feel connected with non-profit organizations due to their immediate responses to issues through social media	.647

Source: own elaboration from SPSS

Dimension 2: Trust in the non-profit organizations

Regarding the variables related to trust in the non-profit, a similar statistical procedure was performed (Appendix A) and the KMO, being equal to 0.809 is showing a good correlation between the input variables in the sample. The Bartlett's test of sphericity suggests that the null hypothesis is rejected, meaning that the input variables are correlated in the population $\left(\chi^2_{(10)} = 559.828; p - value < 0.001\right)$.

The results show that one component was identified, explaining 76,435% of the total variance.

Table 4.4: Extraction of one component for TNPO

	Component
	1
The non-profit organization honours their promises	.924
The non-profit organization is sincere and genuine	.907
The non-profit organization is trustworthy	.901
The non-profit organization keep its commitments in the use of the donation	.863
I would characterize the non-profit organization as honest	.768

Source: own elaboration from SPSS

Dimension 3: Trust in social media

Concerning the trust in social media, an exploratory factor analysis in principal components was carried out (Appendix a) and, according to the KMO coefficient (0.798), the input variables are correlated in the sample. Again, the null hypothesis of the Bartlett's test of sphericity is rejected $\left(\chi^2_{(10)} = 559.828; \ p - value < 0.001\right)$. Only one component was identified that explains 66,46% of the total variance.

Table 4.5 Extraction of one component for TSM

	Component
	1
The platform has a high level of integrity	.864
I believe that the platform guarantees the use of my money to help others	.861
The platform can be always trusted	.850
I believe that the platform will not misuse my donation	.826
I believe that the platform give credit to the non-profit organization's information	.656

Source: own elaboration from SPSS

Dimension 4: Donation intention

The instrument donation intention was analysed, using an exploratory factor analysis in principal components (Appendix A). The KMO coefficient is equal to 0.800, showing a good level of correlation between the input variables in the sample. The null hypothesis is rejected in the test of Bartlett's test of sphericity $\left(\chi^2_{(6)} = 367.067; \ p - value < 0.001\right)$ and again one component was extracted that explains 78.287% of the total variance.

Table 4.6: Extraction of one component for donation intention

|	Component:
	1
Assuming I have access to social media, I plan to donate money	.926
Assuming I have access to social media, I intend to donate money	.909
Assuming I have access to social media, I predict that I would donate money through social media platforms	.883
I would like to donate money by social media platforms to help others to overcome the circumstances	.816

Source: own elaboration

The extracted components are designated as follows:

- Component 1: SCRM
- Component 2: TNPO
- Component 3: TSM
- Component 4: Donation intention

4.3 Multiple linear regression and mediation analysis

The empirical model is presented as follows:
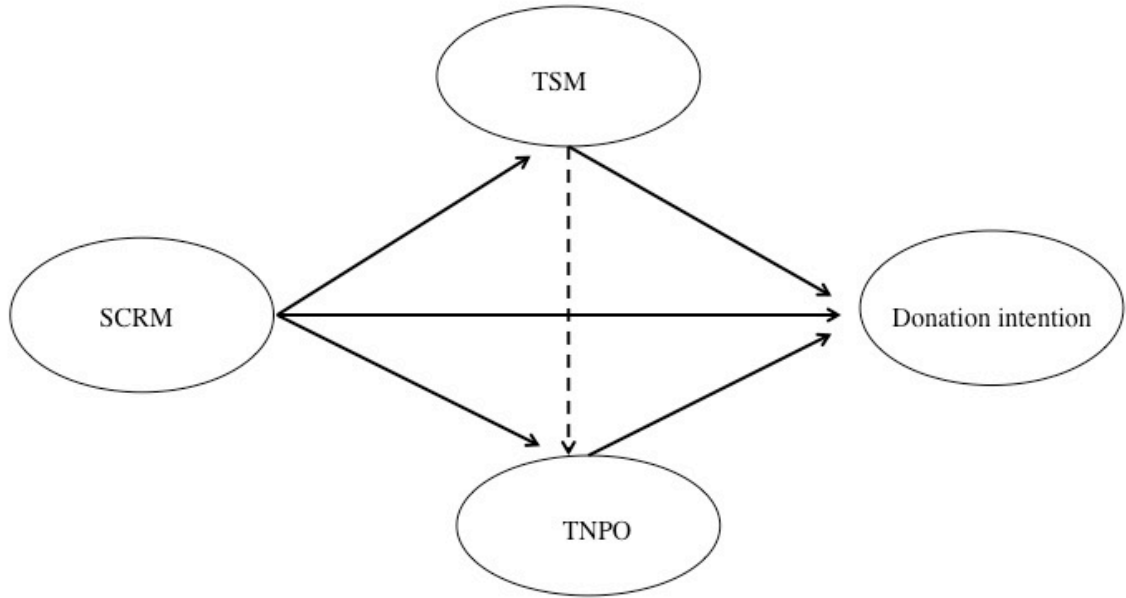
Figure 4.4 – Empirical Model
Source: Own elaboration

To determine the serial multiple mediation of TNPO and TSM, in the relationship between perceived SCRM and Donation intention, a sequential mediation analysis Model 6 as described in PROCESS by Hayes, version 4.0, was used. A regression-based approach and bootstrap method were applied, as recommended by Hayes (2012; 2013).

The multiple regression model, is specified as follows:

$$TSM = \beta_0 + \beta_1 SCRM + v$$

$$TNPO = b_0 + b_1 SCRM + \mu$$

$$TNPO = a_0 + a_1 TSM + \tau$$

$$Y = \beta'_0 + \beta'_1 SCRM + \beta_2 TSM + \beta_3 TNPO + \varepsilon$$

where the dependent variable is Y, donation intention; SCRM is Social CMR, the dependent variable; and both TSM – trust in SM – and TNPO – trust in the NPO – are the potential mediating variables that may mediate the relationship between X and Y.
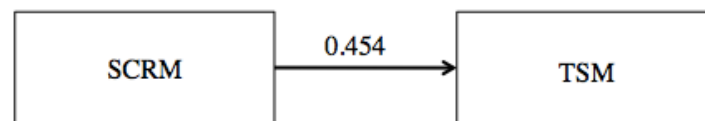
As we can see from the table below the effect of SCRM on TSM, is significant. ($\hat{\beta}_1 = 0.454$; $p < 0.001$)

Table 4.7: Estimates when the outcome variable is TSM

	Unstandardized Coefficient	$p - values$	
Constant	$-.007$	0.933	$R^2 = 0.203$
SCRM	0.454	0.000	

Source: own elaboration from SPSS

Which can be visualized as:

Figure 4.5 – Direct effect of SCRM on TSM
Source: own elaboration from SPSS

The direct effect of SCRM on TNPO ($\hat{b}_1 = 0.246$; $p = 0.011$) is significant. Whereas the direct effect of TSM the first potential mediating variable, on the second potential mediating variable of TNP ($\hat{a}_1 = 0.149$; $p = 0.118$) is not statistically significant (Table 8)

Table 4.8: Estimates when the outcome variable is TNPO

	Unstandardized Coefficient	$p - values$	
Constant	$-.008$	0.926	$R^2 = 0.11$
SCRM	0.246	0.011	
TSM	0.149	0.118	

Source: own elaboration from SPSS

It can also be visualized as follows:
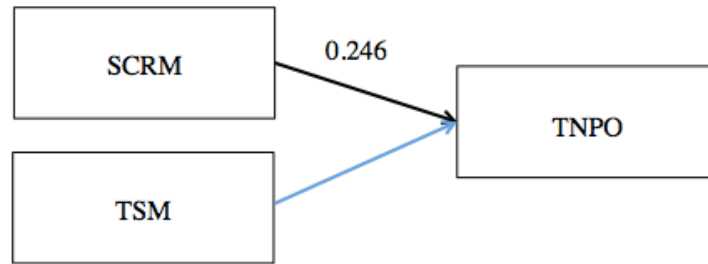
Note: the blue line represents the non-significant effect
Figure 4.6 – Direct effects of SCRM and TSM on TNPO
Source: own elaboration from SPSS

The effects of both potential mediating variables on donation intention showed that the effects of TSM ($\hat{\beta}_2 = 0.626$; $p < 0.001$) is significant, whereas TNPO ($\widehat{\beta'}_1 = 0.004$; $p = 0.951$) was not significant. Thus, TNPO cannot be a mediator.

Table 4.9: Estimates when the outcomes variable is donation intention

	Unstandardized Coefficient	$p - values$	
Constant	0.011	0.859	$R^2 = 0.495$
SCRM	0.155	0.038	
TSM	0.626	0.00	
TNPO	0.004	0.951	

Source: own elaboration from SPSS

If we take a look at the relationship between SCRM and donation intention, it can be visualized in the following figure:

Note: the blue line represents the non-significant effect

Figure 4.7 – Direct effects of SCRM on donation intention
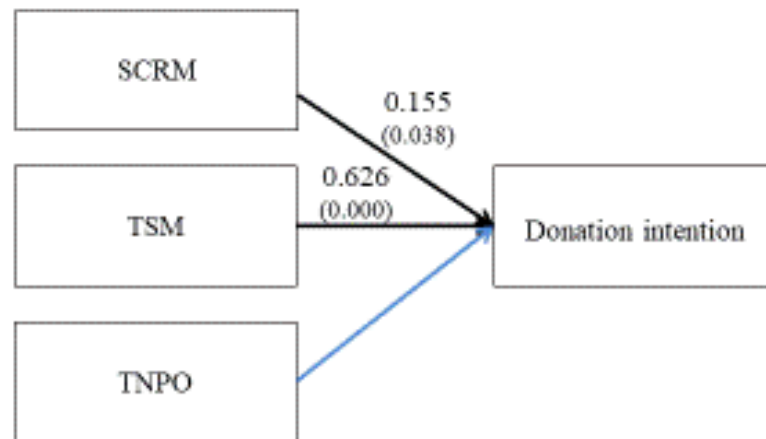
Source: own elaboration from SPSS

The direct effect of SCRM on the donation intention is equal to 0.155. However, the main conclusion to be taken is that TNPO cannot be a mediator; at the contrary, TSM is the only mediatore. In addition, the overall model overall is significant, meaning that there is at least one independent variable that explains the dependent variable ($F_{(3; 214)} = 68.6$; $p < 0.001$). The estimated model explains 49% of the total variance in the Intention to donate.

Table 4.10: Estimates for the total effect of SCRM on donation intention

	Unstandardized Coefficient	$p - values$	
Constant	0.007	0.928	$R^2 = 0.188$
$SCRM$	0.441	0.000	

Source: own elaboration from SPSS

The total effect of SCRM on the Intention to donate is estimated to be equal to 0.441 ($p < 0.001$) and the corresponding direct effect is 0.155, meaning that the total indirect effect of SCRM on the Intention to donate is 0.286. The comparison of the indirect effects is showed in the following table where the statistical significance of

the indirect effects within the tested model in the current research was examined over 5,000 bootstrap samples.

Table 4.11: Comparison of the Indirect Effects of SCRM on Intention to donate through TSM

	Standardized indirect effect(s)		Bootstrapping 95% Confidence Interval	
	Effect	**Boot SE**	**Lower**	**Upper**
Total Indirect Effects	**.286**	.065	.166	.420
Indirect effect 1: SCRM → TSM →Donation Intention	.284	0.55	.189	.400
Indirect effect 2: SCRM → TSM → TNPO → Donation Intention	.000	.006	-.013	.013

Note: SE means Standard error of the estimates.

Source: own elaboration from SPSS

To sum up, we can conclude that just one mediation effect was significant when the mediator is TSM. The following figure shows the estimated empirical model, indicating just the direct and mediating effects that proved to be significant within this study:
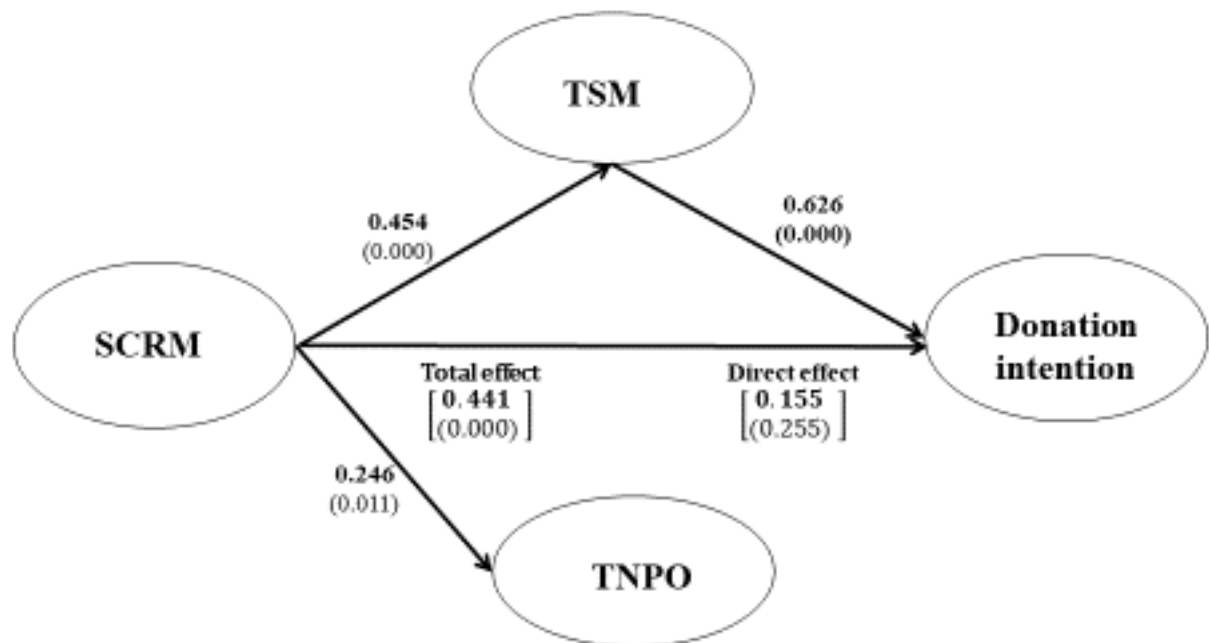
Figure 4.8 – Estimated empirical model with mediating and direct effects
Source: own elaboration

4.4 Hypothesis validation

The hypotheses that were presented in chapter 2.4 will be now taken into consideration and validated or not based on the results we gathered. After the analysis of the data collected through our survey, we can now assert if the hypotheses are accepted or rejected. The following table shows these findings:

Hypotheses	Validation
H1. There is a relationship between Trust in SM and the intention to donate via SM	Accepted
H1b. Trust in SM is a potential mediator	**Accepted**
H2. There is a relationship between trust in the NPO and the intention to donate via SM	Rejected
H2b. Trust in NPO is a potential mediator	**Rejected**
H3: There is a relationship between trust in SM and trust in the NPO.	Rejected
H4. There is a relationship between Social CRM and the intention to donate via SM	**Accepted**
H5. There is relationship between Social CRM and trust in the NPO	Accepted
H6. There is relationship between Social CRM and trust in SM	**Accepted**

Table 4.12- Hypotheses validation
Source: own elaboration

ǀ 5. Discussion and conclusion

Several SM are offering different fundraising tools to NPOs that are convenient and accessible, and NPOs are increasingly starting to implement them as part of their fundraising strategy. At the same time SM users are embracing this new features and the number of donors that are donating via SM is quite high. (Nonprofit Tech for Good, 2020) Nevertheless, the factors influencing the intention to donate via SM has not been discussed enough in the literature

Through our literature review, we highlighted the importance of trust for NPO, and decided to test its impact in the context of donation via SM. To be more specific, we focused on trust in SM and trust in the NPO. Social CRM is a new and interesting approach that has proven to influence positive attitudes (Arora et al., 2021). Considering how this approach is strongly connected with SM, we thought it could have a significant impact in the intention to donate precisely via SM and moreover, there are no current research that have tested this approach within the non-profit sector.

This study consequently explores intention to donate via SM by testing the impact of Social CRM, trust in SM and trust in NPOs. We also tested the serial-multiple mediation of trust in SM and trust in NPOs in the relationship between Social CRM and the intention to donate via SM. This was approached through a qualitative method and a creation of a questionnaire.

The following section will revisit the objective hypothesis, while summarising the findings we obtained. We will also express the practical and theoretical implications considering our results, and conclude with the limitation and suggestion for further studies.

5.1 Discussion

Some of the findings obtained through the research were observed to agree with theoretical explanations and research findings in the relevant literature shown in Chapter 2, whereas others did not.

First trust in SM was found to positively explain the intention to donate via SM. This research was one of the first attempts to investigate trust in SM specifically;

nevertheless prior studies within the online donation domain have successfully proven the impact of trust in a platform on the intention to donate. Specifically, Li et al. (2018) indicates that when the individual trusts the crowd-funding platforms, the desire to donate online will become significantly stronger. These results were confirmed by the study of Hi et al. (2021) where trust in online donation platforms was found to positively affect online donation intention. An interesting insight from our findings is that trust in SM has been proven to mediate the relationship between Social CRM and the intention to donate. Even though this mediation effect has never been studied before, it can be interpreted as if a user feels engaged and connected with the NPOs through SM, they will likely develop a sense of trust for the platform and this will lead to the intention to donate via SM. Hence our findings reinforce the importance of trust in the donation platform on the intention to donate online, and additionally they reveal the importance of this specifically within the SM contest.

Moving on, based on our findings we discovered that trust in NPOs does not affect the intention to donate via SM and it also does not mediate the relationship between Social CRM and the intention to donate. Prior studies have widely proven that trust in NPOs is a decisive factor in the willingness to donate (Sargeant & Lee, 2002). Nevertheless, no study has been carried out to test trust in NPOs within the domain of SM fundraising. On top of that, based on the results from the study of Hi et al. (2021), trust in the beneficiary does not impact the intention to donate through crowd funding platforms – findings that are consistent with our own results. A possible explanation for this might be that donors are likely to make a decision based on other factors more related to the nature of SM platforms, such as peer-influence, rather than the trust tendency towards the NPO. Trust in NPOs is definitely a fundamental factor to foster donations, however it might have a different impact if we consider the source of the donation: SM or the NPO's own website.

Based on the trust-transfer theory, trust can be transferred between a known entity to an unknown entity if there is a level of connection between the two. Drawing on this theory and the research by Hi et al. (2021) we estimated that an interaction between Trust in SM and Trust in NPO could exist. Nevertheless, our expectations were not met, because trust in SM didn't prove to affect trust in the NPO. It is important to underline, that the research by Hi et al. (2021) was conducted to test

online donation platforms; therefore the difference between the nature of these platforms and SM platforms may have influenced the results. As we have stated in the literature review, online donations platforms are designed for the solicitation of donations, while users of SM like Facebook, Instagram or Twitch do not sign up with the intention to donate.

Social CRM is a new approach that started to emerge integrating social networking into traditional CRM, to facilitate and cultivate trusted relationships. (Trainor, 2014) NPOs are constantly exploring the unlimited benefits SM can offer to the growth of the organization and we believe that Social CRM will be gradually adopted by NPOs as well. As a matter of fact, if we look at the SM pages of several NPOs we can spot a tendency towards the idea of cultivating strong relationships with their fans via SM; NPOs actively reply to users' comments under their post, react to direct messages via SM and create engaging content (e.g. adding Quiz Stories on Instagram). Nevertheless, Social CRM has yet to be investigated within the NPO sector before now. Our results showed some surprising and exciting findings on Social CRM that support the strong role this approach could have as well within the NPO sector. Social CRM proved to explain the indention to donate via SM, trust in SM and trust in NPO as well. Even though we cannot confront our results with studies within the NPOs, we can state that our results are consistent with research focused to study the profit-sector.

A few recent studies (Dewnarain et al. 2021; Arora et al. 2021; Oluwajana et al. 2021) have proved that implementing a Social CRM approach could influence a positive attitude. With regards to Social CRM influencing the intention to donate via SM, it can be explained that SM help maintain good relationships with SM users and make them feel connected to the organizations, and hence foster the intention to donate specifically via SM.

5.2 Practical and theoretical contributions

This following chapter will present the practical and theoretical implications of the present study.

With regard to the theoretical contributions, few studies have been conducted examining the context of donation via SM and the factors influencing this specific type of online donations has yet to be fully explored. This study was an attempt to add theoretical discussion to the variables that can influence this specific donation method.

Furthermore, no previous study has tested the effect of Social CRM within the non-profit sector, whereas the impact of CRM in this sector has been covered and tested through previous studies. (Kristoffersen & Singh, 2004). In addition to that, as expressed by Li et. al (2020, p. 63) in regard also to Social CRM "there is still plenty of room to expand this field of research with other issues, especially given the rapidly changing developments in social media marketing practice. " This study has therefore also added theoretical and empirical insights for a better understanding of this new Social CRM construct, for both the profit and non-profit literature.

Moving on to the practical contributions, our findings offer non-profit marketers interesting insight to enhance the effectiveness of the numerous and different instruments SM provide to raise donations. As we have seen, donation via SM is becoming increasingly popular among donors (Nonprofit Tech for Good, 2020) and various NPOs started implementing these new options to align to this trend. Nevertheless, there is still a large gap in the academic literature on the subject of donation via SM. Therefore our findings could help non-profit marketers to maximise the results of fundraising via SM.

More specifically, this study found that Social CRM could positively influence the intention to donate via SM. Given that, our results suggest NPOs that are currently using SM to raise donations, to start implementing a Social CRM approach. Which would mean for example to offer reliable information on their SM profiles; to maintain an excellent relationship with their fan base by, for instance, posting engaging content or replying to positive comments; to respond to queries directly via SM and by doing that, offering a more personal attention. In addition to that, conducting live streams on SM to involve the audience and interact with them to incentivise their engagement and to get them excited about the organisation's goals.

Our findings also showed that trust in SM positively affected the intention to donate via SM. Furthermore, it is vital for NPOs to focus their attention on those SM

platform that are perceived as trustworthy. Nevertheless, from our understanding, the SM that are offering this kind of fundraising options are not many for the time being – but it might change it the future. Another strategy could to create educational content aimed towards increasing the level of trust for the SM; such as regular posts mentioning how 100% of the donations will go to the charity or how non-profits using SM's payment platform to process donations will pay no fee.

Furthermore, although the result regarding trust in NPO was not as expected, it could become useful to non-profit marketer. As we have seen, some SM platforms offer the possibility to easily create dedicated fundraising pages focused around a specific fundraising goal (e.g. to raise money for an emergency or a programme; to support the NPO's cause). Based on our findings, SM should not focus too much on communicating that the NPO is trustworthy, but should rather encourage their audience to contribute by involving them and acknowledging them - for instance by mentioning their name or username during a live video stream.

5.3 Limitations and directions for further research

Despite its practical and managerial contributions, this study had to face some limitations. This chapter will describe these limitations and at the same time suggest opportunities for future research as well.

At the beginning of the evolution of this dissertation, we had in mind to combine a mixture of both a quantitative and qualitative method, to truly apprehend the impacting factors on the intention to donate. This approach was initially chosen due to the limited academic literature available on this specific topic. Two depth interviews with two non-profit marketers that are working in the digital areas of two NPOs that are actively collecting money via SM were carried out. Both the interviews were extremely interesting and provided an up-to date view on the topic, nevertheless, we could not have a more consistent sample and therefore could not consider these findings. Hence, for future research we suggest to analyse both points of view - NPO and donors – in order to gather a better understating of the topic.

Another limitation is the convenience and small sample size of our qualitative research. Moreover, as we can see in Chapter 4.1 the majority of the respondents are resident in Italy and Germany. Specifically to that, due to the nature of this project a probability sampling could not have been applied. Therefore it would be interesting to test our findings with a more adequate representation.

Another issue arose as a consequence of the limited number of literature review on the topic. Specifically, with regard to Social CRM which was never tested before within the non-profit sector. Moreover, extensive research has proved the positive impact of brand trust on different positive attitudes. (Chaudhuri & Holbrook, 2001) This was consistent with part of our results, mainly related to trust in SM influencing the intention to donate via SM, but not with trust in NPOs. It would be therefore interesting to test also these findings in future research, and at the same time implement new variables.

As a matter of fact, new determinants for intention to donate via SM should be explored. The constructs peer-influence could be added in a future study, considering the nature of SM. As we have seen, several SM offer their users to create birthday fundraisers for a specific charity and their friends will receive a notification asking them to support the cause as a gift for their friend's special day. It would therefore be interesting to test the impact that peers-influence plays in someone's intention to undertake online donations via SM.

Considering the above-mentioned limitation, the suggestions for future research and the rising interest on the topic of donation via SM, we believe that there is both the need and the possibility for future research.

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Annexes

A. Questionnaire

Donation to non-profit organisation via Social Media platform

Hello!

With this questionnaire the authors aims to investigate the intention to donate money to non-profit organisations via social media platforms. The following survey is also part of the Master in Marketing at ISCTE Business School in Lisbon.

The survey is voluntary, will take less than 10 minutes to complete, and all answers are anonymous and confidential only to be used in this project.

Thank you for your participation!

There are 14 questions in this survey

Social Media usage

1 [1]
Do you currently use any social media?
*

Please choose **only one** of the following:

○ Yes
○ No

Social Media usage

2 [2]On average how much time do you usually spend on social media? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y"))

Please choose **only one** of the following:

○ Less than one hour
○ 1 – 3 hours
○ More than 3 hours

3 [3]Which of the following social media platforms do you currently use? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y"))

Please choose **all** that apply:

☐ Facebook
☐ Twitter
☐ Instagram
☐ Tik Tok
☐ LinkedIn
☐ Pinterest
☐ Other: _____

4 [4]
For what do you use social media?
*

Please choose **all** that apply:

☐ To keep in touch with friends and family
☐ For news
☐ To find employment
☐ For shopping
☐ To follow my favorite brands
☐ To follow my favorite celebrities and influencers
☐ Other: _____

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Donor behavior

5 [4]Have you donated money to a non-profit organisation in the last 12 month? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y"))

Please choose **only one** of the following:

○ Yes

○ No

Donor behavior

6 [3]In a typical year, how much money do you usually donate? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose **only one** of the following:

○ 1€ - 5€

○ 6€ - 50€

○ 51€ - 100€

○ 101€ - 500€

○ more than 500€

7 [2]How often do you donate money? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose **only one** of the following:

○ About once a week (or more)

○ About once a month

○ A few times a month

○ Once a year

○ A few times a year

○ Never or rarely

Feedback about social media

8 [1]Regarding the use of social media, please answer on a scale from strongly agree to strongly disagree, which statements apply to you *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose the appropriate response for each item:

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Do not know
I'm getting information about non-profit organizations on social media	○	○	○	○	○	○
I'm getting reliable information about non-profit organizations on social media	○	○	○	○	○	○
Social media are helping non-profit organizations to maintain good relations with their supporters	○	○	○	○	○	○
I always feel connected with non-profit organizations due to their immediate responses to issues through social media	○	○	○	○	○	○
Social media are helping online donors to get a personal connection with non-profit organizations	○	○	○	○	○	○

Feedback about non-profit organizations

9 [1]Now think about the last time you donate money to a non-profit organsation. How would you personally evaluate the following aspects? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose the appropriate response for each item:

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Do not know
I would characterize the non-profit organisation as honest	○	○	○	○	○	○
The non-profit organisation keep its commitments in the use of the donation	○	○	○	○	○	○
The non-profit organisation is sincere and genuine	○	○	○	○	○	○
The non-profit organisation is absolutely trustworthy	○	○	○	○	○	○
The non-profit organisation honors their promises	○	○	○	○	○	○

Feedback about social media as a donation platform

10 [1]Now think about the opportunity to donate money via a social media platform, such as Facebook, Instagram or TikTok. How would you personally evaluate the following aspects? *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose the appropriate response for each item:

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Do not know
I believe that the platform give credit to the non-profit organisation's information	○	○	○	○	○	○
I believe that the platform will not misuse my donation	○	○	○	○	○	○
I believe that the platform guarantees the use of my money to help others	○	○	○	○	○	○
The platform can be trusted at all times	○	○	○	○	○	○
The platform has a high level of integrity	○	○	○	○	○	○

Intention to donate via social media

11 [1]Please answer on a scale from strongly agree to strongly disagree, which statements apply to you *

Only answer this question if the following conditions are met:
° ((1.NAOK == "Y") and (4.NAOK == "Y"))

Please choose the appropriate response for each item:

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Do not know
Assuming I have access to social media, I intend to donate money	○	○	○	○	○	○
Assuming I have access to social media, I predict that I would donate money through social media platforms	○	○	○	○	○	○
Assuming I have access to social media, I plan to donate money	○	○	○	○	○	○
I would like to donate money by social media platforms to help others to overcome the circumstances	○	○	○	○	○	○

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B. Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,832
Bartlett's Test of Sphericity	Approx. Chi-Square	370,303
	df	10
	Sig.	<,001

Communalities

	Initial	Extraction
I'm getting information about non-profit organizations on social media	1,000	,668
I'm getting reliable information about non-profit organizations on social media	1,000	,810
Social media are helping non-profit organizations to maintain good relations with their supporters	1,000	,691
I always feel connected with non-profit organizations due to their immediate responses to issues through social media	1,000	,418
Social media are helping online donors to get a personal connection with non-profit organization	1,000	,764

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,351	67,030	67,030	3,351	67,030	67,030
2	,682	13,630	80,660			
3	,483	9,659	90,319			
4	,270	5,409	95,728			
5	,214	4,272	100,000			

Extraction Method: Principal Component Analysis.

Trust in non-profit organizations

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,809
Bartlett's Test of Sphericity	Approx. Chi-Square	559,828
	df	10
	Sig.	<,001

Communalities

	Initial	Extraction
I would characterize the non-profit organization as honest	1,000	,590
The non-profit organization keep its commitments in the use of the donation	1,000	,745
The non-profit organization is sincere and genuine	1,000	,822
The non-profit organization is trustworthy	1,000	,812
The non-profit organization honors their promises	1,000	,853

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,822	76,435	76,435	3,822	76,435	76,435
2	,539	10,783	87,218			
3	,355	7,096	94,314			
4	,188	3,752	98,067			
5	,097	1,933	100,000			

Extraction Method: Principal Component Analysis.

Trust in social media

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,798
Bartlett's Test of Sphericity	Approx. Chi-Square	340,369
	df	10
	Sig.	<,001

Communalities

	Initial	Extraction
I believe that the platform give credit to the non-profit organization's information	1,000	,430
I believe that the platform will not misuse my donation	1,000	,683
I believe that the platform guarantees the use of my money to help others	1,000	,742
The platform can be trusted at all times	1,000	,722
The platform has a high level of integrity	1,000	,747

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,323	66,461	66,461	3,323	66,461	66,461
2	,680	13,605	80,066			
3	,449	8,981	89,046			
4	,356	7,118	96,164			
5	,192	3,836	100,000			

Extraction Method: Principal Component Analysis.

Intention to donate

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,800
Bartlett's Test of Sphericity	Approx. Chi-Square	367,067
	df	6
	Sig.	<,001

Communalities

	Initial	Extraction
Assuming I have access to social media, I intend to donate money	1,000	,827
Assuming I have access to social media, I predict that I would donate money through social media platforms	1,000	,780
Assuming I have access to social media, I plan to donate money	1,000	,858
I would like to donate money by social media platforms to help others to overcome the circumstances	1,000	,666

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,131	78,287	78,287	3,131	78,287	78,287
2	,438	10,951	89,238			
3	,293	7,314	96,552			
4	,138	3,448	100,000			

Extraction Method: Principal Component Analysis.

C. Indicators for each constructs

Constructs	References	Indicators
Social CRM	(adapting from Arora et al. 2021)	1. I am getting the right information about the Non-Profit on social media. 2. I am getting reliable information about the Non-Profit on social media. 3. Social media are helping Non-Profits to maintain good relations with their customers. 4. I always feel connected with the Non-Profit due to immediate responses to customer care issues through social media. 5. Social media are helping online donors to get personal attention to their problems
Trust in the non-profit	(adapting from Hou et al. 2021)	1. I would characterize the non-profit organisation as honest. 2. The non-profit organisation would keep its commitments in the use of the donation. 3. The non-profit is sincere and genuine. 4. The non-profit is absolutely trustworthy. 5. The non-profit honours their promises
Trust in SM	(adapting from Hou et al. 2021)	1. I believe that the platform gives credit for the beneficiary's information. 2. I believe that the platform will not misuse my donation. 3. I believe that the platform guarantees the use of my money to help others. 4. The online platform can be trusted at all times. 5. The online platform has a high level of integrity
Intention to donate via Social Media	(adapting from Hou et al. 2021)	1. Assuming I have access to social media, I intend to donate money 2. Assuming I have access to social media, I predict that I would donate money through social media platforms 3. Assuming I have access to social media, I plan to donate money 4. I would like to donate money by social media platforms to help others to overcome the circumstances

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