THE ANTECEDENTS AND CONSEQUENCES PERTAINING TO THE INTENTION TO ENGAGE IN PHILANTHROPIC ACTIVITIES

Emaridial Ulza ¹
Engkos Achmad Kuncoro ²
Asnan Furinto ³
Minsani Mariani ⁴

ABSTRACT

Purpose: The objective of this study is to examine the extent to which the advancement of this theory can shape philanthropic intentions and directly influence philanthropic activities in Indonesia.

Theoretical Framework: There is an expectation that this theoretical framework will offer a resolution to the issue of philanthropy in Indonesia, which has thus far fallen short of achieving the desired philanthropic potential of 200 trillion Indonesian Rupiah. The role of non-profit institutions in soliciting donors to facilitate philanthropic endeavours, which in turn contribute to economic and social development in Indonesia, is currently not substantial. This is in contrast to the global agenda set by the Sustainable Development Goals (SDGs).

Methods: The research focuses on examining the population of donors from various generations. The criteria for selecting the sample include identifying the province with the highest level of generosity and ensuring representativeness. Additionally, the study pays attention to the level of object funding. The purposive sampling method is employed to select participants, and the analysis design involves the use of multivariate Structural Equation Modelling (SEM).

Results: This study focuses on the examination of generosity in Indonesia through the lenses of many theoretical frameworks, including generosity theory, planned behaviour theory, brand theory, social identity theory, and need of affiliations.

Conclusion: This study will hopefully provide advantages from both theoretical and scientific perspectives. The acquisition of knowledge and the cultivation of scientific reasoning are crucial in advancing our understanding of various concepts within the field of marketing.

Keywords: Philanthropy, Brand, Behavior, Affiliations, Social Identity, Non-Profit.

OS ANTECEDENTES E AS CONSEQUÊNCIAS DA INTENÇÃO DE PARTICIPAR DE ATIVIDADES FILANTRÔPICAS

RESUMO

Propósito: O objetivo deste estudo é examinar até que ponto o avanço desta teoria pode moldar intenções filantrópicas e influenciar diretamente atividades filantrópicas na Indonésia.

1 Management Department, BINUS Business School Doctor of Research in Management, Bina Nusantara University, Jakarta, 11480, Indonesia. E-mail: emaridial.ulza@binus.ac.id Orcid: https://orcid.org/0000-0003-3293-3617
2 Management Department, BINUS Business School Doctor of Research in Management, Bina Nusantara University, Jakarta, 11480, Indonesia. E-mail: eak@binus.edu Orcid: https://orcid.org/0009-0008-0882-2785
3 Management Department, BINUS Business School Doctor of Research in Management, Bina Nusantara University, Jakarta, 11480, Indonesia. E-mail: afurinto@binus.edu Orcid: https://orcid.org/0000-0002-2950-9666
4 Management Department, BINUS Business School Doctor of Research in Management, Bina Nusantara University, Jakarta, 11480, Indonesia. E-mail: mmariani@binus.edu Orcid: https://orcid.org/0000-0002-9092-8229
The Antecedents and Consequences Pertaining to the Intention to Engage in Philanthropic Activities

**Estrutura Teórica:** Há uma expectativa de que esta estrutura teórica oferecerá uma resolução para a questão da filantropia na Indonésia, que tem até agora falhado em alcançar o potencial filantrópico desejado de 200 trilhões de Rupia Indonésia. O papel das instituições sem fins lucrativos na angariação de doadores para facilitar os esforços filantrópicos, que por sua vez contribuem para o desenvolvimento econômico e social na Indonésia, não é atualmente substancial. Esta situação contrasta com a agenda mundial estabelecida pelos Objetivos de Desenvolvimento Sustentável (ODS).

**Métodos:** A pesquisa se concentra em examinar a população de doadores de várias gerações. Os critérios de seleção da amostra incluem a identificação da província com o mais alto nível de generosidade e a garantia de representatividade. Além disso, o estudo atenta para o nível de financiamento de objetos. O método de amostragem proposto é empregado para selecionar os participantes, e o projeto de análise envolve o uso de Modelagem de Equação Estrutural (SEM) multivariada.

**Resultados:** Este estudo se concentra no exame da generosidade na Indonésia através das lentes de muitos quadros teóricos, incluindo teoria da generosidade, teoria do comportamento planejado, teoria da marca, teoria da identidade social e necessidade de afiliações.

**Conclusão:** Esperamos que este estudo proporcione vantagens tanto do ponto de vista teórico como científico. A aquisição de conhecimentos e o cultivo do raciocínio científico são cruciais para o avanço da nossa compreensão de vários conceitos no campo da comercialização.

**Palavras-chave:** Filantropia, Marca, Comportamento, Afiliações, Identidade Social, Sem Fins Lucrativos.

ANTECEDENTES Y CONSECUENCIAS DE LA INTENCIÓN DE PARTICIPAR EN ACTIVIDADES FILANTRÓPICAS

**Resumen**

**Propósito:** El objetivo de este estudio es examinar hasta qué punto el avance de esta teoría puede dar forma a las intenciones filantrópicas e influir directamente en las actividades filantrópicas en Indonesia.

**Marco teórico:** Se espera que este marco teórico ofrezca una solución a la cuestión de la filantropía en Indonesia, que hasta ahora no ha alcanzado el potencial filantrópico deseado de 200 billones de rupias indonesias. El papel de las instituciones sin fines de lucro en la solicitud de donantes para facilitar los esfuerzos filantrópicos, que a su vez contribuyen al desarrollo económico y social en Indonesia, no es actualmente sustancial. Esto contrasta con la agenda mundial establecida por los Objetivos de Desarrollo Sustentable (ODS).

**Métodos:** La investigación se centra en examinar la población de donantes de varias generaciones. Los criterios para seleccionar la muestra incluyen identificar la provincia con el más alto nivel de generosidad y garantizar la representatividad. Además, el estudio presta atención al nivel de financiación de objetos. El método de muestreo intencional se emplea para seleccionar a los participantes, y el diseño del análisis implica el uso de modelos multivariados de ecuaciones estructurales (SEM).

**Resultados:** Este estudio se centra en el examen de la generosidad en Indonesia a través de los lentes de muchos marcos teóricos, incluida la teoría de la generosidad, la teoría del comportamiento planificado, la teoría de la marca, la teoría de la identidad social y la necesidad de afiliaciones.

**Conclusión:** Se espera que este estudio proporcione ventajas desde perspectivas teóricas y científicas. La adquisición de conocimientos y el cultivo del razonamiento científico son cruciales para avanzar en nuestra comprensión de los diversos conceptos dentro del campo de la comercialización.

**Palabras clave:** Filantropía, Marca, Comportamiento, Afiliaciones, Identidad Social, Sin Fines de Lucro.

RGSA adota a Licença de Atribuição CC BY do Creative Commons (https://creativecommons.org/licenses/by/4.0/).
1 INTRODUCTION

Philanthropy plays a significant role in the pursuit of the Sustainable Development Goals (SDGs), a set of objectives that were collectively established in 2015 during the United Nations (UN) summit. This agreement is aligned with the global development agenda, which seeks to ensure ongoing enhancements in the economic well-being of the community, the sustainability of social life, the preservation of environmental quality, and inclusive development for the purpose of advancing the quality of life across successive generations (Puskas Baznas, 2021).

In industrialised nations like the United States, efforts were undertaken to revitalise the economy and education through charitable initiatives. During this period, the American government implemented a transformative policy known as the 1862 Morrill Act or 1862 Land-Grand Universities programme. This programme marked the early efforts to rejuvenate the education system in America, which lagged behind England at the time. The government allocated land or vacant plots for the establishment of universities and facilitated the development of effective university governance. As a result of these initiatives, prestigious institutions such as Harvard University, University of California, Massachusetts Institute of Technology (MIT), Michigan State University, and University of Illinois emerged. These universities have demonstrated their ability to effectively manage philanthropic funds, transforming them into endowment assets, with tuition fees being of secondary importance (Wijiharjono, 2021).

Philanthropy in Indonesia exhibits significant potential for funding, estimated at 200 trillion rupiah. However, the current level of realisation is at a mere 3.4 percent as of 2021, according to Puskas Baznas (2021). These potential holds promise for bolstering economic activities, addressing the significant wealth disparity, and addressing social and security concerns inside the country. Despite a relatively low funding realisation rate of 3.4 percent, Indonesia was recognised as the most charitable country in the World Giving Index of 2021 by the Charities Aid Foundation. Following Indonesia, Kenya and Nigeria were identified as the subsequent most generous nations. Moreover, in the WGI 2021 Indonesia, it is seen that the country holds the second position in two out of three indicator categories, namely foreign/unknown individual’s donations, monetary donations, and volunteer activities. Indonesia has consistently emerged as the foremost benevolent nation globally for a consecutive duration of five years. This achievement has positioned Indonesia as a global
exemplar in fostering a philanthropic framework that has seamlessly integrated into the fabric of Indonesian society.

In 2022, the Indonesian government has established collaborative initiatives with a total of 224 philanthropic organisations. Based on the available data, it is evident that a number of priority programmes encompass the education sector and economic empowerment, alongside a dedicated emphasis on climate-related concerns and advocacy efforts. The aforementioned priority programme holds significant importance in enhancing charitable organisations' capacity to align with government-defined objectives in order to advance the Sustainable Development Goals (SDGs). Despite the establishment of a priority programme, the government's execution of the stated programme lacks the presence of both existing and prospective policies. In Indonesia, the current regulatory framework for the collection of funds is limited to the provisions outlined in Law Number 9 of 1961, which pertains to the collection of money or goods, and Government Regulation Number 29 of 1980, which addresses the implementation of donation collection. These regulations primarily focus on the bureaucratic procedures for obtaining licences, but do not encompass provisions pertaining to accountability or sanctions in cases of fraudulent utilisation of community-donated funds.

In the context of Indonesia, the philanthropic ecosystem can be categorised into three distinct types: religious linked non-profit institutions, corporate non-profit institutions, and venture non-profit institutions. According to Yu (2020) and Maclean et al. (2020), these three institutions have similar programmes and Sustainable Development Goals (SDGs) objectives, although they exhibit distinct management approaches. According to Lazăr and Hatos (2019), there is a tendency for religiously linked non-profit institutions to prioritise their operational activities and social objectives over those of enterprises. For instance, in Indonesia, many organisations such as the Muhammadiyah Amil Zakat Institution (Lazismu), the Nahdlatul Ulama Amil Zakat Institution (Lazisnu), the Indonesian Buddhist Tzu Chi Foundation, the Indonesian Christian Religious Contribution Institute (LEMSAKTI), and Dompet Dhuafa, among others, are involved in the management of charitable funds. According to Wibowo et al. (2022), charitable institutions with religious affiliations engage in economic activities to sustain and facilitate the implementation of planned activities and programmes by their personnel or employees.

Non-profit organisations primarily prioritise the realisation of business objectives and the enhancement of their reputation through the implementation of Corporate Social Responsibility (CSR) initiatives. The regulation of corporate social responsibility in Indonesia is governed by Law Number 40 of 2007, which pertains to Limited Liability Companies. This
legislation has been further reinforced by Government Regulation Number 47 of 2012, specifically addressing the topic of social responsibility in relation to limited liability companies. Articles 2 and 3 of the Public Policy (PP) delineate the stipulation that each corporate entity, functioning as a legal entity, bears the obligation of fulfilling social and environmental responsibilities. Non-profit organisations engage in corporate social responsibility (CSR) initiatives, directing their efforts towards philanthropic institutions that have been established to facilitate oversight and provide new economic opportunities for the company. In this particular scenario, social commitments are upheld through an indirect approach, wherein management fulfils them by means of a foundation that has been established (Kasri & Ramli, 2019).

Non-profit venture organisations possess distinctive characteristics and prioritise the advancement of both social and business domains (Salleh & Albion, 2004). According to Sahasranamam and Nandakumar (2020), while non-profit institutions that have religious affiliations prioritise social and business management, other organisations that engage in activities that aim to achieve a balance between social and business objectives are commonly referred to as social entrepreneurship activities. One illustration of effectively overseeing a non-profit enterprise is YCAB Ventures, an organisation that prioritises economic empowerment with the aim of fostering a global society devoid of poverty and inequality. The implemented programme aims to offer comprehensive financial inclusion services to ultra-micro entrepreneur women with the objective of enhancing family well-being and improving the quality of children's education. Since its establishment in 2010, YCAB Ventures has achieved notable success in facilitating productive loans totaling 1.2 trillion rupiah, as well as giving exceptional investments equivalent to 22.81 billion rupiah to aspiring entrepreneurs. In the current epoch characterised by rapid technological advancements, notable instances of such progress can be observed in the realm of venture philanthropy institutions. One such institution is kitabisa.com, a crowdfunding platform operated by the Kita Bisa Foundation. This organisation engages in business endeavours by meticulously allocating funds to bolster operational activities and facilitate the planned expansion of their enterprise (Colondam, 2022).

According to Colondam (2022), money is a crucial factor in sustaining the operational functioning and intended commercial activity within this ecosystem. Securing adequate funding is an essential requirement for non-profit organisations in order to establish and maintain viable programmes, be it for commercial or societal endeavours. Besides, according to a study conducted by Huda (2013), the availability of funds plays a crucial role in ensuring the long-term viability of charitable programmes. This task is also challenging to accomplish.
In order to garner the interest of potential donors and get financing, it is imperative to establish a sense of trust. This entails understanding the mechanisms by which donors are attracted and the various aspects that exert impact in this regard. The practise of fundraising or securing financial resources in Indonesia predates the establishment of the philanthropic system in the country. The traditional Indonesian society exhibits a prevalent practise of mutual assistance, which is deeply ingrained in their cultural, religious, and environmental upbringing (Chetioui et al., 2022; Kasri & Ramli, 2019).

Over the course of time, the acquisition of financial resources might be accomplished through conventional means or through the utilisation of technological advancements. For instance, Aksi Cepat Tercepat successfully generated a total of 200 billion in financial resources through the strategic utilisation of technology and individual engagement. By presenting emotionally evocative content and appealing to individuals in vulnerable circumstances, the organisation was able to amass a remarkable sum of 500 billion within a remarkably short span of three days (Chaterine, 2022). Similarly, the act of fundraising conducted by prominent personalities, including artists, clerics, and pastors, possesses distinct allure and possesses the capacity to exert influence over individuals or their respective followers, as noted by Dolan and Clothey (2013), Carrillat and Ilicic (2019), Arief and Pangestu (2022), and Fakhreddin and Foroudi (2022).

The efficacy of non-profit organisations in facilitating donors to distribute help remains limited, despite the substantial philanthropic potential, particularly in the context of Indonesia. Hence, the inclination of individual donors to allocate charitable resources to non-profit organisations warrants more investigation. Each generation aims to make significant contributions by providing financial support and selecting appropriate institutions. The study conducted by Lee (2022) examines the impact of beliefs, moral norms, and past funding experiences on donor funding decisions. The findings of this research demonstrate a significant influence of trust on donors' willingness to support philanthropic institutions, particularly in relation to organisational trust and trust in technology. However, it has been seen in previous studies that donors exhibit a lack of trust towards specific institutions when it comes to their intentions for funding (Huang & Ku, 2016). In contrast, a study conducted by Han (2021) revealed that the influence of contributors on financing varies depending on their generational affiliation.

In Indonesia, donors can be categorised into three distinct generations: generation X (1965-1980), generation Y (1980-1995), and generation Z (1997-2012). According to Mariani et al. (2022), individuals belonging to Generations Y and Z have developed a propensity for
financing endeavours through the utilisation or exploitation of technology. Nevertheless, additional research has also indicated that both Generation Y and Generation Z exhibit a preference for direct funding, which engenders a unique sense of pride among both cohorts (Farrukh et al., 2021). In the interim, the succeeding cohort Contrary findings have been reported by other investigations. Various factors, such as the environment, religion, culture, and the influence of religious personalities, have been identified as significant determinants in shaping the donation behaviour of individuals throughout different generations (Chetioui et al., 2022; Charestd, 2016; Usman et al., 2022; Kasri & Chaerunnisa, 2022). The ongoing scholarly discourse revolves around the extent of contribution made by each of these aspects, as evidenced by the works of Journal & Page (2001) and Gounopoulos et al. (2021). According to the research conducted by Kim and Austin (2020), it was found that... The variation in cultural norms and values among countries, tribes, and regions results in differing degrees of congruence. The influence of an individual's behaviour is significantly shaped by several circumstances, particularly among the generations Z and Y, as observed in the context of Indonesia (Shaari et al., 2019). The philanthropic approach in Indonesia is shaped by various variables, including religious considerations, environmental concerns, indigenous knowledge, and regional restrictions commonly known as customary norms (Usman et al., 2022). An additional factor contributing to the effect in Indonesia is the significant role played by religious figures, the general public, and celebrities in shaping individuals' inclination towards investment (Fateh Ahmad & Majid, 2022) (Mehwish et al., 2021).

In addition to this, the level of trust placed in institutions plays a crucial role in the allocation of funds and can even serve as the primary motivation for individuals to extend assistance to others (Usman et al., 2022). Prior studies have demonstrated that trust plays a crucial role in shaping the decision-making process of all funding activities. In a study conducted by Wu Li, Yuanyi Mao, and Cong Liu in 2022, the concept of e-trust was employed as a moderating factor. This finding has significance in the context of public financing intentions in China. In addition to this, the level of trust in the act of making gifts has a significant impact on individuals' intents to engage in charitable fundraising endeavours. Numerous studies have been undertaken to validate the correlation between brand trust and the decision-making process of philanthropic funding by donors (Bilgin & Kethüda, 2022; Kasri & Chaerunnisa, 2022; Kwan Soo Shin et al., 2019; Li et al., 2022; Nosi et al., 2021; Ramanathan et al., 2022; Thomas & Jadeja, 2021; Usman et al., 2022).

The study undertaken by Wymer et al. (2020) examined a model that assessed eight determinants of brand trust and their impact on volunteerism and donations. The findings of
the study indicate that organisational transparency is a significant precursor, with individual awareness of the organisation ranking second in importance. This study additionally examined the impact of gender as a moderating factor, although no statistically significant effect was seen. In the context of Indonesia, there has been a lack of particular research conducted on the impact of brand trust on the intentions of donors to contribute funds towards philanthropic endeavours. The provision of philanthropic assistance to individuals is often influenced by inadequate cultural norms and regulatory frameworks. This phenomenon is seen in prominent instances involving personal misappropriation of cash, such as the notable case of Budi, the TikTok benefactor, as well as individual contributions facilitated through social media platforms.

These factors validate studies on donations or philanthropic endeavours through the utilisation of word-of-mouth promotion, which in turn influences individuals' intentions to contribute financially. One study conducted by Torres et al. (2022) shown that social networking variables, particularly word of mouth, exert an influence on individuals' propensity to engage in charitable giving. This phenomenon can also be attributed to the influence of social pressure when an individual is confronted with a situation that they have previously experienced. Similarly, in various studies, the impact of word-of-mouth communication has been found to play a significant role in shaping individuals' inclination to engage in philanthropic giving, regardless of whether it is done through traditional means or facilitated by technology (Cho et al., 2019; Hwang et al., 2023; Keiningham et al., 2018; Kraemer et al., 2022; Previte et al., 2019; Sinuraya et al., 2021; Torres et al., 2022; Trepci & Hasenauer, 2018; Yuanita, 2021).

In support of the present study, Rizal Algamar, the Chair of Indonesian Philanthropy, has asserted that the primary determinants of individuals' financial contributions are environmental and religious factors. This assertion aligns with previous investigations conducted by Borges et al. (2021), Chetioui et al. (2022), Kortt et al. (2013), Oxley (2022), Silalahi et al. (2021), and Xie et al. (2020). Specifically, there exist individuals who display fervent enthusiasm towards the institutional affiliations of contributors in order to facilitate fundraising activities. According to Sapitri (2018), individuals in Indonesia exhibit a significant level of faith in institutions that they are linked with, particularly those that have a direct role in the advancement of the organisation. This distinction sets it apart from contributors in Europe, America, and other nations (Tassabehji & Isherwood, 2014).

A study done by Reddick and Ponomariov (2013) examined the influence of affiliations, namely association or affiliate involvement, on funding outcomes. The findings
indicate a positive correlation between the level of offline group and network participation among internet users and their propensity to engage in online donations. The frequency of internet and social media usage did not have a significant impact on the overall inclination to engage in funding activities. This finding suggests that online financing behaviour is primarily influenced by genuine participation in social networks, rather than being solely attributed to frequent internet browsing. Individual contributors who have preferred affiliations are more inclined to make online donations compared to other forms of engagement and/or organisational connections. This study also discovered that the overall inclination to donate online (including to non-affiliated charitable organisations) and to make monetary contributions specifically to organisations in which individuals are actively involved have slightly distinct factors influencing them.

One of the recent advancements in this research pertains to the enhanced commitment of donors associated with community organisations. This heightened sense of pride motivates people to follow through with their desire to engage in charitable giving for this non-profit institution. This finding was further reinforced in the focus group discussion (FGD) or preliminary study undertaken by the researcher. Limited research has been conducted on the comprehensive scope of pride involvement in community organisation affiliations. This is evident in a study conducted by Wymer and Gross (2021), wherein they discovered that only one study addressed affiliations from philanthropic journals across various global contexts. The global landscape spanning the years 1990 to 2021. In addition to this, scholarly investigations on the global dissemination of philanthropy primarily concentrate on the United States, Europe, and Central Asia, whereas Southeast Asia has yet to attain prominence in this field (Wiepking et al., 2021; Wymer & Gross, 2021).

In addition, this study will examine the aspect of brand choice, which plays a crucial role in understanding how donors impact funding decisions and select specific institutions (Nosi et al., 2021). Too far, scholarly attention in the field of brand theory has predominantly been around profit-oriented institutions, with less emphasis on non-profit organisations (Bilgin & Kethüda, 2022; Fortezza et al., 2022; Y. Huang et al., 2022; Nosi et al., 2021). Nonetheless, it is imperative for non-profit organisations to cultivate a robust brand identity in order to ensure their long-term viability and growth. This necessitates establishing a positive reputation and garnering widespread recognition, particularly given that non-profit institutions heavily rely on social action programmes as their primary client base.

The issue of underutilised philanthropic potential in Indonesia necessitates an examination of the factors that contribute to brand trust, word of mouth, affiliation, key opinion

leaders, and brand preference. By investigating the influence of these antecedents on the intentions and outcomes of funding and philanthropic activities, we aim to assist non-profit institutions in maximising their impact. Researchers are motivated to investigate the factors that precede and follow the intention to engage in philanthropic activities.

1.1 OBJECTIVE

The primary aims of this study are to examine the antecedents and outcomes associated with the execution of philanthropic intentions.

1. Analyze the influence of Key Opinion Leaders on Philanthropic funding intentions
2. Analyze the influence of Word of Mouth on intentions to undertake philanthropic funding
3. Analyze the influence of Philanthropic Brand Trust Funding on intentions to undertake Philanthropic funding
4. Analyze the influence of Philanthropic Intentions on Funding Philanthropic Brand Preference
5. Analyzing the influence of Philanthropic funding intentions on Funding Philanthropic Brand Preference with Pride in Institutional Affiliation as a moderating variable
6. Analyze the influence of Key Opinion Leaders on Funding Philanthropic Brand Preference
7. Analyze the influence of Word of Mouth on Funding Philanthropic Brand Preference
8. Analyze the influence of Funding Philanthropic Brand Trust on Funding Philanthropic Brand Preference

2 LITERATURE REVIEW

2.1 BRAND THEORY

The concept of brand holds significant importance in relation to the products and services that are being provided. Brands serve as visual representations of companies, enabling consumers to identify and distinguish the items or services they offer (Fortezza et al., 2022). Throughout history, brands have played a significant role in establishing and representing individual and collective identities for countless generations. As evidenced by the inscriptions and depictions found on the walls of ancient Egyptian tombs, it may be inferred that branding...
practises were prevalent throughout that era, dating back to approximately 2000 BC (Foxall et al., 2006). During the period of Ancient Rome, it was observed that stores had already adopted the practise of utilising visual representations, such as images of cows and meat, as a means to distinguish their respective products. During the Middle Ages, trade unions emerged as key players in the establishment of various businesses, including bread making and silversmiths. These trade unions sought to establish their reputation for quality by affixing their mark, which eventually granted them legal recognition in several countries, particularly Germany and England during the 14th and 15th centuries (Harrison et al., 2020). The utilisation of trademarks as a means of distinctly and precisely identifying the goods or services provided to consumers within manufacturing enterprises emerged mostly during the 19th and early 20th centuries (Nosi et al., 2021). Manufacturing businesses, such as Mercedes Benz, Singer, and Ford, employ trademark law in an official capacity, which undergoes ongoing development.

The body of research pertaining to brands has been steadily growing, encompassing not just the industrial sector but also the service industry and various other industries (Sepulcri et al., 2020). According to a recent study conducted by Huang et al. (2022), investigating brands in the modern era plays a crucial role in establishing one's identity and distinguishing the many products or services available to consumers. Within the realm of brand communication, the brand process encompasses various levels that serve as indicators of the brand's degree of advancement in establishing and nurturing connections with consumers. The Hierarchy of Branding encompasses various levels, including brand awareness, brand knowledge, brand choice, brand experience, brand trust, brand loyalty, and brand spirituality (Li & Gong, 2022). According to Sepulcri et al. (2020), this particular degree of branding enables the exploration of research opportunities aimed at enhancing the distinctive characteristics of individual companies or sellers in accordance with their own demands and aspirations. This study will primarily examine the constructs of brand trust and brand choice within the context of philanthropic science, as both dimensions have received limited attention due to their association with non-profit organisations.

2.2 SOURCE CREDIBILITY MODEL

Credibility theory, often known as source credibility theory, was proposed by Havland, Janis, and Kelley. The theory posits that individuals are more susceptible to persuasion when the primary source is perceived as credible. According to Sanjaya et al. (2022), the persuasiveness of information delivery is positively correlated with the credibility of the source.
According to Silalahi et al. (2021), individuals are more likely to place trust in and respond positively to communications conveyed by professionals within their respective fields. The credibility of an individual plays a significant role in influencing the audience to make decisions or take actions aligned with the communicated message (Chan & Misra, 1990; Sanjaya et al., 2022; Silalahi et al., 2021; Steensma, 2015).

In order to effectively transmit a message and establish credibility, it is important for an individual to possess the ability to articulate opinions pertaining to endeavours aimed at bolstering the mediation process or exerting influence on others (M. Liu et al., 2022). The effectiveness of a compelling message is contingent upon the audience's perception of the communicator's competence. Credibility encompasses two distinct components: the first being the perception of credibility by the general public, which may not necessarily be inherent in the message sender; and the second being the association of credibility with the character or personality of the communicator (Hartini & Hanafi, 2021).

According to Aristotle’s theory of rhetoric, the attainment of credibility by a messenger is contingent upon the presence of pathos, ethos, and logos (Hartini & Hanafi, 2021). Pathos refers to the ability of the message sender to influence the emotions of the message recipient or audience. Ethos, on the other hand, pertains to the sender's credibility and trustworthiness, which allows others to have confidence in the conveyed message. Lastly, logos refers to the sender's ability to persuade through logical reasoning and argumentation, and offer straightforward and comprehensible responses (Bamakan et al., 2019). Source credibility theory posits that the credibility of the message sender is established by their expertise, knowledge of the subject matter, and trust in the accuracy of the information being communicated. According to Kusuma (2021),

Moreover, within the realm of theoretical discourse, the concept of source credibility undergoes a transformation, assuming the role of a Key Opinion Leader. The notion of key opinion leaders is around the transmission of messages by prominent individuals and entities inside an organisation. This theory holds substantial influence over the content that is communicated, as it serves as a point of reference for followers or recipients of the leader's message.

KOLs, or Key Opinion Leaders, are individuals who possess expertise, credibility, and the capacity to exert influence over message recipients (Alotaibi et al., 2019; Din et al., 2020; Nefiratika et al., 2020). Key Opinion Leaders (KOLs) have the ability to exert influence over the thoughts and actions of others (Xiong et al., 2021; Zhao et al., 2018) (Ajzen, 1991). In addition to Key Opinion Leaders (KOLs), social influencers also exercise a significant degree
of influence (Kádeková & Holienčinová, 2018). In the realm of philanthropy, the impact of religious leaders, celebrities, and organisational chairpersons on the execution of funding and philanthropic endeavours has been identified as a significant factor, as evidenced by the findings of several researchers (Fleischer, 2014; L. Liu et al., 2018). The growth of this phenomenon can be attributed to the moral movement, cultural factors, as well as direct environmental and religious influences present in Indonesia. Hence, it is deducible and pertinent to expound upon the concept of Key Opinion Leader (KOL) in this study, as there exist specific variables that engender popular adoration towards such individuals.

In previous studies, the role of key opinion leaders (KOLs) has consistently been recognised as a significant component that exerts effect on the achievement of desired objectives (Jin et al., 2023; Kroes et al., 2011; M. Liu et al., 2022; Sanjaya et al., 2022; Sharara et al., 2011; Xiong et al., 2021; Yuanita, 2021). Limited research has been conducted on the KOL factor, with a predominant focus on the perspective of artists (Harris & Ruth, 2015; Mehwish et al., 2021). Indeed, further investigations conducted by philanthropic organisations have revealed that Key Opinion Leaders (KOLs), such as religious figures, public figures, or organisational leaders, exert a significant influence on donors, prompting them to expedite and refine their donation decisions, even within the decision-making phase.

2.3 WORD OF MOUTH

Word of Mouth marketing (WOM), may be traced back to ancient times and is often cited as an early manifestation of this marketing phenomenon, as illustrated by the biblical story of Adam and Eve succumbing to the temptation of consuming an apple. This narrative serves as a foundational element in the development of the word-of-mouth hypothesis (Sinuraya et al., 2021). Word-of-mouth (WOM) is a process that occurs after a purchase, wherein informal information is shared with consumers regarding the usage, experience, ownership, and qualities of the items and services being offered (Haywood, 1989). Moreover, word-of-mouth (WOM) serves as a marketing instrument that continues to exert significant influence on the pre-purchase and post-purchase stages of the consumer decision-making process (Previte et al., 2019).

In numerous contemporary studies examining word-of-mouth (WOM) phenomena, including those conducted in the context of online sales, it is consistently observed that WOM promotion systems continue to exert a substantial influence (Jain et al., 2018; Muhammad et al., 2017; Previte et al., 2019; Roy & Naidoo, 2017). The ongoing progression of this theory
pertains to the emergence of electronic Word of Mouth (e-WOM), including negative WOM, which significantly influences consumer purchasing decisions (Keiningham et al., 2018) (Verma & Yadav, 2021).

In the field of philanthropic research, word-of-mouth (WOM) continues to be a prominent factor, exerting a significant influence on individuals' inclination to increase their investments, whether in offline and online contexts (Saenger et al., 2020). The utilisation of health applications to assist individuals who are perceived as potentially hazardous can be predicted through the application of Word-of-Mouth (WOM) theory, as demonstrated in the study conducted by Kraemer, T., Weiger, W. H., Trang, S., & Trenz, M. (2022).

Nevertheless, a number of scholarly investigations examining word-of-mouth (WOM) in the context of philanthropy assert that WOM efficacy is contingent upon the conveyer possessing comprehensive information and being influenced by specific emotions (Khoo, 2020; Lund et al., 2021; Palalic et al., 2020; Slack et al., 2020). Conversely, excessive implementation of word-of-mouth (WOM) without due consideration of the contextual factors and circumstances can yield detrimental consequences (Lund et al., 2021; Palalic et al., 2020; Slack et al., 2020).

Existing research on philanthropy has not yet examined the specific impact of word-of-mouth (WOM) on the decision-making processes of three distinct generations: Generation X, Generation Y, and Generation Z (Oraedu, 2021). To date, research on word-of-mouth (WOM) has primarily concentrated on examining the intentions of certain generational cohorts, neglecting to concurrently assess the investment interests of Generations X, Y, and Z.

2.4 PHILANTHROPY

During the 1980s, the concept of Strategy gained prominence as a managerial and marketing approach aimed at facilitating the implementation of social responsibility within organisations in the United States. AT&T demonstrated early adoption of a philanthropic approach by designating Reynold Levy as the manager of philanthropy within the organisation. According to Smith (1994), Levy's concepts brought about a transformation in the relationship between organisational and societal demands. This was achieved by establishing a direct connection between AT&T foundation operations and the company goals and objectives. Furthermore, Levy emphasised that these activities had the potential to promote and enhance commercial interests. Numerous other corporations and organisations have emulated AT&T's achievements in the realm of charity. The philanthropy strategy employed by General Motors
involves aligning stakeholder values and achieving a balance between humanitarian giving and strategic giving (Weld, 1998, p. 5).

The primary responsibility for developing the notion of philanthropic strategy in practise lies with large enterprises. Firstly, prominent corporations have established official organisational units or structures to effectively manage this aspect of their social responsibility. The organisational framework comprises of a company foundation, an employee committee responsible for supervising corporate philanthropy, and a specific staff function committed to facilitating these endeavours. Moreover, it is common for large corporations to possess substantial financial resources that serve as the foundation for their charitable determinations. Since its establishment, the Bank of America Foundation has made contributions over $90 million, while the Ford Motor Company Fund has granted over $97 million in funds and awards (The Foundation Centre, 2000). According to the American Association of Fund-Raising Counsel (1999), there was a notable rise of 9.3 percent in the amount of monetary contributions made by U.S. corporations to diverse causes and charitable organisations in the year 1998, surpassing a total of $9 billion. Five prominent corporations, namely Bank of America, General Motors, Johnson & Johnson, Philip Morris, and General Electric, collectively contributed a substantial amount of $1.8 billion. This noteworthy contribution serves as evidence of the considerable magnitude of the philanthropic funding allocation within the United States.

According to Curti (1957), charity has emerged as a prominent and integral facet of social and cultural progress in American capitalism. Indeed, generosity plays a significant role in fostering economic development. The distinguishing characteristic of American capitalism, in comparison to other forms of capitalism found in countries such as Japan, France, Germany, and the Scandinavian nations, is in its historical emphasis on both income generation through entrepreneurship and wealth redistribution through philanthropy. Philanthropy is an integral component of an underlying social agreement that perpetually sustains and rejuvenates economic well-being. The term philanthropy can be understood as the literal expression of "love for humanity." Philanthropic endeavours exemplify the altruistic nature of the donor. Philanthropy in the realm of entrepreneurship is experiencing notable growth inside Indonesia (Carmi & Kidron, 2022). In addition to the corporate philanthropy movement, the development of philanthropy is also evident through the establishment of non-profit institutions (Carmi & Kidron, 2022; C. M. Han et al., 2022; Lyon et al., 2021; Mazaya & Hati, 2019; McDougle et al., 2022; Mehwish et al., 2021; Ricks, 2005; Taggart, 2022; Thorne McAlister & Ferrell, 2002; Usman et al., 2022; Wani, 2022).
2.5 INSTITUTIONAL AFFILIATION

The urge for connection is an inherent aspect of human nature that necessitates fulfilment. This aligns with the fundamental nature of human beings as social beings and their inherent urge for self-expression (Tassabehji & Isherwood, 2014). To address the inherent need for mutual interdependence, the establishment of a physical space or institution becomes imperative as a communal hub whereby individuals can congregate and foster a sense of identification, hence providing a platform for self-expression. According to McClelland's theory, the need for affiliation encompasses the desire for warmth and encouragement in establishing friendships and social connections. This need involves engaging in close interactions, cooperating, and communicating with others in a friendly manner (Kortt et al., 2013). Additionally, it is said that affiliation plays a fundamental role in the establishment and sustenance of interpersonal connections.

A study done by Reddick and Ponomariov (2013) examined the influence of affiliations, namely association or affiliate involvement, on funding outcomes. The findings indicate a positive correlation between the level of offline group and network engagement among internet users and their propensity to engage in online donations. The frequency of internet and social media usage did not have a significant impact on the overall inclination to engage in financial support. This finding suggests that online fundraising is contingent upon genuine participation in social communities, rather than being solely influenced by frequent internet browsing. Individual contributors who have preferred affiliations are more inclined to donate online compared to other forms of engagement and/or organisational affiliations. This study also discovered that the overall inclination to donate online (including to non-affiliated charities) and to make monetary contributions especially to organisations in which individuals are involved are influenced by slightly different factors. This phenomenon warrants further investigation due to its potential to significantly impact donor contributions for funding, particularly in the context of specific institutions. It is crucial to explore this aspect as the affiliate pride factor remains relatively understudied in comparison to other influential factors (Bennett et al., 2007).

The affiliation of donors with community organisations might enhance their commitment to engage in philanthropic financing, leading to their eventual decision to support non-profit institutions in this manner. Limited research has been conducted on the comprehensive examination of participation in pride within affiliated community organisations. This is evident in the study conducted by Wymer and Gross (2021), wherein they discovered
that only one scholarly investigation addressed affiliations in philanthropic journals across various geographical locations. From 1990 until 2021, there has been a significant period of time. In addition to this, scholarly investigations on the subject of philanthropy's global reach have predominantly concentrated on the United States, Europe, and Central Asia, with Southeast Asia not yet receiving commensurate attention as a primary area of concentration (Wiepking et al., 2021). According to Wiepking (2021), it is anticipated that the incorporation of pride in one's affiliation will enhance the connection between the inclination to engage in philanthropic financing and the selection of a philanthropic organisation that aligns with the donor's affiliation.

3 HYPOTHESIS

This study aims to examine the implementation of cross-generational funding by investigating the impact of Key Opinion Leaders, Word of Mouth, and Funding. The level of trust and pride associated with philanthropic brands and institutional affiliations has a significant impact on the intention and willingness of institutions to provide financial support. It is imperative to undertake a comprehensive examination of the direction and objectives across generations, as well as the factors that influence decisions regarding philanthropic funding. This is due to the significant potential for philanthropy, the scarcity of maximum donors, and the inclination to contribute based on altruistic motives.

The theoretical foundations for this research encompass Brand Theory, Philanthropy, Theory of Planned Behaviour, as well as the incorporation of the Source Credibility Model and Word of Mouth. The Need of Affiliation theory can be utilised to do comprehensive study on the degree of pride in affiliation across different generations, particularly in relation to their intentions to engage in philanthropic activities and their choices of specific organisations. This study is grounded in observed occurrences and preliminary interviews, which have identified the factors of interest as Key Opinion Leader, Word of Mouth, and Funding. The constructs of philanthropic brand trust, philanthropic intention, and philanthropic brand preference are examined in this study, with the moderating role of pride of affiliation.

In the context of philanthropy or non-profit organisations, the role of donors holds significant importance in facilitating the realisation of organisational objectives and the attainment of Sustainable Development Goals (SDGs) in Indonesia. Hence, the establishment and comprehension of the impact of variables on behaviour constitute a crucial aspect of this study. In addition to this, the government has a vested interest in promoting effective
philanthropic endeavours to support and bolster the nation's economy, so facilitating its robust growth. Hence, the conceptual or theoretical framework of the study is structured according to the subsequent model:

**Figure 2**

*Research model*

![Research model diagram](image)

This study aims to examine the impact of key opinion leaders, word of mouth, and philanthropic brand trust on philanthropic intention in the formation of funding philanthropic brand preference. Additionally, the study will explore the moderating role of pride of affiliation in this relationship, building upon existing research in the field.

### 3.1 Influence of the Key Opinion Leader's Relationship with Philanthropic Intention

The influence of Key Opinion Leaders (KOLs) on donors' willingness to engage in charitable financing has been examined in several studies (Jin et al., 2023; Kroes et al., 2011; M. Liu et al., 2022; Sanjaya et al., 2022; Sharara et al., 2011; Xiong et al., 2021; Yuanita, 2021). The reason for this phenomenon is in the ability of Key Opinion Leaders (KOLs) to exert an impact on the ideas and behaviours of others, as evidenced by studies conducted by Alotaibi et al. (2019), Din et al. (2020), and Nefiratika et al. (2020).(Xiong et al., 2021; Zhao et al., 2018) (Ajzen, 1991). In addition to Key Opinion Leaders (KOLs), social influencers also possess the ability to exert influence (Kádeková & Holienčínová, 2018). Through conducting a Focus Group Discussion (FGD) with the Dompet Dhuafa Philanthropic Institute, Lazismu, as well as...
various students and donors, it was revealed that the involvement of religious leaders, celebrities, and organisational leaders plays a pivotal role in the execution of funding and philanthropic endeavours. The growth of this phenomenon can be attributed to the moral movement, cultural factors, as well as direct environmental and religious influences present in Indonesia. Within the context of Dompet Dhuafa, Key Opinion Leaders (KOLs) play a pivotal role as primary partners in exerting influence over donors and guaranteeing the effective implementation of the programme.

Therefore, the relationship between the Key Opinion Leader and the intention to carry out philanthropy can be strongly speculated, namely:

H1: Key Opinion Leaders have a direct, positive and significant influence on Philanthropic Intention

3.2 RELATIONSHIP BETWEEN WORD OF MOUTH AND PHILANTHROPIC INTENTION

Word of mouth is an additional determinant that exerts an influence on individuals' inclination to engage in philanthropic activities. In numerous contemporary studies examining word-of-mouth (WOM) phenomena, including those conducted in the context of online sales, it is consistently observed that WOM promotion systems continue to exert a substantial influence (Jain et al., 2018; Muhammad et al., 2017; Previte et al., 2019; Roy & Naidoo, 2017). The ongoing advancement of this theory pertains to the emergence of electronic Word of Mouth (e-WOM), including negative WOM, which significantly influences customer purchasing behaviour (Keiningham et al., 2018).

In the field of philanthropy study, word-of-mouth (WOM) continues to be a prominent factor, exerting a significant influence on individuals' inclination to increase their investments, whether in offline and online contexts (Saenger et al., 2020). The utilisation of health applications to assist individuals who are perceived as potentially hazardous can be foreseen through the lens of Word-of-Mouth (WOM) theory, as indicated by the research undertaken by Kraemer, T., Weiger, W. H., Trang, S., & Trenz, M. (2022). Numerous scholars have undertaken investigations on the impact of word-of-mouth (WOM) communication on individuals' intentions to engage in philanthropic activities. In light of this existing body of research, the present study aims to delve deeper into this influence and explore its effects on individuals' intentions to participate in philanthropic endeavours.
Therefore, the relationship between Word of Mouth and the intention to carry out philanthropy can be strongly speculated, namely:

H2: Word of Mouth has a direct, positive and significant effect on Philanthropic Intention

3.3 RELATIONSHIP BETWEEN PHILANTHROPIC BRAND TRUST FUNDING AND PHILANTHROPIC INTENTION

Trust plays a significant role in the realm of marketing as it serves as a crucial element in facilitating sales and fostering positive relationships between customers and sellers (Fortezza et al., 2022). Multiple scholarly investigations have examined the concept of brand trust, revealing that both confidence in technology and trust in the institution itself exert a noteworthy influence on prospective donors seeking to provide financial support (Lee, 2022). However, greater investigation is required in philanthropic research to examine the impact of brand trust on donors' intentions to provide funding. To date, the primary focus of this study has been on the concept of brand trust, which has been found to have a significant impact on many positive consumer behaviours, including customer loyalty, engagement, and intention to repurchase (Bilgin & Kethüda, 2022). Similarly, within the realm of consumer behaviour, the establishment of trust towards a specific brand entails the acknowledgment and acceptance of a certain degree of risk associated with its perceived image (Y. Huang et al., 2022). According to Jain et al. (2018), the presence of consumer trust in a brand indicates that customers hold elevated expectations regarding the brand's ability to deliver on its commitments. According to a study conducted by Kwan Soo Shin et al. (2019), it was found that consumer purchase intentions are significantly influenced by both online and offline brand trust.

In the realm of philanthropy, trust plays a vital role in individuals' decision-making process when considering engaging in financial initiatives. This phenomenon serves as the underlying rationale for individuals or organisations to delegate the responsibility of safeguarding their possessions and financial resources to certain individuals or entities (Chen et al., 2019). The foundation for conducting transactions extends beyond mere financial support, as the level of trust that consumers place in a company plays a crucial role (Usman et al., 2022). According to Gregory et al. (2020), trust can be defined as the inclination of consumers to engage in transactions based on optimistic anticipations of future shopping conduct.

Consumer trust, as described by Rodiques and Rahanatha (2018), pertains to the optimistic belief held by consumers regarding the reliability and dependability of goods or
services providers in completing their commitments. This belief eventually influences consumers’ inclination to engage in purchasing or other related actions. Hence, it can be strongly inferred that there exists a significant correlation between the trust placed in philanthropic brands and the inclination to engage in philanthropic activities.

H3: Funding Philanthropic Brand Trust has a direct, positive and significant effect on Philanthropic Intention

3.4 RELATIONSHIP BETWEEN PHILANTHROPPIC INTENTION AND FUNDING PHILANTHROPIC BRAND PREFERENCE

Brand preference plays a crucial role in the realm of marketing since it directly influences consumers' brand selection decisions. Wang (2015) asserts that brand preference holds significance for corporations as it serves as a metric for gauging client loyalty and the potency of individual brands. Brand preference can be conceptualised as a cognitive disposition that exerts an impact on consumer buying choices, subsequently leading to a behavioural inclination wherein individuals opt for some brands while disregarding others (Howard and Sheth, 1969). The majority of judgements made by marketing managers have assumptions, whether they are explicitly stated or implied, on the process by which consumers make purchase decisions and how strategic marketing factors, such as price, advertising, and distribution, impact these decisions (Rokonuzzaman et al., 2021). Consumer loyalty and product experience play a significant role in shaping brand preference, ultimately influencing consumers' decisions to own or utilise a particular product (Amoako et al., 2017; Chang et al., 2008; Chomvilailuk & Butcher, 2010; R. Ebrahim et al., 2016; R. S. Ebrahim, 2013; Hwang et al., 2023; Kao, 2019; Schultz et al., 2014).

Numerous investigations have been undertaken to explore the notion of brand choice; however, no research has been especially dedicated to examining this phenomenon within the context of non-profit institutions. Although this study primarily addresses the difficulties associated with selecting brands that have the potential to impact customer purchasing decisions (Liao et al., 2020). Hence, it is imperative to conduct additional study about the influence or reciprocal relationship between brand selection theory and non-profit institutions, particularly in the context of philanthropy.

The initiation of any decision-making process necessitates the presence of an intention, as decisions do not materialise spontaneously but rather stem from preceding circumstances.
Hence, it may be posited that there exists a significant correlation between the intention to engage in philanthropic activities and the preference for funding philanthropic brands.

H4: Philanthropic Intention has a direct, positive and significant effect on Funding Philanthropic Brand Preference

3.5 MODERATION OF PRIDE IN AFFILIATES ON THE RELATIONSHIP BETWEEN PHILANTHROPIC FUNDING INTENTIONS AND FUNDING PHILANTHROPIC BRAND PREFERENCE

The need for attachment is an inherent aspect of human nature that must be satisfied. This aligns with the fundamental nature of human beings as social beings and their inherent urge for self-expression (Tassabehji & Isherwood, 2014). To address the inherent need for interdependence, it becomes imperative to establish a physical space or organisation that serves as a communal hub, facilitating individuals’ connection and providing a platform for self-expression. According to McClelland's theory, the need for affiliation encompasses the desire for warmth and encouragement in establishing friendships and social connections, engaging in close interactions, cooperating, and communicating with others in an amicable manner (Kortt et al., 2013).

The affiliation of donors with community organisations can enhance their commitment to engage in philanthropic donations, leading them to follow through with their goal to support non-profit institutions. Based on the findings derived from the Focus Group Discussion (FGD) conducted with the chairman of Lazismu, it was observed that the donors of this institution primarily consisted of individuals affiliated with Muhammadiyah. In contrast, the Dhuafa wallet, as a philanthropic institution not associated with any specific community organisations, tended to attract donors from diverse community organisations. However, it is noteworthy that specific persons or employees associated with the Dhuafa Wallet had the capacity to exert prompt impact on donors, thereby encouraging them to provide funds to the said institution. It is anticipated that the incorporation of pride in one's affiliation will enhance the connection between the inclination to engage in philanthropic financing and the selection of a philanthropic organisation that aligns with the donor's affiliation.

Hence, the moderation of pride in affiliates within the context of the relationship between philanthropic donation intentions and financing philanthropic brand preference may rely heavily on transient assumptions.
H5: Philanthropic funding intentions have a positive and significant effect on Funding Philanthropic Brand Preference with Pride in Institutional Affiliation

3.6 RELATIONSHIP BETWEEN KEY OPINION LEADERS AND FUNDING PHILANTHROPIC BRAND PREFERENCE

According to Carrillat and Ilicic (2019), Key Opinion Leaders (KOLs) exert a significant impact on consumer decision-making processes, specifically in relation to the establishment of client loyalty. The examination of consumer brand preferences holds significant importance in comprehending consumer choice behaviour, therefore garnering considerable attention from marketers. Nevertheless, the examination of brand preferences is constrained within the realm of conventional marketing, which prioritises functional features in order to optimise usefulness. However, there is already a growing trend towards experiential marketing, which is transforming the function of companies from being defined just by their attributes to encompassing the creation of meaningful experiences (Jin et al., 2023). Technological advancements have played a significant role in enhancing the convergence of brand qualities and the commoditization of products. As a result, customers are unable to establish their brand choices solely based on rational criteria. The involvement of Key Opinion Leaders (KOLs) is crucial in assisting consumers in making decisions that align with their preferences, foster loyalty, and drive direct purchases (Fakhreddin & Foroudi, 2022). Hence, it is highly plausible to assume a large correlation between Key Opinion Leaders and the preference for philanthropic brands that get funding.

H6: Key Opinion Leaders have a direct, positive and significant influence on Funding Philanthropic Brand Preference

3.7 RELATIONSHIP BETWEEN WORD OF MOUTH AND FUNDING PHILANTHROPIC BRAND PREFERENCE

According to Hwang et al. (2023), their research demonstrates that brand experiences that are memorable have a favourable impact on brand choice. This, in turn, has a good effect on the intention to use the brand, word-of-mouth communication, and the readiness to pay a higher price. According to Previte et al. (2019), face-to-face interactions and the impact of interpersonal communication facilitate prompt consumer responses and subsequent decision-making in the context of purchasing, mostly driven by emotional considerations. Hence, it may
be postulated that there exists a transient association between Word of Mouth and the preference for funding philanthropic brands.

H7: Word of Mouth has a direct, positive and significant effect on Funding Philanthropic Brand Preference

3.8 RELATIONSHIP BETWEEN FUNDING PHILANTHROPIC BRAND TRUST AND FUNDING PHILANTHROPIC BRAND PREFERENCE

Trust in a brand or organisation, particularly in the context of non-profit organisations, serves as a fundamental element in influencing donors' decision-making process to contribute their resources to said institution. According to the study conducted by Bilgin and Kethüda (2022), The study conducted by Shin et al. (2019) examined the impact of brand trust on brand commitment and brand loyalty, while also investigating the potential mediating and moderating roles of brand commitment and brand reputation. The findings of the research demonstrated a positive and significant relationship between brand trust and brand loyalty. The research additionally discovered that there is a positive and significant correlation between brand trust and brand commitment. Furthermore, brand commitment acts as a mediator in the relationship between brand trust and brand loyalty. In a similar vein, scholarly investigations provide evidence supporting the notion that brand reputation plays a moderating function in the association between brand trust and brand commitment. The trust of donors in non-profit organisations not only generates their intents but also empowers them to exercise discretion in allocating charitable funds and potentially leads to recurring contributions to the organisation (DAM, 2020). According to Chapman et al. (2021), According to the study conducted by Chetioui et al. (2022), According to Li et al. (2022), Hence, it can be firmly inferred that there exists a significant correlation between Funding Philanthropic Brand Trust and Funding Philanthropic Brand Preference.

H8: Funding Philanthropic Brand Trust has a direct, positive and significant effect on Funding Philanthropic Brand Preference

4 METHODOLOGY

The present study used a descriptive research design to examine the attributes and features of the variables Key Opinion Leader, Word of Mouth, and Funding. The constructs under investigation in this study include philanthropic brand trust, philanthropic intention, and
philanthropic brand preference, with the potential moderating effect of pride of affiliation. The employed approach is of an exploratory nature. The purpose of this approach is to examine and analyse data patterns in order to discern and understand relationships (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). Exploratory research is a crucial component of scholarly inquiry as it enables scholars to investigate problems or opportunities for which limited or no prior knowledge is available (Mooi & Sarstedt, 2018). The present study employs a quantitative methodology. In order to enhance comprehensibility and depth, it is imperative to explore the impact and interrelationships among the organised variables, so establishing a robust framework for understanding their mutual associations.

The data utilised in this study comprises both primary and secondary sources. It is imperative to physically observe the facts and consult existing research sources as integral components of this study. If the data collected subsequently is of a quantitative nature, it is acquired by means of disseminating questionnaires.

A population refers to a subset of individuals residing inside a specific geographical region, such as a country, city, community, or a group of individuals sharing particular attributes (Kasri & Chaerunnisa, 2022). The research sample consisted of donors from various generations residing in different regions of Indonesia. The selection criteria included identifying the province with the highest level of generosity to ensure representativeness in sampling. Additionally, the level of funding provided by the donors was taken into account. The research employed the purposive sampling technique. Riduwan (2003) describes purposive sampling as a technique employed by researchers to select certain research subjects based on predetermined considerations and objectives (Jones, 2020). The rationale behind this decision stems from the fact that the study encompassed an unidentified population and involved donors from various regions in Indonesia. Consequently, the author deemed it necessary to establish specific criteria in order to facilitate data collection.

The criteria for supporting data collecting are outlined as follows:

1. Age
2. Level of education attained
3. Proficiency in philanthropic fundraising and most recent instance of charitable contribution
4. Frequency of carrying out philanthropic activities
5. The mean donation amount

Hair, Anderson, Tatham, and Black (2010) suggest that when the sample size is excessively large, it becomes challenging to develop a suitable model. Therefore, it is advisable
to have a sample size ranging from 100 to 200 respondents in order to facilitate the interpretation of estimates using the Structural Equation Model (SEM). Hence, the determination of the sample size will be contingent upon the outcomes of the minimal sample computation. The calculation for determining the minimal sample size for Structural Equation Modelling (SEM), as outlined by Hair et al. (2010), is given by the formula: (Number of indicators + number of latent variables) multiplied by a factor ranging from 5 to 10. According to the provided formula, the maximum sample size for this research can be determined by multiplying the number of indicators utilised by a factor ranging from 5 to 10. This study involves the analysis of a total of 42 question items. According to the provided formula, the necessary sample size amounts to 210 samples, calculated by multiplying 5 by 42.

The data gathering methodology employed in this study entailed the dissemination of questionnaires. A questionnaire refers to a structured form or document, such as a Google form, designed to elicit written replies from the subject of investigation (Waltz et al., 2016). The survey was disseminated in order to gather data pertaining to Key Opinion Leader, Word of Mouth, Funding Philanthropic Brand Trust, Philanthropic Intention, Philanthropic Brand Preference, and moderated by Pride of Affiliation. The measurement scale employed in this study utilises a Likert scale. The Likert scale is a commonly employed tool for assessing and quantifying subjective constructs such as views, attitudes, and emotions, which are inherently unobservable (Drummond, 2017). The Likert scale employed in this study is an interval scale ranging from 1 to 5. The Likert scale with 5 response options is widely endorsed by researchers as the most recommended scale. This phenomenon occurs due to its potential to mitigate the respondent’s frustration levels and enhance the overall quality and average of responses (Sachdev & Verma, 2004).

The present study employs multivariate statistical analysis techniques. The multivariate Structural Equation Modelling (SEM) approach will be employed to examine all hypotheses. The SEM-Partial Least Square analysis approach will be employed to investigate and validate the variables and ascertain the achievement of the predetermined objectives. Following the completion of the study utilising Structural Equation Modelling (SEM), the outcomes of said analysis will be enhanced by the implementation of multigroup analysis. The utilisation of multigroup analysis allows for the examination and identification of the potential impact that specific variables may have on both the inner model and outside model (Hair, Hult, Ringle, & Sarstedt, 2017).
5 EXPECTED RESULTS

The primary aims of this study are to examine the antecedents and repercussions associated with the implementation of philanthropic intentions. Firstly, do a comprehensive investigation on the impact exerted by Key Opinion Leaders (KOLs) on individuals' intentions to contribute to philanthropic financing. Furthermore, this research endeavor is anticipated to yield an investigation of the impact of Word of Mouth on individuals' intentions to engage in philanthropic funding. This study aims to examine the impact of Philanthropic Brand Trust financing on individuals' intentions to engage in Philanthropic financing. In addition to this, a study was conducted that examined the impact of philanthropic intentions on the preference for funding philanthropic brands. The primary objective of this study is to examine the impact of philanthropic funding intentions on the choice for philanthropic brands, taking into account the moderating variable of institutional affiliation pride. The targeted objective is to conduct a research study on the impact of Key Opinion Leaders on the preference for philanthropic brands in terms of funding. Conduct an empirical investigation on the impact of Word of Mouth (WOM) on the formation of preferences for philanthropic brands in the context of fundraising. This study aims to investigate the impact of Funding Philanthropic Brand Trust on Funding Philanthropic Brand Preference.

Based on the contextual background and existing literature, this study anticipates the discovery of novel research findings. This study aims to make a valuable contribution to the existing body of knowledge on brand theory pertaining to non-profit and charitable organisations, an area that continues to be a subject of scholarly discourse. The rationale for non-profit institutions lies in their emphasis on addressing social issues rather than solely chasing financial gains. In addition, prior research has not addressed the topic of pride in institutional affiliation as it relates to the provision of financing. To date, scholarly investigations in the field of philanthropy have primarily concentrated on the examination of funding intentions and funding behavior. In addition to this, there has been no observation of the simultaneous presence of the three entities, denoted as generations X, Y, and Z, who possess the potential to enhance their inclination towards engaging in charitable endeavors through the augmentation of their faith in a certain cause.
6 BENEFITS OF RESEARCH

This study will hopefully provide advantages from both theoretical and scientific perspectives. The acquisition of knowledge and the cultivation of scientific reasoning are crucial in advancing our understanding of various concepts within the field of marketing. This includes the exploration of Brand Theory, the examination of the source credibility model, the analysis of social identity theory, the investigation of Philanthropy in marketing, the study of the Theory of Planned Behavior (TPB), and the exploration of consumer behavior. In addition to its immediate implications, this study can serve as a valuable resource for future scholars investigating various topics such as Brand Theory, the source credibility model, social identity theory, Philanthropy in marketing, the Theory of Planned Behavior (TPB), and consumer behavior, particularly within the Non-Profit industry. However, it is anticipated that this research will also yield advantages in terms of managerial or practical implications. Non-profit organizations are required to possess knowledge regarding the funding preferences and selection criteria of philanthropic institutions across various generations. This knowledge is crucial in establishing a robust brand identity, thereby positioning the organization as the preferred choice for directing funds. Consequently, such organizations can develop appropriate promotional strategies to effectively influence potential donors and encourage their engagement in philanthropic endeavors within the institution. In the context of researchers, this serves as both input and motivation to persist in doing research and engaging in practical applications to advance knowledge and make theoretical and managerial contributions. However, from the perspective of the Government, philanthropy serves as a valuable input in the formulation and execution of policies aimed at achieving the Sustainable Development Goals (SDGs) by maximizing outcomes and attaining shared objectives.

REFERENCES


Haywood, K. M. (1989). *He is a member of the Travel Research Association and a charter member of both the International Academy of Hospitality Research (Virginia Tech) and the Tourism Research and Education Centre*. 3(2), 55.


The Antecedents and Consequences Pertaining to the Intention to Engage in Philanthropic Activities


