Muslims charitable giving

a proposed revision of the TPB to predict monetary donation intention and behaviour of Saudi Individuals

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Content

- Research Motivations
- Research objective
- Theory of Planned Behaviour TPB
- Revised model of TPB
- Research Model
Introduction

- Financial Resources for Charitable organisations:
  - Governments
  - Corporations
  - Internal resources: Fees, sale, ...
  - Individuals

- Individuals’ donation:
  - USA
  - UK
Introduction

- Challenges in donation market:
  - Continuous growth in charitable sector
  - Increase demand on COs’ services
  - Shrinking of governmental fund

Patterns of Individuals donation research

- Most of it conducted in Western context
- Focus on demographic variables
Research Objective

- provide a multidimensional conceptual model that goes beyond the demographic characteristics of individuals and covers important factors such as attitude, norms and religiosity, in the context of Saudi Arabia; a country different from the Western world in many aspects.

Theory of Planned Behaviour TPB

- What is the TPB?

- Why it has been adopted?
  - Widely successful to explain behaviours
  - Limited use in charitable behaviours (volunteering, blood and organ donation, monetary donation)
  - No TPB studies in Saudi context
TPB components

- Intention and Behaviour
  - Behavioural Intention → Actual Behaviour

- Attitudes and Intention
  - Behavioural Attitudes → Behavioural Intention
Subjective Norms and Intention

- Subjective Norms
- Behavioural Intention

Revised Subjective Norms

- Injunctive Norms
- Descriptive Norms
- Moral Norms
- Behavioural Intention
Perceived Behavioural Control (PBC)

Religiosity and Individuals Donation

Religiosity → Donation Attitudes
Proposed Model

- Religiosity
  - H7+
- Attitudes
  - H2+
- Injunctive Norms
  - H3+
- Descriptive Norms
  - H4+
- Moral Norms
  - H5+
- PBC
  - H6+

- Intention to give to COs
  - H1+
- Monetary Giving to COs

Current Stage

- Collected the research data (432)
- Statistical Tool: SEM
- Initial results:
  - Hypotheses confirmed, except Subjective Norms!

- Following interview will be conducted to explain that.
Thank you