

## **Investigating drivers of internet giving behaviour in Malaysia**

### **Abstract**

The purpose of this paper is to explore drivers influencing internet giving behaviour among bank customers in Malaysia. Design/methodology/approach – Using the theory of interpersonal behaviour (TIB) and the innovation diffusion theory (IDT) as a baseline theory, this study proposes a conceptual model of internet giving behaviour in Malaysia. Data from the 372 usable questionnaires are analysed using partial least squares (PLS). Findings – PLS results reveal that affect, social factors, facilitating conditions, relative advantage, complexity and compatibility are significantly related to internet giving behaviour, revealing the appropriateness of the TIB and the IDT in the context of internet giving in Malaysia. The proposed relationship between internet giving behaviour and religious satisfaction is also fruitful. Research limitations/implications – The samples of this study are confined to Malaysian respondents. Further testing of the proposed model across different countries is needed to determine the generalisability of this study's findings. Further testing on other factors is also needed to extend the finding. In addition, future studies should consider a mediator variable that helps to enrich the finding. Practical implications – Results obtained provide directions to bank managers at improving internet giving services to their customers. Internet giving tends to be used by individuals if the factors investigated in the current study are considered. Originality/value – This study examines internet giving behaviour with an enhanced consumer model includes the TIB, the IDT and religious satisfaction. With the support of the TIB and the IDT in this study, the model could be applied as a useful theoretical framework to investigate other giving areas.