

Why do Malaysians perform internet giving?

Abstract

The purpose of this study is to investigate drivers influencing internet giving behaviour among bank customers in Malaysia. Using the theory of interpersonal behaviour (TIB) as a baseline theory, this study proposes a theoretical model of internet giving behaviour in Malaysia. Data from 200 usable questionnaires are analysed using partial least squares (PLS). PLS results reveal that internet giving behaviour is influenced by affect, social factors and facilitating conditions. The proposed relationship between internet giving behaviour and religious satisfaction is also fruitful. This study examines internet giving behaviour with an enhanced consumer model including the TIB and religious satisfaction. With the support of the TIB, the model could be applied as a useful theoretical framework to investigate other giving areas.