



**TÜRKİYE CUMHURİYETİ
ADANA ALPARSLAN TÜRKER SCIENCE AND TECHNOLOGY
UNIVERSITY**

**GRADUATE SCHOOL
BUSINESS ADMINISTRATION DEPARTMENT**

**THE EFFECT OF INDIVIDUAL DONATION MOTIVATIONS ON
DONATION INTENTION: THE CASE OF ADANA**

BÜŞRA ÖZCAN

M.A.

ADANA 2022



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**THESIS ADVISOR
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ADANA, 2022

DECLARATION OF CONFORMITY

In this thesis study, which was prepared following the thesis writing rules of Adana Alparslan Türkeş Science and Technology University Institute of Graduate School, I declare that I provide all the information, documents, evaluations and results in accordance with scientific ethics and moral codes without resorting to any means or assistance that would be contrary to scientific ethics and traditions. I also declare that I refer to all of the articles I used in this study with appropriate references and accept all moral and legal consequences if a situation is found contrary to my statement regarding my work.

....../....../20..

[Signature]

Büşra ÖZCAN

ÖZET

BİREYSEL BAĞIŞ MOTİVASYONLARININ BAĞIŞ NİYETİ ÜZERİNDEKİ ETKİSİ: ADANA İLİ ÖRNEĞİ

Büşra ÖZCAN

Yüksek Lisans, İşletme Anabilim Dalı

Danışman: Prof. Dr. Celile ÖZÇİÇEK DÖLEKOĞLU

Aralık 2022, 90 sayfa

Yardımseverlik yaygın toplumsal bir değerdir. Son zamanlarda ihtiyaç sahiplerine yardım etmek, hayırsever davranışlarda bulunmak, bağışçı davranışı anlamaya yönelik araştırmalar akademisyenlerin ilgisini çekmiştir. Bu çalışmanın amacı motivasyon ve tutumun insanların bağış yapma niyetleri üzerindeki etkisini incelemektir. Araştırma, Adana'da 412 bireyden oluşan örneklem üzerinde gerçekleştirilmiştir. Verilerin analizinde Excel, SPSS ve AMOS 23(beta) programları kullanılmıştır. Elde edilen veriler Doğrulayıcı Faktör Analizi ve Yapısal Eşitlik Modellemesi ile analiz edilmiştir. Analiz sonuçlarına göre gönüllülük, içsel tatmin ve tutum bağış niyeti üzerinde pozitif ve anlamlı bir etkiye sahiptir. Özgecilik motivasyonunun bağış niyeti üzerinde etkisi anlamsızdır. Bireylerin bağış tercihleri incelendiğinde katılımcıların nakdi ve doğrudan bağışı tercih ettikleri görülmüştür.

Anahtar Kelimeler: Bağış niyeti, Bağışçı Davranışı, Hayırseverlik, Motivation, SEM

ABSTRACT

THE EFFECT OF INDIVIDUAL DONATION MOTIVATIONS ON DONATION INTENTION: THE CASE OF ADANA

Büşra ÖZCAN

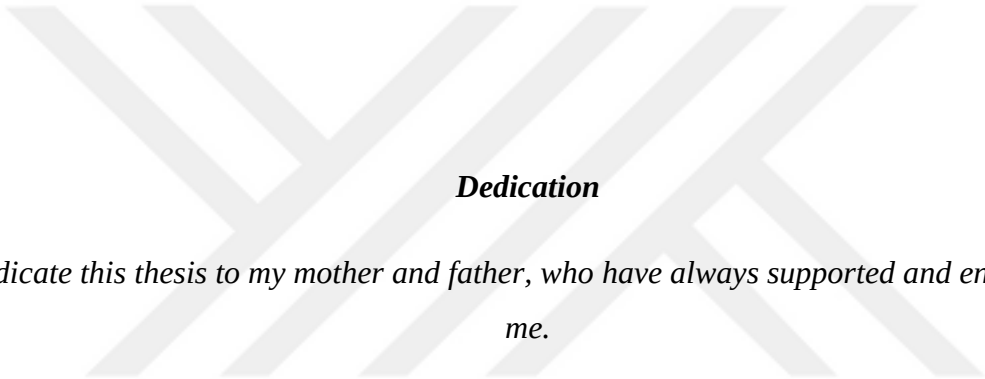
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Charity is a widespread social value. Recently, helping those in need, engaging in philanthropic behavior, and research on understanding donor behavior have attracted the attention of academics. The purpose of this study is to examine the impact of motivation and attitude on people's intentions to donate. The study carried on the sample, which involved 412 individuals in Adana. Excel, SPSS, and AMOS 23 (beta) programs were used to analyze the data. The data collected were analyzed by Confirmatory Factor Analysis and Structural Equation Modeling. According to the results of the analysis, volunteerism, self-oriented and attitude have a positive and significant effect on donation intention. The effect of altruism motivation on donation intention is insignificant. Analysis of individuals' donation preferences shows that the respondents prefer cash and direct donation.

Keywords: Donation Intention, Donation Behaviour, Philanthropy, Motivation, SEM



Dedication

I dedicate this thesis to my mother and father, who have always supported and encouraged me.

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LIST OF ABBREVIATIONS

A	: Attitude
AFAD	: The Disaster and Emergency Management Presidency
AKUT	: Search and Rescue Association
AL	: Altruism
AVE	: Average Variance Extracted
CAF	: Charities Aid Foundation
CFA	: Confirmatory Factor Analysis
ÇYDD	: Association for Supporting Contemporary Life
CR	: Construct Reliability
EFA	: Exploratory Factor Analysis
İHH	: The Foundation for Human Rights and Freedoms and Humanitarian Relief
KMO	: Kaiser–Meyer–Olkin
LÖSEV	: Health and Education Foundation for Children with Leukemia
NGO	: Non-governmental Organization
O	: Other-oriented Perfectionism
RMSEA	: Root Mean Square Error of Approximation
S	: Self-oriented
SEM	: Structural Equation Modeling
SHÇEK	: Social Services and Child Protection Agency
SHKD	: The Association for the Protection of Stray Animals
SRMR	: Standardized Root Mean Square Residual
TED	: Turkish Education Association
TEGV	: The Educational Volunteers Foundation of Turkey
TEMA	: Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats
TEV	: Turkish Education Foundation
TGV	: Community Volunteers Foundation
THK	: Turkish Aeronautical Association

TOG	: Community Volunteers Foundation
TONV	: Turkey Organ Transplantation Foundation
TSK	: Turkish Armed Forces
TUSEV	: Individual Giving and Philanthropy in Turkey
TÜMYAD	: All Assistance Association
UNICEF	: United Nations International Children's Emergency Fund
V	: Volunteerism
WGI	: World Giving Index
WHO	: World Health Organization
WWF	: World Wide Fund for Nature



1. INTRODUCTION

In the world of marketing, there have been individual, societal and global changes over time that has led to different approaches to the marketing discipline. In the marketing world, where the consumer-centric approach is paramount, community-based studies can be observed in many areas on a daily basis. At this point, the classical marketing approach is no longer about goods and services, but a new area of research that expands to the development of an idea or concept and its adoption by the target group. This new discipline, which focuses on the needs and desires of the target audience, is called "social marketing". In essence, social marketing focuses on social problems and keeps individuals away from harmful habits and behaviors.

Social marketing refers to the use of marketing elements to facilitate the adoption of products and ideas that benefit society (Kaya, 2009). According to another definition, social marketing means the improvement of social life, education, health, culture, etc. It refers to all studies carried out with the aim of bringing about a change in attitude and behavior among the target group in question in order to solve the problems associated with the issues (Coşkun, 2012). Social marketing practices studied in the fields of human, society, and behavior are discussed in terms of creating behavioral change on individuals (Nakıboğlu and Özsoy, 2016). As can be understood from the definitions, social marketing is based on behavioral change and social marketing programs affect behaviors (Andreasen, 1994). The main point of social marketing programs is planning the appropriate provision of satisfactory solutions to a particular need or social problem for individuals in the target market.

With the increasing importance given to issues such as community life and health, relevant institutions have become active to improve the life of society, increase the level of health and reduce environmental problems (Nakıboğlu and Özsoy, 2016). In this context, social marketing programs are carried out in many areas. Social marketing is applied to a wide range of issues such as the reintegration of substance-addicted youth into society; raising awareness about the effects of artificial/chemical fertilizers on water resources; protection of the environment and natural resources; education of children in refugee camps; activities to help women with limited opportunities achieve economic independence (Bayraktaroğlu and İlter,

2007). Kotler and Lee (2005) categorize social marketing campaigns under four main headings: health promotion, injury prevention, environmental issues and community involvement. Within the scope of community engagement, they stated that the focus may be on encouraging volunteering, organ donation and blood donation behaviors. From this perspective, social marketing is an effective tool for social problems such as blood donation and organ donation, which are not at the desired level today.

At this point, where the social aspect of marketing comes to the forefront, the number of institutions and organizations with social purposes is increasing. With the existence of non-profit organizations, society is directed towards a certain behavior for a good cause. International institutions and organizations such as Kızılay, LÖSEV, Turkish Organ Transplantation Foundation and AFAD, and incorporated institutions have increased their efforts to improve the current situation of the disadvantaged group and society through social responsibility projects. A direct way to help and improve the situation is to donate. Individuals can donate directly or indirectly through an organization. Previous studies have reported that the number of people donating to charities has decreased significantly (CAF, 2022; Osili et al., 2021). At this point, it is important to determine the attitudes and intentions of the society towards civil society organizations. It is also possible to examine the social marketing approach, which is based on the idea of improving the welfare of society, in terms of the donator behavior of individuals. The literature has explored the reasons for individuals' donator behavior, and blood and organ donation in particular has been studied from a social marketing perspective (Argan, 2007; Kaplan, 2020; Aydoğdu, 2020; Doğru, 2014).

People tend to help people in need and do so through various actions. Guy and Patton (1989) argues that people's need to help others is the strongest motive for giving. By helping people in need, we can make the world a more just and livable place to live. Donating is an important extension of doing kindness. Expressing donation as a symbolic consumption in Sherry's (1983) study (as cited in Tiltay and Torlak, 2015) created a new field of study and discussion for researchers in the marketing literature. Tiltay (2014) examined the relationship between motives for donations and donations made directly and through charities; Göktaş (2014) examined the factors influencing giving behavior toward nongovernmental organizations

using five different scenarios. There are various reasons that motivate people to donate: donating strengthens one's image of being a good person (Schlosser and Levy, 2016); donating to others increases an individual's sense of happiness (Dunn et al., 2014; Dunn et al., 2008); empathy with people in need (Zheng et al., 2015); it is emphasized that donations have a prosocial effect (Aknin et al., 2013).

Determining the characteristics that influence the donation intention of individuals is an important area of research in the literature. In light of all these explanations, this thesis aims to provide an overview by defining and evaluating the actions related to donator behavior. The effect of participants' motivation and attitude on donation intention was examined.



2. LITERATURE REVIEW

2.1. Social Marketing

2.1.1. Concept of Social Marketing

The fact that marketing can also be used for social purposes was first expressed in 1951 with Wiebe's question, "Why cannot you sell a brotherhood like soap?". Kotler and Zaltman (1971) *Social Marketing: An Approach to Planned Social Change*, which they published, discusses the concept of social marketing. The concept first mentioned in this article brought a new perspective to the world of marketing. Kotler and Zaltman (1971), claiming that the basic idea of marketing is the process of change, defined social marketing as follows: "Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research." (p. 5).

In the years after 1971, interest in the concept of social marketing increased, its definition was continued by academics and gained much momentum. Andreasen (1995) defined social marketing, concepts of commercial marketing are the activities of implementing and executing the planned programs to promote voluntary behavior change of target groups for the benefit of society. The goal here is to change the behavior of the target audience, and the implications for the discipline of social marketing are pointed out, claiming that this requires marketing concepts. Sutton (1996), arguing that behavior change is the basis of social marketing, states that the benefits of the new behavior to be adopted or the barriers to it should be determined and strategies should be developed within the framework of the 4P's (product, price, place, promotion). In the marketing discipline, it is stated that social marketing is used in the promotion and dissemination of ideas and issues (Fine, 1981), as well as the use of marketing principles and techniques to be beneficial to society instead of achieving the desired profit or organizational goals (Donovan and Henley, 2010).

The principles and techniques of social marketing are heavily influenced by traditional marketing literature and are characterized by a focus on so-called 'abstract' goods (ideas,

behaviors, lifestyles, attitudes) rather than tangible products and services that are the focus of the marketing industry (Lefebvre and Flora, 1988). In another definition, social marketing is the use of marketing principles and techniques to adopt behavior that will improve the health or well-being of the target market or society (Weinreich, 2010). Saunders et al. (2015) emphasizes the effects and sustainability of social marketing activities by defining it as “social marketing is the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation” (p. 10).

When examining the definitions in the literature on social marketing, the common point is the consumer, and it is emphasized that individuals should not only think about their own interests in the world they live in, but also be aware of the activities that will contribute to the good of society. Another important point is that the social marketer should remove the obstacles in front of individuals for the products they want to buy and encourage them to do so. The basis of the problems that have occurred is that people are not ready and willing to change their behavior (Kotler and Lee, 2010). For example, people are not expected to immediately volunteer to donate blood or organs. Or it is very difficult for him to constantly change his behavior to stop smoking. To do this, the social marketer must first understand the nature of these obstacles from the perspective of the target audience and determine the benefits of changing behavior (benefits to society, environmental protection, health, safety).

The discipline of social marketing began in Turkey after the 1980s with examples of advertising with social content (Kurtoğlu, 2007). But nowadays social marketing is applied in many areas such as health, environmental protection, education, smoking and alcohol cessation and all kinds of charity campaigns. In this respect, social marketing is important to implement practices that benefit the society. It is the common ground of states and international organizations to improve the disadvantaged situation in which all or some of the societies live. The UN Sustainable Development Goals also provide social marketing strategies and practices at the global phase and include action plans that can be fulfilled with the support and contribution of all nations. By 2030, 17 main targets and 169 sub-targets have been set in the areas of economic growth, social life and environmental protection. They

address the global challenges we face, poverty reduction, end hunger, good healthy and well-being, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice and strong institutions and partnerships.

Social marketing is a process that includes the policy of approaching and developing social partnerships, helping to define and disseminate the strategies related to the theme of the change/development service to be provided, and planning the activities necessary to develop additional sources of funding for the project (Develi, 2020), and Andreasen (1994) has systematically described the management of this process:

- Program managers must research the needs, desires, perceptions, and current behavior patterns of the target group before taking action. Social marketers should not make assumptions at this phase.
- Program managers should segment the target audience and create a budget and strategy for each identified segment.
- All key elements of the strategy and tactics of the identified social program should be tested in advance with members of the target market.
- The social program goes through a series of decision-making processes for the behavior to be adopted by the target group. First, the necessary information about the behavior must be learned, then the positive results of the behavior must be perceived, and the individual must believe in himself to perform the action.
- The defined social marketing program should be created in accordance with all elements of the marketing mix.
- Program managers should design the decision-making phase, when the target audience begins to adopt the specified behavior, to include specific steps.

2.1.2. Fields of Application of Social Marketing

The main purpose of social marketing practices applied in various fields around the world is social benefit (Kurtoğlu, 2007). In parallel with the social events, the field of application of social marketing is quite wide and is generally issues that concern the society. According to the characteristics of the regions where social marketing is applied, the subject of social marketing gains priority (Kurtoğlu, 2007). In Turkey, girls' education, the fight against smoking and organ donation are priorities, while in Africa, infectious diseases (malaria, HIV-AIDS), the fight against hunger and women's rights are priorities. Other major issues addressed by social marketing in all countries are family planning, smoking-alcohol-drug addiction, vaccination campaigns, human rights, education, blood donation, protection of stray animals, poverty alleviation, climate change and environmental protection (Kotler and Lee, 2005; Kurtoğlu, 2007). With health practices, individuals adopt healthier lifestyles; reintegrating individuals into society in the fight against drug addiction; increasing the enrollment rate of disadvantaged groups with educational activities; with the creation of cooperation and solidarity in society through blood and organ donations, increasing the number of healthy individuals in society; meeting the basic needs of disadvantaged individuals with in-kind and monetary assistance; the aim is to contribute to the development of the concept of responsible consumption from production to consumption for a sustainable world. With the Covid 19 epidemic sweeping the world in 2020, all NGOs especially the public organizations, benefited from social marketing tools such as prevention, combat, and vaccine.

2.1.3. Developing a Social Marketing Plan

An effective social marketing program should be carried out to ensure a behavioral change in society. In order to talk about a successful social marketing intervention, a model consisting of ten steps must be fulfilled. These steps are explained as follows (Kotler and Lee, 2010):

1. Describe the Background, Purpose and Focus for the Planning Effort: Answers are sought for questions such as who is the sponsor of the plan, why the social work is carried out, what the identified social problem is, and which segment is targeted in the focus.

2. Conduct a Situation Analysis: With a SWOT analysis, in which the strengths and weaknesses of the organization, process or situation, opportunities, and threats arising from the environment are determined, a literature review on current and past similar studies can be done.
3. Select and Describe the Target Audience: In this step, the size of the target audience, demographic characteristics, psychographic characteristics, the characteristics of the society, and their willingness to accept the behavior to be adopted is important.
4. Set Marketing Objectives and Goals: Social marketers need to explain in detail the behavior change they are aiming for and set their goals.
5. Identify Audience Barriers, Benefits and the Competition: It is the stage of determining the obstacles to the behavior to be adopted, the benefits that target audience will gain if they accept it, and the factors that motivate target audience.
6. Positioning the new behavior: It is to ensure that the behavior to be adopted by the target audience is placed in the mind of the individual by comparing it with the other alternative behaviors.
7. Develop a Strategic Marketing Mix: At this stage, the social marketer includes the planning of the marketing mix, which consists of the product, price, distribution and promotion components related to the behavior to be adopted.
8. Determine an Evaluation Plan: What we call monitoring is the measurement of the status of the planned program before it is completed. Evaluation seeks answers to questions such as how far the goals have been achieved, whether the time set for the program has been exceeded, whether the allocated budget has been sufficient, and how many of the goals have been successful.
9. Establish a Campaign Budget and Find Funding: It covers the budget required for the planned program, along with the marketing mix strategies and additional costs for monitoring and evaluation.
10. Outline an Implementation Plan: The planned program focuses on a system that ensures that everyone involved in the study fulfills their duties and responsibilities on time and within the framework of the determined budget.

The ten-step model described above provides a framework for the preparation of a social marketing program. Social marketers create social ideas and plans for the benefit of society, and these plans are mostly run by non-profit organizations. Profit-making organizations make a name for themselves mostly by providing financial support or through social responsibility activities.

2.1.4. Social Marketing Mix

As recognized in traditional marketing, the planning, development, and implementation of social marketing involve four elements: product, price, place, and promotion. In addition to these 4Ps, it is possible to add public, partnership, policies, pure string (Weinreich, 2010). The social marketing mix includes the definition of the product and service content of the planned work and the right price for it, as well as the description of suitable distribution and promotion measures to reach the target group.

2.1.4.1. Product

Social marketing is the application of the principles of product marketing to social ideas (Eser and Özdoğan, 2006). In social marketing, the product concept is designed to encompass ideas, social causes and behavioral improvements. The new behavior or attitude to be adopted by the target audience forms the basis for the 'product' element. Safety (increasing the use of seat belts, reducing violence against women), ending child abuse, clean drinking water, family planning practices (birth control pills, use of condoms), smoking cessation, alcohol abstinence, increase breastfeeding duration, education (education for refugee children) and health services (prevention and control of communicable disease, vaccination, blood, and organ donation) can be given as examples of the product. The social product should first and foremost contribute to the social purpose and should also be developed in such a way that it is desirable to the target group and ready for purchase (Kotler and Zaltman, 1971).

Product in social marketing; consists of the core product (benefit), actual product (behavior change), and augmented product levels. The core product is the benefit that the target audience wants and expects in return for the desired behavior. The actual product is the intangible or tangible products that the target audience is expected to buy in order to receive the benefits of the core product. The ancillary product includes any additional goods (tangible

objects) or services sold or promoted to the target audience (Kotler and Lee, 2008). For example, saving someone's life is the core product, while being an organ donor is an actual product. Having a person's organ donation card is an example of an augmented product. As another example, the individual's desire for a long and healthy life is the core product, quitting habits such as smoking and alcohol is the actual product, and the smoking and alcohol abuse hotline for the person to quit these habits is an augmented product. These product levels show that consumers not only buy products but also buy according to criteria such as brand, quality, features and style (Argan and Akyıldız, 2010).

2.1.4.2. Price

The understanding of price in social marketing is handled differently from commercial marketing. In social marketing, the price includes monetary or non-monetary variables that individuals have to pay for the new behavior they adopt. In other words, it is a tangible or intangible cost incurred in return for the benefits obtained. It is the costs that individuals in the target market have to pay to own the product. These include monetary costs, opportunity costs, effort and psychological costs (İlter and Bayraktaroğlu, 2007). For example, buying organic products has a monetary cost. When you stop harmful habits like smoking and drugs, you reduce both the psychological and monetary costs, and there is an opportunity cost here. The effort of a consumer who starts exercising to eat healthily, the energy he/she spends to get up early in the morning, and the time he/she spends in leisure can be cited as examples of non-monetary costs (Argan and Akyıldız, 2010).

In social marketing, price refers to the cost individuals have to pay to change their behavior. The social marketer's approach to selling a social product is to determine how the benefits of buying the product can be increased according to the costs, or how the costs can be decreased according to the benefits, and plan the 4Ps of marketing accordingly (Kotler and Zaltman, 1971).

2.1.4.3. Place

Place features, also known as distribution networks, are another important element of the social marketing mix. Place in social marketing; the space and time at which the target audience is persuaded to behave as intended or is given access to products and services related

to the social marketing campaign. (Rad and Karataş, 2013). Place is defined by Kotler and Zaltman (1971) as the arrangement of distribution points that enable individuals to change their motivations into actions.

Places where people come into contact with social messages in their daily lives, such as shopping malls, airports, hospitals, social media apps, and schools, social clubs, and volunteer activities, can help decide place factor. The social marketing specialist must carefully determine which distribution network will be used to reach the target audience of the entity with which he or she is working. Below are examples of potential distribution channel types associated with social marketing (Kotler and Lee, 2010):

- Physical place: Malaria screenings committed at health centers
- Phone: Domestic violence and hotline
- Fax: A doctor sends a call to a patient to call a smoking cessation hotline
- Letter: A wallet-sized vaccination program card
- Mobile units: For the delivery of high-yield seeds and fertilizers.
- Drive-through: Flu shots
- Home delivery/home service: Follow-up of patients using tuberculosis drugs and the at-home patients.

The distribution affects the planning of the price factor. If you cannot reach the social product or have a long distance, the cost of the target group will increase (Lefebvre and Flora, 1988). For example, to increase the number of blood donors, the establishment of mobile blood donation centers in busy locations provides the desired social benefit. Consequently, decisions on place are determined by considering factors such as the quality of the service to be provided, the number and location of distribution points, and the accessibility of the target population to the product being offered (Kotler and Lee, 2010).

2.1.4.4. Promotion

Promotion, another element of the social marketing mix, is the most visible part of a social marketing campaign (Nakıboğlu and Özsoy, 2016). Promotion is the set of strategic and

tactical activities that ensure that the product is desired and accepted by the target audience (Kotler and Lee, 2010). In the promotion strategies, the objectives should be clearly defined. Who the target audience will be, what behavior change is sought, and what advertising media are most appropriate should be selected. Although there are various means of promotion, public service announcements are commonly used today (Başaran, 2021). In recent years, television commercials have aired and raised awareness about the usage of cigarette and alcohol, seat belts, early diagnosis, and climate change. Promotion strategies are utilized in informative promotional activities on organ donation (preventing people's fears), blood donation, and social advertisements on social distancing/mask use during the Covid-19 pandemic (Başaran, 2021).

Promotion is persuasive communication designed and delivered to mobilize and inspire the target audience (Kotler and Lee, 2020). The most important point for the social marketer is to create a demand for the social product and provide the continuity of it. The promotion activities should be aligned with the intended target group of the product, the price and the distribution methods (Lefebvre and Flora, 1988). Kotler and Lee (2010) describe the four steps to consider when developing a promotional strategy as follows:

- Identify key messages. This includes what the target group needs to know (benefits of the product) to take action.
- Choosing the message owner. This includes deciding which institution or institutions you will work with on the planned campaign.
- Identifying the creative elements for the strategy. It is the determination of visual elements such as font, color and illustration of the messages to be conveyed.
- Choosing communication channels. At this stage, the habits of the selected target group in terms of means of communication should be taken into account.

2.1.4.5. Public

Social marketers need to engage with many target groups in order to be successful and effective in the programs they use in different areas. The public refers to the internal and

external groups involved in the social marketing program. The external public consists of secondary individuals who want to bring about positive behavior change and who can influence the decisions of individuals in the target group (Weinreich, 2010).

2.1.4.6. Partnership

It is possible to be more successful and effective in social marketing programs by working with similar institutions. More people can be reached with the jointly implemented projects, and the joint budget can be used sensibly and properly.

2.1.4.7. Policies

Although social marketing programs motivate individuals to change their behavior, it is difficult for the target group to adopt this change for a long time (Weinreich, 2010). During the Covid 19 epidemic, for example, while administrative fines against people who do not wear masks in contravention of the mask requirement, compulsory vaccination for travel, and smoke-free zones are listed as punitive measures; there are also rewarding practices such as the organ donation poster competition and the awarding of medals by KIZILAY to those who donated the most blood.

2.1.4.8. Pure String

For many organizations running social marketing programs, donations are an important source of funding. Furthermore, the continuity of funding sources ensures the success of ongoing campaigns. To this end, organizations try to support fund sources through the sale of various goods and services besides reminder advertisements. Financial support is made possible in LÖSEV through the sale of food, textiles and decoration of women's work; in TEV, TEMA, Darüşşafaka it is achieved through the sale of flowers and festive materials such as cards, certificates and products for special days. There are also many options for individuals who do not donate directly.

2.1.5. Social Marketing Examples from Turkey and The World

Although most social marketing campaigns launched in the spirit of social responsibility are carried out by non-profit organizations, today private companies also support these

campaigns. The more the number of institutions and organizations working for social benefit increases, the wider the scope of social marketing become.

In recent years, more and more applications can be found in the service sector. These practises are carried out in cooperation with NGOs. Some examples of social marketing projects in the financial sector; Garanti Bank has been supporting the future of children with the 'UNICEF Silver Wing' since 2017 and has been running joint projects with the Community Volunteers Foundation (TGV) since 2006 in many areas from children's education to personal development (''Garantibbvaemeklilik'', 2022). Akbank supports many campaigns such as the relief campaign for Hopa after the flood disaster, reading books for the visually impaired, animal shelter visits and aids, blood donations in cooperation with the Kızılay, with the projects it has realised under the title "Giving Hope" with the "Akbank Volunteers Program" (''Akbank'', 2022). İşbank, on the other hand, divides its social responsibility projects into three areas: education, environment, culture and the arts. With Darüşşafaka, the project "81 students from 81 cities" carries out supportive activities to provide educational opportunities for children who do not have sufficient financial means and parentless. With the project "81 Forests in 81 Cities" in cooperation with the Foundation TEMA and the Ministry of Agriculture and Forestry, afforestation activities make an important contribution to the protection of the environment (''Isbank'', 2022). Similar cooperations and applications exist in other areas. Some examples of social marketing projects in the automotive industry are as follows: Mercedes-Benz runs the project "Every Girl is a Star" with the Association for Supporting Contemporary Life (ÇYDD) to create equal opportunities in economic and social life by supporting women on their way to a career (''Mercedes-Benz'', 2004). Renault's "First Steps on the Street" project aims to raise children's awareness in order to avoid road accidents (''Acarrenault'', 2022).

Avon Turkey has been running a campaign to fight breast cancer in women for many years as part of the "Journey to Health with AVON" project. Free mammograms and seminars in many cities aim to raise awareness among more women. Funds are provided for the campaign with the revenues from the sale of specially manufactured products as part of the campaign funds (''Avon'', 2022).

Coca-Cola, one of the leading companies in the beverage industry, also offers training in finance, communication, and entrepreneurship for women through the “My Sister” project, which is based on the motto “Gender equality can be achieved through women's strong participation in economic and social life”. The aim is for them to take a more active role in social and economic life. The company, with the support of the Ministry of Agriculture and Forestry, has expanded the project for women farmers and women in agricultural development cooperatives and continues to offer training in basic finance, digital marketing and design, and agricultural education programs (‘Coca-cola’, 2022). In addition, the Paani Clean Water Project in Pakistan, implemented by Coca Cola Turkey in collaboration with the Clean Water Foundation, the World Wide Fund for Nature (WWF) and Rotary Pakistan, has provided 1 million people with clean drinking water (Coca Cola İçecek, 2021).

Social marketing has applications, particularly in the area of health. The advertisements of the Turkish Menopause and Osteoporosis Association, which aim to inform women about diseases that can occur before and after menopause, are shown as examples of social marketing campaigns. In addition, the Ministry of Health's advertisements on organ donation that encourage and inform individuals to become organ donors are cited as examples of social marketing campaigns. Other social marketing practices of the Ministry of Health: smoking cessation campaigns, protecting children from the tobacco epidemic and its harms, campaigns against obesity, public service campaign to promote breastfeeding, blood donation, informative public service announcements against the Covid-19 epidemic, and early diagnosis (‘Saglik’, 2022). The Ministry of Interior's "Project for the Prevention of Domestic Violence against Women" aims to ensure gender equality and minimize incidents of domestic violence against women (Ministry of Interior, 2013). Because I'm a Child, carried out by the Hazar Education Culture and Solidarity Association with the support of the TR Ministry of Interior, is an awareness project for the protection of children against child abuse (‘Hazardernegi’, 2022).

Domestos contributes to hygiene education for children at school through the Hygienic Toilet, Healthy Future project in Turkey and the Have Fun, Learn, Hygiene project in collaboration

with The Educational Volunteers Foundation of Turkey (TEGV). Thanks to this project, it is aimed to increase the awareness of cleanliness among children (“Domestos”, 2022). The Clean Toilet Campaign, which is Opet's long-term social marketing project, aims to contribute to raising awareness about toilet cleaning and hygiene in society (“Opet”, 2022).

There are instances of successful social marketing carried out by multinational organizations in various countries across the globe. Change4Life is England's social marketing campaign to reduce obesity. The campaign focused on families, particularly those with children under 11. Later, the campaign expanded to address other at-risk groups. This social marketing campaign aims to change the behavior and conditions that cause weight gain (“Thensmc”, 2022).

The Covid-19 pandemic has made the living conditions of socially vulnerable groups even more difficult. In light of these problems, enVie has started the 'Robin Food' project in Belgium as an example of social marketing. This is a project carried out by Belgian farmers in line with the objectives of sustainable nutrition and the fight against hunger by making soup from these products instead of wasting surplus food and giving it to people in need and their families (EnVie Atelier, 2020). In addition, this project contributes to the goals of combating hunger, employment, and responsible production and consumption, which are among the United Nations Sustainable Development Goals.

In collaboration with Benetton's Women Empowerment Program (WEP) and the United Nations, studies are being conducted to improve the living conditions of women working from home in Pakistan and working in the garment industry in Bangladesh. To this end, trainings are organized to improve their professional skills in line with the 2020 Sustainability Goals (“Benetton Group”, 2016).

The “Bring it” campaign initiated by the H&M brand is a first in the global fashion world. Thanks to this campaign, 160 thousand tons of clothes have been collected for recycling since 2013. As part of a sustainable fashion approach, it seeks to apply sustainability in all processes of a product up to the consumer and to design products from 100% organic cotton. Even the cotton used in the products is sourced from sustainable sources. In addition, it is

aimed that all packaging will be recyclable in the future ("Sagliklimarkalar", 2022). Many companies such as Marks & Spencer, H&M and Puma are trying to reduce the environmental impact of their products with zero waste awareness (Mangır, 2016).

2.2. Donation

2.2.1. Donation and The Culture of Donation

A donation is an aid made through individuals or institutions to benefit a cause. A donor is a person who gives in kind or in cash to a charitable organization or a person in need. Both the donation and the donor have an important role in the solution of social problems.

In the literature, uncovering and understanding the impact of philanthropy becomes an increasingly important topic (Kılıçalp, 2013). Since the beginning of human history, societies have built institutions within their own structures to meet the social assistance, social solidarity and social security needs of the members of that society (Ertem, 2011). Different nations realize the culture of donation in different ways in line with their own beliefs and cultures. For instance, Judaism commands donating to others. In the Jewish tradition, the term 'tzedakah' refers to making philanthropic donations (monetary and otherwise) to the needy (Failer, 2010). In Hinduism, it is believed that sins can be forgiven by donating cows, money and land to the poor (Ranganathan ve Henley, 2008). Also, it is believed that a person in the Hindu faith when making a donation or giving alms, should first help his/her family, then students in need, people living in the village/area, and lastly other needy people (Şeker, 2014). Buddhism, on the other hand, states that the end of the phenomena seen as suffering and evil in the world depends on giving up desires and wishes and that salvation is only possible by reducing attachment to the world. Alms-giving is accepted that the acceptor brings virtue to the giver rather than doing a favor (Salihoğlu, 2013). Alms-giving is an activity that strengthens spiritual and community bonds in Buddhism (Şeker, 2014). In Christian religion, it is important that the collection and distribution of donations are conducted confidentiality (Tiltay, 2014). In Christianity, philanthropic activities are expressed within the framework of the recommendations of Jesus and any voluntary assistance to those needy is called alms-giving (Şeker, 2014). In Islam, there is the sense of "Fitrah", which Muslims give as a monetary donation to people in need at the end of Ramadan (Din İşleri

Yüksek Kurulu, 2017). Throughout history, the culture of donation has been an important part of the field of application of religion in Turkey. In Islam, charity, benevolence, and helping people in need are among the duties of Muslims. Zakat is the giving of 1/40 of a Muslim's wealth each year to help the poor and needy. The importance of giving and zakat is emphasized in Islamic scriptures. As stated in Quran: "Take alms out of their property, you would cleanse them and purify them thereby..." (Al-Quran 09:103); "As to those who believe and do good deeds, establish the Salat and pay the Zakat, they will most surely have their reward with their Lord..." (Al-Quran 02:277).

The importance of zakat is clearly seen in the above verses of the Qur'an. Zakat, which Muslims who are financially well-off are obliged to give to those in need, is recognized as a spiritual act that helps the individual to avoid material selfishness (Tiltay, 2014). Sadaqah is the voluntary action of Muslims, such as helping the needy financially. Benevolence is a phenomenon that exists in the nature of people. In Islam, traditions and customs such as organizing iftar meals for hungry people, neighbors giving food to each other or almsgiving provide social solidarity. Donations are appropriate to be made anonymously, as they may affect the dignity of the individual. All of the participants in Tiltay's (2014) study and 73% of the sample in Aytaç and Çarkoğlu's (2022) study do not want their donations to be known to others. Confidentiality of donations is considered appropriate in Islam. The Islamic scriptures have emphasized the importance of confidentiality in a donation. As stated in Quran: "If you give charity openly, it is good, but if you keep it secret and give to the needy in private, that is better for you..." (Al-Quran 02:271).

2.2.2. Types of Donation

Human is a social being. People perform the act of donation in various ways. People can, for example, donate their time for the benefit of society by participating in voluntary activity. Every year millions of people volunteer their time and energy to help others (ILOSTAT, 2022). Volunteering, an important extension of charity includes activities that involve regular and continuous help, such as dealing with lonely people, tutoring to the illiterate people, counselling, and providing health services to sick and afflicted people (Clary et al., 1998). Individuals can offer to volunteer their personal special skills to a charity or non-profit

organization. At this point, people can transfer their skills by following the projects of the organization they want to support. For example, health professionals donate their skills to underserved and sick people in developing countries through volunteering activities (“YYD”, 2022). Other important types of donation are blood, organ donation, in-kind, and cash donations. Donations in the form of goods such as clothing, stationery, hygiene products, electronic devices, furniture, etc. are called in-kind donations. The types of donations that can make to NGOs are quite diverse (“Commonbond”, 2022). Real estate, stock, food aid parcels, Qurban donations, saplings, and used paper can donate to NGOs.

2.2.2.1. *Organ Donation*

Organ donation is when a person allows an organ and tissues of their own to be transplanted to other patients while the donor is alive or dead (“TBV”, 2022). Human and community factors are very important in organ donation (Keçecioğlu, 2013). The number of patients in need of organ transplantation is increasing day by day, but the number of donors who want to donate is not at the desired level (Riyanti et al., 2014). According to data from the Turkish Organ Transplantation Foundation, the number of registered living organ donors as of 31.12.2021 is 583,837 (“TONV”, 2022). According to the International Registry on Organ Donation and Transplantation (IRODaT) report (2022) the USA, with 41.88 per million population (pmp), had the highest organ donor rate in the world in 2021, followed by Spain (40.2 pmp), Croatia (29.5 pmp). Another striking result of this report is that Turkey ranks first globally in overall living-donor transplant rate (51.92 pmp) and living-donor renal transplant activity (35.6 pmp).

Considering that social marketing aims to change the behavior of individuals, a positive impact can achieve on organ donation, which has not reached the desired level today. The most important factor in this situation is the lack of information/education, prejudices and false beliefs of the society (Durur and Akbulut, 2017). The views of healthcare professionals and physicians play an important role in eliminating deficiencies regarding organ donations in society. In the literature, Erdoğan et al. (2002) investigated the views of Turkish physicians on organ donation and transplantation. Erdoğan et al. (2002) study found that 98.3% of the participants believed in the concept of organ donation, while 23.1% stated that they had an

organ donation card and approximately 30% stated that they would not donate their organs. In a similar study conducted in Iran, 78% of the participants took a positive view of organ and tissue donation after death, while only 12% stated that they had an organ donation card (Nadoushan et al., 2014). At this point, the intervention area of social marketing campaigns should be expanded not only by selecting the public as the target audience but also by including individuals in the health sector.

In the following pages, some studies in the field of organ donation are given. While selecting the relevant studies, studies evaluated according to attitudes toward organ donation, intentions, and demographic differences were selected.

Balçık et al. (2019) investigated the attitudes of university students towards organ donation. The study found that although very few students (3.9%) wanted to donate tissues and organs, the attitude of the majority of students towards donation was positive. The barriers for students who did not want to donate their tissues and organs were also investigated and found to be fear (46.2%), belief (33.8%), and absence of family consent (20%). Although students are knowledgeable and have positive attitudes about organ and tissue transplantation and donation, their level of awareness about being a donor is not sufficient.

Feeley (2007) investigated an integrated review of research literature on university students' knowledge, attitudes, and intentions regarding organ and tissue donation. The findings of the study showed that students reported a lack of information and knowledge on organ and tissue donation; surveyed students indicated little experience with the donation process. In addition, 23% reported signing an organ card; positive attitudes were reported toward donation; surveyed students showed a willingness to become organ donors; 36% reported having conversations with family about organ and tissue donation.

Aydoğdu (2020) examined the effect of social marketing activities on organ donation behavior. The study is conducted with a survey that includes statements measuring social marketing activities, message strategies, promotional activities, perceived benefits of organ donation, attitudes, intentions and behaviors. The study found that social marketing activities

have a positive effect on the perceived benefit of organ donation and a similar relationship between organ donation attitude and behavior. It is also found that women's views on the perceived benefit of organ donation were higher than that of male participants. There is no significant difference between age, marital status and income status and the perceived benefit of organ donation.

Ceylan and Aydın (2012) examined organ donation from a social marketing perspective. First of all, organ donation is explained with the elements of the social marketing mix. The analysis was conducted by adding the 'perceived risk' variable to the Theory of Planned Behavior. The findings of the study showed that reverse association between behavioral control and perceived risk. As people's perceived behavioral control increases, the perceived risk of organ donation decreases. As the perceived risk level increases, attitude toward organ donation and subjective norm are negatively affected. This study found that subjective norm has the greatest impact on intention.

Alsalem et al. (2019) investigated the factors that motivate or hinder individuals to donate organs posthumously. According to the results of the research, it was found that the most important factor affecting the organ donation attitude is altruistic values, and the second most important factor is individuals' perceptions of the risk associated with a donation. The study also found that strong positive association between organ donation attitudes and intentions to sign a donation card.

Özpulat (2017) investigated the intentions of university students regarding organ donation and 40.8% of the participants stated they had the intention to donate organs, but only 0.5% stated that they donated organs. The organs donated were kidneys and bone marrow. There was a statistically significant relationship between gender and organ donation intention.

Georgiadou et al. (2012) researched attitudes and behaviors towards organ donation in Greece. The results showed that 48.03% of the participants were willing to donate organs, 49.1% were willing to donate the organs of their relatives, and only 3.8% were officially

registered as donors. There is a statistically significant relationship between gender and intention to donate organs. Women are more willing to donate organs.

Bilgel et al. (1991) investigated public attitudes toward organ donation and transplantation. 50.5% of the participants stated that they would like to donate their organs and 53.6% stated that they would consent to donate a deceased relative's organs. There was a significant relationship between willingness to donate organs and educational level, income, and gender.

2.2.2.2. Blood Donation

Blood is the most basic source of life for human beings. People are faced with various accidents, injuries, or surgeries every day. At this point, blood is needed. The only way to meet the need for blood is through blood donation. An adequate blood supply can only be ensured through regular donations from voluntary and unpaid blood donors. According to the WHO data, 118.5 million blood donations are collected worldwide. Regular donations are required (WHO, 2022). According to data reported to WHO indicates significant increases in voluntary unpaid blood donations in low- and middle-income countries. This highest increase is in the South-East Asia Region (127%) followed by the Region of the Americas (81%) and Africa (81%) (WHO, 2022). In China, more than 15 million blood donations were made in 2020, according to China's National Health Commission (National Health Commission, 2021). WHO has drawn attention to the importance of being a safe blood donor with the slogan "Safe Blood Starts With Me". NGOs, the Ministry of Health, and especially the Kızılay carry out many campaigns on blood donation. Kızılay managed to meet 90% of the donations needed by the country in 2020 (Türk Kızılay, 2020). In 2021, this rate is announced as 90.4% (Türk Kızılay, 2021). According to American Red Cross data, 40% of blood donations are provided by voluntary donors. Only about 3% of healthy blood donors donate blood each year ('Redcrossblood', 2022).

The pandemic has negatively affected blood donation all over the world. After imported cases of COVID-19 were reported in Saudi Arabia, donor participation and blood supply at blood bank-based collections decrease by 39.5% (Yahia, 2020). A study conducted in the Eastern Mediterranean Region found a 26-50% reduction in blood supply in most centers (Al-Riyami et al., 2021). In Malaysia, although various promotional activities are carried out jointly by

the Ministry of Health and media, blood donation has not been satisfactory and remained at the level of 57% (Ministry of Health Malaysia, 2020). The COVID-19 pandemic has caused a 67% drop in the number of blood donors in China's Zhejiang province (Wang et al., 2020). In Greece, following the reporting of the first cases of COVID-19, there has been a decrease in blood supply in blood transfusion units (BTUs) and blood stocks in the country (Gkirtsou et al., 2022). WHO has issued interim guidance to ensure safe and adequate blood donation during the Covid-19 pandemic (WHO, 2021).

In the following pages, some studies in the field of blood donation are given. While selecting the relevant studies, studies evaluated according to attitudes toward blood donation, intentions, and demographic differences were selected.

Hablemitoğlu et al. (2010) examined teachers' attitudes in terms of altruism toward blood donation. According to the results of the study, 34.7% of the teachers donated blood. In addition, teachers who do not donate blood volunteer for charitable organizations at a higher rate than those who donate blood. The same proportion of teachers who donate blood and those who do not donate blood donate money to a charitable organization. Another important result is that the status of blood donation has an effect on teachers' altruism attitudes.

Adıgüzel et al. (2019) investigated the knowledge levels and behaviors related to blood and organ donation in students and staff of university. Only 39.9% of the sample reported donate blood at least once; the blood donation rate of men (55%) is higher than that of women (25,4%) and the blood donation rate of staff (60,1%) is higher than that of students (30,4%). 72.4% of the participants stated that they had information related to organ donation. In addition, although approximately three-quarters of the participants stated that they had knowledge about organ donation, the rate of participants who donated their organs was 5.6%.

Altındış et al. (2019) aimed to determine the barriers to blood donation and attitudes and behaviors related to blood donation. The findings of the study showed that 63% stated that they did not donate blood before and 68.5% stated that they did not receive any information about blood donation. In addition, 4.3% of female and 15.6% of male participants stated that

they regularly donate blood. The study also found that 34.1% of the participants stated that they were afraid of getting an infection while giving blood, and 26.4% were concerned about the hygiene of the materials used while donating blood. The barriers in the way to giving blood are as follows: 31% did not know the importance of donating blood, 16% misinformation/prejudice, and 13% fear of needles.

Pereira et al. (2019) investigated how government actions for blood donation are perceived by donors. According to the research results, 98.44% of the respondent stated that they had already seen or heard of a blood donation campaign. However, 55.07% of respondents said they did not clearly remember the messages of these campaigns. Only 22.62% (146) of the sample reported having donated blood at least once in their lifetime and 77.38% (495) had never donated blood. According to the results of the study, the reason for non-donation of blood is the lack of information about the donation process.

Nwogoh et al. (2013) examined knowledge and attitudes towards voluntary blood donation among health workers (non-physicians). Only 22.1% of the participants had donated blood and 41.7% of these donated blood voluntarily. There is a statistically significant relationship between blood donation and gender. However, there is no significant relationship between education and blood donation.

Şihbaraklıoğlu (2014) examined the attitudes and behaviors of the society towards blood donation. 79.4% of men and 20.6% of women donated blood. The association between some demographic variables and blood donation was examined. Gender, age, education and income were found to have a significant effect on blood donation.

2.2.3. International Giving Research

The World Giving Index (WGI) report, which has been published by the UK-based Charities Aid Foundation (CAF) for many years, measures the donation score of countries through the questions “Helped a stranger, or someone you didn't know who needed help?”, “Donated Money to a charity?” and “Volunteered your time to an organization?”. The report published in 2021 presented important data on how the global crisis - the Covid-19 pandemic - has

affected giving around the world. According to the report, 114 countries were included in the study, with Indonesia ranking first, followed by Kenya and Nigeria. The most striking detail is that countries that were in the top 10 in the reports published in previous years have fallen far behind in the 2021 report (such as the USA, Canada, Ireland) (CAF, 2021).

In the WGI report, which includes data on 114 countries, Turkey's giving index is 78th with 31%, 48th with 59% in helping a stranger, 75th with 25% in donating money, and 99th with 10% in time spent on volunteering activities. With the effect of Covid-19, the rate of helping someone you don't know reached the highest level in 2020 (CAF, 2021).

According to the WGI report, Indonesia is ranked as the most generous country in the world. More than 8 out of 10 Indonesians have donated money (CAF, 2021). Religious donations have an important place in directing individuals to philanthropic activities during the pandemic. Another significant result regarding the donor behavior of Indonesians is that online giving increased by 72% during the Covid-19 pandemic (Filantropi Indonesia, 2021).

The Giving USA report provides information on charitable giving in the United States. According to the Giving USA (2021) report, individual giving is estimated to increase by 2.2% to \$324.10 billion in 2020. It was recorded as the highest amount ever. In addition, donations to foundations and bequests increased compared to the previous year.

The Giving Report (2021) provides information on Canada's giving trends. The report found that through CanadaHelps, 1.1 million Canadians gave more than \$480 million in 2020. This amount is more than double the amount donated in 2019. According to other findings, there is a significant increase in donations to health services. Canadians aged 55 years and older donate more than younger people.

According to the annual "Balance of Help" report conducted by GfK on behalf of the German Donation Council in Germany, donations increased by 5.1% in 2020 compared to the previous year. Germans donated around €5.4 billion in 2020. 19 million people donated to charities or churches. Humanitarian aid charities have the highest share of total donations.

Emergency and disaster aid has greatly benefited from donations made during the Covid-19 pandemic crisis (European Fundraising Association, 2021).

TUSEV's Individual Giving and Philanthropy in Turkey report is the most comprehensive study on philanthropy and individual giving in Turkey. This study measures the donation tendencies of individuals. According to the results of the report, which was last published in 2022, individuals prefer to deliver their aid directly to those in need, 4 out of 10 people have helped someone in need in the past year, and the most common type of aid is cash (Aytaç and Çarkoğlu, 2022).

2.2.4. Donate By Shopping Online

Donation activities, which in the past were carried out through traditional methods, are now easily realized through social media applications and web-based sites with the development of technology.

With Hepsiburada's Hepsiyürekten project, pet food donation is provided in cooperation with the Animal Rights Federation in Turkey (HAYTAP) and Lider Pet Food to ensure sustainable nutritional supplementation for animals on the streets. The donation campaign is supported by purchasing the pet food on sale through the Hepsiburada website ('Hepsiburada', 2022).

Another donation project related to stray animals is the Ormana Mama project founded by Ümit Akyüz. With this project, which brings together animal lovers from all over Turkey, individuals support the project with the food they buy ('Ormanamama', 2022).

Trendyol and the Women Entrepreneurs Association of Turkey (KAGİDER) collaborate on the 'The Future Belongs to Women' project. In this project, first of all, the leading names of fashion prepare a special collection. After that, it is offered for sale on Trendyol and its income is transferred to KAGİDER to support entrepreneurial women (Editör, 2021).

Apple has been conducting the "Red Product" campaign for many years. As part of the campaign, proceeds from the sale of red products are transmitted to a global fund for

AIDS/HIV patients. However, when the CoronaVirus pandemic affected the whole world, Apple took action. This year, all proceeds from the Red Product have been transferred to ‘‘The Global Fund’’ (‘‘Apple’’, 2020).

AmazonSmile offers a service that donates 0.5% of your purchase to the charity of your choice. To date, €25 million was raised for US charities (‘‘Smile’’, 2022).

Garanti BBVA makes a donation in the customer’s name to the Non-Governmental Organization (NGO) of their choice on their birthday (‘‘Koruncuk’’, 2022). Türkiye İş Bankası also conducts a similar donation program. The fractions of the shopping amount are rounded up to the next full amount, and the amount in between is donated to the association, foundation, or NGO chosen by the customer (‘‘İsbank’’, 2021).

The Needs Map project, which carries out all its activities in a digital environment, is a platform that brings together people in need of social support and philanthropists who want to support them. Needs are identified on a map-based basis, and information on who needs what/how much is transparently visible. While there are different categories of needs on the site, citizens who are willing to help can also participate in volunteering activities in line with the mission of the organization (‘‘İhtiyacharitasi’’, 2021).

Ahbap Association founded by Haluk Levent brings together donors and people in need in a concrete way. The association works in areas such as humanitarian aid, animal rights, medical aid, student scholarships, health, and social aid (‘‘Ahbap’’, 2022).

The Givin app was developed to support civil society organizations in Turkey. The proceeds from all sales are transferred to these organizations as donations. To date, support has been provided in the treatment of 360 children with SMA, annual scholarships have been provided to 79 medical students, and education of 1,483 young girls has been supported (‘‘Givin’’, 2021).

2.2.5. Aids and Donations Realized in Turkey and the World During the Coronavirus Pandemic

Companies operating in various fields support society with their corporate social responsibility projects and donations to reduce the impact of the Covid-19 pandemic. The activities of some selected enterprises are described below.

During the pandemic period, the society faced many challenges. The Coca-Cola Company, in cooperation with the All Restaurants and Tourism Association and the Red Crescent, supported the distribution of 400 TL shopping vouchers per person to 3,000 refreshments sector employees most affected by the pandemic. With the campaign launched in July 2020, it provided promotional support to more than 500 businesses across Turkey. In this way, businesses helped them to meet their customers again. During the pandemic period, within the scope of the project carried out by non-governmental organizations in cooperation with the Turkish Red Crescent, hospitals affiliated with the Ministry of Health were supported in purchasing protective equipment. It also provided food and beverage aid to people aged 65 and over in need (“Coca-cola”, 2022).

Koç Group Companies have carried out many projects during the fight against the pandemic (“Koç”, 2020). Some of these are as follows:

- Arçelik-Beko: Arçelik has supported the health sector with the respirator they produced. Under the leadership of the Ministry of Industry and Technology, together with Aselsan and Baykar, started mass production of the mechanical ventilator developed by Biosys. In addition, the Company donated products such as tea, coffee, toasters, washing machines, ovens, and dryers worth a total of 3,500,000 Turkish liras to more than 200 hospitals across Turkey to support healthcare personnel. Beko has provided similar services in countries such as Thailand, Vietnam and Italy.
- Ford Otosan: It has produced the equipment needed by the health system. It also provided free shuttle service for all Ford ambulances used by the Ministry of Health. The company designed masks and ventilators that provided 99.9 percent protection against viruses and made them ready for mass production.

- Tofaş: 50 thousand face shields, 971 intubation and 300 biological sampling cabinets were produced and donated to health institutions. In addition, by sharing the design of this equipment with other companies that will support production, ten different companies have started production.
- Divan Group: The company opened three of its hotels to health workers free of charge and provided food and beverage support.
- Vehbi Koç Foundation Healthcare Institutions: The American Hospital and Koç University Hospital were used as pandemic hospitals. In addition, Koç e-Health online service was developed and used during the pandemic.
- Tüpraş: Donated 5 million Turkish liras to the National Solidarity Campaign. It also produced masks with protective visors for healthcare workers.
- Yapı Kredi: Donated 10 million Turkish liras to the National Solidarity Campaign to support the urgent needs of state hospitals. In addition, this company has donated health equipment.
- Aygaz: Donated 2 million Turkish liras to the National Solidarity Campaign. With Pürsu, delivered over 2 million bottles of water to more than 20 state hospitals across Turkey.
- Opet: Donated 3 million Turkish liras to the National Solidarity Campaign.
- Opet Fuchs: The Company provided 12 thousand surgical masks and 3 thousand FFP2 masks support to Ege University Hospital.
- Otokoç Automotive: The company allocated 100 vehicles to Koç University Hospital and American Hospital so that healthcare workers could commute to and from their homes. In addition, it provided 15 thousand of face shields to healthcare workers.
- Koç Academy: The Online Education Platform has made more than 12 thousand training and content of Koç Academy accessible to all of Turkey free of charge. More than 1.2 million people benefited from the training.
- Koç Group Sports Club: The company has made its classes in 29 different branches such as yoga, pilates, kickboxing, and gymnastics reach the whole of Turkey with live broadcasts on Instagram, IGTV, and YouTube.
- Tat Gıda: The company has increased its support packages for farmers.

Within the scope of the AvivaSA "Pandemic Aid Project", people aged 60 and over were targeted to reduce the psychological and sociological negative effects of the pandemic. Healthy food parcels and health and hygiene packages prepared within the scope of the project were delivered to 2,300 people in Ümraniye, Üsküdar, Beykoz, Avcılar, Beylikdüzü, Sultangazi and Sultanbeyli districts of Istanbul. Thus, contributed to the fulfillment of the basic needs of individual ("Agesa", 2022).

P&G donated 3 million Turkish liras worth of products in cooperation with the Kızılay for families who had a hard time during the Covid-19 pandemic and lost income. Within the scope of the project, hygiene packages were donated to 7,500 families in Azerbaijan. The company also provided basic hygiene, health, and personal care products in cooperation with the Ministry of Youth and Sports and through the Kızılay for people in quarantine in dormitories during the first outbreak of the pandemic in Turkey ("P&G", 2021).

Sabancı Holding donated 1.7 million Turkish liras to be used for the development of the Covid-19 vaccine and serum. Moreover, the company donated 150 thousand diagnostic kits to support the pandemic ("Sabancı", 2021).

McDonald's in Spain has released a new burger called "The Big good", to support the farmers. This hamburger has been prepared with the contribution of producers dealing with agriculture and livestock in various regions of Spain and affected by the corona virus pandemic. With this initiative, McDonald's announced that more than 2000 manufacturers will benefit from the sale of hamburgers and will be offered for sale in all its branches in Spain (Göl, 2020).

PepsiCo has donated more than 12 Million Turkish TL to reduce the devastating impact of Covid-19 on society in Turkey ("Pepsico", 2021).

The Lego Foundation prioritized education during the fight against the pandemic. During the epidemic, children were particularly affected in terms of education. The company did not ignore this situation and announced that would donate \$50 million to Education Cannot Wait Foundation for children (Bolat, 2020a).

The Bill and Melinda Gates Foundation has donated \$100 million to protect the health of people, particularly in vulnerable areas, and to contribute to vaccine development ('Gatesfoundation', 2020).

Jack Dorsey, CEO of Twitter and payments company Square, has donated \$1 billion to within the scope of fighting coronavirus (jack, 2020).

Unilever, a multinational supply company, donated 230 tons of Domestos to the Ministry of Health to contribute to the community during the pandemic (Unilever, 2020). The company also donated 300,000 disinfectants and 150,000 soaps to the United Nations High Commissioner for Refugees (UNHCR) for distribution to people in need of international protection ('UNHRC', 2021).

Yemeksepeti donated 1 Million Turkish liras for the fight against Covid-19 (Altan, 2020).

Another area affected by Covid-19 is undoubtedly the entertainment industry. Anadolu Efes donated 1 million Turkish liras to the AHBAP Association to reduce the victimization of entertainment industry employees and their families (Bolat, 2020b).

Hygiene is of great importance in the treatment of children with cancer and the post-treatment period. In this context, Metro Turkey donated 3,000 protective masks to the Hope Foundation for Children with Cancer (KAÇUV) ('Perakende', 2020).

Johnson & Johnson announced a \$50 Million donation to doctors, nurses, midwives, and community health workers working to treat patients in many parts of the world during the Covid-19 pandemic ('Johnson & Johnson', 2020). The company also donated \$200 thousand in cash to Kızılay for 18,000 healthcare workers in Turkey (Medikal Akademi, 2020).

Health benefits and donations that countries make to each other play an important role in the fight against Covid-19. Turkey provided aid to 155 countries during this period. While the highest amount of aid is provided to Africa (48 countries), followed by Europe (41 countries) and Asia (33 countries). Turkey has provided assistance not only to countries but also to international organizations such as the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), the United Nations International Children's Emergency Fund (UNICEF), the Central American Integration System (SICA), the World Health Organization (WHO) and the North Atlantic Treaty Organization (NATO) (“Koronavirus Salgını Sürecindeki”, 2022). In this period, especially vaccine donations became an example of international solidarity. Turkey donated 200 thousand doses, Azerbaijan 100 thousand doses, and Uzbekistan 100 thousand doses of Sinovac vaccine to Africa (“Türkiye Afrika ülkelerine”, 2021).

With distance education becoming widespread during the Covid-19 period, the education process in Turkey continued with tools such as the Education Information Network (EBA) and online platforms established by universities. UNICEF and Microsoft have established the Learning Passport platform for students around the world who lack access to education. Thus, it is aimed to support the uninterrupted continuation of education (UNICEF, 2020).

3. RESEARCH METHODS

3.1. The Purpose and Importance of Research

An important field of research in the literature focuses on identifying the traits that effect people's donation behavior and intentions. In light of all these justifications, this study was carried out to determine the impact of motivation and attitude on people's intentions to donate. By defining and assessing actions related to donor behavior, the study seeks to offer a broad perspective.

3.2. Population and Sampling Design

The sample of the study consists of individuals aged 18 and over living in Adana, selected by the simple random sampling method. First of all, the necessary information was given to the respondents. Afterward, it was included in the study on a voluntary basis. This study was carried out with the ethical approval of Adana Alparslan Türkeş Science and Technology University Scientific Research and Publication Ethics Board (Date: 10.3.2021, Decree No:6).

The random sampling method ensures estimating both the size and probability of sampling error. In this study, the following formula was used to calculate the sample size.

See the formula below (Nakip, 2006).

$$n = \frac{Z^2 \times p \times q}{e^2} \quad (3.2a)$$

n: 400

q: 1-p

e: biases

p:0.50

q:0.50

Z: 95% (In research, the typical levels of confidence used are 95 percent (0.05: a Z value equal to 1.96) or 99 percent (0.01: Z=2.57)).

According formula, biases:

$$e = \sqrt{\frac{z^2 \times p \times q}{n}} \quad (3.2b)$$

For the sample size consists of 412, with the level of significance of 95% will indicate 4.8% of the Standard deviation at most.

$$e = \sqrt{\frac{(1.96)^2 \times 0.5 \times 0.5}{412}}$$

3.3. Formation in Questionnaire Form and Collection of Data

The data of this study were collected in Adana during the period of May-June 2021. The survey was administered face-to-face and online. The questionnaire included 71 questions. Seven questions included the demographic characteristics of the respondents. The 20 questions included questions about the respondents' donor volunteerism, donation preferences, experiences with donor behavior in the past year, and economic characteristics. For these 20 questions, the questions in the Individual Giving and Philanthropy in Turkey report published by TUSEV were used (Aytaç and Çarkoğlu, 2020; Çarkoğlu and Aytaç, 2016). Some questions used in Aytaç and Çarkoğlu's study were used directly, while others were modified and derived. One question asked the participants was whether they would like to donate (yes/no) to the fields of activity (education, art, nutrition, health, faith, and other) we randomly selected. Four open-ended questions were added to the questionnaire to determine participants' attitudes toward NGOs.

Table 3.1. provides an explanation of the scales used in the research. Some statements were modified and used in accordance with the research purpose. In addition, the statements "I leave food and water in suitable places for stray animals." and "I support institutions and organizations that deal with stray animals" were added to the questionnaire form by the

researchers under the behavior variable to measure the sensitivity of individuals towards stray animals. The statements evaluated through the scale were quantified with a 5-point Likert-type rating scale as "1-strongly disagree.....5-strongly agree". The questionnaire form (Appendix A) prepared in accordance with the research objectives is given in the appendix.

Table 3.1. Scales Used in the Questionnaire Form

Variables	Number of Items	Source(s)
Conspicuous Donation Behaviors	7	Grace and Griffin (2009); Torlak and Tiltay (2009)
Attitude	4	Chen et al. (2019); Argan (2016); Mittelman and Rojas-Méndez (2018)
Altruism	17	Ümmet et al. (2013); Ferguson et al. (2012); Carlo and Randall (2002)
Behavior	3	Argan (2016)
Subjective Norm	3	Argan (2016); Chen et al. (2019)
Personal Norm	3	Chen et al. (2019); Konrath et al. (2012)
Intention Donation	2	Argan (2016); Mittelman and Rojas-Méndez (2018)

3.4. Research Procedures

Before starting the research, a pilot study was conducted to check whether the questions were understood. In the pilot study, a comprehensive pre-test was conducted with 30 randomly selected participants and the questions were checked for correct understanding. The questionnaire was then finalized.

3.5. Statistical Analysis of Data

“Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization” (Nunan et al., 2020, p.701). It is often used with multi-item attitude scales that are meant to represent multiple ways of an individual’s attitude. A factor analysis comprises analyzing a set of items to determine underlying concepts (dimensions) by

reducing any number of items into a smaller subset of factors. Through factor analysis, a researcher can identify which questions measure aspects of the same component or attitudinal dimension (Clow and James, 2013). Confirmatory factor analysis (CFA) is a technique used to estimate the structural relationships between observed variables and latent variables (Özdamar, 2017). A method that tests the measurement model. It is used to verify whether the number of factors and the loadings of observed variables on them correspond to what is expected in theory (Nunan et al., 2020).

Exploratory and confirmatory factor analyses were applied to analyze the data. Exploratory factor analysis was conducted using SPSS and for confirmatory factor analysis AMOS 23 (beta), covariance-based structural equation modeling was used in data analysis, and estimations were made using the maximum likelihood method. Confirmatory factor analysis was conducted to assess the hypothesized relationships. Structural equation modeling was then used to analyze pathways between indicator variables and latent constructs in the model.

Reliability analysis of the scale items was conducted using Cronbach's alpha. AVE and CR values were analyzed to measure convergent validity. In addition, participants' views on blood and organ donation were analyzed by chi-square analysis according to some demographic variables.

3.6. Conceptual Background and Hypotheses

Discussions about the influence of motivation on consumer behavior first began in 1972 with Tauber's (1972) article. Numerous empirical and conceptual academic studies have discussed the fundamental frameworks of current marketing and consumer behavior research (Wagner, 2007). Although it began with retailing, the topic of motivation's impact on behavior is still widely debated. Several studies in the previous literature have examined the relationship between different motivations and intention. Önen (2019) investigated the effect of consumer motivations on purchase intention; Çetin and Kumkale (2016) examined the effect of utilitarian motivation on intention; Jang et al. (2009) investigated the effects of emotions and travel motivations for the elderly on travel intentions; Hultman et al. (2015) investigated the effect of tourism motivations on ecotourism intention; Topaloğlu (2012) examined the effect

of consumers' motivation and interest factors on search and purchase intention. Consumer motivation has also been addressed in donor behavior studies as a current topic. The relationship between motivation and donation intention has been the focus of studies on blood and organ donation (Gargano et.al., 2004; Duh and Dabula, 2021; Zhang et. al., 2021; Li et al., 2018). Chen et al., (2021) found that intrinsic and extrinsic motivations have positive effects on donation intention. Li et al., (2022) revealed the effect of intrinsic and extrinsic motivations on donation intentions in crowdfunding projects. They found that intrinsic motivation plays an important mediating role on donation intention, while social influence has an important mediating role in extrinsic motivation. Chiu et al. (2016) university students' participation in charity sporting events motivation and its specific factors on behavioral intention.

Attitudes are a notion that relate to some component of a person's world, such as another person, a physical item, a behavior, or a policy, and they indicate the person's opinion of the thing in question (Ajzen and Fishbein, 1977). According to Fishbein and Ajzen's behavioral intentions model, attitudes are utilized to predict behavioral intentions and, via them, behaviors (Fishbein and Ajzen, 1980). Kim and Hunter (1993) claimed that the more attitudinal interest, the greater the relationship between attitudes and conduct, in their 1993 article while discussing an essential general attitude-behavior relationship. Attitude, behavior and intention affecting behavior is a changing phenomenon. Because of this, behavioral scientists and marketing researchers continue to be interested in study on the relationship between attitude, intention, and behavior.

There are various studies examining the effect of donation motivation and attitude on donation intention. Investigating the motivations that influence individuals' intention to donate offers a number of suggestions for increasing the level of charitable giving (Smith and McSweeney, 2007). Tiltay and Özkara (2017) investigated the effect of donation motivations and online purchasing factors on purchase intention; Tiltay (2014) investigated the effect of different donation motivations on donation intention; Susanto et al. (2021) researched the effect of attitude and perceived behavioral control on donation intention; Perez and Egea (2019) investigated the factors affecting the intention to finance sustainable rural development

projects with monetary donations. When the studies in the literature are examined, it is thought that attitudes and motivations can be associated with intentions. Accordingly, the purpose of this study is to examine the effect of motivation and attitude on people's donation intentions. This study examined the relationship among six variables. Figure 3.1. presents the conceptual model. Five hypotheses were offered for the analysis. In the following pages, the variables of the research model and the hypotheses are explained.

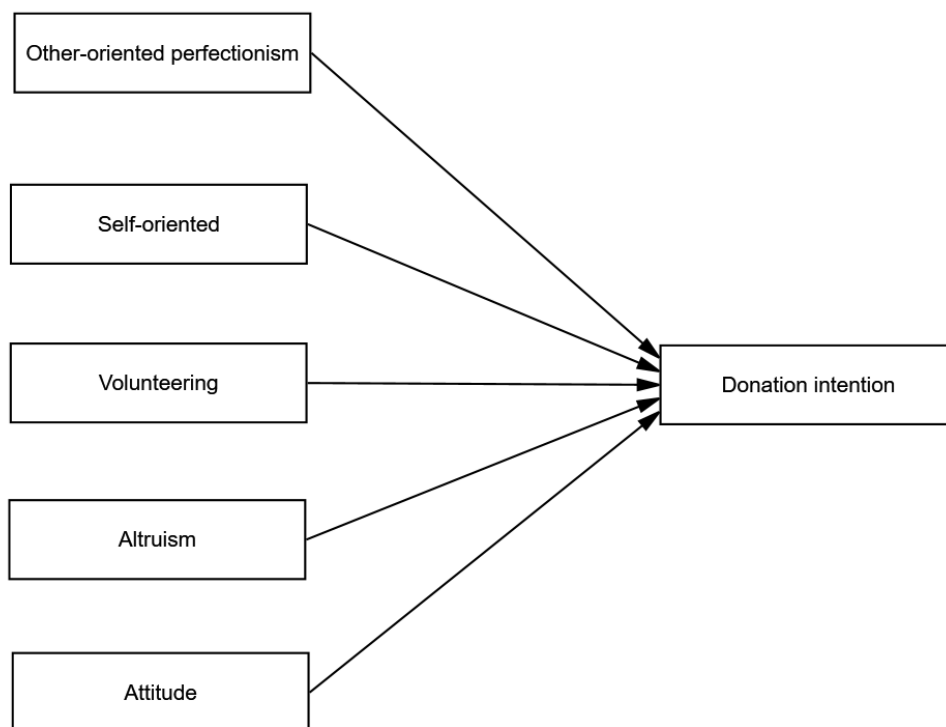


Figure 3.1. The Research Model

3.6.1. Attitude

The behavioral attitude and intention factors that are effective in the donation process of an individual can be explained by the Theory of Reasoned Action and the Theory of Planned Behavior (Tiltay, 2014). Attitude is the positive or negative evaluation of the behavior in question (Ajzen, 1991). The force that drives a person to behave is basically the intention, and the attitude influences the intention. Previous studies in the literature show that attitude has a

significant effect on donation intention (Saha and Chandra, 2018; Pauli et al., 2017; Susanto et al., 2021; Argan, 2016). As such, we hypothesize the following:

H₁: Attitude has a significant effect on donation intention.

3.6.2. Conspicuous Donation Behavior

Some people are altruistic and prefer to do so in anonymously while contributing to the well-being of others. Some individuals perform charitable behavior with the desire to show others. Grace and Griffin (2006) proposed the concept of conspicuous donation behavior for such behaviors. They define conspicuous donation behaviour as “an individual’s show of support to charitable causes through the purchase of merchandise that is overtly displayed on the individual’s person or possessions (e.g. the wearing of empathy ribbons, rednoses etc.)” (p. 149). When given the choice, people often prefer making visible donations and making their giving visible to enhance their reputation (Andreoni and Petrie, 2004). The conspicuous motivation for donation is based on public and social benefits, such as prestige and social recognition, rather than helping the needy (Tiltay, 2014). When donors feel the need for societal recognition, they are willing to donate. Previous studies indicate that recognition and reputation have a positive impact on individuals' donor behavior (Winterich et al., 2013; Grace and Griffin, 2009; Bekkers and Wiepking, 2011). When the studies in the literature are examined, the effect of conspicuous motivation on donation intention has also been investigated. Barnett et al. (1987) investigated the effects of public service announcements on undergraduate students' attitudes toward kidney donation. Barnett et al. (1987) study found that individuals were more responsive to a message emphasizing self-oriented public service announcements. According to Wallace et al. (2017), self-oriented conspicuous donation behavior is positively associated with donation intentions, but other-oriented conspicuous donation behavior is negatively associated. Previous studies show that conspicuous motivation does not have a significant effect on donation intention (Tiltay, 2014).

In this thesis, the conspicuous donation behavior scale developed by Grace and Griffin (2009) was used. The conspicuous donation behaviour factors were labelled as self-oriented (motivated by the desire to seek intrinsic benefits) and other-oriented perfectionism

(motivated by the desire to display the behaviour to others). The study tests the relationship between CDB and donation intention. As such, we hypothesize the following:

H₂: Other-oriented perfectionism has a significant effect on donation intention.

H₃: Self-oriented has a significant effect on donation intention.

3.6.3. Altruism

One of the important factors in donor behavior studies is altruism. Altruism is defined as helping someone without expecting anything in return. Comte (1875) defined altruism as "tendency or desire of individuals live for others". Batson (1987) defined altruism as "increase another's welfare". There are various behaviors that are considered altruistic: helping others, supporting people in need, volunteering, being altruistic in a war situation, charity, and donating, some or all of these actions contain altruistic motivation (Dibou, 2012). Helping behavior is a subject studied in the field of donation behavior (Tiltay, 2014). Helping others behavior, which is considered as an altruistic value, is positively associated with charitable behavior (Otto and Bolle, 2011; Zubairi and Siddiqui, 2019). Tiltay and Torlak (2014) stated that altruism motivation has a positive effect on donation intention. Müller and Lindenmeier (2022) found that altruism motivation has a significant effect on international donation intention. Jiao et al. (2021) investigated the motivations that enable participation in charitable crowdfunding and found that altruism motivation has a significant effect on individuals' donation intention. However, some studies in the literature have found that there is an insignificant relationship between altruism and donation intention (Argan, 2020; Tiltay, 2014). As such, we hypothesize the following:

H₄: Altruism has a significant effect on donation intention.

3.6.4. Volunteerism

Volunteerism is part of altruistic behavior. Volunteering plays an important role in philanthropy. Wilson (2000) define volunteering as "is any activity in which time is given freely to benefit another person, group or cause" (p. 215). Today, the need for blood supply is provided through voluntary blood donation. In addition, NGOs carry out their work with the support of volunteers. The most important motive motivating volunteering is altruism. (Palaz

and Boz, 2008). Previous research has found that motivations such as altruism and empathy are positively related to volunteerism (Penner, 2002; Veludo-de-Oliveira et al, 2015; Bekkers, 2004). In addition, studies in the literature have found a positive relationship between volunteering and charitable giving (Drever, 2010; Low et al., 2007; Matsunaga, 2007). Saha and Chandra (2018) investigated the effect of attitude, subjective norm, perceived behavioral control and motivation to volunteer on blood donation intention and as a result of the research, motivation to volunteer has a significant effect on donation intention. As such, we hypothesize the following:

H₅: Volunteerism has a significant effect on donation intention.

Literature studies on blood and organ donation behavior show that various demographic variables such as income, age and education affect individuals' donation behavior (Karaosmanlioğlu, 2017; Şihbaraklıoğlu; Özpulat, 2017; Doğan, 2009). The effect of socio-demographic characteristics of the participants on blood and organ donation behaviors was investigated. As such, we hypothesize the following:

H₆: Demographic variables have a significant effect on the blood donation status.

H₇: Demographic variables have a significant effect on the organ donation status.

H₈: Demographic variables have a significant effect on the organ donation intention.

4. RESULTS AND DISCUSSIONS

4.1. Demographic Characteristics of the Respondents

Table 4.1. summarizes the demographic characteristics of respondents whom participated in the study. Within the scope of the research, 412 individuals were surveyed and the gender distribution of the sample was approximately equal. Regarding the educational status of the participants, about half of them (50.2%) stated that they were university graduates, while 53.6% had an income of less than 3.600₺. Participants generally have lower and middle income. In terms of age, most of the respondents were between the “26-35 years of age” (42.7%) and between “18-25 years of age” (34%). Most of the respondents (65%) indicated that they were actively employed. When we look at the occupational groups, the highest participation rate is observed among blue-collar workers (41%) and the unemployed (29.1%). In addition, the majority of the respondent is “Single” (64%).

Table 4.1. Descriptive Statistics of Respondents (%)

Gender		Marital Status		Age	
Female	47.3	Married	36.0	18-25	34.0
Male	52.7	Single	64.0	26-35	42.7
Level of Education		Income		36-45	13.6
Literate	1.2	< 2.000₺	29.1	46-55	3.2
Primary School	3.9	2.001₺ - 3.600₺	24.5	56-65	5.3
Secondary School	1.9	3.601₺ - 4.500₺	12.9	66+	1.2
High School	15.5	4.501₺ - 5.500₺	10.7	Working Status	
Associate Degree	12.4	5.501₺ - 7.000₺	8.3	Unemployed	29.1
University	50.3	7.001₺ - 10.000₺	8.0	Self-Employment	9.4
Master's Degree	14.8	> 10.000₺	6.5	White-collar worker	20.5
Employment Status				Blue-collar worker	41.0
Working	65.0				
Not Working	35.0				

4.2. Donation Intentions of the Respondents

It is known that the society is experiencing economic problems especially during the pandemic period. Accordingly, participants were asked about their donation volunteering and their experiences with donor behavior in the last year (Table 4.2.). Unemployment is one of the most important social problems that deeply affect all countries. 61.2% of the respondents stated that they had suffered economically and 15.7% had lost their jobs in the last year. Considering that the fieldwork was conducted in May, TUIK's May 2020 data were examined. According to TurkStat data for May 2020, the number of people who lost their jobs in the last year is 2 million 411 thousand people. The number of employed persons decreased by 2 million 742 thousand persons in May 2020 compared to the same period of the previous year (TUIK, 2020). In addition, the countries with the highest unemployment in 2020 are South Africa (29.2%), Kosovo (26.2%), Djibouti (26.1%) and West Bank and Gaza (25.9%), while in Turkey this rate is 13.1% (World Bank, 2022).

The need for blood is increasing day by day with the rising population worldwide. This need can only be met through blood donation. Although blood donation rates decreased due to the danger of virus transmission in the community during the Covid-19 outbreak, 2,370,912 units of blood were donated in 2020 (Türk Kızılay, 2020). The pandemic has had a negative impact on blood donation worldwide. Studies have found decreases in blood supply (Yahia, 2020; Al-Riyami et al., 2021; Wang et al., 2020). The study aimed to determine the attitudes of the respondents toward blood donation. As a result of the analysis, 16.5% of the participants donated blood in the last year. According Adıgüzel et al. (2019) study, 39.9% of the participants stated that they donated blood. Participants' intentions regarding organ donation, another important type of donation, were investigated. 3.9% of the respondents stated that they had donated organs and 53.1% stated that they had the willingness to donate organ. According to a study measuring similar intentions, 40.8% of university students stated that willingness to donate organs and only 0.5% stated that they had donated organs (Özpulat, 2017). 1.9% stated that they donated organs (Balcı and Şahingöz, 2014); 50.3% willingness to donate organs (Yazıcı et al., 2015); 48.3% wanted to be organ donors (Georgiadou et al., 2012); and according to Bilgel et al. (1991), 50.5% of the respondents stated that willingness to donate organs. Although there are many people around the world in need of organ

transplants, data shows a decrease in organ transplants during the Covid-19 pandemic (Turco et al., 2021; Domínguez-Gil et al., 2021; Roza and Mendes, 2020; Ahmed et al., 2020; Kılınç and Çöken, 2021).

The research period of the study was the beginning of change for the whole world. While the pandemic changed the consumption habits and lifestyle of society, it also spread the spirit of solidarity in society. Of the respondents, 51.1% said they give money to street beggars (Table 4.2.). According to Aytaç and Çarkoğlu (2022) report, this rate is 51%. In Göktaş (2014) study, none of the respondents preferred to help street beggars. Another important result is that the majority (95.5%) of respondents donate clothes (Table 4.2.).

The Covid-19 pandemic has caused many challenges in the community. "governments and organizations across the world are struggling with fundraising and communicating their donation elicitation campaigns effectively" (Das et al., 2008, as cited in Van Esch et al., 2021, p. 201). People in need are supported through social assistance programs. According to the United Nations' (UN) Global Humanitarian Overview (GHO) report, 274 million people worldwide will need humanitarian assistance and protection (OCHA, 2022). This figure is the highest in decades. The report emphasizes that people in conflict and crisis-stricken countries such as Afghanistan, Yemen, and Ethiopia need more humanitarian aid. In the light of all these explanations, only 18.1% of the respondents stated that they received assistance. Participants were asked about their thoughts on making donations in the future, and 70.9% of respondents stated that they were planning to make donations.

Table 4.2. Economic Status and Donation Intentions of the Respondents

	YES(%)
1. I lost my job last year.	15.7
2. I've been damaged economically in the last year.	61.2
3. Have you donated blood in the last year?	16.5
4. Have you donated furniture or white goods in the last year?	16.4
5. Have you received cash or in-kind assistance in the last year?	18.1
6. Have you donated organs?	3.9
7. Are you considering donating organs?	53.1

Table 4.2. Economic Status and Donation Intentions of the Respondents (**continued**)

8. Would you donate your used clothes to people in need?	95.9
9. Do you plan to donate in the coming months?	70.9
10. Would you give money to beggars?	51.1

4.3. Participants Receiving In-kind/Cash Aid

Social assistance is an important tool in ensuring social balance in society. According to Ögülmüş (2011), the main purpose of social assistance is to provide income security to people in need until they are able to sustain their lives. Table 4.3. demonstrates the analysis of respondents who received assistance in the last year. Of the individuals receiving in-kind or cash aid, 8.5% stated that they received aid from the state. 11.7% of the respondents stated that they did not receive assistance, although they needed it. On the other hand, 72.7% of the respondents stated that they did not need such assistance. According to the 2020 annual report of the General Directorate of Social Assistance of the Ministry of Family, Labor, and Social Services, public funds allocated for social assistance amounted to 69 billion ₺ (AÇSHB, 2021). 6 million 630 thousand households received social assistance. According to 2019 data, this rate increased by 102% and reveals that poverty reached serious dimensions during the pandemic.

Table 4.3. Received In-kind/Cash Aid Resources (%)

Government Agencies	8.5
Relative	3.9
Municipality	1.7
Non-governmental Organizations	0.5
Other	1.0

4.4. Aid Intentions of the Sample

Human is by nature social beings. The humanitarian crises in the world have reminded individuals of the importance of solidarity and common sense. To investigate how many of

the respondents had helped those in need during the pandemic were asked the question, "Over the past year have you directly donated to a relative, neighbor or any other person in need, in cash or in any other way such as food, clothing, fuel (for heating), etc.?"'. 77.2% of respondents answered this question positively. This rate was found to be 45% in Aytaç and Çarkoğlu (2022). In order to investigate the distribution of the aid provided in the field study, participants were asked the open-ended question "To whom/where did you donate?". More than one response was received for this question. Data were analyzed with multiple response analysis. The most common answer was relatives with 36.3%, followed by neighbors (28%) and those in need (15.9%).

Table 4.4. Distribution of Aid Conducted (%)

Needy	15.9
Relative	36.3
Neighbour	28.0
Association / Foundation	11.1
Beggar	4.8
Municipality	1.5
Friend	2.5

4.5. Respondents' Preference for Assistance

We asked respondents who said they had donated in the past year about the quality of their in-kind donations and the estimated value of their cash donations. Table 4.5. shows the distribution of responses according to the amount, type, and qualification of assistance. Among the respondents, there were some who gave more than one answer to the question "Qualification of the Aid In-kind". Considering this situation, multiple analysis method was applied during the analysis. Although respondents mostly prefer financial aid (43.1%), 41.2% of respondents prefer both in-kind and financial aid. According to the studies of Aytaç and Çarkoğlu (2020) and Tiltay (2014), participants prefer cash aid. In a study conducted in the Çanakkale sample, the rate of in-kind aid was determined as 26.8% (Sarıyer, 2011). Respondents prefer clothing (44.4%) and food (43.9%) in in-kind donations. The average amount of cash aid is 1,258. The amount of donations of 250₺ and less is higher (36.3%)

compared to other groups, followed by donations between 251₺-500₺ (24.4%). According to another result, the number of respondents who donated 4,000₺ and above is 13. According to Tiltay and Özkara (2017), 42.6% of the respondents donated 1-50₺, while 3.1% donated 201₺ and more. Respondents were also asked whether they make mandatory donations. 91.5% of the respondents answered in the negative. Then, those who answered in the affirmative were asked where/to whom they made this compulsory donation. According to the responses, the highest number of mandatory donations was made to Public Schools with 27.3%.

Table 4.5. Donation Type and Amount Distribution (%)

Donation Type		Imperative Donation Distribution	
Aid in-kind	15.7	Yes	8.5
Financial aid	43.1	No	91.5
Both In-kind and Financial Aid	41.2		
Qualification of the Aid In-kind		Estimated Value of Most Recently Donation	
Clothing	44.4	<250₺	36.2
Food	43.9	251₺ -500₺	24.4
Furniture/ White	6.4	501₺ -1.000₺	18.8
Electronic Appliance	3.7	1.001₺ -2.000₺	9.4
Other	1.6	2.001₺ -4.001₺	5.6
		>4.000₺	5.6

4.6. Respondents' Attitudes Towards Assistance Provided to Those in Need

Benevolence, social assistance, and generosity are recognized as essential characteristics in societies. In light of the importance of helping each other, the respondents were asked "In your opinion, whose duty is it to help those in need?". The most frequent response was "The State" with 69.4%, followed by "All Citizens" with 18.4% and "Well-Endowed Citizens" with 6.8% (Table 4.6.). In the Philanthropy in Turkey Survey, 38% responded "government" (Bikmen and Meydanoğlu, 2006). In the 2021 TÜSEV survey, the result was found to be 40%. The public continues to prioritize helping the poor as the duty of the government and no significant change was observed (Aytaç and Çarkoğlu, 2022). Friedman and Bowen argued that altruism is the responsibility of government, the social welfare system and individuals (Bowd et al., 2006).

Table 4.6. Distribution statistics of the answers given to the statement "In your opinion, whose duty is it to help those in need?"(%)

The State	69.4
All Citizens	18.4
Well-Endowed Citizens	6.8
Civil Society Organizations	2.7
Municipality	2.2
All the options mentioned above	0.5

4.7. Donation Preferences of Respondents

Disasters around the world make the lives of particularly vulnerable individuals in society more difficult. At this point, donations and aids made by individuals are important. Considering these, in order to investigate individuals' intention to donate, they were asked how they prefer to make their donations. Respondents prefer to deliver their donations to those in need directly on their own (%52.9). This result is similar to the results of studies in the literature. Tiltay (2014) and Aytaç and Çarkoğlu (2022) found that individuals prefer to donate directly to those in need. 35.2% of the respondents stated that they prefer to donate both directly and through organizations. Results showed that 7% did not have sufficient financial means to make donations and 1.3% did not prefer to make donations (Table 4.7.).

Table 4.7. Donation Preference of Respondents (%)

I prefer giving directly to those in need.	52.9
I prefer giving through a relevant organization.	3.6
I do/can do it both ways.	35.2
I don't donate.	1.3
I'm not in a position to donate.	7.0

4.8. Donation Preferences of Participants by Fields of Activity

Participants were asked whether they would like to donate to randomly selected fields of activity (Table 4.8.). Considering that individuals marked more than one answer, it was found that the intention to donate to the field of education (82.5%) was the highest. Followed by health and nutrition responses, respectively.

Table 4.8. Donation Preference of Participants According to Field of Activity (%)

	Yes
Education	82.5
Health	79.4
Nutrition	77.2
Art	43.9
Faith	36.9
Other	26.6

4.9. Respondents' Views on NGOs

The importance of social assistance, solidarity, and social peace in the world is better understood day by day. At this point, civil society organizations benefit society in various ways by carrying out activities in many different fields from health to education, from human rights to animal rights, and even environmental protection. Within the scope of the study, respondents were asked four open-ended questions about CSOs operating in Turkey: Which organization comes to your mind first? (1), Are you a member of any of the aid organizations? (2), Which charity or organization do you trust? (3), Which CSO would you most like to donate if you had sufficient financial means? (4). Table 4.9. shows the results of the analysis of these four questions. The findings obtained at the end of the analyses indicate that the first organization that comes to mind is Kızılay (46.4%), followed by Lösev (12.6%). According to Aytaç and Çarkoğlu (2022), the first organization that comes to mind is Kızılay, followed by Lösev and Tema. According to the YADA (2014) report, Kızılay (13.2%) is the first organization that comes to mind.

14.1% of the respondents stated that they were a member of an NGO. Özgen et al. (2020) found that 30.4% of the sample had membership in various NGOs. In another study, 12% of the respondents stated that they were members of an NGO (Aytaç and Çarkoğlu, 2022). According to another study, 17.5% of the respondents stated that they were members of any volunteer organization (Özmete, 2010).

Another major result of the survey is related to trust in institutions. Although 30.1% of the participants stated that they trusted Kızılay and 12% trusted Lösev, 25% stated that they did not trust any organization. Aytaç and Çarkoğlu's (2020) study, the most trusted organizations were identified as Kızılay and Lösev with 8%. In addition, in order to measure the participants' tendency to donate to organizations, were asked the question "Which organization would you most like to donate to if you had sufficient financial means?". Respondents mostly prefer to donate to Lösev (19.4%). This is followed by the Kızılay (13.3%) and the SHÇEK (11.7%), respectively. 2.9% of the respondents did not specify the name of the organization and stated that they preferred to donate directly to individuals.

Table 4.9. Opinions of Participants Related to NGOs (%)

	The First Institution That Comes to Mind	Membership Status	Trust in Institutions	Donation Preference
KIZILAY	46.4	4.6	30.1	13.3
LÖSEV	12.6	1.9	12.1	19.4
Ahbap Association	4.6	0.2	5.3	2.7
Other	4.6	2.2	4.4	2.2
TSK	4.4	-	5.1	8.3
İHH	4.1	0.5	3.4	2.4
Religious Institutions	3.6	1.0	3.2	3.2
AFAD	3.2	0.5	0.7	1.7
None	3.2	85.9	25.0	10.2
SHÇEK	2.7	-	1.0	11.7
TEMA	1.9	1.0	1.0	0.5
Government Agencies	1.7	0.2	1.5	0.2
ÇYDD	1.2	-	1.0	1.2
TEGV	1.2	0.2	0.5	1.5

Table 4.9. Opinions of Participants Related to NGOs (%) (continued)

TÜMYAD	1.2	-	1.2	1.2
Municipality	1.0	-	0.5	-
DARÜŞŞAFAKA	0.7	-	1.0	2.2
TEV	0.7	-	0.7	1.2
THK	0.2	-	0.5	0.7
GREENPEACE	0.2	0.2	-	-
DARÜLACEZE	0.2	-	0.2	0.2
TED	0.2	-	0.2	0.2
SEVGİ EVLERİ	-	0.2	-	-
SHKD	-	0.5	-	0.2
TOG	-	0.2	-	-
UNICEF	-	0.2	0.5	0.2
YEŞİLAY	-	0.2	0.2	0.2
AKUT	-	-	0.2	-
Health	-	-	0.5	2.9
Orphan	-	-	-	1.2
Seed Autism	-	-	-	0.2
Foundation	-	-	-	-
Charities That Support	-	-	-	0.5
Women	-	-	-	-
Education	-	-	-	2.9
Directly Donation	-	-	-	2.9
Food Aid Organizations	-	-	-	0.5
All of them	-	-	-	1.0
Nursing Homes	-	-	-	0.2
Those in need	-	-	-	2.7

4.10. Chi-square Analysis of Participants' Blood and Organ Donation Views

The respondents' views regarding blood and organ donation according to gender, education, marital status, income and age variables were evaluated using chi-square analysis. Before the analysis, education status was divided into categories of "High school and below" and "Undergraduate and Postgraduate". For blood donation, the question "Have you donated blood in the last year?" was analyzed. The results are shown in Table 4.10. When blood donation status was evaluated according to gender, 5.2% of women and 26.6% of men donated blood, and the difference between the groups was statistically significant ($\chi^2=33.721$; $p=.000$). Balcı

and Şahingöz (2014) investigated the relationship between nurses' views on blood donation and gender and found the relationship was statistically significant. Özpulat (2017) found that 14.7% of women and 34.5% of men donated blood and found a statistically significant relationship between blood donation status by gender. In the study of Nwogoh et al. (2013), 7.5% of women and 14.5% of men donated blood and it was found that blood donation status varied according to gender. In another study, 20.6% of women and 79.4% of men reported blood donation and found a statistical difference between blood donation and gender (Şihbaraklıoğlu, 2014). Men make up the largest share of blood donors in the world. The proportion of women is approximately 30% and varies between countries (Yirmibeş, 2021). The relationship between gender and blood donation in our study is consistent with the studies in the literature.

When the relationship between blood donation and level of education was analyzed, the results were statistically insignificant ($p>0.05$). Javadzadeh Shahshahani (2005) found that anemia, fear, lack of time and difficulty in accessing donation sites were the most important barriers to low blood donation among women. People with higher levels of education are more likely to donate blood than people with low levels of education. Tscheulin and Lindenmeier (2005) found that individuals with higher levels of education were more likely to donate blood. According to the studies of Nwogoh et al. (2013), Özbeşer et al. (2013) and Karaosmanoğlu (2017), there is no significant relationship between blood donation and education level. The relationship between level of education and blood donation in our study is consistent with the studies in the literature.

There is significant association between blood donation and income (Table. 4.10.). This result of the analysis is consistent with the literature. Previous studies have reported that the statistically significant relationship between blood donation status and income (Karaosmanoğlu, 2017; Şihbaraklıoğlu, 2014). There is no significant association between blood donation and marital status (Table 4.10.). The relationship between marital status and blood donation in the present study contradicts the findings yielded by previous studies. Previous studies show that married individuals have a higher rate of blood donation than single individuals and this is statistically significant (Özbeşer et al., 2013; Alfouzan, 2014).

As demonstrated in Table 4.10. age is not significantly associated with blood donation status. However, the relationship between age and blood donation status was statistically significant in previous studies (Karaosmanoğlu, 2017; Şihbaraklıoğlu, 2014). Hypothesis H₆ was partially confirmed. Income and gender have a significant effect on blood donation status, while education level, marital status and age do not.

Table 4.10. The Association Between Demographic Variables and Blood Donation Status

Age	Yes		No		x ² value	p value
	N	%	N	%		
18-25	22	16.2	114	83.8	2,982	.394
26-35	31	17.8	143	82.2		
36-45	11	19.6	45	80.4		
46-76	3	7.5	37	92.5		
Marital Status						
Married	24	16.2	124	83.8	0.18	.893
Single	43	16.7	214	83.3		
Income						
< 2.000₺	12	10.2	106	89.8	13.166	.040**
2.001₺ - 3.600₺	13	13	87	87		
3.601₺ - 4.500₺	13	26	37	74		
4.501₺ - 5.500₺	12	27.3	32	72.7		
5.501₺ - 7.000₺	5	14.7	29	85.3		
7.001₺ - 10.000₺	5	15.2	28	84.8		
> 10.000₺	7	25.9	20	74.1		
Gender						
Female	10	5.2	182	94.8	33.721	.000**
Male	57	26.6	157	73.4		
Education of level						
High school and below	13	14.1	79	85.9	.502	.479
Undergraduate and Postgraduate	54	17.3	259	82.7		

** $p < 0.05$

For organ donation, the question "Have you donated organs?" was analyzed. The results are shown in Table 4.11. In statistical analysis, none of the variables (age, income, gender, marital status, education level) showed any difference in organ donation (Table 4.11.). 3.1% of women and 4.7% of men stated they donated their organs. Statistical analysis showed no difference in organ donation regarding gender ($p>0.05$). According to Doğan (2009), 1.4% of women and 3.1% of men donated organs, and there was no significant difference between organ donation and gender. Our results are consistent with the study of Doğan (2009).

Statistical analysis showed no difference in organ donation regarding education level ($p>0.05$). Those with higher education levels are more likely to donate organs than those with lower education levels. Doğan (2009) also found no significant difference between the level of education and organ donation status. Our results are consistent with the study of Doğan (2009). Statistical analysis showed no difference in organ donation regarding age ($p>0.05$). Doğan (2009) also found no significant difference between age and organ donation status. Our results are consistent with the study of Doğan (2009). As demonstrated in Table 4.11. age is not significantly associated with organ donation status. Doğan (2009) also found no significant difference between age and organ donation status. Our results are consistent with the study of Doğan (2009). H_7 suggested that demographic variables have a significant effect on organ donation. As seen in Table 4.11., none of the variables are significant ($p>0.05$). Therefore, H_7 hypothesis is rejected.

Table 4.11. The Association Between Demographic Variables and Organ Donation Status

Age	Yes		No		x ² value	p value
	N	%	N	%		
18-25	4	2.9	134	97.1	3.769	.287
26-35	8	4.6	166	95.4		
36-45	4	7.1	52	92.9		
46-76	0	0	40	100		
Marital Status						
Married	8	5.4	140	94.6	1.338	. 247
Single	8	3.1	251	96.9		
Income						
< 2.000₺	1	0.8	117	99.2	4.907	.556
2.001₺ - 3.600₺	5	5	96	95		
3.601₺ - 4.500₺	2	3.9	49	96.1		
4.501₺ - 5.500₺	2	4.5	42	95.5		
5.501₺ - 7.000₺	2	5.9	32	94.1		
7.001₺ - 10.000₺	2	6.1	31	93.9		
> 10.000₺	2	7.4	25	92.6		
Gender						
Female	6	3.1	187	96.9	.642	.423
Male	10	4.7	205	95.3		
Education of level						
High school and below	2	2.2	90	97.8		.541*
Undergraduate and Postgraduate	14	4.4	301	95.6		

*Fisher's exact test

For organ donation intention, the question "Are you considering donating organs?" was analyzed. The results are shown in Table 4.12. Statistical analysis showed no difference in organ donation regarding income and gender ($p > .05$). A statistically significant relationship was found between age, education and marital status variables and organ donation intention ($p < .05$). Present study, found that women intend to donate organs more than men (Table 4.10.), but there is no statistically significant difference ($p > 0.05$). Previous studies have found

that willingness to donate organs varies regarding gender (Özpulat 2017; Argan, 2007; Decker et al., 2008). Özkan and Yılmaz (2009) found no significant difference between the gender and organ donation intention. Our results are consistent with the study of Özkan and Yılmaz (2009). Studies in the literature have found that women have a higher willingness to donate organs than men (Weber et al., 2006; Decker et al., 2008).

Another socio-demographic variable affecting the organ donation intention of individuals is the level of education. As a result of the analysis, found that the organ donation intention of individuals with undergraduate and graduate degrees (57%) was higher than that of individuals with high school and below (40.2%), and this was found to be statistically significant ($p < 0.05$). Other research results have shown that educational level has a significant effect on willingness to donate organs (Cleveland, 1975; Alashek et al., 2009; Barcellos et al., 2005). The findings are consistent with the studies in the literature. Statistical analysis showed no difference in organ donation intention regarding income ($p > 0.05$). Previous studies have found that willingness to donate organs does not vary by income (Bedenko et al., 2016; Teixeira et al., 2012). This finding are consistent with the studies in the literature. As demonstrated in Table 4.12, marital status is significantly associated with organ donation intention ($p < 0.05$). This finding is not consistent with the studies in the literature. In Teixeira et al. (2012) study, no relationship was found between marital status and organ donation intention. A statistically significant relationship was found between age and organ donation intention ($p < 0.05$). Similarly, Argan (2007) found a significant relationship between age and organ donation intention. Hypothesis H_8 was partially confirmed. Education of level, marital status, and age have a significant effect on organ donation intention, while income and gender do not.

Table 4.12. The Association Between Demographic Variables and Organ Donation Intention

Age	Yes		No		x ² value	p value
	N	%	N	%		
18-25	81	59.1	56	40.9	10.654	.014**
26-35	95	54	81	46		
36-45	28	51.9	26	48.1		
46-76	12	30	28	70		
Marital Status						
Married	67	45.6	80	54.4	5.379	.020**
Single	149	57.5	110	42.5		
Income						
< 2.000₺	64	54.2	54	45.8	11.114	.085
2.001₺ - 3.600₺	51	50.5	50	49.5		
3.601₺ - 4.500₺	20	37.7	33	62.3		
4.501₺ - 5.500₺	24	55.8	19	44.2		
5.501₺ - 7.000₺	19	59.4	13	40.6		
7.001₺ - 10.000₺	24	72.7	9	27.3		
> 10.000₺	14	51.9	13	48.1		
Gender						
Female	109	56.5	84	43.5	1.709	.191
Male	107	50	107	50		
Education						
High school and below	37	40.2	55	59.8	8.055	.005**
Undergraduate and Postgraduate	179	57	135	43		

**p<0.05

4.11. Reliability of Measurement and Explanatory Factor Analysis

The most important features that a measurement tool should have been the reliability and validity of the measurements. Reliability refers to the consistency of the measurement. Reliability indicates the extent to which a scale accurately measures the characteristic it is intended to measure, the efficiency and continuity of the scale (Çakmur, 2012). In the

analysis, the internal consistency coefficient was calculated to test the scale's reliability. In order to test the appropriateness of the structure revealed by the exploratory factor analysis (EFA), confirmatory factor analysis was conducted with the AMOS program. In the analysis of Likert scale questions, missing data were encountered and five questionnaires were excluded from the study. The results of 407 individuals were analyzed.

First of all, the Kaiser-Meyer-Olkin (KMO) sampling adequacy value was found to be 0.908, indicating that the sample size was sufficient for EFA. “KMO is used to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate factor analysis is appropriate” (Nunan et al., 2020, p.704). Bartlett's Test of Sphericity is another key statistic associated with factor analysis which is used to examine the hypothesis that the variables are uncorrelated in the population. Bartlett's Test of Sphericity was found significant ($\chi^2(276)=5965,007; p<0.05$).

“Cronbach's alpha is the average of all possible split-half coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability. The value tends to increase with the increase in the number of scale items.” (Nunan et al., 2020, p. 354). The scale had a high degree of internal consistency with a Cronbach's Alpha estimate of between 0.810 and 0.908. These values appear to be acceptable values. Therefore, the scales used in the study can be said to be reliable.

Exploratory factor analysis, which provides the opportunity to work easily with a smaller number of sub-dimensions than the number of items over a large number of items, is an indispensable tool in survey studies. In this study, factor analysis was applied to determine the construct validity of the scale and the Varimax method was used. Prior to confirmatory factor analysis, some items were removed because they distorted the structure. As a result of EFA, it was found that 24 items had five sub-dimensions. Five sub-dimensions were obtained by factor analysis and these dimensions explain 68.9% of the variance. The determination of the factors is done in a way that the first factor accounts for the highest variance in data (33.6%) which is named Attitude (A), these condfactor is second highest in terms of variance (13.4%)

accounted for altruism (AL). Table 4.13. shows the results of the factor analysis. Distribution of 24 items according to sub-factors, factor names, factor loadings and explanations of expressions are included. As can be seen in Table 4.13., the lowest factor load was found to be 0.600. Factor loadings of 0.40 and above are considered ideal (Field, 2009). As a result of the analysis, all factor loadings were greater than 0.4 (Table 4.13.).

In order to measure the convergent validity of the structures, Average Variance Extracted (AVE) and Construct Reliability (CR) values were examined. Yaşlıoğlu (2017) recommends that CR values should be greater than AVE values and AVE values should be greater than 0.5. Findings indicate that all CR values for the factors are greater than the AVE values (Table 4.13.). Based on that, looking at the AVE and CR scores of the constructs, we can say that convergent validity is established.

Table 4.13. Results of Reliability and Factor Analysis

	A	AL	V	S	O
Attitude (A)					
A1: Helping troubled people with their problems is very important to me.	.855				
A5: I think I can contribute to helping people through donating.	.819				
A2: Donating can make me feel happy.	.809				
A4: People should be willing to help others who are less fortunate.	.751				
A3: I believe that donating is a social responsibility.	.744				
A6: I think I have the duty to donate.	.735				
A7: Volunteering makes me feel better about myself.	.616				
Altruism (AL)					
H3: When I wait in line at banks, minibusses, etc., I give my turn to the elderly or the sick.		.805			
H5: When elderly or disabled people fall/injured on the road, I immediately rush to help.		.793			
H4: I help elderly/sick people carrying heavy objects such as shopping bags.		.786			
H1: I think it is important to help the poor and the needy.		.763			
H2: I donate because I feel compassion toward people in need.		.683			
H7: I never hesitate to help others when they ask for it.		.651			
H6: I donate clothes to people who are in poor financial situations.		.600			

Table 4.13. Results of Reliability and Factor Analysis (continued)

Volunteerism (V)						
H9: I participate in various volunteer activities as a member of non-governmental organizations.						.827
H11: I participate in various activities such as kermess organized for the poor/children.						.785
H10: I support the work of associations/foundations established to combat various diseases.						.754
H12: I contact the organizations that help the homeless people living on the streets and ensure they settle there.						.709
Conspicuous Donation Behavior						
1-Self-oriented (S)						
IS2: Using products from aid organizations makes me feel good. (hat, badge, jewelry, clothes, glasses, etc.)						.817
IS1: When I use the products of aid organizations, I feel that I contribute to the purpose of those organizations.						.806
IS3: It increases my self-respect when I wear or use the products of aid organizations (by paying a fee). (hat, badge, jewelry, clothes, glasses, etc.)						.801
IS4: I like to remind myself of the charities I support through buying merchandise that benefits charities.						.738
2-Other-oriented Perfectionism (O)						
E1: I wear merchandise that benefits charities because it makes me look cool.						.856
E2: I like to show other people that I am a good person by wearing products of charities.						.848
Total Variance Explained (68.9%)	33.6%	13.4%	10.4%	6.8%	4.5%	
Cronbach's Alpha	.908	.891	.821	.857	.810	
Average Variance Extracted (AVE)	0.58	0.53	0.59	0.62	0.72	
Construct Reliability (CR)	0.90	0.88	0.85	0.86	0.84	
KMO: .894						
Bartlett's Test of Sphericity: Approx. Chi-Square: 5965,007						
df: 276						
Sig.: .000						
Cronbach's Alpha: .895						

4.12. Test of Normality

Multivariate normality is an important assumption for statistical analysis. In this study, Skewness and Kurtosis values were examined for normality analysis. For the distribution to be normal, Skewness and Kurtosis values should be between -2 and +2 (George and Mallery, 2010). Table 4.14. shows the skewness and kurtosis values. The result, as shown in Table

4.14., indicates that the skewness and kurtosis values of the sub-dimensions are between -2 and +2. The data series shows a normal distribution.

Table 4.14. Skewness and Kurtosis Values of Questionnaire Items

	Skewness	Kurtosis
Attitude	-1.270	1.008
Self-oriented	-.309	-.931
Other-oriented Perfectionism	1.721	1.930
Altruism	-1.262	1.418
Volunteerism	.298	-.801

4.13. Descriptives and Correlations Between Constructs

Correlation analysis investigates the relationship between variables. As the data were normally distributed, Pearson test was applied. For the test results, 0.01 was taken as the significance level. Correlations of 0.70 and above are considered high correlations, correlations between 0.40 and 0.60 are considered medium correlations, and correlations between 0.10 and 0.30 are considered low correlations (Hair et al., 2010). Table 4.15. shows the correlations between the constructs. Among the variables, there is only an insignificant correlation between altruism and other-oriented perfectionism.

Table 4.15. Correlations of the Constructs

Constructs	1	2	3	4	5
1.Self-oriented	1	.181**	.166**	.302**	.456**
2.Other-oriented Perfectionism		1	.138**	.003	-.224**
3.Volunteerism			1	.465**	.225**
4.Altruism				1	.506**
5.Attitude					1

** $p < .01$

4.14. Goodness of Fit Threshold Values

In the literature, there is no consensus on which goodness of fit values should be reported. According to Gürbüz (2021), for $N > 250$; suggested that chi-square and its p -value, Chi-square/ df , Comparative Fit Index (CFI), Standardized Root Mean Square Residual (SRMR), and Root Mean Square Error of Approximation (RMSEA) indexes can be used in the evaluation of the goodness of fit. Table 4.16. shows the goodness of fit threshold values. Regarding the reference values of the analysis, Gürbüz (2021) was taken as a basis.

Table 4.16. Goodness of Fit Threshold Values

Fit Indices	Reference Value	
	Good Fit	Acceptable Fit
p -value for the model	$p > .05$	
Chi-square/ df	< 3	$3 < (x^2/df) < 5$
CFI	$> .95$	$> .90$
SRMR	$< .05$	$< .08$
RMSEA	$< .05$	$< .08$

4.15. Confirmatory Factor Analysis and Testing the Measurement Model

The data are analyzed using AMOS 23 (beta). First of all, the factor structure of the variables is tested using Confirmatory Factor Analysis (CFA). Then, the research model is tested using Structural Equation Modeling (SEM).

In this study, a model was created based on the items belonging to the factors obtained as a result of the explanatory factor analysis. The path diagram showing the standardized factor loadings as a result of confirmatory factor analysis is shown in Figure 4.1. During the analysis, modification indices were improved to ensure that model fit values were at an acceptable level. Modification improves the fit statistics of the model. For refinement, new covariances were created among the residual values with high covariance values. Afterwards, accepted values were obtained in the goodness of fit indexes with the calculation made (Chi-square/ $df < 5$; CFI $> .90$; SRMR $< .08$; RMSEA $< .08$).

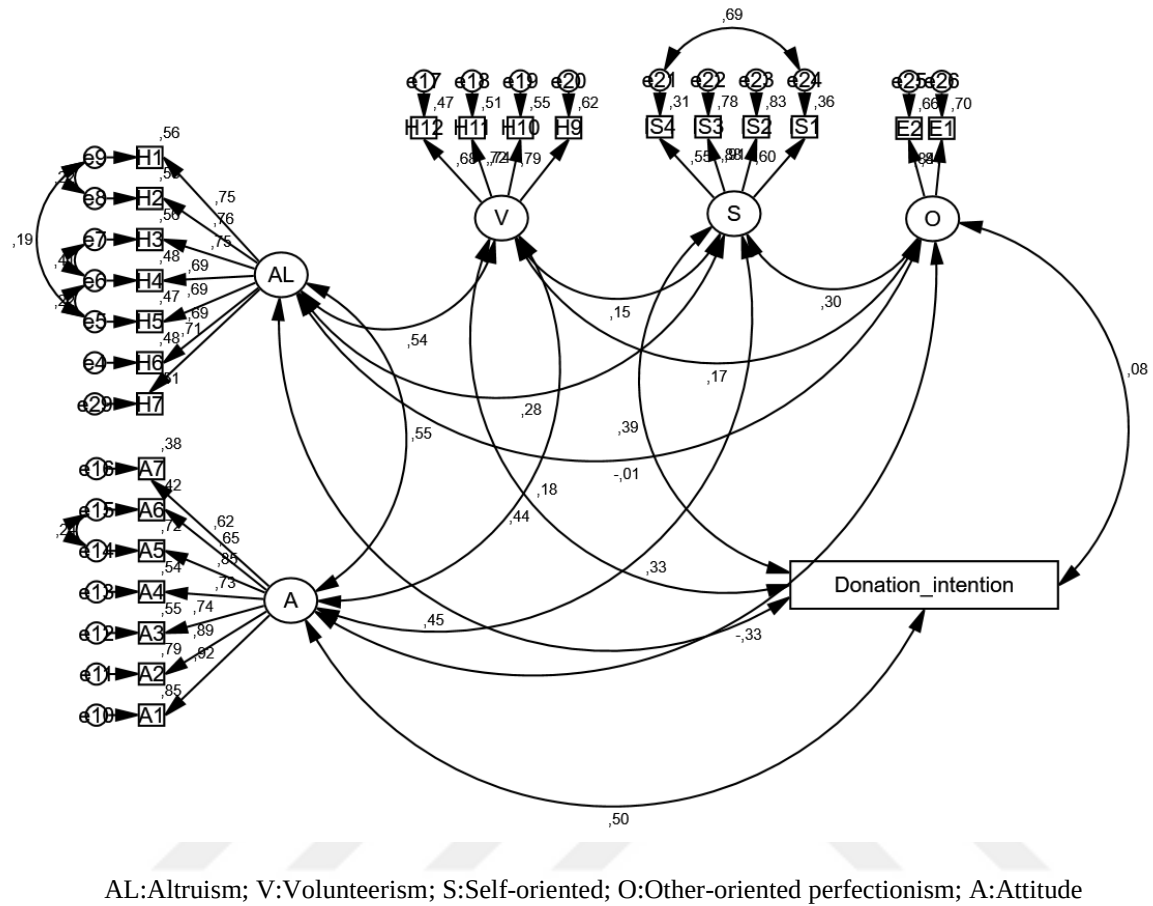


Figure 4.1. Confirmatory Factor Analysis

The goodness of fit values of the confirmatory factor analysis are presented in Table 4.17. The results of the confirmatory model indicate the model fits the data well (C_{min}/df : 2.75; $p < 0.001$; CFI= .926; SRMR=.088 ve RMSEA=.066). According to Gürbüz (2021), χ^2/df value below 3 indicates that the model shows good fit. As a result of the analysis, χ^2/df value (2.75) was found to be below 3 and the research model meets the fit criterion. The measurement model has an acceptable level of fit.

Table 4.17. Goodness of Fit Values of Confirmatory Factor Analysis

Chi-square	<i>p</i> -value for the model	Chi-square/ <i>df</i>	CFI	SRMR	RMSEA
701.187	.000	2.75	.926	.088	.066

Table 4.18. demonstrates the standardized path coefficient and their p values. The symbol "****" in the p column in the table indicates a significance value less than 0.01. The factor loadings of the items (β_1) vary between 0.553 and 0.921 and all factor loadings are statistically significant ($p < 0.001$).

Table 4.18. Parameter Estimates Obtained with AMOS

			β_1	p
Altruism (AL)	→	H7	.711	
Altruism (AL)	→	H6	.693	****
Altruism (AL)	→	H5	.686	****
Altruism (AL)	→	H4	.691	****
Altruism (AL)	→	H3	.750	****
Altruism (AL)	→	H2	.761	****
Altruism (AL)	→	H1	.748	****
Attitude (A)	→	A1	.921	
Attitude (A)	→	A2	.891	****
Attitude (A)	→	A3	.742	****
Attitude (A)	→	A4	.733	****
Attitude (A)	→	A5	.846	****
Attitude (A)	→	A6	.648	****
Attitude (A)	→	A7	.617	****
Volunteerism(V)	→	H12	.684	
Volunteerism(V)	→	H11	.715	****
Volunteerism(V)	→	H10	.744	****
Volunteerism(V)	→	H9	.787	****
Self-oriented(S)	→	S4	.553	
Self-oriented(S)	→	S3	.883	****
Self-oriented(S)	→	S2	.909	****
Self-oriented(S)	→	S1	.601	****
Other-oriented perfectionism (O)	→	E2	.814	
Other-oriented perfectionism (O)	→	E1	.839	****

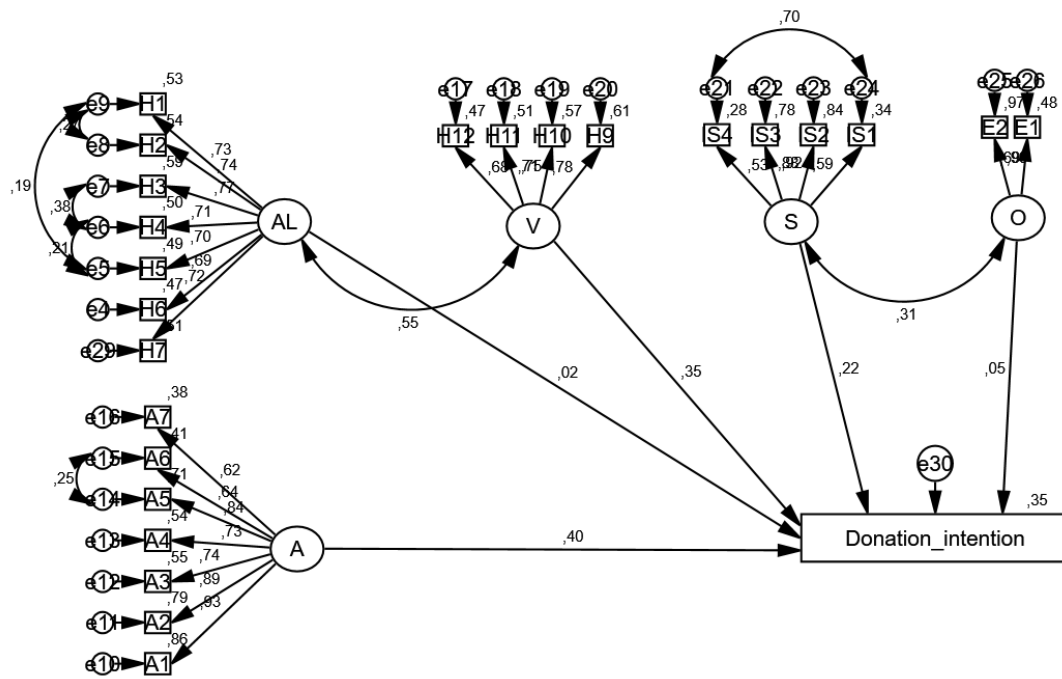
β_1 : Standardized path coefficient

**** $p < 0.001$

4.16. Structural Equation Modeling

“SEM tests theoretical models using the scientific method of hypothesis testing to advance our understanding of the complex relationships among constructs” (Schumacker and Lomax, 2010, p. 2). Structural equation modeling examines the causality between the variables in the research model. This statistical analysis is used especially in social and behavioral sciences.

The results of the research model are presented in Figure 4.2. The values obtained reflect the standardized results. The values on the arrows indicate the standardized path coefficients.



AL:Altruism; V:Volunteerism; S:Self-oriented; O:Other-oriented perfectionism; A:Attitude

Figure 4.2. Results of Path Analysis

The results of the goodness of fit values of the structural model of the research are shown in Table 4.20. χ^2/df value (3.56) is below 5. The SRMR value between 0 and 0.1 indicates that the goodness of fit criterion is met (Kaya, 2014). CFI= .889, SRMR=.1 ve RMSEA=.079 goodness of fit values are within acceptable limits, thus fulfilling the criteria of goodness of fit (Gürbüz, 2021). When the values obtained are analyzed, it can be said that the measurement model is compatible at an acceptable level.

Table 4.19. Goodness-of-fit Values of the Structural Equation Modeling

Chi-square	<i>p</i> -value for the model	Chi-square/df	CFI	SRMR	RMSEA
937.435	.000	3.56	.889	.1	.079

Table 4.21. demonstrates the standardized path coefficient and their *p* values. The results indicate self-oriented predicted intention donation positively and significantly ($\beta_1:0.40$; $p<0.001$). Thus, accepts H_3 . Our results are partially consistent with Wallace et al. (2017) study. Wallace et al. (2017) found that self-oriented is positively related to donation intention. This result is consistent with our study. However, present study the relationship between other-oriented perfectionism and donation intention was not significant ($p:0.270$; $p>0.001$). Hence H_2 is rejected. Volunteerism had a positive and significant effect on donation intention ($\beta_1:0.351$; $p<0.001$), but altruism no significant effect on donation intention ($p:0.749$; $p>0.001$). Thus, accepts H_4 , H_5 is rejected. Finally, attitude had a positive and significant effect on donation intention ($\beta_1:0.40$; $p<0.001$). These results are consistent with the literature. Pauli et al. (2017), Susanto et al. (2021), Smith and McSweeney (2007) and Argan (2016) found that there was an effect of attitude on the donation intention.

Table 4.20. Path estimates

			β_1	<i>p</i>
Attitude (A)	→	Donation intention	.400	<0.001
Altruism (AL)	→	Donation intention	.018	.749
Volunteerism (V)	→	Donation intention	.351	<0.001
Self-oriented (S)	→	Donation intention	.219	<0.001
Other-oriented perfectionism (O)	→	Donation intention	.050	.270

β_1 : Standardized path coefficient

Table 4.21. Results of Testing Hypothesis

	Hypotheses
H_1 : Attitude has a significant effect on donation intention.	Accepted
H_2 : Other-oriented perfectionism has a significant effect on donation intention.	Rejected
H_3 : Self-oriented has a significant effect on donation intention.	Accepted
H_4 : Volunteerism has a significant effect on donation intention.	Accepted
H_5 : Altruism a significant effect on donation intention.	Rejected

5. CONCLUSIONS

The transition of humankind to communal life has led to the emergence of cultures brought about by communal living. Conflicts, sharing, and mutual aid emerged in the ordinary process of living together. Global developments and changes have brought cooperation from the individual and community dimension to the mass dimension. The fact that the differences between countries and societies are more obvious, the impact of social, political, and natural disasters is felt more, and especially the high pressure on disadvantaged groups has led to the institutionalization of the culture of solidarity. With the development of marketing science and its evolution into social marketing, the understanding of social responsibility has become a phenomenon that must be taken into account as a necessity for businesses, governmental institutions, and non-governmental organizations.

Today, social marketing is used to solve many social problems. Donation and donor behavior have been of interest to researchers in recent years as one of the topics discussed in social marketing. For example, social marketing practices are used to determine the attitudes and behaviors towards organ donation in society and to solve the problem of organ failure donation. A similar situation exists in areas where regular donors are needed, such as blood donation. In order to improve the lives of disadvantaged groups and make them sustainable, the spread of basic life aids such as food and medicine has begun to take place not only in individuals, but also in the focus of governments, businesses, and international organizations. In Covid-19, which has affected the whole world and whose economic and social effects, especially the life expectancy, have been experienced heavily by some groups, the importance of cooperation has become more important. The increase in the culture of donation and cooperation will also increase the resistance of society against similar events. It is important for decision-makers to reveal the thoughts, attitudes, and behaviors of individuals toward donations in the right prevention and intervention practices. In light of these explanations, the study investigated the characteristics of people's giving behaviors and the motivations that affect their donation intentions.

The findings of the study showed that 16.5% of the participants had donated blood in the last year, very few had donated organs (3.9%) and 53.1% had the intention to donate organs. The level of blood and organ donation was found to be low. A significant decline in blood and organ donations was also recorded during the Covit-19 period compared to previous years due to stay at home. Although there are efforts to raise awareness, it is possible to say that they do not provide sufficient impact on organ donation. Although there was no significant difference between genders in organ donation, the intention to donate was determined as 57% in those with undergraduate and postgraduate education. Therefore, public studies on organ donation can be carried out by taking the education factor into consideration. Considering these findings, effective social marketing campaigns should be implemented to inform the public about blood and organ donation, to ensure continuity in blood donation and to change negative attitudes towards organ donation.

The clothing donation, which is an in-kind donation, was found to be significantly high (95.9%). The exchange of used clothes is a common behavior in Turkish society. For example, local governments and non-governmental organizations have a widespread collection network. As an example of a circular economy, clothing donation both contributes positively to the ecosystem and prevents waste.

The fact that 70.9% of the participants stated they planned to donate in the near future reveals the importance of solidarity as a social value. Although giving money to beggars is a common behavior, half of the participants in our study stated that they give money to beggars. Begging is perceived as a situation that abuses goodwill in societies, and it is also among the factors that threaten urban safety (Özer & Yontar, 2013). The negative news about beggars in the media should be taken into consideration as a factor that creates a dilemma in this issue.

Helping others is an integral part of our culture. The donation experiences of the participants were investigated and most of the participants (77.2%) stated that they had donated within the last year. Participants mostly prefer to help their relatives. It can be said that establishing a fellow-citizen bond with those in need is effective for participants to provide individual assistance. Individuals realize their donation intentions in different ways. Another important

result of the research is that the participants prefer cash donations the most. In addition, participants donate clothes and food the most. According to the donation amount result, 250₺ and below is the most preferred donation amount. The amount of aid is affected by crises and financial opportunities. Although donation is seen as an important form of behavior in society, the amount of donations is low.

The fact that it is primarily the duty of the state to help those in need can be interpreted as a reason for the low donation amount. Since the state plays an active role in helping those in need, it is not surprising that individuals' expectations are in this direction. According to the donation intention result, respondents mostly prefer to donate directly rather than through an organization. The results of this analysis indicate a negative general attitude towards the use of intermediary organizations when helping those in need. Increasing the credibility of organizations within the society may also increase donations. Individuals' donation preferences were analyzed according to randomly selected fields of activity and they stated that they intend to donate mostly in the field of education. The high level of this finding is an expected result since donation is a culture dating back to the Ottoman Empire and is an ongoing practice in the financing of educational institutions in Turkey. The most important dilemma is the lack of institutionalization of donations. Since the most important feature of donations is to create conditions in which people can improve their negative conditions rather than improving the existing situation, donations for education are sustainable.

Civil society organizations have a very important role in donation behavior. These institutions, which act as a bridge for individuals to deliver their donations, carry out many different programs to solve society's problems. Another important aim of this study is to learn the attitudes of respondents toward NGOs. One of the most important results is KIZILAY, LÖSEV, and Ahbap Association is the most recognized non-governmental organization. Kızılay, LÖSEV, Ahbap Association, and TSK were identified as trusted institutions. Another important result is that the Ahbap Association, in particular, ranked high on the list, leaving many well-established organizations behind. These results will contribute to directing the future activities of NGOs. At this point, the visibility of non-governmental organizations in the media and the perception of credibility is important. People trust and are more interested

in activities with evidence. In this context, NGOs should aim to reach more donors by using marketing more effectively.

Factor analysis was applied to the statements to determine the motivations that are effective in the donation intention of the society. Five factors were found as a result of the analysis. These five factors explain 68.9% of the total variance. These factors were named as attitude, altruism, volunteerism, self-oriented and other-oriented perfectionism based on the literature. In the study, the research model and hypotheses were developed using structural equation modeling.

This study revealed that attitude has the greatest impact on donation intention. Our findings support the effect of attitude on donation intention. This is interpreted as the intention to donate increases as individuals' attitude towards donation increases. No significant relationship was found between altruism and donation intention. This result of the analysis is thought to be due to the fact that altruism is expressed as ensuring the happiness of others as a concept. Volunteering motivation has a significant effect on donation intention. In order for CSOs to achieve their goals and be successful in their activities, individual motivations need to be mobilized (Büyük et. al., 2016). In many studies in the literature, volunteering is considered as one of the altruistic behaviors which is an intrinsic motivation (Dibau, 2012; Fiorillo, 2011, Bruno and Fiorillo, 2012). Self-orientation has a significant effect on donation intention, whereas other-oriented perfectionism does not have a significant effect on donation intention. This result indicates that individuals do not intend to donate in order to influence others.

LIMITATIONS

The limitations of the research are as follows:

1. The sample characteristics in this study do not fully reflect the main mass. Therefore, its generalizability is limited.
2. The research was limited to Adana province.
3. Research data were collected in the time of coronavirus (May-June 2021).

4. Questions about donation are limited to blood, organ, cash and in-kind donations.
5. The effects of some demographic variables on donation behavior were examined.
6. In the structural equation model, only the effect of the variables on the attitude toward donation was examined.

RECOMMENDATIONS / FUTURE RESEARCH

Recommendations for further research work are as follows:

1. It would be useful to conduct larger-scale studies that reflect the main population well.
2. The scales and model used in this study may be further developed and new studies can be conducted. The study area may be expanded by adding different variables to the structural equation model.
3. The same study may be applied in different cities and countries, and comparisons can be made.
4. Other social problems may be investigated.
5. The impact of demographic characteristics on different forms of giving may be analyzed.
6. The new studies will provide new information for researchers on aspects of donor behavior and attitudes of the society. In this way, these studies will contribute to donation campaigns in Turkey.

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APPENDICES

Appendix A: Donation Behavior from a Social Marketing Perspective (Survey Form)

Dear participant, this survey has been prepared as a data collection tool for a research that aims to measure the characteristics of individuals' donor behavior and the motivations that affect it. Your participation and sincere answers will be used purely for academic purposes and will not be shared with third parties.

Thank you for participating in the research.

Büşra ÖZCAN

1. Please read the following statements carefully and mark the appropriate one (X).

	YES	NO
1. I lost my job last year.		
2. I've been damaged economically in the last year.		
3. Have you donated blood in the last year?		
4. Have you donated furniture or white goods in the last year?		
5. Have you received cash or in-kind assistance in the last year?		
6. Have you donated organs?		
7. Are you considering donating organs?		
8. Would you donate your used clothes to people in need?		
9. Do you plan to donate in the coming months?		
10. Would you give money to beggars?		

2. If you received in-kind or cash assistance in the last year, from where did you receive it?(Check 1 option)

- () Municipality () Relative () Other
() Government Agencies () I don't need it.
() Civil Society Organizations () I didn't get help even though I needed it.

3. In your opinion, whose duty is it to help those in need? (Check 1 option)

- () The State () Civil Society Organizations
() Municipality () All Citizens
() Well-Endowed Citizens () All the options mentioned above

4.Over the past year have you directly donated to a relative, neighbor or any other person in need, in cash or in any other way such as food, clothing, fuel (for heating), etc.

If your answer is Yes, please continue with the next question.

Yes () No ()

5. To whom/where did you donate?.(Relatives, neighbors, foundations, beggars, municipalities, NGOs, people in need, etc.)

6. How did you donate?

Aid in-kind() Financial aid() Both In-kind and Financial Aid()

7. In cash, the last time:.....TL

8. In-kind (What did you donate last time):.....

9. For which of the following options would you like to donate?

	YES	NO
Education		
Art		
Nutrition		
Health		
Faith		
Other		

10. Would you prefer giving to those in need directly or through a relevant organization?

- () I prefer giving directly to those in need.
- () I prefer giving through a relevant organization.
- () I do/can do it both ways.
- () I don't donate.
- () I'm not in a position to donate.

11. Have you made a mandatory donation to any organization in the last year, even though you did not want to? (If your answer is Yes, please continue with the next question.)

() Yes () No

12. Which organization did you have to make a mandatory donation to?(Check 1 option)

Public School		Ministry of Justice	
General Directorate of Traffic		Kızılay	
Police Department		Village Affairs Association	
Mosque Association Quran Course		Land Office	
Turkish Aeronautical Association		Municipality	
Health Institution		Tax Administration	
Population Directorate		Child Welfare Institution	
Public Hospital		Other	
Maritime Foundation			

13. Which NGO comes to your mind first among the aid organizations operating in Turkey?

Answer:.....

14. Are you a member of any of the aid organizations operating in Turkey? If yes, which ones are they?

Answer:.....

15. Which charity or NGO do you trust the most?

Answer:.....

16. Which NGO would you most like to donate if you had sufficient financial means?

Answer:.....

17. Please indicate your level of agreement on each of the following statements about “Conspicuous Donation Behaviors”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. It increases my self-respect when I wear or use the products of aid organizations (by paying a fee). (hat, badge, jewelry, clothes, glasses, etc.)					
2. Using products from aid organizations makes me feel good. (hat, badge, jewelry, clothes, glasses, etc.)					
3. I like to remind myself of the charities I support through buying merchandise that benefits charities.					
4. When I use the products of aid organizations, I feel that I contribute to the purpose of those organizations.					
5. I like to show people I donate.					
6. I wear merchandise that benefits charities because it makes me look cool.					
7. I like to show other people that I am a good person by wearing products of charities.					

18. Please indicate your level of agreement on each of the following statements about “Attitude”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. I believe that donating is a social responsibility.					
2. People should be willing to help others who are less fortunate.					
3. Helping troubled people with their problems is very important to me.					
4. Donating can make me feel happy.					

19. Please indicate your level of agreement on each of the following statements about “Intention Donation”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. I think donating is a good idea.					
2. In the coming year I am planning to donate money to charity.					

20. Please indicate your level of agreement on each of the following statements about “Behavior”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. If I am informed that there is a blood donation near me, I donate.					
2. I leave food and water in suitable places for stray animals.					
3. I support institutions and organizations that deal with stray animals.					

21. Please indicate your level of agreement on each of the following statements about “Subjective Norm”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. People around me think that donating is a good thing.					
2. My family encourages me to donate.					
3. My friends around me encourage me to donate.					

22. Please indicate your level of agreement on each of the following statements about “Personal Norm”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. I think I can contribute to helping people through donating.					
2. I think I have the duty to donate.					
3. Volunteering makes me feel better about myself.					

23. Please indicate your level of agreement on each of the following statements about “Altruism”. (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

	1	2	3	4	5
1. It is important to me that I help others.					
2. I think it is important to help the poor and the needy.					
3. I donate because I feel compassion toward people in need.					
4. I provide financial assistance to people with financial difficulties.					
5. I donate clothes to people who are in poor financial situations.					
6. I share my excess belongings with people in need.					
7. When I wait in line at banks, minibusses, etc., I give my turn to the elderly or the sick.					
8. I help elderly/sick people carrying heavy objects such as shopping bags.					
9. I donate to charitable organizations within my financial means.					
10. I support the work of associations/foundations established to combat					

various diseases.					
11. I participate in various volunteer activities as a member of non-governmental organizations.					
12. I buy gifts such as toys, books, etc. for children with financial impossibility.					
13. When elderly or disabled people fall/injured on the road, I immediately rush to help.					
14. I contact the organizations that help the homeless people living on the streets and ensure they settle there.					
15. I help my neighbors and relatives with household chores.					
16. I participate in various activities such as kermess organized for the poor/children.					
17. I never hesitate to help others when they ask for it.					

DEMOGRAPHIC DATA

Gender : () Female () Male

Marital Status : () Married () Single

Age :

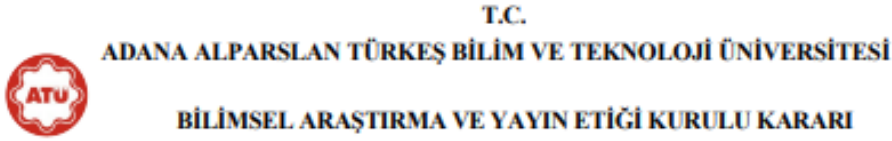
Level of Education : () Literate () Primary School () Secondary School
() High School () Associate Degree () University () Master's Degree

Working Status : () Working () Not Working

Employment Status : () Unemployed () Self-Employment () White-collar worker
() Blue-collar worker

Income : () 2000 TL and below () 2001-3600 TL () 3601-4500 TL
() 4501-5500 TL () 5501-7000 TL () 7001-10.000 TL () 10.001 TL and above

Appendix B: Scientific Research and Publication Ethics Committee Decision



Toplantı Sayısı	Karar Sayısı	Karar Tarihi
4	6	10.3.2021

Üniversitemiz İşletme Fakültesi İşletme Bölümü Öğretim Üyesi Prof. Dr. Celile ÖZÇİÇEK DÖLEKOĞLU'na ait "Sosyal Pazarlama Perspektifinden Bağışçı Davranışı: Adana ili örneği" başlıklı özgün çalışması hakkında görüşüldü.

Üniversitemiz İşletme Fakültesi İşletme Bölümü Öğretim Üyesi Prof. Dr. Celile ÖZÇİÇEK DÖLEKOĞLU'na ait "Sosyal Pazarlama Perspektifinden Bağışçı Davranışı: Adana ili örneği" başlıklı özgün çalışması Kurulumuzca incelenmiş olup katılacak olan kişilerden "Gönüllü Katılım Formu" alınması şartıyla uygulamanın yapılmasının etik açıdan uygun olduğuna oy birliği ile karar verilmiştir.

Prof. Dr. Yıldırım Beyazıt ÖNAL
BAYEK Başkanı

Prof. Dr. Fatma Nur İPLİK
Başkan Yardımcısı

Prof. Dr. Hasan KURTARAN
Üye

Prof. Dr. Serkan TOKGÖZ
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Dahili No:1500

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