BRAND IMPACT IN NONPROFITS: HOW TRUST MODERATES GIVING INTENTIONS

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Abstract - The purpose of this study is to explore how brand trust moderates the relationship between brand experience and donation intentions in non-profit organizations. This study uses quantitative survey data to evaluate the effects of brand experience characteristics (sensory, affective, behavioural, and intellectual) on donation intentions, with a focus on how brand trust moderates these associations. The findings indicate that sensory and behavioural factors have a significant impact on donation intentions, although emotional factors vary depending on cultural and socioeconomic circumstances. Brand trust emerges as a key moderator, increasing the effects of these variables on contribution intentions. According to the survey, NGOs should strategically focus on building brand trust and optimizing donor experiences across sensory, behavioural, and intellectual dimensions to improve donation intentions. This study contributes to the existing literature by thoroughly examining how several factors interact to influence contribution intentions, stressing the moderating role of brand trust, and providing actionable insights for NGO marketing approaches.
Keywords: intention, donate, brand experience, trust, non-profit organization

I.INTRODUCTION

NGOs, or non-governmental organizations, are typically established to address various public and social welfare objectives, such as human rights, voters' rights, healthcare, assistance to the underprivileged, and prevention of cruelty to animals (Abiddin et al., 2022). To secure funding through donations and grants, NGOs strategically build a strong brand. This involves effective communication of their mission, maintaining transparency in operations, and sharing impactful stories with engaging visuals (Aldashev & Verdier, 2009; Zahri et al., 2023). Credibility is bolstered by consistent branding, an active online presence, and strategic partnerships. Additionally, NGOs strengthen their brand experience by recognizing donors, showcasing awards, and providing regular updates on the positive outcomes of contributions, fostering a connection that encourages sustained support (Paço et al., 2014; Guo et al., 2022; Herzer & Nunnenkamp, 2013).

The decision of potential donors to contribute to non-governmental organizations (NGOs) is strongly shaped by their brand experience (Paço et al., 2014). Creating a compelling brand involves fostering positive perceptions through emotional connection, trust, and consistent messaging (Guo et al., 2022). User-friendly websites, transparent communication, and compelling storytelling further contribute to resonating with donors' ideals and establishing credibility. Active engagement on social media enhances the sense of community and personal involvement. Strengthening donor confidence involves acknowledging an NGO's reputation and holding it accountable through impact measurement and open fund management (Araújo et al., 2023). Ultimately, a powerful brand experience builds a foundation of connection and trust, inspiring support for the organization's goals and activities (Brown, 2009). Although NGOs providing worldwide aid increasingly use brands in their operations, coordinating the value of NGO brands among stakeholders poses challenges (Gregory et al., 2020; Hand et al., 2022). Trust and credibility, cultivated through a well-established and transparent brand, are crucial in inspiring confidence and intention to donate (Paço et al., 2014; Li et al., 2022).

Understanding the critical moderating role of brand trust in the link between brand experience and the intention to donate is crucial (Mekebbaty & Saleh, 2020; Na et al., 2023). The perceived reliability and credibility of an NGO's

brand significantly shape the impact of a donor's overall experience. A positive brand experience, covering sensory, affective, intellectual, and behavioural aspects, holds greater sway over the intention to donate when there's a high level of brand trust (Brakus et al., 2009). Elevated trust magnifies the positive effects of a meaningful brand experience, reinforcing the likelihood of donation (Gregory et al., 2020). Conversely, a low brand trust may mitigate the positive impact of a favourable brand experience, potentially leading to scepticism or hesitancy in donation intentions. Thus, the cultivation and maintenance of brand trust are pivotal in maximizing the positive influence of a compelling brand experience on donors' willingness to contribute to the organization (Paço et al., 2014; Na et al., 2023).

However, despite these efforts, public confidence in NGOs remains fragile. A 30-year systematic review concluded that high-profile charity scandals pose a serious threat to the nonprofit sector, which depends on donor trust to survive [1]. The 2018 Oxfam sexual-exploitation scandal, for instance, inflicted extensive reputational harm across the sector and led to a measurable decline in public support and donations. Moreover, analyses of media-reported NGO scandals have revealed recurring governance failures undermining credibility and public trust [2]. Even relatively modest fraud instances can devastate nonprofit reputations and deter donors [3]. In response, scholars and regulators argue that NGOs must adopt stricter transparency and accountability measures to restore donor confidence [4].

The existing research highlights the importance of NGOs' brand experience and trust in influencing donors. However, there is a need for a deeper understanding of the specific elements within a brand experience that contribute most significantly to the intention to donate, considering the multifaceted nature of the experience encompassing sensory, affective, intellectual, and behavioural dimensions. Previous research indicates distinct roles for these four elements in delivering a brand experience (Na et al., 2023; Mostafa & Kasamani, 2021; Şahin et al., 2011; Brakus et al., 2009). Consequently, examining the variation in brand experience within the context of donations is poised to yield valuable insights for new research discoveries. Further investigation is needed to understand how NGOs can successfully build and sustain brand trust, focusing on strategies to enhance credibility and reliability. The study should also explore contextual factors influencing how brand trust moderates the link between brand experience and donation intentions. Addressing these deficiencies is crucial for enhancing the effectiveness of strategies employed by non-governmental organizations (NGOs) to attract donor support and amplify their influence on social welfare objectives.

This research aims to identify the key elements of brand experiences for non-governmental organizations (NGOs) that hold the most significance for donors in their contribution decisions. We will examine the influence of sensory, emotional, intellectual, and behavioural factors, and investigate the impact of brand trust on the relationship between brand experience and the decision to donate. Additionally, we aim to assess how external factors can affect the efficacy of trust-building strategies employed by NGOs.

II.LITERATURE REVIEW

A. Theoretical Background

In the marketing literature, the concept of experience has been scrutinized through different lenses, encompassing consumption, product, aesthetics, services, shopping, and customer perspectives (Zarantonello & Schmitt, 2010). Simultaneously, there is an increasing acknowledgment of the importance of brand experience in recent years (Oliveira et al., 2020). Brand experience originates from the broader concept of customer experience, providing insights not just from the customer's standpoint but also influenced by the brand itself. It encompasses the unique, multi-faceted, cognitive, and emotional encounters that each customer has with the brand (Ong et al., 2018). Considering the brand perspective, experiences represent conclusions that individuals formulate in their minds based on their direct or indirect interactions with the brand (Iglesias et al., 2019)

Brakus et al. (2009) formulated the concept of brand experience as "subjective, consumer responses, both internal and behavioural, elicited by stimuli associated with a brand, such as its design, identity, packaging, communication, and environment." This definition introduces four dimensions to the brand experience: sensory, affective, behavioural, and intellectual. Notably, this definition imparts a novel role to the concept of a brand. Traditionally, a brand is defined as "the name, term, sign, symbol, design, or a combination of these elements that identifies the products and services of a seller or group of sellers and sets them apart from competitors."

Earlier research indicates that brand experience results in several favourable consequences for the brand. These include emotional connections with the brand (Brakus et al., 2009; Kumar & Kaushik, 2020), and satisfaction and loyalty (Valenzuela et al., 2009; Roy et al., 2013). Furthermore, the literature on brand experience highlights that each dimension of brand experience leads to distinct outcomes (Roy et al., 2013). Indeed, Paramita et al. (2021) asserted that the effectiveness of consumers' engagement in social interaction is shaped by their diverse encounters with the brand, encompassing sensory, affective, behavioural, and intellectual experiences.

B. Hypotheses Development

1) Affective experience

Affective experience pertains to the consumer's encounter derived from emotional interaction with the brand, specifically involving positive feelings. Emotions constitute a crucial component of brand experience (Roy et al., 2013). Previous research concludes that engaging with a brand that elicits positive (negative) emotions leads to approach (avoidance) behaviour (Lucia-Palacios et al., 2016). For instance, when consumers perceive that

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companies exhibit social responsibility, they are more prone to experiencing positive emotions, resulting in a greater inclination to participate in brand advocacy (Xie et al., 2019). Conversely, encountering negative emotions with the brand, such as anger, discontent, dislike, embarrassment, sadness, and worry, diminishes loyalty and increases the likelihood of complaints and negative word-of-mouth (Hegner et al., 2017). Moreover, psychological research suggests that positive (negative) emotions contribute to social connectedness (social disconnectedness), making individuals more inclined to engage in close, mutually satisfying relationships and cooperation with others (Mauss et al., 2012). Forging an emotional link with a brand has the potential to instigate the development of loyalty among potential customers even prior to their purchase decisions. Simultaneously, it nurtures enduring relationships with existing customers (Konu et al., 2020). In a different study, Schamp et al. (2023) emphasize that consumers display more pronounced reactions to cause-related marketing (CM) when they establish an emotional connection with the recipient of the donation. Building upon the previously mentioned information, the hypothesis can be formulated that:

H1: Affective experience will have a positive effect on the intention to donate.

2) Behavioural experience

The experience of a brand's behaviour can arise from both humanic and functional signals of the brand (Kumar et al., 2013). In theory, this behavioural experience can prompt customer interpretations related to excitement, as suggested by Ahn & Back (2018). Consumer behaviours are enticed by their behavioural experiences, encompassing physical encounters, lifestyles, long-term behavioural patterns, and interactions with others. These experiences subsequently trigger their actions and intentions (Ding & Tseng, 2015). Previous research has shown that the behavioural brand experience enhances the quality of brand relationships, customer engagement with the brand, behavioural intentions, and customer citizenship behaviour (Ahn & Back, 2018). As an example, a behavioural experience like event marketing has the potential to enhance the perceived image of the company and brand attitude. This, in turn, encourages customers to be more willing to strengthen their connection with the brand (Xie et al., 2017). Building upon the previously mentioned information, the hypothesis can be formulated that:

H2: Behavioural experience will have a positive effect on the intention to donate.

3) Intellectual experience

The human intellectual interpretation is a mental process, a figure that is based on the information processing and decision making of events evaluation (Javdan, 2013). The intellectual dimension of a brand is a critical factor in its success, as it encompasses the intangible and internally driven emotional attributes that connect with customers (Simi & Sudhahar 2019). Ealy (2014) highlighted the significance of considering into the intellectual choices that shape donor intent and voluntary action. Based on that perspective, Oh et al. (2019) further advances this narrative by introducing a novel dimension of brand experience, highlighting the crucial role of the intellectual aspect in sustainable brand building. Notably, Nobre (2018) accentuates the relevance of the intellectual dimension in the context of technological brands, revealing its substantial influence on consumer perception. Bapat (2020) research has established a connection between intellectual brand experience, emotional brand experience, and brand loyalty, particularly within the realm of product brands. These findings align with the insights of Brakus et al. (2009), who identifies the intellectual dimension as a pivotal component of brand experience, shaping consumer satisfaction and loyalty. Additionally, Liu & Aaker (2008) study suggests a fascinating aspect: when individuals are prompted to contemplate donating time rather than money, there is a noticeable increase in their contributions to charities. Notably, the idea of a maximizing mindset, as explored by Jingjing et al. (2023), introduces an intriguing avenue. Encouraging prospective donors to adopt a maximizing mindset by incorporating specific words in donation appeals or prompting donors to reflect on their optimal choices in daily life could prove advantageous for charities and social-cause platforms in their endeavors to garner support for the less fortunate. Building upon the previously mentioned information, the hypothesis can be formulated that:

H3: Intellectual experience will have a positive effect on the intention to donate.

4) Sensory experience

The term "sensory experience" describes how consumers perceive and engage with a brand through their senses, including sight, emotions, touch, smell, and sound. For the creation of a brand experience, it is imperative to cultivate a strong sense of brand identity. According to Srinivasan & Srivastava (2010), the product or service should be recognized not just for its specific features but primarily for its association with the brand. Experiences with a brand's sensory aspects can shape a positive brand image and fortify positive emotions (Wörfel et al., 2022). Indeed, the differentiation of experiences is significantly influenced by senses, as they enable consumers to promptly attribute meaning to the brand (Moreira et al., 2017; Chang & Cheng et al., 2023). According to Hepola et al. (2017), brand engagement is influenced by consumers' sensory experiences, as these experiences impact cognitive, emotional, and activation responses toward the brand. Building upon the previously mentioned information, the hypothesis can be formulated that:

H4: Sensory experience will have a positive effect on the intention to donate.

5) Brand trust

Sargeant & Lee (2004) characterize trust as the confidence that an organization or sector, along with its individuals, will refrain from exploiting the vulnerabilities of stakeholders. This is achieved by consistently demonstrating fairness, reliability, competence, and ethical behaviour in all interactions. Numerous studies have delved into the intricate relationship between brand trust and the intention to donate. Notably, Pratono (2017) revealed that corporate brand equity and credibility exert a positive influence on customers' inclination to support charitable causes, with the moderation effect of materialistic attitudes. Expanding this narrative, Kirana et al. (2020) highlighted the significance of trust in online donation platforms, where the intertwining influences of quality and institutional factors contribute not only to trust but also to distrust, subsequently influencing donation intention. Collectively, these studies reinforce the pivotal role of brand trust as a driving force behind donation behaviour. Building upon this, Thomas & Jadeja (2021) demonstrated that trust in cause-related marketing campaigns positively correlates with donation intentions, with creativity acting as a crucial moderator in this relationship. Moreover, trust in charity organizations emerged as a robust predictor of donation intention, as evidenced by the findings of Li et al. (2022). Building upon the previously mentioned information, the hypothesis can be formulated that:

H5: Brand trust will have a positive effect on the intention to donate.

6) Moderating effect of brand trust

Considering the diverse nature of potential charity donors, the impact of brand experience (i.e., sensory, affective, behavioural, and intellectual) on the selection of a charity brand is expected to differ among various groups. Gathering information, making decisions, and forming judgments, along with transferring capital, all take place within the virtual network. This not only enhances financing efficiency but also significantly raises the likelihood of information asymmetry and fraud for all participants in the transaction. Consequently, when evaluating charity brands, potential donors frequently rely on the trust established by platforms and fundraisers to determine whether they should contribute resources to a specific project (Chen et al. 2019). Research into individual donation behaviour revealed that donation intention is associated with trust and that trust elevates the inclination to donate (Liu et al. 2018). In a different investigation, Marliawati & Cahyaningdyah (2020) discovered that brand experience exerts a positive and significant impact on brand loyalty, mediated by brand trust. Figure 1 represents the research framework.

Thus, we posit that brand trust will significantly affect the relationships between the dimension of brand experience and intention to donate. Building upon the previously mentioned information, the hypothesis can be formulated that:

H6: Brand trust plays a significant moderating effect on the relationship between sensory experience and intention to donate.

H7: Brand trust plays a significant moderating effect on the relationship between affective experience and intention to donate.

H8: Brand trust plays a significant moderating effect on the relationship between behavioural experience and intention to donate.

H9: Brand trust plays a significant moderating effect on the relationship between intellectual experience and intention to donate.
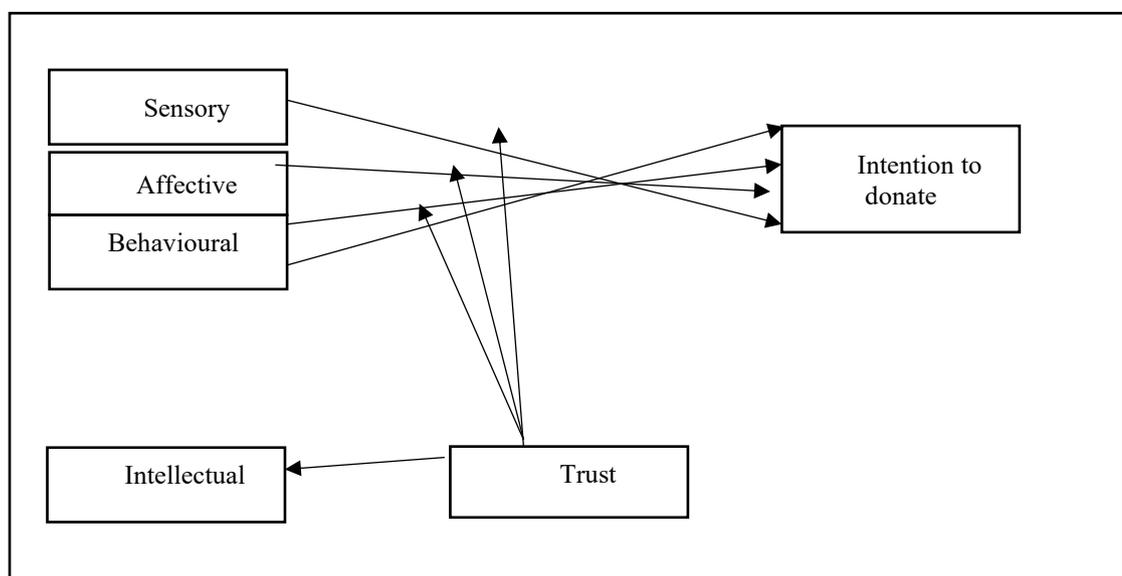

Figure 1: Research framework

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III. METHODOLODY

A. Data

This study adopts a deductive approach, formulating hypotheses based on the brand experienced theory (Brakus et al. 2009) and empirical findings. The unit of analysis comprises individuals with experience in participating in NGO donor activities. Data collection spanned a three-month period from October to December 2023, employing an online questionnaire administered through the Google Form platform. Filter questions were strategically designed to focus on our specific target audience. Following Green (1991) recommendation, the minimum sample size was determined by considering the greatest number of arrows pointing to a single construct.

B. Measurement Item

The measurements for each item were extracted from previous literature. The four variables, namely sensory, affective, behavioural, and intellectual, were assessed utilizing a three-item test adapted from the work of Brakus et al. (2009). Brand trust was evaluated using a three-item test adapted from the studies of Li et al. (2008), Torkzadeh et al. (2002), and Pavlou et al. (2004). Intention was gauged using a three-item test adapted from Sura et al. (2017). Table 1 displays the specific items employed to assess each variable.

This study assesses the research model in two sequential steps: (1) evaluating model measurements and (2) assessing the structural model, as outlined by Astrachan et al. (2014). Validation is crucial to uphold empirical work standards for both measurement and structural models. Given the study's objective of predicting significant target constructions or identifying key "driver" constructs, the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach is employed, as recommended by Hair et al. (2011). This method allows researchers to visually analyse the relationships that emerge between variables.

TABLE 1 Proposed measurement items

Construct	Items	Source
Brand Experience Dimension (independent variables)		
Sensory	1. This brand makes a strong impression on my visual sense or other senses about donation. 2. I find this brand interesting in a sensory way of donation. 3. This brand does not appeal to my senses about donation.	Brakus et al. (2009); Schmitt (1999)
Affective	1. This brand induces feelings and sentiments about donation. 2. I do not have strong emotions for this brand when it comes to donation. 3. This brand is an emotional brand when dealing with donation work.	Brakus et al. (2009); Schmitt (1999)
Behavioural	1. I engage in physical actions and behaviours when I use this brand to donate. 2. This brand results in bodily experiences. 3. This brand is not action oriented.	Brakus et al. (2009); Schmitt (1999)
Intellectual	1. I engage in a lot of thinking when I encounter this brand especially donation. 2. This brand does not make me think about donation. 3. This brand stimulates my curiosity and problem solving.	Brakus et al. (2009); Schmitt (1999)
Moderating Variables		
Brand Trust	1. I have no doubt this brand can be trusted. 2. This brand is trustworthy. 3. I trust this brand.	Li et al. (2008); Torkzadeh et al. (2002); Pavlou et al. (2004)
Dependent Variable		
Intention	1. I have an intention to donate through this brand (NGOs). 2. I have an intention to donate through this brand in the near future. 3. I plan to donate actively thru this brand in the near future.	Sura et al. (2017)

IV. RESULTS

A. Demography Analysis

The respondents in this demographic analysis have a gender distribution that is balanced, with fifty percent of them identifying as male and fifty percent identifying as female. In terms of age, the majority of people fall between the age range of 21 to 30 years old (62.5%), followed by those who are younger than 20 years old (17.0%), those

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who are between 31 and 40 years old (10.3%), those who are between 41 and 50 years old (4.9%), and those who are 51 years old or more (5.3%).

Regarding the subject of religion, the majority of respondents (67.0%) describe themselves as Muslims, making Islam the prevalent faith. There are 17.8% of people who identify as Christian, 2.8% of people who identify as Hindu, 11.9% of people who identify as Buddha, and all other religious affiliations. By ethnicity, the Sabah indigenous people make up the largest group (30%), followed by the Malay people (38.7%), the Chinese people (14.4%), the indigenous Sarawak people (12.6%), the Indian people (3%), and the Others (1.2%).

When looking at the states in which people live, the bulk of them are found in Sabah (21.9%), followed by Sarawak (12.5%), Selangor (10.7%), Johor (12.5%), and a number of other states located throughout Malaysia. In terms of the distribution of income, 51.8% of respondents have an income that is less than RM4000, 23.9% have an income that falls between RM4000 and RM10,000, and 4.3% have an income over RM10,000. The different features of the people who participated in the study are illuminated by this detailed demographic analysis, which provides useful insights.

Table 2 Respondent's profile

Items	Frequency (n) = 506	Percentage
Gender		
Male	253	50.0
Female	253	50.0
Age		
Below 20	86	17.0
21-30	316	62.5
31-40	52	10.3
41-50	25	4.9
51 and above	27	5.3
Religion		
Islam	339	67.0
Christian	90	17.8
Hindu	14	2.8
Buddha	60	11.9
Others	3	0.6
Race		
Malay	196	38.7
Chinese	73	14.4
Indian	15	3.0
Sabah indigenous	152	30
Sarawak indigenous	64	12.6
Others	6	1.2
State of residence		
Sabah	111	21.9
Sarawak	63	12.5
Selangor	54	10.7
Pulau Pinang	16	3.2
Perak	20	4.0
Pahang	40	7.9
Perlis	6	1.2
Kedah	35	6.9
Terengganu	55	10.9
Kelantan	6	1.2
Johor	63	12.5
Labuan	29	5.7
Kuala Lumpur	7	1.4
Putrajaya	1	0.2
Income		
Below RM4000	262	51.8
RM4000 – RM10,000	121	23.9
RM10,000 and above	22	4.3

B. Internal consistency reliability

Cronbach Alpha values for each construct are greater than 0.7, which means that the measurement model has a satisfactory level of internal consistency reliability. However, each construct rho A coefficient value exceeds 0.7 (Dijkstra & Henseler, 2015), each composite reliability (CR) construct exceeds the tolerance value of 0.7, and values of 0.8 or 0.9 in the later phases are preferred (Malkewitz et al., 2023; Dijkstra & Henseler, 2015; Hennington et al., 2009). As indicated in Table 3, the study's construct rho A, Cronbach Alpha, and CR are all higher than the

suggested threshold value. Consequently, the scores show that the items that were used to represent the constructs are trustworthy and internally consistent.

C. Indicator reliability

This study adopts Chin (1998) suggestion that factor loadings be greater than 0.7. Except for SEN3 (0.006), AFF2 (0.106), BEH3 (0.121), INT2 (0.138), which was eliminated owing to low loading, Table 3 displays every item that received a loading value of greater than 0.7 (optimal value).

Table 3 Internal Consistency Reliability

Constructs	Items	Loadings	Cronbach's Alpha	rho_A	CR	AVE
Sensory	SEN1	0.888	0.534	0.536	0.811	0.682
	SEN2	0.914				
Affective	AFF1	0.809	0.739	0.753	0.884	0.792
	AFF3	0.842				
Behavioural	BEH1	0.870	0.713	0.727	0.874	0.776
	BEH2	0.910				
Intellectual	INT1	0.860	0.891	0.891	0.932	0.821
	INT3	0.901				
Trust	TRU1	0.765	0.770	0.778	0.897	0.813
	TRU2	0.913				
	TRU3	0.901				
Intention to donate	DON1	0.889	0.827	0.856	0.896	0.743
	DON2	0.915				
	DON3	0.914				

Note: SEN3, AFF2, BEH3, INT2 was deleted due to low loadings.

D. Convergent validity

The value of the average variance extracted (AVE) is assessed to determine the model's convergent validity. The value of AVE should be 0.5 or greater, according to Ab Hamid et al. (2017), to attain this validity. According to Table 3, all the constructions met the required threshold value of 0.5, with values ranging from 0.809 to 0.915. These statistics demonstrate that the research measurement model has enough convergent validity.

E. Discriminant validity

The Fornell & Larker (1981) criterion and the Heterotrait-Monotrait (HTMT) test were used to evaluate the model's discriminant validity. When all correlations between the measure and all other measures are smaller than the square root of the AVE and the indicators' loadings against their particular constructs are higher than loadings against other constructs, the model is said to have discriminant validity. When the HTMT value is less than 0.9, the model is said to have discriminant validity.

Table 4 bold elements reflect the AVE square roots, whereas the regular values represent the inter-correlation value between constructs. All off-diagonal elements have values less than the square roots of AVE (bold on the diagonal). As a result, the finding confirmed that Fornell & Larker (1981) condition is satisfied.

The HTMT output from SmartPLS is shown in Table 4. The HTMT value for each construct in this investigation is less than 0.9, according to Gold et al. (2001) and Henseler et al. (2015). As a result, none of the constructs in this study have a problem with discriminant validity. Overall, the measurement model's reliability and validity tests were successful. All reliability and validity tests were successful, showing that the measurement model for this survey is suitable and valid for use in estimating model structural parameters.

Table 4 Discriminant validity

Fornell-Larcker Criterion						
	AFF	BEH	INT	DON	SEN	TRU
AFF	**0.826**					
BEH	0.607	**0.890**				
INT	0.584	0.629	**0.881**			
DON	0.532	0.590	0.587	**0.906**		
SEN	0.531	0.537	0.494	0.579	**0.902**	

TRU	0.525	0.527	0.553	0.716	0.543	**0.862**
Heterotrait-Monotrait Ratio (HTMT)						
AFF						
BEH	0.960					
INT	0.936	0.863				
DON	0.769	0.722	0.732			
SEN	0.824	0.704	0.663	0.697		
TRU	0.788	0.666	0.709	0.824	0.671	

Note: AFF = affective; BEH = behavioural; INT = intellectual; DON = intention to donate; SEN = sensory; TRU= trust

F. Path coefficients

The term "path coefficient" is a particular diagram-based approach that was used to consider the relations between variables in a multivariate system.

Table 5 Result of the structural path analysis

Hypothesis	Relationship	Std Beta	Std Error	t-value	P-value	Decision	R^2
H1	AFF → DON	0.031	0.049	0.614	0.539	No	0.609
H2	BEH → DON	0.160	0.056	2.828**	0.005	Supported	
H3	INT → DON	0.139	0.056	2.497*	0.013	Supported	
H4	SEN → DON	0.162	0.044	3.725**	0.000	Supported	
H5	TRU → DON	0.451	0.056	8.037**	0.000	Supported	

Note: AFF = affective; BEH = behavioural; INT = intellectual; DON = intention to donate; SEN = sensory; TRU= trust. * = P < 0.05; ** = <0.01

As stated by Hair et al. (2017), the path coefficients must surpass 0.100 to account for a particular impact within the model and be significant at least at the 0.05 level of significance. In reference to Table 5, behavioural (β = 0.160, p < 0.01), intellectual (β = 0.139, p < 0.05), sensory (β = 0.162, p < 0.01), and trust (β = 0.451, p < 0.01) were positively related to intention to donate explaining 60.9% of the variance in intention to donate. While affective construct was seen to have no strong relationship with intention to donate.

G. The coefficient of determination (R^2)

Figure 2 shows that sensory, affective, behavioural, intellectual, and trust can explain 60.9% of the variance in intention to donate among Malaysian. According to Di Bucchianico (2008), 60.9% of the R^2 value is considered moderately strong correlation.
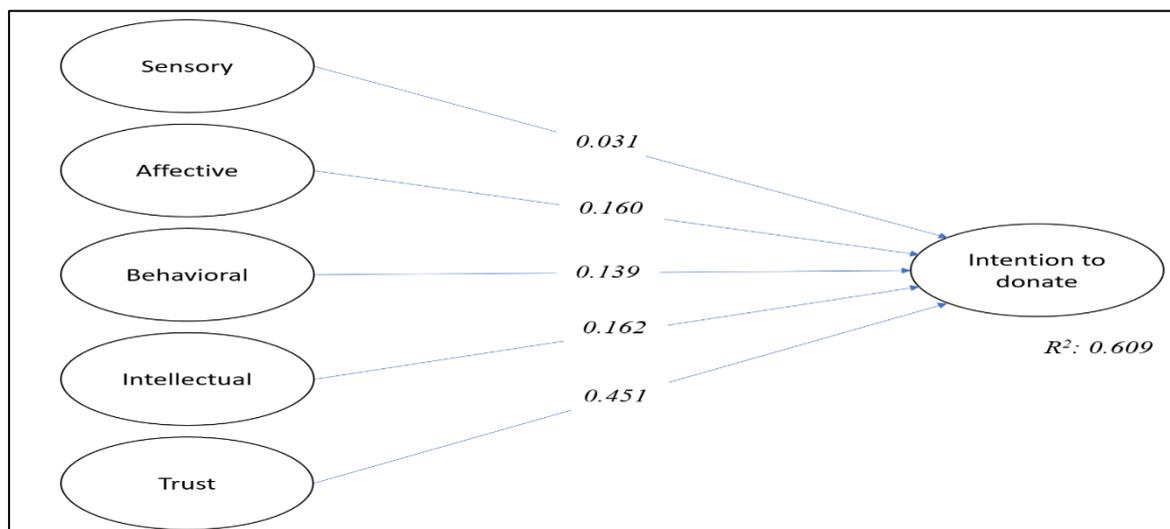

Figure 2 Results of structural model

H. Moderation analysis

To examine the moderation effect of religiosity, we follow the suggestion of Little et al. (2006) to applied the orthogonalization approach. Table 6 shows the moderation analysis of trust in the relationship sensory, affective, behavioural, intellectual, and intention to donate. The result revealed that trust did not significantly play a role as

a moderator construct in all the four-relationship hypotheses. The table also shows that the P-value on all relationships exceeded 0.05. Thus, all moderation hypotheses H6, H7, H8 and H9 were not supported.

Table 6 Moderation analysis

Hypothesis	Relationship	Std Beta	t-value	P	Sig
H6	TRU*SEN→DON	0.031	0.600	0.549	No
H7	TRU*AFF→DON	0.003	0.032	0.975	No
H8	TRU*BEH→DON	-0.024	0.230	0.818	No
H9	TRU*INT→DON	-0.046	0.681	0.496	No

However, if we look at the simple moderation slope analysis generated by Microsoft Excell template by Dawson & Richter (2006), we can see the positive contribution of trust. Figure 3 shows the moderation slope analysis. Although not significant, when we look at the four graphs, we can see that there is a positive shift, even if it is a slight one, when the trust rate grows.
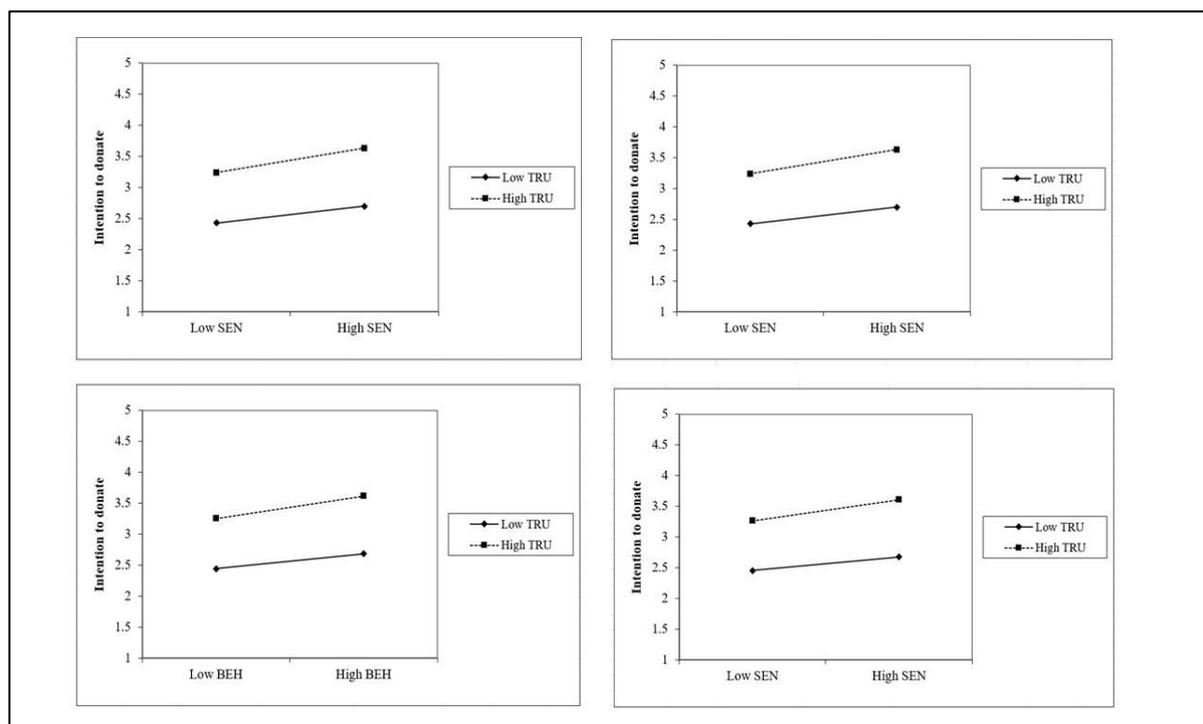

Figure 3 Moderation slope analysis

V.DISCUSSION

Sensory experiences are the information we acquire through our senses, including sight, sound, smell, taste, and touch. These encounters have the potential to influence our emotions, perceptions, and behaviours, as well as our willingness to donate. Sensory experiences ultimately have a strong connection with willingness to donate. This finding concurs with a previous study by Spence (2012) and Krishna (2012) that sensory stimuli can evoke emotional responses and shape consumers' attitudes and intentions. Thus, it can create a positive atmosphere that encourages people to engage in prosocial behaviours like donating.

Sensory experiences can influence the intention to donate through various psychological processes involving affect, social influence, and cognitive evaluation. By understanding how sensory cues impact individuals' perceptions and emotions, organizations can design more effective donation appeals and create environments conducive to charitable giving. Another interesting finding indicates a strong link of social influence with the intention to donate. The findings confirm the study by Cialdini & Goldstein (2004). The strong link between willingness to donate and social influence is notably supported because observing others engaging in charitable acts or being exposed to symbols associated with philanthropy can influence one's own intention to donate through processes such as social proof.

Unfortunately, the lack of strong relationship between affective factors with intention to contribute could be attributed to several cultural, socio-economic, and contextual factors. Affection is seen insignificant in influencing willingness to donate because cultural differences may influence how people interpret and respond to emotional requests for donations. It shows that some Malaysian cultural groups may prioritize family or religious commitments over charitable giving, resulting in lower relationships between affective characteristics and donation intentions (Giles et al., 2018).

Religion plays a significant role in Malaysian society, with Islam being the predominant religion. Study by Ali et al. (2015) asserts that religiosity, views about charitable giving, and perceptions of religious obligations may have a greater influence on donation intentions than affective elements alone. Income, education, and employment status are among socioeconomic factors that can influence people's ability and inclination to donate. Economic restrictions or financial goals may trump affective reactions to donation appeals, resulting in a decreased link between affective components and donation intentions, especially among low-income individuals or those experiencing financial difficulties (Ferguson et al., 2019).

Behavioural factors are also an important determinant for willingness to donate. The relationship between behavioural factors and the intention to donate can be understood through various psychological and behavioural theories. Behavioural factors encompass actions, habits, and past donation behaviour, which can influence individuals' intentions to donate to charitable causes. The finding confirmed a previous study that revealed a similar outcome that claims behavioural is a significant determinant for donors' willingness to donate. Individuals past donation behaviour is a strong predictor of their future donation intentions. Research suggests that people who have previously donated to charitable causes are more likely to express intentions to donate again in the future (Bekkers & Wiepking, 2011). People often experience feelings of joy, satisfaction, and fulfilment from helping others through charitable giving (Dunn et al., 2008).

Individuals' desire to donate increases when they believe that contributing is a socially acceptable and typical behaviour within their social network (Van den Bos et al., 2010). Furthermore, social impact processes like peer pressure and conformity might influence donation intentions, particularly in group settings or peer-driven fundraising efforts (Ahn et al., 2017).

In addition, the advantage of having a good education and intellectual reflects life satisfaction, indirectly influencing citizens to donate. It asserts that factors such as intellectual factors, including perceptions of effectiveness, rational evaluation, knowledge, awareness, social norms, and institutional trust are determinants of having a good quality in individuals. Intellectual factors encompass cognitive processes, knowledge, beliefs, and perceptions that influence individuals' decision-making and intentions regarding charitable giving.

Previous research proposes that individuals are more likely to give when they accept their commitments will make an important contrast and address the requirements of recipients (Bekkers & Wiepking, 2011). Mental engagement with significant data, such as understanding the mission, objectives, and exercises of charitable organizations, can emphatically impact gift eagerly by expanding individuals' certainty within the validity and adequacy of those organizations.

The solid relationship between directing factors such as brand trust and purposeful to give can be caught on inside the setting of customer behaviour and believe hypothesis. Brand belief alludes to the certainty and dependence people have in a brand's validity, unwavering quality, and capacity to provide on its guarantees. Within the setting of charitable giving, brand trust plays a pivotal part in impacting individuals' eagerness to give. Furthermore, the study finding indicates a strong link of brand trust on the relationship between brand experience and the decision to donate. Brand trust plays a crucial role in influencing individuals' intentions to donate by enhancing perceptions of credibility, reducing perceived risk, fostering emotional connection and loyalty, and moderating the impact of various factors on donation behaviour.

It supports the idea that brand trust moderates the relationship between different variables and purposeful to give. For example, people with tall brand believe may be more impacted by full of feeling requests or enthusiastic messages in gift requests, as they see the brand as solid and dependable in tending to social issues (Aaker et al., 2012). Brand belief cultivates an enthusiastic association and dependability between givers and charitable organizations. When people believe in a brand, they feel sincerely associated to its values, mission, and affect (Loureiro & Kastenholz, 2011). This passionate bond upgrades individuals' recognizable proof with the brand and its charitable endeavours, driving them to more grounded eagerly to give as a way of communicating their support and devotion.

VI. CONCLUSION

This study makes one thing clear: donors respond most strongly to what they can see, do, and think, not what they merely feel. Sensory, behavioural, and intellectual brand experiences all show meaningful positive effects on intention to donate, while affective experience does not. This pattern reflects a practical reality—Malaysian donors appear to value clarity, credibility, and action over emotional persuasion.

Brand trust proves to be the strongest direct predictor of donation intention. Even though the moderating tests were statistically insignificant, the slope patterns still show a consistent upward shift: higher trust strengthens how donors interpret their experiences. In short, trust remains the backbone of donation behaviour.

For NGOs, this means relying on emotional storytelling alone is not enough. Donors want tangible cues, transparent systems, and intellectually convincing information about impact. Creating strong sensory signals, facilitating meaningful donor actions, and communicating facts clearly will do more to shape donation behaviour than purely emotional appeals.

Overall, the findings reinforce that donor behaviour is driven by experiential clarity and trustworthiness. NGOs that invest in strengthening these dimensions will be better positioned to sustain donor support and build long-term credibility in an increasingly sceptical environment.

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