

The Effects of Persuasive Communication Strategies and Campaign Images Used in Donation-Based Crowdfunding Project towards the Donating Intention Behavior

Received: March 31, 2021 / Received in revised form: Accept unconditionally. / Accepted: April 27, 2021

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Abstract

The research aimed to study the effects of two factors; a project description (rational and emotional message) and a campaign image (realistic and unrealistic image) used in the environmental project (Wildfire) posted on the donation-based Crowdfunding platform, Taejai.com towards the donating intention behavior of donors. In the experimental research, the 2x2 factorial design technique was applied in this study using TWO-ways ANOVA analysis to gather the research results. The data was collected in March 2021. There were 142 respondents in total from Chulalongkorn University. The findings indicated that a project description and a campaign image used in the environmental projects have no main effects and interaction effects towards the donating intention behavior of the potential donors. The potential donors were likely to show the same response to a rational and emotional message as well as a realistic and unrealistic image that the project owners used in communicating their projects on the donation-based Crowdfunding platform. To be specific, the potential donors were willing to have a monetary donation to the environmental projects posted on this platform no matter what kinds of messages and image the project owners used. In summary, it was implied that the potential donors probably used other factors in making the decisions to donate their money to the environmental projects posted on the donation-based Crowdfunding platform. In summary, it was implied that the potential donors probably used other factors in making the decisions to donate their money to the environmental projects posted on the donation-based Crowdfunding platform.

Keywords: Donation-Based Crowdfunding, CSR, Charity Project, Project Description, Campaign Image, Donating Intention Behavior

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Introduction

Undeniably, the world has been continuously stepping into the digital era. To be specific, the rise of the internet, technology, and innovation advancement have come and driven major changes in society. People have changed their lifestyles and behaviors. They spend their time more on the internet and cyber world. Many activities have been transformed from offline to online platforms i.e., working, studying, shopping, banking, etc. Interestingly, with over 50 million internet users in Thailand (NBTC, 2019), Thailand is in the 3rd rank with 71% of internet users buying something online via their mobile phones and is ranked at the top in the global rankings of internet banking service access, at 74% of the population, which is higher than the global average at 41%, followed by Sweden (71%) and Turkey (68%), reported by the Global Digital Report 2019, (Bangkok Post, 2019).

The online activities and trends have dramatically increased, especially after the widespread COVID-19 pandemic that infects over 6 million people, kills over 300,000 people around the world, and so drastically changes people's lifestyles in such a short period (BBC Thai, 2020).

This terrible situation has brought new lifestyles and behaviors to the society, which is called a 'New Normal' protocol where the 'Social Distancing' has been applied. To be specific, people have been concerned more about hygiene. They try

to avoid touching the stuff where the virus could be spread.

With this concern, many companies have been launching more online activities that could serve a new normal trend. For example, Visa, the world's leader in digital payments joins Caltex, the first petrol station chain in Thailand to offer contactless payments at all of its stations nationwide (The Nation, 2020). Some donation campaigns have been launching more on the online platform, for example, MedTech COVID Fund, COVID-19 SCAN Development projects on a Thai Crowdfunding platform called Taejai.com, and any other social issues that are in need like Australia bushfires: Crowdfunder Crisis Fund on Crowdfunder.co.uk in the United Kingdom to support wildfire in Australia.

To be pointed out, many people are more familiar with making merit on the online platform, especially Thai people who have been recorded as heavy internet users. One of the reasons behind Thais' donating behavior could be the Buddhist teachings and beliefs, which have been continuously cultivating from one generation to one generation in Thai society. This is proved by the survey of the 'World Giving Index' report of Charities Aid Foundation (CAF). It is annually surveyed to monitor the charitable behavior ranking of approximately 126 countries around the world. Interestingly, in the 10th edition, the CAF World Giving Index 2019 showed that Thailand was ranked 4th in 'monetary donation' behavior, following only Myanmar, United Kingdom, and Malta (see figure 1).



Donating money by country and ranking		People (%)
Myanmar	1	81%
United Kingdom	2	71%
Malta	3	71%
Thailand	4	71%
Netherlands	5	71%
Indonesia	6	69%
Ireland	7	69%
Australia	8	68%
New Zealand	9	65%
Canada	10	63%

Figure 1: Top 10 countries by participating in money donation

Source: Charities Aid Foundation (2019). *CAF World Giving Index (10th Ed.)* retrieved from https://www.cafonline.org/docs/default-source/about-us-publications/caf_wgi_10th_edition_report_2712a_web_101019.pdf

Monetary donation, one of the philanthropic activities, is likely to change its platform from traditional donation to online donation or 'Crowdfunding' since the world has been stepping into the digital era. Noticeably, the trend of Crowdfunding seems to continuously increase, as it is different from traditional financing methods and/or on-ground fundraising events. Crowdfunding allows funders and fundraisers to have a connection via cyberspace where it totally eliminates the distance-problem and overcomes time and space limitations (Kromidha, 2015; Chen et al., 2019).

A report from fundly.com, 2017, showed that every three minutes, there were new Crowdfunding projects updated on the Crowdfunding platform, and there were around 20,000 projects open at any one time. Additionally, the report from Crowdfunding monitor, 2018, stated that 2,000

Crowdfunding platforms were operating in the world (Hasnan, 2019).

Kickstarter.com, a well-known Crowdfunding platform, was firstly operated in New York, the USA in 2009, and has been studied by many scholars in the past years in terms of its factors affecting the projects' success, the influence of project description in the points of argument quality and source credibility, and impacts on funding success (Mollick, 2014; Kromidha, 2015; Koch and Siering, 2015; Zhou et.al, 2015; Lee, Yen, and Fu, 2016; Zhou et.al, 2018). Indeed, there are plenty of Crowdfunding platforms in the USA and other regions; Indiegogo.com (USA), Crowdfunder.co.uk (UK), Ulule.com (French), Polakpotrafi.pl (Poland), Crowdo.com (Singapore), Taejai.com (Thailand), etc.

"Taejai.com", a Crowdfunding platform in Thailand, was found in 2016. Interestingly, Taejai.com is established from a collaboration of several

institutes; Khonthai Foundation, Change Fusion, Krungthep Turakij Newspaper Publication, Ashoka Thailand, Thai Young Philanthropists Network (TYPN), Open Dream, and Foundation for Thailand Rural Reconstruction Movement Under the Royal Patronage. To be specific, a Thai donation-based Crowdfunding 'Taejai.com' has been established to support NGO projects, social enterprises, or individuals who have creative ideas to tackle social/environmental problems and need small funds to drive a positive change (Taejai.com; 2020). Taejai.com has helped raise almost 3 million baht for 42 successful projects aimed at everything from making cheap wheelchairs for disabled dogs, setting up organic rice mills in remote areas to saving environmental problems (BKOnline; 2014).

An Environmental Problem, one of the social issues, has been spotlighted for many years. Recently, it has been shown that young generation people are also interested in and started moving for a better change, for example, Greta Thunberg, the Swedish teenager who fights for climate change (BBC, 2020), Alex Rendell, The United Nations' first National Goodwill Ambassador for Thailand (Bangkok Post, 2020) who aims to educate children about saving the environment.

Furthermore, this social issue has been mentioned through an online donation like on Crowdfunding platform very often. People around the world and Thai people have been more familiar with this social issue and perceived its effects on their daily lives. To be specific, since the beginning of B.E. 2020, there have been many environmental problems, for example, a wildfire in Australia and Amazon, the worldwide PM 2.5 air pollution, the

loss of sea life, and the forest fire in the north of Thailand, etc.

Noticeably, these environmental problems have been notified and communicated to the public, aimed at calling for help and supports. One of the easiest and fastest ways to get helps is through holding the fundraising project, and the most convenient platform where people from anywhere can access to provide help at any time is through a 'Crowdfunding' platform. This is why there have been various environmental projects published on the Crowdfunding platform, for example, 'Expanding private Amazon Rain Forest preserve' project on Indiegogo.com, 'Australian Bushfire disaster relief' project on JustGiving.com, 'One Man and The Sea' project, and 'Forest Fire Break in Chiang Dao' project on Taejai.com.

Recently, many scholars have proposed various variables affecting the success of projects on Crowdfunding, including project categories, funding goals, campaign duration, images, VDOs, project description, etc. (Mrzygold et.al, 2019; Zhou et al, 2018; Koch and Siering, 2015; Zhou et al, 2015).

Many scholars agreed that a '*project description*' plays an important role and has a positive effect on the success of a Crowdfunding campaign. It is one of the few available tools for project owners to communicate with potential funders and promote their projects, therefore, a project description and a language used significantly influence the success of projects on a Crowdfunding platform (Zhou et. al, 2018; Koch and Siering, 2015; Zhou et al, 2016; Zhou et al, 2015). To be specific, the 'persuasiveness' of the project itself is the main condition for the success of donation-based Crowdfunding. (Chen et al, 2019).

Besides, a '*campaign image*' used in projects on the Crowdfunding platforms seems to play a significant role and is in the interest of researchers too. This is what Chen et al (2019) explained in their academic papers that the project owners should use real pictures, VDOs, and sincere words to actively attract visitors to seek information about the projects. Using pictures and VDOs will help donors to improve trust, which resulted in enhancing donors' donating intention behavior.

Moreover, there was an interesting result from the study of Weinmann and Mishra (2019) who examined the effect of social distance using 'human project images' on average donations with two studies, one observational and one experimental study. In both studies, the results showed that projects, whose images feature humans, receive higher donations than campaigns whose project images show no humans at all.

Even, there were some studies about project descriptions, Campaign Image used and other variables affecting projects' success, few studies have focused on Asia context like in Thailand where the monetary donation behavior was ranked 4th (Charities Aid Foundation, 2019), and haven't studied how persuasive communication strategies used in the project description and Campaign Image used in the projects can have the main and/or interaction effect towards the donating intention behavior.

To be specific, plenty of previous researches has only focused on analyzing the project content and other variables to find out relevant factors affecting the success of projects, however, there is an area of further study on variables' cause and effect in the viewpoint of donors. Therefore, this

study aims to analyze two causes, which are persuasive communication strategy and Campaign Image used in the projects on the Crowdfunding platform, in term of their effects on the donating intention behaviors of donors on Taejai.com, a Thai donation-based Crowdfunding platform by using the factorial design of the experimental research method.

Eventually, this research aims to be beneficial to both project founders and Crowdfunding platform owners on how to get a guideline for generating the appropriate messages for the project description and selecting an attractive Campaign Image to accompany the projects. Consequently, the numbers of successful projects on the Crowdfunding platform are likely to be expanded.

Apart from this, a researcher also targets to test principles and theories used in this study, which are persuasive communication strategy, elaboration likelihood model, social judgment theory and ego involvement, and so on, to see if these concepts can be used to explain the context in Thailand as well since these concepts have been used to explain research findings of some previous studies in other countries' context before (Zhou et al, 2015; 2018).

Research Objective

To examine the effects of persuasive communication strategies and Campaign Image used in the Donation-Based Crowdfunding Projects towards the Donating Intention Behavior

Literature Review

1. The Background of Crowdfunding and Donation-Based Crowdfunding Platforms

Crowdfunding, a joint concept between "collaborative finance" and "crowdsourcing", is an online platform where project founders can propose their ideas and use related images, VDOs, and project descriptions to attract funders who are interested and likely to support those projects in the form of a monetary donation or some form of reward and/or voting rights. The projects are the contributions of various topics, including charity,

social, music, artistic, business, etc. To be specific, Crowdfunding uses web technologies and banks' online payment systems to facilitate money transactions from funders to fundraisers where the owner of that Crowdfunding platform serves as a middle person. (Hasnan, 2019; Kromidha, 2015; Koch and Siering, 2015; Mollick, 2014; Gerber, Hui and Kuo, 2012).

To have a better understanding, Hasnan (2019) summarized the ideas of what and how the Crowdfunding platform works, and which stakeholders are involved in the process (see figure 2).

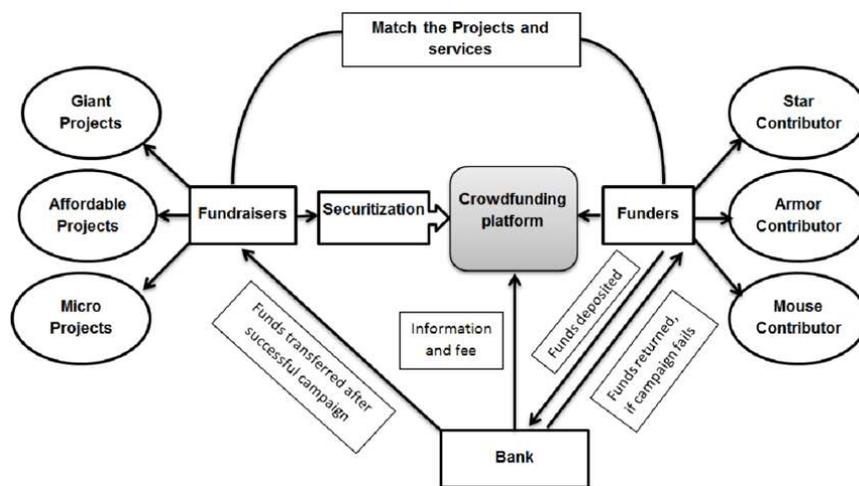


Figure 2: Conceptual Framework of Crowdfunding Platform

Source: Hasnan, B. (2019). *A Framework for Crowdfunding platforms to match services between funders and fundraisers*. International Journal of Industrial Distribution & Business. 10(4), pp.25-31.

Generally, there are four types of Crowdfunding: donation-based, reward-based, loan-based, and equity-based. Many scholars commonly explained these four types as follows:

First is *donation-based* or patronage-based Crowdfunding. This model places funders or donors in the position of philanthropists, who expect nothing in return for their contribution or donation. Secondly,

a reward-based Crowdfunding in which funders receive a reward for supporting projects. The reward can be some gifts, non-financial reward like the name being mentioned/giving credit in a work. Next is *loan-based or lending-based Crowdfunding*. The funds are offered as a loan, with the expectation of some rate of return on capital invested. Lastly, *equity-based or peer-to-peer*

Crowdfunding in which it treats funders as investors, giving them certain shares of future profit or similar consideration in return for their funding (Hasnan, 2019; Zhou et.al, 2018; Mollick, 2014).

It's interesting to point out that donation-based Crowdfunding, which is one type of Crowdfunding platform, and the Corporate Social Responsibility activities, have a potential linkage effect to generate the funds. It can be used to raise funds for many social campaigns and activities and likely to help the company achieve its goals (Rijanto, 2018). To be specific, Donation-based Crowdfunding is considered an attractive communication channel for generating a social campaign to support the public's welfares (Chen et al., 2019). Therefore, donation-based Crowdfunding is defined as a 'Charity Based Contribution' where fund providers expect nothing in return. They wholeheartedly intend to give monetary donation support to the social issues stated in the projects (Hasnan, 2019).

Besides, with the rapid development of the internet and the popularity of mobile phones, donation-based Crowdfunding has been more popular among the public since it has the advantage of greater transparency, diversified projects, and freedom from time and space limitation.

Indeed, it could be a good idea for both the Crowdfunding platform and project owners in their collaboration to create a better service environment. Additionally, there is a report from Zhongchoujia.com in China to affirm the popularity of donation-based Crowdfunding. The report unveils that in 2018, the total amount of monetary donation to support charity projects on a donation-based Crowdfunding platform in China was at 186

million Yuan in the first and the second quarters of the year. It was a 16.8% increase from the same period last year (Chen et al, 2019).

2. Taejai.com, a 'Donation-Based Crowdfunding' in Thailand

In Thailand, there is a well-known donation-based Crowdfunding platform called "Taejai.com". The projects posted on Taejai.com cover many areas of social and environmental issues relating to children, women, handicaps, senior citizens, animals, education, environmental preservation, urban planning, etc. In summary, there are six categories of the project on Taejai.com; Children/Youth, Elders, Patients and People with disability, Animals, Environment, and Others. (BKOnline; 2014).

Taejai.com, therefore, serve as a middle person between 'project founder' (a person who has a social project/campaign and would like to get monetary support) and 'project funder' (a person who would like to give monetary support to a social project/campaign he/she is interested). To be specific, monetary support occurs via banks' transaction technologies. Taejai.com uses the 'All-or-Nothing' model. This means Taejai.com will charge a commission fee of 10% from the project founder if the project reaches the specific donation goal. However, if the project is not successful, Taejai.com will return the total amount of funds to project funders (donors) or ask them if they are interested to donate to other projects on Taejai.com instead.

With its background information and transparency, Taejai.com is likely to gain trustworthiness from project funders, project founders, banks, and the public for its platform

operation. As Hasnan (2019) stated that Crowdfunding platform operator has to ensure transparency and a strict securitization of the project to maintain a high quality of projects and success rate of successful projects. To be specific, successful projects are likely to increase credibility and interest from both sides of the funder and fundraisers.

3. The Previous Studies on Crowdfunding and Donation-Based Crowdfunding

There are plenty of academic studies on Crowdfunding in terms of its factors affecting the projects' success, the influence of project description in the points of argument quality and source credibility, the impacts on funding success, and so on (Mollick, 2014; Kromidha, 2015; Koch and Siering, 2015; Zhou et.al, 2015; Zhou et al, 2016; Lee, Yen and Fu, 2016; Zhou et.al, 2018; Chen et al, 2019).

One of the first studies on the success factors for Crowdfunding was generated by Mollick (2014) who studied over 48,500 projects, both successful and unsuccessful projects from 2008 to 2012 posted on 'Kickstarter'. The final model reported that seven variables foster the success of Crowdfunding. Project description and Campaign Image were also included in these factors. This is corresponding with the finding of Koch and Siering (2015) who affirmed that more comprehensive information in form of texts, images, or VDOs added to the online project description on the Crowdfunding platform positively influences funding success. Similar to Zhou et al (2015; 2016), the study found that the images used in the project description have a positive effect on the projects' success.

When considering donation-based Crowdfunding, Chen et al (2019) pointed out that although donation-based Crowdfunding's popularity is growing, many charity projects fail to achieve their funding goals within a specific time duration. Therefore, various studies were attempting to investigate donation-based Crowdfunding from several perspectives.

The study of Lui et al. verified that the quality attributes of a Crowdfunding website in terms of security, navigability, visual appeal, and transaction convenience are key factors affecting donors' empathy for donation-based Crowdfunding campaigns. This is the same as the explanation of Majumdar and Bose who pointed out that the extent of rational, emotional, and credibility appeal affects the likelihood of a project being funded.

With these previous studies, a researcher found that 'project description' and 'visual support' are the interesting key factors of the study. Still, there is no academic paper showing the result of their effects on the donating intention behavior. Hence, this research paper aims to analyze two independent variables, which are 'persuasive communication strategy' used in a project description and 'Campaign Image used' as visual support of charity projects posted on Taejai.com, a Thai donation-based Crowdfunding platform, to investigate whether they have a main and/or interaction effects towards the donating intention behaviors of donors.

4. A Project Description: The Use of Persuasive Communication Strategies

'Project Description' is one of the research variables that many scholars have been studying.

The scholars explained that it is one of the most important information sources for potential funders to evaluate a project and make their funding decisions. In other words, the project description is accessed by potential funders at the different time point, and their funding decision can be made at any time point before the campaign is ended, therefore, project description serves as marketing tools for project owners to influence potential funders' contribution and support (Zhou et al., 2015; 2018).

To clarify, a project description is about the 'persuasion processes'. It is an important tool for project owners to decide what and how information is presented in the project description

(Zhou et al., 2015; 2018). Chen et al (2019) further explained that the 'persuasiveness' of the project itself is the main condition for the success of a donation-based Crowdfunding, therefore, when describing the key features of the project, it is necessary to attract potential funders through the novelty of project design. A project description plays a significant role like a lead paragraph for project owners to communicate with potential funders. Therefore, this opening paragraph might include the principle of 5W1H of news writing; who, what, when, where, why, and how (Bivins, 2011).

Smith (2005) explained that persuasion is particularly associated with the advocacy approach to strategic communication in which an organization presents its point of view in an attempt to convince its publics to give their agreement and support. Refer to Aristotle's explanation, three central elements of persuasive communication are composed of Ethos (credibility), Logos (rational appeal), and Pathos (emotional appeal).

Consequently, some theories and principles about persuasive communication have been mentioned in the previous studies to further point out the function of these elements, for example, Elaboration Likelihood Model, Social Judgment Theory, and Ego Involvement.

The elaboration Likelihood Model (ELM) was firstly established in 1986 by Petty and Cacioppo and has been widely used in researches for many years. ELM explained that persuasive messages were transmitted and received through two routes of influence: Central and Peripheral routes. Personally relevant issues are more likely to be processed on the central route; issues with little relevant take the peripheral route (Bivins, 2011).

In the context of Crowdfunding, the central route requires potential funders to think critically about the information disclosed in the project description and scrutinizes the relative merits before making contribution decisions, the peripheral route, on the other hand, involves less cognitive effort. Potential funders rely on cues such as the past experience of the project owners rather than the quality of arguments to make their decision. (Zhou et al., 2015).

Argument strategies, which are persuasive strategies designed to oppose another point of view and to persuade, come in two types: reason argument or rational appeal and emotional appeal. To summarize, potential funders who use the central route tend to rely on rational messages. They will be persuaded only if the message is cognitively convincing. In contrast, potential funders who use the peripheral route prefer not to spend time thinking about a message. They rely on cues such as using well-known celebrities, using peer

pressure, or a person's need to belonging to a particular group (Bivins, 2011). Likewise, the study of Chen, Kohli, and Thomas (2016) showed that emotional message frames had a significant positive relationship with the donation.

Social Judgment Theory and Ego Involvement

Ego involvement is a sense of personal relevance of an issue. If Elaboration Likelihood Model extends social judgment theory by looking at the differences in how people make a judgment, ego involvement is a central concept of social judgment theory. To further explain, social judgment theory predicts that messages falling within the latitude of acceptance facilitate attitude change.

An argument in favor of a position within the range of acceptance will be somewhat more persuasive than an argument outside of this range. In other words, people will be more likely to be persuaded by the message that agrees with them, or somewhat neutral message, than by messages that are strongly opposed to their current beliefs. Eventually, the greater ego involvement people have towards the issues, the larger the latitude of rejection, the smaller the latitude of non-commitment, and the less the expected attitude change. To be specific, highly ego-involvement persons are hard to persuade. They tend to reject a wider range of statements than people who are not highly ego-involved (Littlejohn and Foss, 2008).

With these relevant concepts of persuasive communication, a researcher, then categorized persuasive communication strategies the project owners can use to communicate with potential funders through the project description into two

appeals: rational message and emotional message. These two types of the message were used in generating an experimental treatment of this donation-based Crowdfunding study.

5. A Visual Support: The Use of Campaign Image

Apart from a project description, a 'visual support' like the use of Campaign Image in the projects on Crowdfunding platforms shows a significant role in the success of projects too. This is what Koch and Siering (2015) described in their study about the Crowdfunding Success Factor. They stated that written text alone is not able to call the attention of potential funders. To clarify, images, graphics, and appealing decorations elements are key factors too.

In general, two types of images accompany textual advertising appeals: 'positive' (images of happiness) and 'negative' (images of sadness, loss, and disgust) (Chen, Kohli and Thomas, 2016). The study of Bert and Strongman (2005) found that images showing negative emotions generated significantly larger monetary donations. This is similar to the finding of Hou, Zhang, and Zhang (2019). The images of sadness are effective from image emotion on the amount of fundraising and number of potential funders and are effective from text emotion on several potential funders too. Interestingly, Weinmann and Mishra (2019) examined the effect of social distance using human project images on average donations with two studies: an observational study and an experimental study. In both studies, the results showed that projects using 'images of human' receive higher donations than projects that show no images of human at all.

Besides, the study of Chen et al (2019) also pointed out that the project owners should better use 'realistic images', VDOs, and sincere words to actively attract visitors to seek information about the projects. Using pictures and VDOs will help donors to improve trust, which results in enhancing a donors' donating intention behavior. Somehow, many advertisements use 'unrealistic images' (e.g., hand drawings, digital illustrations, and rot scoped animation) instead of actual images, not only in product evaluation but actual consumption too. Unrealistic images (1) defeat people's mental stimulation of consuming or using those items shown in images and (2) increase uncertainty in the judgment of these items' characteristics. As a result, an item presented as an unrealistic image receives lower good feedback than a realistic image. (Kim, Choi, and Wakslak, 2018). On the other hands, Jin (2011) examined the effects of animation and its relationship to cognitive, affective, and conation responses using an experimental study. The results indicated that 'animated' commercials can stimulate viewers or affect their emotional responses and behaviors.

With the previous explanations of scholars, a researcher, then categorized a campaign image the project owners can use in communicating with potential funders through visual support into two aspects: realistic image and unrealistic image. These two types of the image were used in generating an experimental treatment of this donation-based Crowdfunding study.

6. Intention to Donate: Theory of Attitude and Behavior

One of the variables that scholars have been studying to measure the success of campaigns or

projects posted on the Crowdfunding platforms, is the 'intention to donate' of the potential donors. (Manggarani and Ahmad, 2020; Li, Khan and Zheng, 2019; Perez and Egea, 2019; Chen et al., 2019)

Generally, to measure human behavior, many scholars have been proposing concepts of attitude: (1) 'tripartite attitudinal dimensions', for example, a cognitive component (attention, awareness, comprehension, beliefs and opinions and learning); an affective component (evaluation, attitude, feeling, conviction and yielding); and a conative component (intention, behavior, and action) (Jin, 2019; Schiffman and Kanuk, 2007), and (2) 'Unidimensionalist View of Attitude', explaining that attitude can occur and be measured by a single component, which is the affective component that consumers have toward something (Lutz, 1991). Subsequently, Solomon (2011) defined attitude as something inside the individual. It is an individual's general evaluation of someone or something, including the issues around them. Attitude allows an individual to determine their feeling or behavior.

Interestingly, the 'Theory of Planned Behavior (TPB), which is one of the most popular theories for understanding and predicting human behavior, has been applied to investigate factors affecting the intentions of people to donate money. These intentions are jointly influenced by three aspects: (1) an individual attitude toward the behavior, (2) subjective norms surrounding the performance of behavior, and (3) individual's perception of the ease or difficulty to perform the behavior. The TPB has been widely used to address the psychological component for understanding the factors driving individuals' behavior in various fields, as shown in the summary table (see table 1).

Noticeably, the scholars of various nations have been applied the Theory of Planned Behavior to investigate the behavioral intention of humans in several fields; Green Product Consumption, Environmental and Sustainable Projects, Tourism and Hospitality Management, Donations, etc. For instance, Perez and Egea (2019) applied and explained the TPB in terms of sustainability and the environment, which are nearby the Crowdfunding project topic of this research paper 'Wildfire'.

The TPB has been successfully applied in identifying the factors that determine sustainable behavior in various fields of environmental

concerns, for example, reducing pollution, reducing and recycling plastic waste, purchasing intention of green products, choosing a sustainable restaurant, staying in green hotels, etc. Two authors concluded that attitude, Crowdfunding knowledge as a tool to finance, past behavior, followed distantly by moral norms, injunctive norms, and past behavioral control help to explain the intention to donate to the projects studied in their works.

To summarize, TPB has been various used in the charitable and donation context particularly to explain and understand the donors' behavior in donating (Ahn, Sura, and An, 2018).

Table 1: Summary Table of Previous Studies Using Theory of Planned Behavior

Scholar(s)	Title	Studying Context
Swaim, Maloni, Napshin and Henley (2014) *USA Context	Influences on Student Intention and Behavior Toward Environmental Sustainability	Environmental sustainability intention and behavior
Kashif and Cyril De Run2 (2015) *Malaysia Context	Money donations intentions among Muslim donors: an extended theory of planned behavior model	Money Donation among Muslim Donors
Sura, Ahn and Lee (2017) *Asia Context	Factors influencing intention to donate via social network site (SNS): From Asian's perspective	Donation on Social Network Sites
Chen et al. (2019) *China Context	Donate Time or Money? The Determinants of Donation Intention in Online Crowdfunding	An integration framework to measure the donation intention on Crowdfunding
Perez and Egea (2019) *Spain Context	About Intentions to Donate for Sustainable Rural Development: An Exploratory Study	The intention to donate money for sustainable rural development projects
Bhutto, Zeng, Soomro and Khan (2019) *China Context	Young Chinese Consumer Decision Making in Buying Green Products: An Application of Theory of Planned Behavior with Gender and Price Transparency	Green purchase behavior of Chinese consumers

Table 1: Summary Table of Previous Studies Using Theory of Planned Behavior (Continued)

Scholar(s)	Title	Studying Context
Akbari, Ardekani, Pino, Maleksaeidi (2019) *Iran Context	An extended model of Theory of Planned Behavior to investigate highly-educated Iranian consumers' intentions towards consuming genetically modified foods	Genetically modified foods consumption intention among highly-educated Iranian consumers
Shneora and Munimb (2019) *Norway Context	Reward Crowdfunding contribution as planned behavior: An extended framework	Reward Crowdfunding
Ulker-Demirel and Ciftci (2020) *Turkey Context	A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research	Tourism, leisure and hospitality management.
Kassie, Azale and Nigusie (2020) *Ethiopia Context	Intention to donate blood and its predictors among adults of Gondar city: Using theory of planned behavior	Adult's Blood Donation in Gondar City

To highlight, these above previous studies showed that TPB has been applied not only in the single area of donation, but it also has been applied in the online platform, for example, the study of donation on social media sites and Crowdfunding platforms. Interestingly, three research papers were showing the TPB measurement scales and statements used in the questionnaires with the construct reliabilities (Cronbach's Alpha) exceeded 0.70. The first one is the study of Shneora and Munimb (2019) on the 'Reward Crowdfunding' topic, the second one is the study of Chen et. al (2019) on 'The Determinants of Donation Intention in Online Crowdfunding' topic, and the last one is the study of Perez and Egea (2019) on the 'About Intentions to Donate for Sustainable Rural Development: An Exploratory Study' topic. These papers display

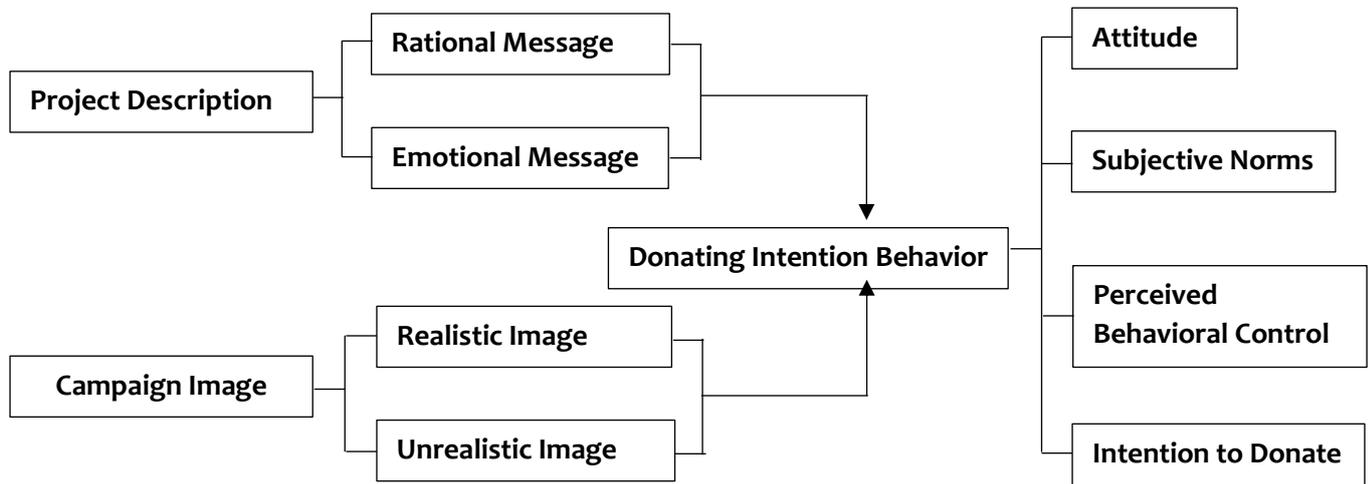
the relevant measurement scales for this study on the donation-based Crowdfunding topic.

Based on previous studies focusing on the relevant variables affecting the intention to donate of potential donors, a researcher found that even TPB has been applied in various areas of study, still, there is less study in the area of donation-based Crowdfunding platform, especially in Thailand context. Therefore, this study aims to fulfill the knowledge's gap by expanding the use of three aspects of Theory of Planned Behavior: attitude, subjective norms, and perceived behavioral control (Shneora and Munimb, 2019; Chen et. al, 2019; Perez and Egea, 2019), accompanied with another added-on dimension: intention to donate (Li, Khan, and Zheng, 2019), to measure the donating

intention behavior of potential donors of this study.

To simplify, the author also attached

Conceptual Framework



Hypotheses

1. Project Description, which is one of the persuasive communication strategies, has a main effect on donating intention behavior of potential donors on the donation-based Crowdfunding platform.

2. Campaign Image, which is one of the visual supports, has a main effect on donating intention behavior of potential donors on the donation-based Crowdfunding platform.

3. Project Description and Campaign Image have an interaction effect towards donating intention behavior of potential donors on the donation-based Crowdfunding platform.

Besides, the questionnaires were applied from the referent statements of these previous studies, and were further explained in the next topic; research methodology.

Research Methodology

This study aimed to examine the effects of persuasive communication strategies and Campaign Image used in the Donation-Based Crowdfunding Projects towards the Donating Intention Behavior by using the experimental research method in 2X2 factorial design technique. Two factors used in this study were: (1) persuasive communication strategies (rational message and emotional message) and (2) Campaign Image used (realistic image and unrealistic image) in the environmental projects category, focusing on the 'Wildfire' issue posted on a Donation-Based Crowdfunding platform in Thailand named 'Taejai.com'.

An 'environmental protection', one of the social issue categories (Kotler and Lee, 2008), was selected to be the project category of studying on Taejai.com since it has been mentioned through an online platform very often, and it has been in the interest of people for many years. The sub-

environmental issue for this studying is 'Wildfire', caused by deforestation and climate change, which have been listed in the top 5 environmental problems worldwide and Thailand (CNB News, 2020; Thailand Info and Facts, 2020; Matchon Online, 2019; Environmental Technology, 2018; Renewable

Resource Coalition, 2016), and it widely affects the environment, people's lives, and assets. Besides, it has been recently released as a fundraising project on Taejai.com (see figure 3), therefore, people have enough familiarity with this sub-environmental issue.

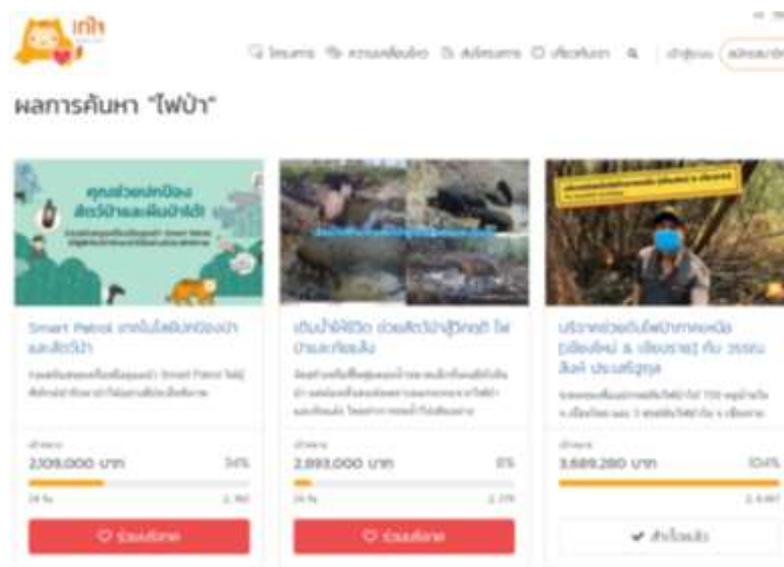


Figure 3: Examples of Wildfire Projects on TAEJAI.com

Source: TAEJAI.com (2020). Examples of Wildfire Projects on TAEJAI.com. Retrieved from

<https://taejai.com/th/search/?keyword=%E0%B9%84%E0%B8%9F%E0%B8%9B%E0%B9%88%E0%B8%B2>

Independent Variable 1: Persuasive Communication Strategies (Factor 1)

Based on the literature reviews (Chen, Kohli and Thomas 2016; Zhou at. al, 2015; 2018; Chen et al, 2019; Smith, 2005; Bivins, 2011), a researcher, therefore, categorized the first independent variable ‘persuasive communication strategies’ that the project owners use in communicating with potential funders through the project description into two appeals: *rational message* and *emotional message*. These two appeals were used in the generating the mock-up wildfire project description on

Thai Crowdfunding platform ‘TAEJAI.com’ for this study.

Independent Variable 2: Campaign Image Used (Factor 2)

When following the explanations of scholars (Chen et al, 2019; Weinmann and Mishra, 2019; Hou, Zhang and Zhang, 2019; Chen, Kohli and Thomas, 2016; Koch and Siering, 2015; Jin, 2011),

a researcher categorized visual support or ‘Campaign Image used’ in accompanying with the project description for communicating with potential funders into two aspects: realistic image

and unrealistic image, and mainly focused on the selection of negative images in generating the mock-up images of wildfire projects on 'Taejai.com', following the study of Bert and Strongman (2005) that images showing negative emotions generated significantly larger monetary donations.

Dependent Variable: Donating Intention Behavior

From the previous studies (Li, Khan, and Zheng, 2019; Perez and Egea, 2019; Shneora and Munimb, 2019; Chen et al., 2019), three aspects of Theory of Planned Behavior: attitude, subjective norms and perceived behavioral control, and another added-on dimension: intention to donate were applied in developing the questionnaires to measure the donating intention behavior of potential donors of this study.

Attitude - Respondents were asked to indicate their level of agreement toward the following statements: 'I think I would like contributing to Crowdfunding campaigns.' / 'Donating to Crowdfunding campaigns can make me feel happy.' / 'I think it is useful to donate money to the project on the Crowdfunding platform.' (1 strongly disagree, 5 strongly agree).

Subjective norms - Respondents were asked to indicate their level of agreement toward the following statements: 'My friends and family probably think that I should already have donated in some projects on the Crowdfunding platform.' / 'My friends and family think I should contribute to Crowdfunding campaigns.' / 'I think it is very likely that my family and friends donate money to the projects on this Crowdfunding platform.' (1 strongly disagree, 5 strongly agree).

Perceived behavioral control - Respondents were asked to indicate their level of agreement toward the following statements: 'The decision to donate money to the project on the Crowdfunding platform depends only on me.' / 'Donating money to Crowdfunding platform is easy for me to do.' / 'Donating for the project on the Crowdfunding platform probably takes a few minutes.' (1 strongly disagree, 5 strongly agree).

Intention to donate - Respondents rate their level of agreement toward the following statements: 'I am willing to donate to support the project on the Crowdfunding platform.' / 'Donating for the project on the Crowdfunding platform is something I would do.' / 'In the future, I still intend to access the Crowdfunding platform to donate for the project.' (1 strongly disagree, 5 strongly agree).

X1 Group retrieved a treatment as a donation-based Crowdfunding project with (1) project description using a 'rational message' and (2) Campaign Image used with a 'realistic image'.

X2 Group retrieved a treatment as a donation-based Crowdfunding project with (1) project description using a 'rational message' and (2) Campaign Image used with an 'unrealistic image'.

X3 Group retrieved a treatment as a donation-based Crowdfunding project with (1) project description using an 'emotional message' and (2) Campaign Image used with a 'realistic image'.

X4 Group retrieved a treatment as a donation-based Crowdfunding project with (1) project description using an 'emotional message' and (2) Campaign Image used with an 'unrealistic image'.

Table 2: Persuasive Communication Strategies Used in Project Description

Persuasive Communication Strategies Used in Project Description	Campaign Image Used	
	Realistic Image	Unrealistic Image
Rational Message	X1	X2
Emotional Message	X3	X4

To be specific, a researcher applied a donation-based Crowdfunding template of Taejai.com to generate a mock-up treatment without mentioning any organizations' names since it was not a variable of this study. Also, the project name, the amount of current donation, the amount of donation goal, and the number of days left of all 4 treatments should be the same to control external factors, which were not included as the variables of this study too.

According to the previous studies of Koch and Siering (2015) on the projects' analysis of the Crowdfunding platform Kickstarter.com, they found that the average number of words on the projects' description was about 550 words. The average funding period endured 25 days, and the donation goal was on average close to USD 50,000.

In the same year, Zhou et.al (2015) also analyzed this Crowdfunding platform Kickstarter.com, using the criteria from the previous study of (Mollick, 2014) for selecting projects to analyze.

The criteria of this study were (1) removing those projects with a funding goal below USD 100 or above USD 1,000,000 since these extremely small or large projects may have different features, (2) removing those projects with less than 100 words on average for the projects' description since they were either incomplete or represent non-serious efforts to raise funds.

Still, in 2015, Kromidha conducted research to study 3 Crowdfunding platforms; Kickstarter.com, Crowdfunder.co.uk, and Crowdo.com, and found that the project duration of these platforms was not exceeded 60 days, with the number of days to go on an average of 23 day-31 days left: half-way through their fundraising period or in other words they took around 46 days to complete fundraising. The average goal per project was between USD 15,000 – 30,000. This was similar to the study of Zhou et al. (2018) who found that the average fund goal on Kickstarter.com was USD 15,126, and the average campaign duration was 34 days, 47% of projects had at least an image, and the project description had an average length of 646 words.

Apart from the previous researches, when considering 28 projects on Taejai.com (as of July 2020) related to the environmental protection category, a researcher found that (1) there were 5 ongoing projects with THB 2,073,900 for the average donation goal (median = THB 2,000,000) with an average 88 days left of project duration or considered as 25% in average of the projects' progress, and (2) there were 23 completed projects; 13 projects succeed and 10 projects failed. For the successful projects, the average donation goal was THB 489,993 (median = THB 100,000) whereas the average donation goal of fail projects was THB 8,625,731 (median = THB 88,800). Besides,

there was only one project related to 'Wildfire' with a donation goal not exceed than 200,000 THB.

To control the external factors as mentioned, a researcher, therefore, set up the appropriate current donation amount at THB 31,250 (25%) from the target of THB 125,000 (refer to the median of 28 environmental projects on

Taejai.com) with 52 days left for the fundraising period (refer to the median of 5 ongoing projects' days left) and picked up 'Chiang Dao Wildfire Recovery' project for applying with all 4 treatments of this study. The template was designed as follows: (see figure 4)

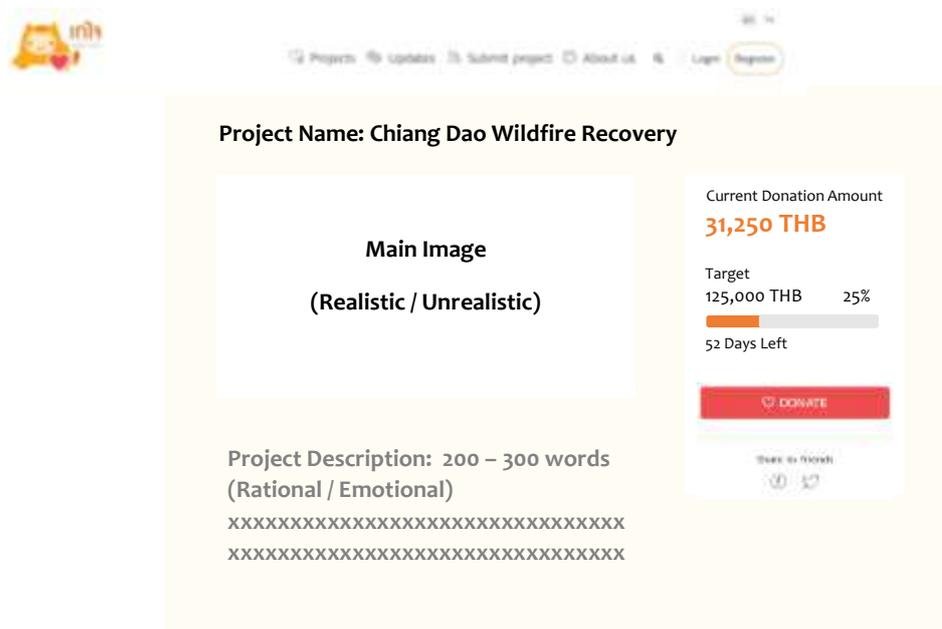


Figure 4: Mock-up template of a donation-based Crowdfunding on Taejai.com for this study.

The data was collected from the university students in March 2021. There were 4 groups in total with approximately 30 - 40 students in each group joining in the same online classroom. Each group retrieved a different set of treatments (X1, X2, X3, X4), but the same set of questionnaires using a Likert scale for measuring 'donating intention behavior', which is an interval variable.

Before the final questionnaire and treatment were administrated, a researcher (1) conducted a pilot survey on a small sample of respondents (N = 37) to check the measurement scales and statements used in the questionnaires. The

construct reliabilities (Cronbach's Alpha) of pre-measurement and post-measurement were at 0.845 and 8.899 accordingly. A researcher also (2) submitted the mock-up of wildfire projects on donation-based Crowdfunding 'Taejai.com' to both scholars and experts for reviewing the Campaign Image and project description used in these treatments for examining the content validity.

Research Findings

There were 142 respondents in total. To be specific, 36 persons were in the X1 group, 36 persons in the X2 group, 37 persons in the X3

group, and 33 persons in the X4 group. The age range is between 18 and more than 21 years old. The majority is 19 years old (45.8%), followed by 20 years old (25.4%), 18 years old (24.6%), 21 years old (3.5%), and more than 21 years old (0.7%). The monthly income of respondents were mainly about less than 5,000 THB (27.5%), 5,000 – 7,500 THB (27.5%), and 7,501 – 10,000 THB (27.5%).

Besides, the report shows the average scores of each experimental group’s donating intention behavior, both before and after reading the given project description and seeing the campaign image. The pre-test (before) and post-test (after) average scores of all experimental groups are significantly different as shown in the following details;

Table 3: Persuasive Communication Strategies Used in Project Description

Persuasive Communication Strategies Used in Project Description	Campaign Image Used			
	Realistic Image		Unrealistic Image	
Rational Message	X1 (36 persons)		X2 (36 persons)	
	Before (\bar{X} = 3.55)	After (\bar{X} = 3.78)	Before (\bar{X} = 3.60)	After (\bar{X} = 3.79)
	$t = - 4.26, p = 0.000$ (Sig)		$t = - 4.02, p = 0.000$ (Sig)	
Emotional Message	X3 (37 persons)		X4 (33 persons)	
	Before (\bar{X} = 3.84)	After (\bar{X} = 3.97)	Before (\bar{X} = 3.56)	After (\bar{X} = 3.79)
	$t = - 2.87, p = 0.007$ (Sig)		$t = - 3.78, p = 0.001$ (Sig)	

*Significant at 0.05 level (Sig. < = 0.05)

X1 Group, a group that retrieved a treatment as a donation-based Crowdfunding project with a project description using a ‘rational message’ and a Campaign Image used with a ‘realistic image’, shows the significant difference in the average score of the donating intention behavior at **3.55 (before) and 3.78 (after)**, and

X2 Group a group that retrieved a treatment as a donation-based Crowdfunding project with a project description using a ‘rational message’ and a Campaign Image used with an ‘unrealistic image’, shows the significant difference in the average score of the donating intention behavior at **3.60 (before) and 3.79 (after)**, and

X3 Group a group that retrieved a treatment as a donation-based Crowdfunding project with a project description using an ‘emotional message’ and a Campaign Image used with a ‘realistic image’, shows the significant difference in the average score of the donating intention behavior at **3.84 (before) and 3.97 (after)**, and

X4 Group a group that retrieved a treatment as a donation-based Crowdfunding project with a project description using an ‘emotional message’ and a Campaign Image used with an ‘unrealistic image’, shows the significant difference in the average score of the donating intention behavior at **3.56 (before) and 3.79 (after)**.

Reference to the results, it might be implied that each group of respondents is likely to have more donating intention behavior after receiving the information (project description and campaign image) about the environmental project (Chiang Dao Wildfire Recovery) on the donation-based Crowdfunding, Taejai.com.

Main Effects and Interaction Effects

This part explained the main effects and interaction effects of two studying variables;

(1) *Persuasive Communication Strategies used in the Project Description* and (2) *Campaign Image Used* in accompanying with the project in term of their effects towards the donating intention behavior on the donation-based Crowdfunding platform for the environmental project (Chiang Dao Wildfire Recovery).

The independent sample t-test was applied in measuring the main effects of each studying variable, and the results are as follows:

Table I. Persuasive Communication Strategies Used in Project Description

Persuasive Communication Strategies Used in Project Description		\bar{X}	SD	t	df	p
Donating Intention Behavior	Rational Messages	3.78	0.51	-1.120	140	.265
	Emotional Messages	3.88	0.56			

*Significant at 0.05 level (Sig. < = 0.05)

The above table indicates that the average score of X1 and X2 groups that retrieved a treatment as a donation-based Crowdfunding project with a project description using a 'rational message' (3.78) was not significantly different from the average scores of X3 and X4 groups that retrieved a treatment as a donation-based Crowdfunding project with a project

description using an 'emotional message' (3.88) (t [140] = -1.120, p > 0.05). Therefore, hypothesis 1 "a Project Description, which is one of the persuasive communication strategies, has a main effect towards donating intention behavior of potential donors on the donation-based Crowdfunding platform", is denied.

Table II. Campaign Image Used

Campaign Image Used		\bar{X}	SD	t	df	p
Donating Intention Behavior	Realistic Image	3.87	0.54	0.965	140	.336
	Unrealistic Image	3.78	0.54			

*Significant at 0.05 level (Sig. < = 0.05)

The above table shows that the average score of X1 and X3 groups that retrieved a treatment as a donation-based Crowdfunding project with a campaign image using a 'realistic image' (3.87) was not significantly different from the average scores of X2 and X4 groups that retrieved a treatment as a donation-based Crowdfunding project with a campaign image using an 'unrealistic

image' (3.78) ($t [140] = 0.965, p > 0.05$). Therefore, hypothesis 2, "a campaign image, which is one of the visual supports, has a main effect towards donating intention behavior of potential donors on the donation-based Crowdfunding platform", is rejected.

Table III. Persuasive Communication Strategies Used in Project Description X Campaign Image Used

Source	Sum of squares	df	Mean square	F	P
Persuasive Communication Strategies Used in Project Description	0.33	1	0.33	1.13	.290
Campaign Image Used	0.27	1	0.27	0.91	.343
Persuasive Communication Strategies Used in Project Description X Campaign Image Used	0.33	1	0.33	1.11	.294
Error	40.72	138	0.30		
Total	2128	142			

*Significant at 0.05 level (Sig. ≤ 0.05)

Moving to the interaction effects, the results show that Persuasive Communication Strategies Used in Project Description (factor 1) and Campaign Image Used (factor 2) have no significant interaction effects towards the donating intention behavior on the donation-based Crowdfunding platform for the environmental project (Chiang Dao Wildfire Recovery) ($F [142] = 1.108, p > 0.05$). Consequently, hypothesis 3, "a project description and campaign image have an interaction effect towards donating intention behavior of potential donors on the donation-based Crowdfunding platform", is denied.

Conclusion and Discussion

The research results have both reaffirmed and opposed the previous studies. Firstly, when discussing the effects of a project description and a campaign image used in the project posted on the donation-based Crowdfunding platform, it is crystal clear that both factors have driven the donating intention behavior of donors proved by the result of pre-test and post-test of all four experimental groups. To be pointed out, all four experimental groups of this study mutually showed more donating intention behavior on the Thai donation-based Crowdfunding platform, Taejai.com after seeing a campaign image and reading a project

description of Chiang Dao Wildfire Recovery, which is one of the environmental projects.

The result of this analysis reaffirmed the previous studies of many scholars (Mollick, 2014; Koch and Siering, 2015; Zhou et al., 2015; 2016; 2018) who similarly explained that these two factors; a project description and a campaign image used in the project posted on the donation-based Crowdfunding platform, have a positive effect on the funding success. Besides, the recent study of Chen et al (2019) also asserted this point by explaining that the 'persuasiveness' of the project itself is the main condition for the success of donation-based Crowdfunding. It plays a significant role like a lead paragraph for project owners to communicate with potential funders. Chen et al (2019) further pointed out that using pictures will help donors to improve trust, which resulted in enhancing a donors' donating intention behavior too.

Interestingly, when a researcher further studied the main effects and interaction effects of these two factors using two-way ANOVA analysis, the findings showed that there were no significant differences at all. To clarify, the further study indicated that for a project description, respondents showed no significant differences between rational message and emotional message. They preferred to donate their money to the Chiang Dao Wildfire Recovery project whether the project owner used a rational message (e.g. reason, number, statistic, fact, etc.) or an emotional message (e.g. past experience, celebrity, peer pressure, sense of belonging to a particular group, etc.) to describe their projects.

The result was both different and indifferent from the previous studies. The study of Chen,

Thomas, and Kohli (2016) showed that emotional message frames had a significant positive relationship with the donation while the study of Michel and Rieunier (2012 as cited in Chen et al, 2019) differently pointed out that rational appeal was likely to play important role in the monetary donation decisions comparing with time donations.

With both sides of the research result, it is probably implied that both rational and emotional messages matter in the project description, to be used as the persuasive communication strategy on the donation-based Crowdfunding platform. This viewpoint is reaffirmed by the study of Majumdar and Bose (2018, as cited in Chen et al., 2019) showing that the extent of both rational and emotional appeals affects the success of fundraising. It was restated by Chen et al. (2019) presenting that the 'persuasiveness' of the project itself is the main condition for the success of donation-based Crowdfunding. Also, Littlejohn and Foss (2008) explained that people will be more likely to be persuaded by the message that agrees with them, or somewhat neutral messages, than by messages that are strongly opposed to their current beliefs. Therefore, it is probably not the types of messages that affect the donating intention, but the relevance between the messages and people's current beliefs.

Similarly, for a campaign image used in the project on the donation-based Crowdfunding platform, respondents showed no significant differences between realistic and unrealistic images. To be specific, the project owner was able to use either realistic or unrealistic images to accompany the project they posted on the platform since the donors were likely to show the same response. The finding was dissimilar to the study of Chen et al

(2019) who pointed out that the project owners should better use 'realistic images' as one of the elements to actively attract Crowdfunding platform visitors to seek information about the projects.

The potential reason for this indifferent result is about a 'negative image' or 'image of sadness'. The picture of wildfire's effects on a loss of lives and assets was presented in this experimental study. Therefore, respondents showed more donating intention behavior towards the Chiang Dao Wildfire Recovery project no matter what kind of image the project owner attached on the platform. To clarify, the project owner was allowed to use either realistic or unrealistic images to accompany the project since it seemed to get the same response. The explanation was supported by the study of Bert and Strongman (2005). Their findings indicated that images showing negative emotions generated significantly larger monetary donations. It was further reaffirmed by the study of Hou, Zhang, and Zhang (2019). They stated that images of sadness are effective from image emotion on the amount of fundraising and number of potential funders.

There is another important point to further discuss since the findings indicated that there are no interaction effects between a project description (rational and emotional message) and a campaign image used (realistic and unrealistic image) in the environmental project posted on the donation-based Crowdfunding platform. This finding probably infers that the project owners can use either rational or emotional messages accompanying a realistic or unrealistic image when communicating their environmental projects on the donation-based Crowdfunding platform since the potential donors

were likely to show the same response. Donors probably used other factors to make their donating decisions on the donation-based Crowdfunding platform. The details of the discussion are provided in the following four supportive reasons.

The Environmental Issue (Wildfire) Concerns of Thais

As stated, Environmental Protection, one of the social issues (Kotler and Lee, 2008), has been spotlighted and communicated through numerous campaigns for many years. Likewise, the young generation people are showing their interests in supporting the environmental issue, for example, Alex Rendell, the United Nations' first National Goodwill Ambassador for Thailand (Bangkok Post, 2020) who aims to educate children about saving the environment, Sing Wannasingh, the campaign celebrity of Wildfire Recovery project, Tono Pakin, the campaign celebrity of One Man & The Sea: environmental project (Taejai.com, 2020).

Besides, 'Wildfire', caused by deforestation and climate change, is listed in the top 5 environmental problems worldwide and Thailand (CNBNNews, 2020; Thailand Info and Facts, 2020; Matichon Online, 2019; Environmental Technology, 2018; Renewable Resource Coalition, 2016). To be specific, Thai people have concerned about the environmental problem since it widely affects nature, people's lives, and assets. Therefore, Thai people are likely to have environmental conservation behavior, which is directly influenced by the intention to buy environmental conservation products and services for environmental conservation (Kanchanabha and Wattanasaru, 2019). This is probably implied in the context of the intention to donate (pay) money for

environmental projects, which resulted in an increasing amount of funds donated to the environmental projects and the number of environmental projects posted on the donation-based Crowdfunding platform.

The Issue Involvement of Potential Donors

The findings were probably resulting from the donors' issue involvement towards the project. The Chiang Dao Wildfire Recovery, one of the environmental problem issues, was the donation-based Crowdfunding project of this study. To further explain, this social issue has been communicated through several campaigns of various sections (e.g., special force of Mirror Foundation, Wildfire Clinic – Chiangmai, Chiangmai Breath Council, Thai Celebrity's Campaign-Wannasingh Fund on Taejai.com, etc.) since it damages people's lives and assets and remains its effects all year long, especially in the North of Thailand. Therefore, Thai people have been familiar and have more senses of involvement toward this problem. They tend to donate and support the Wildfire project whether the project owner uses rational or emotional messages and realistic or unrealistic images to communicate with the potential donors. This reason is affirmed by the study of Tantivejakul (2012) explaining that people with different levels of involvement with social issues react differently in terms of familiarity with environmental projects. It was concluded that issue involvement is a factor that could affect donors' response in terms of familiarity, attitude, and behavioral intention. This is related to the study of Seritanondh (2017) showing that involvement with social issues is the most reliable indicator of the level of participation in CSR and social activities.

The Charitable Behavior of Thais

Among 126 countries around the world, Thailand was ranked as the 4th in 'monetary donation' behavior (Charities Aid Foundation, 2019). The charitable giving culture in Thailand is highly concentrated in religion. It is part of Thais' culture and religious values. Religious giving is deeply embedded in Asian cultures and has contributed to the steady growth of social enterprises in Thailand. (Bangkok Post, 2017).

Therefore, respondents who are Thais and have been cultivated about 'doing good, giving away money, were likely to have the donating intention behavior after receiving the information about the Chiang Dao Wildfire Recovery project on the donation-based Crowdfunding platform, Taejai.com. The charitable giving culture and religious values play important role in respondents' decision-making rather than the consideration of text that appeared in the project description and a picture attached in the project.

There is the study of Maithongdee and Peangsrirarn (2019) showing that the level of religiosity, which is one of the key factors, has a significant effect on the regular monetary donation of Thais. Besides, the study of Apinunmahakul (2015) explained that religious networking, which is one of the studying factors, has a positive influence on an individual's decision to provide in-cash, in-kind, and time volunteering in Thailand.

The Conveniences of Crowdfunding Platform and Online Financial Transaction

The rapid development of the internet and the popularity of mobile phones make a donation-based Crowdfunding platform more popular among

the public since it has the advantage of greater transparency, diversified projects, and freedom from time and space limitation (Chen et al, 2019).

Besides, In Thailand, there are 71% of 50 million internet users makes the online purchase via their mobile phones and 74% of the population accesses the internet banking application to have a financial transaction (Bangkok Post, 2019).

Taejai.com, a donation-based Crowdfunding platform in Thailand, is considered as one of the transparent platforms where the project owners and donors access the fundraising campaigns.

To be specific, it offers the potential donors a more convenient way of monetary donation to the project they are interested in via mobile banking applications or online credit card payments.

For these reasons, the respondents who are Thais, and considered as heavy internet users, prefer convenience in their lives and ranked at the 4th in the 'monetary donation' behavior survey among 126 countries around the world (Charities Aid Foundation, 2019), are willing to have a donating intention to the Chiang Dao Recovery project on Taejai.com no matter what types of messages and campaign image the project owner uses. To further explain, respondents probably have less mutual consideration on the project description and campaign image in deciding to donate their money to the environmental project they are interested in. They have more focuses on the conveniences of a Crowdfunding platform and financial transaction, and the transparency of the platform rather than the two factors of this study.

This is affirmed by the findings of Lui et al. (2018 as cited in Chen et al, 2019) who proved that transaction convenience is one of the key factors

affecting donors' empathy for the donation-based Crowdfunding campaigns, and the study of Hasnan (2019) who stated that Crowdfunding platform operator has to ensure about transparency and a strict securitization of the project to maintain a high quality of projects and success rate of successful projects.

Limitation and Suggestion for Future Research Study

Since the findings showed no main effects and interaction effects between a project description and a campaign image used in the donation-based Crowdfunding platform, the further study probably focuses on other variables i.e., VDOs, funding goals, campaign duration, to see if there are some main effects or interaction effects among these variables.

Besides, the other research methodologies, for example, in-depth interviews, focus groups, should be further applied in the next research study. Therefore, insightful information will be gathered from the potential donors to understand the reason why a project description and a campaign image have no main effects and interaction effect towards the environmental issues, and what factors do.

Still, the next study probably uses the same environmental issue (but other sub-categories), for example, food waste reduction, air pollution, or different social issues, for example, injury prevention, health promotion. Therefore, the various studies will help fulfill the research gaps and generate new interesting knowledge in this area of study and benefit the project donors, the Crowdfunding platform, society, and the environment.

Acknowledgment

The author would like to give sincere thanks to Associate Professor Napawan Tantivejakul, Ph.D. for her insightful knowledge and useful advice,

Assistant Professor Teerada Chongkolrattanapom, Ph. D. and the Public Relations lecturers of the Chulalongkorn University class for allowing the author to collect the data.

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