

THE IMPACT OF DIGITAL ADVERTISING ON THE INTENTION TO DONATE TO MUSLIM NGOS THROUGH CROWDFUNDING

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Abstract: *This article explores the impact of digital advertising on the intention to donate into Muslim NGOs that employ crowdfunding platforms. Crowdfunding has become an increasingly popular method for collecting funds for a specific program or campaign. It empowered many smaller entrepreneurs and charitable organizations as it provides them with a bigger pool of potential donators that they could approach through the use of crowdfunding platforms. Muslim NGOs started to rely on crowdfunding platforms as most of the time they are unable to fully sustain themselves and rely on donations to support their activities. As crowdfunding became more popular, more similar campaigns were created which made it harder for many NGOs to collect enough funds for their campaigns. Digital advertising made it easier and simpler to advertise products and services. It has become an essential part of how many companies operate in the digital world. In this review of the literature, we examine the factors that affect donors' intention to donate to crowdfunding platforms. This article provides a thorough analysis of the literature with a particular emphasis on digital advertising and crowdsourcing of Muslim NGO. The study examines the junction of these two domains by synthesizing findings from previous research articles and other pertinent literature. By utilizing digital advertising, NGOs can promote their activities as well as motivate potential donators into donating to their crowdfunding campaigns.*

Keywords: *Crowdfunding, Muslim NGO, Digital Advertising, Intention to Donate.*

Introduction

With technological advancement, numerous products and innovations are emerging to enhancing our lives and economy. Using the power of the internet and social networks, crowdfunding has become an essential tool for individuals, NGOs, and business owners to generate money in recent years. Crowdfunding is a method of funding that recently became available to the general public and benefits from byproducts of technological advancement. It can be defined as a systematic tool for raising capital for a certain business, project, or cause (Rahmayanti, Rahyuda, Ekawati & Setiawan, 2023). Crowdfunding has been gaining popularity and it is expected that by year 2025 total global crowdfunding transactions would reach \$95 billion a year (Allah Pitchay, Aboue Eliz, Ganesan, Mydin, Ratnasari & Thas Thaker, 2022).

NGOs function similarly to traditional corporations since they have their own organizational structure, goal, and vision (Yoga & Bumi, 2020). According to Allah Pitchay et al. (2023), donation-based crowdfunding is becoming a popular tool for raising funds through use of digital crowdfunding platforms. Donation-based crowdfunding allows NGOs to obtain funds from donators who previously may not have been accessible through normal means. This enables these organizations to collect sufficient funds for their programs and activities (Rahmayanti et al., 2023). Particularly for charitable organizations which are in constant need to receive donations, crowdfunding quickly became a popular tool enabling accumulation of funds from various sources smoothly (Zhang et al., 2020). Donation-based crowdfunding is emerging to be the second most popular form of crowdfunding (Rahmayanti et al., 2023).

Muslim NGOs are very similar to conventional NGOs with more emphasis on the campaigns that follow Islamic teachings. Islamic non-profit organizations also saw a huge opportunity in those crowdfunding platforms as it provided those organizations with new tools (Thaker and Pitchay, 2018). Islamic crowdfunding and blockchain technologies have become mainstream among the Muslim communities for the purpose of transactions (Allah Pitchay et al., 2023). Due to the importance of crowdfunding, Islamic crowdfunding platforms started to appear in order to facilitate crowdfunding activities for Muslim communities (Faudzi, Bakar, and Ahmad, 2021). Quickly developing crowdfunding platforms have attracted many Muslim users with some Islamic crowdfunding platforms such as LaunchGood launching to cater to their needs. There are various individual and charitable organizations that utilize Launchgood services throughout the world (Wahjono and Marina, 2017)

In a crowdfunding platform, there are many similar campaigns that are happening at the same time. Due to the large number of similar campaigns, many campaigns do not receive the necessary attention from the crowd (Baber, 2019). Liu, Wang, Zhou, Wu and Li (2021) found that only a small number of campaigns were successful in raising a sufficient amount of money in the case of donation-based crowdfunding. Rahmayanti et al. (2023) have also found that 62.8% of donation-based crowdfunding campaigns fail to reach their funding goals. Authors also added that many crowdfunding platforms require a certain funding goal that must be achieved to withdraw the funds from the platform. Similarly, Chen et al. (2019) also concluded that many charity-based projects have failed to reach the funding goals. Lastly, Mittelman and Rojas-Méndez (2018) added that charitable giving and donations in Canada, the United States, and the United Kingdom have declined recently.

To make the crowdfunding campaign successful, the campaign creator needs to get the attention of the donors, and this is possible through the use of advertising (Wang and Yang, 2019). Advertising is important for the crowdfunding campaign's success as it helps people discover that campaign and can influence them into donating to it (Bilgin & Kethüda, 2022). Advertising stands for “a process of translating a brand, expressed as a benefit, a promise to the consumer, a value proposition, or a positioning in the consumer’s mind into a message that is delivered to the consumer through some medium” (Nyström & Mickelsson, 2019, p. 3). Meanwhile, digital advertising can be described as a process of advertising that involves digital methods to reach the company’s consumers (Wooton & Cui, 2022). Digital advertising has become increasingly important in today’s world as many of us are using different digital devices. By focusing on that content, marketers can better reach their potential customers (Wooton & Cui, 2022).

Advertising has always played an important role for the companies that use it to deliver different messages by using traditional mediums of communication (Nyström & Mickelsson, 2019). As technology developed further, some new means and tools were introduced for marketers to use in their advertising process. This led to the development of digital advertising (Wooton & Cui, 2022). Digital advertisement is a new term that has become increasingly important as technology develops (Alwan & Alshurideh, 2022). Digital advertising can be described as a process of advertising that involves digital methods and digital media to reach the company’s consumers for advertising. Digital advertising is a new method for companies to advertise their products and services to people through different digital and online methods (Wooton & Cui, 2022).

In today’s digital world digital advertising and marketing are becoming increasingly important for companies (Alwan & Alshurideh, 2022). With the use of digital advertising, companies can better focus on their target market and reach people regardless of their location. Digital advertising is much cheaper in the long run and much more efficient (Wooton & Cui, 2022). Digital media have become increasingly important in today’s world as many of us are using different digital devices. By focusing on those digital media, marketers can better reach their potential customers (Nyström & Mickelsson, 2019). Digital advertising is richer in terms of content and structure, thus having a higher effect on consumer preferences and perception (Ismagilova et al., 2019).

Statement Of The Problem

To collect sufficient funds for the crowdfunding campaign, it is important to influence the intention of the crowd to donate to donation-based crowdfunding campaigns (Zhang et al., 2020). Digital advertising was found to positively impact the behavior of the customers and their intention to purchase products and services of the company (Ismagilova et al., 2019). Crowdfunding platforms do not promote or advertise campaigns as they are just platforms for facilitating the crowdfunding process (Lacan & Desmet, 2017). It is important to advertise the crowdfunding campaign to motivate the crowd to donate to that specific crowdfunding campaign (Wang & Yang, 2019). The use of digital advertising can impact the intention to perform a specific behavior (Ismagilova et al., 2019).

Numerous NGOs and charitable organizations have adopted crowdfunding as one of the main sources of funds for their activities and projects. Muslim NGOs have also shifted into utilizing crowdfunding and many Islamic crowdfunding platforms have emerged that aimed at helping the Muslim communities. Despite its popularity, many crowdfunding campaigns fail to collect sufficient funding for their projects. In crowdfunding, many similar campaigns happen at the

same time and it is hard for the potential donors to see them. This makes it harder for the NGOs to collect sufficient funds that they need to conduct their programs. As their programs require a certain amount of money, they must collect sufficient funds to help the needy. Advertising is one of the means of attracting potential donors' attention and making them donate to their campaign. The use of digital advertising has increased recently as technology made it easier for companies to create digital advertising content. Many NGOs employ digital advertising as a means of attracting potential donors. The main purpose of this study is to analyze how digital advertising affects the intention to donate to crowdfunding campaigns created by Muslim NGOs. Therefore, the objective of this study is to investigate the following research questions: To achieve this objective, this article will discuss several literatures and similar studies. Mainly, this study will analyze articles made by Nyström and Mickelsson (2019), Ismagilova et al. (2019), Lacan and Desmet (2017), and Alwan and Alshurideh (2022) and summarize their findings. Based on the findings, several variables will be discussed based on their relationship with digital advertising and intention to donate to crowdfunding campaigns. This article addresses following three research questions:

1. What is the relationship between digital advertising and information quality, webpage quality and trust factors?
2. How subjective norms, attitudes and perceived behavioural control are impacted by digital advertising?
3. What is the impact of digital advertising on intention to donate into crowdfunding campaigns?

Literature Review

Mainly, this study will analyze articles made by Nyström and Mickelsson (2019), Ismagilova et al. (2019), Lacan and Desmet (2017), Alwan and Alshurideh (2022) and few other authors. Literature review is constructed by summarizing their findings. Based on the findings, several variables will be discussed based on their relationship with digital advertising and intention to donate to crowdfunding campaigns. Table 1 below summarizes all the main articles used in this study.

Table 1: Article Review Matrix.

Authors	Year	Title	Variable	Key findings
Allah Pitchay et al.	2022	Self-determination theory and individuals' intention to participate in donation crowdfunding	Intention to donate	This article found that subjective norms and PBC positively impact individuals' intention to contribute to donation crowdfunding.
Alwan & Alshurideh	2022	The effect of digital marketing on purchase intention: Moderating effect of brand equity	Digital advertising.	Digital advertising is a form of advertising through electronic means. It have become an important element of marketing in this digital world.
Azganin et al.	2021	Islamic P2P Crowdfunding (IP2PC) Platform for the	Crowdfunding.	Literature focuses on explaining the crowdfunding process and how it can help paddy farmers in Malaysia.

		Development of Paddy Industry in Malaysia: An Operational Perspective.		This study helps to define several variables in this study.
Bilgin & Kethüda	2022	Charity social media marketing and its influence on charity brand image, brand trust, and donation intention.	Digital advertising, social media marketing, intention to donate	Social media marketing (SMM) influences intention to donate directly and indirectly through brand image and brand trust. Therefore, charity brand image and brand trust are crucial for charities to promote donation intention through SMM.
Lacan & Desmet	2019	Does the crowdfunding platform matter? Risks of negative attitudes in two-sided markets.	Risk, webpage quality.	There are many different risks associated with online transactions. Risks can negatively impact intention of the users.
Erlangga	2021	Effect of Digital Marketing and Social Media on Purchase Intention of SMEs Food Products	Digital marketing and social media marketing.	This study examines the impact of SMM and digital marketing on intention to purchase.
Ismagilova et al.	2019	The effect of characteristics of source credibility on consumer behaviour: A meta-analysis.	Information quality, trust.	Information quality is an important variable. Quality information is essential for online transactions. Trust into a platform can facilitate individuals into
Liu et al.	2021	Factors Influencing Donation Intention to Personal Medical Crowdfunding Projects Appearing on MSNS.	Intention to donate, crowdfunding success, information quality, TPB model.	Attitudes, subjective norms and perceived behavioural control has a positive impact on the intention to donate. Information quality is important factor affecting attitudes variable.
Rahmayanti et al.	2023	Intention to Donate on Online Charitable Crowdfunding: Systematic Literature Review and Future Research Agenda.	Intention to donate	This study have identified technical and behavioural factors that impact intention to donate. Among those variables, attitudes, norms, PBC and trust are variables that impact intention to donate in to crowdfunding.

Shneor & Munim	2019	Reward crowdfunding contribution as planned behaviour: An extended framework.	Intention to donate, TPB model.	Attitudes, subjective norms and perceived behavioural control has a positive impact on intention to donate.
Wang & Yang	2019	Understanding backers' funding intention in reward crowdfunding: An elaboration likelihood perspective.	Webpage quality, intention to donate.	Webpage quality such as information provided by the webpage, webpage visuals design and creators ability are important in motivating donators into donating into crowdfunding campaigns.
Wooton & Cui	2022	The effect of online advertising on consumer buying interest in online selling applications with customer satisfaction as an intervening variable	Digital advertising.	Advertisement can impact intention to purchase. Improvements in advertisement can lead to purchase intention.

Crowdfunding Platforms

Crowdfunding is a new method of fund collection where the public funds a specific project or program. Crowdfunding provides huge opportunities for individuals, companies, and non-profit organizations to gain wider sources of funds (Vismara, 2019). Azganin et al. (2021) have described crowdfunding as an alternative method of financing that allows funds to be collected in small amounts from many different people or institutions to finance a specific business or activity. Before the use of the internet, crowdfunding was done through a personal approach by asking publicly from the people and this method was often used in the creative industry (Hoque et al., 2018).

To facilitate the crowdfunding process, there is a need for a centralized system which is called a crowdfunding platform. Those platforms are used to present crowdfunding campaigns and attract potential investors or donors (Lacan & Desmet, 2017). To connect fund seekers and donors, crowdfunding platforms always require a certain internet-based platform and can also utilize both computers and mobile devices to facilitate the fund collection process (Azganin et al., 2021). Lacan and Desmet (2017) argued that online crowdfunding platforms work as a two-sided market between those who need financing and those who are willing to donate for a specific campaign.

The crowdfunding process involves two main parties which are the fund seeker and the crowd. They use crowdfunding platforms to connect (Azganin et al., 2021). The first party involved with crowdfunding is called a fund seeker. Fund seekers are those who need financing and are looking for potential funds for their project or activity (Lacan & Desmet, 2017). Crowd in crowdfunding can be described as a large group of individuals who are willing to contribute a small fraction of the required funds for a specific campaign (Hoque et al., 2018). The crowd usually contains a large number of individuals who are willing to provide financing for the specific project and connect through the use of social media or the internet (Lacan & Desmet,

2017). These individuals become investors or fund providers and depending on the type of crowdfunding model used, they might receive a certain type of reward or return (Azganin et al., 2021). Any willing individual can become a fund provider and there are no financial intermediaries between the parties (Faudzi et al., 2021).

According to Faudzi et al. (2021), there are a total of seven types or models of crowdfunding which are rewards-based crowdfunding, donation-based crowdfunding, peer-to-peer lending, equity crowdfunding, profit-sharing/revenue-sharing, debt-securities crowdfunding, and hybrid models. Despite that crowdfunding is very much in line with the Shariah rulings, there are certain differences between Islamic and conventional crowdfunding. Under Islamic economics, certain Shariah requirements must be fulfilled when it comes to the legalization of new economic products such as crowdfunding (Azganin et al., 2021). Faudzi et al. (2021) stated that Shariah rulings must be adhered to avoid the use of prohibited elements such as *riba*, *maysir*, and *gharar*. According to Azganin et al. (2021), the main difference between Islamic and conventional crowdfunding is the use of Shariah committee to oversee their activities to make sure that they follow Shariah rulings. They further argued that Islamic crowdfunding is very similar to conventional crowdfunding with the only difference being the “asset-backed” transaction system and profit and loss margin.

Adoption Of Crowdfunding by Muslim Non-Profit Organizations (NGOs)

NGOs are just normal businesses as they operate similarly and have their mission and vision as well as their organizational structure. To function properly NGOs often require a certain amount of funds that are derived through various means (Yoga & Bumi, 2020). Most NGOs are not involved in economic activities and are often unable to sustain themselves without donations. The main source of income for most NGOs comes in the form of donations (Liang et al., 2019). Furthermore, NGOs do not provide any financial incentives to their contributors in return for their contributions (Lacan & Desmet, 2017). People who contribute and donate to specific causes and campaigns are looking for a sense of self-fulfillment and just generally want to contribute to the community (Shneor & Munim, 2019). Islamic non-profit organizations are very similar to conventional NGOs with more emphasis on the campaigns that follow Islamic teachings (Thaker & Pitchay, 2018). According to Zhang et al. (2020), crowdfunding is open to anyone and because of that many charitable organizations try to create a crowdfunding site to host donation-based charitable campaigns. Crowdfunding is community-enabled financing that opens new channels for charitable organizations to reach a wider audience (Baber, 2019). Crowdfunding and other online donation platforms provide a wide range of different tools that are aimed at helping their users that NGOs can adopt (Zhang et al., 2020).

Muslim non-profit organizations saw a huge opportunity in the rapidly developing crowdfunding platforms as it would help them reach more people and make it easier to collect funds (Thaker & Pitchay, 2018). According to Faudzi et al. (2021), crowdfunding is compatible with Islamic finance as it promotes *masalih mursalah* (unregulated public interest). It promotes the sustainability and competency that the crowdfunding technology provides to the users (Azganin et al., 2021). Peer-to-peer activities are highly encouraged from an Islamic perspective. Crowdfunding allows P2P financing which leads to better communication, transparency, trust, and disclosure among the parties involved. It also introduces the *asabiyaah* or social solidarity among the Muslim communities (Hassan, 2017).

Digital Advertising

Advertising has always been an integral part of any company's operations. Traditionally, advertising can be described as a process where a message is delivered to consumers by utilizing certain media (Yoga & Bumi, 2020). The message often involves translating a brand, expressing the benefit, expressing a promise to the consumer, and brand positioning or value proposition (Nyström & Mickelsson, 2019). Advertising aims to affect the people's perception towards some organization or company and their products and services. The effectiveness of the marketing process plays an important role in the company's reaching its customers and affecting their perception (Truong et al., 2010).

The development of the technology has led to the digital transformation. Digital transformation has altered the way people behave and their expectations. Even competition among the companies is affected by the technology and communication that the companies possess (Yoga & Bumi, 2020). In the current world, the internet has become a crucial tool for marketers (Erlangga, 2021). With the help of the internet, consumers have access to various channels of information, and they can communicate with other consumers effortlessly through the use of digital channels (Verhoef et al., 2021). Internet and digital means of advertising have become increasingly important for companies and the way they operate in the current digital world (Erlangga, 2021). More emphasis has been placed on digital advertising and marketing as the need for such tools has greatly increased among companies (Verhoef et al., 2021).

With the advancements in the technology and internet, new means of marketing and advertising have become available for marketers (Verhoef et al., 2021). Technology provides some digital methods and tools for marketers to use as new means of advertising in the current digital world and this leads to the development of digital advertising (Alwan & Alshurideh, 2022). It was found that advertising that uses the Internet and social media can greatly expand sales while being relatively inexpensive (Erlangga, 2021). Digital media have become increasingly important in today's world as many of us are using different digital devices. By focusing on those digital media, marketers can better reach their potential customers (Nyström & Mickelsson, 2019). Digital advertising is richer in terms of content and structure, thus having a higher effect on consumer preferences and perception (Ismagilova et al., 2019). Digital advertising is a part of the digital marketing process that uses technology and the internet to perform the marketing activities that previously were performed using the traditional means of marketing (Yoga & Bumi, 2020).

Social media marketing (SMM) allows customers to share their experiences with the product and create a rating system for the products and companies. Customers and donators can easily give their feedback and recommendations to the organization regarding their products and services (Bilgin & Kethüda, 2022). Social media makes it easier for everyone to see if the organization is satisfying its customers and delivering what the customers want from the organization. This forces organizations to work harder to deliver what they promise and try to satisfy their customers (Alwan & Alshurideh, 2022). Mobile marketing has also become an important marketing channel for organizations with the development of more sophisticated smartphones. They allow easy access to the customers making sure that the advertisements are at their fingertips (Bilgin & Kethüda, 2022).

Theoretical Framework

This article adopts two popular theories that is used to identify the study variables and explain their relationship. First of all, Stimulus, Organism and Response (S-O-R) theory has been

initially proposed by the American psychologist Robert Sessions Woodworth in year 1929. This theory has been developed in order to explain the situation where organism has been motivated by certain stimulus. Mehrabian & Russell (1974) have further evolved this model in order to identify the impact of the environmental factors affect the individuals which results in the change of their behavior (Wu & Li, 2018).

Secondly, Theory of Planned Behavior (TPB) is a theory that was proposed by Ajzen in 1991 and it is based on Theory of Reasoned Action (TRA) (Liu et al., 2021). TRA is a very popular model developed by Fishben & Ajzen in 1975 and has been one of the most popular theories regarding the consumer behavior in traditional environment. TPB is also often used to analyze the consumer behavior and different factors that affect the consumer behavior (Baber, 2019). TPB is one of the traditional theories of human behavior that contains several variables that help to explain the human behavior (Chen et al., 2019).

The Impact Of Digital Advertising On Intention To Donate Into Crowdfunding Platforms

Relationship Between Digital Advertising And Intention To Donate.

NGOs are of great importance all over the world. Despite being self-sustained, NGOs often seek different means of financing from both public and individual donors (Laureano et al., 2018). Yoga and Bumi (2020) argued that NGOs are operating just like normal businesses. They all have their missions and visions as well as organizational structures. Unlike businesses, NGOs are public service companies that rely on donations from different parties (Laureano et al., 2018). Crowdfunding campaigns require advertising to make sure that people can identify and donate to that campaign (Wang & Yang, 2019). This is because there many different campaigns that are happening at the same time on each crowdfunding platform (Bilgin & Kethüda, 2022). Despite their importance, only some of the donation-based crowdfunding campaigns have succeeded in reaching their funding goals (Rahmayanti et al., 2023). When it comes to NGOs, one of the main factors contributing to the willingness of the consumers to donate to a specific cause is determined by their perception regarding that campaign and organization (Alwan & Alshurideh, 2022). Consumer perception is based on consumer behavior and can be influenced by the marketing process. Marketing aims to affect the consumer's behavior toward the organization in order to motivate them to buy a product or service and the same can be said about digital marketing (Wooton & Cui, 2022).

To affect the willingness to donate, non-profit organizations started to use different methods of advertising to reach their potential donators (Lacan & Desmet, 2017). Advertising aims to affect people's perception of some organization or company and its products and services (Alwan & Alshurideh, 2022). Digital means of advertising and marketing have helped many companies, especially NGOs with means to advertise their efforts and activities. Digital advertising provides a means for NGOs to directly connect with their potential donors and provide both analytics and feedback on their advertising efforts (Yoga & Bumi, 2020). Digital advertising allows marketers to reach a much wider number of people as compared to traditional advertisements (Nyström & Mickelsson, 2019). Digital advertising has a bigger impact on consumer preferences and perception as it provides rich and more meaningful information (Ismagilova et al., 2019). These will help NGOs to reach a bigger crowd of potential donators and have a bigger impact on their intention to donate (Wang & Yang, 2019). Digital marketing has also led to changes in consumer behavior and preferences (Stephen, 2016). The use of different marketing channels social media marketing and mobile marketing has become a new

thing among organizations from different industries (Alwan & Alshurideh, 2022). Using those new channels, companies now can provide more personalized types of advertisements to their customers that will have a better effect on their buying behavior (Bilgin & Kethüda, 2022). NGOs expect that their consumers will have a positive perception of them and their projects to motivate them to donate. The negative perception can have negative effects on the organization in the long run (Lacan & Desmet, 2017). Digital marketing allows companies to deliver a better marketing message to their contributors. Digital marketing helps organizations to reach their contributors and have a connection which might result in a positive perception towards them (Yadav & Rahman, 2017). Organizations can also learn about consumer perception by using social media as it allows two-way communication between the customer and the organization (Bilgin & Kethüda, 2022). Digital marketing can affect consumer perception and consumer behavior in different ways. When it comes to NGOs and crowdfunding platforms, several factors affect the consumer perception of those organizations (Alwan & Alshurideh, 2022).

Relationship Between Digital Advertising And Attitudes

Consumer perception can be influenced by digital advertisement and marketing. When a person's perception is changed, it is more likely they will try the product or service. Digital marketing can also help to reduce the negative perception regarding the organization and the products it sells (Alwan & Alshurideh, 2022). Digital advertising content was also found to impact the negative perception that crowds have developed based on their beliefs and expectations. By affecting beliefs, expectations, and perceptions it is possible to affect the attitudes of the potential donors (Liu et al., 2021). To attract the behavior of the people, appeal must be attractive in the eyes of the public (Lim et al., 2017). People are more inclined to perform a behavior when they see something more visually appealing to them (Mpinganjira & Maduku, 2019). Digital advertising content is more effective and has better appeal than traditional advertising content thus leading to positive beliefs and attitudes towards the NGOs (Bilgin & Kethüda, 2022).

Relationship Between Digital Advertising And Subjective Norms

Subjective norms can also be affected by digital advertising content. In some cases, potential donors are interested in knowing the benefits or impact of a specific crowdfunding campaign on the community (Vismara, 2019). Digital advertising content can provide potential donors with information on previous campaigns performed by that NGO. This helps potential donors to analyse and decide on their intention to donate (Algharabat et al., 2018). Furthermore, the rich information that digital advertising content provides helps to make better decisions as more information is received by potential donors (Ismagilova et al., 2019). Furthermore, the credibility of the information and trust can also impact subjective norms and motivate potential donors into donating to crowdfunding campaigns (Bilgin & Kethüda, 2022).

Relationship Between Digital Advertising And Perceived Behavioural Control

Perceived behavioral control stands for the perception of easiness or difficulty that the donors have when donating to crowdfunding campaigns (Mittelman & Rojas-Méndez, 2018). Digital advertising content contributes to the information credibility which ensures that people have more trust and believe in a specific crowdfunding campaign (Ismagilova et al., 2019). Interactivity through the use of different digital content such as social media posts provide a sense of control over their behavior as they can consult and make better decisions. Thus, the digital advertising content can have an impact on the perceived behavioural control which will lead to positive intention to donate to crowdfunding campaigns (Bilgin & Kethüda, 2022).

Relationship Between Digital Advertising and Information Quality

Digital marketing is used to inform the consumer regarding the products and services provided by the company as well as informing them regarding the company itself. They are also used to remind the customers that the organization and its products are still available in the market (Hsieh et al., 2019). New digital methods of marketing provide more functions as they try to build relationships with customers and provide them with information. Media richness often helps the customers in the product selection process (Ismagilova et al., 2019). It is also true that digital marketing is more persuasive as compared to traditional methods of advertisement. The message for the digital advertisement contains richer and more impactful information (Hsieh et al., 2019).

Digital marketing is also richer in its content and the information it provides (Shneor & Munim, 2019). They can provide the customers with the information that they are looking for and can even become a source of information when customers are looking to buy something (Hsieh et al., 2019). When the source is credible enough it has a positive effect on the customer preferences and their willingness to buy specific products or services (Ismagilova et al., 2019). Internet advertisement was found to be effective at providing different kinds of information to the customers and this affected their preferences and choices. Their perception could also be easily affected by the rich information provided by digital advertisements (Hsieh et al., 2019).

Relationship Between Digital Advertising And Webpage Quality

Organizations often use good-quality webpages that provide sufficient information regarding their campaign. Website quality can make the campaign look interesting and meaningful (Wang & Yang, 2019). When the campaign is interesting enough for the contributors, they often feel more inclined to donate to that specific cause (Mpinganjira & Maduku, 2019). Digital marketing can easily provide all the information regarding the campaign, all its benefits to society, and the impact that it can have on the community. By doing so digital marketing can show the good quality and importance of the campaign to motivate contributors to donate (Stephen, 2016).

Relationship Between Digital Advertising And Trust

Risk and trust play an important role in consumer perception as they can easily negatively affect consumer perception. Different risks hurt consumer perception of the product or the company (Shneor & Munim, 2019). Trust is something that makes it easier for consumers to select a specific company (Jung, 2017). To influence their customers to have a positive perception, NGOs often try to influence the trust of their customers by providing various incentives for their customers (Shneor & Munim, 2019). Organizations often get involved with corporate social responsibility campaigns to show that their organization is providing some value to society as well as to show a good image for the organization and its products and services (Jung, 2017).

Summary

Technology started to play an integral role in our lives. Crowdfunding has changed how individuals and organizations reach out for funding for their different projects and activities. It provided many smaller organizations and individuals access to new ways of financing through the crowd. Many NGOs started to adopt crowdfunding as a means of collecting funds for their programs and activities. This provided them with better means of collecting funds at a faster rate than traditional methods. Crowdfunding become very popular, and the campaigns have increased dramatically. Many similar campaigns are happening at the same time on

crowdfunding platforms and many campaigns do not receive enough attention and funds from the public. To combat this issue, many NGOs started to use digital advertising and digital advertising content to inform the public about their campaign and their objectives. This helps them to inform the crowd about their NGO and their programs. Social media marketing allowed those NGOs to communicate with the public share their previous works and inform about their future campaigns. Digital advertising is much richer in terms of content, and it helps to convey a better message to the public. Furthermore, social media allows two-way communication between the organization and the public as well as comments from the public which can be used to further improve their campaigns. By using digital advertising, Muslim NGOs can improve their marketing process and inform people about their programs. This helps the Muslim communities by improving their living conditions and empowering them to achieve more in their lives.

Implications and Recommendations

Despite being based on empirical evidence from other studies, this work contains several limitations. Those limitations must be addressed in future studies. First of all, this study is a conceptual work, and the suggested model must be empirically tested. Proper hypotheses are needed to be developed in order to further study this topic. It is also encouraged for future studies that this model must be tested empirically to improve the topic that is being explored. Secondly, this work only covers three variables that define digital advertising. Other variables, such as the type of digital advertising content have not been tested. It is recommended that other variables are included in the model and tested to further improve the model and discover different variables that better define digital advertising content and its impact on the intention to donate to Muslim NGOs using crowdfunding platforms. Thus, I am aiming to further explore this issue in my PhD thesis.

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