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**DETERMINANTS OF DONOR BEHAVIORAL  
INTENTION AMONG UUM ALUMNI**

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**MASTER OF SCIENCE (MANAGEMENT)**

**UNIVERSITY UTARA MALAYSIA**

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**DETERMINANTS  
DONOR BEHAVIORAL INTENTION  
AMONG UUM ALUMNI**

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(Mgt.)**

**2017**

**DETERMINANTS OF DONOR BEHAVIORAL INTENTION AMONG UUM  
ALUMNI**



**BY**  
**PHOON LEE YONG**

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Universiti Utara Malaysia

**Thesis Submitted to  
School of Business Management,  
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in Partial Fulfilment of the Requirement for the Master of Sciences (Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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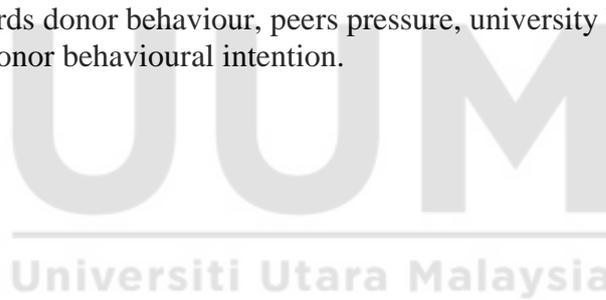
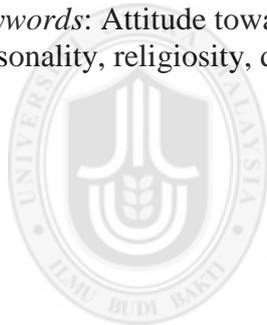


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## ABSTRACT

Faced with a tight budget, public universities are now looking at alternative ways to raise funds and one possible source is the university alumni. The purpose of this study is to examine the relationship between the attitude of donor behaviour, peer pressure, university brand personality and religiosity with donor behavioural intention of Universiti Utara Malaysia (UUM) alumni. A set of questionnaire, based on the extended theory of planned behaviour model which included religiosity, was distributed to the alumni. The opinions of relevant experts and professors were used to validate the questionnaire. The data were analysed using Smart PLS-a software with graphical user interface for variance-based structural equation modeling (SEM) using the partial least squares (PLS) method. The finding reveals that attitude of donor behaviour, peer pressure; university brand personality and religiosity have a significant positive relationship with donor behavioural intention. The findings are useful for the university management to design strategies according to the behaviour of the alumni which could help increase the donation percentage. The funds raised will enable the university to maintain its reputation and quality. It is suggested that future studies should include alumni from all public universities in Malaysia.

*Keywords:* Attitude towards donor behaviour, peers pressure, university brand personality, religiosity, donor behavioural intention.



## ABSTRAK

Peruntukan belanjawan yang terbatas yang diberikan kepada universiti awam di Malaysia mendesak penggunaan kaedah lain untuk memperoleh dana daripada alumni universiti. Oleh yang demikian, niat tingkah laku penderma dikaji dalam penyelidikan ini. Kajian ini menyelidik hubungan antara sikap terhadap tingkah laku penderma, tekanan rakan sebaya, personaliti jenama universiti dengan kewarakan (*religiosity*) terhadap niat tingkah laku penderma alumni Universiti Utara Malaysia (UUM). Dalam kajian ini, soal selidik dihasilkan dengan menghuraikan teori lanjutan model tingkah laku yang dirancang yang merangkumi aspek kewarakan. Soal selidik diedarkan dalam kalangan alumni UUM. Pandangan pakar dan profesor yang berkaitan telah digunakan untuk menyemak keesahan soal selidik. SmartPLS yang menggunakan perisian berbantuan antara muka pengguna grafik untuk model persamaan struktur (SEM) berasaskan varian yang menggunakan kaedah kuasa dua terkecil separa (PLS) pula diupayakan untuk menganalisis data. Dapatan kajian memperlihatkan bahawa sikap terhadap tingkah laku penderma, tekanan rakan sebaya, personaliti jenama universiti dan kewarakan mempunyai hubungan yang signifikan lagi positif dengan niat tingkah laku penderma. Dapatan kajian berguna untuk membantu pihak pengurusan UUM membentuk strategi berdasarkan tingkah laku alumni UUM dan memperoleh lebih banyak derma serta mempunyai peruntukan yang cukup untuk mengekalkan reputasi dan kualiti universiti. Niat tingkah laku penderma perlu dianalisis dan dikaji dalam kajian akan datang. Persampelan juga perlu lebih meluas dan melibatkan semua universiti awam di Malaysia.

**Kata kunci:** Sikap terhadap tingkah laku penderma, Tekanan rakan sebaya, Personaliti jenama universiti, Kewarakan, Niat tingkah laku penderma

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## LIST OF ABREBRIATIONS

AVE	Average Variance Explained
CB SEM	Covariance Based Structure Equation Modeling
CFA	Confirmatory Factor Analysis
HEA	Academic Affairs Department (Hal Ehwal Akademik)
HEP	Students Affair Department (Hal Ehwal Pelajar)
HTMT	Heterotrait-Monotrait Ratio Criterion
PBC	Perceived Behavioural Control
PLS SEM	Partial Least Square Structure Equation Modeling
PPA	Student Development and Alumni (Pejabat Pembangunan Pelajar dan Alumni)
PTPTN	National Higher Education Fund Corporation (Perbadanan Tabung Pendidikan Tinggi Nasional)
SEM	Structure Equation Modeling
SBM	School of Business
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
UUM	Universiti Utara Malaysia
VIF	Variance Inflation Factor



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## APPENDICES

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## CHAPTER 1

### RESEARCH OVERVIEW

#### 1.0 Introduction

This section delivers the fundamental information of the study. It begins with the background and issues of study followed by the problem statement. Research objective and questions are the next in the section of the chapter. Besides, it is including significance and scope of the research. The final point of this chapter covered the definition of the main terms.

#### 1.1 Background of the Study

Brand management is no longer a new practice for the profit-oriented organisation. Interestingly, today, in non-profit-oriented society such as universities, branding and brand management have become a major emphasis throughout the globe (Stone, 2016). A branding initiative such as consistent brand delivery through teaching, researchers and publications, employability, internalisation as well as providing an excellent conducive environment and had a strong bond with the community become major concerns of universities specifically in maintaining their ranking. University effort in sustaining and improving their ranking strongly associate to display favourable brand image and reputation (Kim, Kim, & An, 2003) and could position as a core competitive advantage in operating in today's challenging higher education environment.

Public universities in Malaysia faced a tight budget from the government thus demands universities to be more creative to maintain the competitive advantage such as on ranking requirement. Contrary to Western countries which have the alternative

income to drive universities such as from alumni contribution, charity, trust, and foundation (University of Oxford, 2016), Malaysian public universities largely depend on government budget allocation. A study by Fernandez and Ibrahim (2002), indicated that, a slight percentage of Asia country that gained external fund such as donors from alumni to operate their university. Hence, this is the major challenge for universities to maintain and enhance their overall performance worldwide. Thus, this study attempts to examine Malaysian alumni intention to donor specifically among UUM alumni by integrating Theory of Planned Behaviour.

## **1.2 Problem Statement**

In recent years, the cost of education for both public and private university substantially increase, resulting universities to seek alternative funding. Over the globe, particularly in western countries, universities may depend on their alumni and organisation contribution to operating the universities (Metawie & Mostafa, 2015). In Malaysia, donor behaviour and awareness towards donor behaviour is relatively small (Kashif, Sarifuddin, & Hassan, 2015). This situation is not only observed among alumni toward universities or institution (Rohayati, Najdi, & Williamson, 2016). It is also commonly recorded towards blood donation (Nur Zainie, Rohaida, & Narehan, 2013) and climate change adoption (Masud, Al-Almin, Junsheng, Ahmed, Yahaya, Akhtar, & Banna, 2016). Besides, organ donation also showed little intention from Malaysian residents (Loch, Hilmi, Mazam, Pillay, & Choon, 2010; Maniam & Zolkepli, 2015).

In dealing with a highly competitive market, universities need sufficient monetary budget to survive in order provide helpfully and excellent academic experiences to the community. In line with Malaysia Education Blueprint (2015-2020) to strengthening financial sustainability, it is importance to understand alumni willingness to donate as an alternative means of funding. To date, it recorded that UUM alumni are about 45,662 students (HEA Graduate studies and international, 2016; HEP alumni centre, 2016) inclusive of both local and foreign alumni such as from China, Indonesia, Thailand, Nigeria, and Algeria.

Studies on donor behaviour received considerable attention from scholars as well as from practitioners' point of view (Belfield & Beney, 2000; Cohen, 2006; Hoyt, 2004; Min Teah & Michael Lwin, 2014; Nigg, Lippke, & Maddock, 2009; Verhaert & Van den Poel, 2011). However, studies on Malaysian University Alumni are rather limited and most of the studies were conducting in Western countries such as United Kingdom (Belfield & Beney, 2000), United States (Shaker, Borden, & Kienker, 2016), and German (Iskhakova, Hilbert, & Hoffmann, 2016).

Over the past decades, many researchers had devoted their attention to the field of intention to donate. However, the findings remain unclear. Previous studies identified many predictors of alumni donor behaviour (Baruch & Sang, 2012; Shaker et al., 2016; Sura, Ahn, & Lee, 2016). Based on the literature, the predictors categorised with individual factors, interpersonal factors and organisational factors. Individual factors such as personality traits, demographic, attitude, self-image and social networks (Becker & Dhingra, 2001; Cohen, 2006; Ecklund, 2007; Rauschnabel,

Krey, Babin, & Ivens, 2016; Sargeant & Lee, 2004; Showers, Showers, Beggs, & Cox, 2011; Stebbins & Hartman, 2013; Tohidinia & Mosakhani, 2010). Interpersonal factors are physical attractiveness, the similarity in personality in between people, geographical location and the amount of self-disclosure. (Eckel, Herberich, & Meer, 2014; Meer, 2011) Organisational factors such as strong leadership, series of the program, philosophy of organisation (Baruch & Sang, 2012; Shaker et al., 2016; Sura et al., 2016). However, this study will focus on intention because intention recognised as the best predictor towards actual behaviour (Kiriakidis, 2015).

In the theory of planned behaviour, there are three components which are attitude, perceived behavioural control and subjective norms. Previous studies had research attitude, perceived behavioural and subjective norms (Knabe, 2012; Metawie & Mostafa, 2015; Tohidinia & Mosakhani, 2010). Attitude refers to the evaluations of performing a behaviour while subjective norm relates to perceived social pressure and expectations to perform a behaviour. On the other hand, perceived behavioural control refers to the perceived ease or difficulty of performing an action.

This study will explore more details to the components in theory of planned behaviours. The attitude in this study refers to attitude towards donors, perceived behavioural control measured as university brand personality, and subjective norms measured by peers' pressure. However, in dealing with multi-ethnicity and racial in Malaysia, this study attempts to integrate religiosity into the TPB model.

Morgan and Donahoo (2014) suggested that attitude is the primary determinant of why alumni donate to an institution. Sura et al.(2016) and Tohidinia and Mosakhani (2010) suggested that attitude will bring positive relationship toward donor behaviour. However, a study by Kashif et al. (2015), among public charity alumni in Malaysia suggested that attitude fails to determine behavioural intention.

Bekkers and Wiepking (2010) and Rauschnabel et al. (2016) highlighted the importance of alumni is having the personality and behaviour of volunteering in giving to the organisation. Alumni whom can maintain high levels of character and conduct of volunteering in providing in the group will lead to love and loyalty to one's alma mater. They will be willing to support financial of the organisation. Organization's management should hunt the method to ensure they able create alumni donor behaviour among alumnus.

Study of Meer (2011) showed that peers pressure has a significant relationship to the intention to donate. Smith and Smith (2012) said that peer pressure effect is significant as it will bring the value of donations increased and decreased. Most researchers studied the subjective norms of the model instead of peers' pressure (Knabe, 2012; Knowles, Hyde, & White, 2012; Tohidinia & Mosakhani, 2010). Therefore, there is no a clear statement to prove that peers' pressure has the positive relationship towards behavioural intention donate. In order make a clear clarified regarding the effect of peers' pressure to influence the donor behavioural intention, this study is chosen peers pressure as the construct of subjective norm.

Malaysia is well known as a multiracial and multicultural country which consists of different races such as Malay, Chinese, and Indian. The religions in Malaysia are Islam, Buddhism, Hinduism and Christian. Therefore, this study intends to extend the call by Kashif et al. (2015) and Metawie and Mostafa (2015) to examine the effect of brand religiosity towards an intention to donate. Metawie and Mostafa (2015) mentioned that religiosity does make a changed mind to the donor behaviour and bring the intention to donate increased. However, finding from Metawie and Mostafa (2015) hold true in the context of Egyptian. Becker and Dhingra (2001) has also study religiosity with the intention to donate with only one religion which are Christian. Prior researchers did study religion towards an intention to donate. However, the study more towards organ donation (Ozer, Ekerbicer, Celik, & Nacar, 2010; Stephenson et al., 2008). The study in alumni giving are limited. Hence, to test whether multi-religion in Malaysia will have the significant result to behavioural donate intention, religiosity is integrated as an additional predictor in the original of the Theory of Planned Behaviour's model.

Based on the gaps from previous researchers and limited researchers in a relation of alumni donor behaviour. Hence, the study attempts to examine the relationship between attitude towards donor behaviour, peers pressure, brand personality and religiosity and alumni donor behaviour is obligatory.

### **1.3 Research Questions**

Based on the problem statement, below are the research questions.

1.3.1 Does attitude towards donor have a significant relationship to alumni donor behavioural intention?

1.3.2 Does peers' pressure have a significant relationship to alumni donor behavioural intention?

1.3.3 Does brand personality have a significant relationship to alumni donor behavioural intention?

1.3.4 Does religiosity have a significant relationship to alumni donor behavioural intention?

#### **1.4 Research Objectives**

The specific objectives of the study are as below:

1.4.1 To examine the relationship between attitude towards donor behaviour and alumni donor behavioural intention.

1.4.2 To determine the relationship between peers' pressure and alumni donor behavioural intention.

1.4.3 To identify the relationship between brand personality and alumni donor behavioural intention.

1.4.4 To determine the relationship between religiosity and alumni donor behavioural intention.

#### **1.5 Significance of study**

This study contributes to both theoretical and practical perspectives.

### **1.5.1 Theoretical contributions**

For the theoretical contribution, this study hopes to discover the relationship between factors such as attitude towards donor behaviours, peers' pressure, university brand personality and religiosity towards alumni donor behavioural intention in Malaysia context. Despite various factors had been examined regarding alumni donor behavioural intention. However, there is no single study simultaneously investigates these three factors (attitude towards donor behaviours, peers' pressure, and university brand personality). Understanding that theory of planned behaviour is build up with three predictors which are attitude, perceived behavioural control and subjective norms toward intention to donate. However, religiosity as a new predictor is integrated on the theory of planned behaviour and add to existing knowledge on TPB. Thus, this research had been made to bridge the gaps in the relationships between the alumni donor behavioural intention with four predictors. It hoped that by having the result, it able to support the theory of planned behaviour in Malaysia context as well as understand alumni donor behaviour.

### **1.5.2 Practical contributions**

From the practical perspectives, throughout this study's finding, it would help UUM to understand the critical of alumni donor behavioural intention and the factors that contribute to those behavioural intentions. UUM able to strategize appropriate activities and strategies to enhance alumni contribution and engagement with the finding of the study.

For the practitioners, the finding let the professionals understand the range of the alumni donor act and contribute to their former universities. They will clearly

understand how important for them to contribute to their previous school. With their contribution, they are not only helping the others, at the same time they can increase their reputation as they are the graduate from a quality and high brand name and image's university.

### **1.6 Scope of the study**

University Utara Malaysia's alumni were surveyed in order answer the research questions. Alumni graduated between 2010 till 2015 used as the respondents of this study due to the interviewer with alumni officer stated that the percentage of the donation had been decreasing in these few years (PPA UUM). Postgraduate alumni excluded from this study due to postgraduate students are mostly foreigners, and this study will focus in the Malaysia context. Hence, undergraduate alumni used to verify the hypotheses.

### **1.7 Definitions of the key terms**

The following key terms utilised in the study, and it had been defining as below:

#### **1.7.1 Alumni donor behavioural intention**

Alumni donor behavioural intention is defining as donating behaviour which is influencing by individual perception based on their values, understanding and attitude (Johnson and Grimm,2010; Kasri, 2013).

### **1.7.2 Attitude towards donor's behaviours**

Attitude towards donor is defining as behaviours such as contributing to scholarships, participating in a planned giving program, or considering contributions through direct deposit and giving because of clear and concise goals (Cohen, 2006).

### **1.7.3 Peers Pressure**

Peers pressure can be defined as a subjective norm where people are willing to conform to others and influence intention towards a behaviour (Blue et al., 2001).

### **1.7.4 University Brand personality**

University brand personality is defining as an overall university brand image that able to bring a positive impact of the academic image with the students' supportive attitude towards the university (Sung and Yang, 2008).

### **1.7.5 Religiosity**

Religiosity can be defined as a person categories with different religion such as Muslim, Buddhism, Christian and so on and use it in their daily life, by obeys the religious values, belief, and practices (Worthington et al. 2003).

## **1.8 Organization of the Study**

This thesis will be dividing into five chapters which are introduction, literature review, research methodology, data analysis and findings and discussion and conclusion. The summaries of each chapter are as below.

## **Chapter 1: Research Overview**

The first chapter of the thesis is research overview. It will include the background of the study, problem statement, research objectives and questions and significance of the survey. Besides that, the scope of study and definition of key terms will be including. Organization of the study is the end of chapter one.

## **Chapter 2: Literature Review**

All the related literature will be discussing in chapter two. Discussion regarding determinants of alumni donor behavioural intention followed by the theory of the study. Past research literature will be review and discuss together with the variables that related to this study which is the attitude towards donor behaviours, peers pressure, university brand university and religiosity. Theoretical framework and hypotheses of the study will be the end of the chapter.

## **Chapter 3: Research Methodology**

This section will cover research methodology of the survey. It included research design, the procedure of the sample, data collection methods and research instrument. Statistical techniques will discuss in the chapter. The way to test hypotheses also highlighted under this chapter.

## **Chapter 4: Data Analysis and Findings**

The answer for research questions and objectives of the study which are data analysis and findings will cover in this section. It started with factor analysis, reliability analysis, descriptive analysis, correlation, and multiple regressions analysis.

## **Chapter 5: Discussion and Conclusion**

Review of the findings is the last chapter of the thesis. Under this section, discussion of the comparison of current research and past research are covering. Implications and contributions of the study, limitations and future research are also covering in chapter five.

### **1.9 Chapter Summary**

As a conclusion, by referring to the above discussion of research problem and objectives, bridge gaps should be close in this study. This present study aimed to understand the relationship between 4 predictors which are an attitude towards donor behaviour, peers' pressure, brand personality and brand rugosity towards alumni donor behavioural intention.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

Under this section will discuss the literature relating to the topic of the study which is including the significant and contribution of intention donate as well as to the society and organisation(UUM). Definition and conceptualization of attitude towards donor behaviours, peers pressure, brand personality and religiously and intention to donate will be discussing and explain. In between literature, discussion on factors (attitude towards donor behaviours, peers pressure, brand personality and religiosity) affect the intention to donate is made. The debate of the underlying theory of the study together with theoretical framework and hypotheses will be presenting at the end of the chapter.

#### 2.1 Donor Behaviour

Alumni giving is not a new trend. However, there are limited relevant studies on it. There are only some of the most relevant studies regarding alumni giving in higher education institution (Cunningham & Cochi-Ficano, 2002; Okunade & Berl, 1997; Hunter, Jones, & Boger, 1999).

Cunningham and Cochi-Ficano (2002) is testing the institutions characterises, and the finding does affect the engagement of the alumni giving. Okunade and Berl (1997) are examining the characteristics of alumni giving in the contexts of demographics and do not emphasise the level of donation. In the study of Hunter et al. (1999) is examining the relationship in between alumni giving and characteristics of alumni. The components that been used and tested are socio-demographics, experience,

and involvement of alumni. This study, however, just holds true in the Livingston College contexts.

According to the previous study, the attitudes of intention to donate had studied. The attitude is including the donation with social pressure (Keating, Pitts, & Appel, 1981) and donation fully cared the recipients (Becker, 1974). Besides that, give because it is motivating by commitment (Sen, 1978), and the donation is a payment for recognition (Yoo & Harrison, 1989) studied as well. Hence, in this study aim to investigated the donor behavioural intention and how it influenced by four predictors (attitude towards donor behaviour, peers pressure, university brand personality and religiosity).

### **2.1.1 Intention to Donate**

There are three types of donation in general which are blood, time and money (Sura et al. 2016). However, different types of donation are happening according to different perspectives and needs of the consumers (Pentecost & Andrews, 2010; Johnson & Grimm, 2010). Prior researchers found that donating behaviour can be influenced based on their values, understanding and attitudes (Johnson & Grimm, 2010; Kasri, 2013). In short, the importance of charity, importance of the particular need and social values influenced the donating behaviour.

Mathew et al., (2007) stated that the intention of donating could influence by an individual perceived the charitable organisation, importance of the donation activity and the level of involvement behaviour.

There are many factors which will affect the intention to donate to an individual such as attitude, subjective norms, perceived behavioural control and demographic background.

In line with donor behavioural intention, scholars focus on attitude. Kottasz (2004) has been used attitude as the indicator to test the attitude on donor behavioural intention. However, the result has not supported the donor behavioural intention in the study. Sura et al.(2016) and Tohidinia and Mosakhani (2010) suggest attitude will bring positive relationship toward donor behaviour. However, the study of Kashif et al. (2015) among public charity alumni in the Malaysia suggest that attitude fails to determine behavioural intention. Allport (1935), stated that attitude tendency to respond either in a favourable or unfavourable way, therefore, the behaviour would be positive or negatively influence (Sheth, Mittal, & Newman, 1999).

There are some scholars focused on the demographic background which including age, gender, marital status, and income levels (Lee, Piliavin & Call., 1999; Burgoyne, Young & Walker 2005; Dvorak & Toubman, 2013; Riecken and Yavas 2005; Sargeant, 1999). Some studies have found that females are more likely to donate (Roberts & Roberts, 2012; Chang, 2007; Simmons & Emanuele, 2007; Schlegelmilch & Diamantopoluos, 1997). However, some of the scholars deny the demographic background as the indicator that influenced donor behaviour (Croson & Gneezy, 2009; Dvorak & Toubman, 2013).

Based on previous studies of the scholar, different factors will influence the donor behavioural intention. In this study, the researcher focused on four factors that

influenced the donor behavioural intention which including attitude towards donor behaviour, peers pressure, university brand personality and religiosity.

## **2.2 The Importance of Intention to Donate**

Intention to donate had been the attention from scholars due to several reasons. There are some reasons which cause the donation is significant are including funding crisis in higher education, rising college costs to students, and declining financial support by the state government. It is important for the alumni to donate to their alma mater. The reason is explaining as below.

### **2.2.1 Increase the Reputation of University**

As mention in the problem statement stated that government has a tight budget in providing funds to higher education. Hence, to ensure the university able to having their route, as usual, it is important for the UUM alumni to donate to their alma mater. When we are giving money to the university, it can use as a research fund and teaching tool for the university. It helps the university to be upgraded in term of facilities and technology and lead to the success of the students and contribute to increasing the reputation of the university. When the reputation of the university is growing, it attracts students and more calibre members to join as a community of UUM and last it helps improve the ranking of UUM in international levels.

### **2.2.2 Future Investment**

When we graduated from university, the next step will most probably jump into a career opportunity. What is the reaction management of organisation will give if

interviewees are from the university without good reputation and international ranking? For example, which the boss would most probably need when a Harvard Business University's student and an ordinary university student attend for an interview with the same CGPA and soft-skills? For sure will be high reputation and good ranking's university student. Hence, by donating to own alma mater is a future investment.

### **2.2.3 Beneficial to Future Generations**

It brings benefit to the future generation when alumni donate to their alma mater. In Malaysia, most of the students are using National Higher Education Fund Corporation which in Malay will be Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) from the government to cover their study fees. After graduated from the university, they need to pay back the money to the government. It becomes a burden to the students. Therefore, many of the students are seeking the scholarship in order get a better education and free from struggling after the graduation of their studies. It can be a fund of scholarships to future generations if alumni donate money to university. Perhaps family members or relatives will be one of the beneficiaries with the donation from UUM alumni.

### **2.2.4 Giving Back Show Gratitude**

When flash back the time in the university will think about wonderful memories and friends. The quality of lessons has been taught by professional in UUM, and the soft skills have been learning before step into the career life. All these beautiful things had been giving by the university and as a gesture of gratitude, giving back will be a better way.

To show the appreciation to the university and the professional community in UUM that influenced the students to become a vocational and pleasant life in future, a donation to own alma mater should make. The university will be grateful and with the donation from every alumnus will be the fund for the future leaders and bring positive to the whole worlds.

### **2.3 Theory Related to Donor Behavioural Intention.**

Theory of planned behaviour model (TPB) has been used to explained the variables in this study. The explanation is in the following section.

#### **2.3.1 Theory of Planned Behaviour**

This study would like to investigate factors that influenced alumni donor to decide to donate to their alma mater by using extended Theory of Planned Behaviour (TPB model) which are an attitude towards donor behaviour, peers pressure, university brand personality and religiosity. A general of the planned behaviour considered before the theory of Planned Behaviour and the relationship with the four predictors in this study are explained and discussed.

Table 2.1

*The Demarcation of Theory of Planned Behaviour (TPB)*

No	Criteria	Theory of Planned Behaviour
1	Introduced by	First introduced by Icek Ajzen in the year 1985 by developed from the theory of reasoned action. Reviewed by Icek Ajzen in 1987 and the final version of the theory of planned behaviour in the year 1991 is used till now.
2	Definition	Theory of Planned Behaviour defined as a theory which is explaining human behaviour. It links in between attitude, perceived behavioural control and subjective norms as the antecedents that influence a person's intention and behavioural.
3	Objective	By using attitude, subjective norms, and perceived behavioural control to predict a person's intention with greater accuracy.
4	Major theme	Attitude, perceived behavioural control, subjective norm
5	Responsibility of	Predict intention of a human being.
6	Application	Applicable to complexities of human social behaviour to predict intention in various fields such as health-related field, intention to donate to charity and the area of environmental psychology.

Sources: Ajzen (1985), Ajzen (1991), van der Linden (2011)

Theory of planned behaviour (Ajzen, 1991) is the extended theory from the theory of reasoned action (Ajzen & Fishbein, 1980). It is an important tool to be used in predicting and understanding the behaviour of the human being.

Theory of planned behaviour consists of three components including attitude, perceived behavioural control and subjective norms. The attitude of the theory planned behaviour model is defining as the evaluations of performing a behaviour; the subjective norm will refer to perceived social pressure and expectations to perform a behaviour and perceived behavioural control will relate to perceived ease or difficulty of performing a behaviour (Ajzen 1991, 2001). These three components will bring effect to the intention and lead to the intention of the respondents. Figure 2.1 depicts the model of theory planned behaviour.

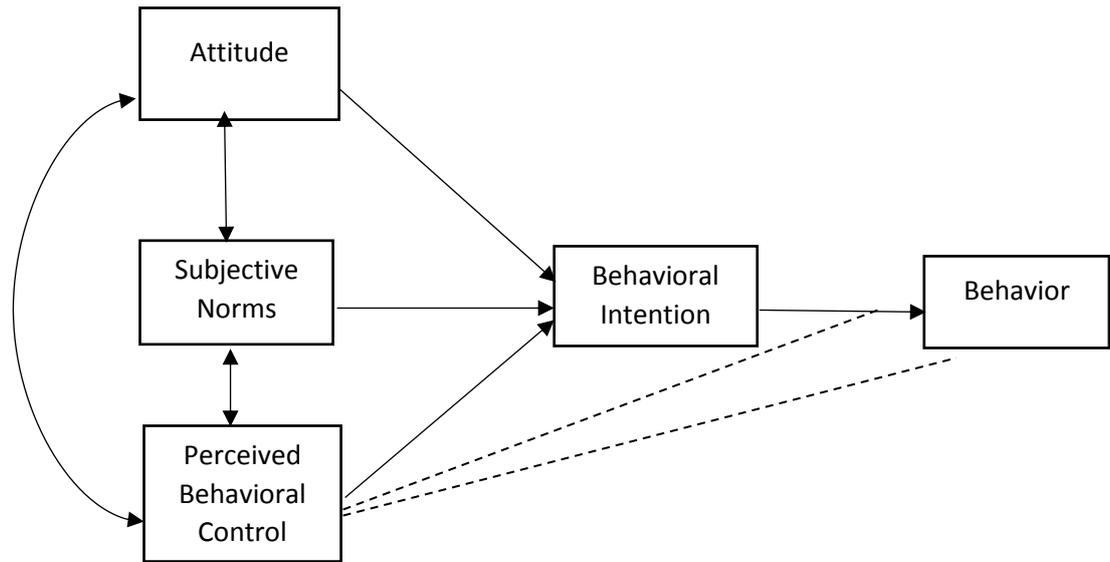


Figure 2.1  
Ajzen (1991) Theory of Planned Behaviour

There are various of study regarding donor behavioural intention had been studying by applying the theory of planned behaviour. Smith and McSweeney (2007) had split the subjective norms into descriptive norms and customary norms by using an extended theory of planned behaviour models. Additional of moral norms is including in the study. The findings showed that all constructs are significant to the donor behavioural intention. The result supported by the study of van der Linden (2011). Knowles et al. (2012) had tested again the theory of planned behaviour model in the measurement of young people's intention to donate money to charity organisation and once again the result is significant except subjective norms. However, the study of Kashif et al. (2015) among public charity alumni in Malaysia found that it fails to determine attitude affect the donor behavioural intention. Hence, this study wishes to identify whether alumni will be the factor influence the donor behavioural intention.

Subjective norm is more likely to refer to an expected behaviour of an individual's perception among a group of people in each situation (Ajzen & Fishbein, 1970). Subjective norm can influence behaviour. In the study of Ryu, Ho, and Han (2003) and Lin and Lee (2004) proved that subjective norm is significant to the intention of sharing knowledge. Blue et al. (2001) suggested that subjective norm is the indicator of people's willingness to comply with others. Hence, in order being identified and accepted by the group members or friends, subjective norms will form the donor behavioural intention (Sun & Scott, 2005). This study, peers pressure will be the indicators placed under subjective norm and identified whether peers pressure will influence the donor behavioural intention.

Perceived behavioural control is defining as the assessment of an individual of own capacities regarding behavioural engagement (Ajzen, 1991). The previous study has found that perceived behavioural control will influence the donor behavioural intention (Blue et al. 2001; Ryu et al. 2003; Lin & Lee 2014). These studies had proved that without the perceived behavioural control, the donor behavioural intention will be negative relationships (Ryu et al. 2003) and once an individual take control over the behaviour, donor behavioural intention will be an influence (Lin & Lee, 2004). In this study, university brand personality will play the role as perceived behavioural control. It can be measured by using six dimensions that had been introduced by Rauschnabel et al. (2016). University brand personality is the behaviour or characteristics of individual feels towards their alma mater. It predicts that with the great university brand personality, an individual will profoundly influence the donor behavioural intention.

Ajzen and Fishbein (2005) suggested that additional factors can be added to the theory of planned behaviour to become the powerful predictors of the study. Previous studies use religiosity (Metawie & Mostafa, 2015), injunctive norm, descriptive norm, moral norm, past behaviour (Kashif et al., 2015; Smith & McSweeney, 2007), normative beliefs and motivation (Knabe, 2012) and empathy (Verhaert & Van den Poel, 2011) to test the human behavioral intention. Throughout the previous studied, religiosity has been chosen as the additional predictor in order predict the donor behavioural intention. Religiosity selected due to the study of religion in multi-races countries are limited. Most of the religiosity study is conducted by using single religion (Metawie & Mostafa, 2015). In order find out the differences in between single religion and multi-religion, this study has made.

The four indicators are the attitude towards donor behaviour, peers pressure, university brand personality and religiosity. This study would like to examine whether these four indicators will influence the donor behavioural intention. Table 2.2 had summarised the summary of studies regarding the theory of planned behaviours from the year 2007 till the year 2016.

Table 2.2

Summary of TPB studies (Year 2007 till Year 2016)

No	Author (Year)	Construct	Variables	Method	Findings
1	J. R. Smith and McSweeney(2007)	Charitable giving: The effectiveness of a Revised Theory of Planned Behaviour Model in Predicting Donating Intentions and Behaviour.	PBC, attitude, injunctive norms, descriptive norms, moral norms, past behaviour	SPSS	Attitudes, perceived behavioural control, injunctive norms proved that it would directly influence the intention of donating in the original of TPB model. The moral norms and past behaviour as the added predictor in revised TPB model show a significant relationship to intention to donate. Descriptive norms do not show a significant association to the behavioural of intention donate.
2	Nigg, Lippke, and Maddock (2009)	Factorial invariance of the theory of planned behaviour applied to physical activity across gender, age, and ethnic group	gender, age, and ethnic subgroups.	Structural equation model-based PLS methodology	Attitude, subjective norms, perceived behavioural control and intention mediate behaviour across gender, age, and ethnicities.
3	Tohidinia and Mosakhani (2010)	Knowledge sharing behaviour and its predictor	Attitude towards knowledge sharing, subjective norms, PBC	Structural equation model-based PLS methodology	The influence of potential factors on knowledge sharing is identified in this study. Found that perceived self-efficacy and anticipated reciprocal relationship is positive significant to the attitude of knowledge sharing. However, extrinsic rewards do not become significant to the attitude of knowledge sharing. Moreover, knowledge sharing behaviour will have a significant positive relationship with the predictors of level of information and communication technology usage.

Table 2.2 (Continued)

No	Author (Year)	Construct	Variables	Method	Findings
4	Verhaert and Van den Poel (2011)	Empathy as added value in predicting donation behaviour	Empathy, traditional predictor	SPSS	In this study, the finding shows that predictor in the traditional models which are attitude, subjective norms and perceived behavioural control is significant to the intention to donate. Empathy is the added predictor as the revised TPB model. Empathic concern is a positive relationship to donation decision, but it negatively affects donor's generosity toward charity.
5	Knowles, Hyde, and White (2012)	Predictors of Young People's charitable intentions to donate money: An extended theory of planned behaviour perspective	Incorporating attitude, subjective norms, PBC, moral norms, past behaviour	SPSS	Attitude, PBC, moral norm, and past behaviour is significant to intentions to donate money while subjective norm did not show the great intentions to donate money.
6	Knabe (2012)	Applying Ajzen's Theory of Planned Behavior to a Study of Online Course Adoption in Public Relations Education	Attitude, Behavioural Beliefs, Subjective and Normative Beliefs, and Motivation, PBC	SPSS, Structural equation model-based PLS methodology	The variable of the Ajzen's model which are subjective norms, attitude and perceived behavioural control is significant to the intention to donate.
7	Kashif, Sarifuddin, and Hassan (2015)	Charity Donation: intentions and behaviour	PBC, attitude, descriptive, injunctive, and moral norms, past behaviour	Structural equation model-based PLS methodology	Past behaviour, injunctive norms and intention to donate is positive significant to behavioural to donate money. Attitude, self-reported behaviour moral norms and descriptive norms are not significant to the behavioural to donate money.

Table 2.2 (Continued)

No	Author (Year)	Construct	Variables	Method	Findings
8	Metawie and Mostafa (2015)	Predictors of Egyptian University Students' Charitable Intentions: Application of the Theory of Planned Behaviour	PBC, Religiosity, attitude, subjective norms, gender	Structural equation model-based PLS methodology	Religiosity positive effect to attitude towards and intentions for charity donations but does not strong in transforming it to intention to donate. Perceived behavioural control mediate the subjective norms and intentions towards charity donation.
9	Sura, Ahn, and Lee (2016)	Factors influencing intention to donate via social network site (SNS): From Asian's perspective	Charity project, charity organisation, internet technology features, SNS features	Structural equation model-based PLS methodology	The finding of this study shows that Internet technology features are significant to attitude towards online donation. This general attitude towards online donation will lead to the intention to donate by using SNS. Charity project and charity organisation and SNS features were not significant influence the intention to donate.
10	Hyungsuk Choo Kwangho Ahn James F. Petrick , (2016)	An integrated model of festival revisit intentions: Theory of planned behaviour and festival quality/satisfaction	subjective norms, group norms and social identity	Structural equation model-based PLS methodology	In this study, satisfaction is the strongest predictors that affect the visitors' revisit intentions. Social identity, subjective norms and group norms are also positive significant to the visitors' revisit intention.

## **2.4 General Stimulus for Donor Behavioural Intention**

There are various of determinants or predictors have been found in the literature that able to influence donor behavioural intention. They have divided into three categories which are individual factors, interpersonal factors, and organisational factors.

### **2.4.1 Individual Factors**

Individual factors can be included personality traits (Metawie & Mostafa, 2015), demographic (Belfield & Beney, 2000; Loveday, 2012; Nigg et al., 2009; Popp & Barrett, 2016), attitude (Cohen, 2006; Tohidinia & Mosakhani, 2010), and religiosity (Becker & Dhingra, 2001; Ecklund, 2007; Metawie & Mostafa, 2015). All the factors mention as above have found that significant to the donor behavioural intention.

### **2.4.2 Interpersonal Factors**

There are also interpersonal factors that found in the literature. Interpersonal factors such as physical attractiveness, the similarity in personality in between people, geographical location and the amount of self-disclosure (Eckel, Herberich, & Meer, 2014; Meer, 2011).

### **2.4.3 Organizational Factors**

Besides individual factors and interpersonal factors, the organisational factors such as strong leadership, series of the program and philosophy of organisation (Baruch & Sang, 2012; Shaker, Borden, & Kienker, 2016; Sura et al., 2016) also play a role as a general stimulus for the donor behavioural intention.

Previous literature had stated that there are many factors might influence the donor behavioural intention. Hence, overview the earlier study include case study, and conceptual paper is important. This study is attempts to examine the donor behavioural intention with the effect of attitude towards donor behaviours, peers pressure, university brand personality and religiosity in the quantitative approach.

## **2.5 Previous studies of Donor Behavioural Intention**

### **2.5.1 Prediction of Donor Behavioural Intention**

Previously, donor behavioural intention has been the popular topics that attract the attention from scholars especially in health sciences for predicting the intention of blood donation, the plan for organ donation, and fundraising in health care.

Recently donor behavioural intention had brought the attention in the field of social sciences. There are various of the studies had been found with different predictors in the study of donor behavioural intention. Table 2.3 is the summaries of the predictor of donor behavioural intention from the year 2010 till the year 2015 which investigated the issues from donor behavioural intention perspectives.

In the previous discussion in section 2.2 has highlighted the importance of intention to donate among UUM alumni. However, there is a rather limited study on the components of the theory of planned behaviour influences the alumni giving to their alma mater. The researcher has managed to summarise total of 18 reviews from previous. However, they are not from the fully perspective of alumni giving in university. It has been including alumni giving to the charity associations.

Based on the gaps from previous researchers and limited researchers in a relation of alumni donor behaviour that has discussed in Chapter one (1)- problem statement, hence, the study which is examining the relationship between attitude towards donor behaviour, peers pressure, brand personality and religiosity and alumni donor behaviour is obligatory.



Table 2.3

*Most Prominent Studies on Predictors of Donor Behavioural Intention (Year 2000 -2015)*

No	Researcher(s)/ Year	Attitude	PBC	Subjective Norms	Injunctive Norms	Descriptive norms	Moral Norms	Past Behaviour	Level of Satisfaction	Inclination	Income	Employment Status	Networking Activities	Engagement	Gender	Age	Religiosity	Behavioural Intention	Empathy	Socio-demographics	Intention	Self-reported Behaviour	Peer Pressure	Geographical proximity	Ethnic Group	Brand Personality
1	Belfield & Beney (2000)										/				/											
2	Cheung & Chan (2000)	/					/	/																		
3	Becker & Dhingra (2001)																/									
4	Cohen (2006)	/																								
5	Ecklund (2007)																									
6	Smith & McSweeney (2007)	/	/		/	/	/	/																		
7	Nigg, Lippke, & Maddock (2009)														/		/								/	
8	Tohidinia & Mosakhani (2010)	/	/	/																						

Table 2.3 (Continued)

No	Researcher(s)/ Year	Attitude	Perceived Behavioural Control	Subjective Norms	Injunctive Norms	Descriptive norms	Moral Norms	Past Behaviour	Level of Satisfaction	Inclination	Income	Employment Status	Networking Activities	Engagement	Gender	Age	Religiosity	Behavioural Intention	Empathy	Socio-demographics	Intention	Self-reported Behaviour	Peer Pressure	Geographical proximity	Ethnic Group	Brand Personality
9	Meer (2011)															/							/	/		
10	Verhaert & Van den Poel (2011)							/											/	/	/					
11	Baruch & Sang (2012)								/	/	/	/	/	/	/	/										
12	James H. McAlexander (2012)	/																								
13	Knowles, Hyde, & White (2012)	/	/	/			/	/																		
14	Steinman (2012)									/																/
15	Stebbins & Hartman (2013)																									/
16	Min Teah and Michael Lwin (2014)	/															/									
17	Kashif, Sarifuddin, & Hassan (2015)	/	/		/	/	/	/														/				
18	Metawie & Mostafa (2015)	/	/	/											/		/	/								

## **2.6 Variables Related to the Study**

There are four variables have been chosen as the indicators of the survey. There is attitude towards donor behaviour, peers pressure, university brand personality and religiosity. Below subsection will be the explanation of the conceptualization of the variables and why it has been choosing as the indicator of the study.

### **2.6.1 Attitude Towards Donor Behaviour**

Kim, Chun, and Song (2009) suggested that when an individual decided to perform something, evaluation of the attitude is defined as attitude towards a behaviour. Hence, attitude towards donor behaviour can assume by observing the assessment of donor regarding the belief of money and their alma mater (Ajzen & Fishbein, 1970).

Previous studies of knowledge sharing (Bock, Zmud, Kim, & Lee, 2005; Lin & Lee, 2004) among alumni are similarly to the context of the donation money among alumni. Therefore, literature review regarding attitude towards donor behaviours had adapted. Previous studies stated that attitude can mediate the relationship in between personal factors and donor behavioural intention (De Vries, Van Den Hooff, & De Ridder, 2006). Besides that, attitude will also influence the evaluation of the behaviour of an individual (Blue et al., 2001). Hence, it could hypothesise that:

H<sub>1</sub>: There is a positive relationship between attitude towards donors' behaviour and alumni donor behavioural intention.

### 2.6.2 Peers Pressure

Peers pressure is the replacement of subjective norms in the theory of planned behaviour. Subjective norm is defining as perceived social pressure and expectations to perform an action. Peers pressure devoted the attention in the marketing contexts due to peer pressure will twist the donor intention towards an organisation. In this study, peers pressure will be defined as an individual influence by the other group of people in order change their attitude, behaviours or belief towards an approach.

Meer (2004) and Shang and Croson (2004), had done the field experiments by manipulating the donor's donation information respectively. They found that when the giving history of the donor had recorded, small amount of the peers influenced the donor to donate. When the information manipulated in the term of anonymity and reciprocity with the additional of social reference points, the finding changed (Alpizar, Francisco, Carlsson, Fredrik, Johansson-Stenman, & Olof, 2008). With high social position reference will lead to a significant percentage of donation while with small cultural reference points, the contribution is little. This result proved that an individual would influence by peers' pressure by comparing to others without their prior notice. Hence, it could hypothesise that:

H<sub>2</sub>: There is a positive relationship between peers' pressure and alumni donor behavioural intention.

### **2.6.3 University Brand Personality**

University brand personality is the replacement of perceived behavioural control (PBC) in this study. The perceived behavioural study is defining as the capacity of assessment of an individual towards a behavioural engagement.

Aaker (1997, p.347), brand personality can be defining as a set of a person's characteristics tie with a brand. Under Aaker's personality scale, there are five dimensions which are sincerity, excitement, compete, sophistication and ruggedness. Researchers had provided the antecedents and consequences of brand personality and found that brand personality is capable when influence variables for mature brands (Eisend and Stokburger-Saur, 2013). The finding bring advantages to this study as UUM has a long-standing history.

However, Rauschnabel et al. (2016) had re-study the brand university and term "university brand personality" had been created. University brand personality is defined as characterises that reflect an individual towards their alma mater. The university brand personality is measuring by using the six dimension. This measurement scale had been studying, and it is proved that reliable.

There are six dimensions of university brand personality in the measurement theory (Rauschnabel et al, 2016). There is prestige, sincerity, appeal, lively, conscientiousness and cosmopolitan.

The first dimension of university brand personality is prestige. The traits under this dimension are accepted, leading, reputable, successful, and considerable. Prestige is defining as reputation and successfulness of the university perceived by the students of the university.

The second dimension of the university brand personality is sincerity. It is similar to the Aaker's personality scale. However, there is some differences. Items such as fairness and helpfulness appear in this dimension while Aaker does not focus much in these. Traits under sincerity will be humane, helpful, friendly, trustworthy, and fair.

The appeal is the third university brand personality's dimension. Traits are including attractive, productive, and special. This dimension will be examining the attraction and unique of the university to an individual. It will be a competitive advantage to the university in order compete with another university with the personality of appeal.

The fourth dimension in university brand personality will be lively. The traits fall under lively are athletic, dynamic, lively, and creative. Lively dimension is similar with the Aaker's brand personality scale (Aaker, 1997; Bosnjak, Bochmann, & Hufschmidt, 2007). Lively is defined as the creative and athletic of the university.

Conscientiousness is the next dimension of university brand personality. It is defining as an individual perceived the structure and organised from the alma mater

(Costa & McCrae, 1992). In other words, it means that the conscientiousness of a person react from their alma mater will be influenced by the quality of teaching and the behaviour of university staffs (McCracken, 1989; Plummer, 1985). The traits that fall under conscientiousness are organised, competent, structured, and efficient.

Cosmopolitan is the last dimension of the university brand personality. It is defining as how an individual observe the university either it is the close or open institution. This aspect covers three traits which are networked, international and cosmopolitan. This proportion plays an important role because students in higher education will evaluate their alma mater according to the relationships they are facing with companies and other universities. It can be a competitive advantage especially for the international students in the university (Hemsley-Brown, 2012). Hence, it could hypothesise that:

H<sub>3</sub>: There is a positive relationship between university brand personality and alumni donor behavioural intention.

#### **2.6.4 Religiosity**

Holdcroft (2006) said that religiosity is a complex and hard concept that unable to defined. Religiosity has been received little attention in the field of marketing due to the significant of religion as culture contexts. Overall, religiosity is defining as a term of the combination of religious affiliation and religious commitment. (Wilkes, Burnett & Howell, 1986; Worthington et al., 2003; Ghorbani, Watson, Ghramaleki, Morris, & Hood, 2002; O’Cass, Lee, & Siahtiri, 2013; Khodayarifard, Ghobari-Bonab, Shokoohi-Yekta, Faghihi, Beh-Pajooch, Afrooz, Abedini, & Paknejad, 2013).

Religion affiliation defined as a religion a personal tie to such as Muslim, Buddhism, Hinduism and Christian (Mokhlis, 2009) while religion commitment defined as how an individual apply his/ her religious values, beliefs, and practices in daily life (Worthington et al., 2003, p. 85).

The previous study is examining in the single religion which is Christian or Buddhism towards donor behavioural intention (Becker & Dhingra, 2001; Metawie & Mostafa, 2015). They are examining by using church attendance of the respondents (Becker & Dhingra, 2001) and it is geographical limited where the study is conducting in Egypt with their religious affiliations (Metawie & Mostafa, 2015).

Religion is an important cultural factor that must be examining as it is significant effect an individual's attitudes, values and as well as behaviours (Mokhlis, 2009). The practices of religion will make a change to people experiences such as birth, marriage and funeral and influence the moral values of right or wrong within an individual and last shaping an individual in some opinion such as donation organ, family planning, sex and so on. However, this norm might be slightly different with different religions (Mokhlis, 2009).

Hence, in this study, UUM alumni will be the target sample in the examination of religiosity. There are various religions among UUM alumni such as Islam, Buddhism, Hinduism and Christian. The measurement of religiosity is using RCI-10 which is unidimensional. By using RCI-10, it can overcome the bias in between multi-

religion in Malaysia. This study wishes to find out whether religion will bring effect to donor behavioural intention and is there any differences among different religion. Hence, it could hypothesise that:

H<sub>4</sub>: There is a positive relationship between religiosity and alumni donor behavioural intention.

## 2.7 Theoretical Framework

Based on the previous discussion regarding the definition and conceptualization, below framework had presented for this study in Figure 2.2.

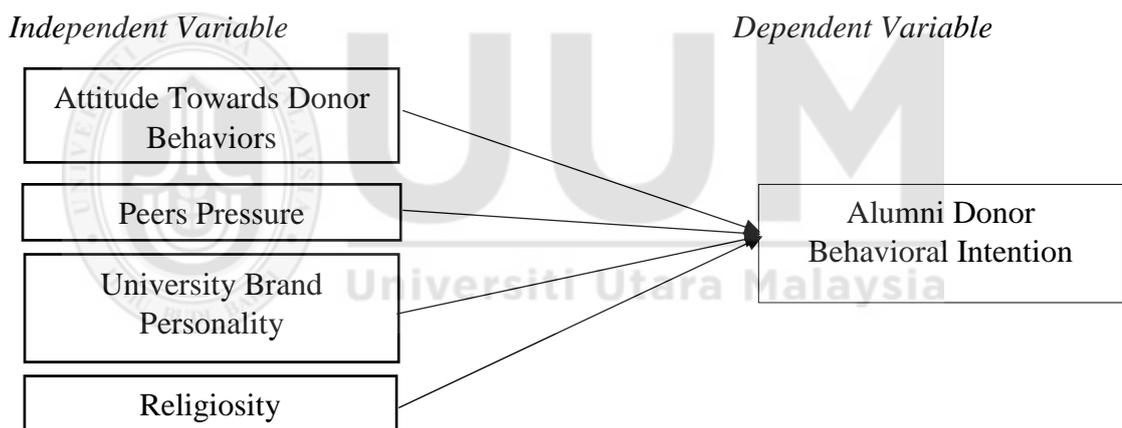


Figure 2.2  
*Theoretical Framework of the Study*

## 2.8 Research Hypotheses

According to the research questions, research objectives and theoretical framework, research hypotheses have developed. In short, table 2.4 has been summarised the objectives of the study together with the research hypotheses.

Table 2.4

*Summaries of research objectives and hypotheses development.*

No	Objectives and Hypotheses Development
	<i>Objective 1: To examine the relationship between attitude towards donor behaviour and alumni donor behavioural intention.</i>
H1	There is a positive relationship between attitude towards donors' behaviour and alumni donor behavioural intention.
	<i>Objective 2: To determine the relationship between peers' pressure and alumni donor behavioural intention.</i>
H2	There is a positive relationship between peers' pressure and alumni donor behavioural intention.
	<i>Objective 3: To identify the relationship between university brand personality and alumni donor behavioural intention.</i>
H3	There is a positive relationship between university brand personality and alumni donor behavioural intention.
	<i>Objective 4: To identify the relationship between religious and alumni donor behavioural intention.</i>
H4	There is a positive relationship between religiously and alumni donor behavioural intention.

## 2.9 Chapter Summary

It is clearly showing that attitude towards donor behaviour, peers pressure, university brand personality and religiosity are important and will directly affect the alumni donor behavioural intention. As UUM has faced tight budget and it is challenging that UUM has competed with other universities, only with the engagement of alumni donor behavioural intention will bring the changes to UUM. Besides, when UUM alumni engage with the alumni donor behavioural intention, it will create a competitive advantage to UUM compare to other universities. Fund of UUM will be increased year by ye year and deliver high-quality services to all the beneficiary of UUM.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.0 Introduction

Under this chapter, methodological issues will be discussing. Essentially, the way the study was conducting and data collected will be well explained. This chapter's flow will start with research design, sample design, data collection procedures, follow by operational definition, research instrumentation and measurement, techniques of data analysis, pilot-test, and conclusion.

#### 3.1 Research Design

The research design is defining as a blueprint for the research (Sekaran & Bougie, 2013). Research design is important because it brings the guidance regarding collection, measurement, and analysis of data. This research will be conducting as correlational research (Sekaran & Bougie, 2013) due to this study attempts to examine the relationship between attitude towards donor behaviour, peers pressure, university brand personality and religiosity towards donor behavioural intention.

In this study, quantitative approach is used to test the variables. By using quantitative method, statistical or numeric analysis of data can obtain through the questionnaire. Moreover, by using a quantitative approach, the data gathering is focused on a group of people to explain a phenomenon. In another word, by using a quantitative approach, researcher able to get a more accurate result with a right target market or sample (Sekaran & Bougie, 2013).

This study is using the cross-sectional method. The cross-sectional method is using due to the data is collected within a month. Both primary and secondary data's method are using in this study. Secondary data such as journals from online or library, books, and websites while primary data will be the questionnaire's results that had collected. The questionnaires are distributed to selected respondents within one month via email and social media platform. In the next section of this chapter will be the discussion of the details of the questionnaire.

## **3.2 Sample Design**

### **3.2.1 Population**

A research population is defining as an extensive collection of individuals or objects that are the focus in the study which the persons or object have similar characteristics. In this research, the research population will focus on all the alumni from University Utara Malaysia which are amount 45622 alumni graduated from the year 2010 till the year 2015 as an interviewer from UUM alumni stated that the percentage of the donation had been decreasing year by year (PPA UUM). The population number had been confirmed by "Graduate studies and international division" under Academic Affairs Department (HEA UUM) and Student Development and Alumni Department (PPA UUM).

### **3.2.2 Sample and Unit of Analysis**

The sample used in this research drawn from alumni from University Utara Malaysia who graduated in 2010 till 2015. This research focused these six years as a researcher had found that recently alumni who are graduated are rarely a concern to the donation

or contribute to their alma mater (PPA UUM, 2016) while having an interview with the officer of PPA UUM. By doing the research, the researcher hopes to identify the behaviour and attitude of these new generation alumni to enhance the percentage of donation and contribution to alma mater. A sample list of alumni UUM had requested from Student Development and Alumni Department (PPA UUM). Data is not collected from current UUM students as the study is focusing on alumni UUM. The data is obtaining through a questionnaire from every one of the alumni. Due to time constraint, all the questionnaire will be distributed online to target respondents based on the contact list from PPA UUM. The unit of analysis in this study will be individuals who are alumni UUM from year graduation 2010 until the year 2015.

### **3.2.3 Sample Frame and Sample Size**

This study follows sample size guideline by Krejcie and Morgan (1970). By referring the data provided by Graduate studies and international division under Academic Affairs Department (HEA), almost 45662 students graduated from University Utara Malaysia from the year 2010 till 2015. This data is including all the diploma, degree, master, and Doctor of Philosophy students who graduated at the period as a mention. The sample size of this study is referring to the table of Krejcie & Morgan (1970). With the population number that obtained, the adequate sample size will be 381. While calculating the sample size by using G-power (Faul, Erdfelder, & Buchner, 2007), the minimal sample size as suggested by G-power is 85. The result is as showed in Figure 3.1. Krejcie & Morgan's sample size is 381 and G-power are 85, this indicates that if the number of sample respondent falls within this range (85-381), it is assuming that the sample size is a good representative of the population (Krejcie & Morgan, 1970). However, for the study, Krejcie & Morgan's rule of thumb is selected due to the larger

sample required mainly to increase and improve the representativeness of the population (High, 2000)

With the sample size, the questionnaire is distributed to the alumni UUM which covers diploma, degree, master, and Doctor of Philosophy former students. The information list of UUM alumni had requested from alumni centre of Students' Affair Department (HEP).

<b>F tests - Linear multiple regression: Fixed model, R<sup>2</sup> deviation from zero</b>		
<b>Analysis:</b> A priori: Compute required sample size		
<b>Input:</b>	Effect size $f^2$	= 0.15
	$\alpha$ err prob	= 0.05
	Power (1- $\beta$ err prob)	= 0.80
	Number of predictors	= 4
<b>Output:</b>	Noncentrality parameter $\lambda$	= 12.7500000
	Critical F	= 2.4858849
	Numerator df	= 4
	Denominator df	= 80
	Total sample size	= 85
	Actual power	= 0.8030923

Figure 3.1  
*G-Power Analysis for Sample Size*

### 3.2.4 Sampling Procedure

There are two types of sampling technique, which are probability sampling and non-probability sampling. Probability sampling has six categories which include simple random sampling, systematic sampling, stratified random sampling, cluster sampling, area sampling and double sampling while non-probability sampling has three types which are convenience sampling, judgement sampling and quota sampling. The

different procedure of sampling has its pros and cons. In this study, stratified random sampling is applying because by using probability sampling, it will create more accurate statistical inferences and decrease the percentage of bias, and stratified sampling is dividing the sample into few categories.

### **3.2.5 Sampling Techniques**

Stratified random sampling is used in this study. According to Sekaran & Bougie (2013), by using stratified random sampling, the population will be separated into few divisions and drawn in proportion to their original number of the population.

In this study, the population had divided into years of graduate students. After that, the sampling is choosing accordingly. All the questionnaires are distributed based on the list of the UUM alumni graduation year. The stratified random method used for each year.

The number of respondents is calculating according to the total number of graduated in the year divide by the total number of graduate students from the year 2010 till the year 2016. For the selected respondents, the questionnaire will be distributing by using an email address that had provided by alumni centre of Students' Affair Department (HEP). The questionnaires are distributing according to the method by Krejcie & Morgan (1970) to obtain a more reliable result.

The benefit of using stratified random sampling is it is more efficient compared to other probability designs such as simple random sampling. All groups of the sample are adequate. Therefore, the comparisons among the group are easy.

Table 3.1  
*Number of a questionnaire distributed.*

Year	Total Graduate Students	of Percentage	Questionnaire Distributed (G-Power)	Questionnaire Distributed (Krejcie & Morgan)
2010	8735	19.13%	17	73
2011	8538	18.70%	16	71
2012	7653	16.76%	14	64
2013	7449	16.31%	14	62
2014	6578	14.41%	12	55
2015	6709	14.69%	12	56
Total	45662	100%	85	381

### 3.3 Questionnaire Preparation

The questionnaire is defining as a set of questions in written where it requests selected respondents to record their answer (Sekaran & Bougie, 2013). The issues in the questionnaires depend on the study of the research. In this study, there are four independent variables will be examined which are the attitude towards donor behaviour, peers pressure, university brand personality and religiosity. The independent variable will be donor behavioural intention. The variable will be operationalized according to the social science's scales and past literature as well.

There are six sections in the questionnaire of this study. Section A will be the demographic information of the respondents. There is another special section which contains three questions to checks respondents' concern towards the issues studied. Respondents' knowledge regarding issues studied is essential in order ensure respondents clear with the questions been asking in the questionnaire (Atuahene-Gima & Murray, 2004; Slater & Atuahene-Gima, 2004).

Section B will be examining the donor behavioural intention among UUM alumni. The questionnaire was adapted from Johnson and Grimm (2010) and Kasri (2013) in the article of Sura et al. (2016). ( $\alpha=0.914$ ). Section C will be examining the attitude of donor toward donor behaviour. The questionnaire is adapting from Cohen (2006). ( $\alpha=0.745$ )

Section D will be examining peers pressure towards donor behavioural intention. The questionnaire is adapted from Blue et al. (2001) in the article of Tohidinia and Mosakhani (2010) measurement of subjective norms about knowledge sharing ( $\alpha=0.923$ ). There are some minor modifications done on the questionnaire. The wording of “share my knowledge” and “knowledge sharing” had been changing to “to donate” and “my donation” to suit the purpose of the study.

Section E will examine the university brand personality towards donor behavioural intention. There are six dimensions of university brand personality which are prestige, sincerity, appeal, lively, conscientiousness, and cosmopolitan. ( $\alpha= 0.88$ )

The last part of the questionnaire would like to examine whether religiosity will affect donor behavioural intention. The questionnaire had been adapted from Mokhlis (2009) in the article of Worthington et al. (2003) ( $\alpha=0.85$ ). Worthington et al. (2003) are using RCI-10 as a measuring scale. There are many researchers examine religiosity towards donor behavioural intention. However, these studies are in single religion contexts. Malaysia is a multi-ethnic country, it will create bias if the questionnaire is adapted by examining a single religion toward donor behavioural

intention. Hence, by using RCI-10, it will no bias in between different religion. The overview of the measurement items in this study and summary of reliability from the previous survey had been summarising in Table 3.2. The subsection will be discussing the details of the variables studied and are within the acceptable range (Nunnally, 1978; Hair et al. 2010).



Table 3.2

*Overview of measurement items of the study and reliability from the previous study*

Variables	Operational Definition	Measurement Items	Sources	No of items	Reliability
Alumni donor behavioural intention	Alumni donor behavioural intention can be defined as donating behaviour which is influenced by individual perception based on their values, understanding, and attitude	<ol style="list-style-type: none"> <li>1. I have the intention to donate to my alma mater.</li> <li>2. I have the intention to donate to my alma mater in future.</li> <li>3. I plan to donate actively to my alma mater in future.</li> <li>4. I plan to attend a donation program at my alma mater in future.</li> <li>5. I have the intention to donate to my alma mater if I have a chance to do so.</li> <li>6. I have the intention to donate more to my alma mater.</li> </ol>	Johnson and Grimm (2010), Kasri, (2013), Sura et al. (2016)	6	0.914
Attitude towards donor is behaviour	Attitude towards donor can be defined as behaviours such as contributing to scholarships, participating in a planned giving program, or considering contributions through direct deposit and giving because of clear and concise goals	<ol style="list-style-type: none"> <li>1. I believe that only the wealthy can contribute to a college.</li> <li>2. I don't feel financially able to make a financial contribution to my alma mater.</li> <li>3. My financial support of my alma mater is based, in part, on the amount of communication I receive from my alma mater.</li> <li>4. I believe my alma mater should receive my donations only when it proves itself worthy.</li> <li>5. Regardless of my current attitude towards my alma mater, I will support the institution financially.</li> <li>6. Regardless of the leadership, I will support my alma mater financially.</li> <li>7. The idea of giving to an institution is only when one gives to that institution financially.</li> <li>8. My financial contribution is based on how I was treated as an undergraduate.</li> </ol>	Cohen (2006)	12	0.745

Table 3.2 (Continued)

Variables	Operational Definition	Measurement Items	Sources	No of items	Reliability
		<p>9. My financial contribution is based on how I am currently treated as an alumnus/alumna.</p> <p>10. I would currently send my son or daughter to my alma mater</p> <p>11. I would currently send a close about my alma mater.</p> <p>12. If I could attend college again, I would attend my alma mater.</p>			
Peers Pressure	Peers pressure can be defined as a subjective norm where people are willing to conform to others and influence intention towards a specific behaviour	<p>1. People who influence my behaviour (e.g. boss, colleague, etc.) think that I should donate to my alma mater.</p> <p>2. People who are important to me (e.g. boss, colleague, etc.) think that I should donate to my alma mater.</p> <p>3. People whose opinions I value (e.g. boss, colleagues, etc.) would approve of my donation to my alma mater.</p> <p>4. It is expected (e.g. by the boss, colleagues, etc.) of me that I donate to my alma mater.</p>	Blue et al. (2001), Tohidinia and Mosakhani (2010).	4	0.923
Religiosity	Religiosity can be defined as a person categories with different religion such as Muslim, Buddhism, Christian and so on and that person use it in daily living by obeys the religious values, belief, and practices	<p>1. I often read books and magazines about my faith.</p> <p>2. I make financial contributions to my religious organisation.</p> <p>3. I spend time trying to grow in understanding of my faith.</p> <p>4. Religion is especially important to me because it answers many questions about the meaning of life.</p> <p>5. My religious beliefs lie behind my whole approach to life.</p>	Worthington et al. (2003).	10	0.85

Table 3.2(Continued)

Variables	Operational Definition	Measurement Items	Sources	No of items	Reliability
		6. I enjoy spending time with others of my religious affiliation. 7. Religious beliefs influence all my dealings in life. 8. It is important to me to spend periods of time in private religious thought and reflection. 9. I enjoy working in the activities of my religious affiliation. 10. I keep well informed about my local religious group and have some influence in its decision.			
University Brand personality	University brand personality is defined as a general university brand image that able to bring a positive impact of university image with the students' supportive attitude towards the university by using the measurement of various aspects such as liveliness and cosmopolitanism	"We are interested in the personality or human characteristics that come to mind when thinking about University Utara Malaysia(UUM). Imagine UUM as a person. To what extent do the following words apply to UUM as a person?" Measure by using six dimensions with different traits attracted. (1) prestige- accepted, leading, reputable, successful, and considerable (2) sincerity- humane, helpful, friendly, trustworthy, and fair. (3) appeal- attractive, productive, and special (4) lively- athletic, dynamic, lively, and creative. (5) conscientiousness- organised, competent, structures and effective and (6) cosmopolitan-networked, international, and cosmopolitan.	Sung and Yang (2008) and Rauschnabel et al.(2016).	24	0.88

### 3.3.1 Section A: Demographic Information

Section A consists of nine questions which are related to the demographic information such as age, gender, education levels, household income, religion and so on. There are two different scales used in this section. Ratio scale is applying for the question of age and household income due to different category placed in these two items. Besides that, the nominal scale is utilising for the rest of the questions in Section A. Gender, race, religion, education level, marital status, and year of graduate are using a nominal scale due to a subset of the group can be well categorised and analyse without wasting time to re-categorized and analyse. Table 3.3 below summarises demographic information scale.

Table 3.3  
*Items of Demographic Information*

- 
1. What is your gender?
  2. What is your age?
  3. What is your race?
  4. What is your religion?
  5. What is your education level?
  6. What is your marital status?
  7. What is your employment status?
  8. What is your household income?
  9. What is the year you graduated from UUM?
- 

### 3.3.2 Section B: Alumni Donor Behavioural Intention

Section B consists of questions which are related to alumni donor behavioural intention. There are six questions are being used to test alumni donor behavioural intention. The items under alumni donor behavioural intention are adapting from the article by Sura et al., (2016). For the testing purpose, an interval scale used. Seven points Likert is applying and range "1" stated as very strongly disagree and "7" stated as very strongly agree. Table 3.4 below summarises the items under alumni donor behavioural intention.

Table 3.4

*Items of Alumni Donor Behavioural Intention*

---

1. I have an intention to donate to my alma mater.
  2. I have an intention to donate to my alma mater in future.
  3. I plan to donate actively to my alma mater in future.
  4. I plan to attend a donation program at my alma mater in future.
  5. I have an intention to donate to my alma mater if I have a chance to do so.
  6. I have an intention to donate more to my alma mater.
- 

Source: Sura et al., (2016)

### 3.3.3 Section C: Attitude Towards Donor Behaviour

Section C consists of 12 questions which are related to attitude towards donor behaviour. The items under attitude towards donor behaviour are adapting from the article by Cohen (2006). An interval scale is applied. Seven points Likert used in this study and range "1" stated as strongly disagree and "7" stated as strongly agree. Table 3.5 below summarises the items under attitude towards donor behaviour.

Table 3.5

*Items of Attitude Towards Donor Behaviour*

---

1. I believe that only the wealthy can contribute to a college.
  2. I don't feel financially able to make a financial contribution to my alma mater.
  3. My financial support of my alma mater is based, in part, on the amount of communication I receive from my alma mater.
  4. I believe my alma mater should receive my donations only when it proves itself worthy.
  5. Regardless of my current attitude towards my alma mater, I will support the institution financially.
  6. Regardless of the leadership I will support my alma mater financially.
  7. The idea of giving to an institution is only when one gives to that institution financially.
  8. My financial contribution is based on how I was treated as an undergraduate.
  9. My financial contribution is based on how I am currently treated as an alumnus/alumna.
  10. I would currently send my son or daughter to my alma mater
  11. I would currently send a close relative to my alma mater.
  12. If I could attend college again, I would attend my alma mater.
- 

Source: Cohen (2006)

### 3.3.4 Section D: Peers Pressure

Section D consists of 4 questions which are relating to peers' pressure. The items under peers pressure are adapting from the article by Tohidinia & Mosakhani (2010). An interval scale is applied. Seven points Likert is using and range "1" stated as strongly disagree and "7" stated as strongly agree. Table 3.6 below summarise the items of peers' pressure.

Table 3.6

#### *Items of Peers Pressure*

- 
1. People who influence my behaviour (e.g. boss, colleague, etc.) think that I should donate to my alma mater.
  2. People who are important to me (e.g. boss, colleague, etc.) think that I should donate to my alma mater.
  3. People whose opinions I value (e.g. boss, colleagues, etc.) would approve of my donation to my alma mater.
  4. It is expected (e.g. by boss, colleagues, etc.) of me that I donate to my alma mater.
- 

Source: Tohidinia & Mosakhani (2010)

### 3.3.5 Section E: University Brand Personality

Section E will measure the variable of university brand personality. The questionnaire is adapting from the paper of Rauschnabel et al., (2016).

Below sentences are using to measure the university brand personality.

“We are interested in the personality or human characteristics that come to mind when thinking about University Utara Malaysia(UUM). Imagine UUM as a person. To what extent do the following words apply to UUM as a person?”

Under this section, it consists of 6 dimensions which are (1) prestige, (2) sincerity, (3) appeal, (4) lively, (5) conscientiousness and (6) cosmopolitan. There are some traits under each dimension. Traits that under prestige are accepted and leading, reputable, successful, and considerable. Sincerity consists of humane, helpful, friendly, trustworthy, and fair. The appeal will be included attractive, productive, and special. Followed by lively, traits included such as athletic, dynamic, lively, and creative. Next, the traits under conscientiousness are competent, organised, structured and effective. The last dimension of university brand personality is cosmopolitan. Traits that include are networked, international and cosmopolitan. In this study, seven-point Likert scale also used. “1” shows as does not apply and “7” shows as totally applied.

### **3.3.6 Section F: Religiosity**

Under Section F, measurement of the religiosity variable. The items under religiosity are adapted from the article by Worthington et al. (2003). The items are measuring by using Religious Commitment Inventory (RCI-10) scale. There are ten items under this section. An interval scale is utilising for the testing purpose. Seven points Likert used in this study and range "1" stated as strongly disagree and "7" stated as strongly agree. The summaries of the items are showing in the table below.

Table 3.7

#### *Items of Religiosity*

---

1. I often read books and magazines about my faith.
2. I make financial contributions to my religious organisation.
3. I spend time trying to grow in understanding of my faith.
4. Religion is especially important to me because it answers many questions about the meaning of life.
5. My religious beliefs lie behind my whole approach of life.
6. I enjoy spending time with others of my religious affiliation.
7. Religious beliefs influence all my dealings in life.

8. It is important to me to spend periods of time in private religious thought and reflection.
  9. I enjoy working in the activities of my religious affiliation.
  10. I keep well informed about my local religious group and have some influence in its decision.
- 

Source: Worthington et al. (2003)

### **3.4 Instrumentation and Measurement of Variables**

#### **3.4.1 Research Instruments**

Questionnaires were developed to obtain relevant information regarding UUM alumni behavioural intention. In the questionnaire, it contains six sections which include Section A- Demographic data, Section B- Attitude towards donor behaviours, Section C- Peers pressure, Section D- Brand personality, Section E-Religiously and Section F- intention to donate. The questionnaire comes along with the cover page and short notes regarding operational definition in order let the respondent have a clear understanding of the key terms. (Refer Appendix A1 for the questionnaire)

#### **3.4.2 Translation of Research Instrument**

The measurement items of this studies were adapting from different articles of previous researchers. All the details of the adoption will be discussing under each section of the variables. In this studies, the measurement items in the questionnaire will blend in only one language which is English. Therefore, there is no translation process involve. However, to ensure the normative problems decrease till the minimum level, a pre-test is conducted Geisinger (1994) to ensure most of the respondents understand the questions. During the test, respondents were giving feedback regarding the items tested in the questionnaire. Thirty respondents which include expert of marketing studies, PhD students and master students selected for the

pre-test. Throughout the feedback, the questions are being modified to enhance respondents' understanding and get a more reliable result. The measurement scale and scaling design will be explaining as below after the pre-test had conducted and questionnaire had modified.

### **3.4.3 Measurement Type of Scales**

There are four types of scaling in the research which are nominal scale, ordinal scale, interval scale and ratio scales. In this study, all kinds of scales are used to measure the variables. For the section A, demographic information of the respondents, there are two scales used which are nominal scale and ratio scale. Nominal scale for category group such as gender, race, religion while ratio scale is utilising for the age and household income. By using ratio scale, it has zero origin which is not arbitrary origin point and subsumes all the properties of the scale. With the measurement of a nominal scale, a subset of the group can be well categorised and analyse. The interval scale is the most common measurement in this study.

From section B, C, D, E and F, interval scale is used to measure the variables. Followed Sekaran & Bougie (2013), the benefit of using interval scale not only groups individuals accordingly to categories but it also able to measures the magnitude of the differences in the preferences of the individuals such as attitude, characterises of behaviour, perception and so on. In this study, interval scale is used to collect the data of attitude toward donor among respondents, peers pressure effect, university brand personality and religiosity and the behavioural intention of alumni donor.

### **3.4.4 Scaling Design**

In this study, section A will be using a nominal scale. Based on Sekaran & Bougie (2013), the nominal scale is used to assign the subjects to different categories or groups. By using a nominal scale, it helps the researcher to get the basic, categorical, and gross information from the respondents.

Next, from section B till Section F, the questions asked are in seven-point Likert scale. Based on Foddy (1994) and Bearden and Netemeyer (1999), the seven-point scale is used to enhance the validity and reliability. The seven-point scale had chosen due to the wider the distributions of the score of scale; it will have a stronger discriminating power (Allen & Rao, 2000).

The seven-point Likert scale is range from 1 to 7 are as the following responses. 1= very strongly disagree, 2= strongly disagree, 3= disagree, 4= neutral, 5= agree, 6= strongly agree, and 7= very strongly agree.

### **3.5 Pre-Test and Pilot Test Procedure**

According to Sekaran and Bougie (2013), a pre-test is necessary as it can make sure there is no error with wording and scales problem in the questionnaire. Pre-test gives the feeling of reliability and validity of the questionnaires before it is distributing to the respondents. The pilot test can be defining as a group of individuals gather together to try the survey and brief their idea of the project before the final version of the questionnaire is distributed (Stangor, 2010). Both pre-test and pilot test play a major role in the research.

To test the reliability and validity of the questionnaires, a pre-testing with 30 experts were conducted. A total of 30 set of questionnaires had been distributing to the marketing lecturers under School of Business (SBM). This department had chosen because this study is under marketing, consumer behaviour and branding contexts. Therefore, the wording and languages with marketing terms can be corrected and reconstructed in order increase the level of understanding of respondents. By referring the suggestion and feedback from the lecturers in the pilot test, cover letter together with the operational definitions are attached to questionnaire in order guide respondents during their answering session. With the result of pre-test, the questionnaire has been modified to ensure respondents understand the questions as expect and study from the respondents.

Moreover, the pilot test is conducting as well. The pilot test involved 30 postgraduate students in UUM. In order make sure all the indicators of the model are fulfilling the requirement of the reliability test where the Cronbach Alpha is more than 0.65, reliability test is necessary to do (Nunnaly,1978). The result of the pilot test is as Table 3.8. However, the confirmatory factor analysis (CFA) will be conduct in the last stage of the data analysis. This analysis is used to examine the validity of the constructs. There are two types of constructs validity included in this assessment which is convergent validity and discriminant validity. In the next section under will be the discussion of the types of validity.

Table 3.8

*Result of pilot test*

Variables	Cronbach Alpha
Donor behavioural intention	0.951
Attitude towards donor behaviour	0.950
Peers' pressure	0.945
University brand personality	0.967
Religiosity	0.962

### 3.6 Data Collection Procedure

A collection of data procedure follows a method in order sustain consistency in the research studies. There are a lot of data collection methods such as telephone interview, personal interview, observation, questionnaire, mail questionnaire, fax and e-mail survey (Sekaran & Bougie, 2013). The three standard methods that mostly applied for research are questionnaires, observation, and interview (Sekaran & Bougie, 2013).

This study is using a quantitative approach. Therefore, questionnaires will be the better choices as selected respondents must respond to the questionnaires according to the range of scale that provided. SmartPLS is playing a role as a statistical analysis tool in this study. The population of this study is 45662 students graduated from University Utara Malaysia from the year 2010 till 2015. The sample size of this study is referring to the table of Krejcie & Morgan (1970). With the population number that obtained, the sample size will be 381. The respondents are chosen randomly based on the list of each year provided by alumni centre of Students' Affair Department (HEP). Each year will have a different number of respondents, and it has shown in Table 3.1.

Data collection was conducted for one month which are from 1<sup>st</sup> of October till 31<sup>st</sup> of October 2016. The data collection was beginning once the pilot test had carried

out and get approval from a supervisor. The time ranges chosen because this will be an off-peak season for all the alumni UUM. As we know, most of the alumni had been working, and there are public holidays such as Muharram and Deepavali in the month. Hence, they can use the chance to answer the questionnaires without feeling stress after the peak working hours.

Due to time constraints, questionnaire unable to distribute face-to-face to the targeted respondents, therefore questionnaire via e-mails and face-to-face is being used to collect respondent opinions.

For e-mails method, by using Google Form, a web-based questionnaire is created. The URL's link generated by using Google. When sending an email to respondents, data collection consent letter together with the URL link are attached. Total of 381 emails had been sending out to the selected respondents. The on-line questionnaire distributed by using email and social media platforms such as Facebook, Twitter, WhatsApp, WeChat apps and Line Apps. The purpose of using online questionnaire due to it is more convenience for the respondent, which they can do the survey at anytime and anywhere. In order avoid any uncertainty such as e-mailed questionnaires not receive replies or inappropriate target respondent; private message had sent to those respondents by using social media. Follow up action is being conducted on the next day to assure they have completed the questionnaires.

While for the face-to-face method, some of the alumni had grabbed the opportunity to re-visit UUM during the public holiday as UUM had upgraded with the

brand-new varsity mall which is full with updated facilities. Face-to-face questionnaire distribution is made at the varsity mall UUM. Appointment with all those alumni before the day they available in UUM had been making.

A total of 321 questionnaires returned. However, only 311 questionnaires are usable after the data screening procedure. With the number of 311 usable questionnaires among a total sample size of 390, it is yielding 79.74% of the response rate. It is enough as Harrison and Shaffer (2005) mentioned the ideal rate of reaction rate is above 30%.

### **3.7 Techniques of Data Analysis**

In this study, Partial Least Square Structure Equation Modeling (PLS-SEM) will be used to analyse the data. The subsection will discuss in details.

#### **3.7.1 Data analysis using Structural Equation Modeling (SEM)**

Initially, researchers understand their research data and relationships by relied on univariate and bivariate analysis. The first generation of techniques is including cluster analysis, exploratory factor analysis, multidimensional scaling, analysis of variance, logistic regression, and multiple regression. These analyses are playing a role specifically when they are confirmatory when test the hypotheses of existing theories and concepts and exploratory when they search for a latent variable when there is little prior knowledge. There is no a clear cut in between confirmatory and exploratory. Therefore, the second generation of techniques is launched to overcome the weakness of first generation method and it is well known as structural equation modelling (SEM).

Structural equation modelling is a multivariate analysis which can analyse multiple variables simultaneously (Hair et al., 2010). There are two types of variables will be used in this method analysis which are endogenous variables and exogenous variables. Endogenous variables can be interpreted in both dependent and independent variables in the structure model while exogenous variable can be construed as independent variable (Hair et al., 2010).

### **3.7.1.1 Structural Equation Modelling using Partial Least Square Structure Equation Modeling**

As mention in section 3.7.1, the second generation of techniques- structural equation modelling (SEM) is launched to overcome the weakness of first generation method. According to Hair et al. (2014), there are two types of structural equation modelling are applied in social science research which is covariance-based SEM (CB-SEM) and variance based SEM (PLS-SEM).

There is a rule provided by Hair, Ringle & Sarsteadt (2016) in term on which types of SEM analysis should use. Table 3.9 is the rule to decide which type of SEM analysis will employ in the research paper.

Hair et al. (2014) stated that by applying PLS-SEM in data analysis, a systematic 2-step procedure should implement. The two steps are an assessment of measurement model and evaluation to the structural model. Assessment of

measurement model including examines the reliability and validity of the constructs while assessment to structural modelling examines path coefficient of the model. In following section (Section 3.8 and Section 3.9) are explaining the details of two steps.

Table 3.9  
*Rule of Thumb to choose CB-SEM or PLS-SEM*

Criteria	CB-SEM	PLS-SEM
Research Goals	<ol style="list-style-type: none"> <li>1. When the goal is to test theory and compare theory with another alternatives theory.</li> </ol>	<ol style="list-style-type: none"> <li>1. When the goal is going predict key target construct or key driver.</li> <li>2. When conducting exploratory research, or extended existing theory of the research.</li> </ol>
Measurement Model Specification	When error terms need additional specifications.	When the formative measure construct is part of the model.
Structural Model	When the model is non-recursive.	When the model is complex such as many constructs or indicators.
Data Characteristics and Algorithm	The data meet CB-SEM assumption exactly.	<ol style="list-style-type: none"> <li>1. When CB-SEM cannot meet in term of model specification, non-convergence and data distributions).</li> <li>2. When the sample size is too low.</li> <li>3. When the data has extended abnormal.</li> </ol>
	When the data sets are large, the result of CB-SEM and PLS-SEM are similar. PLS-SEM can result good approximation of CB-SEM results.	
Model Evaluation	<ol style="list-style-type: none"> <li>1. When global goodness of fit criteria is required.</li> <li>2. When a test for measurement model invariance are required.</li> </ol>	Latent variable's scores are required in consequent analysis.

Source: Hair, Ringle, & Sarstedt (2011).

### 3.8 Measurement Model Analysis using PLS-SEM

The measurement model analysis of PLS-SEM is constructing in two-part which is the relationship between constructs and items and the correlational relationship between the constructs. Figure 3.2 depicts the measurement model of this study, and the discussion of the relationship between constructs and items and the correlational relationship between the constructs is under the following subsection.

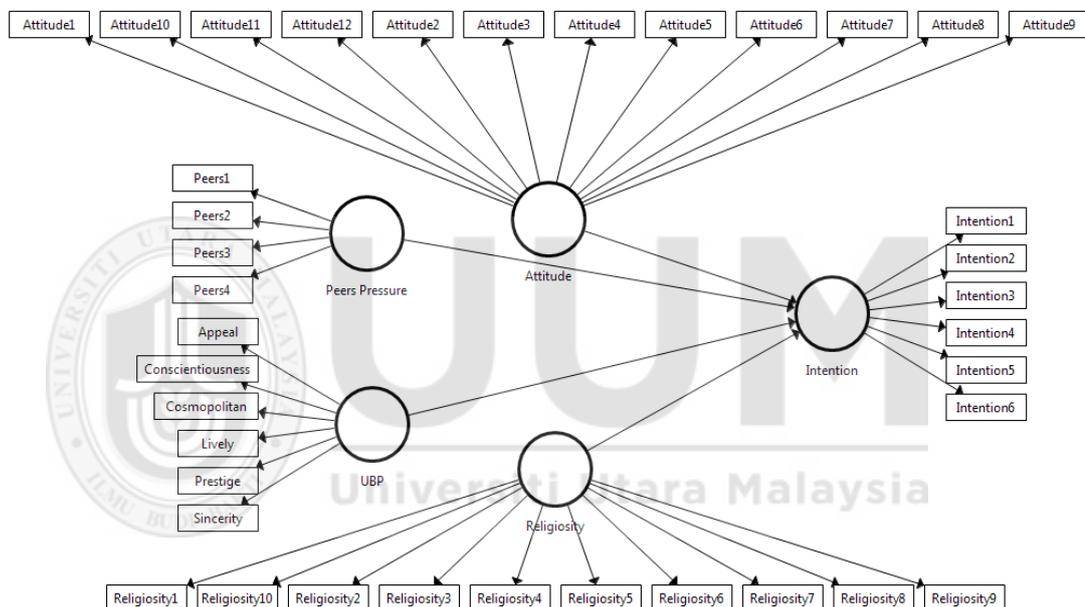


Figure 3.2  
*The Measurement Model*

#### 3.8.1 The relationship between constructs and items

There are two types of relationship between constructs and items which are formative and reflective.

The reflective relationship between constructs and items consists of three types of analysis which are internal consistency, convergent validity, and discriminate

validity. Internal consistency is measuring by using Cronbach Alpha and composite reliability. Convergent validity is measuring by using average variance explained (AVE) and factor loadings while discriminate validity is measuring by using cross-loadings assessment, Fornell and Larcker criterion and HTMT criterion. For the reflective relationship between constructs and items, the arrows in the measurement diagram will be pointing from constructs to items.

The formative relationship between constructs and items consist of three types of measurements too which are convergent validity, collinearity and weight and significance. Convergent validity is measuring by using redundancy analysis; collinearity is measuring by using variance inflation factor (VIF) and weight and significance are measured by using outer weight significance (Bootstrap). For the formative relationship between constructs and items, the arrows in the measurement diagram will be pointing out from constructs to items.

### **3.8.2 Assessment of Construct Reliability**

There is reliable of the construct when it fulfils below criteria which are internal reliability and construct reliability.

- a) Internal Reliability- When the value of the Cronbach Alpha is more than 0.7, it shows the reliability (Robinson, Shaver, & Wrightsman, 1991).
- b) Construct Reliability- By referring to Hair et al. (2016), the construct reliability is the measurement of the construct. When the reliability scores are

in between 0.6 and 0.7, it indicated the construct is a good construct and so to the other's constructs.

### **3.8.3 Assessment of Convergent Validity**

Convergent validity is the measurement of two same concepts which is correlated. The researcher will find the similar or alternative measure of a concept and correlate each other with summated scale. When the value of AVE is larger than the constructs' correlation with other constructs, the convergent validity will be confirmed.

### **3.8.4 Assessment of Discriminant Validity**

Discriminant validity is used to ensure individual constructs are truly distinct from each other. It can be measuring in three ways which are Fornell & Lacker Criterion, Cross Loadings and Heterotrait- Monotrait Ratio of Correlations. Under Fornell & Lacker Criterion, the AVE of each variable should be higher than the square correlation in between latent variable and all other variables (Chin, 2010; Fornell & Larcker 1981). Cross-loading is the loading where it assigned latent variable should be higher than other latent variables.

### **3.9 Structural Model Analysis using PLS-SEM**

Structural Model Analysis will contain five assessment which is an assessment of collinearity, assessment of path coefficient, assessment of coefficient of determination ( $R^2$ ), assessment of effect size ( $f^2$ ) and assessment of predictive relevance ( $Q^2$ ).

Assessment of collinearity will be assessing in PLS-SEM by using Variance Inflated Factor. The threshold value for the structural model VIF is similarly to measurement model VIF. When the figure of VIF is bigger or equal to 5, it brings the meaning of potential collinearity problem (Hair, Ringle & Sanstedt,2011). However, Diamantopoulos and Siguaw (2006) stated that when VIF is larger or equal to 3.3, it is potential collinearity problem.

Assessment of path coefficient will be measuring by using the bootstrapping method. It tested the relationship among latent variables by measuring the path coefficient. For a one-tailed test, the result is considering significant when the t-value is 1.645 while t-value at 1.96 significant for a two-tailed test.

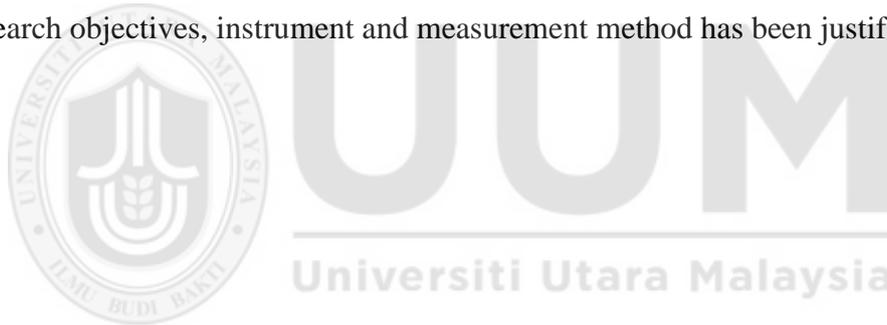
The next assessment by PLS-SEM is the coefficient of determination ( $R^2$ ).  $R^2$  shows the variance which it will be explaining the endogenous variable by the exogenous variable. When the  $R^2$  value is 0.75, it considers substantial, 0.50 is moderate, and 0.35 is weak (Hair et al.,2014). However, Chin (1998) stated that 0.67 would be substantial, 0.33 is moderate and weak will be the value 0.19.

Effect size also able to assess through PLS-SEM. The effect of exogenous construct on endogenous is observed by assess the effect size. According Cohen (1988), the sample size is considered small when the  $f^2$  is 0.02 and above, 0.15 and above is medium while large sample size will be the value of  $f^2$  is greater than 0.35.

The last assessment under structural model analysis will be an assessment of  $Q^2$ . The blindfolding method identified the  $Q^2$ . Blindfolding is the process to obtain cross-validated redundancy which measures each endogenous construct. When  $Q^2$  is larger than 0, it shows that exogenous construct has predictive relevance for the endogenous construct.

### **3.10 Chapter Summary**

In this chapter, it has covered detail research plan by explaining the flow of the study has been conducted. Theoretical framework and hypotheses development will be the guide of the research methodology. In the previous discussion, in order achieve the research objectives, instrument and measurement method has been justifying.



## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

#### 4.0 Introduction

Results of the study will be discussed in this chapter. First, we present the response rate and the existence of non-response bias, followed by descriptive statistics for the demographic background. Next, measurement model analysis and structural analysis using PLS-SEM are presenting as well. The chapter ends with finding of all the hypotheses in this study.

#### 4.1 Participation and Response Rate

There were 381 questionnaires distributed from 1<sup>st</sup> October 2016 till 31<sup>st</sup> October 2016. Only 321 are returned, yielding the response rate at approximate 82.3%. Due to some technical problems, such as incomplete answer or having vertical scale answer, only 311 questionnaires are used for analysis. The details of a questionnaire for respondents from the different year have been summarising in Table 4.1.

Table 4.1

*Summary of Participation and Response.*

Year	Total of Graduate Students	Questionnaire Distribute	Questionnaire Returned	Questionnaire Usage
2010	8735	73	49	48
2011	8538	71	53	49
2012	7653	64	56	51
2013	7449	62	52	52
2014	6578	55	55	55
2015	6709	56	56	56
Total	45662	381	321	311

According to Sekaran and Bougie (2013), the response sample size should be at range 30 till 500 to ensure the validity of the research. On the other hand, minimum sample size should be ten times the maximum number of arrowheads pointing to a construct (Hair, Ringle & Sarstedt, 2011). Based on Cohen (1992), the sample size is determined by the rule of thumb for multiple regression models. Table 4.2 shows the sample size recommendation in a PLS-SEM for a statistical power at 80%. In this study, four arrows are pointing to a construct. Hence, the sample size should be at 65 to achieve a statistical power of 80% with a 5% probability error in order to detect  $R^2$  values at the value of 0.25.

Table 4.2  
*Sample Size Recommendation in a PLS-SEM for a Statistical Power at 80%*

Maximum Number of Arrows Pointing at a Construct	Significance Level											
	1%				5%				10%			
	Minimum $R^2$				Minimum $R^2$				Minimum $R^2$			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Source: Cohen (1992)

## **4.2 Data Screening and Non-Response Biases**

The data screening process is the process of checking all the results from respondents. Data error such as missing value, outliers, the straight lining answer is identified (Field, 2009). This process is important as it will ensure all the data is clean before it turns to more analytical process. Missing value will be replacing with the calculation of the mean. Standard deviation had calculated, and straight lining answer deleted as it is not functioning as a proper respondent. The data screening is conducting by using SPSS version 23.

Non-response biases are the result of selected respondents are not willing to participants in the survey, and the response towards to questionnaire is more alike to outliers (Field, 2009). To find out whether there is non-response bias, T-test is using. The mean of the variables calculated by using SPSS with the data of early and late respondents. After that, T-test analysed by using Microsoft Excel. By running the T-test, the result is 0.4622. It is not significant differences. Hence, it concluded that there is no difference between early respondents and late respondents.

## **4.3 Descriptive Statistics of Demographic Background**

In this section, analysed of demographic information of the respondents by using the frequency method of descriptive analysis. In the present study, the population data consists of nine categories, which are gender, age, race, religion, education level, marital status, employment status, household income and year of graduated. Below subsection is the details of each category demographic background with the chart. Table 4.1 shows the results of the analysis for each of the population groups.

### 4.3.1 Gender

Out of 311 respondents, 120 (38.59%) of them is male while 191 (61.41%) respondents are females. Figure 4.1 depicts gender of respondents.

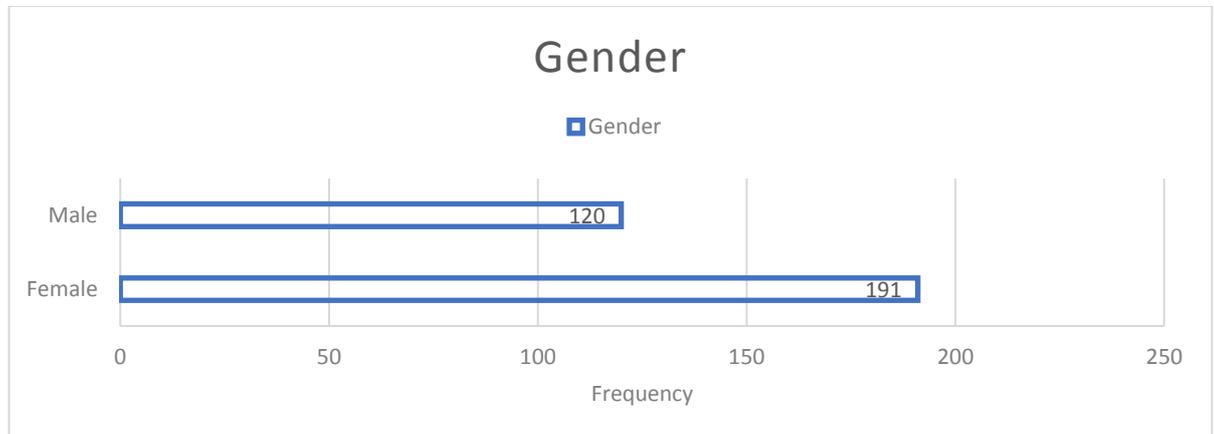


Figure 4.1  
*Gender of Respondents*

### 4.3.2 Age

Four groups have been used to identified the age of alumni UUM. The majority age range is at 26-30 years old. Out of 311 respondents, 183(58.84%) are in the range 26-30 years old while 44 (14.15%) of them are at the range of age 20-25 years old. 69 (22.19%) of the respondents are age from 31-35 years old. Range at age 36-40 years old is 14 respondents (4.50%) and age at 41-45 only has one respondent (0.32%).

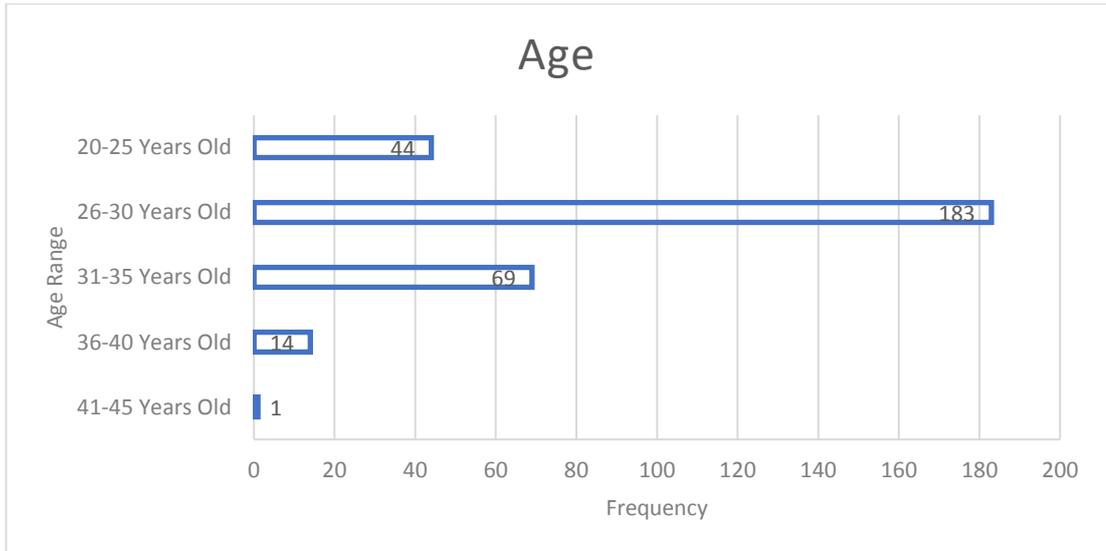


Figure 4.2  
*Age of Respondents*

### 4.3.3 Ethnic Group

In this study, there are 138 (44.37%) of the respondents are Malay and Chinese is 105 respondents (33.76%). Followed by Indian 36 respondents (11.58%) and others ethnic group is 0.97%.

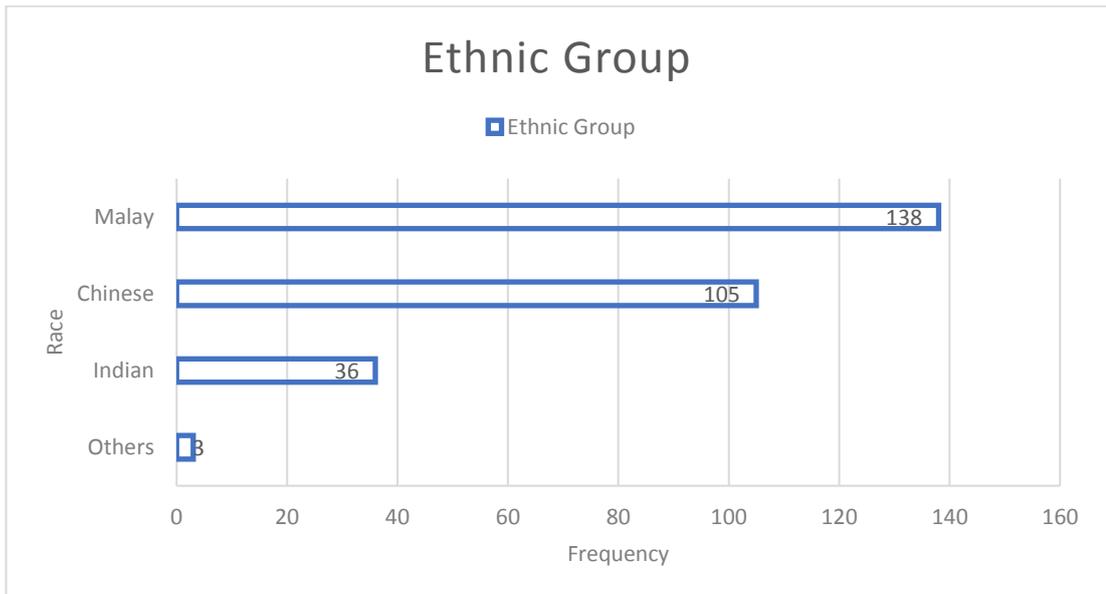
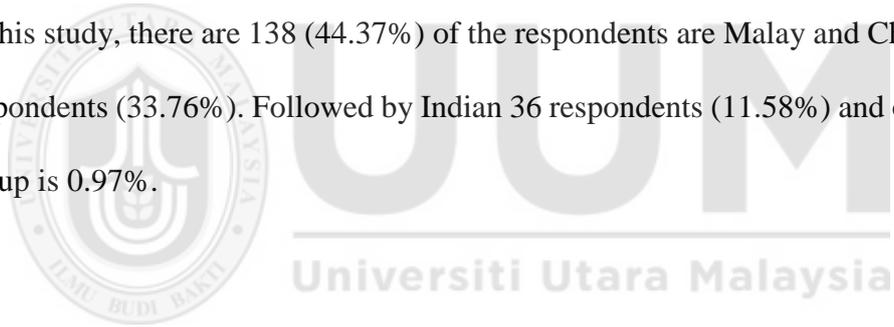


Figure 4.3  
*Ethnic Groups of Respondents*

#### 4.3.4 Religion

In this study, religiosity is one of the independent variables. Even though the measure of religion is using by RCI-10 scale, extra information of religion has been taken to have a more accurate result. Overall 45.34% is Islam, follow by 39.87% is Buddhism, 14.79% is Hinduism, and 9.32% is Christianity.

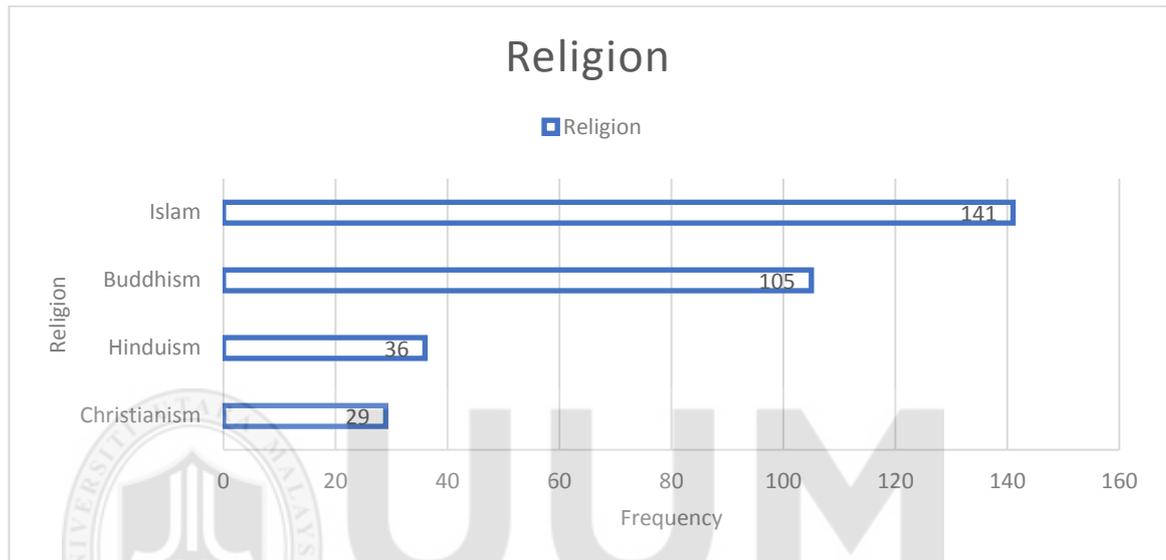


Figure 4.4  
*Religion of Respondents*

#### 4.3.5 Education Level

In this study, only former students will be count as UUM alumni. Students graduated from UUM can be diploma, degree holder, master holder or even PhD students. However, most of the diploma holder will further their study in UUM or other institution, therefore the result of education level is from degree level till Ph. D level. Based on the result, degree holder holds the highest percentage at 74.60% which is 232 respondents out of 311 respondents. There are, 14.14% is the master holder and Ph. D holder is 7.40%. Diploma holder only 3.86% due to most of the respondents who are having diploma will further their study to a higher level.

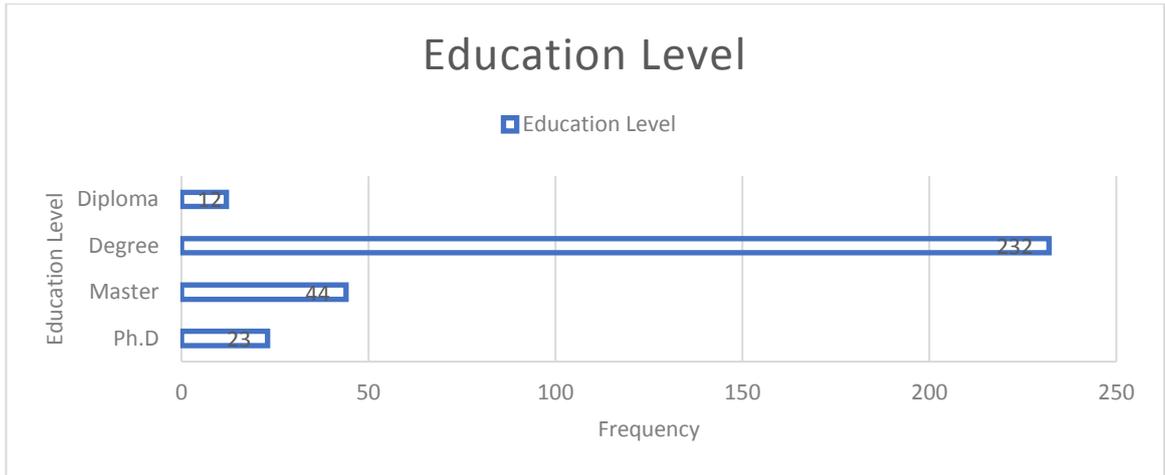


Figure 4.5  
*Education Level of Respondents*

#### 4.3.6 Marital Status

There are five choices of the marital status which are single, married, divorced, widowed and separated. However, only four groups result in the questionnaire which is single, married, divorced and widowed. Based on the respondents, there are 169 (53.34%) of respondents are single and 139 (44.69%) of respondents are married. 2(0.64%) of the respondents are divorced, and 1(0.33%) of the respondent is widowed.

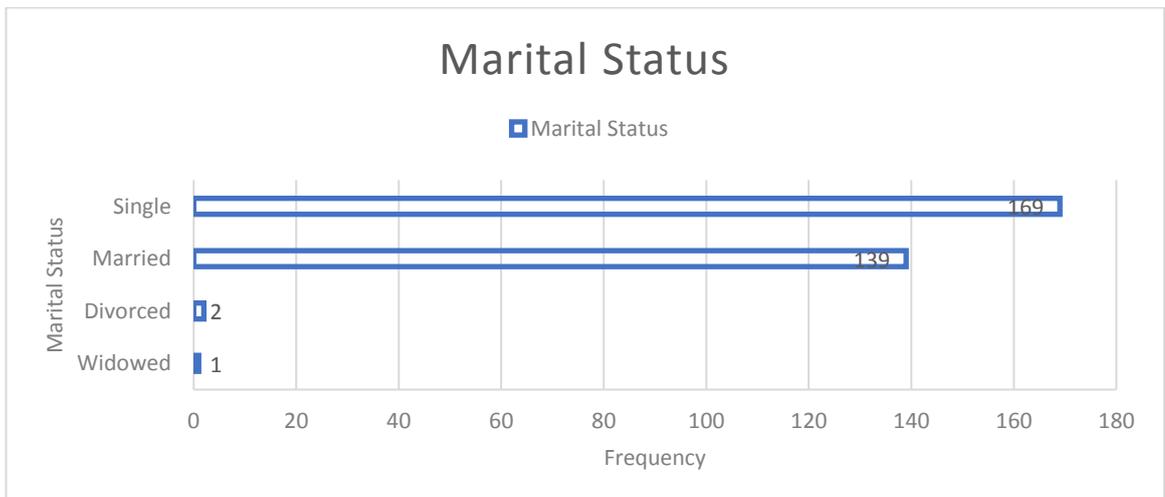


Figure 4.6  
*Marital Status of Respondents*

#### 4.3.7 Employment Status

Four options under employment status which are employment for wages, self-employment, looking for job and students. Employment for wages is the most options. 246 (79.10%) of respondents are employment for salaries. Self-employment is the second alternative of the UUM alumni which is 37 respondents (11.90%). 7.07% of the respondents are students. The last portion of the employment status is looking for work which is only 1.93%.

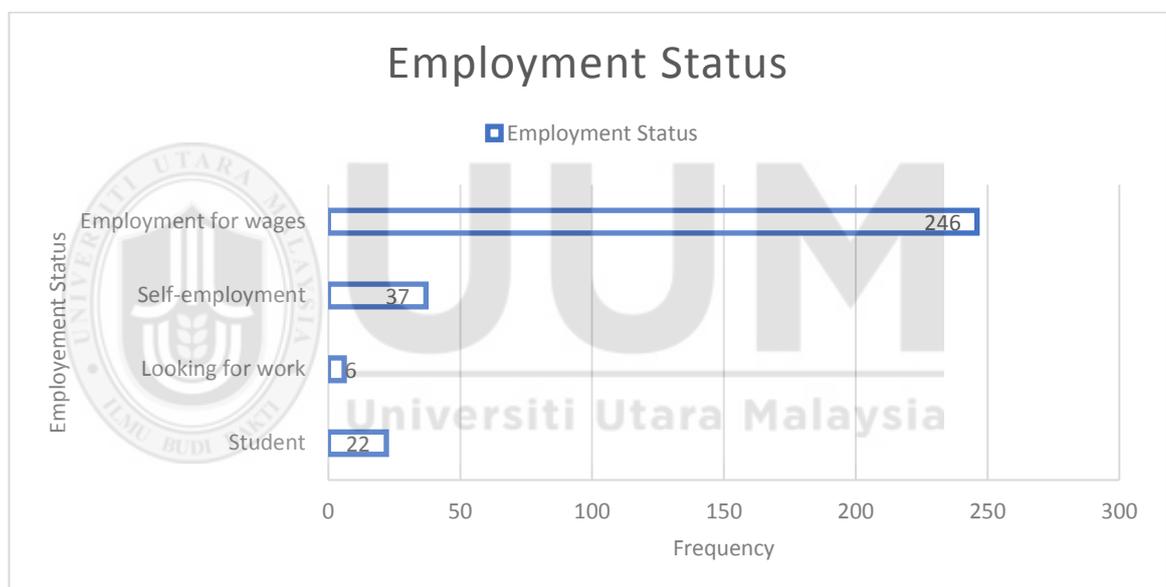


Figure 4.7  
*Employment Status of Respondents*

#### 4.3.8 Year Graduated

The respondents are graduated from UUM in the year range 2010 till 2015. Based on the respondents, there are 15.43% of the UUM alumni are graduated in the year 2010, 15.76% in the year 2011, 16.40% in the year 2012, 16.72% in the year 2013, followed by 17.69% in the year 2014 and 18.00% in the year 2015. Alumni UUM who graduated from the year 2014 and 2015 are most responsive to the social media platform.

Therefore, the responding to questionnaire's percentage will vary slightly higher compared to other years' graduation alumni.

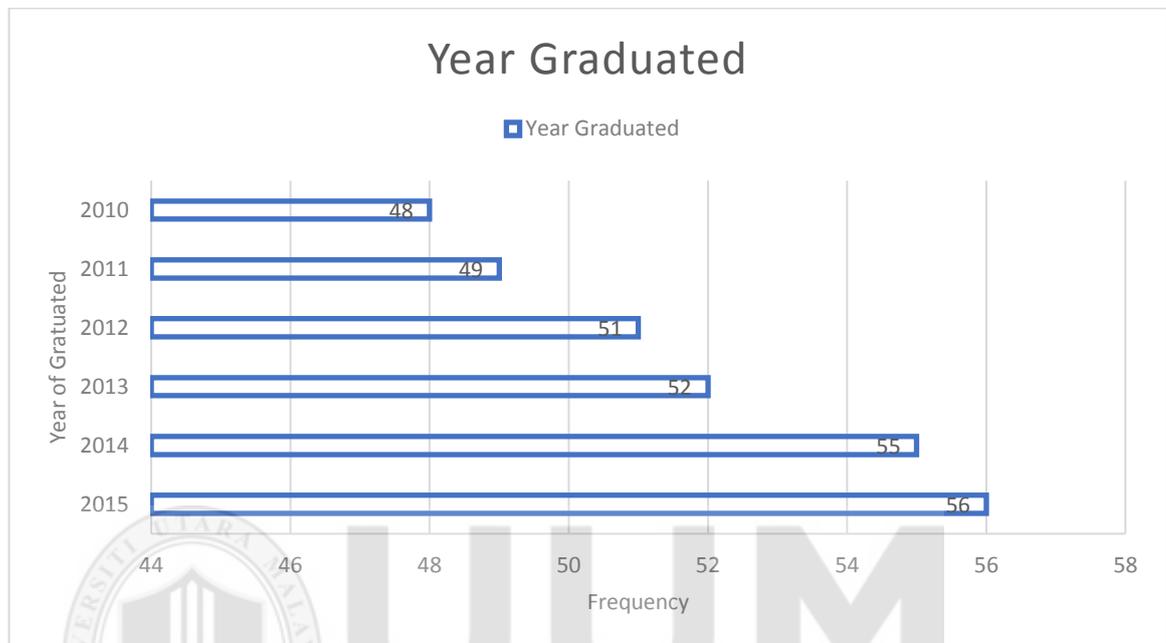


Figure 4.8  
*Year Graduated of Respondents*

#### 4.3.9 Household Income

Household income in this research categorised into five categories. The maximum range household income is RM3501 till RM4500. It is 34.41% which is 107 among 311 respondents. There are 8.04% of the UUM alumni is having income less than RM1500 while 8.68% of them have income from RM1501 till RM2500.

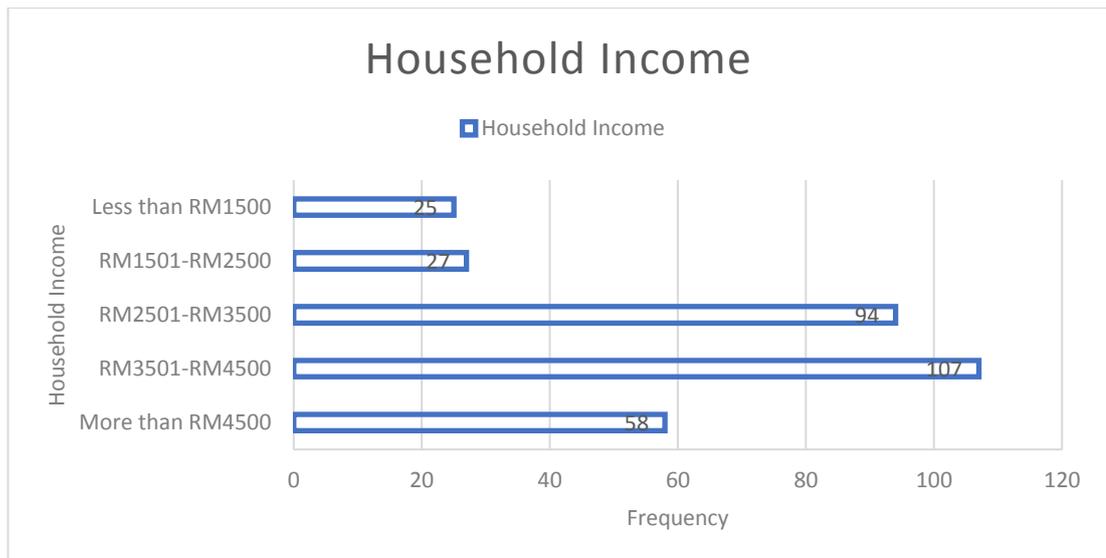


Figure 4.9  
*Household Income of Respondents*

For a clear picture regarding descriptive statistics of demographic background, Table 4.3 depicts the summarises of the respondents' profile in this study.

Table 4.3  
*Summarises of the respondent profile*

Category	N	Percentage
<b>Gender</b>		
Male	120	38.59%
Female	191	61.41%
<b>Age</b>		
20-25 years	44	14.15%
26-30 years	183	58.84%
31-35 years	69	22.19%
36-40 years	14	4.50%
41-45 years	1	0.32%
<b>Race</b>		
Malay	138	44.37%
Chinese	124	39.87%
Indian	46	14.79%
Others	3	0.97%
<b>Religion</b>		
Islam	141	45.34%
Buddhism	105	33.76%
Hinduism	36	11.58%
Christianity	29	9.32%
<b>Education Level</b>		

Diploma	12	3.86%
Degree	232	74.60%
Master	44	14.14%
PhD	23	7.40%
<b>Marital Status</b>		
Single	169	54.34%
Married	139	44.69%
Divorced	2	0.64%
Widowed	1	0.33%
<b>Employment Status</b>		
Employed for wages	246	79.10%
Self- employed	37	11.90%
Looking for work	6	1.93%
Student	22	7.07%
<b>Household Income</b>		
Less than RM1500	25	8.04%
RM1501-RM2500	27	8.68%
RM2501-RM3500	94	30.22%
RM3501-RM4500	107	34.41%
More than RM4500	58	18.65%
<b>Year of Graduated</b>		
2010	48	15.43%
2011	49	15.76%
2012	51	16.40%
2013	52	16.72%
2014	55	17.69%
2015	56	18.00%

#### 4.4 Measurement Model Analysis

Under this section is the discussion of the analysis of measurement model. It included two parts which are the relationship between constructs and items and correlational relationships between constructs. Figure 4.10 is the measurement model with the result compute from PLS-SEM.

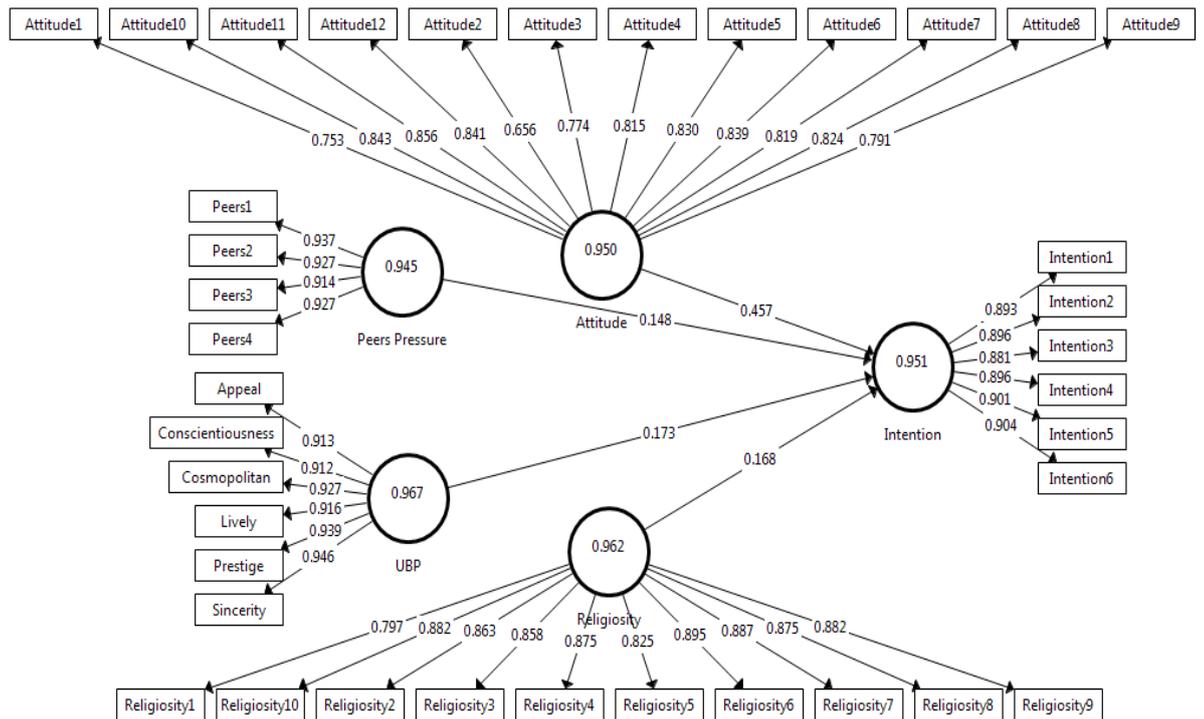


Figure 4.10  
Measurement Model Result

#### 4.4.1 Assessment of Construct Reliability

Initially, researchers will use Cronbach Alpha to determine the reliability of the construct as it is assuming all indicators are equally reliable. However, specific indicator's reliable is more focused and stressed in PLS-SEM (Hair et al., 2014, p.101). Throughout the composite reliability, every construct has a high value which is 0.90 and above. University brand personality demonstrates the highest value which is 0.973, followed by religiosity 0.967. Peers pressure and donor behavioural intention have the same value which is 0.96. Attitude also has a strong construct reliability which is 0.957. Table 4.4 show the composite reliability for each construct.

Table 4.4

*Internal Consistency and convergent validity reporting*

<i>Construct</i>	<i>Item</i>	<i>Loading</i>	<i>Composite Reliability (CR)</i>	<i>Average Variance Extracted (AVE)</i>	<i>Convergent Validity (AVE&gt;0.5)</i>
<i>Attitude</i>	Attitude 1	0.753	0.957	0.648	Yes
	Attitude 2	0.656			
	Attitude 3	0.774			
	Attitude 4	0.815			
	Attitude 5	0.830			
	Attitude 6	0.839			
	Attitude 7	0.819			
	Attitude 8	0.824			
	Attitude 9	0.791			
	Attitude 10	0.843			
	Attitude 11	0.856			
	Attitude 12	0.841			
<i>Peers Pressure</i>	Peers Pressure 1	0.937	0.960	0.858	Yes
	Peers Pressure 2	0.927			
	Peers Pressure 3	0.914			
	Peers Pressure 4	0.927			
<i>University Brand Personality</i>	UBP 1(Prestige)	0.939	0.973	0.857	Yes
	UBP 2(Sincerity)	0.946			
	UBP 3(Appeal)	0.913			
	UBP 4(Lively)	0.916			
	UBP 5(Conscientiousness)	0.912			
	UBP 6(Cosmopolitan)	0.927			
<i>Religiosity</i>	Religiosity 1	0.797	0.967	0.747	Yes
	Religiosity 2	0.863			
	Religiosity 3	0.858			
	Religiosity 4	0.875			
	Religiosity 5	0.825			
	Religiosity 6	0.895			
	Religiosity 7	0.887			
	Religiosity 8	0.875			
	Religiosity 9	0.882			
	Religiosity 10	0.882			
<i>Donor Behavioural Intention</i>	Intention 1	0.893	0.960	0.802	Yes
	Intention 2	0.896			
	Intention 3	0.881			
	Intention 4	0.896			
	Intention 5	0.901			
	Intention 6	0.904			

#### 4.4.2 Assessment of Convergent Validity

According to Hair et al. (2014), convergent validity used to refer an indicator correlates positively with alternative indicators of the same construct. When the indicators are in the reflective form of relationship with a construct, that is, several indicators are used to measure the same construct; these indicators should share a high proportion of variance or converge among each other (Hair et al., 2014, p.102). Assessment of convergent validity can only use on item-construct relationship that is reflective in nature.

Table 4.4 show the assessment of convergent validity for the construct of attitude towards donors, peers pressure, university brand personality, religiosity, and donor behavioural intention.

The common measure to assess convergent validity is using Average Variance Extracted (AVE) and Factor Loadings (Hair et al.,2014). With the AVE value 0.5 and above, it indicates overall the construct is explaining half or more than half of the variance of its indicator. In this study, all the AVE value of the indicators is 0.5 and above. Hence, it explains the difference of its indicator.

For the factor loadings, it assessed for the convergent validity. The outer loading must higher than 0.708 due to when square root the value of 0.708, get 0.5 which represent the community of an item. In the model, all outer loading is more than 0.708 except one indicator (Attitude 2=0.656). However, it remains as the AVE for the indicator has been achieved the convergent validity. Hair et al., (2014) stated that when

the outer loading of an indicator is in between 0.4 to 0.7, it should be placed under consideration to delete, but the deletion must lead to the composite reliability increase. In this study, all the indicator had resulted in composite reliability. Therefore, no removal of the indicator is necessary.

#### 4.4.2 Assessment of Discriminant Validity

Discriminant validity is used to ensure individual constructs are truly distinct from each other. In this study, discriminant validity is measured to investigate attitude towards donor behaviour, peers pressure, university brand personality and religiosity is different from each other. As per mention in the early chapter, discriminant validity consists three measures.

One of the discriminant analysis is cross loadings. Cross-loading is essential for discriminant analysis as by observe each scale items, the loading of each own items must be higher than others. When the loading of each item itself is greater than others, it means that the indicators are different from each other. Table 4.5 depicts the result of loading and cross loading of the constructs.

Table 4.5  
*Loading and cross loading of constructs*

	Attitude	Peers Pressure	UBP	Religiosity	Intention
Attitude1	0.753	0.577	0.585	0.594	0.574
Attitude2	0.656	0.699	0.628	0.496	0.481
Attitude3	0.774	0.588	0.657	0.612	0.616
Attitude4	0.815	0.651	0.732	0.658	0.673
Attitude5	0.830	0.681	0.739	0.707	0.779
Attitude6	0.839	0.717	0.716	0.684	0.766
Attitude7	0.819	0.630	0.671	0.672	0.714

Attitude8	0.824	0.645	0.709	0.638	0.656
Attitude9	0.791	0.627	0.692	0.600	0.625
Attitude10	0.843	0.664	0.770	0.743	0.780
Attitude11	0.856	0.669	0.766	0.748	0.787
Attitude12	0.841	0.653	0.774	0.761	0.805
Peers1	0.733	0.937	0.738	0.599	0.711
Peers2	0.747	0.927	0.758	0.624	0.707
Peers3	0.732	0.914	0.750	0.603	0.689
Peers4	0.768	0.927	0.778	0.643	0.738
Prestige	0.825	0.816	0.939	0.760	0.775
Sincerity	0.820	0.778	0.946	0.732	0.748
Appeal	0.758	0.766	0.913	0.742	0.766
Lively	0.756	0.803	0.916	0.675	0.716
Conscientiousness	0.848	0.649	0.912	0.782	0.765
Cosmopolitan	0.853	0.728	0.927	0.826	0.834
Religiosity1	0.697	0.722	0.707	0.797	0.675
Religiosity2	0.703	0.578	0.674	0.863	0.697
Religiosity3	0.697	0.548	0.698	0.858	0.656
Religiosity4	0.693	0.553	0.705	0.875	0.678
Religiosity5	0.702	0.537	0.658	0.825	0.641
Religiosity6	0.763	0.588	0.741	0.895	0.708
Religiosity7	0.704	0.550	0.699	0.887	0.651
Religiosity8	0.704	0.544	0.712	0.875	0.684
Religiosity9	0.725	0.557	0.721	0.882	0.672
Religiosity10	0.747	0.583	0.728	0.882	0.714
Intention1	0.745	0.650	0.698	0.678	0.893
Intention2	0.748	0.670	0.717	0.682	0.896
Intention3	0.775	0.733	0.748	0.700	0.881
Intention4	0.762	0.702	0.732	0.683	0.896
Intention5	0.818	0.670	0.783	0.752	0.901
Intention6	0.800	0.701	0.779	0.719	0.904

Fornell- Larcker (1981) criterion is the second method of discriminant validity. The AVE of each variable should be higher than the square correlation in between latent variable and all other variables (Chin, 2010; Fornell & Larcker 1981).

Table 4.6 depicts the assessment of discriminant validity by using Fornell-Lacker Criterion. The square root of each construct is larger than the correlation estimate of factors except for attitude. However, recent articles Henseler et al. (2015) and Voorhees, Brady, Calantone, and Ramirez (2016) articulate that Fornell & Lacker

is a sub-optimal measure of discriminant validity such that this technique often yields low accuracy in measuring discriminant validity (Henseler et al., 2015). Henseler et al. (2015) and Vorhees et al. (2016) recommends the use of Heterotrait-Monotrait Ratio Criterion (HTMT) to assess discriminant validity better.

Table 4.6  
*Fornell-Larcker Criterion*

	Attitude	Intention	Peers Pressure	Religiosity	UBP
Attitude	0.805				
Intention	0.866	0.895			
Peers Pressure	0.805	0.768	0.926		
Religiosity	0.826	0.785	0.667	0.864	
UBP	0.876	0.831	0.816	0.816	0.926

The third way under discriminant validity is by using Heterotrait-Monotrait (HTMT) Criterion (Henseler, Ringle & Sarstedt, 2015). Henseler et al., (2015) stated that when the HTMT value is less than 1, it shows that the indicators are distinct from each other.

Table 4.7 demonstrates the result of Heterotrait-Monotrait (HTMT) criterion of the study. In this study, all the value is in lower than 1, hence indicating that discriminant validity established at HTMT inference.

Table 4.7  
*Heterotrait-Monotrait (HTMT) Criterion*

	Attitude	Intention	Peers Pressure	Religiosity	UBP
Attitude	-				
Intention	0.899	-			
Peers Pressure	0.853	0.810	-		
Religiosity	0.857	0.819	0.699	-	
UBP	0.911	0.864	0.855	0.843	-

#### **4.4.4 The Overall Measurement Model Evaluation**

In order justified the relationship between the indicators and the constructs, the measurement model is conducting. Moreover, the correlational relationship in between constructs had been justified as well to avoid the same construct to each other used in the study.

Overall there are three assessments have been carried out which are include construct reliability, convergent validity and last is discriminant validity. In the construct reliability, all the constructs are more than 0.708, so it meets the criteria of construct reliability.

Next is the assessment of convergent validity. Every construct must meet the minimum requirements which the AVE should more than 0.5 and the factor loadings must more than 0.708. In this study, all the results of AVE are more than 0.5 and the factor loadings are more than 0.708. It explained half or more than half of the variance of its indicator.

The last measure of the model is an assessment of discriminant validity. Three types of measurement including cross loading, Fornell and Lacker criterion and HTMT criterion had done. All the results of the measurements have fulfilled the criteria. It proved that there is distinct between each construct.

## 4.5 Assessment of Structural Model

The outcome of the structural model analysis is discussing. There are five step procedures in order assess the structural model. The first step starts with evaluating a structural model for collinearity issues. Next will assess the path coefficient followed by evaluating the level of  $R^2$  and  $f^2$ . The last step will evaluate the predictive relevance  $Q^2$  (Hair et al., 2014).

### Step 1: Assess structural model for collinearity issues

It is important to make sure there are no collinearity problems in the structural model. Table 4.8 is the outcome of the collinearity test. The VIF values for all the constructs are below 10 (Sarstedt & Mooi, 2014). Hence it is indicating that there is no concern in multicollinearity.

Table 4.8  
*Collinearity Assessment*

	Intention
Attitude	5.839
Peers Pressure	3.414
University Brand Personality	5.852
Religiosity	3.630

### Step 2: Assess the path coefficient

Path coefficient used in order evaluate the significant of the hypotheses and examine the relationship among the attitude towards donors' behaviour, peers pressure, university brand personality and religiosity towards donor behavioural intention. There are four hypotheses in this study and showed as below:

H1: There is a positive relationship between attitude towards donors' behaviour and alumni donor behavioural intention.

H2: There is a positive relationship between peers' pressure and alumni donor behavioural intention.

H3: There is a positive relationship between brand personality and alumni donor behavioural intention.

H4: There is a positive relationship between religiously and alumni donor behavioural intention.

Table 4.9 depicts the outcome of path coefficient. All the hypotheses of this study are significant in 99% confidence interval which p-value is less than 0.01, and t-value is more than 1.645 as a one-tailed test.

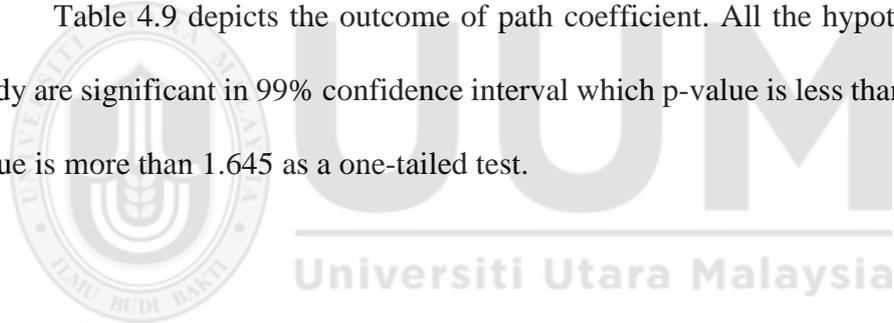


Table 4.9  
*Path Coefficient Assessment*

	Direct Effect	Standard Error	T-statistic	P value	Results
Attitude-> Intention	0.457	0.465	4.257	0.000	Significant
Peers Pressure-> Intention	0.148	0.142	1.902	0.029	Significant
UBP-> Intention	0.173	0.101	1.705	0.044	Significant
Religiosity-> Intention	0.168	0.097	1.732	0.042	Significant

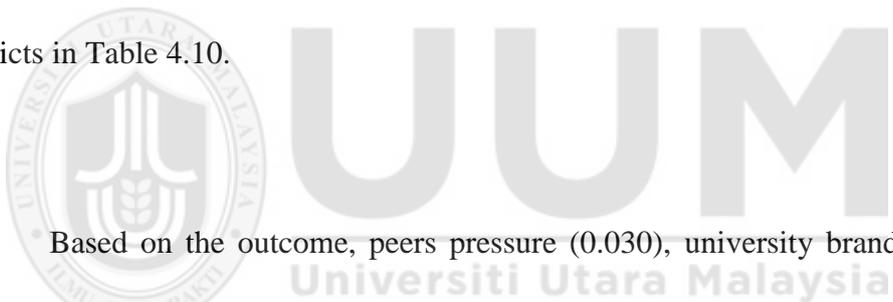
**Step 3: Assess the level of R<sup>2</sup>**

The third step is assessing the degree of R<sup>2</sup>. R<sup>2</sup> shows the variance which it will be explaining the endogenous variable by the exogenous variable. When the R<sup>2</sup> value is 0.75, it considers substantial, 0,50 is moderate, and 0.35 is weak (Hair et al.,2014).

Table 4.10 depicts the outcome of  $R^2$ . In this study, the  $R^2$  is 0.785. Hence it can be considered as substantial. It means that the exogenous constructs are having 78.50% of the variance in donor behavioural intention. In short, we can conclude that the strength of the relationship between donor behavioural intention, attitude towards donor behaviour, peers pressure, university brand personality and religiosity is substantial (Hair et al.,2014).

#### **Step 4: Assess the level of $f^2$**

The standard of  $f^2$  is conducted to justified whether an exogenous variable will change the  $R^2$  value when it is removing from a structural modelled. The outcome of the  $f^2$  depicts in Table 4.10.



Based on the outcome, peers pressure (0.030), university brand personality (0.024) and religiosity (0.036) has a small to medium effect size on donor behavioural intention while the attitude towards donor behaviour has a medium to large effect size on donor behavioural intention.

#### **Step 5: Assess the predictive relevance $Q^2$**

In order examine whether the exogenous constructs have predictive power over the endogenous constructs, the assessment to  $Q^2$  was using blindfolding techniques. When  $Q^2$  is larger than 0 indicated, the exogenous constructs have the predictive ability of the endogenous variables.

Table 4.10 depicts the outcome of  $Q^2$ . In this study,  $Q^2$  is 0.626. Hence, we can conclude that the exogenous construct (attitude towards donor behaviour, peers pressure, university brand personality and religiosity) have predictive relevance over endogenous construct (donor behavioural intention).

Table 4.10

*Determination of Co-efficient ( $R^2$ ) and Predictive Relevance ( $Q^2$ )*

	Co-efficient of	Predictive	Effect Size $f^2$	
	Determination $R^2$	Relevance $Q^2$	Intention	Effect Size
Donor Behavioural Intention	0.785	0.626		
Attitude			0.166	Medium to Large
Peers Pressure			0.030	Small to Medium
UBP			0.024	Small to Medium
Religiosity			0.036	Small to Medium

Note: i) For interpretation of effect size, 0.02 and above- small effect size, 0.15 and above- medium effect size. 0.35 and above- large effect size (Hair et al., 2014).

ii) For interpretation of  $R^2$ , 0.75 is substantial, 0.50 is moderate, and 0.25 is weak.

iii) For interpretation  $Q^2$ , value which is larger than 0 will indicate the exogenous construct have predictive relevance over endogenous constructs.

#### 4.6 Overall Hypothesis Results

This section will be summarising all the result for the hypotheses in this study. The results to accept or rejected the hypotheses gained from the path coefficient from PLS-SEM. From the result in the Table 4.11, all the hypotheses are significant and accepted.

Table 4.11

*Summarizes of hypotheses and result of the research.*

	Hypothesis	Standard Beta	t-value	Outcome
H1	There is a positive relationship between attitude towards donors' behaviour and alumni donor behavioural intention.	0.457	4.257	Supported

H2	There is a positive relationship between peers' pressure and alumni donor behavioural intention.	0.148	1.902	Supported
H3	There is a positive relationship between university brand personality and alumni donor behavioural intention.	0.173	1.705	Supported
H4	There is a positive relationship between religiously and alumni donor behavioural intention.	0.168	1.732	Supported

#### 4.7 Chapter Summary

This chapter had discussed the method and result of data analyses. It started with the participation and response rate, data screening and non-response bias followed by descriptive statistics of respondents. The measurement model analysis and the subtopic of it which are construct reliability, convergent validity and discriminant validity are including. All the results are meet the criteria and consider as a good result.

The structural model and the five steps which are collinearity issues, path coefficient, the level of  $R^2$ , effect size  $f^2$  and predictive relevance of  $Q^2$  also had been included.

The summaries of the overall hypotheses in the study had included in section 4.6 of this chapter.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.0 Introduction

In this chapter, discussion and the findings of the survey will be discussed. It started with the research summary and followed by the achievement of investigation objectives. Next, the contribution of the study in the theoretical and practical field, discussion of limitation and future research, will be incorporated.

#### 5.1 Research Summary

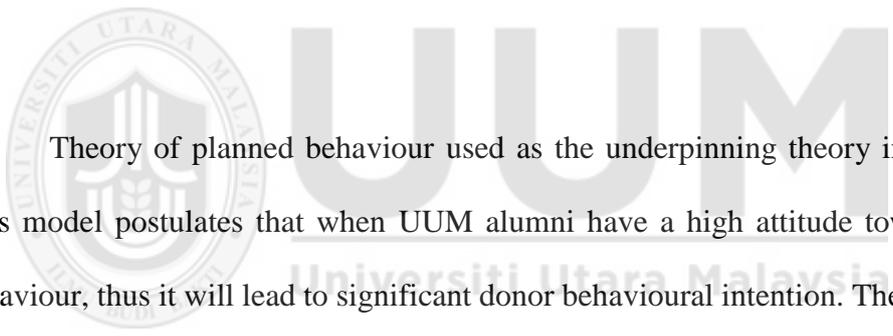
The research is proposed to test the theory of planned with the extended variable which is religiosity with the existing literature from a prior study. Religiosity is an indicator that grabs attention from researchers in the field of sciences and health and as well as in social science.

Religiosity is a term which combines two elements which are a religious affiliation and religious commitment. Religiosity has been the attention from western countries. Many researchers are studying the effect of religiosity towards donor behavioural intention. However, the religiosity that had been studied only in single religion context which is Christian.

Malaysia is known as a multi-races and multi- religion country. Different taught of religion may affect the alumni behavioural intention to donate. Hence, this

research has been made to identify whether the result of religiosity is positive significant to donor behavioural intention.

With the consequence that computes from respondents, the positive relationship is showed in between religiosity and donor behavioural intention. However, it is in a small sample which the respondents are from UUM alumni. Even the result had been showing a significant positive relationship, an evaluation study regarding religiosity and donor behavioural intention should explore once again. In short, the purpose of the survey has been achieved and found that religiosity can be an indicator to the extended theory of planned behaviour model.



Theory of planned behaviour used as the underpinning theory in this study. This model postulates that when UUM alumni have a high attitude towards donor behaviour, thus it will lead to significant donor behavioural intention. The same result goes to peers' pressure and university brand personality. When a UUM alumni have been highly influenced by peers to contribute to their alma mater and have a health university brand personality, it will lead to high donor behavioural intention.

Last, this research's result evaluated by using Partial Least Squares Structural Equation Modelling Approach (SEM-PLS). It has been used to examine the relationship between the attitude towards donor behaviour, peers pressure, university brand personality, religiosity, and donor behavioural intention. In the structural model analysis, path coefficient had tested, and all the hypotheses of the study are positive significant.

## 5.2 Achievement of Research Objectives

In this study, the main purpose is to assess the effect of attitude, peers pressure, university brand personality and religiosity towards donor behavioural intention. The objective had achieved, and it proved by referring the  $R^2$  and  $Q^2$  of the results.

In this study, the  $R^2$  is 0.785. Hence it can be considered as substantial. It means that the exogenous constructs are having 78.50% of the variance in donor behavioural intention. In short, we can conclude that the strength of the relationship between donor behavioural intention, attitude towards donor behaviour, peers pressure, university brand personality and religiosity is substantial (Hair et al.,2014).

While for the  $Q^2$ , the value is 0.626. When  $Q^2$  is larger than 0 indicated, the exogenous constructs have the predictive ability of the endogenous variables. Hence, we can conclude that the exogenous construct which is the attitude towards donor behaviour, peers pressure, university brand personality and religiosity have predictive relevance over donor behavioural intention as an endogenous construct.

All the four objectives had achieved in this study. It proved by referring the path coefficient where all the hypotheses are significant in 99% confidence interval which p-value is less than 0.01 and t-value is more than 1.645 as a one-tailed test.

The first objective is to determine the relationship between attitude towards donor behaviours and alumni donor behavioural intention. Based on the previous

researcher, Morgan and Donahoo (2014) stated that attitude is the major determinant of why alumni donate to the institution. Moreover, Sura et al.(2016) and Tohidinia and Mosakhani (2010) have the same finding that attitude will bring positive relationship toward donor behaviour. In the study of Tohidinia and Mosakhani (2010) have been found that when an individual has the higher intention to share the knowledge, the higher the donation will be. There is also some researchers have the consistent finding where there is a positive relationship in between of attitude towards donor behaviour and donor behavioural intention (Ryu et al., 2003). In this study, the result showed that proposed hypothesis accepted which it indicates that a highly positive attitude of UUM alumni will be highly in donor behavioural intention.

The second objective is to determine the relationship between peers' pressure and alumni donor behavioural intention. The result in this study shows consistent to the previous studies. Study of Meer (2011) indicates that peers pressure has a significant relationship to the intention to donate. Smith and Smith (2012) said that peer pressure effect is significant as it will bring the value of donations increased and decreased. The positive significant of the hypothesis indicated that a highly positive peers pressure of UUM alumni would be highly in donor behavioural intention.

Followed by the third objective which identifies the relationship between university brand personality and alumni donor behavioural intention. The previous discussion from Bekkers and Wiepking (2010) and Rauschnabel et al. (2016) highlights the importance of alumni having the personality and behaviour of volunteering in giving to the organisation. Alumni whom can maintain high levels of

personality and conduct of volunteering in giving in the organisation will lead to love and loyalty to one's alma mater. They will be willing to support it is financial. Based on the previous finding, alumni that having good personality and behaviour in volunteer giving will result to the positive donor behavioural intention. In this study, the finding is consistent with Bekkers and Wiepking (2010) and Rauschnabel et al. (2016). It proved that there is a positive significant relationship university brand personality towards alumni donor behavioural intention.

Finally, the objective has identified the relationship between religious and alumni donor behavioural intention. Malaysia is well known as multiracial and multicultural country. There are different races such as Malay, Chinese Indian and others and religion which are Islam, Buddhism, Hinduism, and Christian among the residents of Malaysia. The previous study by Kashif et al. (2015) and Metawie and Mostafa (2015) are examining the effect of brand religiosity towards an intention to donate. Metawie and Mostafa (2015) mentioned that religiosity could make a changed mind to the donor behaviour and increased the intention to donate. In this finding, it shows the significant positive relationship in between religiosity and donor behavioural intention. Hence, religiosity integrated as an additional predictor in the original of the Theory of Planned Behaviour's model.

In this study, there are additional three questions are asking to the respondents. They include "Do you concern regarding a donation in UUM", "Are you willing to donate" and "Besides money donation, which donation you prefer to contribute to UUM". Multiple choice such as academic department (giving a talk, knowledge

sharing and the others), athletics (take part in charity event of UUM), campus religious associations and volunteer organisations placed under the last question. There is additional interesting finding throughout the questionnaires.

Found that among 311 respondents, there are 104 of the interviewees are a concern with the UUM donation while 207 of the respondents are not a concern to the UUM donation. While for the willingness to donate, found that there are 228 of the respondents are willing to donate while the rest of the respondents are not prepared to donate. With the result, it can say that UUM alumni are ready to donate, but they might don't know the actual way to make the contribution to the alma mater as this is happening because they lack awareness regarding the donation. In order increase the donation or contribution by alumni, PPA UUM should be connected all the alumni by using social media platform and continuously sharing the latest information to the alumni and make them alert to the financial situation of UUM and donate when they have the ability.

Besides that, found that among 311 respondents, 71 of them are willing to donate to the academic department such as giving a talk, knowledge sharing with the juniors and provide a workshop with different fields to the juniors. Moreover, 102 of them are more willing to donate in term of athletics which is take part in charity event of UUM. There are 47 respondents prefer to involved in campus religious associations and 91 of them more willing involved themselves in volunteer organisations as a contribution to UUM.

With these interesting numbers of finding, PPA UUM can request the input from UUM alumni in different perspectives. When there are volunteer events had been organised by UUM, invitation letters can be sent out to the UUM alumni and bring them contribute on behalf UUM to help to improve the reputation of UUM and enhance the service quality of UUM as well. Moreover, by preparing different types of strategies, it increases the contribution from UUM alumni. Table 5.1 summarises all the research objectives and hypotheses with the interpretation for a clear understanding.

Table 5.1  
*Research objectives and hypotheses with interpretation*

No	Research Objectives	No	Hypothesis	Result	Interpretation
RO <sub>1</sub> :	To examine the relationship between attitude towards donor behaviour and alumni donor behavioural intention.	H <sub>1</sub> :	There is a positive relationship between attitude towards donors' behaviour and alumni donor behavioural intention.	Supported	A highly positive attitude of UUM alumni will be highly in donor behavioural intention.
RO <sub>2</sub> :	To determine the relationship between peers' pressure and alumni donor behavioural intention.	H <sub>2</sub> :	There is a positive relationship between peers' pressure and alumni donor behavioural intention.	Supported	A highly positive peers pressure of UUM alumni will be highly in donor behavioural intention.
RO <sub>3</sub> :	To identify the relationship between brand personality and alumni donor behavioural intention.	H <sub>3</sub> :	There is a positive relationship between university brand personality and alumni donor behavioural intention.	Supported	A highly positive university brand personality of UUM alumni will be highly in donor behavioural intention.

RO <sub>4</sub> :	To identify the relationship between religious and alumni donor behavioural intention.	H <sub>4</sub> :	There is a positive relationship between religiously and alumni donor behavioural intention.	Supported	A highly positive religiosity of UUM alumni will be highly in donor behavioural intention.
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### 5.3 Contributions of the study

Under this section, both theoretical and practical contributions of this study will be discussing.

#### 5.3.1 Theoretical Contribution

There are several implications for practitioners in managerial positions. Theoretically, this study contributes to the body of knowledge when all independent variables measurement instrument used in this study was the first time simultaneously used to be measured the UUM alumni towards donor behavioural intention. The high-reliability value suggested that the four independent variables (attitude towards donor behaviour, peers pressure, university brand personality and religiosity) measurement instrument is appropriate to use in evaluating the UUM alumni towards donor behavioural intention.

The theory of planned behaviour is build up with three predictors which are attitude, peers pressure and university brand personality. Religiosity is a new predictor had been added on to the theory of planned behaviour and become extended TPB model in this study. Throughout the finding, all the hypotheses are positive significant. Thus, this research had been made to bridge the gaps in the relationships between the

alumni donor behavioural intention with four predictors. By having the result, it supports the theory of planned behaviour in Malaysia context however only in a small sample (UUM), as well as understand alumni donor behaviour.

### **5.3.2 Practical Contribution**

Practically, the finding of this study contributes to the management of UUM on how to enhance the donation from UUM alumni no matter regarding money or other donation such as knowledge sharing among students in UUM, involving in a volunteer organisation and others. Moreover, the management team should always keep in touch with the UUM alumni in order let them concern regarding the issues happening in UUM. Indeed, they will show their hand when UUM need them for donation or take part in any charity events of UUM.

Throughout this study's finding, it would help UUM to understand the significant of alumni donor behavioural intention and the factors that engage with that behavioural intention. Management of UUM able to have the money in order improve all the facilities around the university and at the same time maintain the ranking and quality of UUM if they find out the factors that engage with alumni donor behavioural intention.

For the practitioners, this study lets the practitioners understand the range of the alumni donor act and contribute to their former universities. UUM alumni will understand their important role if they contribute to their alma mater. With their contribution, they are not only helping the others, at the same time they can increase

their reputation as they are a graduate from a quality and high brand name and image's university.

#### **5.4 Limitation of the study**

There are some limitations in this study. In this study, due to time constraints, sample only derived from UUM. Even though the result is significant, however, it cannot be a coverage lead to Malaysia context. The inclusive of several public universities in Malaysia would provide more reliable results of the hypotheses development.

Furthermore, the typical of survey research is also one of the cautions in this study. We are using online questionnaire to get the data. Hence, the finding of the generated will be a warning. Most of the respondents might be idiosyncratic in different ways. The way they are answering the questionnaire might be not the real heart feeling. Moreover, by sending online-questionnaire, limited numbers of respondents able to receive the email because of the security filter the mail as a spam by electronic mail server itself.

#### **5.5 Future Research**

This research would like to stimulus research attention on how to improve donor behavioural intention in UUM in order increase the quality of the university. Future research might need to re-evaluate the university brand personality. Prior study shown that when the brand personality traits carry over, it will affect the personality of the owner (Fennis & Pruyn, 2007). In other words, a student's personality might be

different based on the different university that had attended. Hence, various public universities in Malaysia must be studied to identified the effect of university brand personality. Moreover, suggested that the combination with different scholars in various public universities will be a better way to conduct the study due to the close study of alumni must conduct internally by own faculty or alumni department as the alumni database is consider as one of the most protected lists.

Interest field to be cover in the future research is demographic determinants such as age, gender, household income, marital status, and education level. In this study, demographic factors have not been explored and study. These potential factors will reveal their influences in donor behavioural intention in future research. Moreover, religiosity is the variable of extended the theory of planned behaviour. In order prove that this variable is positive significant towards donor behavioural intention in the Malaysian context, researchers should test this variable with multi-religion in other public universities.

Furthermore, the research framework could expand by studying the various moderators and mediators such as ethnic groups, past behaviour, moral norms and empathy that could enhance the existing relationship between current independent variables which are the attitude towards donor behaviour, peers pressure, university brand personality and religiosity towards donor behavioural intention.

## 5.6 Conclusion

As a conclusion, this research has been extending the understanding of the literature in attitude towards donor, peers pressure, university brand personality and religiosity towards to the donor behavioural intention in theoretical and practical.

The hypothesis summarised that all the independent variables (in attitude towards donor, peers pressure, university brand personality and religiosity) show associated relationship with the dependent variable which is donor behavioural intention.

Since the factor that affects the most on UUM alumni in donor behavioural intention is university brand personality, hence, the management team of UUM should introduce certain incentive seminars and improve the training program in order enhance and increase the alumni donor behavioural intention. However, based on the feedback from questionnaire, found that 66.55% of the UUM alumni are rarely concern regarding UUM donation. Therefore, the management of UUM should provide details and information to UUM alumni to ensure they are alert to the activities that are organising in UUM.

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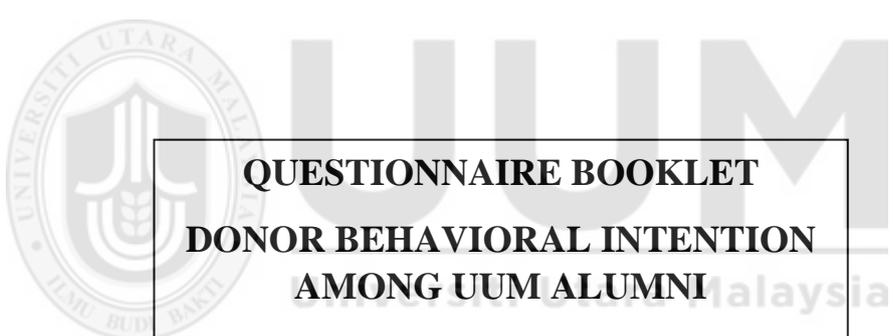
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## APPENDIX A1: SET OF QUESTIONNAIRE



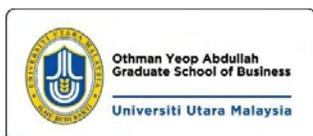
**QUESTIONNAIRE BOOKLET  
DONOR BEHAVIORAL INTENTION  
AMONG UUM ALUMNI**

*If you have any questions and doubt in answering this questionnaire,  
please contact the researcher:*

**Phoon Lee Yong**

phoon\_lee@oyagsb.uum.edu.my

016-9257431



## Introduction

Ladies and Gentlemen,

I am **Phoon Lee Yong**, student of **OYA College of Business, University Utara Malaysia**. I am currently conducting a study on determinants of alumni donor behavioural intention. I would like to extend my appreciations to you for your kind consideration in participating in this survey. You are only need 15 minutes to complete this questionnaire and there is **NO RIGHT AND WRONG ANSWER**, so feel free to answer based on your own experiences. For helping you in completing this questionnaire, **please read the instruction carefully and refer to the NOTE** as attached in this booklet regarding the meaning of term used in this study.

This questionnaire will collect data regarding on the effect of your attitude towards donor behavior, peers pressure, university brand personality and religiosity together with the later contributes to development of overall intention of alumni.

For your information, data gained from this study is **STRICTLY FOR AN ACADEMIC PURPOSE** only and will remain **STRICTLY CONFIDENTIAL**. If you have any enquiries, do not hesitate to contact me at:

**Phoon Lee Yong**

Universiti Utara Malaysia

06010 Sintok, Kedah Darul Aman

Tel: 016-9257431

E-mail: [phoon\\_lee@oyagsb.uum.edu.my](mailto:phoon_lee@oyagsb.uum.edu.my)

**ATAU penyelia saya di:**

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Tel: 013-4393657

Email: [zamree@uum.edu.my](mailto:zamree@uum.edu.my)

Your kind cooperation and participation is highly appreciated. Thank you.

**Phoon Lee Yong**

**Student**

**OYAGSB, UUM**

**Note:**

*Specific term and word in this study refers to the following:*

**Alumni Donor Behavioral Intention:** Intention to donate can be defined as donating behavior which is influenced by individual perception based on their values, understanding and attitude.

**Attitude Towards Donor:** Attitude towards donor can refer as behaviors which are contribute to scholarships, participate in a planning giving program or considering contribution through direct deposit, and giving because of clear and concise goals.

**Peers Pressure:** Peers pressure is defined as a subjective norm where people are willing to conform with others and influence intention towards a specific behavior.

**University Brand Personality:** University brand personality is defined as a part of university image which it able to positive impact on students' supportive attitude towards the institution.

**Religiosity:** Religiosity can be defined as a person identifies with their religion (e.g. Muslim, Christian, Buddhism and etc) and where people use the religious values, belief, and practices in their daily living

*INSTRUCTION: Answer all the question by circling the number that best reflects your perception and feeling.*

a) Do you concern regarding donation in UUM? \*

- Yes
- No

b) Are you willing to donate? \*

- Yes
- No

c) Besides money donation, which donation you are prefer to contribute to UUM? \*

- Academic department (Giving a talk, knowledge sharing and the others)
- Athletics (take part in charity event of UUM)
- Campus Religious Associations
- Volunteer Organizations

**Section A: Demographic Variable**

Please answer the following:

1) What is your gender?

- Male
- Female

2) What is your age?

- 20-25 years old
- 26-30 years old
- 31 - 35 years old
- 36 - 40 years old
- 41 - 45 years old

3) What is your race?

- Malay
- Chinese
- Indian
- Others\_\_\_\_\_

4) What is your religion?

- Islam
- Buddhism
- Hinduism
- Christianity
- Others\_\_\_\_\_

5) What is your education level?

- Diploma
- Bachelor degree
- Master degree
- PHD

6) What is your marital status?

- Single
- Married
- Divorced
- Widowed
- Separated

7) What is your employment status?

- Employed for wages
- Self-employed
- Looking for work
- Student

8) What is your household income?

- Less than RM1500
- RM1501-RM2500
- RM2501-RM3500
- RM3501-RM4500
- More than RM4500

9) What is the year you graduated from UUM?

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010

## Section B: Alumni Donor Behavioural Intention

No	Statement	Scale						
1	I have an intention to donate to my alma mater.	1	2	3	4	5	6	7
2	I have an intention to donate to my alma mater in the near future.	1	2	3	4	5	6	7
3	I plan to donate actively to my alma mater in the near future	1	2	3	4	5	6	7
4	I plan to attend a donation program at my alma mater in the near future.	1	2	3	4	5	6	7
5	I have an intention to donate to my alma mater if I have a chance to do so.	1	2	3	4	5	6	7
6	I have an intention to donate more to my alma mater.	1	2	3	4	5	6	7

## Section C: Attitude Towards Donor Behavior

No	Statement	Scale						
1	I believe that only the wealthy can make a contribution to a college	1	2	3	4	5	6	7
2	I don't feel financially able to make a financial contribution to my alma mater	1	2	3	4	5	6	7
3	My financial support of my alma mater is based, in part, on the amount of communication I receive from my alma mater	1	2	3	4	5	6	7
4	I believe my alma mater should receive my donations only when it proves itself worthy	1	2	3	4	5	6	7
5	Regardless of my current attitude towards my alma mater, I will support the institution financially	1	2	3	4	5	6	7
6	Regardless of the leadership I will support my alma mater financially	1	2	3	4	5	6	7
7	The idea of giving to an institution is only when one gives to that institution financially	1	2	3	4	5	6	7
8	My financial contribution is based on how I was treated as an undergraduate	1	2	3	4	5	6	7
9	My financial contribution is based on how I am currently treated as an alumnus/alumna	1	2	3	4	5	6	7
10	I would currently send my son or daughter to my alma mater	1	2	3	4	5	6	7
11	I would currently send a close relative to my alma mater	1	2	3	4	5	6	7

<b>12</b>	If I could attend college again, I would attend my alma mater	1	2	3	4	5	6	7
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**Section D: Peers Pressure**

(1= Strongly Disagree... 7= Strongly Agree)

No	Statement	Scale						
<b>1</b>	People who influence my behavior (e.g. boss, colleague, etc.) think that I should donate to my alma mater.	1	2	3	4	5	6	7
<b>2</b>	People who are important to me (e.g. boss, colleague, etc.) think that I should donate to my alma mater.	1	2	3	4	5	6	7
<b>3</b>	People whose opinions I value (e.g. boss, colleagues, etc.) would approve of my donation to my alma mater	1	2	3	4	5	6	7
<b>4</b>	It is expected (e.g. by boss, colleague, etc.) of me that I donate to my alma mater.	1	2	3	4	5	6	7

**Section E: University Brand Personality**

We are interested in the personality or human characteristics that come to mind when thinking about UUM. Imagine UUM as a person. To what extent do the following words apply to UUM as a person? (1= does not apply.....7= totally applies)

- Prestige

Accepted	1	2	3	4	5	6	7
Leading	1	2	3	4	5	6	7
Reputable	1	2	3	4	5	6	7
Successful	1	2	3	4	5	6	7
Considerable	1	2	3	4	5	6	7

- Sincerity

Humane	1	2	3	4	5	6	7
Helpful	1	2	3	4	5	6	7
Friendly	1	2	3	4	5	6	7
Trustworthy	1	2	3	4	5	6	7
Fair	1	2	3	4	5	6	7

- Appeal

Attractive	1	2	3	4	5	6	7
Productive	1	2	3	4	5	6	7
Special	1	2	3	4	5	6	7

- Lively

Athletic	1	2	3	4	5	6	7
Dynamic	1	2	3	4	5	6	7
Lively	1	2	3	4	5	6	7
Creative	1	2	3	4	5	6	7

- Conscientiousness

Organized	1	2	3	4	5	6	7
Competent	1	2	3	4	5	6	7
Structured	1	2	3	4	5	6	7
Effective	1	2	3	4	5	6	7

- Cosmopolitan

Networked	1	2	3	4	5	6	7
International	1	2	3	4	5	6	7
Cosmopolitan	1	2	3	4	5	6	7

### Section F: Religiosity

No	Statement	Scale
1	I often read books and magazines about my faith.	1 2 3 4 5 6 7
2	I make financial contributions to my religious organization.	1 2 3 4 5 6 7
3	I spend time trying to grow in understanding of my faith.	1 2 3 4 5 6 7
4	Religion is especially important to me because it answers many questions about the meaning of life	1 2 3 4 5 6 7
5	My religious beliefs lie behind my whole approach to life.	1 2 3 4 5 6 7
6	I enjoy spending time with others of my religious affiliation.	1 2 3 4 5 6 7
7	Religious beliefs influence all my dealings in life.	1 2 3 4 5 6 7
8	It is important to me to spend periods of time in private religious thought and reflection.	1 2 3 4 5 6 7
9	I enjoy working in the activities of my religious affiliation.	1 2 3 4 5 6 7
10	I keep well informed about my local religious group and have some influence in its decisions.	1 2 3 4 5 6 7

## **APPENDIX A2: LETTER OF REQUESTING ALUMNI DATA**

Pegarah  
Pusat Alumni,  
Jabatan Hal Ehwal Pelajar  
Universiti Utara Malaysia,  
06010 UUM Sintok,  
Kedah Darul Aman.

(U.P: Encik Syamsyul Anuar Che Mey @ Ismail)

Melalui dan Salinan

Penyelia Pelajar/ Ketua Jabatan Pemasaran  
Pusat Pengajian Kolej Perniagaan

Tuan,

### **PERMOHONAN DATA ALUMNI UUM**

Dengan segala hormatnya perkara di atas direujuk.

2. Saya Phoon Lee Yong (818690), merupakan pelajar MSc. (Management), OYAGSB UUM di bawah seliaan Dr. Hasnizam Shaari sedang menjalankan satu kajian berkaitan faktor- faktor yang mempengaruhi niat sumbangan kewangan di kalangan alumni UUM.

3. Bagi menyempurnakan kajian tersebut, saya ingin memohon maklumat-maklumat yang berkaitan seperti dinyatakan:

- (i) Jumlah kesuluruhan alumni UUM sehingga kini (2016)
- (ii) Senarai nama graduan dari tahun 2010 hingga tahun 2015.
- (iii) Info peribadi seperti jantina, umur, kaum dan alamat email.

Segala maklumat yang diperolehi daripada tuan akan dirahsiakan dan hanya digunakan sebagai tujuan kajian sahaja. Sekiranya pihak mempunyai sebarang pertanyaan, pihak tuan boleh menghubungi saya melalui email; leeyong9021@gmail.com atau 016-9257431.

Kerjasama dan keperihatianan pihak tuan saya dahului dengan ucapan terima kasih.

Sekian.

Yang Benar,

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Phoon Lee Yong (818690)  
Master of Science (Management)  
OYAGSB, UUM

### APPENDIX A3: RESULT FROM PLS-SEM

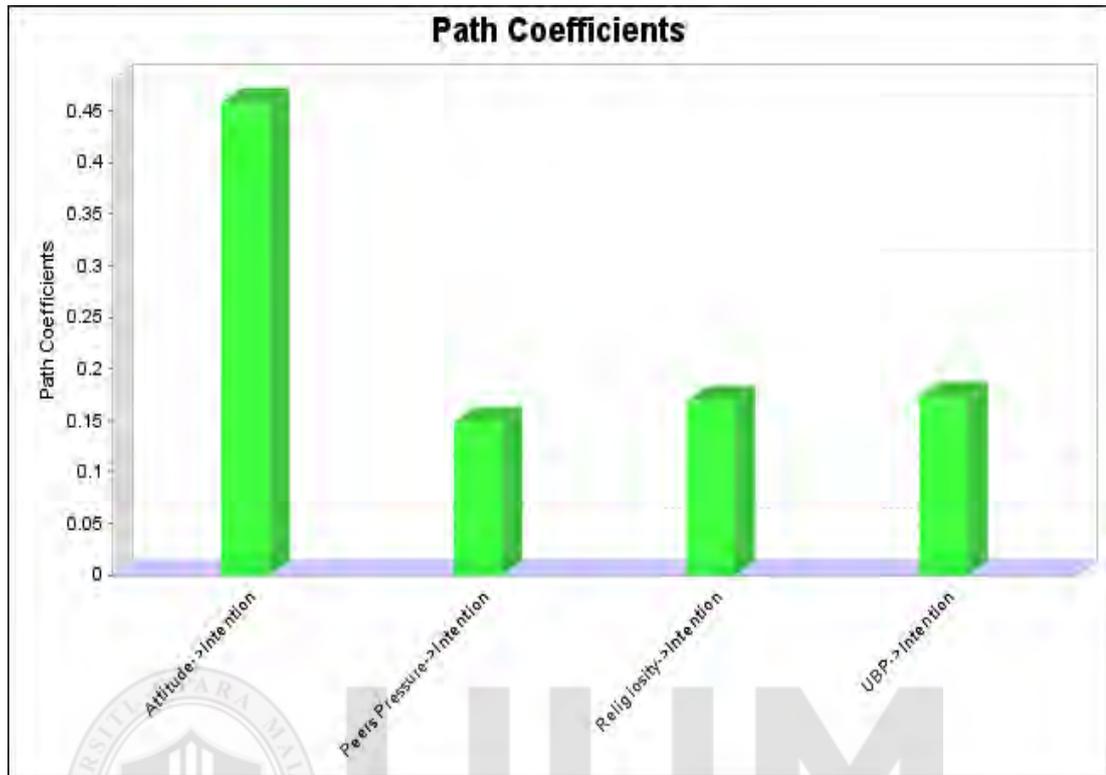


Figure A1:  
Path Coefficients

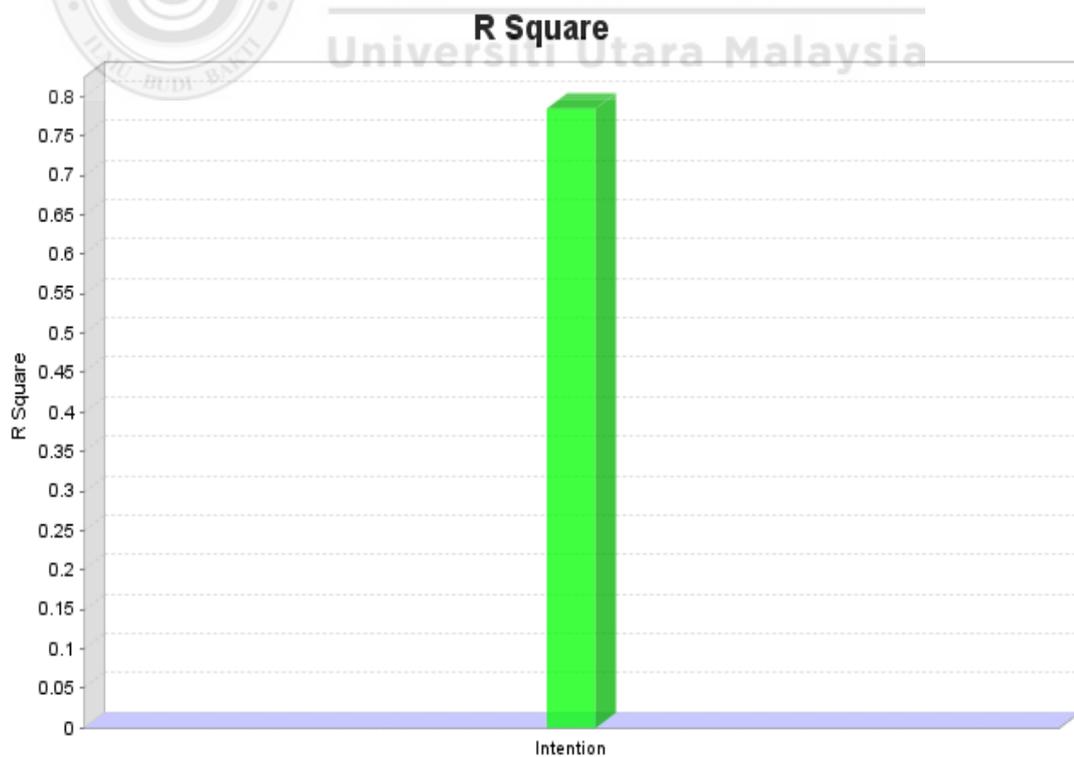


Figure A2:  
 $R^2$

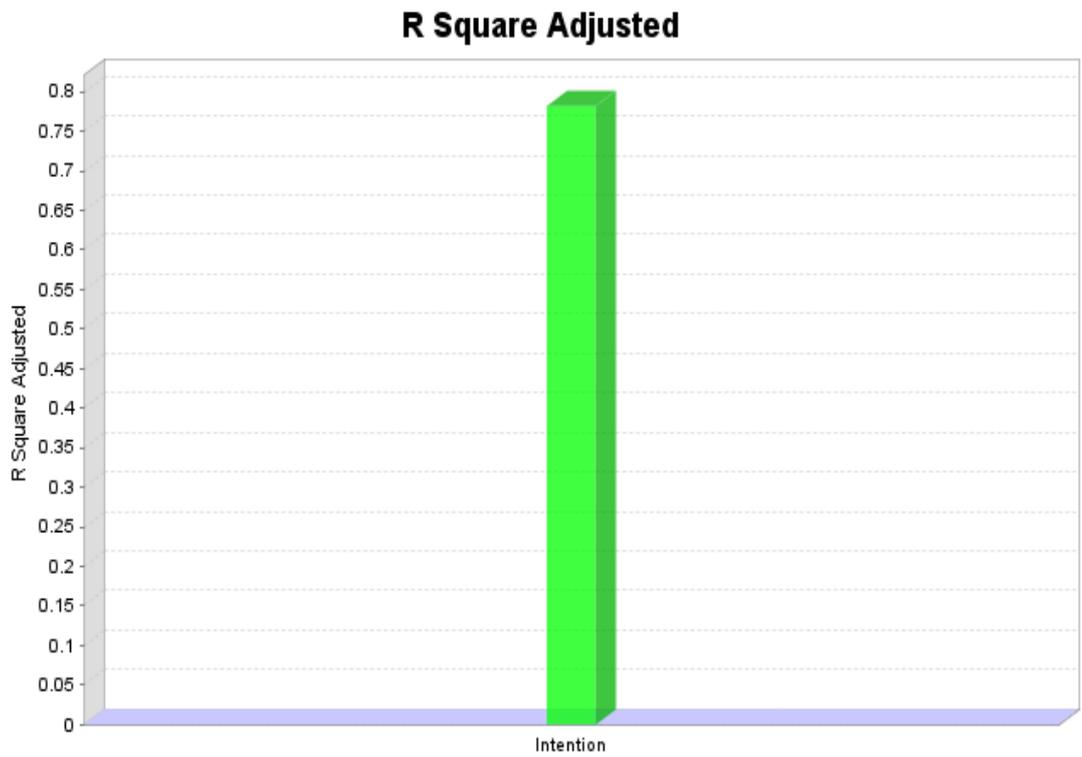


Figure A3:  
 $R^2$  Adjusted

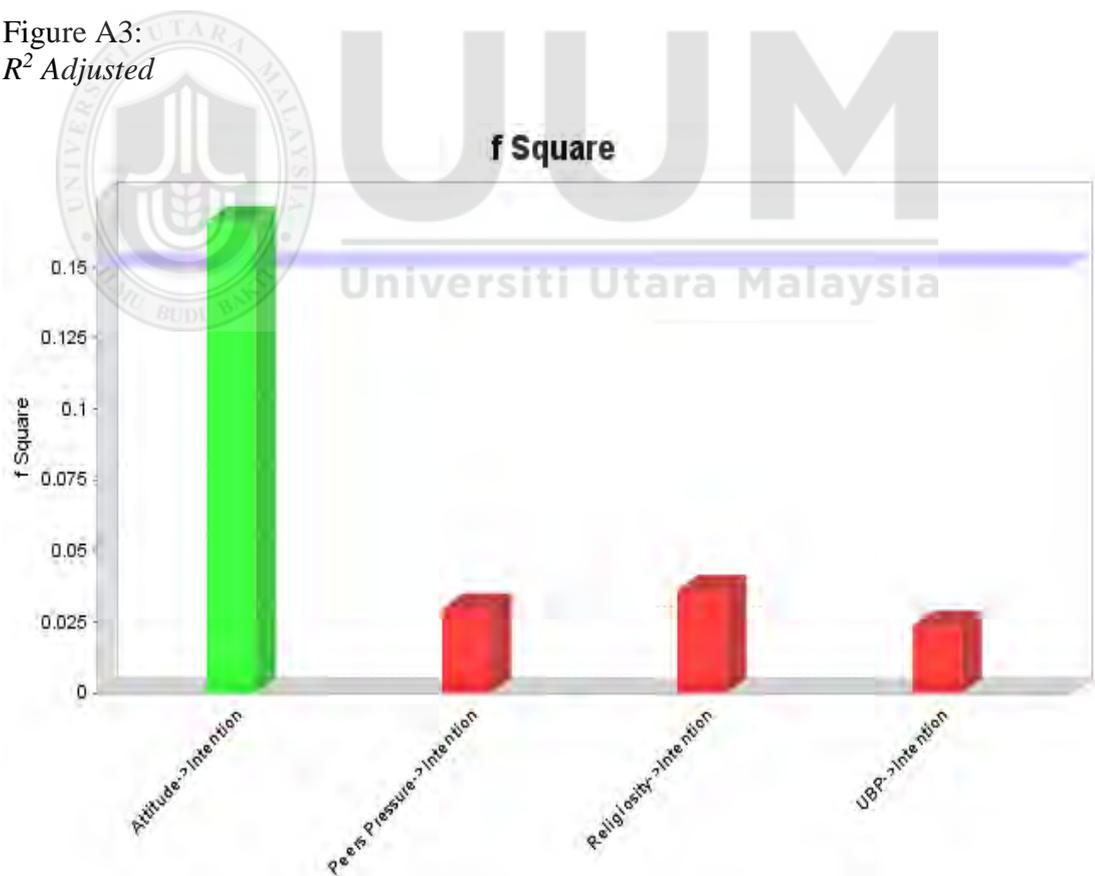


Figure A3:  
 $f^2$

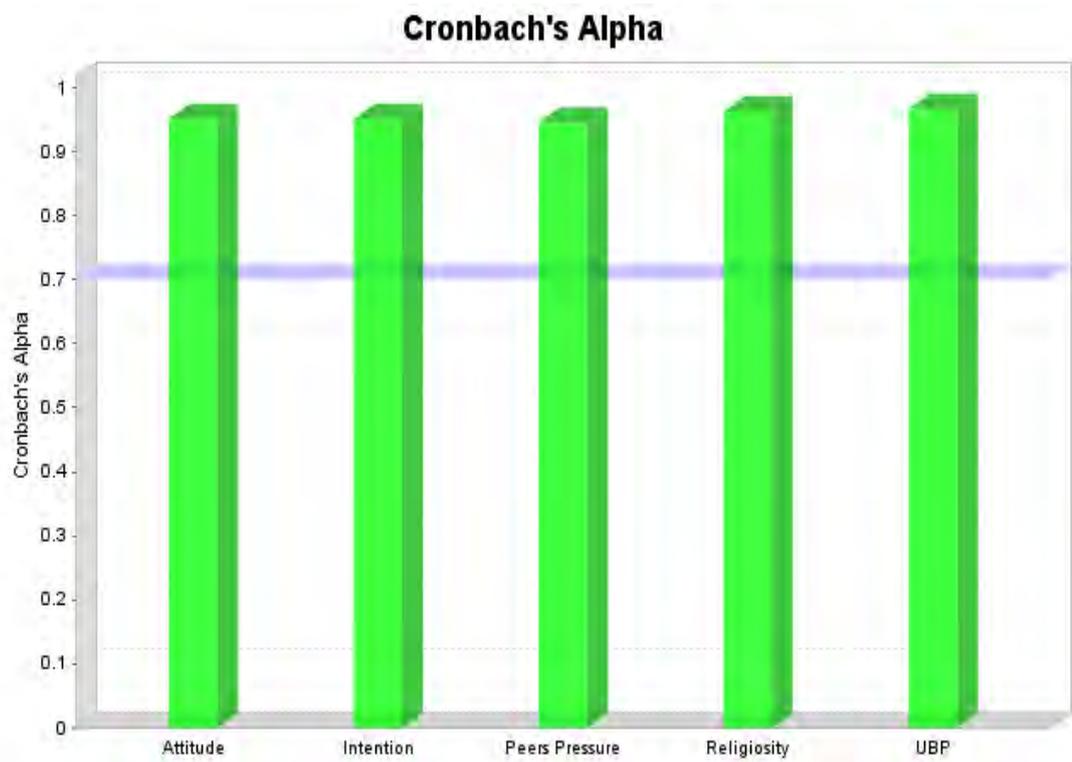


Figure A4:  
*Cronbach's Alpha*

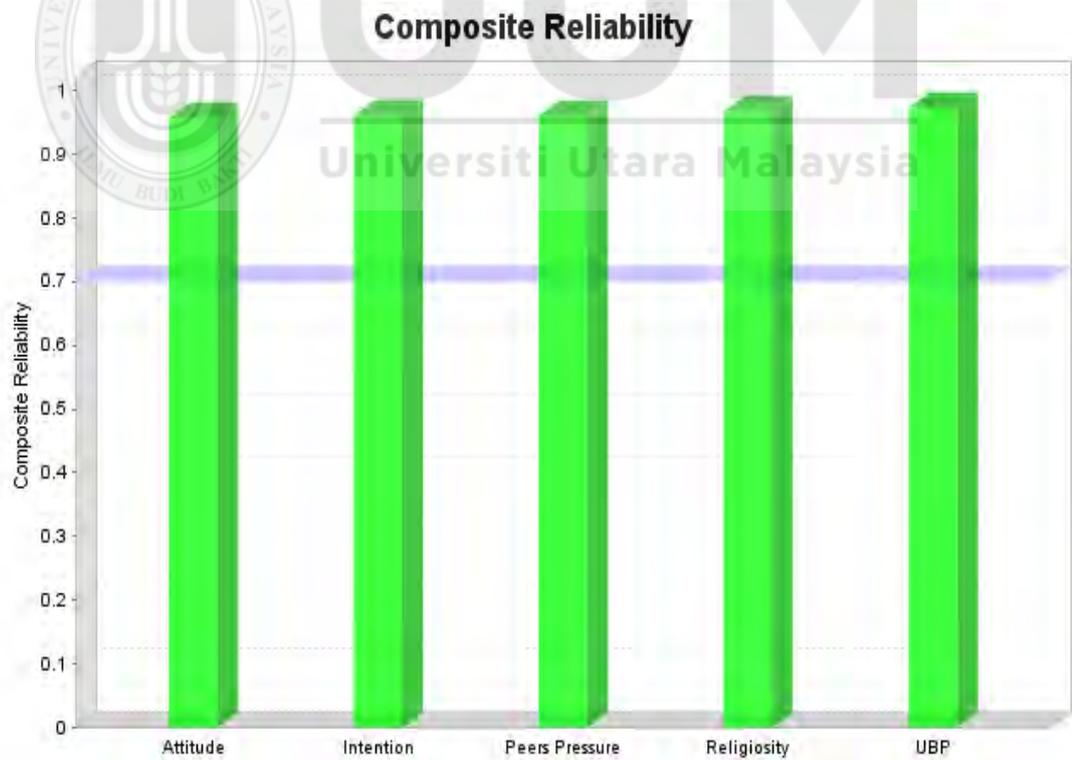


Figure A5:  
*Composite Reliability*

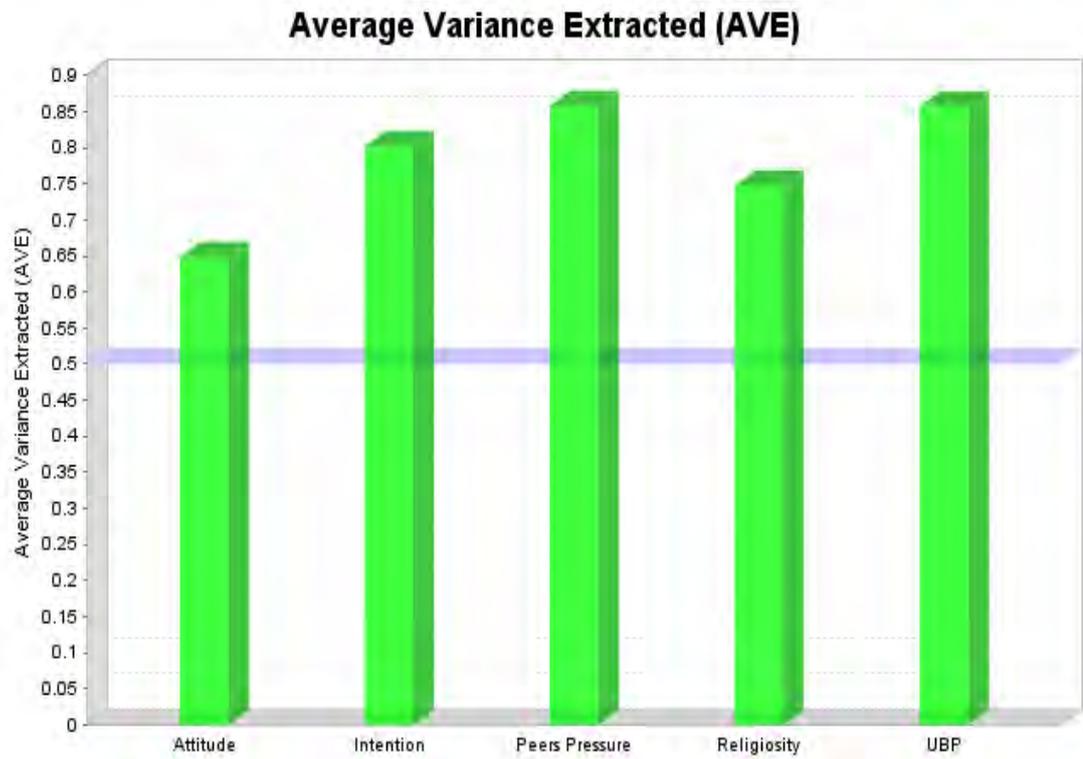


Figure A6:  
*Average Variance Extracted (AVE)*

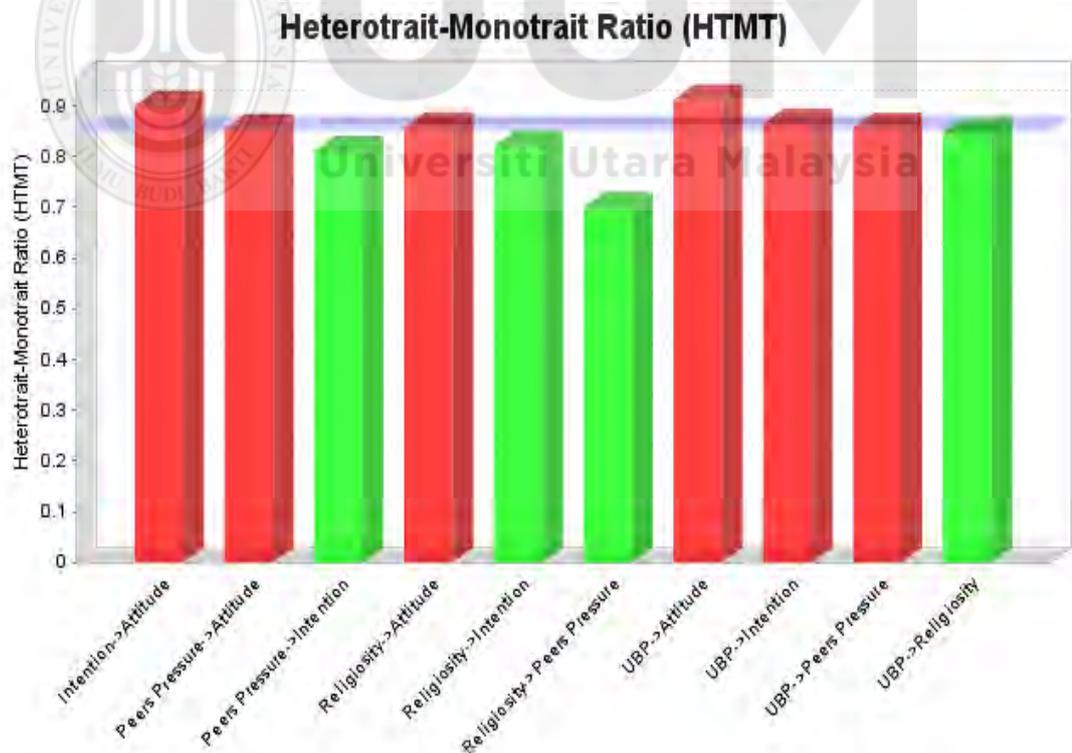


Figure A7:  
*Heterotrait-Monotrait Ratio (HTMT)*

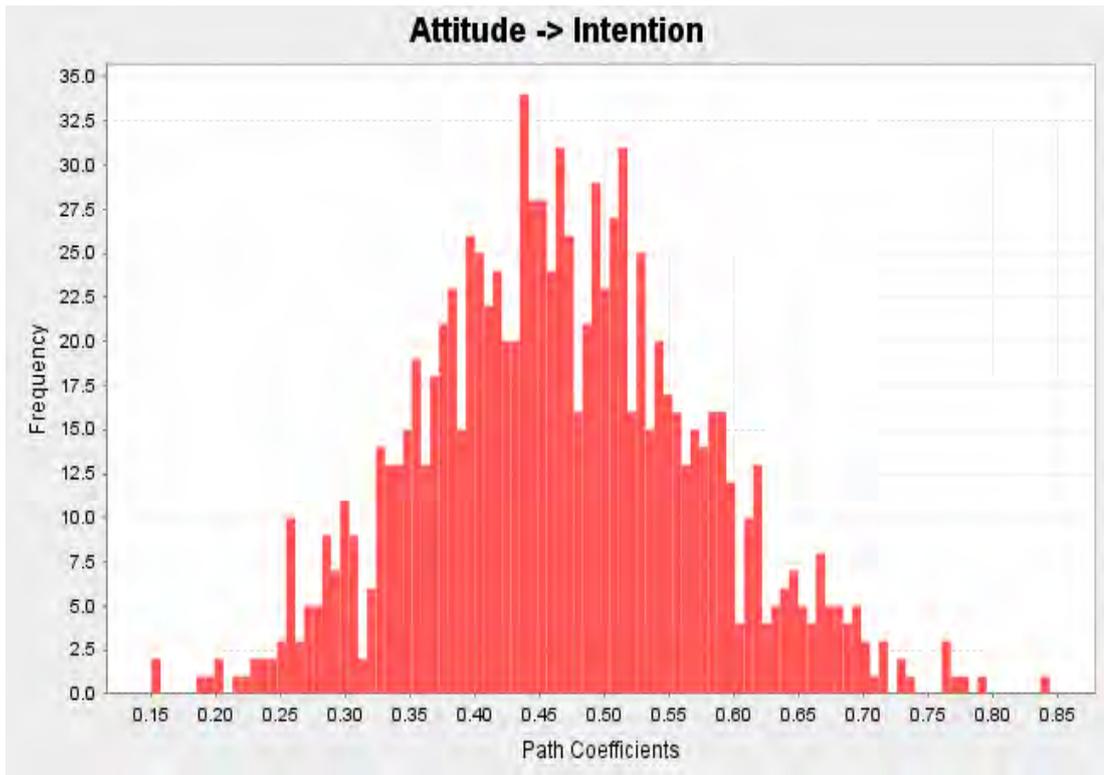


Figure A8:  
*Path Coefficient (Attitude → Intention)*

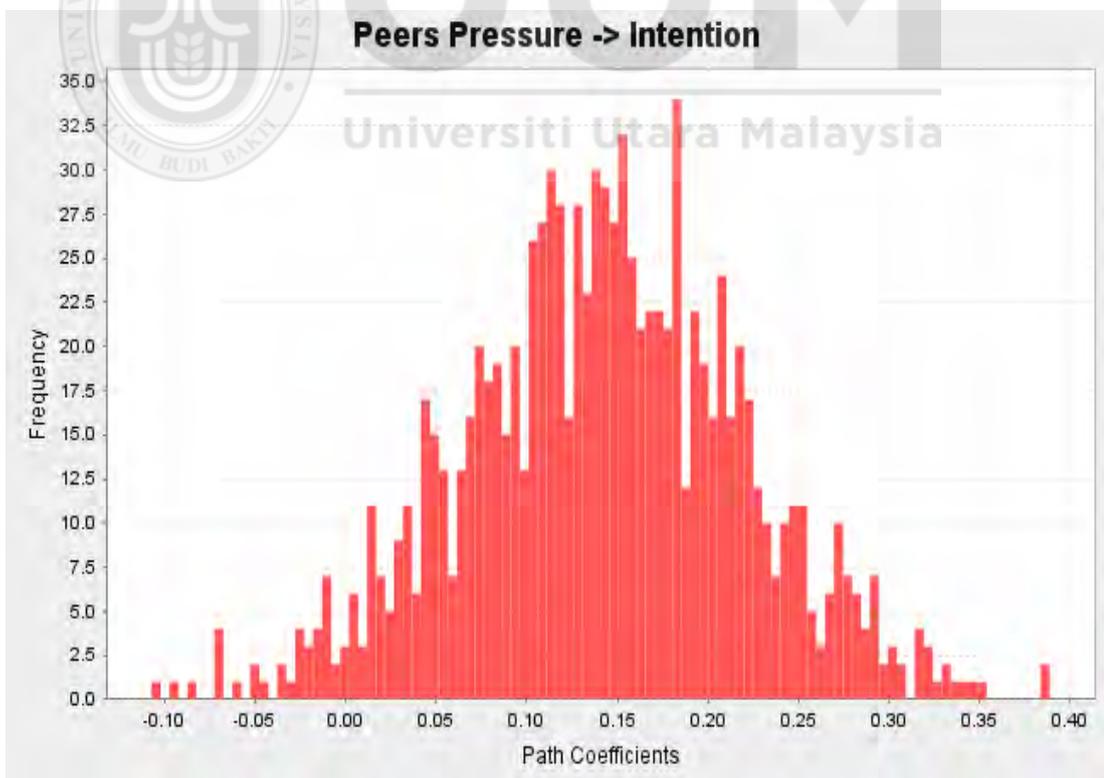


Figure A9:  
*Path Coefficient (Peers Pressure → Intention)*

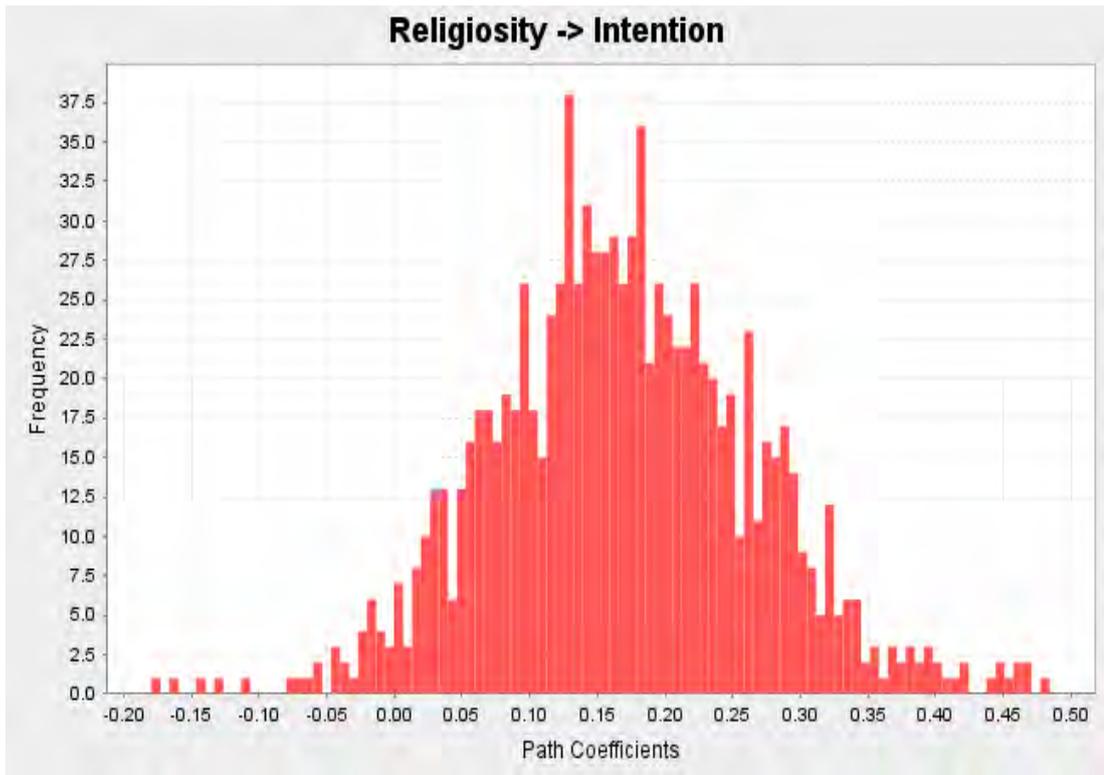


Figure A10:  
*Path Coefficient (Religiosity → Intention)*

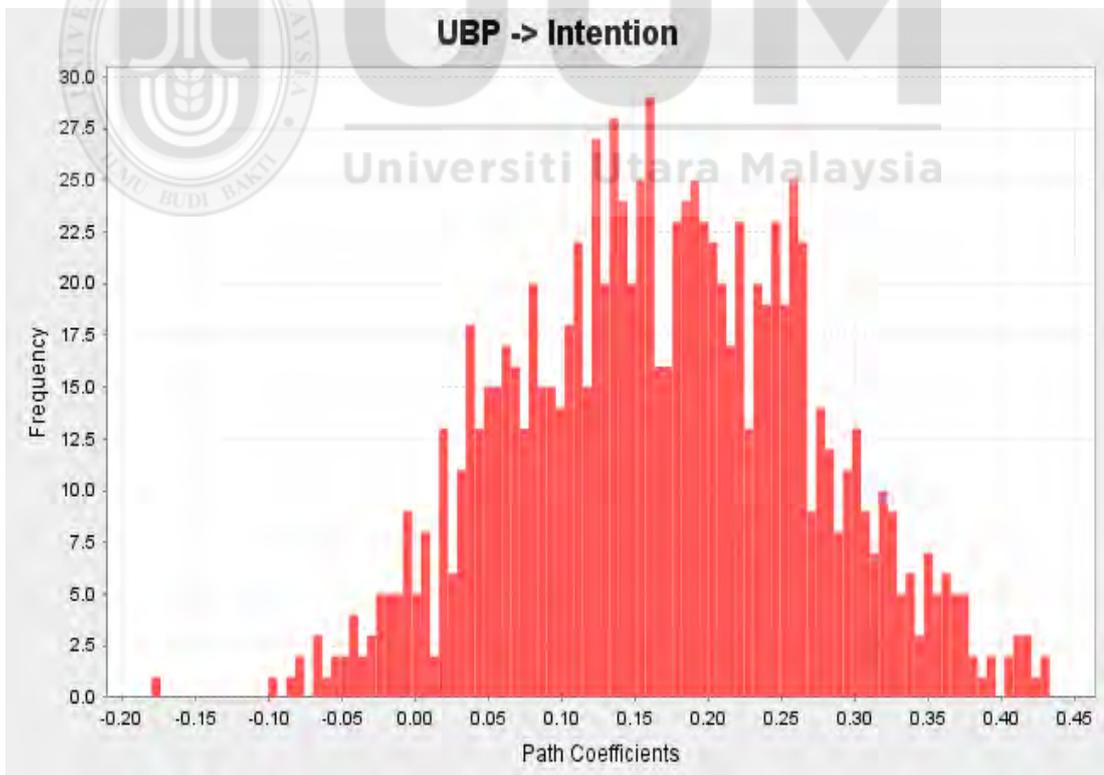


Figure A11:  
*Path Coefficient (University Brand Personality → Intention)*

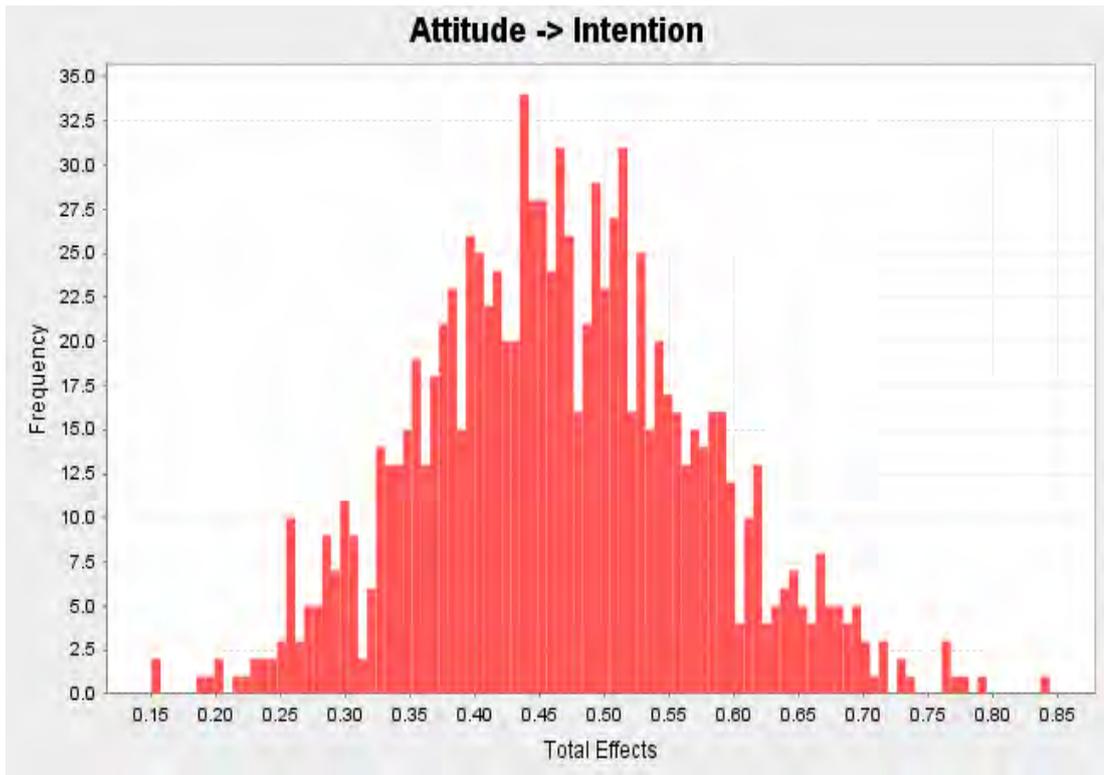


Figure A12:  
*Total Effects (Attitude → Intention)*

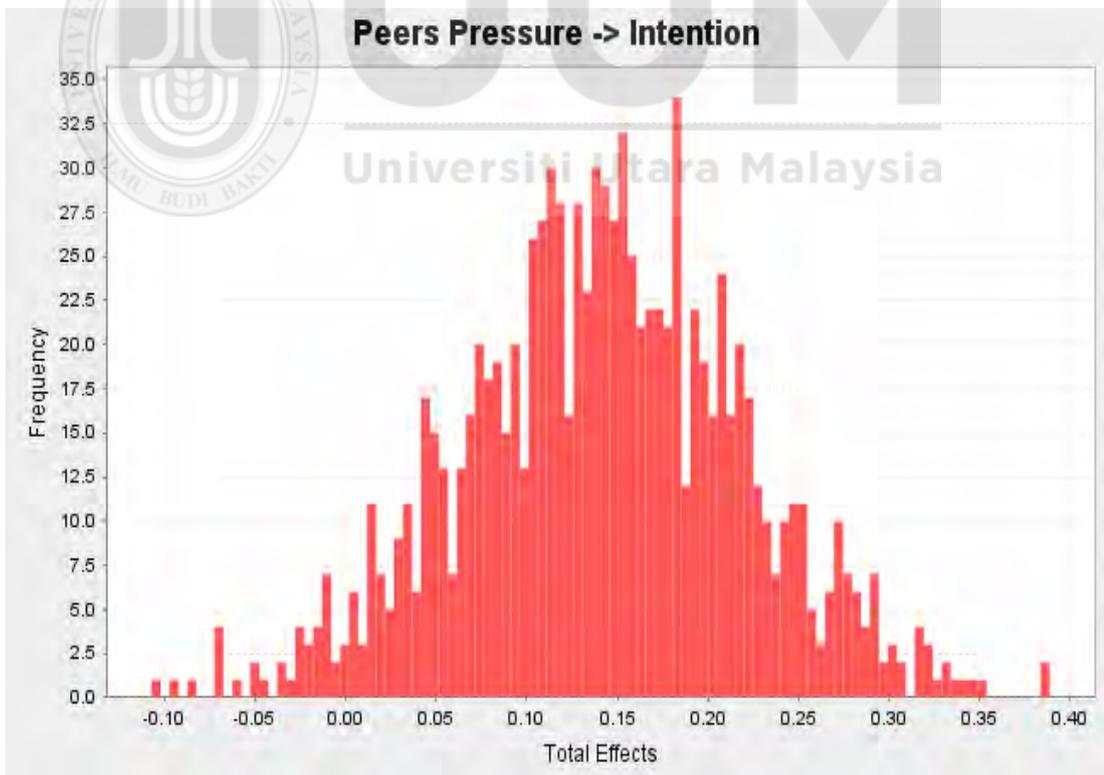


Figure A13:  
*Total Effects (Peers Pressure → Intention)*

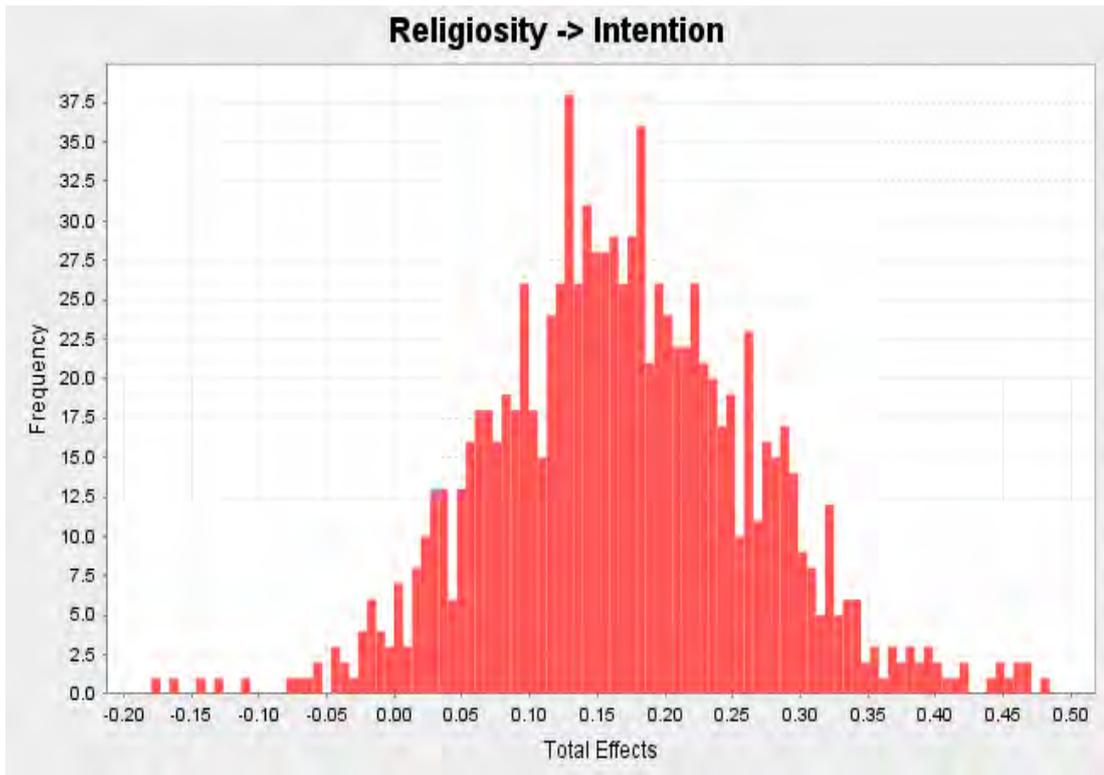


Figure A13:  
*Total Effects (Religiosity → Intention)*

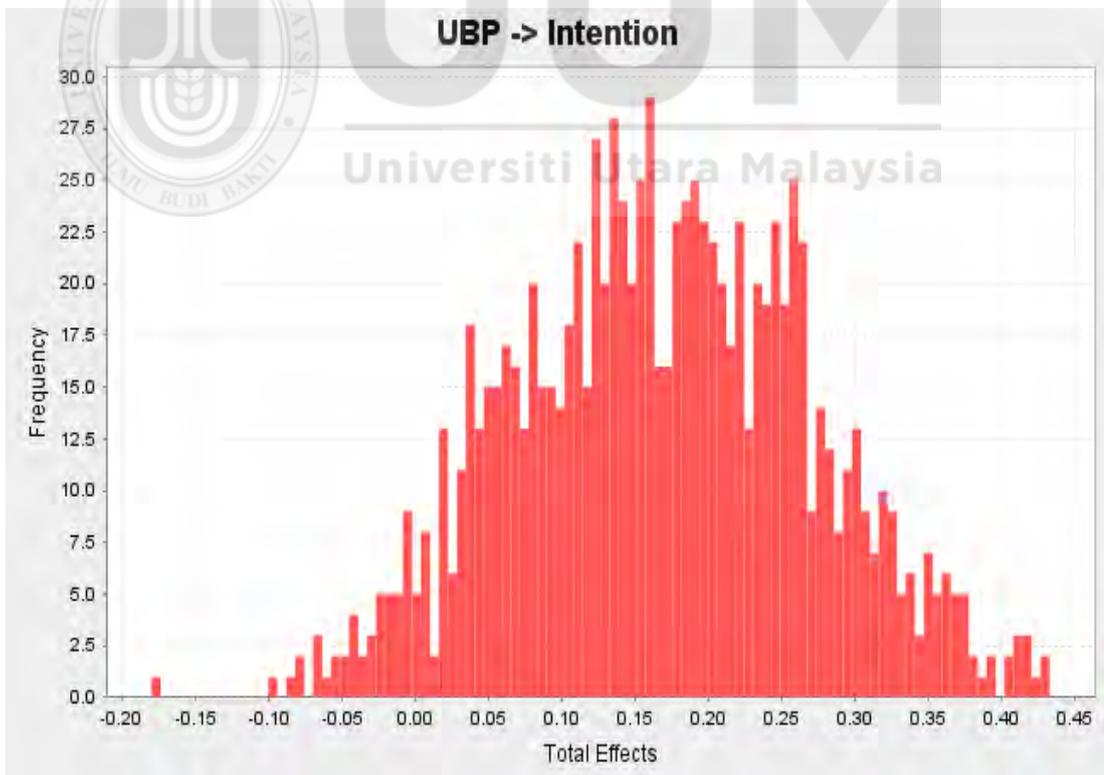


Figure A13:  
*Total Effects (University Brand Personality → Intention)*



**UUM**  

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**Universiti Utara Malaysia**