



Program Magister Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Sam Ratulangi
Manado



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APMMI 2015
Manado, 6-7 November 2015

*Innovation, Human Capital and Trade Competitiveness
in the Era of Asean Economic Community and
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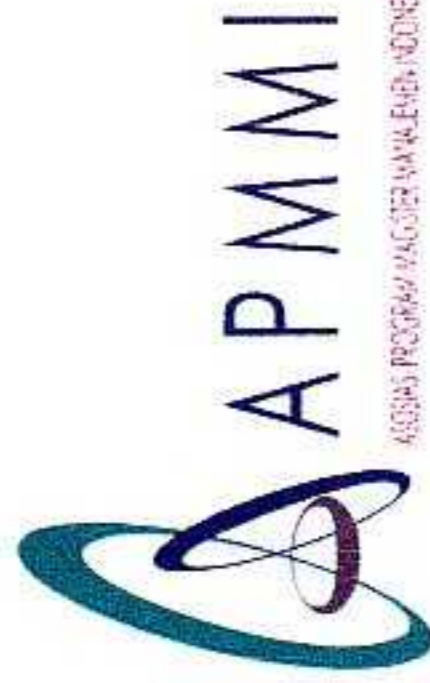


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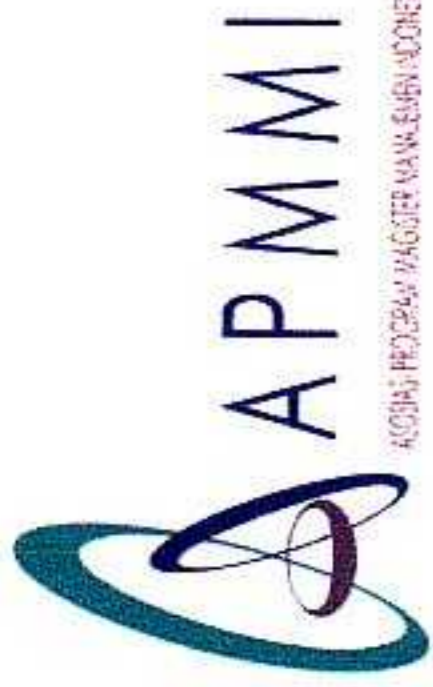
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10	Budhi Haryanto Rico Dhany Samodra	Universitas Sebelas Maret	<i>Exploring The Reason Why People Willing to Donate Blood: An Application in Social Marketing Context</i>



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Exploring The Reason Why People Willing to Donate Blood: An Application in Social Marketing Context

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Abstract

Purpose. The purpose of this research is exploring the role of altruism, moral norm, donor's knowledge, and perceived risk in influencing the willingness of people in donating blood.

Design/methodology/approach. Data is collected through survey that is guided by questionnaire. Data consists of 200 people who has intention to donate blood at Surakarta. Structural equation modeling is an approach used to examine the hypothesis.

Findings. The results found that altruism, moral norm, donor's knowledge and perceived risk were variables considered important by the people in influencing the intention to donate blood. While altruism and donor's knowledge were found no relationship with the perceived risk.

Implication. Findings give some recommendation to Indonesian Red Cross how to get the blood donors effectively. Implications for further research are also recommended in order to get the wider generalization.

Keywords: Blood Donor's Intention, Altruism, Donor's Knowledge, Social Marketing.

A. Theoretical Background

The intention to donate blood is an interesting topic in social marketing area, because previous studies are still indicated the variety of models in explaining these phenomenon (see Allen and Butler, 1993; Reid and Wood, 2008; Lemmens et al., 2009). Each has still indicated the limitation in applying the model at different objects or setting. This condition gives an opportunity to this

study to design an alternative model that can explain the observed phenomenon, especially the behavioral of people in donating the blood in Surakarta – Indonesia as an object of study chosen.

The alternative model built in this study is based on 5 variables, namely altruism, donor knowledge, perceived risk, moral norm, and intention to donate blood.

1. Altruism

This variable has defined as self-sacrificing, empathizing with the needs of others, unselfish and a voluntary action that is performed without expectation of reward (see Hopkins and Powers, 2009). Previous studies have found that donors mentioned altruistic reasons for donating blood (see Newman and Pyne, 1997; Hopkins and Powers, 2009) and this variable is estimated could explain the intention to donate blood (see Smead and Burnett, 1981; Lemmens et al., 2009).

Previous study has examined this variable towards intention and the result indicated that altruism has positive correlation towards intention but only indirectly through moral norm (see Lemmens et al., 2009). In this study, altruism is considered directly effect toward intention. Consequently, the higher altruism, the higher intentions to donate blood. So, the first hypothesis to be tested is.

H1: The higher altruism, the higher intentions to donate blood.

Furthermore, previous study has found that altruism related to intention but only indirectly through moral norm. Being altruistic leads to stronger moral norms regarding donation (see Lemmens et al., 2009). So, higher moral norm is hoped more increase the intention while altruism higher. Hence, the following hypothesis was proposed.

H2: The higher altruism, the higher moral norm.

Moreover, altruism is viewed has negative correlation to the perceived risk. These expression was based on logical view about conclusion of interview among donors. Donors had the feeling as a personal responsibility and getting the desire to benefit someone else. In the other words, when the individuals with

altruism want to donate blood, they never mind the bad risk or negative consequence. The important thing why they want to do that is they can give benefits to someone or it is called sacrifice. So in this study, altruism is expected to perform through perceived risk on the alternative model. The following hypothesis was proposed.

H3: Altruism is inversely related to their perceived risk of donating blood.

2. Donor Knowledge

Knowledge has been defined, conceptualized, and measured in various ways, although no commonly accepted definition or measure of knowledge exists (see Brucks, 1986; Smead and Burnett, 1981)). Previous study has examined this variable regarding the effects on intention to donate blood. Intuitively, it could be argued that a negative relationship should exist between individual's knowledge and their perception of risk associated with giving blood. As individuals learn more, their perception of risk involved in the blood giving transaction should be reduced (see Allen and Butler, 1993). That study found the opposite to be true, apparently, the more donors know about the blood donation process, the more risk they perceive (see Allen and Butler, 1993).

Individuals facing a high risk situation tend to seek out information useful in reducing the negative consequences of a transaction (see Allen and Butler, 1993). In other words, as individuals gain knowledge, they tend to perceive less risk than do individuals without knowledge. In this study, it would be expected that donors more knowledgeable about the donation process would perceive less risk in giving than those who are less knowledgeable. Therefore, the next hypothesis can be formulated below.

H4: Donors' knowledge is inversely related to their perceived risk of donating blood.

Previous studies indicate that knowledge was a weak correlate of intentions to donate (see Lemmens et al., 2009) and knowledge does not directly influence donor's intention (see Allen and Butler, 1993). It is doubtful that donors would intend to donate without knowledge of the associated risks. A donor's

knowledge level alone is, therefore, expected to be an insufficient explanatory variable of donor behavior (see Allen and Butler, 1993). On the basis of this research support, the following hypothesis is proposed.

H5: Donor's knowledge will not ~~directly~~ ^{inversely} affect their intentions to donate blood.

3. Moral Norm

A number of studies have extended the TPB when applying it to blood donation. For example, intentions may be shaped by a sense of moral obligation (see Lemmens, 2009) and both Armitage and Conner (2001) and Lemmens et al. (2005) found that moral norm increased the predictive power of the TPB in the context of blood donation.

Previous study indicates that moral norm work as mediation between altruism and intention. Moral Norm was statistically significant as mediation between altruism and intention. The results show that the effects of altruism on intention was reduced by almost 50% after including moral norm as predictor (see Lemmens et al, 2009). In this study higher moral norm is hoped more increase the intention (see Lemmens et al, 2009). So, the following hypothesis is posited

H6: The higher moral norm, the higher intentions to donate blood.

4. Perceived Risk.

Prior research has found that perceive risk is a factor for every individual's intention to donate blood (see Allen and Butler, 1993). The individuals will learn and assessment the consequences by their experienced or the information about donate blood's process by blood bank marketers (see Allen and Butler, 1993; Griffin and O'Cass, 2004). The dimensions of perceived risk to measures the intentions to donate blood consist of physical, psychological, social, and time risk (see Allen and Butler, 1993).

Results of the study by Lyle et al. (2009) indicates that there were significant differences between donors and non-donors regarding perceived risk. The donors are less concerned about the risk of a blood donation, while the non-donors are most concerned about the anticipated pain of gain of giving donation.

Moreover, another study indicates that the higher intender group had less the perceived risk of donate blood (see Allen and Butler, 1993; Reid and Wood, 2008).

In the case of blood donation, if blood donors believe there are high levels of risk associated with giving, they should be less likely to give and conversely, if donors perceive little risk in donating, the likelihood of donation should increase. H7: Donor's perceived risk of donating is inversely related to their intentions to donate blood.

B. RESEARCH METHOD

1. Data Collection and Sample

Sample is the people who have intention to donate blood for the first time. The data consists of 200 respondents, and then collected by using convenience sampling method, Structural Equation Modeling (SEM) is statistical tools choosen to elaborate the linkage among of variables.

2. Measurement of variables

Altruism consists of: (1) feel that helping others is reward, (2) feel proud when give benefit to others, (3) Feel good when helping others, (4) do donate blood, (5) offer to help a handicapped or elderly, (6) offer a seat to elderly stranger, (7) give money to a stranger who needed (see Batson, 1991).

Moral norm consists of: (1) personal responsibility, (2) personal principle of life, (3) sense of guilty (see Parker et al, 1995; Armitage and Conner, 2001; and Lemmens et al, 2005).

Donor's knowledge is measured using 6 items: (1) people with AIDS is not eligible do donate blood, (2) drug user are not eligible do donate blood, (3) transients or street people are eligible do donate blood, (4) homosexuals and partners are not eligible do donate blood, (5) blood bank does everything it can to ensure blood supply is safe, (6) blood bank will give information to donor if they

influence something infect disease. Perceived risk consists of (1) physical, (2) psychological, (3) social, and (4) time risk (Cunningham, 1967). The willingness to donate blood is measured by (1) probability, (2) possibility, (3) commitment, (4) likely, and (5) plausibly. All of indicators is measured by Likert scale that ranged from 1= Strongly disagree until 5= strongly agree.

C. RESULTS AND DISCUSSION

Table 1 indicated that the partially mediated model is the most accurate model in predicting the willingness of people in donating blood.

Table 1. Regression Wei

Dep . Var	relations	Indep.Var	Estimate	P	SE	CR
Moral_Norm	<---	ALTRUISM	.385	.131	2.934	.003
Perceived_Risk	<---	ALTRUISM	-.180	.125	-1.441	.150
Perceived_Risk	<---	Donor's_Knowledge	-.127	.111	-1.141	.254
Intention	<---	Moral_Norm	.482	.133	3.628	***
Intention	<---	Perceived_Risk	-.209	.060	-3.474	***
Intention	<---	ALTRUISM	.303	.130	2.336	.019
Intention	<---	Donor's_Knowledge	.163	.074	2.214	.027

1. The higher altruism, the higher intentions to donate blood.

The findings indicate that altruism has a significant positive effect on intention, so the first hypothesis is supported. The test results provided support to the phenomenon of positive relationship that found in previous studies (see Lemmens et al., 2009). The findings in this study suggests that altruism is owned by an individual was expected to increase the intention or desire to do social activities like donate blood.

2. The higher altruism, the higher moral norm

The result indicates that altruism has a significant positive effect on moral norms (see Lemmens et al, 2009). It means that the nature of altruism that is

owned by an individual is expected to form a sense of moral norms in a person. It was gives an understanding of the need for the formation of character or soul voluntarily to the community or individuals who will form the moral norm in the individual. The recommended stimulus to repair or build a spirit of altruism was the moral education in family environment, conducted by faculty and community environment that involves parents to teach social norms to children and adolescents.

3. Altruism is inversely related to their perceived risk of donating blood.

The result is found there is no ^{rel} between altruism and perceived risk, so the hypothesis is not supported. The results of this study indicated that a person who has high concern to the others, would thinking about the risks that exist in the donate blood. It indicates that the interview among several donors is not supported. It occurred for some reason. Although the people willing to donate their blood and have altruistic behavior, they decided would consider the risk about donate blood.

4. Donors' knowledge is inversely related to their perceived risk of donating blood.

The result is also found if there is no relationship between donors' knowledge perceived risk, the hypothesis is not supported (see Allen and Butler, 1993). These results provide insight to the perpetrators of social activities in attracting the intention of donate blood in a community that the knowledge about the donors who presented to the public did not significantly affect the perception of risk in donate blood.

5. Donors' knowledge will not directly affect their intentions to donate blood

The result indicates the relationship between donor's knowledge and intention to donate blood, so the hypothesis is supported. The results of this study possibly because of the knowledge acquired by an individual donor was about the benefits when donating their blood, as well as knowledge of social care also affect a person's intention to donate blood.

6. The higher moral norm, the higher intentions to donate blood

The moral norm has a significant relationship to the intention, so the hypothesis was supported (see Lemmens et al, 2009). It is explained here that the higher the moral norm the higher the willingness of people to donate blood. It was recommended here to increase or build the spirit of moral norms. For this context, the role of families and communities would be necessary to build a sense of moral norms.

7. Donor's perceived risk of donating is inversely related to their intentions to donate blood.

The finding suggested that perceived risk has a negative effect significantly on intention, so the hypothesis is supported (see Allen and Butler, 1993). This phenomenon occurs because of potential donors who might be considered about low risk in donating the blood. It gives an implications for social marketers in order to increase blood donor intentions, they should convey that the donate blood not require a long time, then make a healthy and did not make the body sick or weak, and can also be done by designing another stimulus that can increase the intentions.

F. SUMMARY AND IMPLICATION

1. Summary

It can be concluded here that altruism has a significant positive effect on intention. Higher altruism in an individual would effect to increase an intention to donate blood. People will do donate blood to help others if that people has a sense of altruism. It because the people with altruism automatically would do anything to give benefits to others who need some help and so the sense of moral norm . Then, the perceived risk would always involve into donors intention as consideration although they have altruism. So, sense of altruism and moral norm must be present in personality of donors.

2. Implication

Social marketers is hoped make strategies related to altruism, perceive risk, and moral norms. The volunteers in educating the community should be more frequently provide training on voluntary mutual aid or without conditions, then the delivery of information about blood donation in which the public should know how long do the donors, the benefits of doing blood donate and other risks that are different from the assumptions of the community about blood .

Further research are expected to develop the setting of research or to develop the measurement of the variables. Through this way, the generalized of the model can be improved in different context.

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