SOSYAL PAZARLAMADA TEKNOLOJİ KABULÜ: HAYIRSEVERLİK DAVRANIŞLARI ÜZERİNE BİR İNCELEME*

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Öz

Hedef kitlelerin davranışlarını etkilemek amacıyla topluma fayda sağlayacak fikir, değer veya faaliyetlerin pazarlanması sosyal pazarlamacıların en temel uğraş alanıdır. Bu uğraş, alternatif teknolojiler insanların faaliyet alanlarını değiştirdikçe ve davranışlarını etkileyerek yeni dinamikler yarattıkça daha da karmaşık bir hal almaktadır. Bu bağlamda sosyal medya insanları oldukça dinamik bir çevreye, kişilere göre özelleştirilmiş bir giriş yolu sağlayan çift yönlü iletişime davet etmektedir. Bazı zorluklarına rağmen, en sonunda temel davranış değişikliklerini gerçekleştirecek şekilde, insanlara sosyal pazarlama programlarını iletmek ve onları bu programlara dâhil etmek için önemli fırsatlar sunmaktadır. Sosyal medyanın sosyal pazarlama programları üzerindeki bu gücü yakın zamanda uygulayıcıların dikkatini çekmiş ve böylece birçok kurumsal veya bireysel sosyal kampanya sosyal medya kanalları aracılığı ile geliştirilmeye ve duyurulmaya başlanmıştır. Bu durum "tüketicileri" sadece bağışçı yapmakla kalmamış, onları bu kampanyaların organizatörü, kural koyucuları haline getirmiştir. Sosyal pazarlama alanındaki bu değişim çevrimiçi teknolojilerin sosyal pazarlama üzerindeki rolü ve etkisini araştıracak bilimsel araştırmalara ihtiyaç doğurmaktadır. Ancak, mevcut haliyle araştırma uygulamanın gerisinde kalmaktadır. Bu çalışma bu alana ışık tutmayı hedeflemekte ve özellikle çevrimiçi ortamlar tarafından güdülenen hayırseverlik davranışlarına odaklanmaktadır. Araştırma, teknoloji kabul modeli boyutları ile insanların sosyal kampanyalara çevrimiçi kanallar aracılığı ile dâhil olma davranışları arasındaki ilişkileri incelemektedir. Sonuçlar teknoloji kabul modeli boyutlarının sosyal pazarlama programları ile hedeflenen davranış değişikliklerini ne kadar etkilediğini göstermesi açısından önemlidir. Bu doğrultuda alandaki bilimsel boşluğa katkı yapacak ve uygulayıcılara fikir oluşturacak bazı öneriler tartışmaya sunulmuştur.

Anahtar kelimeler: Sosyal medya, Sosyal pazarlama, Davranış değişimi, Teknoloji kabul modeli
Jel Kodları: M31

TECHNOLOGY ACCEPTANCE IN SOCIAL MARKETING: AN INVESTIGATION ON PHILANTHROPIC BEHAVIOR

Abstract

Marketing of social ideas and values to influence behaviors of a target audience is a challenge for social marketers. It becomes more complicated when alternative technologies change the acting environment of people, and create new dynamics to influence their behaviors. Social media, in this context, is a technology, which invites people to a multi-way communication with an increased and customized access to a new form of a very dynamic environment. Despite some challenges, it provides an excessive opportunity to actively communicate and involve people to social marketing programs, which, at the end, motivates social behavior change. This power of social media on social marketing programs recently attracted the attention of practitioners, and thus, several social campaigns, either by corporate entities or individuals, started to be raised and communicated through various social media sites. This situation made consumers, not only the donators but also the organizers of such campaigns, that is, the

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actual rule makers, the involvers. This change in the social marketing practice calls for urgent research in the academy to better understand the dynamics and the role of online technologies on social marketing practices. However, research on this field is still left behind the practice. This study aims to shed light on this area, and focuses specifically on philanthropic behavior change, which is motivated by online environments. Research investigates the relationship between technology acceptance dimensions and people's involvement activities through online sites. Findings provide valuable insight to explain the impact of different determinants of technology acceptance on human behavior for social marketing activities at virtual platforms. Discussions are raised to both contribute to academic shortfall on social marketing literature, and to provide more effective programs for the practice.

Keywords: Social Media, Social Marketing, Behavior Change, Technology Acceptance Model
Jel Classification: M31

Introduction

It was 30 May 2016, when an Ekşi Sözlük writer initiated an individual campaign that invited all Turkish PayPal users to donate the change left at their accounts to a non-governmental organization (NGO) that aims to cure children with leukemia. This invitation spread to a large community of internet users, and the donations were disseminated to a variety of different NGOs within hours. At the end of the campaign, which lasted only for 7 days, besides Foundation for Children with Leukemia (LÖSEV), other NGOs, such as Community Volunteers Foundation (TOG), Education Volunteers Foundation of Turkey (TEGV), Foundation for Children in Need (Koruncuk) and Search and Rescue Association (AKUT) collected serious amount of donations from the changes left at Turkish PayPal accounts. Soon after that, another campaign (Adım Adım) was announced in, mainly, social media platforms, which aimed to introduce and extend collective charity run activities to provide financial resources to social responsibility programs in several NGOs. In 2016, total amount of donations reached 14.5 million TL with 13,000 volunteer racers and 111,000 donators (http://www.adimadim.org/). These were only some examples that showed the importance and power of social media for motivating people to involve in such charity campaigns, and initiating or actualizing public behavior towards social change. Like the rest of the world, in Turkey, nearly all NGOs now have official social media accounts, and they increasingly use new media channels to reach their target markets. Nowadays, individuals as well as companies initiate social marketing campaigns through their personal accounts.

Extending the commonly accepted role of internet technologies in economic exchanges to offer opportunities for improving customer engagement and building long-term customer relationships (Sashi, 2012), these practices let practitioners recognize internet technologies as effective platforms, also, for performing social marketing activities. Likewise, many social marketing practitioners accepted its power, as many social marketing campaigns are realized by the use of new media technologies (please see Hill and Moran, 2011 for a detailed list). Especially Web 2.0, that facilitates the consumer to be involved in the creation, dissemination or modification of the marketing information, is now considered to be a very valuable tool for social marketers (Thackeray et al., 2008) in changing the behavior of target markets.

However, adoption of internet technologies is more complicated than recognized (Laroche et al., 2005), especially when considered from the consumers' perspective in social marketing contexts (Andreasen, 1994). This is because, social marketing is not only about ideas, but it is about behavior change (Andreasen, 1994), and behavioral change in an online environment depends on several antecedents to be fulfilled. In order to change the behavior of individuals through new media channels, first, they

should be ready to accept the technology of these channels. Therefore, an advanced understanding on technology from a behavioral perspective is necessary to foster the involvement of individuals in social marketing campaigns through online sites. There are studies focusing on understanding the antecedents of technology acceptance in online environments in commercial contexts (e.g. Koufaris, 2002; Turan, 2008; Choi and Chung, 2013; Yılmaz and Tümtürk, 2015), whereas it is still a shortfall in social marketing context. However, although originated from the commercial marketing theory, social marketing targets a deeper change, that is, the behavior (Andreasen, 1994; Dann, 2010), and thus needs a distinctive attention to understand technology acceptance in online environments also for social marketing contexts.

Despite the wide coverage in practice, however, the linkage between internet technologies and social marketing received limited attention from scholars (Hill and Moran, 2011). Social marketers lack the required guidance about the opportunities, challenges, tools and strategies that new media channels introduce them. This study aims to shed light on this area, and utilizes Technology Acceptance Model (TAM) to provide a path to understand individuals' technology acceptance and adoption behavior in social marketing campaigns. TAM is a well-accepted model to predict and explain end-user behavior and system use, which is also considered as an influential model to study consumer acceptance of e-commerce (Chen et al., 2002; Klopping and McKinney, 2004), and thus provides a fundamental reference model to understand end-user behavior and system use, this time, in social marketing contexts.

This study investigates the relationship between technology acceptance dimensions offered by TAM and people's involvement activities to social marketing campaigns through online sites to enlighten ways to motivate a behavioral change. A behavioral change, targeted in social marketing context, is specifically the philanthropic behavior change. Therefore, the consumer, who involves in social marketing activities, is conceptualized differently from the commercial marketing context. The consumers of social marketing campaigns are the "involvers", who are the actual rule makers, acting as both the donators and the organizers. In this respect, the unit of analysis in this study is not *any* consumer or the customer, but, the people who are specifically engaged in philanthropic activities in social marketing context.

In order to develop the research model, the article starts with a review of the literature on social marketing, online technologies and the possible linkages between TAM and social behavior change. Then, the methodology section explains the steps carried on for the empirical research and analysis. Findings provide valuable insight to explain the impact of different determinants of technology acceptance on human behavior for social marketing activities at virtual platforms. The limitations of the current study shed light on future research and practical implications.

Literature Review

1.1.Social Marketing and Online Technologies

Social marketing evolved in 1960-70s as an extension of the marketing discipline. It is defined as a social change effort that uses commercial marketing tools and strategies to increase or influence the acceptance of a social idea, and influence voluntary behavior for not only the marketing organization itself, but also for the society at large (Kotler and Zaltman, 1971; Andreasen, 1994).

Social marketing requires marketing activities to carry a socially responsible content, and is applicable at any situation when a socially responsible behavior is required to be addressed for a target audience (Andreasen, 2002), including different marketing channels where behavior change is promoted and encouraged (Gordon, 2012). Although same tactics and strategies for marketing goods and services are implemented to sell social ideas, values, and change behaviors (Kotler and Zaltman, 1971; Andreasen, 2002), some tools started to be prominently utilized to support this challenge. This is because, the consumer-orientation being central to social marketing, requires a closer focus on holistic and strategic relational approach to foster behavior change. This situation unavoidably necessitates the adoption of traditional marketing mix model which contains product, price, promotion and distribution dimensions to the framework of social marketing (Gordon, 2012). Following these, integrated marketing communications, market segmentation efforts, relationship marketing activities are better adopted, which helped to increase the success and reach of social marketing efforts (Stead et al., 2006). However, communication of social marketing programs still stays limited, and thus, as a challenge to social marketers (Bloom and Novelli, 1981).

The extension of the traditional marketing paradigm towards a more socially relevant framework also implied the need for the adoption of emerging technologies to influence the ultimate aim, the social change. With an aim to provide superior value to its customers, relationship marketing suggests customer engagement to be reinforced by the use of digital technologies, in addition to non-digitals (Sashi, 2012). This approach made a prominent shift in the buyers' shopping preferences from in store to online engagements. In this context, innovative technologies have taken an important share also on social commerce, increasing the popularity of social shopping platforms (Liang and Turban, 2011; Sashi, 2012;). This changing focus has fostered the emergence of various digital technologies, especially the social media and social networking sites, and motivated the use of online technologies for social marketing activities practically (Hill and Moran, 2011). Social media is, incontrovertibly, an important challenge for social marketers to implement social change programs by rapidly moving the power of individuals to communities or the networks (Lefebvre, 2011). But, also, if properly utilized, it can become a very effective communication

tool to actively involve consumers, yet, make them central, to social marketing process (Thackeray et al., 2008; Thackeray et al., 2012).

1.2. Technology Acceptance to foster Social Change

The focus of social marketing on behavior change is an important emphasis of social cognitive theory in the process of behavior adaption (Bandura, 1977; Bandura, 1989). Social cognitive theory argues that human behavior evolves over time because of the interactions between a person and the environment. These interactions are complex, challenged by the interdependent play of social and psychological factors, having various antecedents and consequences, both originated by several internal or external factors. Therefore, effected by the dynamic environment, human behaviors change by the time knowledge is gained through the experiences or the observations. Here, various factors, including both internals, such as feelings, emotions, or externals, such as incentives, play important role to motivate behavior change. Behavior adoption is also motivated by the outcome expectancies; that is, if people believe that their actions will result in, or lead to a positive or desirable situation, they are more likely to adopt to a different behavior (Bandura, 1989). Therefore, the environment and the cognitive influences both have a strong effect on people's behavior and possible adoption.

Considering the recent changes in people's environment caused by new media technologies, it is evident that people have increased and customized access to information, become more involved to media content, and highly engaged to multi-way communication. Therefore, it can be stated that, new media technologies involve people to a new form of a very dynamic environment, causing a prominent influence in their behavior (Hill and Moran, 2011).

These digital environments, by providing online interaction platforms with direct conversations between the buyers and the sellers, involve customers to content generation and value creation processes. Although online shopping has various benefits such as convenience, ease of shopping, there are also some obstacles related to customers' choice of online sites for shopping activities, such as physical intangibility risks, or issues related to trust (Heijden et al., 2003; Laroche et al., 2005; Forsythe et al., 2006; Turan, 2008). Consumers' assessments, combined with their information technology (IT) experience determines the degree of their intention to make a purchase. At this stage, the integrated effect of both their individual assessments and the technology acceptance –related antecedents influence their behavior (Gefen et al., 2003; Comegys et al., 2009; Choi and Chung, 2013). Consumers give emotional and cognitive responses at the first time they visited an online store, which consequently influences their intention to return to the site and make unplanned purchases (Koufaris, 2002; Yılmaz and Tümtürk, 2015). The more the consumers enjoy the shopping experience and feel confident in using the site technically, the more their intention to return to the site will be. Therefore, it is

necessary to understand consumer's technology acceptance determinants to predict and motivate their online shopping behaviors, also to foster the use of online environments in social marketing activities.

In this respect, TAM is utilized in several studies as a very fundamental reference model to measure, explain and predict individuals' technology acceptance and adoption behavior (Chen et al., 2002; Klopping and McKinney, 2004). TAM is developed based on Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA). TRA argues that peoples' beliefs determine their attitudes towards behaviors, and behavior is predicted by intentions. Different from TRA, which aims to explain human behavior at virtual platforms, TAM aims to predict system usage, and explain determinants of technology acceptance across users (Davis et al., 1989). Following TRA, TAM model hypothesizes the effect of attitudes to behavioral intention for the actual system use. Therefore, it helps to predict and explain end-user behavior and IT use, and shed lights on the antecedents of consumer acceptance on e-commerce (Chen et al., 2002; Klopping and McKinney, 2004)

A large portion of literature is devoted to understand the positive or negative aspects of digital technologies on the behavior of consumers (Heijden et al., 2003; Laroche et al., 2005; Forsythe et al., 2006; Turan, 2008); however, these studies are mostly in commercial marketing context, with an aim to sell goods and services, not social ideas or values. Despite the current practical implementations, to the best of the authors' knowledge, there are very rare studies in the academy, which investigate social marketing programs and online technologies. Although the theoretical framework provided by social cognitive theory provides important insight to the behavior change, which is recently the focus of social marketing and the new digital environment, research is still scarce to understand how social marketing efforts in online environments influence human ideas, values, and thus, the behavior (Hill and Moran, 2011; Thackeray et al., 2012). These are all to motivate the change in peoples' behavior towards social behaviors, that is, the philanthropic behaviors. Philanthropy is about being a good corporate citizen, performing activities aligned with societal expectations for public welfare and goodness (Türker and Altuntaş Vural, 2016) and philanthropic activities, such as donation programs or charity events, volunteer programs, social responsibility campaigns, are increasingly organized through online technologies, especially social media channels. Following this research gap, this study integrates social marketing activities and online technologies, and investigates the relationship between certain technology acceptance criteria with the involvement of people in philanthropic behaviors through online channels. In this study, TAM is adopted to the research framework, as being the highly referred theories for predicting and explaining end-user behavior in technological platforms (Davis et al., 1989; Fenech, 1998; Chen et al., 2002).

1.3.Hypothesis Development

This study adopts TAM model with belief-attitude-intention-behavior relationships to predict and explain the consumers' use of online technologies on social marketing campaigns. Therefore, research context integrates technology and its influence in social behavior, specifically, within the scope of social marketing activities, and considers people, who actively engage in social marketing programs. The unit of analysis is, thus, not referred as "consumers", rather re-conceptualized as "involvers" in socially responsible activities. In this context, attitudes towards system usage represents attitudes towards involvement towards an actual system involvement activity. Following these arguments, hypotheses are developed to integrate TAM model within the social marketing context.

According to TAM model, perceived usefulness and perceived ease of use are the two key determinants to IT usage, which effect attitudes towards using the online channels (Davis et al., 1989). The first and second hypotheses were developed by using this perspective and modifying it for the attitude formation towards involvement in philanthropic activities through online channels.

Hypothesis 1: A consumer's perceived usefulness of online channels for philanthropic activity affects his or her attitude positively towards involvement to a social marketing activity through that online site.

Hypothesis 2: A consumer's perceived ease of online channels for philanthropic activity affects his or her attitude positively towards involvement to a social marketing activity through that online site.

Moreover, trust is another determinant of online purchase intentions (Heijden et al., 2003). It is evident that higher levels of trust tend to buy more through online channels (Comegys et al., 2009). In this context, trust relates with various constructs as perceived risk, perceived size, perceived reputation, and trust in online store. Besides, trust is also a key determinant for engagement in social marketing activities (Choi et al., 2007). The third hypothesis is developed according to this discussion.

Hypothesis 3: A consumer's trust in online channels for philanthropic activity affects his or her attitude positively towards involvement to a social marketing activity in through that online site.

Perceived usefulness and perceived ease of use are two key cognitive components of user beliefs to be considered in technology usage (Davis, 1989), and there is further evidence that ease of use predicts perceived usefulness (Gefen and Straub, 2000). That drives the discussion to the fourth hypothesis.

Hypothesis 4: A consumer's perceived ease of use towards online channels for philanthropic activity affects his or her perceived usefulness in a positive way.

Following TRA, TAM argues that peoples' beliefs determine their attitudes towards behaviors, and behavior is predicted by intentions for the actual system use (Chen et al., 2002; Klopping and McKinney, 2004). This determines the level of actual involvement in social marketing activity and assists to build up the last two hypotheses as follows. The hypotheses tested by the model and the relationships between the variables are shown on Figure 1

Hypothesis 5: A consumer's attitude towards online channels for philanthropic activity affects his or her behavioral intention positively to a social marketing activity through that online site.

Hypothesis 6: A consumer's behavioral intention to use online channels for philanthropic activity affects his or her actual involvement positively to a social marketing activity through that online site.

Figure 1: *Research Model*
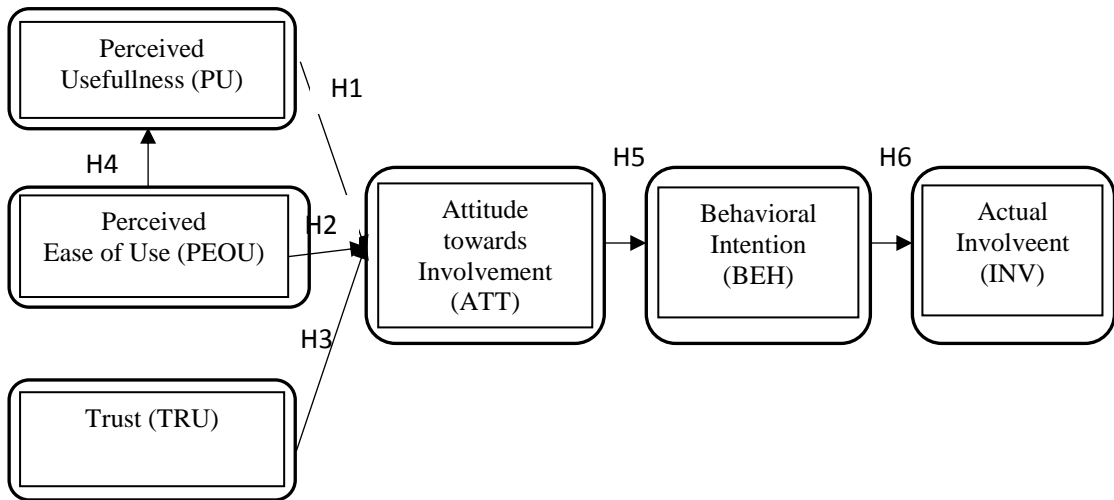
1. Research Methodology

Survey method was adopted as the research tool in this study. A questionnaire was developed based on the constructs of TAM and convenience sampling method was combined with snowball sampling method to reach the respondents in Turkey. This sampling method uses the social networks of participants to access specific populations (Browne, 2005) and utilizes the interaction of participants (Biernacki and Waldorf, 1981). As the topic of this research is directly related with digital technologies where social media networks are of great importance, this methodology and its usage via participants' own social networks might allow the researchers reach a sample with interest in the research topic. A web-based survey was designed and

distributed through several social media accounts of the authors including Facebook, Twitter, WhatsApp. The initial respondents were the authors' network members and they were requested to share this survey with their own networks. This allowed to extend the reach of the research instrument. Collection of responses took place between 1-15 June 2016. The returned questionnaires were initially reviewed for usability and at the end 162 responses were found to be complete.

The data obtained was tested for reliability and validity using confirmatory factor analysis (CFA). The measurement model includes 17 items describing four latent constructs: perceived usefulness, perceived ease of use, trust and attitude towards involvement. Behavioral intention and actual involvement were observed variables. The items were adopted from previously used and validated scales: 3 items for perceived usefulness and 3 items for perceived ease of use scales were from Klopping and McKinney (2004); 6 items for trust scale was from van der Heijden et al. (2003) and 5 items for attitude, 1 item for behavioral intention and 1 item for actual use were from Chen et al. (2002). The causal structure of the proposed research model was tested using structural equation modeling (SEM).

2.   Analysis and Findings

3.1. Demographics and Descriptive Statistics

The demographic profile of the respondents is summarized by Table 1. The sample is characterized by mostly female, upper young and middle aged, high educated individuals belonging to a middle income class. In addition to the demographics, the most frequently preferred social media channels for philanthropic activities and the type of such activities that they get involved in through online channels were explored. According to the answers, the majority of the respondents use Facebook and SMS channels (mobile technologies) for their online donations. The most frequently mentioned philanthropic activities that are realized through online channels are donations for education (scholarships), kurban donations and clothing donations.

Table 1: *Demographics of the Respondents*

	Frequency	Percent
Age		
18-23	9	5.6
24-29	29	17.9
30-35	38	23.5
36-41	61	37.7
41 and above	25	15.4
Gender		
Female	98	60.5
Male	64	100
Education		
High School	3	1.9
University	98	60.5
Master's Degree	40	24.7
PhD	21	13
Income (TL)		
Below 1300	11	6.8
1300-2000	14	8.6
2000-4000	39	24.1
4000-6000	44	27.2
Above 6000	54	33.3
Use Use of Online Channels for Philanthropic Activities		
Yes	126	77.8
No	36	22.2
Total	**162**	**100**

On Table 2, the tendencies of the respondents about the different variables of the research model are listed. According to the mean values calculated on a 5-Point Likert scale, the respondents perceive online channels as useful tools for their philanthropic activities. They also find them easy to use. The trust level of the sample is close to average so it can be stated that the sample does not rely on online channels totally in social marketing activities. Although the mean values are above average for the positive attitude and behavioral intention towards online channels, the actual involvement tendency has the lowest mean among all variables. This indicates that there might be other extraneous variables affecting the final involvement decision.

Table 2: *Descriptive Statistics*

	Mean	**Std. Deviation**
Perceived Usefulness	3.9712	1.30476
Perceived Ease of Use	4.4115	0.87724
Trust	3.2778	0.71076
Attitude	3.3654	0.64088
Behavioral Intention	3.37	1.314
Involvement in Philanthropic Activity	3.12	1.378

Mean values emphasize that the respondents are convinced about the technical ease and the positive contribution on online channels for their philanthropic actions. However, there seems to be some issues about the trust variable which might be affected by other variables. Trust is an important issue for online channels for sure, but it is also an important variable even for traditional channels that people use for their philanthropic activities. Therefore, trust variable should be analyzed in depth in future studies.

This low mean value of trust might indicate a reason for the reluctance of about their beliefs and evaluations towards the use of social media and other new digital technologies in their philanthropic behavior. Consequently, it can also explain the relatively lower values assigned to behavioral intention and actual involvement dimensions.

3.2. Hypotheses Testing

The research model was tested with Partial Least Squares (PLS) structural equation modeling (SEM). Application of PLS-SEM is useful in cases where the number of respondents is limited (Wong, 2011), and when the data distribution lacks the required assumptions of covariance based SEM methods (Vinzi et al., 2010). PLS-SEM evaluates the latent variables as the weighted sum of their respective indicators and predicts the model with multiple regressions (Chin and Newsted, 1999).

The final PLS-SEM results are shown on Figure 2. The initial model was tested and several indicators were eliminated because of their relatively low and insignificant loadings on their respective latent variables. In the end, four observed variables were retained out of the initial six variables predicting TRUST and two variables were retained out of the initial five variables predicting ATTITUDE. The significance values of path coefficients for both the inner model and the outer loadings are given on Table 3 and Table 4.
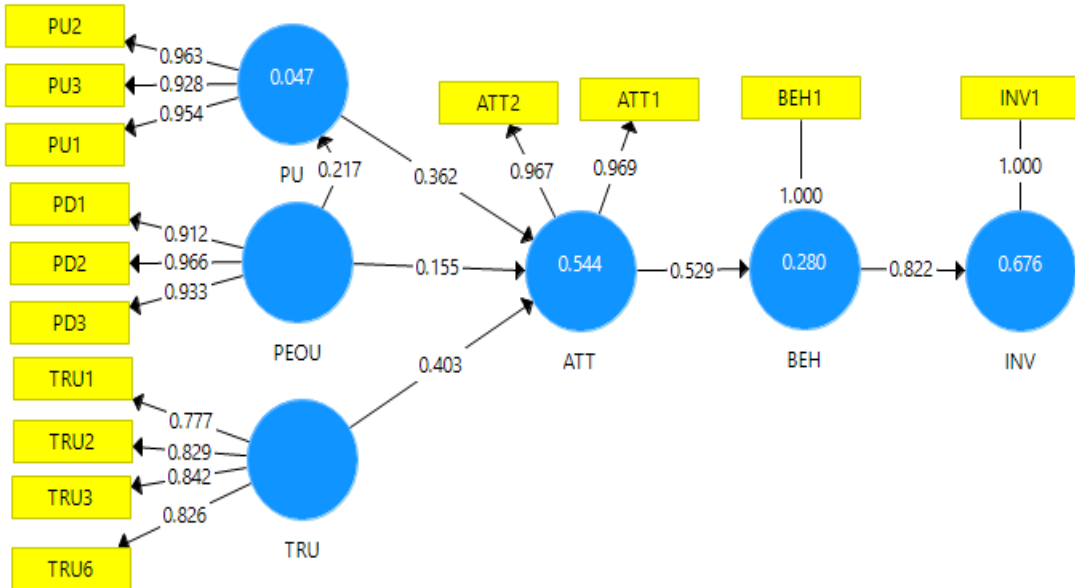
Figure 2: *PLS-SEM Results*

Table 3: *T values for Indicators*

	T Statistics*
PU1 <- PU	89.247
PU2 <- PU	113.857
PU3 <- PU	41.168
PEOU1 <- PEOU	23.276
PEOU2 <- PEOU	86.588
PEOU3 <- PEOU	42.650
TRU1 <- TRU	13.829
TRU2 <- TRU	39.252
TRU3 <- TRU	16.458
TRU6 <- TRU	22.220
ATT1 <- ATT	116.183
ATT2 <- ATT	77.919
BEH1 <- BEH	Single item
INV1 <- INV	Single item

*p < 0,001

Table 4: *T values for path coefficients*

	T Statistics	P Values
ATT -> BEH	7.270	0.000
BEH -> INV	27.592	0.000
PEOU -> ATT	2.315	0.021
PEOU -> PU	2.451	0.015
PU -> ATT	3.356	0.001
TRU -> ATT	4.267	0.000

The values given on Tables 3 and 4 indicate the statistical significance of the observed variables predicting the latent variables and also the relationships between latent variables. The numbers in the latent variable circles indicate the R^2 values for each

construct. The results state that 54.4 % of the variance in attitude towards new media channels is explained by the three latent variables of trust, perceived usefulness and perceived ease of use. The strongest impact to attitude comes from trust (40.3%). Perceived usefulness mediates the relationship between perceived ease of use and attitude as PEOU's direct impact on ATT is lower when compared with its indirect impact despite its low explanation power on the overall variance in PU.

28% of the variance in behavioral intention is explained by attitude and 68 % of the variance in actual involvement in philanthropic activities via new media channels is explained by behavioral intention. As a result, all of the hypotheses predicted by the research model (Figure 1) are supported. However further tests about the reliability and validity of the measurement model are also conducted.

3.3. Reliability and Validity

Multi collinearity issues are tested by checking the VIF values of the latent variables which are all close to 1 and not over the 5 threshold. The reliability and validity assessments are given on Table 5. Indicator reliability column is calculated by the square of each item's loading, the rest is reported by the software. Indicator reliability numbers should be higher than 0.4 and it is better if they are close to or higher than 0.70 (Hulland, 1999). The numbers indicate strong indicator reliability. Composite reliability values are over 0.70 threshold and AVE values are over 0.50 threshold (Bagozzi and Yi, 1988). Composite reliability numbers indicate a strong internal consistency for the latent constructs and AVE values assure convergent validity.

Latent Variables	Indicators	Loadings	Indicator Reliability	Composite Reliability	Average Variance Extracted
Perceived Usefulness	1. Online channels enable me to accomplish my philanthropic activities more quickly.	0.954	0.910	0.964	0.900
	2.Online channels make it easier for me to get involved in philanthropic activities.	0.963	0.927		
	3. I find online channels useful in philanthropic activities.	0.928	0.861		
Perceived Ease of Use	1. It is difficult to learn how to use online channels for philanthropic activities.	0.912	0.832	0.956	0.878
	I took a long time to learn to use online channels for philanthropic activities.	0.966	0.933		
	I often become confused when I use online channels for philanthropic activities.	0.933	0.870		
Trust	Online channels for philanthropic activities are trustable.	0.777	0.604	0.891	0.671
	Online channels for philanthropic activities would like to be known as promise keepers.	0.829	0.687		
	I trust online channels that they will handle my contribution at their best for philanthropic activities.	0.842	0,709		
	Online channels for philanthropic activities meet my expectations in terms of trust.	0.826	0.682		
Attitude	I evaluate online channels channels as easy for philanthropic activities.	0.969	0.939	0.967	0.936
	I consider online channels as fast for philanthropic activities.	0.967	0.935		
Beh. Intention	In intend to use online channels for philanthropic activities.	1.000	1.000	1.000	1.000
Actual Involvement	I actually use online channels for majority of my philanthropic activities.	1.000	1.000	1.000	1.000

In addition to convergent validity, discriminant validity was also tested by comparing the square roots of AVE values with the inter-correlations between latent variables. All square root values were higher than the correlations between the constructs of the research model which assures discriminant validity (Table 6).

Table 6: *Discriminant Validity*

	ATT	BEH	INV	PEOU	PU	TRU
ATT	0.968					
BEH	0.529	1.000				
INV	0.464	0.822	1.000			
PEOU	0.264	0.100	0.064	0.937		
PU	0.662	0.641	0.579	0.217	0.949	
TRU	0.654	0.695	0.657	0.076	0.660	0.819

3. Conclusion and Implications

This study was an attempt to investigate the role of new media technologies in consumers' involvement in philanthropic activities, and outlined insights regarding the effect of different factors integrating these two issues. TAM was used to assess the degree of technology acceptance in individual social responsibility behavior. To the best of the authors' knowledge, this is one of the first attempts to measure this relationship. The study, therefore, claims its contribution to the social marketing field by calling for further research about the applicability, relationships, positive or negative impacts of e-commerce tools and techniques on social marketing dimensions.

The results indicate that all three constructs of PU, PEOU and TRUST are significant predictors of attitude towards using new media channels in philanthropy but their sizes in terms of impact power vary. When the mean values of PU and PEOU are checked, both demonstrate high levels. This means that respondents find new media channels useful and easy to use while actualizing their philanthropic activities. However, the effect size of these two constructs are lower when compared with trust which has a low mean value. These findings have several implications.

Firstly, ease of use has a low impact on attitude but its indirect impact via perceived usefulness is higher. Therefore, practitioners should not neglect ease of use totally but should use it to promote the usefulness of new media channels in philanthropy. Target markets should be communicated about the time advantage of these channels when they need to search, evaluate alternatives, decide on a social cause to support. Also, they should be informed about the other usefulness properties such as convenience,

information depth or accessibility. The ease of using these channels should be enhanced in order to support the usefulness claim. User friendly screens, easy donation modules, online tracking for donations might provide positive outcomes. Increased perceived usefulness, at the end, will have a positive impact on the attitude towards these channels.

A second important result is about the trust component of the research model. Although respondents believe that new media technologies are useful and easy to use, they hesitate to trust them in the philanthropic activities. On the other hand, trust has the highest impact power on the variance explained by attitude. Therefore, it is essential for practitioners to handle trust issues with online channels in an effective way. They should continuously communicate that they keep their promises about the social causes they represent. They should publish up-to-date reports about the need situations or solved problems. They should design and communicate a transparent online system so that the involvers in social marketing campaigns can easily follow the impact of their contributions.

The results of this study indicated that behavioral intention is a very strong predictor of actual involvement in philanthropic activities. As Andreasen (1994) emphasizes, the bottom line of social marketing campaigns is the degree of behavioral change because the aim of social marketing act is to assure that the target markets start to act in the intended way whatever the social cause is. Actual involvement in this study reflects this behavioral change and the results underline that once the behavioral intention is secured, there is great probability that the behavior change will occur.

Moving from this finding, it is recommended that practitioners undertake certain action to affect the behavioral intention of individuals towards using online channels for their philanthropic activities. They should organize their social marketing campaigns accordingly and continuously assess the changes in behavioral intention at different levels of certain stimuli. One of the indicators of behavioral intention is attitude as already supported by this study. However, it only explains 28 % of the variance in behavioral intention. This result indicates that there are other variables that affect the intention of individuals which should be tested by further research. Scholars may start by including the other dimensions of Ajzen's (1991) Theory of Planned Behavior to the model for assessing the impacts of subjective norm and behavioral control over behavioral intention. A person's perception of social pressure like other people's positive or negative thoughts about societal support activities through new media channels might have significant impact on the behavioral intention to use these channels. Also, individuals' perceptions on their self-efficacy about the use of these channels for philanthropy might predict the behavioral intention strongly as well.

A lot of background factors such as personal, demographic or environmental factors influence the beliefs of individuals. Therefore, testing the impact of different

background dimensions on beliefs and their consequent impacts on attitude, subjective norm or behavioral control might provide interesting results for both theory and practice.

This study has some limitations, offering new directions for further research that might involve compared samples, larger number of participants and additional use of qualitative research methods to provide in-depth findings. The snowball and convenience sampling methods and the relatively low sample size of 162 are important limitations. The analysis should be extended to larger sample sizes employing different sampling methods to validate the findings and provide more generalizable conclusions. Besides, other dimensions about online technologies such as task-technology fit (Goodhue and Thompson, 1995) or e-commerce dimensions such as convenience, design, reliability, security can be investigated in the context of social marketing.

Future studies can segment social marketing activities according to their purposes, analyze different groups that get involved in different social marketing activities and explore if online technology acceptance differs depending on the social cause such as donating to social causes, quitting an unhealthy habit or changing socially undesirable behavior. Would different online technologies be required to achieve the social marketing objectives related with these various fields? Another promising research field is the comparison of conventional e-commerce activities with responses to social marketing campaigns through online channels. The differences between e-commerce consumers and e-social marketing involvers deserve deep investigation. The involver concept can be discussed in depth in order to develop a conceptual framework for this term instead of using "consumer" from commercial marketing.

Last but not the least, the results of this study might encourage practitioners to ease the use of digital technologies for philanthropic activities, to promote involver trust to such channels, conduct further research on elimination of perceived risks and foster the use of digital technologies for philanthropic activities. The perception for usefulness of these channels might be a promising area to focus because through these channels the chance to reach larger number of involvers in social marketing campaigns is possible. As these technologies transform traditional markets fundamentally, they are accepted to positively affect social marketing channels as well.

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