

The Effect of Trust in Charities on Donation Intention

Ahmet ÜNAL ¹, İbrahim AYDIN ²

Abstract

Donations made to charitable institutions are of vital importance for these institutions to carry out their activities. This study investigated the moderating role of transparency in the effect of trust in the Turkish Red Crescent on the intention to donate. In addition, the direct effect of trust on the intention to donate and transparency and the direct effect of transparency on the intention to donate were investigated. The study population includes resident of Türkiye. The sample consists of 317 respondents. The sample was reached through a survey form shared on social media platforms. The survey includes items regarding trust, transparency and, intention to donate to the Turkish Red Crescent, a charitable institution. A convenience sampling method was used to reach the sample. Structural equation modeling and Process Macro were used to test the hypotheses. The analyses revealed that transparency does not have a moderating role in the effect of trust in the Turkish Red Crescent on the intention to donate. It was found that trust has a direct positive effect on the intention to donate and transparency. It was observed that transparency did not have a significant effect on the intention to donate. Findings from the one-sample t-test showed that the participants did not trust the Turkish Red Crescent but that it carried out its activities in a transparent manner.

Keywords: Turkish Red Crescent, Trust, Transparency, Donation Intention

Jel Codes: M31, M39, L31

Hayır Kurumlarına Güvenin Bağışta Bulunma Niyetine Etkisi

Özet

Hayır kurumlarına yapılan bağışlar bu kurumların faaliyetlerini yerine getirebilmeleri bakımından hayati öneme sahiptir. Bu çalışmada Kızılay'a güvenin bağışta bulunma niyetine etkisinde şeffaflığın düzenleyici rolü araştırılmıştır. Ayrıca güvenin bağışta bulunma niyeti ve şeffaflık üzerindeki doğrudan etkisi ve şeffaflığın bağışta bulunma niyeti üzerindeki doğrudan etkisi araştırılmıştır. Çalışmanın evrenini Türkiye'de yaşayanlar oluşturmaktadır. Örneklem ise 317 kişiden oluşmaktadır. Örneklem sosyal medya platformlarında paylaşılan anket formuyla ulaşılmıştır. Ankette bir hayır kurumu olan Kızılay'a yönelik güven, şeffaflık ve bağışta bulunma niyetine ilişkin maddeler bulunmaktadır. Örneklem ulaşmada kolayda örneklem yöntemi kullanılmıştır. Hipotezlerin test edilmesi için yapısal eşitlik modellemesi ve Process Macro kullanılmıştır. Yapılan analizlere göre, Kızılay'a güvenin bağışta bulunma niyetine etkisinde şeffaflığın düzenleyici rolünün olmadığı sonucuna ulaşılmıştır. Güvenin bağışta bulunma niyeti ve şeffaflık üzerinde doğrudan olumlu etkisinin olduğu bulunmuştur. Şeffaflığın bağışta bulunma niyeti üzerinde anlamlı bir etkisinin olmadığı görülmüştür. Tek örneklem t-testi kullanılarak elde edilen bulgularda, katılımcıların Türk Kızılayı'na güvenmedikleri ancak faaliyetlerini şeffaf bir şekilde yürüttükleri sonucuna ulaşılmıştır.

Anahtar kelimeler: Kızılay, Güven, Şeffaflık, Bağışta Bulunma Niyeti

Jel Kodu: M31, M39, L31

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¹ Assoc. Prof. Dr., Malatya Turgut Özal University, Akçadag Vocational School, Civil Air Transport Management Program, Malatya, Türkiye. **EMAIL** ahmet.unal@ozal.edu.tr **ORCID:** 0000-0003-1785-9367

² Assoc. Prof. Dr., Van Yüzüncü Yıl University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Van, Türkiye. **EMAIL:** aydnibrhm@hotmail.com, **ORCID:** 0000-0000-0720-364X

1. INTRODUCTION

Two major earthquakes with magnitudes of Mw 7.7 and Mw 7.6 struck Türkiye on February 6, 2023, at 4:17 A.M. local time, with the epicenters in Pazarcık (Kahramanmaraş) and then in Elbistan (Kahramanmaraş) at 13:24. The earthquakes in question were felt very strongly in the provinces of Kahramanmaraş, Hatay, Adıyaman, Gaziantep, Malatya, Kilis, Diyarbakır, Adana, Osmaniye, Şanlıurfa and Elazığ and many surrounding provinces (AFAD, 2023). Over 48,000 lost their lives in the 11 provinces that felt these earthquakes on the Eastern Anatolian Fault Line, and more than half a million buildings were destroyed or severely damaged (SBB, 2023: 25). The earthquakes also led to the start of aid efforts to provide people living in this region with vital basic needs. However, The large population in the region affected by the earthquake, the damage to the transportation infrastructure in the earthquakes, and the harsh winters experienced in the region during the earthquakes have negatively affected these aid activities (UN, 2023). The economic level of the region where the earthquakes occurred is lower than other regions of Türkiye and that half of the 3.7 million displaced Syrians who have taken refuge in Türkiye from Syria in the last decade continue to live in this region (UNDP, 2023) has made aid to be provided to the earthquake region even more vital. Additionally, these major earthquakes had serious negative effects on the Turkish economy. The total burden of this disaster on the Turkish economy is estimated to be approximately 1,995 billion TL (103.6 billion dollars) (SBB, 2023: 130). Therefore, both national and international aid have become very important due to the magnitude of the disaster. The Republic of Türkiye made an international appeal for aid immediately after these two major earthquakes. Following this call, more than 80 countries contributed to relief efforts in many different areas with more than 7,000 personnel. In addition, more than 200 Civil Society Organizations (CSOs) operating in Türkiye participated in these relief activities in different ways (T.C. Directorate of Communications, 2023). During ongoing rescue and relief efforts, a claim sparked significant social reactions. This claim was made that the Red Crescent sold tents to other relief organizations during the intensive conduct of both national and international relief activities (Cumhuriyet, 2023). In such an environment where rescue and relief efforts were ongoing, this claim put forward caused major discussions (Şipal, 2023: 824) and major criticisms of the Red Crescent administrators, especially on social media (Euronews, 2023). The intense criticisms coming from almost every segment of society suddenly shook the agenda deeply. President Recep Tayyip Erdoğan, who is at the highest level of the state, reacted to the issue from the highest level with the following statement: "Of course, this issue has seriously upset me. The Red Crescent cannot engage in such an act of selling tents. Of course, it must quickly correct this mistake." (TRT News, 2023). These intense reactions, especially on social media, targeted the Red Crescent administration and fundamentally led to criticisms that the Red Crescent had lost its identity as a charity organization. The Red Crescent was founded in 1868 and used different names until it took its current name. The Red Crescent's official website states: "The Red Crescent shares the fundamental principles of the International Red Crescent-Red Cross Society. These are; humanity, non-discrimination, impartiality, independence, charitable nature, unity, and universality. The Red Crescent is a voluntary social service organization with legal personality, subject to private law provisions, non-profit, whose aid and services are free of charge and working for the public benefit." (Kızılay, 2023). It can be claimed that the intense criticism on social media about the Red Crescent selling tents to other aid organizations operating in earthquake zones stems from the fact that the Red Crescent carries out a practice that contradicts the values it defines itself as. The fact that a charity organization that describes itself as non-profit and provides aid without expecting anything in return, sold tents during the earthquake caused intense criticism on social media, a medium where all kinds of information spreads very quickly. Although there are statements by Red Crescent executives that these criticisms are made to put the government in a difficult position at a time when general elections are approaching in Türkiye (Cnnturk, 2023), the intense criticism, especially on social media, and the reactions shown by the highest administrators of the state have dealt a

significant blow to the marketing activities of a charity organization with a long history. During this period, claims have also been made that donations made to the Red Crescent by volunteers in various forms have decreased.

The aim of the present study is to investigate the moderating role of transparency in the effect of trust in the Red Crescent on donation intention. In addition to the direct effect of trust on donation intention and transparency, the direct effect of transparency on donation intention was also investigated in the study. The study investigates the effect of variables such as trust and transparency, which are important for those who donate to charities, on the intention to donate, which is of vital importance for charities to carry out their activities, making the study important. In addition, it can be said that conducting such a study not too long after the tent selling incident of the Turkish Red Crescent increases the value of the study when the variables of the study are taken into consideration.

2. CONCEPTUAL FRAMEWORK AND DEVELOPED HYPOTHESES

2.1 Charitable Institutions

Throughout history, people have consistently shown a desire to help those in need. However, the methods of helping have evolved over time and circumstances, becoming formalized within institutional organizations (Dicleli, 1946: 110). Charitable institutions operate within traditional structures to meet individuals' needs outside of state and other institutional frameworks. (Morris, 2000: 25). In Europe, historically, churches have played a significant role in the development of charitable institutions. Churches have provided support in different areas such as health, education, food, etc. to meet the needs of individuals throughout the process (Archambault, 2001: 206). In the USA, it can be stated that the first examples of charitable institutions that have reached a significant size today emerged on the basis of religious and political unity (Hammack, 1995: 127). In Türkiye, charitable institutions are similarly structured around religious sensitivities. In particular, the fact that the religion of Islam invites rich people to set aside a certain portion of their assets to help the poor and that this is recommended by society has made helping each other a rule. The most fundamental institution that provides this structure is the structure established in the form of foundations (Eren, 1987: 195). Moreover, the development of charities, particularly around religious institutions, highlights the importance of studying faith-based value judgments. These judgments significantly influence individuals' donation intentions. Aytaç (2024: 306) addressed the relationship between fatalistic beliefs and both donation intentions and empathy within this general framework. In the aforementioned study, the researcher states that activities should be differentiated by evaluating fatalism and its intensity on individuals in social marketing efforts. The study by Yılmaz and Aydın (2024: 479) also states that different motivational sources are effective on individuals' donation intentions and therefore, as in commercial marketing, the donor individual market should be segmented, the target market should be selected and marketing activities should be carried out towards this target market. In addition, in the aforementioned study, the researchers concluded that religious values and spirituality are effective on donation intentions. The limited number of studies on donation intentions and their motivational sources, particularly in Türkiye (Özcan and Özçiçek Dölekoğlu, 2023: 3511), makes the studies to be conducted on this subject valuable. Today, charitable institutions continue to operate in Türkiye through various non-governmental organizations and foundations. Over time, charitable institutions have experienced some changes both in their organizational and field of activity. Globalization in particular has led to an increase in the importance of charitable institutions, the expansion of the activities of these institutions beyond their national borders, and the expansion of traditional activities (Hall, 2010: 30). This new situation has led to the emergence of a competitive environment among charitable institutions, as in commercial enterprises. Thus, marketing strategies used by for-profit enterprises have been adopted by non-profit charitable

institutions to gain a competitive advantage (Helmig et al., 2004: 112). Marketing will make a significant contribution to charities' efforts to stand out from other institutions and be noticed, to develop a strong brand and reach more volunteers (Pope et al., 2009: 197). However, non-profit charities continue their activities under much more difficult conditions than commercial enterprises. Because charities have to satisfy both the people they provide aid services to and their donors who provide the resources they need to continue their activities (Tuckman and Chang, 1991: 447). In addition to these two segments, ensuring social satisfaction in general is also very important for the institutional reputation of charities. Another aspect of charities that is different from commercial enterprises is that since profit maximization is not targeted as a result of the activities carried out, priority is given to the number and results of the services provided, not financial balance sheets (Trussel, 2003: 618).

2.2 Trust and Transparency

Trust forms the foundation of the relationship charities establish with society. The basis of the relationship that charities establish with society, in particular, is nourished by the feeling of trust and the demonstration of practices that are carried out with the principle of transparency. Despite their global importance, charities face transparency concerns due to negative events (Xue and Niu, 2019: 307). As a result of this situation, people's trust in charities can be broken (Chen, 2021: 213). The earthquake that hit Haiti and the Dominican Republic in 2010 and the scandals that emerged in the Red Cross's relief activities can also be counted among the trust-shattering events experienced by charities (Haupt and Azevedo, 2021: 172). The Chinese Red Cross failed to manage an emerging crisis, and as a result of the social anger that emerged, donations made in the first six months of the crisis decreased by a significant rate of 86.6% (Long, 2016: 372). Trust erosion from scandals adversely impacts both for-profit and non-profit organizations. However, the characteristics of non-profit organizations can cause the loss of trust to affect these organizations more deeply and completely disrupt their overall financial structure, which in turn can lead to them being unable to carry out their activities. Therefore, charities need to take measures to effectively repair the damaged sense of social and individual trust after a scandal (Hou et al., 2020: 89). Charities do not have sufficient financial resources is an important marketing problem that prevents them from conducting market research that will determine the public's views on the institutions (Michel and Rieunier, 2012: 706). This constraint often results in issues such as the characteristics of donors, determining the target audience, the level and structure of competition, and the image of the institutions not being given the necessary attention. Another issue is the difference between consumer behavior in commercial marketing and charitable giving. In the purchasing process of commercial products; social, environmental, or public concerns may be effective. However, charitable donation behaviors may have a unique structure (White and Peloza, 2009: 122). Basically, it is possible to classify individuals' contributions to charities as financial support or voluntary participation in activities (List, 2011: 160).

Ensuring the continuity of these aids is as important as providing aid activities for charitable organizations. Therefore, charitable organizations need to conduct their activities from a marketing perspective. The continuation of charitable organizations' activities depends on both the continuation of donations by existing donors and the acquisition of new donors. Therefore, efforts to understand individuals' donation behaviors are very important (Verhaert et al., 2011: 1288).

The loss of trust is a very important problem in this sense for charities that depend on donations to continue their activities (Rosenbusch et al., 2023: 11). In this context, the principle of transparency plays a very important role in ensuring social trust in charities (Ortega-Rodríguez et al., 2020: 16). In addition to its increasing importance, transparency is a vital principle for charities, applicable both externally and internally (Phillips, 2013: 882). Considering that transparency plays an important role

in ensuring trust (Palttala et al., 2012: 12), the lack of transparency can negatively affect the trust felt not only in a single charity but also in all charities operating (Hyndman and McConville, 2015: 18). In this context, charities need to attach great importance to the sense of trust, which plays a critical role in developing relationships on social media (Hatamleh et al., 2023: 19). Within this general framework, the following hypotheses are proposed:

H1: Trust in charities has a positive and significant effect on donation intention.

H2: Trust in charities has a positive and significant effect on transparency.

H3: Transparency has a moderating role in the effect of trust in charities on donation intention.

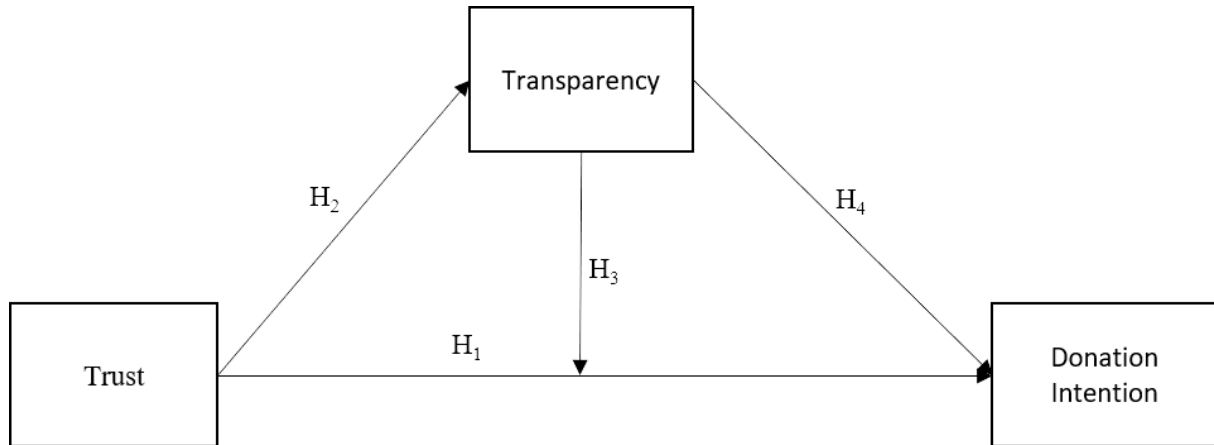
H4: Transparency has a positive and significant effect on donation intention.

3. METHOD

3.1 Research Model

The model was developed based on the proposed hypotheses.

Figure 1: Research Model



3.2 Population and Sample

The population of this study consists of consumers aged 18 and above in Türkiye. Given the nationwide scope of the study population, conducting face-to-face surveys was deemed impractical due to time and cost constraints. Therefore, data were collected via social media. The study sample was obtained using the convenience sampling method. A total of 317 consumers completed surveys were evaluated.

Of the 317 consumers in the sample, 46.1% (146) were female and 53.9% (171) were male. The age distribution of participants was as follows: 18-25 years (32.5%, 103), 26-33 years (21.5%, 68), 34-41 years (14.8%, 47), 42-49 years (17.4%, 55), 50-57 years (9.5%, 30), and 58 years and older (4.4%, 14). Educational levels were distributed as follows: primary school (15.8%, 50), high school (36.6%, 116), associate degree (13.9%, 44), bachelor's degree (29%, 92), master's degree (4.4%, 14), and doctorate (0.3%, 1). Income levels were distributed as follows: 47.9% (152) have an income of 20,000 TL and below, 30.6% (97) have an income of 20,001-40,000 TL, 14.2% (45) have an income of 40,001-60,000 TL, 3.5% (11) have an income of 60,001-80,000 TL, 1.3% (4) have an income of 80,001-100,000 TL, and 2.5% (8) have an income of over 100,000 TL.

The number of independent variables in the study is two. Considering the formulas of Stevens (1996: 72) that there should be 15 participants for each independent variable ($317 > 2 \times 15 = 30$) and Tabachnick and Fidell (2007: 123) that $N > 50 + 8M$ (M =number of independent variables: $317 > 50 + 8 \times 2 = 66$), it was understood that 317 participants were sufficient.

3.3 Data Collection Tools

In the study, the trust (TRU), transparency (TRA) and donation intention (DI) scales were created in the form of a five-point Likert scale. For the trust and transparency scales, the scales used by Dethier et al., (2023) and for the donation intention scale, the scale used by Merchant et al., (2010) were used.

The Ethics Board of Van Yüzüncü Yıl University approved the survey on 23 August 2024 (Decision No. 2024/17-11), confirming its compliance with ethical guidelines.

4. FINDINGS

The standardized values in the path diagram for CFA are below 1. The fit values for CFA are shown in Table 1.

Table 1: Fit Values for CFA

χ^2	Sd	p	χ^2/Sd	GFI	CFI	RMSEA
83.753	37	.000	2.264	.955	.986	.063

According to CFA, the construct validity of the scale was ensured.

The standardized factor loadings of the items based on CFA and the AVE and CR values of the factors are shown in Table 2.

Table 2: Standard Regression Coefficients of the Items and AVE and CR Values of the Factors

Items	TRU	TRA	DI
I always trust the Red Crescent to act in the most appropriate way in its aid activities.	0.9		
I trust the Red Crescent to conduct its activities ethically.	0.89		
I trust the Red Crescent to use donated funds appropriately.	0.9		
I trust the Red Crescent not to exploit donations.	0.88		
I trust the Red Crescent to use appropriate and sensitive fundraising techniques.	0.86		
The Red Crescent allows people to learn about the activities they do.		0.88	
The Red Crescent makes sure that what they do is known.		0.69	
The Red Crescent wants us to understand what they do.		0.77	

I am likely to donate to the Red Crescent in the future.			0.85
I will make my next donation to the Red Crescent.			0.91
I will definitely donate to the Red Crescent in the future.			0.92
AVE	0.79	0.61	0.80
CR	0.95	0.83	0.92

As seen in Table 2, AVE values being greater than 0.50 and CR values being greater than AVE values mean that convergent validity is achieved (Yaşlıoğlu, 2017: 82).

To understand whether the scales are reliable, Cronbach Alpha values, which are the reliability coefficients, were examined. Cronbach Alpha values were found to be 0.952 for the trust scale, 0.886 for the transparency scale and 0.920 for the donation intention scale. Therefore, the scales have sufficient reliability (İslamoğlu, 2009: 135).

When Table 3 is examined, it is seen that the data is normally distributed since the skewness values are between ± 3 and the kurtosis coefficient values are between ± 10 (Kline, 2005).

Table 3: Normality Test Results

Variables	TRU	TRA	DI
Skewness	.065	-.290	-.098
Kurtosis	-.889	-.577	-.925

The correlation coefficients found between the variables are shown in Table 4.

Table 4: Correlation Analysis Results

Variables		DI	TRA	TRU
DI	r	1	.417**	.671**
TRA	r	.417**	1	.600**
TRU	r	.671**	.600**	1

When Table 4 is examined, it is seen that the correlation coefficient between both variables is less than .90 (.417-.671). Accordingly, there is no common method variance bias problem in the data set of the research.

Depending on the characteristics of the variables in the study, it was determined that using SEM in the analysis of the data would be appropriate. Process Macro was used for the moderator roles. When the analysis results were examined, it was understood that the model's fit values were at an acceptable level. When the analysis results were examined, it was seen that the acceptable fit value ($\chi^2/sd = 2.683$) was less than 5. It was determined that the values were RMSEA: 0.073; SRMR: 0.034;

GFI: 0.945; AGFI: 0.904; CFI: 0.980; NFI: 0.969 and TLI: 0.972, and these values were at a good level in terms of model fit (Hair et al., 2010).

Table 5: SEM Results

Structural Relations	Standardized Regression Coefficients (β)	Critical Ratio (C.R.)	R ²	p	Accept/Reject
DI<---TRU	0.754	11.600	0.526	***	H ₁ : Accept
TRA<---TRU	0.662	10.663	0.439	***	H ₂ : Accept
DI<---TRA	-0.045	-.699	0.526	.484	H ₄ : Reject

***<0.001 (Significance level 5%).

When Table 5 is examined, it is seen that trust has a positive and significant effect on the intention to donate ($\beta=0.754$; $p<0.05$). It is understood that trust has a positive and significant effect on transparency ($\beta=0.662$; $p<0.05$). However, it is understood that transparency does not have a significant effect on the intention to donate ($\beta=-0.045$; $p>0.05$).

Table 6: Process Macro Results Regarding Moderator Roles

	Coeff	se	t	p	LLCI	ULCI	Accept/Reject
TRUxTRA→DI	-.0245	.0378	-.6467	.5183	-.989	.0500	H ₃ : Reject

As seen in Table 6, transparency does not have a moderating role in the effect of trust on donation intention (Coeff=-.0245; $p=.5183$; LLCI=-.989 and ULCI=.0500).

A single sample t-test was applied to understand whether the participants'views trust the Red Crescent and participants'views whether the Red Crescent carries out its activities transparently. There was a negative difference in the level of influence of the participants on whether they trust the Red Crescent ($t_{316}=-2.523$, $p<.05$, $\bar{x}= 2.84$, $Sd=316$). Therefore, it was revealed that the participants did not trust the Red Crescent. There was a positive difference in the level of influence of the participants' views on whether the Red Crescent is transparent in carrying out its activities ($t_{316}=2.39$, $p<.05$, $\bar{x}= 3.14$, $Sd=316$). Therefore, the participants think that the Red Crescent is transparent in carrying out its activities.

5. DISCUSSION, CONCLUSION AND RECOMMENDATIONS

Donations play a very important role in the continuation of the activities of charities. The tent-selling incident involving the Red Crescent, which emerged after the two major earthquakes in Türkiye in 2023, elicited significant public backlash. The findings on how trust and transparency regarding the Red Crescent influence donation intention after this controversial incident are expected to be valuable.

It has been concluded that the Turkish Red Crescent is not trusted. Trust has a fundamental role in the relationship between society and charitable institutions. Charitable institutions must align their actions with ethical norms and societal expectations to build and maintain trust. This is essential for sustaining their relationship with the public (Haupt and Azevedo, 2021: 166). The occurrence of an incident that disturbed the public such as the Red Crescent selling tents during the difficult period

after the earthquake is not compatible with ethical values and has seriously shaken the trust in the Red Crescent. In addition to preventing such incidents from occurring again, public trust can be restored through effective public relations and marketing communication activities.

According to the results obtained, it is thought that the Red Crescent carries out its activities in a transparent manner. Although trust in the Red Crescent is low, people think that the Red Crescent is transparent in carrying out its activities and that even a mistake made is not covered up. Making a presentation at the Earthquake Research Commission established in the parliament, Kerem Kınık, the Red Crescent President, confirmed the tent selling incident. Kınık stated: "Even though tents produced for the International Migration Agency were sold to the Ahbap economic organization when the earthquake occurred, if they asked me, I would not do this." (NTV, 2023). It is thought that sharing the tent selling incident with the public in this way influenced people that the Red Crescent carries out its activities transparently.

It was concluded that trust has a positive effect on the intention to donate and transparency. It was seen transparency has no effect on donation intention. Dethier et al. (2023), concluded that transparency has a positive effect on donors' supportive behavior, unlike the results obtained. It was also seen that transparency does not have a moderating role in the effect of trust on donation intention. Considering these results, the trust factor is of great importance on the intention to donate. Transparency neither directly impacts donation intention nor enhances the role of trust in shaping donation behavior. Although the transparency of a charity is very important from an ethical perspective, it does not have a positive effect on the intention to donate to charities. However, if there is no transparency, this situation can negatively affect the intention to donate, and it can also have a decreasing role in the effect of trust on the intention to donate. Although the answer to this question cannot be obtained definitively in this study, other studies can investigate how the intention to donate will be affected in the absence of transparency. By using qualitative research methods, especially in-depth interview techniques, it can be revealed why transparency does not directly or indirectly affect donation intention positively. It is also possible that the reason for this unexpected result may emerge specifically for the Red Crescent. Because the fact that the Red Crescent President Kerem Kınık confirmed the tent selling incident (NTV, 2023) has led people to believe that such an attitude could be caused. Although people may have the impression that the Red Crescent is a transparent organization due to the transparent explanation of the tent selling transaction made by the Red Crescent President, this situation may have eliminated the positive effect of transparency on donation intention.

Unethical practices by aid organizations harm their public reputation and credibility. In addition, negative practices cause both a decrease in finding volunteers and in the amount of donations (Gibelman and Gelman, 2001: 63). The reputation losses experienced (Adbi, 2023: 71) increase concerns and reveal efforts to develop alternative solution proposals (Fiolleau et al., 2020: 88). Uygur and Napier (2023) argue that scandals in the non-profit sector cannot be reduced to mere individual misconduct and that this situation often has a deep relationship with the institutional structure and social factors. They also state that these two factors interact with each other. Strickland and Vaughan (2008) emphasize that laws alone are not effective in preventing scandals in non-profit organizations because it is not enough to define an organization that complies with the law as an organization that complies with ethical rules, and that it is important to develop a general ethical understanding and internalize it with the corporate culture to prevent this problem. Therefore, not only the president or management of a charity organization, but all employees should internalize ethical rules, and managers and other employees should be trained on what to do right, especially at a time when a national crisis such as an earthquake may occur.

In this study, data were collected after the Red Crescent's tent selling incident, which was reflected in society and caused discomfort in society. Different charities can be addressed in other studies. This study did not address variables such as age, gender, and educational status. Other studies may investigate whether there is a difference between demographic variables. The sample for this study consists of consumers living in Türkiye. Studies conducted in other cultures may yield different results.

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