

Intentions of Potential Partners to Participate in a Donation Program

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Abstract

The Theory of Planned Behavior (TPB) used in this study forecasted the intention to participate of the potential partners in the establishment of donation program facilities as impacted by behavior toward the probability of the outcome with acknowledgment of the risks and recompenses. Quantitative and qualitative methods were employed, and the information was gathered by distributing the survey questionnaires among the respondents from the food, and non-food establishments, and private individuals in the model cities at the National Capital Region (NCR), Philippines. At least two (2) officers or employees who are directly assigned at the Corporate Social Responsibility (CSR) department or top-level management officers per establishment were considered as respondents. To gather the data from individuals, business owners, and top employees from Small and Medium Enterprises (SMEs) from the selected establishments were considered as respondents. The findings in using the Theory of Planned Behavior revealed that (1) attitudes; (2) perceived behavioral control; and (3) subjective norm were all positively related to donation intentions. Past conduct, injunctive norms, and aspirations to donate all positively contribute to the actual behavior of the respondents to donate. Further, attitude, self-reported behavior, descriptive norms, and moral norms do not significantly influence the intentions to donate. Moral norm was found to be a stronger predictor than subjective norm as showed in the responses depicting the favorable intentions to participate in the proposed donation program. The results also revealed that past donation behavior moderated the effect of trust in charity organizations on donation intentions. In summary, the intentions of the potential partners to donate good food, non-food items, and cash is manifested but the assurance in the policies and procedures of redistribution of the food items is highly recommended considering the issues on the effects to health when the donation program is mismanaged.

Keywords: Theory of Planned Behavior, donation program facility, qualitative method, food donation partnerships