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Enhancing donor engagement: Assessing the impact of online donation convenience on the willingness to donate to non-profit organizations

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Abstract: The competition for financial support among non-profit organizations (NPOs) has been intense for quite some time. It is crucial for these organizations to boost their competitive edge by gaining a deep understanding of donor behavior and fostering ongoing interactions with them. In today's world, where convenience and efficiency are highly valued, factors such as the timing and location of donations can deter potential donors from contributing. Rigid and inconvenient donation methods can also hinder the donation process. As a result, this study aims to explore the role of convenience within the donation process, specifically investigating whether the convenience of online donation platforms provided by non-profit organizations significantly influences donors' propensity to make contributions. This research differentiates the range of services offered by non-profit organizations and employs a questionnaire survey to examine the websites of the NPOs. A total of 466 valid responses were gathered. The empirical findings indicate that donors prioritize simplicity and speed in the online donation process. Additionally, donors prefer websites where they can easily locate necessary information and various details about the donation process, with relevant links that minimize time waste and complexity in navigating the website. The study also reveals that the convenience factor significantly influences donation behavior. Based on these insights, the study offers recommendations for non-profit organizations on how to provide donor-centric services by focusing on the aspects of convenience that donors value most in the donation process.

Keywords: non-profit organizations; online donation; convenience; donor behavior

1. Introduction

Non-profit organizations represent collective entities formed by individuals united by a shared mission and philosophy, primarily aimed at addressing social issues and aiding specific communities. These organizations engage in the mobilization of resources and financial fundraising, strategically allocating these resources to support various underprivileged groups. Consequently, fundraising emerges as a critical element in sustaining the operations of non-profit entities. Especially when the COVID-19 pandemic during 2020–2021 led to widespread economic instability, affecting donors' ability to contribute financially. Many non-profits reported a decline in donations due to the economic fallout. Traditional fundraising events and face-to-face interactions were significantly limited due to social distancing and lockdown measures, prompting a shift towards digital fundraising strategies.

Studies have shown that the COVID-19 pandemic has resulted in a decline in financial contributions to charities. Brañas-Garza et al. (2022) observed a notable reduction in donations, especially from older demographics, attributing this trend to altered social practices and heightened awareness of mortality risks. Li (2021) also

highlighted a diminishing pattern in the spread of positive donation actions as the pandemic's severity lessened, pinpointing social anxiety as a key factor in this shift.

Investigating how non-profit organizations retain donors and the determinants influencing donor contributions is a vital aspect of non-profit management. Establishing and maintaining effective fundraising strategies is essential for securing support and donations, thus ensuring a stable financial foundation for these organizations. Shier and Handy (2012) highlighted that non-profits could reduce time and financial expenditure for both them and donors by offering fast, direct, and straightforward donation channels. Online donation platforms lower transaction costs for donors, facilitate targeted donations to specific demographics and regions, and allow for direct contributions through internet-based systems.

Research indicates that the lack of convenient donation options is a primary factor affecting a donor's willingness to continue contributing (Schreiber et al., 2006). Various conditions, such as adverse weather, long distances from the donation site, and transportation difficulties, can inconvenience donors. Thus, ease of access is a crucial factor in sustaining donor engagement.

Financial fundraising constitutes a critical component in the operation of non-profit organizations. These entities must comprehend the motivations and factors driving donor contributions and employ effective strategies and methods for promotion to achieve fundraising objectives. The use of the Internet for online donations has been increasingly embraced by numerous non-profit organizations, as noted by Sargeant et al. (2007). In contrast to traditional fundraising methods, online donation systems facilitate direct interaction and communication with the target audience. For non-profits, the website functions as a pivotal element influencing donor decisions to contribute, necessitating that it sufficiently motivates donors to engage in the act of donating (Sargeant et al., 2007). Thus, the information provided by online systems is instrumental in deepening donors' understanding of the non-profit organizations' background and key information. Concurrently, these organizations can leverage this medium to respond to and analyze donor needs, thereby attaining their fundraising objectives.

Research indicates that convenience is a significant factor impacting donor behavior (Shier and Handy, 2012). Schreiber (2006) emphasizes the importance of recognizing factors that hinder blood donation, whereas Islam (2013) advocates for the implementation of online donation platforms to tackle the challenge of unwanted in-kind donations during disaster relief efforts. A range of factors influence online donation behavior. Kuchler et al. (2020) found that website design and trust in the organization are key, with different factors being more important depending on whether the donation is personal or on behalf of others. Zhao and Yao (2020) identified content features as more influential than creator characteristics in predicting voluntary donations to online content creators. Mota et al. (2020) highlighted the potential for interface design interventions to direct more funding towards disadvantaged schools on online educational charity platforms. These studies collectively underscore the importance of website design, content features, and perceived credibility in driving online donation behavior.

Online donation systems, in comparison to traditional methods, offer multiple channels of contribution, surmounting barriers related to geography, transportation,

and climate (Shier and Handy, 2012). Understanding the inclination of individuals to utilize online platforms for donations can significantly enhance the impact of non-profit organizations on global public services. Therefore, this research focuses on identifying the elements that contribute to the convenience of making donations, and assessing how the user experience facilitated by online donation platforms impacts the readiness of donors to support financially.

2. Literature review and hypotheses

2.1. Non-profit organization and the financial sources

Non-profit organizations require resources to fulfill their organizational goals and missions, thereby facilitating the development of their activities and programs (Najev Cacija, 2013). The definition of a non-profit organization varies considerably. In Taiwan, the concept of the “nonprofit sector” as used in the United States is predominantly followed, emphasizing the non-profit nature of these organizations. In contrast, the UK refers to non-profit entities as the “voluntary sector,” focusing on their role as independent operators from the government and the market, commonly referred to as the third sector. Najev Cacija (2013) notes that the resources necessary for non-profit organizations encompass financial resources (products, services, and income) and human resources (employees and voluntary volunteers). Thus, a non-profit organization is an entity that enhances social welfare through the judicious allocation of resources or manpower, aiming to distribute benefits to its service recipients to fulfill its mission of societal betterment, without pursuing personal or financial gain (Sargeant, 2009).

In terms of operational structure, a non-profit organization is required to adhere to five characteristics, as identified by Salamon (2002). These include being a formal organization, private in nature, not distributing profits, self-governed, and voluntary. Drawing from the literature, a non-profit organization can be defined as a formal assembly of private individuals and volunteers with autonomous management capabilities. Its operational goals are not profit-oriented but rather focused on enhancing social welfare. Such organizations often enjoy tax benefits or exemptions and can encompass entities in fields such as education, culture, public welfare, medical services, and other charitable groups, as per the definition adopted in this study.

Data from Taiwan’s Ministry of the Interior in 2020 reveals that social service and charity groups represent the largest and fastest-growing segment of non-profit organizations in the country, with academic and cultural groups following closely. This growth trajectory is notable: from 2001, the number of registered social groups in Taiwan increased dramatically from 18,695 to 41,514 by the end of 2012, marking a compound annual growth rate of 6.7%. Among these groups, social service and charity organizations were predominant, comprising 29.2% of the total, while academic and cultural groups accounted for 17.5%.

The financial resources of non-profit organizations vary based on their distinct mission goals (Boris and Steuerle, 2006). Scholars have explored whether the financial sources chosen by different non-profits carry varying levels of risk and whether diversifying these sources contributes to the overall financial stability of the organization (Frumkin and Keating, 2002). Young (2006) categorizes the primary

financial sources for non-profits into six major categories: charitable giving, government support, service fees or commercial incomes, membership dues, returns on investment, and volunteer service. Additionally, Najev Cacija (2013) classifies the fundraising sources for non-profits into four key categories, comprising individual donors, for-profit institutions, and both for-profit and non-profit foundations. Even though non-profit organizations have access to diversified funding channels, the global financial crisis of 2008 led to widespread fundraising challenges faced by these entities across the world. Consequently, numerous scholars have proposed the adoption of management techniques to operate non-profit organizations. Additionally, they suggest employing strategic marketing to seek further financial resource contributions (Dow and Cone, 2011; McLeish, 2011; Worth, 2009; Rosen, 2011).

2.2. Convenience

In the field of consumer behavior, convenience-oriented consumers tend to use the least effort and shortest time to accomplish their tasks. Lai et al. (2012) noted that convenience is one of the most important factors influencing consumers' online purchasing decisions. According to donation-related literature, providing a convenient donation location enables donors to donate more frequently (Schreiber et al., 2006). Schlumpf et al. (2008) believes that a major barrier to regular donations is the lack of a convenient location, which is a crucial factor in deterring donors from continuing their contributions. In recent years, the fundraising methods of non-profit organizations have shifted to online donations, with the aim of providing donors a faster and more convenient donation channel. For younger donors in particular, the design of the website becomes an important factor in encouraging them to make online donations.

There has been a noticeable shift in the fundraising approaches of non-profit organizations, moving from traditional static advertising and recruitment strategies towards embracing online donations. Particularly for younger donors, the design and user-friendliness of a website have become crucial factors in encouraging their participation in online donations. Recognizing the importance of understanding donors' needs, motivations, and the expected feedback post-donation is crucial in the fundraising process. This understanding is instrumental in determining whether a donor will transition from the decision-making phase to the actual willingness to donate (Izquierdo-Yusta and Schultz, 2011). Therefore, this study summarizes and defines five aspects of convenience, namely ease of use, search convenience, evaluation convenience, transaction convenience, and holding convenience, with relevant literature on each aspect discussed in the following sections (Jiang et al., 2013).

Research focusing on the aspect of convenience in donation behavior has identified a range of influential factors. Tugrul and Lee (2018) discovered that the effectiveness of donation appeals on social media is increased when the framing of messages aligns with the immediacy of the donation opportunity. Crow et al. (2019) pointed out the role of personal traits, specifically locomotion orientation, in determining the success of default options in donation solicitations. Kenang and Gosal (2021) pinpointed the perceived trustworthiness of crowdfunding sites as a key

determinant in the willingness to donate online. Mon et al. (2020) introduced a mobile application designed to facilitate the easy donation of goods to charity organizations, noting the critical role of user feedback in refining the app's functionality. Together, these findings emphasize the critical role that convenience plays in influencing patterns of donation.

2.2.1. Assess convenience

In the field of consumer behavior, Chiang and Dholakia (2003) pointed out that time and location constraints are factors that distinguish online shopping from traditional forms of shopping, with ease of use primarily focusing on the consumer's perception of time-saving and access to retailers or retail locations. For physical retail stores, ease of use mainly depends on factors such as the convenience of their geographical location, the availability of parking, and operating hours (Moeller et al., 2009). Koksai and Penez (2015) believe that the main appeal of the design of online shopping website platforms is that they can be easily used by consumers, enabling them to utilize the website for online shopping at any time and place. It can be inferred that non-profit organizations can provide donors with convenient donation channels and set up an easy-to-use donation website, offering flexible and varied formats. This allows donors to be free from external constraints and donate anytime and anywhere.

Some scholars highlight that time and location constraints are key differentiators between online shopping and traditional brick-and-mortar store experiences. The convenience of use in this context is primarily concerned with how consumers perceive the time saved and the ease of accessing retailers or retail locations (Chiang and Dholakia, 2003). For physical stores, the convenience of use is largely dependent on factors such as the store's geographic location, the availability of parking, and the store's operating hours (Moeller et al., 2009). This underscores the importance of strategically considering these elements to enhance the overall consumer experience and facilitate more seamless interactions with the retailer.

The allure of online shopping platforms lies in their design, which ensures ease of use for consumers across all age groups and varying levels of experience or knowledge (Koksai and Penez, 2015). This design philosophy enables consumers to engage in online shopping effortlessly, regardless of their location or time constraints. By offering convenient donation channels and establishing user-friendly donation websites, non-profit organizations can provide flexible and diverse means for donors to contribute. This approach allows donors to bypass external constraints, facilitating the ability to make donations at their convenience, irrespective of their physical location or the time of day. Izquierdo-Yusta and Schultz (2011) highlight that consumers are more likely to perceive the usefulness of the Internet if they believe it enhances convenience in specific aspects such as decision-making, security, and trust. Literature indicates that blood donation centers recognize the importance of offering convenient donation locations in both urban and rural areas as a key factor in attracting donors (Senaldi, 2019).

Studies have investigated how technology can improve the ease of online access. Séguin (2019) underscores the significance of adopting innovative next-generation technologies, while Anyim (2021) stresses the importance of digital resources and the necessity for enhanced accessibility, particularly for remote education. Dekimpe et al.

(2019) examines how technology could transfer the convenience of online experiences to physical retail environments. Together, these findings point to technology's capability to boost the convenience of online access, yet they also call attention to the ongoing need for innovation and advancements in this domain. Non-profit organizations, by offering donation channels via online platforms that are not constrained by time and location, can significantly boost donors' willingness to donate. This leads to the formulation of the following hypothesis for the study:

H1: The convenience of assessing online donations can help increase donors' willingness to donate.

2.2.2. Search convenience

While the previously discussed aspect of 'use convenience' focuses on reducing the time and effort required for consumers to engage with retailers, the concept of search convenience plays a distinct role in expediting the decision-making process for consumers. This aspect effectively simplifies their shopping experience by making it easier and quicker to find what they need (Bednarz et al., 2010). In essence, search convenience enhances the efficiency of the consumer's journey from initial interest to the final purchase decision.

Online retailers strategically design their websites to offer an easy-to-navigate and search-friendly interface, utilizing search convenience to enable consumers to locate the products quickly and efficiently (Bednarz et al., 2010). Research in the domain of blood donation reveals that donors often seek useful information about the donation process online. Studies indicate that regular donors are more likely to frequent specific websites that provide ample convenience, including comprehensive information, consistent business hours, and other relevant details. For donors, the information presented on online donation platforms reduces their search costs and facilitates more targeted contributions to specific populations and geographical areas (Shier and Handy, 2012).

The literature on consumer behavior suggests that when shoppers are unable to access the product information they need, they may experience negative emotions (Agrebi and Jallais, 2015). If these emotions are intense, they could lead consumers to abandon their search or even permanently disengage from the transaction relationship (Gupta et al., 2014). Additionally, some research indicates that if a webpage does not load within 10 seconds, there is a risk of losing potential viewers (Epner, 2004). Khan and Khan (2018) discovered that the convenience of services offered by online retailers plays a pivotal role in shaping customers' post-purchase reactions, such as satisfaction and loyalty. Arora and Sahney (2019) identified the perceived advantages of searching and purchasing, alongside online risk perceptions and distrust, as crucial factors influencing consumers' tendency to browse online but purchase in-store, known as webrooming. Munshi et al. (2020) emphasized the significance of overall convenience in the context of online shopping, concentrating on aspects that affect consumer behavior and satisfaction. Based on this understanding, the following hypothesis is proposed for this study:

H2: The convenience of searching for online donations can help increase donors' willingness to donate.

2.2.3. Evaluation convenience

Consumer behavior literature suggests that enabling more efficient decision-making can enhance the convenience for online shoppers. Retailers can facilitate quicker purchase decisions by designing stores with a focus on decision-making convenience (Jiang et al., 2013; Lai et al., 2014). In the context of donations, the literature indicates that non-profit organizations should utilize internet channels to communicate their mission and plans effectively (Water, 2007). It is crucial for donors to understand how their contributions are utilized, which is a key aspect in their decision to donate (Sargeant et al., 2007). The Internet provides a cost-effective means for non-profits to disseminate information about their goals and objectives, and to inform potential donors about the utilization of their donations (Lai et al., 2014). Research also shows that potential donors expect to find contact information such as phone numbers or email addresses on a non-profit's website, along with detailed organizational information like business hours, eligibility criteria, and the donation process (Moog and Fourne, 2007). The absence of such information on a website may result in non-profit organizations losing potential donors and clients (Waters and Richard, 2007).

The primary motivators for consumers to shop online are identified as increased convenience and cost savings (Chiang and Dholakia, 2003). A lack of pertinent information about products or stores can lead to cognitive and emotional discomfort for consumers. Similarly, in the context of charitable donations, donors are more likely to contribute to a non-profit organization if they understand how their donation will be used and its significance to the organization (Sargeant et al., 2007). This understanding highlights the potential of online donation platforms as a means for non-profits to provide comprehensive and pertinent information to donors. Based on this rationale, the following hypothesis is proposed for the study:

H3: The convenience of evaluating online donations can help increase donors' willingness to donate.

2.2.4. Transaction convenience

Transaction convenience is characterized as the extent to which it influences consumers by altering the speed and ease with which they can complete transactions (Bednarz et al., 2010; Seiders et al., 2000). In the field of consumer behavior, it is acknowledged that time and energy savings are primary benefits of online shopping, and these factors are among the strongest influences driving consumers to shop online (Lai et al., 2014). In physical retail environments, the time spent waiting for payment is often perceived as the least rewarding aspect for consumers, as the inconvenience of the transaction process hinders the ability to engage in other activities (Gupta et al., 2014). Additionally, potential inconveniences like long shipping times, high transportation costs, and poor customer reviews can deter online shopping experiences. Consequently, e-retailers are increasingly tailoring their services to consumer needs, offering options like home delivery and multiple payment methods.

Research on online transaction convenience has highlighted its significant role in influencing consumer behavior and satisfaction. The study finds that website quality and transaction convenience influence the perceived credibility of individual donation behavior in charitable crowdfunding (Liu et al., 2018). Indiani and Fahik (2020) found

that perceived transaction convenience positively moderates the relationship between online purchase intention and actual purchase. Soegoto et al. (2020) highlighted the critical role of convenience in online transactions, especially in meeting customer demands and boosting repeat purchases. Palacios and Jun (2020) identified specific dimensions of online shopping convenience, such as delivery and transaction convenience, as key factors in customer satisfaction. These studies collectively suggest that enhancing online transaction convenience can lead to increased customer satisfaction and loyalty. Tripathi and Dave (2022) indicate the pandemic has markedly heightened the relevance of e-commerce and online shopping among consumers, and the convenience of making financial transactions is a significant driver for the adoption of digital payment method. Enhancing the efficiency and convenience of the donation process can, therefore, bolster donors' willingness to contribute by improving their trust in the organization's efficiency. The following hypothesis is proposed for this study:

H4: The transaction convenience of online donations can help increase donors' willingness to donate.

2.2.5. Possession convenience

Consumers with a high preference for convenience tend to opt for physical store shopping (Bednarz et al., 2010) because for them, the immediate possession of goods outweighs the related costs of visiting a physical store. This observation indicates that, in online shopping, consumers value not only convenience but also timely and efficient services. From this perspective, donor behavior in the context of non-profit organizations can be understood similarly. Website information security has become a significant concern in e-commerce. Consumers' perceptions of privacy protection impact their trust in online platforms (Koksal and Penez, 2015).

Studies highlights the critical role of online possession convenience in shaping consumer behavior and influencing purchase decisions. Saha et al. (2023) has demonstrated that online possession convenience significantly affects customer satisfaction and intentions for future purchases. Supporting this, Pham et al. (2018) found that the convenience of online shopping directly impacts perceived value and the intention to repurchase. The preference for online purchasing among young consumers is attributed to the convenience of anytime, anywhere shopping and the ability to access product information easily. Additionally, consumers form attachment to digital services, which can be attributed to the convenience and ease of access they provide (Fritze et al., 2019). These studies these studies underscore the significance of online possession convenience in determining consumer purchase behavior.

In the context of non-profit organizations, the online donation mechanism, being intangible, can be fraught with uncertainty and doubt for donors. Previous studies suggest that non-profits should seek security verification mechanisms to reassure donors that the donation transaction process is encrypted and secure, thus safeguarding their personal and financial information (Waters, 2007). By alleviating donors' concerns and building trust, and by providing adequate assurances, donors may become more inclined to engage with and support non-profit organizations through further donations. The absence of adequate privacy and information security is recognized as a significant barrier to online shopping (Izquierdo-Yusta and Schultz,

2011). Applying this understanding to the context of online donations, it can be inferred that if a non-profit organization continues to collect personal and donation information online without implementing secure encryption services, it may struggle to build donors' trust (Waters, 2007). With this in consideration, the following hypothesis is proposed for this study:

H5: The possession convenience of online donations can help increase donors' willingness to donate.

2.3. Fundraising intention

Fundraising, defined as the activity of collecting funds, serves as a primary financial source for organizations (Andreasen and Kotler, 2008). Broadly, the willingness to donate is the manifestation of a donor's readiness to contribute. Typically, individuals inclined to donate seek to express their support for the recipient through their donation. Previous literature suggests that in the market positioning of non-profit organizations, fundraising is no longer viewed merely as a necessity for funds based on charitable motives. Instead, it is seen as an exchange of value to meet donor needs (Andreasen and Kotler, 2008; Najev Cacija, 2013). Consequently, non-profits can enhance potential donors' willingness to contribute by highlighting their organizational objectives and the financial needs required to achieve these goals.

There is a positive correlation between donors' trust and commitment to non-profit organizations, with commitment further influencing their willingness to donate (Najev Cacija, 2013). Factors such as the donor's perception of the non-profit's service quality, alignment of beliefs, perceived risks, the connection between the donor and the organization, and the donor's support and trust in the organization's programs, all play a role in influencing their willingness to donate (Sargeant and Woodliffe, 2007). commitment to recognizing and valuing individual contributions, non-profits can bolster personal willingness to donate (Bennett et al., 2013).

3. Methodology

3.1. Research design

This study categorizes its research subjects based on the service scope of various non-profit organizations as shown in **Table 1**. Specifically, it selects three distinct entities: the S Foundation, which operates on a national scale; the L Social Welfare Foundation, serving the Tainan area; and the Y Care Association, focused on the North District of Tainan City. These organizations are chosen as the focal points of the research to investigate the influence of the convenience offered by their respective online donation websites on donor behavior. To facilitate this exploration, a questionnaire survey is employed as the primary research instrument. This methodological approach aims to provide a comprehensive understanding of how the ease of use of online donation platforms can potentially impact the donation tendencies of individuals associated with these varied service scopes.

Table 1. The service scope of various non-profit organizations (NPOs).

NPOs	Website Characters
S Foundation	The homepage of the S Foundation website has obvious online donation links, as well as various information about the S Foundation and the services it provides. In terms of online donation, donors only need to click on the page of the project they wish to donate to and fill in the donation amount and basic personal information to complete the online donation process. The also provide the APPs donation as a donation tool (e.g. apple pay)
L Social Welfare Foundation	The website of the L Social Welfare Foundation contains background information and various dynamic news about this non-profit organization. Its web page content presents relatively organized and simple information to donors, and donors can also Browse your donation records and funds online.
Y Care Association	Y Care Association’s website has an introduction to the non-profit organization information, service projects and online donation links. The webpage is mainly presented with pictures, without too much text and detailed explanations. The donation icon is not easy to find.

For the questionnaire survey component of this study, a convenience sampling method was employed in the preliminary testing phase. The participants targeted for this survey were adults aged 18 and above. Due to the quarantine policies implemented because of the pandemic in Taiwan, this study utilized Google Forms to carry out an online survey between May and June 2021.

A total of 20 pre-test questionnaires were distributed, with participants asked to interact with and evaluate the online donation website of a non-profit organization, specifically focusing on the convenience aspect of the online donation process.

Before commencing the questionnaire, participants were instructed to navigate the non-profit organization’s online donation website. Following their interaction with the website, participants were asked to articulate their experiences and impressions for each survey question. The process of completing the questionnaire involved participants expressing their thoughts and feelings about their experience with the online donation process.

The pre-test phase of this study employed convenience sampling and distributed a total of 20 pre-test questionnaires. Analysis of the pre-test questionnaire revealed significant differences in various aspects of website convenience among the three organizations. There was a significant difference in the overall convenience between the three institutional websites ($F = 25.271, P < 0.001$). There was a notable difference in search convenience ($F = 23.934, p < 0.001$), evaluation convenience ($F = 18.562, P < 0.001$), transaction convenience ($F = 19.247, p < 0.001$), and possession convenience ($F = 22.873, p < 0.001$).

3.2. Measurement and samples

Convenience, including assess convenience, search convenience, evaluation convenience, transaction convenience, and possession convenience, are measured using a scale adopted from Jiang et al. (2013) that assessed an online shopping behavior. The items addressed the participants’ perceptions of online donation perception for the NPOs’ website designs. All items were listed in **Table2**.

Our measurement of donors’ willingness to contribute was conducted using the donation intention scale developed by Smith and McSweeney (2007) and van der Linden S. (2011). Participants in the study were requested to evaluate the online donation website of the selected non-profit organization using a five-point Likert scale.

Table 2. The variables and measurements.

Construct	Items
Assess convenience	1. I can make online donations at any time.
	2. The online donation website has always been user-friendly.
	3. I can make donations from any location.
Search convenience	4. The website is easy to use during the donation process.
	5. The website is easy to understand and navigate.
	6. On the website, I can quickly find information about donations to this non-profit organization.
	7. I can use various search methods to find the information I need.
Evaluation convenience	8. The website provides information for reference about online donations, such as the donation process.
	9. The website offers ample information and explanations, giving me a full understanding of online donations.
	10. The website provides enough information for me to fully understand the non-profit organization's philosophy and background.
	11. The website provides detailed steps enabling me to smoothly carry out an online donation.
Transaction convenience	12. The online donation process is simple and fast.
	13. The donation methods are flexible.
	14. I can complete the donation through simple steps.
	15. During the donation process, I feel the organization is trustworthy.
Possession convenience	16. I can fully understand my donation information.
	17. Donation information is clearly displayed on the webpage.
	18. If I need to cancel the donation process midway, it is not difficult.
	19. I feel the website will not misuse my personal information.
	20. During the donation process, I feel secure.
Willingness to Donate	21. I am willing to provide donations to those in need within the next month.
	22. I often think about how to provide donations to people in need.
	23. I am willing to try various methods to provide donations to those in need.
	24. This donation website is very appealing to me.
	25. It is possible that I will donate money on this donation website.
	26. I would recommend friends to donate on this website.

A total of 493 questionnaires were distributed. After the exclusion of 27 invalid questionnaires, which may have been incomplete or improperly filled, the study ended up with a total of 466 valid questionnaires. This number of valid responses provides a substantial data set for analysis, allowing for a comprehensive evaluation of the perceived convenience of the non-profit organizations' websites as perceived by the respondents. The validity of the questionnaires ensures the reliability of the findings and supports the derivation of meaningful insights from the data collected.

The demographic information of the questionnaire sample, the gender distribution was 39.8% male and 60.2% female, indicating a higher participation of female subjects. In terms of age distribution, the majority of respondents fell within the 18–25 age range, with 27.2% aged 18–20 years and 25.8% aged 21–25 years. Educational background revealed that a substantial portion of the participants, 74.7%, had received college education. Occupation-wise, the largest group comprised students, accounting for 44.5% of the respondents. In terms of past donation experience, a majority of the respondents, 83.9%, reported having previously made donations, while 16.1% had no experience with donating.

3.3. Reliability and validity

The Cronbach's α value for each aspect and item was determined to be greater

than 0.9. This study’s questionnaire items, which were adapted from existing research questionnaires by scholars, inherently possess a high degree of content validity. To assess convergent validity, a second-order confirmatory factor analysis was conducted to determine the overall model fit of the study. The resulting model displayed satisfactory fit indices: the ratio of Chi-square to degrees of freedom (χ^2/df) was 3.308, the Goodness of Fit Index (GFI) was 0.916, the Adjusted Goodness of Fit Index (AGFI) was 0.887, the Comparative Fit Index (CFI) was 0.977, and the Root Mean Square Error of Approximation (RMSEA) was 0.068. In addition, the bold numbers listed on the diagonal of **Table 3** represent the AVE (Average Variance Extracted) values for each construct, which exceeded the threshold of 0.5. The numbers below the diagonal represent the squared standardized correlation coefficients. According to the data, the squared standardized correlation coefficients between any two constructs are less than the AVE values of those two constructs. Therefore, the constructs in this study also exhibit discriminant validity.

Table 3. Reliability and validity.

Constructs	Mean (SD)	Cronbach’s α	1	2	3	4	5	6
1. Assess convenience	3.69 (1.18)	0.920	0.862					
2. Search convenience	3.78 (1.07)	0.930	0.762	0.828				
3. Evaluate convenience	3.77 (1.11)	0.952	0.711	0.812	0.912			
4. Transaction convenience	3.78 (1.15)	0.935	0.778	0.808	0.828	0.885		
5. Possession Convenience	3.56 (0.98)	0.944	0.651	0.748	0.796	0.741	0.857	
6. Willingness to donate	3.61 (1.01)	0.942	0.545	0.578	0.573	0.572	0.557	0.812

3.4. Result

The analysis of convenience aspects across three non-profit organizations reveals significant differences in the ease of use, search convenience, evaluation convenience, transaction convenience, holding convenience, overall convenience, and willingness to donate among their websites (See **Table 4**). A subsequent Scheffé post-hoc analysis indicated that the S Foundation’s website outperformed the L Welfare Foundation in all the mentioned aspects. Additionally, the L Welfare Foundation’s website scored higher than the Y Care Association in these areas. These findings suggest that the various facets of website convenience significantly influence donor behavior and preferences. These results underline the importance of focusing on website design and user experience in facilitating and encouraging online donations for non-profit organizations.

The structural equation model (SEM) for this study, as depicted in **Figure 1**, demonstrates a good overall fit based on various fit indices ($\chi^2 = 519.067$, $\chi^2/df = 2.572$, GFI = 0.906, RMR = 0.040, RMSEA = 0.059, AGFI = 0.882, NFI = 0.961, CFI = 0.976), all meet the standard criteria for a well-fitting model. Focusing on the willingness to donate in relation to various aspects of convenience, the path coefficients are highly significant. Transaction convenience has the highest path coefficient at 0.99 ($p < 0.001$), followed by search convenience at 0.98 ($p < 0.001$), and both evaluation and holding convenience at 0.97 ($p < 0.001$). The path coefficient for ease of use is also substantial at 0.95 ($p < 0.001$). These results suggest that online

donors prioritize transaction convenience most when using a website, followed by search convenience, and then evaluation and holding convenience. The impact of overall convenience on the willingness to donate is also significant, with a path coefficient of 0.86 ($p < 0.001$). This finding indicates that higher overall convenience on an online donation website correlates with increased willingness among donors to contribute. Thus, enhancing the overall convenience of such websites can be an effective strategy for non-profit organizations to encourage more donations.

Table 4. ANOVA table of convenience among NPOs.

Convenience construct	NPOs	mean (S.D.)	F value	Post-Hoc comparison
Assess convenience	A	4.63 (0.592)	186.634***	A > B***
	B	3.65 (0.752)		A > C***
	C	2.64 (1.197)		B > C***
Search convenience	A	4.66 (0.495)	194.534***	A > B***
	B	3.72 (0.672)		A > C***
	C	2.78 (1.150)		B > C***
Evaluate convenience	A	4.63 (0.538)	196.676***	A > B***
	B	3.76 (0.673)		A > C***
	C	2.72 (1.150)		B > C***
Transaction convenience	A	4.68 (0.518)	202.191***	A > B***
	B	3.80 (0.719)		A > C***
	C	2.63 (1.242)		B > C***
Convenience of holding	A	4.27 (0.518)	156.123***	A > B***
	B	3.41 (0.641)		A > C***
	C	2.68 (1.057)		B > C***
overall convenience	A	4.57 (0.460)	227.068***	A > B***
	B	3.67 (0.663)		A > C***
	C	2.69 (1.099)		B > C***
Willingness to donate	A	4.50 (0.673)	175.677***	A > B***
	B	3.45 (0.783)		A > C***
	C	2.94 (0.735)		B > C***

Note 1: A: S Foundation; B: L Social Welfare Foundation; C: Y Care Association;
 Note 2: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

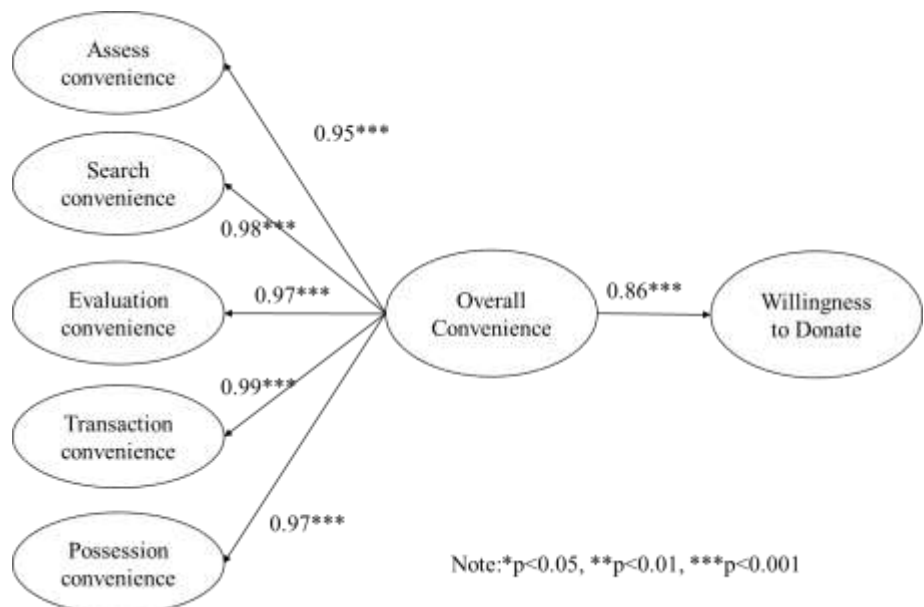


Figure 1. Analysis results of the structural equation model of this study.

The analysis in **Table 5** reveals the multi-group comparison among the three groups in this study, leading to further comparative analysis as presented in **Table 6**. This analysis sheds light on how different aspects of convenience on the online donation websites of the three NPOs’ donors’ willingness to donate. These results suggest that the overall convenience of a non-profit organization’s website plays a significant role in influencing donors’ willingness to donate. The Y Care Association’s website, with the highest coefficient for overall convenience, appears to be most effective in this regard, followed by the S Foundation and then the L Welfare Foundation. This indicates that enhancing the overall convenience of an online donation platform can be a crucial strategy for non-profit organizations to attract and retain donors.

Table 5. Cluster model fit evaluation summary table.

Model	χ^2	df	Δ df	$\Delta\chi^2$	P	CFI	Δ TLI	RMSEA
unrestricted mode	101.675	32	-	-	0.000	0.929	-	0.045
Measurement coefficient mode	148.435	42	10	46.76	0.000	0.925	0.003	0.046
Structure coefficient mode	267.906	44	2	119.471	0.000	0.910	0.015	0.051
Measure covariance mode	332.692	56	12	64.786	0.000	0.904	0.005	0.052
structural residual pattern	775.485	102	46	442.793	0.000	0.885	0.041	0.061

Table 6. Standardized path coefficient table of the NPOs’ websites.

	Total	S Foundation	L Welfare Foundation	Y Care Association
Convenience → assess convenience	0.946***	0.884***	0.774***	0.939***
Convenience → Search convenience	0.974***	0.982***	0.894***	0.966***
Convenience → Evaluate convenience	0.969***	0.946***	0.886***	0.967***
Convenience → Transaction convenience	0.988***	1.008***	0.911***	0.993***
Convenience → Possession Convenience	0.963***	0.792***	0.873***	0.970***
Convenience → donation intention	0.862***	0.798***	0.574***	0.836***

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

4. Discussion and conclusions

This study, based on the research of Jiang et al. (2013) on the convenience of online shopping, extrapolates to the donation behavior of online donors. It examines the impact of five dimensions of convenience—ease of use, search convenience, evaluation convenience, transaction convenience, and holding convenience—on donors’ willingness to donate. The results indicate that all hypotheses proposed in this study are supported, and the findings are summarized in **Table 7**.

Based on the results of this study, several research suggestions emerge, focusing on different aspects of the convenience of online donations and their impact on donors’ willingness to donate. This study confirms the hypothesis that online donation convenience helps increase donors’ willingness to donate. Consistent with findings in consumer behavior research (Gupta and Sharma, 2014; Khan and Khan, 2018) that convenience of assess is defined by the speed and simplicity with which consumers can obtain a product or service, and it will become one of the factors influencing

consumers' purchasing decisions. It follows that assess convenience will affect online donors' willingness to donate to non-profit organizations. Non-profit organizations must provide a convenient and easy-to-use webpage so that online donors can smoothly navigate and operate the page, thereby enhancing their willingness to donate.

Table 7. Results of hypotheses.

Research Hypotheses	Results
H1: The convenience of assessing online donations can help increase donors' willingness to donate.	Supported
H2: The convenience of searching for online donations can help increase donors' willingness to donate.	Supported
H3: The convenience of evaluating online donations can help increase donors' willingness to donate.	Supported
H4: The transaction convenience of online donations can help increase donors' willingness to donate.	Supported
H5: The possession convenience of online donations can help increase donors' willingness to donate.	Supported

Non-profit organizations should focus on creating user-friendly and straightforward web pages to facilitate smooth navigation and operation, thereby enhancing the likelihood of donations. The study reveals that the search convenience on the websites of NPOs significantly positively impacts donation willingness. This finding aligns with previous literature emphasizing the importance of reducing search costs on online platforms (Shier and Handy, 2012; Dekimpe, 2019). Non-profits should design their donation webpages to enable donors to quickly find the information they need, thus boosting their willingness to donate. The study shows that complete and accessible information about the organization, such as contact details, business hours, and donation processes, enhances donors' willingness to donate. Providing comprehensive information allows online donors to fully understand the organization's mission and donation details, leading to increased donation intentions.

Empirical results indicate that transaction convenience on the websites of the studied non-profit organizations has a significant positive impact on donation intention (Indiani and Fahik, 2020). Following the suggestion of McVittie et al. (2006), non-profits should focus on multiple payment methods and efficient transaction support to meet donor needs, enhance transaction efficiency, and thus increase donation willingness (Palacios and Jun, 2020). Higher perceived possession convenience indicates greater trust in the non-profit organization and a higher willingness to donate.

In the past research on convenience, most of them focused on the convenience of online shopping in the field of consumer behavior (Jiang et al, 2013; Jebarajakirthy and Shankar, 2021). In studies concerning donation behavior, previous research has seldom explored how the ease of use of online donation platforms affects the willingness to donate. Instead, it has emphasized how the content and sophistication of appeals influence fundraising outcomes and donor actions (Sasaki, 2019; Kamatham, 2021). This study uses the design of the official website of a non-profit organization to discuss the role that the convenience of online donation plays in the donation process, using the web page as an interaction and communication channel between donors and non-profit organizations, and to understand the impact of convenience on donations. influence on donors' willingness to donate. In addition to the questionnaire survey, this study also allowed respondents to express their

impressions of using non-profit organization websites before concluding the online questionnaire. Based on the qualitative opinions, the advantages and disadvantages of the website designs of the three non-profit organizations were summarized and are concisely listed in the following **Table 8**.

Table 8. The advantages and disadvantages of three NPOs’ website.

NPOs	Advantages	Disadvantages
S Foundation	<ul style="list-style-type: none"> ● Donation link is clear. ● The website provides complete and comprehensive information. 	<ul style="list-style-type: none"> ● The presentation of information on the webpage is relatively complex.
L Welfare Foundation	<ul style="list-style-type: none"> ● Information is primarily displayed in a bullet-point format. ● The website pages are relatively simple. 	<ul style="list-style-type: none"> ● The donation link is less conspicuous.
Y Care Association	<ul style="list-style-type: none"> ● The website pages predominantly use images, making them visually more vibrant. 	<ul style="list-style-type: none"> ● The information on the website is somewhat lacking. ● The donation link and information are incomplete. ● The donation link is invalid.

The discussion on the convenience of online donations marks a notable shift in focus from the more commonly studied convenience of online shopping in consumer behavior research to the relatively less explored domain of the impact of online donation website convenience on donation willingness. While the principles of convenience have been extensively explored in the context of online shopping, applying these principles to online donations represents a novel application. It extends the understanding of convenience beyond consumer purchasing behavior to philanthropic behavior. During the donation process, online donors pay more attention to the transaction convenience of online donation websites, which not only make the donation process more efficient, but also provide more diverse donation channels for donors to make choices.

Following the COVID-19 pandemic, non-profit organizations faced increased fundraising pressures, with many leveraging social media management and advertising to boost fundraising outcomes. According to the findings of this study, the convenience of donating to non-profit organizations can enhance donors’ willingness to contribute. Therefore, under circumstances where non-profit organizations have limited operational resources, enhancing website convenience to facilitate easy donations is an effective strategy. However, in this era where almost everyone uses a smartphone to access the internet, the importance of mobile-friendly websites is evident. Responsive Web Design (RWD) was introduced by Ethan Marcotte in 2011, emphasizing a single website design that can be easily navigated across various devices (desktops, tablets, smartphones). This approach offers tremendous convenience for users, making it a highly beneficial web design strategy. In addition to improving the layout of the web page, non-profit organizations can also provide more flexible and diverse donation channels, such as through mobile phones, credit cards, APPs, etc., so that online donations are no longer necessary. Multi-platform accessibility and integration with Mobile App can provide a seamless and convenient donation experience for donors who frequently use smartphones for transactions.

5. Limitations and future research suggestion

Most of the sample consisting of college students may not fully represent the broader population of adults over 18 years old. This limitation could impact the generalizability of the study's findings. Focusing exclusively on charitable organizations limits the ability to compare and analyze across different types of non-profit organizations. This narrowed scope restricts a comprehensive understanding of how various non-profit sectors might differ in online donation behaviors and preferences. The study did not consider other mediums besides online donation channels, limiting the exploration of convenience differences among various donation methods.

We suggest that future studies should aim to include a broader and more diverse sample population, possibly encompassing different geographical regions. This expansion would help in understanding the varied perceptions and donation behaviors towards non-profit organizations across different demographics. Moving beyond computer webpages, future research could explore and compare the convenience and effectiveness of various online donation mediums such as mobile apps, mobile phone donations, etc. This exploration would provide a more comprehensive understanding of the impacts of different channels on online donation convenience. By addressing these limitations and incorporating these suggestions, future research can provide deeper insights and a more holistic understanding of the factors influencing online donation behaviors. This would be particularly beneficial for non-profit organizations seeking to optimize their fundraising strategies across diverse platforms and donor segments.

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