

## Exploring The Impact of Religious Belief for Organ Donation Promotion Through Social Media Platform: A Critical Review

Faerozh Madli<sup>\*</sup>, Stephen Laison Sondoh Jr<sup>1</sup>, Andreas Totu<sup>2</sup>, and Sharifah Nurafizah Syed Annuar<sup>3</sup>

<sup>1</sup>Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Kota Kinabalu, Sabah, Malaysia

<sup>2</sup>Centre for Promotion of Knowledge and Language Learning, Universiti Malaysia Sabah, Kota Kinabalu, Sabah, Malaysia

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA Sabah, Kota Kinabalu, Sabah, Malaysia

\*Corresponding author's email:  
faerozhmadli1987@yahoo.com

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### ABSTRACT

*In the context of organ donation promotion via social media platform, there are various elements influencing an individual's intention to register as an organ donor and one of the important factors are religious belief and information adoption. Religious belief is stated to have strong direct effect on an individual registering to be an organ donor. However, there are contradicting and inconsistent findings by previous researchers. Some studies observed that religious belief had a direct impact on the individual's intention to register as an organ donor. Meanwhile, there are previous research that recorded the lack of effect of religious belief on the individual's intention to register as an organ donor. Besides that, information adoption is also determined to be another essential factor affecting the registration of an individual as an organ donor and possess an organ donation card. Therefore, based on the previous discussion, this study investigated the matter in the context of organ donation, information adoption and intention to register as organ donors. The method employed in this study was to review critically the current literature in context of organ donation, social media platforms and intention to register as organ donors. This study will contribute to existing literature on the impact of religious belief on organ donation. Furthermore, the research will also highlight how the religious belief impact towards information adoption and intention to register as organ donors.*

*Overall, the results of this research will be valuable or beneficial to the various bodies, including academia as well as industries such as the Ministry of Health Malaysia.*

## INTRODUCTION

The number of social media users showed an increase as in 2014, it was 1.91 billion; in 2015, it was 2.14 billion; in 2016, it was 2.46 billion and in 2017, it was 2.46 billion and the projection for year 2018 is expected to reach 2.62 billion (Clement, 2018). Based on the growing and positive trend of social media, the usage of social media was reported to be vital in the health communication context due to the ability to disseminate information where reported 6 million users subscribed for health information daily (WHO, 2012).

According to Kaplan and Haenlein (2010), social media is a group of Internet-based applications that build on the ideological and technical foundations of Web 2.0 and allow the creation or exchange of user generated content. There are several types of social media in worldwide reported in September 2017, the highest was Facebook, followed by YouTube, and the rest such as Instagram, Twitter, and Pinterest (Alvermann, 2017). The role of media in the Asia context are as disseminators and interpreter which the disseminator provides information to public and the interpreter supplies analysis for issues (Tamam & Abdulllah, 2015). Despite of high variety of cultures across Asia countries, social media showed interesting result as it improves the communications and interactions among people (Balakrishnan, Teoh, Pourshafie, & Liew, 2017). In addition, social media have been utilised in various types of organisation which is ranging from profitable-making organisations to non-profit organisations (Yadav & Rahman, 2017).

In organ donation context, in order to increase the total organ donors in Malaysia, Datuk Dr S. Subramaniam, Health

Minister of Malaysia said that the ministry has deployed the Organ Donation Strategic Campaign Plan since 2012. There are six strategies in this campaign including using the traditional mass media and social media to disseminate information in order to raise society's awareness towards organ donation (Farhanah, 2017). Thus, the role of social media in disseminating information about organ donation is important as discussed by previous researchers as it helps to increase awareness of Malaysian towards organ donation (Wong, 2010; Tumin et al., 2014). However, despite of that effort by Malaysia government, the total of organ donors in Malaysia since 1997 is still low which is 401,242 people which accounting for 1.35% of Malaysian population and it showed fluctuation instead of increasing constantly through the years (Farhanah, 2017).

Therefore, based on discussion above, it showed that substantial attention in context social media and organ donation is needed. In other words, in context of organ donation promotion that deployed by Ministry of Health Malaysia (MOH) through social media platform. Thus, this paper is in objective to critically review the existing literature in context of social media and organ donation. The outcome from this review will act as guidance in formation of framework.

## LITERATURE REVIEW

The social media platform was proven able to offer the variety type of tools that fitted to use by different nature of organization which positively drive the improvement of the outcome and practices in many ways (Diamond & Whalen, 2018). Moreover, several previous studies found that the use of social media by organization had significant impact in improving the communication to disseminate information (Hussain et al., 2018). However, when looking to the trend of previous studies, most of existing literature that delved in the social media context are concentrated on the aspect of profit organisation and there is little

study being conducted that centred on the non-profit organisation element (Greenberg & MacAulay, 2009; Bortree & Seltzer, 2009). For the context of current study, the non-profit organisation is referred as Ministry of Health Malaysia (MOH).

Social media was stated has an effective and positive impact on health communication as society could easily understand and access information via social media platform (Mangello et al., 2016). During the public health crisis, the use of social media to disseminate information to public demonstrated a positive effect on increasing public knowledge on health issues and thus consequently lead to the reduction of spreading of disease to others (Sharma, Yadav, Yadav, & Ferdinand, 2017). In term of health promotion, Falzone et al. (2017) revealed the use of social media for promotion gave positive result in accelerating the prevention effort towards the public. This is due to the ability of social media to reach broader audiences to deliver the information (Falzone et al., 2017). Consequently, the non-profit organization found that utilizing of social media (highest was Facebook) to provide and share information, inspire and motivate public as well as providing emotional support (Alotaibi et al., 2017).

In addition, the media coverage was meant for people to adopt information and increase their knowledge about organ donation and dispel the inaccuracy or misconception about organ donation (Rumsey, Hurford, & Cole, 2003). Additionally, Rumsey et al. (2003) also stated that religious belief was meant to strengthen or influence people to register as organs donors. In contrast, recent finding showed that people with no religious belief have more favour in registering as organ donor compared to people with religious belief after the samples exposed with information about organ donation (Lomero, Jimenez-Herrera, Rasero, & Sandiumenge, 2017). Hajjar, Abdulqader, Aldayel, Alfardan, and Alzaidy (2016) suggested that the religious belief's role

is to strengthen the relationship of the people after getting exposure and information about organ donation from media and their intention to register as organ donor. Thus, this study proposes to examine the role of religious belief in relationship between information adoption and intention to register as organ donor which is directly to fill the literature gap. Moreover, Knox et al. (2017) stated that there is lack of published articles that examine the religious perspective in context of organ donation campaign among Asian as more articles were published focusing in the areas of United States and Australia. Therefore, this research aims to examine the impact of religious belief towards intention to register as organ donors as well as information adoption.

### **Religious Belief**

The religiosity concept has been extensively discussed and defined by many previous researchers (Mokhlis, 2009; Egbert, Mickley, & Coeling, 2004; Ginossar et al., 2016; Delener, 1990; Allport & Ross; 1967). Delener (1990) viewed the religiosity as the degree to which beliefs in specific religious values and ideals are held and practised by an individual. The religiosity is also defined as the belief and practices that perceived by society towards relating to god or a higher power commonly associated with an organized group (Egbert et al., 2004). The extant literature already established the importance of religion being part of culture that has the ability to influence the people in context values, attitudes and habits as well as found to directly and highly impact on people's lifestyle (Delener, 1994; Mokhlis, 2009). In details, previous studies stated that the religiosity significantly impacts on the individual values (Saroglou, Delpierre, & Dernelle, 2004; Schwartz & Huismans, 1995) and the values was determined to be the mechanism towards the individual attitudes and behaviour (Schwartz, 1992). Additionally, the religion already had been acknowledged as important influencing factor of the human behaviour (Chai & Chen, 2009; Laurin, 2017).

Religion is highly embedded in each facet of society which make marketers cannot belittle the effect of religion on societal behaviour (Farrag & Hassan, 2015). Another reason why marketers should emphasise religion is due to religion is classified as occurring in long term among consumers or society (Ariffin, Ismail, & Shah, 2016). Fam, Waller, and Erdagon (2004) discussed religion has the characteristic tendency to be in static and stable which is once marketers gain a deep understanding of the religion and its influence on society, the marketers can assure the phenomenon remains unchanging. Hence, by addressing this element of religious belief on the nature of people is extremely relevant and important for the decision-making process to purchase intention (Souiden & Rani, 2015), in context of health (Martin, Kircaldy, & Siefen, 2003), in context of blood donation (Charsetad, 2016) and also give great impact for context of decision to register as organ donors (Yuen et al., 1998; Lomero et al., 2017).

Looking at the world population, approximately two-third of population hold some religious forms in respective cultures and this grant for further understanding towards the religious belief factor in context organ donation (Rumsey et al., 2003). Meanwhile, in the context of Malaysia, Malaysia is stated as Islamic country but the citizens are composed from various religions and it is suggested for marketers to take a more holistic approach when examine the religious belief component rather than research that focused on specific religions (Loch, Hilmi, Mazam, Pillay, & Choon, 2010). Therefore, this research is conducting in focus to examine the religious belief for context of organ donation in country of Malaysia.

In addition, Morse et al. (2009) revealed the concrete findings showed the religious belief has the important influence in communicational process about organ donation towards the general public. According to Simmons and Emanuele (2012), religious belief is the psychographic key that

is used to determine whether the individual is donor or non-donor. The people often utilises religion when facing difficulty in making a decision (Kobus, Malyszko, & Malyszko, 2016). They also discussed that the religion provides as a source of guidance and principle for people that is that religion provides answers to life existential crises or the meaning of human existence in the world. Thus, the religion was stated to play a vital role in decision making process among individuals to register as an organ donor (Rumsey et al., 2003; Randhawa & Neuberger, 2016). Equally important, the younger people shows more inclination towards organ donation compare to adults due to the substantial effects from their religious belief (Kobus et al., 2016). Moreover, they also added that the effect of religious belief (various type of religion) is more prominent in younger generation compared to older adults.

Therefore, based on the above discussion, it shows the importance of religious belief in context of organ donation. In details, the significant impact of religious belief for individuals towards intention to register as organ donor.

### Information Adoption

Cheung, Lee, and Rabjohn (2008) defined the information adoption as the individual that will adopt the information after they consider the information as useful or helpful to them. The adoption of health information is influenced by types of source of the information and classified as; (1) mass media communication and (2) personal communication (Sengupta & Deanna Wang, 2014). However, they argue that both of that type of source information are in positive relation towards information adoption. The social media is categorized as personal source communication due to the reason that the social media system owns personalize system related (Westerman, Spence & Van Der Heide, 2014). Sengupta and Deanna Wang (2014) discussed the personal type of communication is capable of targeting

the information for specific group without going through any social medium and directly influence people to adopt the information.

In addition, Ahmed et al. (2017) revealed that the use of social media in health promotional campaign are beneficial to both parties that is refer to healthcare organization and peoples. These authors elaborated that public could acquire the latest information through keeping in touch with the activities carried out by healthcare management and in the long run will increase the effectiveness of communication and influence people to change and adopt positive behaviour.

In the perspective of organ donation, Woien, Rady, Verheijde, and Mcgregor (2006) mentioned that internet website that contains information about organ donation significantly affects people in adoption of the information and directly increases the registrations to be organ donors. That content of information was divided to four categories which as follows; (1) donor knowledge content, (2) donor consent reinforcement content, (3) donation promotion content, and (4) informed consent content (Woien et al., 2006). Thus, the current study proposes that the information adoption has a significant positive relation towards intention to register as organ donors. Recently, Erkan and Evans (2016) stated there is a positive impact in the relationship between the information adoption and intention which these studies examined in context of social media for disseminated information.

### **Intention to Register as Organ Donors**

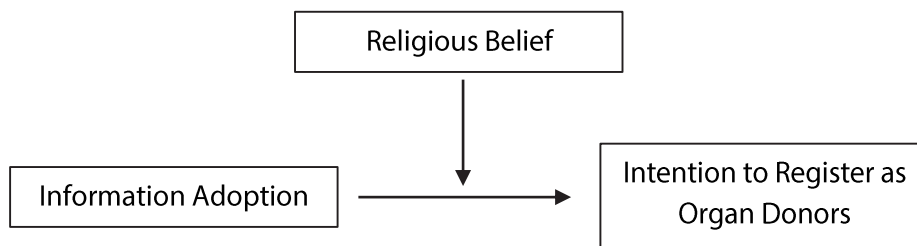
Intention is defined as the conceptualization of the readiness in individual to perform the actual behaviour (Fishbein & Azjen, 1975). In context of organ donors, intention to register as organ donors relies on how the information is portrayal by mass media to overcome the myths about organ donation that is will

impact positively on people to increase their intention to register as organ donors (Morgan et al., 2005).

Furthermore, online organ donation campaigns that emphasized on the critical issue of organ donation influences to the intention of individual to register as organ donors (Stefanone et al., 2012). Additionally, this effort to emphasize on issue of organ donation will be successful in influencing the intention to register as organ donors because will force the individual to take note or notice this crisis needs more individual action to solve it which is by registering as organ donors (Stefanone et al., 2012).

Cheung and Thadani (2012) suggested that the adoption of information dissemination through social media platform has higher impact on the individual intention. Similarly, Cheung, Luo, Sia, and Chen (2009) discussed that the information adoption has a significant relationship with individual's intention whereby subjects were using computer as mediator to access organ donation related information. Recently, in context of commercial marketing, Erkan and Evans (2016) stated and proved that the information adoption had positive influence towards intention which tested as empirically and in context of social media towards purchase intention. Therefore, based on above discussion, the current study proposes that there is significant relationship between information adoption and intention to register as organ donors. However, recent finding showed that people with no religious belief have more favour in registering as organ donor compared to people with religious belief after the samples exposed with information about organ donation (Lomero et al., 2017). Therefore, the mixed findings and discussion from previous studies is granted for further discussion in context religious belief, information adoption, and intention to register as organ donors.

## FINDINGS AND DISCUSSION



**Figure 1** Proposed framework

Based on above discussion, it shows that there is significant relationship between religious belief, information adoption and intention to register as organ donors. Previous studies exhibited that there is a significant relationship between information adoption and intention to register as organ donor (Reubsaet et al., 2005; Hawn, 2009; Korda & Itani, 2011; Tian, 2010). In details, a comprehensive organ donation promotion increases the level of knowledge among people through the adoption of information and influence their intention to register as organ donors (Reubsaet et al., 2005). The social media was established to be a successful medium for organ donation programmes with the purpose to make intervention in crowded societal life (Korda & Itani, 2011). This phenomenon of positive relationship between information adoption and intention to register as organ donors through social media medium due to the ability of social media in delivering clear information about organ donation which led to countering the myth and misconception about organ donation that embedded in knowledge of society (Tian, 2010).

On other hand, Woien et al. (2006) revealed that there is no significant relationship between information adoption and intention to register as organ donors. They discussed the non-linear relationship due to the negative perception of people towards the factual information in internet about organ donation. Similarly, Conesa et al. (2004) observed that the information (organ donation) has limited capability to influence the society to

change their perception on organ donation registration because the information was not appropriately suitable with their personal characteristic which directly hindering their ability to alter their beliefs. Ozer, Ekerbicer, Celik, and Nacar (2010) found that religious belief is highly significant in the process of society to accepting the information which could encourage individuals to register as organ donors. The importance of religious belief or trust in God combined with human discernment help people in making or choosing the wise decision related to the organ donation (Helena, 2017). Hajjar et al. (2016) suggested that the religious belief influences the people in their process to obtain and adopt the information from media and leads to register as organ donors. Therefore, this present study proposes that religious belief is as moderator in between relationship of information adoption and intention to register as organ donors.

## CONCLUSION

In conclusion, based on the research objective, the review found that the religious belief is acting as moderator in between the relationship of information adoption and intention to register as organ donors. Thus, the findings from this study will assist future researchers in understanding the impact of religious belief in relationship between information adoption and intention to register as organ donors. Moreover, the social marketers will benefit from the findings and discussion of this study in order to help them to design workable and

sound marketing planning especially related to organ donation promotion. For future research, the proposed framework from this study will be useful to be extended in order to gain deeper understanding in the context of social media and organ donation.

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