

Examining the Effect of Social Media Communication on Donation Intention via Perceived Moral Obligation

Sana Mehmood^{1*}, Abu Bakar Sade², Norizan Mat Saad³

¹Putra Business School, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

Email: pbs21104056@grad.putrabs.edu.my

²Putra Business School, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

Email: abubakar.sade@putrabs.edu.my

³Putra Business School, Universiti Putra Malaysia, 43400 Serdang, Selangor, Malaysia

Email: drneedham16@gmail.com

CORRESPONDING

AUTHOR (*):

Sana Mehmood

(pbs21104056@grad.putrabs.edu.my)

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ABSTRACT

Social media plays an important role in influencing charity-giving responses. Building on Stimulus-Organism-Response (S-O-R) model, this study examined the influence of social media communication i.e., firm-created content (FCC) and user-generated content (UGC) on behavioral response of donation intention through perceived moral obligation (PMO) as a mediator. A cross-sectional online survey was conducted with the followers of selected NPOs' social media pages. Data were collected from 307 respondents. Authors employed structural equation modelling technique (SEM) for hypotheses testing. Results indicated that stimuli of FCC and UGC positively influenced PMO, which in turn, generated behavioral response of donation intention. The study was novel in the sense that it attempted to fill the research gap of empirically examining the underlying psychological mechanism through which social media communication influences behavioral outcomes particularly in the charitable NPO context. The study has theoretical implications and practical contributions from multidisciplinary perspectives such as consumer behavior, social media communication, and NPOs.

Contribution/Originality: This paper's primary contribution lies in introducing perceived moral obligation as the mediating mechanism linking firm-created content and user-generated content to donation intention specifically in charitable NPO context.

1. Introduction

Not-for-Profit organizations (NPOs) play a pivotal role in performing humanitarian activities to meet social welfare needs. They usually work under ambiguous conditions deeply relying for financial sustainability on the willingness of people and institutions to donate resources and time (Singh & Mthuli, 2021). While need for charitable funding is increasing around the world, NPOs are facing difficulties in fund raising (Dadic & Ribaric, 2021). According to Lorilla et al. (2024), NPOs with intention to increase

fundraising should have active participation in social media. Social media is considered a vital source of nonprofit marketing communication (Simon & Tossan, 2018), that brings an opportunity of interaction and engagement for individuals and organizations (Bilgin & Kethuda, 2022). For this purpose, NPOs have turned towards increased use of social media as a most inexpensive and readily available marketing communication strategy to reach prospective volunteers and donors (Thomas & Duffet, 2025). Consequently, understanding the different forms of social media communication has become very important along with examining their effect on psychological and behavioral responses of potential donors.

Social media communication is mainly of two types: Firm-Created Content (FCC) and User-Generated Content (UGC) (Schivinski & Dabrowski, 2016). First one is in form of promotional messages, informational posts, and sponsored contents that organizations purposely design and publish through their official social media accounts (Colicev et al., 2019). Second one i.e., UGC encompasses comments, reviews, and shared experiences of customers and is usually considered more credible because it is independent (Onofrei et al., 2022; Schivinski, 2021). Existing literature in commercial contexts has shown that FCC and UGC are significant predictors of various attitudes and behaviors (e.g., Antony et al., 2025; Soekotjo., 2025). However, their application within the NPO context through potential mediating constructs linking social media communication to behavioral outcomes remain underexplored (Fazio et al., 2023; Schivinski et al., 2022). Previous studies jointly highlight the emerging digital scenario of donations but remain mostly limited to crowdfunding or crisis-driven donations (Obada et al., 2024; Zhao & Tian, 2024), leaving routine nonprofit campaigns unexplored — a gap that is especially relevant given the ongoing problem of attracting fewer donations (Kao et al., 2025).

In NPO literature, observing and measuring actual donation behavior has been difficult. Therefore, behavioral outcomes are normally operationalized as donation intention (Gugenishvili, 2023). Donation choices being qualitatively different from purchase choices are motivated more by moral beliefs and emotional responses (Adomaviciute & Urbonavicius, 2023; Balaskas et al., 2024). Social media serves as a powerful platform that frequently fosters psychological (moral and emotional) reactions leading to the formation of prosocial intentions like charitable giving (Brady et al., 2021; Crockett, 2017). One such reaction is perceived moral obligation (PMO). It's an individual's internal perception and belief to be morally responsible for acting ethically (Beck & Ajzen, 1991). PMO identified as an individual's personal norm, strongly predicts behavioral intention (Richards et al., 2024). Research on PMO has rarely explored how FCC and UGC on social media platforms may influence moral obligation for potential donation, and a gap remains in examining antecedents of moral obligation and its outcomes from a financial contribution intention perspective (Duong et al., 2025; Ukil et al., 2024). Since 60% of donations by the individual donors are the key source of contribution to charitable organizations, this donation volume justifies paying special attention to the underlying factors that encourage donors to donate (Aziz et al., 2024).

Drawing on the S-O-R framework (Mehrabian & Russell, 1974), due to its prior relevance to digital donation campaigns, philanthropic and giving-intention contexts (Phan et al., 2026; Saputra, 2024), the study advances a conceptual integrative framework. It investigates FCC and UGC as stimuli (Ibrahim et al., 2025), fostering PMO as an organismic psychological state (Xu et al., 2020), that drives donation intention as a behavioral response (Li et al., 2024). The study concentrates on charity-related NPOs, ensuring a homogeneous sample that increases the reliability and validity of results.

By developing and testing our theoretical model (see Figure 1), our research makes following contributions to literature. First, the study contributes to the literature by investigating the psychological mechanism through which FCC and UGC translate into donation intention. Second, the study provides empirical evidence of PMO as underlying mechanism from Pakistan. Third, by examining FCC and UGC simultaneously within a single framework, the research provides a more thorough understanding of how different social media communication types influence PMO and ultimately donation intention. Lastly, the research contributes to theory by extending the S-O-R model into the NPO sector within Pakistan. From a manager's perspective, the study is very useful. It gives actionable insights to managers of NPOs and social media communication strategists in designing content that strengthens moral responsibility of potential donors. It also enables organizations to focus more on psychologically engaging communication strategies that enhance donor motivation, retention, and fundraising effectiveness.

2. Literature Review

2.1. Stimulus-Organism-Response (S-O-R) theory

This research is drawn upon the S-O-R theory, which postulates that external stimulus (S) influences persons' internal organismic state (O), eventually generating behavioral response (R). The theory advocates that the path from external stimuli to behavioral outcomes is indirectly through internal processes (Xu et al., 2025). The application of the S-O-R model has been widely seen in social media and digital communication studies (Heng Wei et al., 2023; Lin et al., 2023). In these studies, FCC and UGC have been frequently taken as external stimuli (Ibrahim et al., 2025) and same approach is followed here. Similarly, PMO is positioned as the organismic state and donation intention as a behavioral outcome. PMO has been conceptualized as a psychological mechanism. Hence, the S-O-R framework presents an appropriate theoretical ground for this research.

2.2. Hypothesis Development

2.2.1. FCC, UGC and Perceived Moral Obligation

FCC refers to systematic and deliberate communication delivered by organizations on social media platforms. As per existing studies, firm-generated brand narratives are determinants of moral cognition and positive feelings within consumers (Hong et al., 2022). FCC has the potential to influence how individuals perceive social issues, organizational missions, and appeals for support. The systematic delivery of value-related narratives and socially oriented messages in form of FCC may develop moral obligation among individuals. On the other hand, UGC arises from consumer views, comments, and postings on online platforms (Daugherty et al., 2008). It has been said to be more authentic and trustworthy than traditional or firm-controlled communications (Schivinski & Dabrowski, 2015). Indeed, existing studies argue that consumers play a significant role in donation behavior through evoking diverse psychological processes (Wu et al., 2017). UGC creates an awareness of social norms, shared expectations, thus triggering personal responsibility towards society. Xu et al. (2020) highlighted interpersonal relationships in social media as stimuli that can positively evoke moral obligation. Since UGCs arise from fellow users, they are likely to impose

stronger normative pressure, increasing the moral responsibility to act in ways desirable in a social setup.

PMO refers to an internal personal feeling or sense of responsibility, which an individual feels to behave in line with ethical standards (Ukil et al., 2024). It helps an individual behave in a way that benefits society without any personal gains (Chae et al., 2024). In context of online communities, moral obligation has appeared as a psychological process associated with behaviors (Xu et al., 2020). On social media, people are constantly exposed to social cues, stories, and interactions both from firms and online users which may lead people to perceive moral obligation for supporting victims (Xu et al., 2020). Taken together, it suggests that FCC and UGC represent social media communication stimuli capable of influencing moral psychological state of individuals in form of PMO.

Accordingly, the following hypotheses are proposed:

H1a: FCC has a significant positive effect on PMO.

H1b: UGC has a significant positive effect on PMO.

2.2.2. Perceived Moral Obligation and Donation Intention

PMO is an internalized moral norm that individuals apply during decision making to judge what is morally appropriate instead of what is beneficial for the person (Gorsuch & Ortberg, 1983). The importance of PMO is paramount in the formation of intentions within ethically challenging situations (Zhang et al., 2022). Previous studies have frequently highlighted that morally obligated people are willing to provide efforts for behaviors that they consider morally important to them (Andersch et al., 2019; Ogiemwonyi & Jan, 2023). Individuals' perception about actions as morally obligatory automatically activates intention to act (Alsaad et al., 2020). Within the context of donation, individuals, after watching FCC and UGC, may consider helping victims to be morally significant. This internal urge of acting morally may strongly influence donation intention. Few studies have found PMO to be a strong predictor of intention for ethical behaviors, including donation intention (Annamdevula et al., 2023). Thus, in context of NPOs in Pakistan, it is proposed that

H2: PMO has a significant positive effect on donation intention.

2.2.3. The Mediating Role of Perceived Moral Obligation

Drawing from S-O-R model, we propose that PMO mediates the relationship between FCC-Donation intention and UGC-donation intention. Per our earlier discussion of S-O-R model which posits that external stimuli influence behavioral outcomes indirectly through internal organismic processes (Mehrabian & Russell, 1974; Xu et al., 2025), we argue that FCC and UGC being channels for communicating societal issues, serve as potent triggers for moral psychological processes among individuals. Exposure to social media cues, value-oriented narratives, peer interactions, and shared social norms may encourage individuals to reflect on their responsibility to support others, thereby strengthening their PMO (Asante et al., 2021; Hong et al., 2022). In charity related context, one of the strongest factors that influence people's donation intention is their personal feeling that donating to the needy is the morally right thing to do (Knowles et al., 2012). Multiple studies have identified PMO as a precursor to ethical behaviors particularly of donation intention (Annamdevula et al., 2023; Duong et al., 2025; Shneor

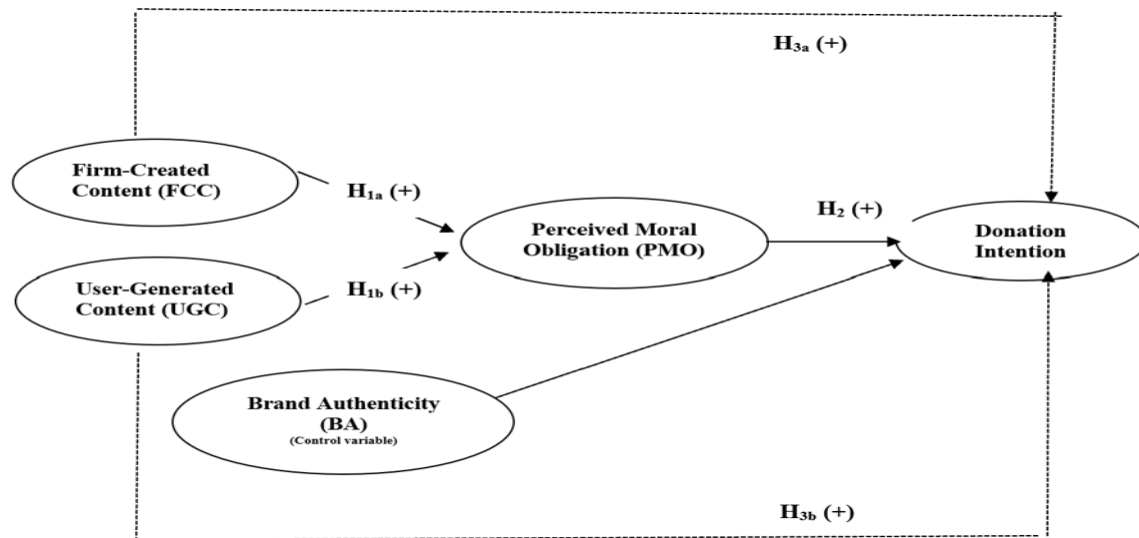
et al., 2025). Therefore, based on S-O-R theory and past empirical evidence, we postulated the following hypotheses;

H3a: PMO significantly mediates the effect of FCC on Donation Intention.

H3b: PMO significantly mediates the effect of UGC on Donation Intention.

2.3. Research Framework

Figure 1. Research Framework



Note. The Dashed Lines Show Mediation Hypotheses.

3. Methodology

3.1. Sampling and Procedure

The target population was followers of selected charitable NPOs on social media in Pakistan. However, there is no readily available database having organized information of charitable NPOs in Pakistan (Melis & Nawaz, 2024). Therefore, an initial informal consultation was done with 50 social media users to identify widely recognized charities. The shortlisted organizations were verified through their official websites and social media pages to confirm their social media presence in fiscal year 2025 following the approach of Suh (2022). Data were collected from followers who had recently liked, shared, or commented on charity posts by inviting them to participate through social media messages, consistent with Bilgin and Kethuda (2022). Convenience sampling was employed because social media policies do not permit access to complete follower lists, restricting participation to publicly visible followers. Also, followers have their own privacy settings that limited access to many followers who had interacted with social media posts. The unit of analysis was individual social media users, as the study examined their perceptions and intentions.

3.2. Measures

All constructs were measured on a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree).

3.2.1. FCC

FCC was measured as a unidimensional construct capturing respondents' perceptions of social media content shared by NPOs through their official social media accounts. Four items were used from Schivinski and Dabrowski's (2016) study for the nonprofit context ($\alpha = 0.901$). The sample item includes "I am satisfied with this non-profit organization's social media communication for charity".

3.2.2. UGC

UGC was also measured as a unidimensional construct representing social media content voluntarily created by users about NPOs. Four items were used from Schivinski and Dabrowski's (2016) study for the nonprofit context ($\alpha = 0.907$). The sample item of this scale is "The content generated by other users about this non-profit organization is very attractive".

3.2.3. PMO

It was measured as a unidimensional construct reflecting an individual's sense of responsibility to contribute to nonprofit causes. Three items (e.g., I would feel guilty if I do not help others) were taken from Wang et al.'s (2019) for the charitable giving context ($\alpha = 0.871$).

3.2.4. Donation Intention

Donation intention was operationalized as respondents' willingness and intention to financially support NPOs following exposure to social media content. Three items were used from Bilgin and Kethuda (2022) ($\alpha = 0.821$). Example item includes "When I think about donating, I prefer this non-profit organization".

3.2.5. Control Variable

Brand Authenticity was included as a control variable representing the perceived genuineness and credibility of NPOs on social media. Three items (e.g., This non-profit organization is genuine) were taken from Moulard et al. (2015) ($\alpha = 0.915$).

4. Results

4.1. Data Screening, Response Rate, and Normality

A total of 330 responses were received through google survey forms. Since survey forms were designed in a way that all questions were mandatory to answer, there were no missing values. For data screening, Intra-individual Response Variability (IRVs) suggested by Dunn et al. (2018) were computed at the respondent level across all survey items to identify any unengaged responses (Keller et al., 2026; Manzoor et al., 2020), and the Mahalanobis distance test was applied to identify any multivariate outliers (Hair et al., 2019). The screening resulted in a final sample of $N = 307$ used for further analysis. To confirm the data normality, skewness and kurtosis were computed. The values were safely below the standards of ± 2 for skewness and ± 7 for kurtosis suggested by Curran et al. (1996).

4.2. Common Method Variance (CMV)

Since the study had same source cross-sectional data, Harman's single-factor test was performed to assess CMV. To do so, an un-rotated factor analysis was done by fixing all questionnaire items to a single factor. The single factor explained a total variance below the threshold of 50% (Podsakoff et al., 2003), suggesting common method is not a dominant source of variance in dataset.

4.3. Measurement Model

Confirmatory factor analysis (CFA) was performed to assess the appropriateness of measures and establish the convergent and discriminant validity. To evaluate the measurement model, an approach of reporting multiple fit indices is advocated by Hair et al., (2019). For considering a model having a good fit, a cutoff value close to .95 for both CFI & TLI, a cutoff value close to .08 for SRMR, and for RMSEA, a value approaching .06 are recommended by Hu and Bentler (1999). The hypothesized 5 factor measurement model (named as M1) having 5 latent constructs (FCC, UGC, PMO, DI, & BA) demonstrated best fit to the data, ($\chi^2/df = 1.66$, CFI = 0.98, TLI = 0.98, RMSEA = 0.05, SRMR = 0.03), in comparison to the three alternative models shown in Table 1.

Table 1: Comparison of fit of Alternative Models

Sr.	Model	Latent factors	χ^2/df	CFI	TLI	RMSEA	SRMR
1.	M ₁	FCC, UGC, PMO, DI, BA	1.66	0.98	0.98	0.05	0.03
2.	M ₂	FCC + UGC, PMO, DI, BA	6.64	0.83	0.79	0.14	0.08
3.	M ₃	FCC, UGC, PMO + DI, BA	3.03	0.94	0.92	0.08	0.05
4.	M ₄	FCC + UGC + PMO, DI, BA	7.89	0.78	0.74	0.15	0.09
5.	Structural Model	FCC, UGC, PMO, DI, BA	1.68	0.98	0.98	0.05	0.04

With model fit established, the study tested the internal reliability and validity of the measurement model illustrated in Table 2 through Cronbach's alpha coefficient and composite reliability (CR). The values of both were significantly higher than the threshold of 0.7 (Hair et al., 2019). This confirmed a good internal consistency and reliability of the scale items. Next, to assess the convergent validity, average variance extracted (AVE, the mean of squared factor loadings) of study constructs were computed which were all higher than the recommended threshold of 0.5 (Hair et al. 2019). Lastly, the Fornell and Larcker's (1981) criterion (square root of AVE's of all measures should be greater than their inter-construct correlations) was followed for establishing discriminant validity. The results showed square root of AVEs of all constructs higher than their inter-construct correlations (Table 3).

4.4. Descriptive Analysis

Table 3 presents the descriptive statistics and Pearson correlation coefficients for the study variables. All the constructs were significantly and positively correlated with one another. This provided preliminary evidence of the hypothesized associations.

Table 2: Reliability and Convergent Validity Estimates

Constructs	No. of Items	Cronbach's alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
FCC	4	0.901	0.902	0.696
UGC	4	0.907	0.906	0.708
PMO	3	0.871	0.875	0.695
DI	3	0.821	0.822	0.608
BA	3	0.915	0.915	0.782

Table 3: Descriptive Statistics and Correlations Among Study Variables

Constructs	Mean	SD	1	2	3	4	5
FCC	3.75	0.78	0.834				
UGC	3.66	0.8	.455**	0.842			
PMO	3.82	0.77	.578**	.570**	0.834		
DI	3.83	0.58	.576**	.505**	.580**	0.780	
BA	3.74	0.88	.588**	.442**	.505**	.562**	0.884

Notes. $n = 307$, $*p < .05$, $**p < .01$, $\sqrt{\text{of AVE's}}$ are presented on diagonal; while estimated correlations are presented below the diagonal.

4.5. Structural Model Assessment

To evaluate the representation of the model, SmartPLS4 was used to evaluate the “goodness of fit” indices. The model showed an adequately good fit to the data (i.e., $\chi^2/df = 1.68$, CFI = 0.98, TLI = 0.98, RMSEA = 0.05, SRMR = 0.04). All values were within accepted threshold given in literature.

To test hypothesized relationships, structural equation modeling (SEM) was employed. The results of hypotheses testing are presented in Table 4 and illustrated in Figure 2. Overall, the findings provided strong support for the proposed hypotheses. Both FCC and UGC exhibited a significant positive effect on PMO ($\beta = .448$, $SE = .059$, $p < .001$; $\beta = .419$, $SE = .059$, $p < .001$), supporting hypotheses H1a and H1b, respectively. Next, PMO revealed a significant positive effect on DI ($\beta = .267$, $SE = .092$, $p < .001$) allowing us to accept H2.

Finally, the mediating role of PMO was assessed using bootstrapping procedure with 5,000 bootstrap sample size. The results showed that indirect effects of FCC and UGC on Donation Intention via PMO were statistically significant (effect = .120, $SE = .044$, 95% CI [.040, .211]; effect = .112, $SE = .045$, 95% CI [.034, .214]), supporting H3a and H3b. Moreover, the coefficient of determination (R^2) indicated that the model explained 57% of the variance in PMO ($R^2 = .568$) and 60% of the variance in DI ($R^2 = .596$), suggesting that the proposed model had satisfactory explanatory power. Lastly, the model included BA as a control variable. The results showed its significant positive effect on DI ($\beta = .259$, $SE = .078$, $p < .001$), which indicated that the proposed relationships remained significant even after controlling for its influence.

Figure 2: Structural Model Results

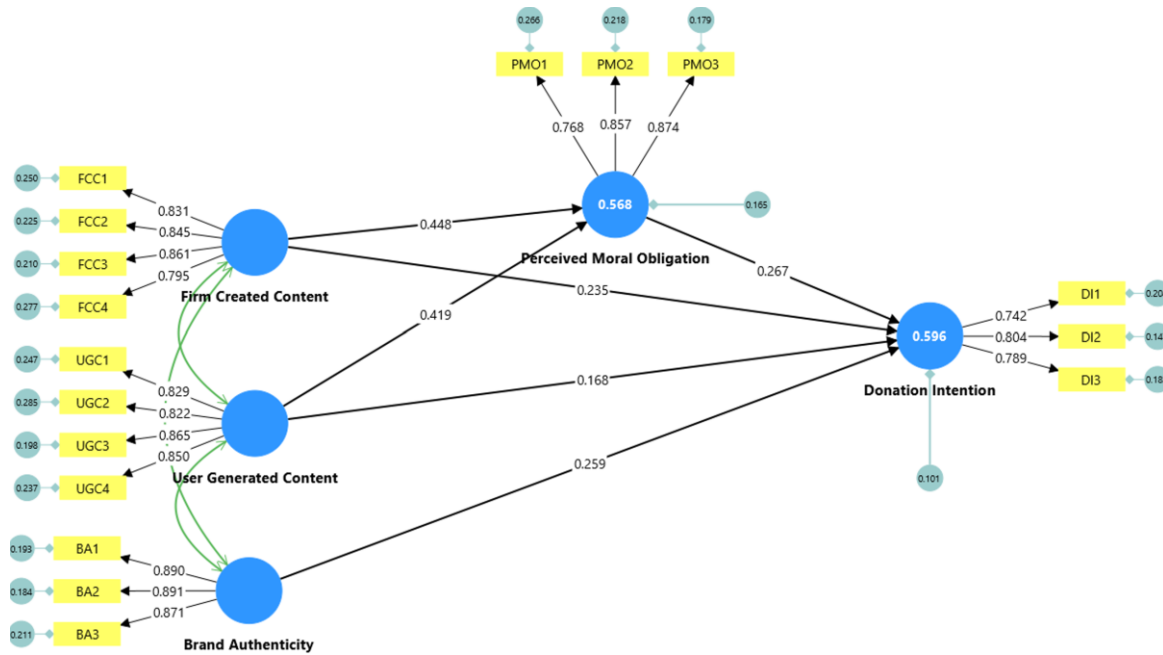


Table 4: Results of the Analysis with PMO as Mediator, Donation Intention as DV, & Brand Authenticity as Control Variable

Direct Effects	β	SE	Bootstrap 95% CI	P values	Decision
FCC -> PMO	0.448	0.059	[.330; .559]	0.000	H1a Supported
UGC -> PMO	0.419	0.059	[.301; .529]	0.000	H1b Supported
PMO -> DI	0.267	0.092	[.090; .450]	0.004	H2 Supported
BA -> DI	0.259	0.080	[.115; .419]	0.001	
Total Indirect Effect					
FCC -> PMO-> DI	0.120	0.044	[.040; .211]	0.044	H3a Supported
UGC -> PMO->DI	0.112	0.045	[.034; .214]	0.045	H3b Supported
Total Effect					
FCC -> DI	0.355	0.077	[.200; .497]	0.000	
UGC -> DI	0.280	0.069	[.143; .415]	0.000	
Coefficient of determination (R^2)					
DI	0.596				
PMO	0.568				

5. Discussion

Built upon the S-O-R framework, the current study investigated the ways FCC and UGC influence donation intention via PMO. The results are consistent with premise of S-O-R framework where both FCC and UGC significantly served as external stimuli influencing organismic state of PMO generating response of donation intention. These results advocate social media as a strategic tool beyond its role as a source of information having capability of influencing persons' inner moral evaluations and intentions.

The results supported H1a and H1b which argued that both FCC and UGC significantly enhance PMO. The results demonstrate equal importance of communication strategies in NPO context compared with commercial settings. The findings follow the existing empirical evidence which shows that social media is not only an information provider.

It's a stimulator to evoke underlying psychological processes of individuals (Ahmad, 2026; Ibrahim et al., 2025; Schivinski et al., 2022). Within the NPO context, FCC encourages individuals to reflect upon their ethical responsibilities. It's done through posting structured narratives conveying organizational values, social responsibility and victims' need. Similarly, UGC strengthens the credibility of NPOs and social relevance of charitable causes by offering genuine public recommendations and opinions (Schivinski & Dabrowski, 2015). This results in peer pressure reinforcing moral responsibility of giving charity rather than taking it merely a voluntary action. These findings provide support to the organism part of S-O-R framework which is stimulated by both FCC and UGC stimuli (Heng Wei et al., 2023; Xu et al., 2020).

The result also supported H2 which proposed that PMO has a significant positive effect on donation intention. This finding complies with existing empirical studies that have highlighted moral obligation as an important antecedent of ethical and prosocial behavior (Duong et al., 2025; Shneor et al., 2025). The results emphasize that individuals who perceive helping others as a moral responsibility, are more prone to develop donation intentions. These findings thus confirm that donation decisions are influenced by individuals' internal moral judgments.

Finally, H3a and H3b of this study formulated that PMO significantly mediates the effect of both FCC and UGC on donation intention. The significant results indicated that both FCC and UGC influence donation intention through strengthening individuals' moral responsibility. The finding underpinned the fundamental proposition of the S-O-R framework that any stimuli from external environment influence behavioral responses through internal organismic processes (Xu et al., 2020). The finding is aligned with previous research where social media communication is translated into intention by awakening moral obligations (Xu et al., 2020).

5.1. Theoretical Implications

The current study offers various theoretical contributions in social media communication and charity related literature. First, by demonstrating both FCC and UGC as external stimuli inducing donation intention via PMO under the framework of S-O-R, the study extends the application of the S-O-R framework within NPO context. Before this, primary focus of past S-O-R studies were on commercial settings involving consumer engagement, purchase intention etc. (Heng Wei et al., 2023; Ibrahim et al., 2025). However, the current research confirmed its suitability within digital charitable settings for explaining prosocial behaviors.

Second, by positioning PMO as an intervening psychological mechanism under the framework of S-O-R, this study strengthened the organismic component of the S-O-R theory. Past research primarily investigated cognitive and emotional underlying mechanisms (Abbasi et al., 2023; Heng Wei et al., 2023; Ibrahim et al., 2025). But this study showed that internal moral evaluations also have equal contributory role in charitable communication influencing donation intention.

Lastly, the study contributes significantly to digital philanthropy literature. The study demonstrated that FCC and UGC are not merely communication channels. Rather, both play a larger role of acting as external stimuli, encouraging moral responsibility and strengthening charitable decision-making. Hence, the study extends the knowledge within NPO context about the ways digital communication enhances donation intention.

5.2. Practical Implications

The current study findings have various practical implications not only for charity related NPOs, but also for social media practitioners. It has been found that both FCC and UGC influence PMO, highlighting the importance of social media communication. Since influx of bad news makes human brains immune to such information, it is important for managers of NPOs to continuously update FCC with bringing variety in it that may keep followers morally engaged. Also, giving training to their social media teams in emotional storytelling and value-based communication, NPOs may ultimately improve the effectiveness of digital fundraising campaigns and encourage greater public participation in charitable activities. Furthermore, such social media strategies should be devised that may persuade followers to generate UGC and devote their personal social media networks to distribute charitable messages. Such a contribution from a user may enhance the legitimacy of charitable communication. The strategies may involve any monetary reward for those creating and sharing content on behalf of NPOs, publishing names of top content creators on NPO pages as per their willingness, sharing their interviews etc.

Next, the significant explanatory role of PMO emphasizes the importance of morality related content in both FCC and UGC. It advocates that social media campaigns should not be merely information providers. Rather, they should stress ethical responsibility helping to evoke donation intention. So, the social media teams launching campaigns should develop communication strategies that are useful for collectivist cultures like Pakistan. They should use words, images etc. evoking collective responsibility to strengthen followers' moral responsibility. This may in turn increase their donation intention. Continuous messages related to the transparent utilization of donations may further reinforce moral responsibility and encourage continued support (Obada et al., 2024).

5.3. Limitations and Future Research Suggestions

Although this study has valuable findings, it still has several limitations which provide directions for future researchers. First, instead of actual donation behavior, the study has investigated only donation intention. As intention does not always translate into actual behavior (Zhao & Tian, 2024), thus, to validate present findings, future researchers may focus on actual donation behavior (Chetioui et al., 2023; Li et al., 2023; Zhang et al., 2020).

Second, this research was limited to those NPOs that were involved in humanitarian and social welfare activities. Therefore, the generalizability of findings may be limited. The results may not be applicable to other countries, cultures, and different types of NPOs like animal protection etc. (Beldad et al., 2014; Hankinson, 2001). Studies in future may do cross-country, cross-cultural or cross-sector comparisons to enhance the finding's generalizability.

Third, the research design of this study involved cross-sectional data collected via an online questionnaire through convenience sampling. Previous investigations have also acknowledged similar limitations (Wang et al., 2024). In future, researchers may adopt mixed methods approaches. They could employ longitudinal designs with larger sample sizes to decrease response bias, improve causal inference, and expand the generalizability (Duong et al., 2025; Pham et al., 2024).

Lastly, this research investigated only FCC and UGC as antecedents to PMO and donation intention under S-O-R theory. Future studies may explore additional determinants, underlying mechanisms, boundary conditions, or outcome variables. This may extend the explanatory power of the hypothesized framework. Also, the application of the S-O-R model in various cultural contexts may improve the understanding of donation behavior (Cao & Sun, 2018; Li et al., 2023; Lin et al., 2020; Heng Wei et al., 2023).

6. Conclusion

The current study improves understanding of FCC and UGC's role in influencing donation intention via PMO and extends the application of the S-O-R framework in the NPO context. The findings confirmed that both FCC and UGC positively influence donation intention indirectly through PMO. It highlights that in charitable decision-making, moral responsibility is highly important. Such findings enhance understanding of the psychological processes through which social media communication promotes prosocial behavior among donors and potential donors. In addition, the study gives fruitful guidance for both public and private NPOs to develop social media strategies that reinforce moral responsibility and increase charitable giving.

Ethics Approval and Consent to Participate

The researchers used the research ethics guided by PUTRA Business School, UPM, Malaysia. Participation was informed and voluntary. All responses were collected anonymously and treated confidentially for research purposes only.

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Conflict of Interest

The authors declare no conflict of interest.

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