

A Study on a Mobile Application for Charitable Donations

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ABSTRACT:

This paper presents the use of mobile applications for charitable donations by linking to various trustable NGOs. The concept of having a mobile application for donating to various NGOs is to make an individual use the application efficiently and to allow them to donate money or items efficiently and effectively. Donating by own is being replaced by a separate NGOs website or they provide their Account number or as such. Hence such mobile applications transform a lot of hard work into smart work. Using the app, an individual can donate money, food, clothes etc and can fill any requirements. By using API software, one can find NGOs which are near to them without having to look for various individual websites or contact information. During those days, people hesitate to donate to various unknown NGOs due to various scams and the consequences of online payment. And most of the people are unaware about the various NGOs providing tremendous projects to increase the welfare of the society. Therefore, the mobile application will save time and money and most importantly energy by providing various lists of NGOs in just one platform. Therefore, mobile applications for donations will link the two platforms which are the NGOs and the donors and will act as a bridge between them directly and thus satisfy both. As there are two sides to every story, mobile application for charitable donations has its own advantages and disadvantages. Mobile applications for donating can bring a positive impact in the society as well as consequences such as scams and anyone can misuse. The main intention of the paper is to recognize the impact and consequences of mobile application for online donation. The paper also is designed to introduce the concept of donating money through an app efficiently. The aim of the paper is to give the readers an idea and bring understanding of donation apps which can bring happiness and smile in others' faces and also bring satisfaction to the NGOs. This paper therefore will elaborate about the working of donation application and the challenges of an individual using it thereby protecting from various hoaxes. In this paper, solutions to the drawbacks will be provided. This research paper is a conceptual study which studies the individual's habits towards donation application. The data collected was secondary data and entirely dependent on facts, views of the author and the literature review.

Key Words:

Mobile Application, NGOs, Online Donation, Welfare

1. INTRODUCTION

In the modern world, individuals utilize mobile devices to look after everything from booking a flight ticket to booking a hotel for reservation. If any organization doesn't have a website or a mobile application designed for the users, they're in fact missing a huge opportunity. A mobile application for NGOs or charitable organizations is a golden opportunity to grow or to increase the charity. It will help in increasing the donations more easily when a mobile application is created allowing the donors to donate more. Mobile applications are hugely changing and developing into something new rapidly. We can observe that every procedure or any activity we do manually is being replaced by technology. To create such applications, the minimum necessity for hardware was generally found to be computers with sufficient requirements.

In the era of software, people had their own personal computers or laptops which could create websites and utilize them. Up to a certain period people used cyber cafes to access websites. Slowly when people started to own laptops and PC's the number still remained low when compared to population. After the introduction of mobile phones, which was a portable computer, the count of mobile phones purchased by people was notably high and the number of people who understood the application multiplied. Today we can see that regardless of any age group, people are learning to use mobile applications effectively and efficiently. We can say that more people choose mobile applications for their user-friendly and compactness. Due to this many developers have shifted to the development of mobile applications. The idea behind the creation of applications in mobiles is convenience. Because it is way simpler to use mobile applications than PCs and laptops. There aren't many applications for NGOs or orphanages. These kinds of services need to be introduced in the form of a mobile app to connect through the NGOs and the donors so that the donors can be communicated or informed about the NGOs in just one single platform. There are many affairs in the society like floods, wars, financial crisis and many more. Applications for donations will help the people who are in need and also the donors. All the charitable organizations or NGOs aim to do good for people they help. They want to provide medical sources, food, clothes, sanitary or any support they need. Mobile applications for donations are created in such a way it encourages people to do something good out of their generosity which will help them feel good by seeing happiness or just a smile on Others face who needs assistance. Mobile application for donations is designed for the users in such a creative manner that they can upload or add motivational posts for donors to keep them posted about the charity which will help them to get involved and increase the network of people. In this way the donors will have a constant link with the organizations and will help the donors to know better with the information given clearly in the mobile application.

As mentioned in the article titled "Mobile Application for Donation of Items" published in the year 2021, a mobile application named "UNATI SAMAJ" application will help the non-profit organizations by providing them with resources. It will also help the donors

to donate to the needy people in just one platform. This application will help the donors to donate items to the nearest NGO available. Hence the application will create a bridge between the NGO and Donor and satisfy the needs through the application.

With Reference to the article titled "A study of the Factors Affecting Mobile Donation Application Use" published in the year 2016, the use of smartphones is widely being used and there is an emergence of new mobile donation applications. These applications transfer difficult task to easy and convenient way without interfering into the daily schedule of the user.

1.1: History and Development of NGOs

The NGOs came into existence only by the mid-nineteenth century and the importance of NGOs was officially acknowledged by the United Nations only by the late nineteen century. More than 50,000 non-private organizations, private organizations were founded in 1850. The development or growth of the NGOs only started after the Second World War for the development of societies and welfare.

NGOs play a very important role in today's world in making a world a better place where the state or the government fails to fulfill donations. NGOs do not take any help from the government bodies; they take finances from the people who want to donate. NGOs can be seen to give more attention which brought large quantities of resources, which in turn helped for empowerment of society, gender, reducing poverty and many more. NGOs were very benevolent that they did not bother about their wealth but in turn they utilized their wealth for a meaningful purpose to build a good life and bring happiness in lives of the people.

2. REVIEW OF LITERATURE

Roger B (2008) the author is of the opinion that the time span of the donors donating to charitable organizations is endless. He also anticipates that the donors were not only creating value to the organization but also it built a feeling of satisfaction or it made them happy by donating to the people who are in need of essentials. W Chen and Travis G (2013) The author studies the pattern of mobile usage regarding donation applications. He studies the different aspects of age, class of an individual, caste etc. in regards to mobile application for donations. He states that the rise of mobile applications for donation has raised familiarity due to the natural calamity happening in America. It resulted that people found it comfortable and useful in donating through mobile applications in times of difficulty. Thus, donors were satisfied by the gift of thankfulness by the people who were in demand or need.

B.Choi and M. Kim (2016) the author states that mobile applications have developed increasingly and transformed into easy and convenient usage for the users into their daily works of living. He also states that mobile applications for charitable donations have become the main factor that influence people to use the mobile application and the results of this paper showed that the people have a positive impact on the usage of the mobile applications. Yi-Ru R Chen (2017) In this paper the author reveals that the

millennial, people born in between 1980 to 1985 trusts the charitable organizations which have a higher ratio of people donating in the particular NGOs. Also, he states that according to the survey collected online, the millennial are encouraged by the endorsement by the celebrities, easy process of payment without any hassle or any difficulty while donating through mobile applications.

S Choi, H Kim, M Chung and S Y Lee (2018) In this paper, the author states that the millennial donate fewer than the older generation. He states that the millennial can donate more only by online donations by bringing awareness and encouraging them. He is of the opinion that according to the survey collected from the people, he concludes that the percentage of donations for charitable organizations can increase in future by online applications.

Pradnya B and Dr. S.D (2019) The author highlights the mobile application in which it offers the user to know the exact time of a product or any resources it reaches to the end users. In modern times people are busy and find it difficult to balance their work life in which they forget to do the important tasks. Due to their busy schedule, they often forget the task and they recall the job after they reach the location. And in the midst of their busy schedule returning back to the desired location and completing the job is a huge time waste and waste of money. The author suggests that reminders given in a timely manner can decrease the chance of time waste as well as money and one can perform the task on their location and time for what they wish for. Hence reduces the frustration of forgetting and also reduces the loss of time. Getting everything done on the tip of the finger will ease and bring satisfaction to the user. Su Mon¹, Yao Cheng¹ and Abdul Samad (2020) in this paper, the author brings out the opinion of individuals' behavior towards donation applications on mobile devices and also charitable donations. Both the systems were analyzed and found that the mobile donation application attained the target of the study. Shubham B, Rahul R, Karan G, Prof. Raut (2021) In this paper, the author reveals that NGOs play a significant role in the welfare of the society, since there are nonprofit organizations, they fall short of resources required for actual donations. He also states that in order to save the NGOs, a creative way is implemented namely mobile application for donation which can help the needy individual or an organization. D H Kim and B Y Kim (2021) the author highlights that the traditional way of donating is being replaced by the online mobile application method. He also suggests that there is a lack of online donation apps or there is not enough marketing done for such platforms. The author is of the opinion that if there is enough marketing and awareness done among people as the exact same manner done to other applications it could reach too many people and could bring happiness to others as well. Bella F and M Awad (2021) the authors are of the opinion that the NGOs directly influence the millennial through social media for donations. He also suggests the three motivation theories i.e., entertainment, social norms and subjective norms have engaged the millennial to NGOs in a positive manner. The author concludes that the engagement of millennial with NGOs is essential as it benefits the person who is needy as well as the organization. Hence it is seen that millennial play a major role in this study.

3. RESEARCH METHODOLOGY:

In this paper, how a mobile application for donation of NGOs or charitable organizations can benefit many people who need assistance was studied. The data collected to do this study was secondary in nature and it has been done through extensive survey of review of literature available on the internet and the opinions from people who donate in their day today lives. Some data has been collected through various articles. The main aim of this research was to link NGOs with the donors with just one-click of a button by just sitting at home comfortably. In this research, the importance of technology for charitable organizations was essential as it helped increase the donations. The paper is mainly conceptual in nature.

3.1: STATEMENT OF THE PROBLEM:

Mobile applications for donation or charity can help to reach more people in less time. There are many issues in the world which need to be addressed and spread among the youngsters which make them interact easily on the internet to pay online.

The aim of the mobile application for donation is to donate little by just tapping while you do your work. It is a great and feasible way to make someone's life better. Due to lack or less promotion of such kind of applications for donation or charity, people are not aware and addressed about the calamities or issues people are facing in the world. If this issue or society's concern is not taken into consideration seriously then our surrounding or community will be destroyed and lead to many problems and our future generation will not learn the art of giving or donating to others.

3.2: OBJECTIVES:

1. To understand the need and usefulness of mobile applications for NGOs.
2. To create awareness as to how mobile applications can reduce the cost with advanced technology.
3. To address the issue of less branding or promotions of mobile applications for genuine donations.

3.3: CONCEPTUAL FRAMEWORK:

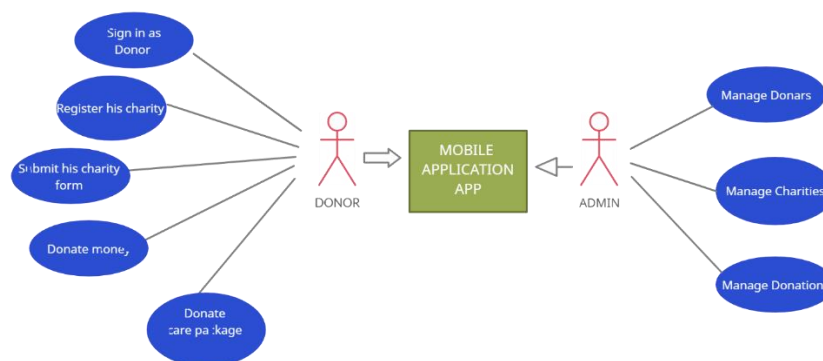


Figure 1: Use case Diagram

Source: Authors

Figure 1 depicts the interaction of a donor and the admin with the application. A donor represented as the user is required to register by filling all the details into the system. After registering, the donor can login into the system and control their activities as showed in Figure 1. For instance, the donar can donate money, donate carepackage which is listed in the system. Then the charitable organizatons can collect the donated items easily as specified in the location under a single platform. Besides that the system will save all the donations and orders in the database and notifies the user or a donor with a reward point after the task is completed. While the admin can monitor the progress when it is logged into the system. There are three buttons where the admin can monitor and can select. First button allowed the admin to view or manage donors, second button allowed the admin to view or manage the charities and last button allowed the admin to manage donations.

3.4: Mobile Application Donation and Internet Donation

Mobile donations provide a very convenient way to the donors comparatively to the people who are donating via the internet. In mobile application donations, there is a list of NGOs listed in that particular app. A donor can choose particular NGOs that they care about. While in Internet donation the donor has to search for individual NGOs who provide according to their needs. It is very difficult to search on the internet for each NGO. The one disadvantage of donating through the internet can be that it can lead to many scams and frauds. If a mobile application for donation is there it can solve many problems as all the NGOs listed in the application are trusted and listed by the government. Mobile application donation will also help in increasing a network of people by linking many NGOs and various charitable organizations in just one platform. Above all, people accept or value easiness in their daily lives. Mobile applications will help their lives get easier by just one-click of a button which can reach out and help others by donating without complexity which instead could have taken much time.

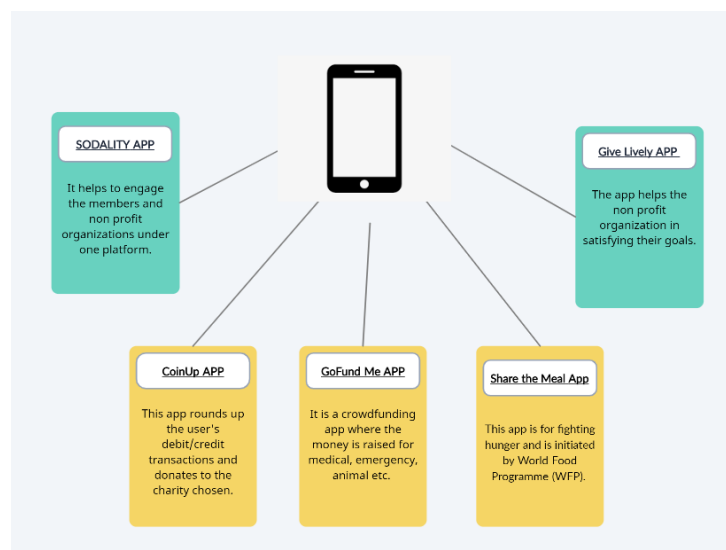


Figure 2: List of Mobile Application for Donations

Source: Authors

Figure 2: shows us the commonly used applications for donations. Today everything has an application and so as donations. These applications help to donate money easily through a single window and help the non-profit organizations to grow and meet their missions. The emergence of smartphones has made the users convenient to engage with various non-profit organizations.

The USP of these apps is that they offer unique or creative ways to make donations and helps the users to understand the social responsibility well.

3.5: Key Features of Mobile application for Donations:

Some of the key features of Mobile application for donations are listed below: -

- Email verification feature added when the user registers an account.
- Adding the closest location to the donor for donations.
- Donors can donate money, food, cloth, books etc. using a mobile device.
- The donors can see a list of NGOs available in the application.
- The donors can also see the location or address of the social institution.
- The donors can also view their donation history.
- Mobile donation helps the charitable institutions to increase their donations easily.
- Online payment mode which is fast and secured.
- Mobile app is convenient and simple for charitable institutions and for donors.

3.6: Need for Mobile Application for donations:

The need for mobile application is stated below: -

- Easy donation methods help the donors to donate the items with just a tap.
- Mobile Application will allow the donors to track their donation.
- The app is a great way of offering transparency for the donors.
- The application can create trust among the users by making them feel assured.
- An application is required to boost their donating activities by providing appreciation posts or certificates.
- An app is a great way to engage, raise and share funds.
- App will keep the donors informed or alert about any critical situations.
- Apps can motivate people by effective marketing to promote how their contribution impacts others' lives to make them feel good.

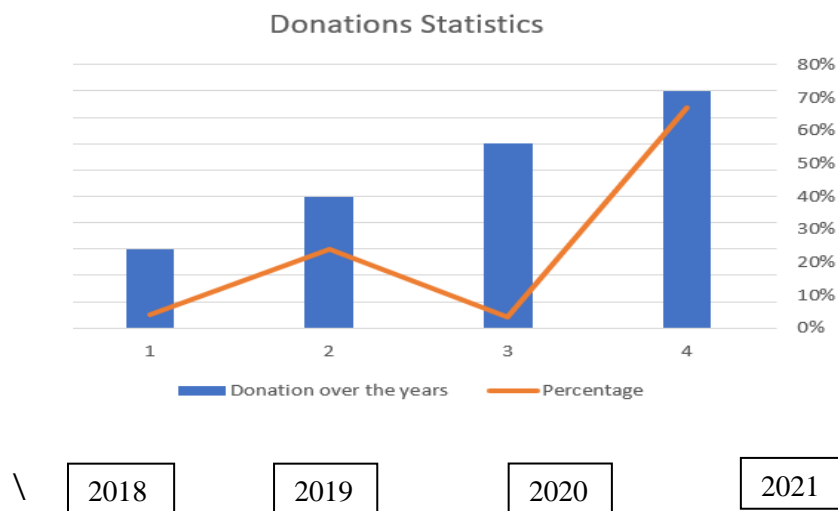


Figure 3: Donation giving Statistics

Source: Authors

Figure 3: shows the statistics of the donation or charity giving done from the year 2018 to 2021. We can see that there is a drastic and a positive change in the donations given by the people over the years. From the above graph it is seen that in the year 2021, majority of donations was done. The donations were for education, religion, human services, environmental etc. The main reason of the increase of donation in the year 2021 is due to mobile application for donations. Mobile applications for donation were very secured and transparent for users and build the trust among them. People tend to make their work easier and what better way to create free applications for donations which can help to serve the needy and also help the non-profit organization better.

3.7: RECOMMENDATIONS:

In this research paper, we laid down a few recommendations which can help the NGOs and the donors to use the application conveniently and can make lives easier. Some of the recommendations are listed below:

- Many items end up in trash or not being reused, hence mobile applications will have a positive impact on waste management of clothes, food, books etc.
- Mobile application for donation should post the resources required effectively so that the donors donate the same.
- The mobile application should be easy to use and keep the personal information safe and secured as the payment will be done via online.
- Donations through mobile applications should be free from cybercrimes as the contact details of both donor and NGOs will be posted.
- An effective campaigning or promotion of such mobile applications should be done at large to increase donations and make life better.
- To provide knowledge to the underprivileged people about mobile applications for donation to be done in regional languages.
- The three most fundamental basic needs i.e. Food, Clothing and Education should be made available to the people who are in need as soon as possible via online.

- People with extra assets and resources who want to give back to the communities who need assistance are to be guided to such mobile applications.
- To spread awareness about the welfare of the community.

There are applications for shopping, paying bills, to order food etc. but there is no platform or an application at large in today's world for donating the basic needs for underprivileged people or people who are unable to do it on their own. Hence it should be addressed to people as soon as possible.

3.8: LIMITATION OF THE RESEARCH:

In this paper, the research is limited to the views of the literature available on the internet along with the articles accessible in the library. It is also limited to the opinions of few other concerned individuals.

4. CONCLUSION:

In conclusion, the main aim of this paper is to find a way for promoting social welfare on a large scale with the help of an application and make basic things available for underprivileged people or to charitable organizations under a single platform. It will help to eradicate many problems of the unfortunate people and will give satisfaction and bring joy. Mobile application for donation will help to link between NGOs and the donors. It will allow the donors to choose NGOs as per their requirement in an easy way. Thus, it will help the NGOs to develop further with the help of a mobile application. Mobile applications for donations should be taken seriously and must spread across at large to make the world blossom in the coming future by making the needy people prosperous and happy. Many of the folks are not aware about the various initiatives taken by the NGOs to help the community and many of them feel happy to donate, but with the help of the application it can clear all such problems and help make their life simpler.

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