

# INVESTIGATING THE EFFECTS OF PERCEIVED RISK ON INFORMATION ADOPTION PROCESS IN CONTEXT OF PROMOTING ORGAN DONATION THROUGH SOCIAL MEDIA PLATFORM: A CRITICAL REVIEW

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**Abstract:** Organ donation is the process of donating parts of the body of an individual after the individual passed away. This matter should be given appropriate attention since there is a lack of individuals registering or pledging as an organ donor. The low number of people register as organ donors are faced by Malaysia and many Asian countries as well as countries throughout the world. There are many factors that contribute to the deficiency of individuals registering as organ donors and one of the factors is perceived risk. Perceived risk is defined as the potential organ donor perceptions about the possible uncertain negative outcomes from the register as organ donors. For this research, perceived risk is studied in the context of how the perceived risk impacts the individual's process of receiving information and directly influences toward intention to register as organ donors. The information is disseminated through social media platform. The process of receiving information is including the attitude towards information, information usefulness, information adoption and intention to register as organ donors. Overall, perceived risk is an important component in the process for an individual to adopt the information and consequently having intention to register as organ donors.

**Keywords:** Social Media, Organ Donation, Perceived Risk, Information Adoption, Social Marketing.

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## **Introduction**

In 2017, approximately 45% of the world population had facilities to use the internet. In terms of world distribution in 2017, it showed that Asia has the highest number of social media users which accumulated around 54% of worldwide users and for Southeast Asia was reported accumulated 11% of worldwide users (Distribution of worldwide social media user by region, 2018). The effectiveness of using social media in marketing influenced the development of positive relationship with consumers as it is easier to deliver the up-to-date information (Ismail, 2017). In addition, the activities in social media marketing such as entertainment, customization, and interactions allow the consumers to develop a positive reaction towards individual's intention (Kim & Ko, 2012). Social media have been utilised in various types of organisation which is ranging from profitable-making organisations to non-profit organisations (Yadav & Rahman, 2017). For this study, the non-profit organization refers to Ministry of Health Malaysia (MOH).

Ministry of Health Malaysia (MOH) has been using the social media under the Organ Donation Strategic Campaign Plan since 2012. The ministry utilised social media in this campaign for disseminate of information in order to raise society's registration as organ donors (Farhanah, 2017). However, the shortage issue stemming from the need for organs and the low organ supply is considered a global problem that not only plagued Malaysia, but other countries as well (Agarwal et al., 2018; Plana, Kimberly, Parent, Khouri, Diaz-Siso, Fryml, Motosko, Ceradini, Caplan & Rodriguez, 2018). According to global statistic of organ donor in 2016 for respective countries, Malaysia has the lowest registration per million which is 0.19% compared to other countries; Singapore is 4.74%, Thailand is 3.23%, Philippines is 0.21%, and way behind the top countries such as Spain is 43.8% (GODT, 2016). The total of organ donors in Malaysia since 1997 was 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 shows that substantial attention needs to be given in context of organ donation. Specifically, the impact of social media that used by Ministry of Health Malaysia (MOH) in promoting the campaign of organ donation. This paper aims to critically review the existing literature in context of social media and organ donation. The outcome from the review will guide in the formation of conceptual framework.

## **Literature Review**

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). Furthermore, Eyrich, Padman, and Sweetser (2008) revealed that the non-profit organisations do not fully realise and understood the potential of social media. In line with that discussion, the role of social media in a non-profit organization is to provide a medium to disseminate information to public whereby the relayed information shapes the public's behaviour to support the organisation's agenda and increase trust in organisation (Waters & Jamal, 2011).

On other hand, there are several researches that demonstrated the importance factor of perceived risk in relation to register as organ donors (Saleem, Ishaque, Habib, Hussain, Jawed, Khan, Ahmad, Iftikar, Mughal & Jehan, 2009; Cohen, 2010) but very few emphasised on informational and promotional communication. Recently, Siminoff, Wilson-Genderson, Mosavel, Barker, Trgina, and Traino (2017) indicated there is a need for further study of perceived risk affecting information of organ donation campaign and its outcome of the

possibility of becoming an organ donor. Therefore, in the next section, it is about the discussion about the effect of perceived risk towards the process of information adoption.

### ***Perceived Risk***

Risk is defined as the issue which pervasive across inside country and also across national border that include issues in context of natural disasters, global infection diseases, hazards and many more (Paek & Hove, 2017). Meanwhile, the perceived risk is stated as the individual belief of acquiring the loss in interest to achieve the favourable outcome (Warkentin, Gefen, Pavlou & Rose, 2002). Perceived risk is related to the multi aspect of a construct that is the potential financial risk, the performance risk, the physical risk and psychological risk (Jacoby & Kaplan, 1972). Kim, Ferrin, and Rao (2008) express that the perceived risk is about the existence of individual's perception that there will be a potential of negative effect in the process to use or consume the product. The perceived risk in this study refers to the individual perceive toward the significant risk that they will be facing regarding in context of organ donation.

The significant influence of perceived risk on the changing of individual behaviour was widely recognized in context health behaviour (Sar & Anghelcev, 2013; Yarmen, Sumaedi, Bakti, Rakhmawati, Astrini & Widiati, 2016). The perceived risk is not same when compared to real risk because it is rooted from each individual's subjective cognition and has a vital impact toward human's choice (Joffe, 2003). The example of perceived risk in context of organ donation that faced by people are fear for hospital procedure regarding the organ donation (Kent & Owens, 1995; Thompson et al., 2019), apprehension about the identity of the family donor will be exposed (Siminoff et al., 2017), the issue relate to the body damage during the organ transplant (Wong and Chow, 2016; Cohen, 2010), issue related the perfect for the whole body (Poreddi, Sunitha, Thimmaiah & Math, 2017; Wong & Chow, 2016), fear the organ will be misuse and sell to other party (Hyde & White, 2010), the fairness allocation of organ (Boulware, Troll, Wang & Powe, 2007), and also fear of premature or unexpected death (Wong & Chow, 2016).

Perceived risk was found to have a substantial impact on individual in their decision-making process for register as organ donors (Sam, Ganesh, Indrapriyadarshini, Jeyamarthan, and Nandhini, 2018). Additionally, for health communication in social media platform stated that the perceived risk was the important predictor for individual to searching or seeking the related information (Deng & Liu, 2007). The individual start to search using various methods to obtain the information when the individual facing a condition where the level of perceived risk is higher than the level of tolerance toward the risk (Mitchell, 1999). Perceived risk shows has a significant effect on the process of information adoption (Tseng & Wang, 2016) and toward the attitude of people (Algharabat, Rana, Dwivedi, Alalwan, & Qasem, 2018). Meanwhile, the information that disseminated through internet platform by government positively associated to influence people towards to using the information (Xie, Song, Peng & Shabbir, 2017).

In the health context, Klerck and Sweeney (2007) revealed that the perceived risk influences in a positive direction for people to seek and adopt information related to the health product that is the product is valuable to consumers. Additionally, previous studies in context of social media that examined the aspect of healthy products revealed that perceived risk has a positive impact toward information usefulness (Hussain et al., 2017). They also discussed the people accepted the information as usefulness due to their acceptance of the information is valuable, informative and helpful. Similarly, the individual facing health risk showed had a positive

relationship towards the usefulness of health information in online medium which improves the individual's knowledge and eliminates the negative emotions (Peate et al., 2017).

Media is frequently cited as a major source of information on organ donor registration and the attitude towards information toward media from a societal perspective is influenced by perceived risk such as organ exploitation (Balajee, Ramachandran and Subitha, 2016). The perceived risk is discovered to be a key predictor for the refusal to register as organ donor by people and the issue correlated with the negative influence on people's attitude (Agaba et al., 2008). Additionally, Agaba et. al (2008) suggested that with proper promotion intervention, it will change the perceived risk toward organ donation and influence to people for register as organ donors. However, there is lack of previous studies that investigate the relationship in context of social media and also internet.

Therefore, based on discussion above, it shows the importance of perceived risk in context organ donation as well as for adoption information process. In details, the perceived risk proposes to have positive relationship towards information usefulness and information adoption. Meanwhile, the perceived risk demonstrates a negative relationship with attitude towards information.

#### ***Attitude Towards Information***

Summers, Matheson, and Conry (1983) stated that the importance and power of attitude toward information in the psychological construct which is this dimension is found able to differentiate the individual to performing certain task in favourable or not. Petty and Wegener (1998) defined attitude as individual's general evaluation towards a person, objects, or also an issue. They also mentioned that the attitude refers for someone feel how favourable or how unfavourable for a certain object or judgement. Moreover, Goh and Chi (2017) discussed the attitude towards information significantly impacts in the process of individual to accept the information in order to make sound health related decision in context of online health communication process. Thus, this research is focuses in context of attitude of society towards organ donation information which disseminated through medium of social media.

Information and internet technologies are rapidly being utilised in the service sector in the information-dominated era, indicating the positive attitude towards information delivered by newer technology and the positive attitude leads to information use for particular tasks by citizens (Liaw, Huang & Chen, 2007). People developed favourable attitude towards information due to the technology's functions in collection and storing information and this information guides their actions in decision-making or for performing tasks (Secginli, Erdogan & Monsen, 2014). Therefore, based on argument above, the present study proposes that the attitude toward health information is positively influential towards usefulness of the information.

#### ***Information Usefulness***

According to Davis et al. (1989) termed the perceived usefulness as the degree to which a person believes that using a particular system would enhance his or her job performance. The significance of information usefulness in the online medium was reviewed as a fundamental element in the communication process in which the information is recognised as useful and beneficial to people whereby allowing the reduction in risk when facing particular topics (Hussain, Ahmed, Jafar, Rabnawaz & Jianzhou, 2017). Therefore, based on the argument about the information usefulness, in such a manner will encourage people to be more frequently use and visit the social media sites that is if they perceived the information obtained from that social

media is will increase their performance and directly help them for make sound decision (Lee, 2017). In addition, the government must be able to identify the most appropriate method in how to delivering the information to individual by adjusting the level of details related health information and also deliver the information that really needs by individual (Lee, Park & Lee, 2019).

Social media's design provides the platform for information dissemination to be done rapidly about organ donation either to patients or interested people which directly influences to increases their knowledge and clarify the misconception on organ donation (Chang, Anderson, Turner, Shoham, Hou & Grams, 2013). They also added that the increase in knowledge and clarification of the misconception on organ donation due to the acceptance of the information as useful for them. In addition, the information usefulness is found positively impact toward information adoption in the context of health information (Hussain et al., 2017). The process of adoption of information is in the form of the informational influence, its influence exerted on a person through the information they have accessed and received and such information is proven to be useful to them as well as useful if the information relates to reality (Sussman & Siegal, 2003). Therefore, the current study proposes the information usefulness has a significant positive relationship with information adoption.

### ***Information Adoption***

Information adoption is described as the degree of people that will accept the content of information that perceived as meaningful to them which is after individual process of assessing the content validity (Zhang & Watts, 2008). Prior research debated and established on the adoption of information and technology communication are not limited to an individual's core process but also included the level of technology innovativeness (Hoo Yang, Lee & Lee, 2007).

Chaoguang, Feicheng, Yifei, and Yuchao (2017) highlighted the importance to give critical attention to the context of health communication and adoption of information among people which is mediated by social media platform. They added in discussion regarding critical attention is vital in order to ensure the health organisation stay updated and understand the communication process and also to keep the operational management aligned with the current changes in people brought by the changing approaches they seek and obtain from social media technology. Moreover, Erkan and Evans (2016) stated there is a positive impact in the relationship between the information adoption and intention whereby this research investigate in the aspect of social media for circulated information. Sato et al. (2019) also mentioned that the media plays significant role for individual to adopt the health information and resulting in positive change in term of health behaviour. Therefore, the current study proposes there is a positive relationship between information adoption and intention to register as organ donors.

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

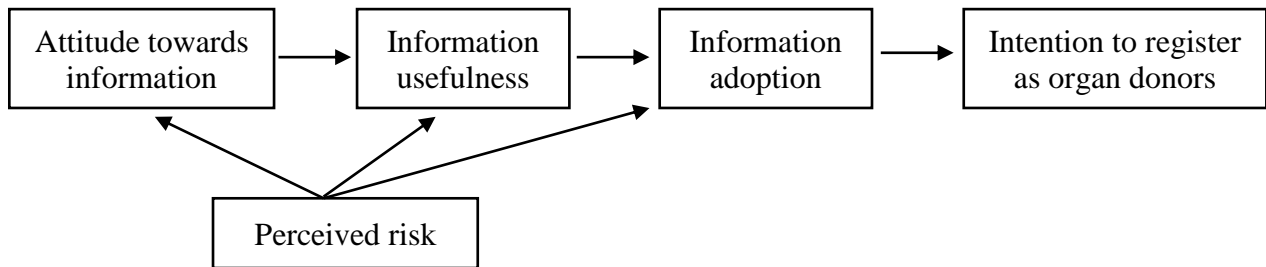
Intention refers to the aspect of people that they will act based on their intention which is influenced by their own skill that their need to perform such behaviour and also by the situational factors which make that behaviour is possible to perform (Yzer, 2017). In addition, intention to register as 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).

Interestingly, a research that conducted by Stephenson et al. (2008) suggested that the major contributing factor in reluctance to register as organ donors is due to the issue of body integrity which is the individual wishes to keep their body as whole without missing some part of their

own body for the purpose of organ donation. As such, this argument of the issue of body integrity falls in the context of perceived risk toward organ donation. As overall, the perceived risk found have substantial effect in the relationship with attitude towards information, information usefulness, and information adoption. Meanwhile, the information adoption is proposing have positive relationship towards intention to register as organ donors.

### Propose framework

Based on critical review above, the study proposes the framework as follows:



**Figure 1: Propose Framework**

The literature review explains the development and formation of relationship and effects of perceived risk in the process of adoption information. The process consists of attitude towards information, information usefulness and information adoption. Furthermore, perceived risk is suggested of having positive relationship with information usefulness and information adoption. But, the relationship between perceived risk and attitude towards information is proposed as a negative relationship. Meanwhile, the information adoption discovered to have a positive effect on the intention to register as organ donors.

### Conclusion

The perceived risk is found as an important factor for influencing in the process of individual's intention to register as an organ donor after gaining exposure by the information in social media platform. Additionally, perceived risk is proposing to have a significant impact on attitude towards information, information usefulness and information adoption. Meanwhile, information adoption has a significant positive relationship with intention to register as organ donors. The findings from this paper is expected to help the future researchers to gain deep understanding of the effects of perceived risk towards the individual communication process through social media in the context of organ donation. Moreover, the findings also will help the marketers to design a comprehensive social media marketing plan in health communication context as well as organ donation. As overall, future researchers could or would apply and extend the proposed research model as the framework for their future research.

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