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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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CHARITABLE DONATION BEHAVIOR IN INDONESIA: GENERATIONAL INSIGHTS

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Abstract

Research focusing on charitable giving often examines specific donation types (general aid, zakat, waqf), program causes (education, health, environment), and platforms (offline and online donation). However, a significant research gap still needs to be addressed in intergenerational behavior on charitable giving and a comprehensive range of factors, specifically in Indonesia. This study examines cross-generational giving behavior in Indonesia by exploring motivations, preferences, and decision-making processes in charitable giving across different age groups, including Baby Boomers, Generation X, Generation Y (Millennials), and Generation Z. A quantitative approach will be conducted to address a literature gap by examining additional factors influencing donation intentions, including project characteristics and moderating variables like income disparities and generations beyond Millennials. Primary data will be collected by distributing questionnaires to people who donate at least once in the past year. The result of this research can be used as recommendations for fundraisers to craft fundraising strategies to approach donors from each generation.

Keywords: Donation Behavior, Charitable Giving, Intergenerational, Indonesia