

Antecedents of Plasma Blood Donor Repeat Intention: An Expansion of the Theory of Planned Behavior

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Abstract

Objective: This research aims to examine the factors that influence the Repeat Intentions and Attitudes of Plasma/Blood donors through analyzing the relationship between E-WoM and Perceived Value (Emotional, Social, Altruistic & Functional) towards Attitude and together with Subjective Norm, Perceived Behavioral Control and Social Media which will have a positive influence on Intention, especially for Plasma/Blood donor activities. **Research Method:** The research method used is Quantitative research type and the data collection method is Survey with questionnaires, and the analysis technique uses structural equation modeling (SEM) analysis for hypothesis testing. Data collection was carried out by survey at the end of September 2025 to the beginning of October 2025 with a total of 302 respondents. **Findings:** The findings of this research are that 7 (seven) hypotheses are supported and 2 (two) hypotheses are not supported, the Emotional Value and Social Value factors do not directly have a positive effect on Attitude, but rather act as post-behavior confirmation and supporting factors in building positive perceptions. The positive influence of social media and online recommendations in shaping Attitudes and increasing trust is also an important aspect that can strengthen plasma/blood donor Intentions. **Research Implications and Limitations:** Research implications show the importance of using Social Media and online recommendations (Electronic Word-of-Mouth) in building positive Attitudes and Intention to donate Plasma/Blood. Subjective Norms and Social Influence show a significant influence on Plasma/Blood Intention. Campaigns must emphasize personal benefits, ease of procedures, and life-saving effects so that positive Attitudes are formed, not only on social aspects or external recognition. Research limitations are location and sample limitations, less honest subject responses or social desirability bias and limited time and resources. **Originality:** In this research, there is novelty which will become Research Ori-

nality, namely adding Social Media which directly influences Intention.

Keywords

Plasma/Blood Donation, PMI (Indonesian Red Cross), Social Media, Word of Mouth, Perceived Value (Emotional, Social, Altruistic, Functional) and TPB Elements (Attitude, Subjective Norm, Perceived Behavioral Control)

1. Introduction

Plasma fractionation is the process of separating blood plasma components, such as albumin, immunoglobulins, and blood clotting factors, for various medical purposes. Please note that the benefits of the Plasma Fractionation Program in Indonesia are to reduce dependence on imported plasma products, increase national health security and provide high quality plasma products for the treatment of certain diseases, such as hemophilia, immune disorders and burns, therefore there is a need for domestic plasma donors who are continuously ready to donate their Plasma/Blood either in the form of Conventional Plasma/Blood donors (every two and a half months/2.5 months) or Apheresis Plasma/Blood donors (every two weeks). In the framework of Plasma Fractionation in Indonesia, according to sources from the PMI UDD (Blood Donor Unit) DKI Jakarta Province, Indonesia requires a minimum of 200,000 liters of Blood Plasma per year. Based on data on 2023, it was found that plasma blood donations in Jakarta were only 39,732 liters, even though it was added from areas outside Jakarta, the need for plasma was still less than 200,000 liters. Based on the background, there are problems which indicate that the problem of a shortage of required Plasma/ Blood donors must find the right solution to support the Plasma Fractionation program, because the Plasma Fractionation Program is one of the important efforts in supporting the country's independence in providing plasma derivative products which are really needed in the world of health, however the implementation of this program faces big challenges, including the low number of voluntary Plasma/Blood Donors. Social Marketing tends to place primary responsibility on governments or non-profit organizations. And Social Marketing itself is to design, implement, and control programs that are calculated to influence the acceptance of social ideas and involve considerations of product planning, pricing, communications, distribution, and market research to influence behavior for the social good. Michael Jay Polonsky, 2017 [1] states that non-profit organizations are one of the important actors in Social Marketing, and the role of Social Marketing, namely the use of marketing concepts, is to influence social behavior and bring social benefits, focusing on social goals and using marketing tools to achieve their goals of changing social behavior. Levit & Cismaru, 2020 [2] argue that the development of Social Marketing campaigns must be based on research, theory and models at all stages, including setting communication and campaign objectives, segmentation and

targeting, as well as Marketing Mix strategies (4P, Product, Price, Promotion and Place).

2. Under Pining Theory

The lack of interest in Plasma/Blood Donation, especially with the Apheresis donor method which uses modern equipment in DKI Jakarta, has of course greatly disrupted the government's plans, namely accelerating the Plasma Fractionation program in Indonesia. And one of the best ideas for the need to find more Plasma/Blood donors is to apply the Theory of Planned Behavior (TPB), Jalalian *et al.*, 2010 [3].

The Theory of Planned Behavior (TPB) introduced by Ajzen, 1991 [4] explains that a person's intention to carry out an action is influenced by three main components, namely Attitude (Attitude towards behavior) which explains the extent to which a person has a positive or negative evaluation of a particular action, Subjective Norms which explains the perception of social pressure to carry out or not carry out that action and Perceived Behavioral Control explains the perception of the extent to which a person feels capable of carrying out that action.

In the context of plasma donation, TPB is very relevant, because Plasma/Blood donation is often considered a voluntary act involving personal, social and environmental factors. Positive attitudes towards blood plasma donation tend to increase intentions to participate, Guo *et al.*, 2023 [5], social norms, such as the influence of family and friends, can strengthen or weaken intentions to donate plasma, Yadav & Pathak, 2017 [6] and logistical constraints or fear of the donor procedure can influence perceived behavioral control.

This research will also include Perceived Value such as Emotional Value, Social Value, Altruistic Value & Functional Value, it has been proven that the influence of Emotional, Social, Altruistic and Functional Value has a positive effect on Attitude, Sheth *et al.*, 2019 [7]; Ha & Jang, 2013 [8]; Previte *et al.*, 2019 [9]. Perceived Value itself describes the benefits felt when someone does good deeds for others. In Altruistic services such as blood donation, Indonesia Red Cross as a service provider can build a positive attitude towards blood donation activities by conveying the value (benefits) that people feel when donating blood.

Rahayu *et al.* 2023 [10] explained that there is the influence of Social Media and its role in influencing blood donor intentions through Electronic Word of Mouth (E-WoM). This explanation includes how Social Media facilitates the spread of positive information and experiences about blood donation, which can then form positive attitudes and increase the desire to donate. Social Media makes it easier to spread E-WoM, so that donor information and experiences can spread more widely and quickly than conventional methods, and have a big influence on the perceptions and attitudes of potential donors. Positive E-WoM on Social Media is an important strategy in strengthening people's motivation to donate, and helps in recruiting and retaining blood donors. So there is no direct discussion of the role of Social Media which can directly influence Intention to donate.

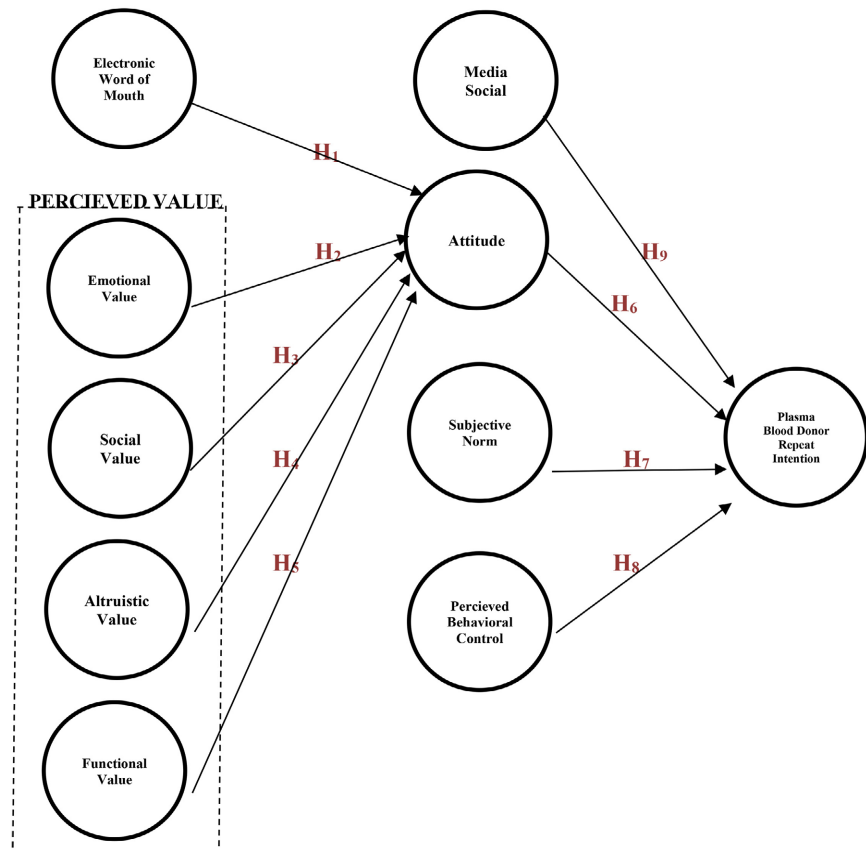
Social Media marketing (SMM) has a significant influence on brand image, brand trust and consumer purchasing intention, Salhab *et al.*, 2023 [11]. It was also explained that marketing activities via Social Media can increase positive perceptions of brands, strengthen consumer trust, and encourage them to be more likely to make purchases. Apart from that, there is a mediating influence from brand image and trust which strengthens the relationship between SMM and Purchase Intention. These results emphasize the importance of marketing strategies on Social Media for companies as an effective tool for increasing customer attraction and loyalty and encouraging purchasing decisions. Social Media Marketing has a positive influence on Purchase Intention or purchase intention.

Social Media, especially the WeChat platform, is the main media in delivering video-based interventions to non-regular blood donors. The intervention was carried out through videos presented on the WeChat platform, which allows control and measurement of the effectiveness of the videos in increasing repeat blood donation intentions and behavior. The use of Social Media such as WeChat is considered effective because it can reach and influence individuals in an interactive and accessible way, in line with the widespread trend of Social Media use in China. Social Media serves as the main platform for the dissemination of educational videos based on extended behavioral theory, which aims to increase knowledge, reduce anxiety, and change the perception of blood donors so that they are more likely to donate again and the results show that this Social Media-based intervention is more effective compared to regular text messages, Hu *et al.*, 2022 [12].

It is stated that the popularization of the internet and sharing via mobile applications improves the quality of research by making it easier to disseminate and collect data from large groups, such as students. The use of this digital platform can increase individual awareness and intention to donate blood through efficient dissemination of information and reminders.

According to Gündüzyeli, 2025 [13] states that there is a significant influence of Social Media on marketing strategies, especially during times of crisis. Social Media is used as the main tool to interact in real-time with consumers, build meaningful relationships, and respond quickly to changing situations. Data analysis from Social Media also helps companies identify trends and consumer sentiment that supports strategic decision making. Social Media increases visibility, brand strength, and customer loyalty through personalized interactions, all of which contribute to a company's marketing resilience during the crisis.

There is a great influence of Social Media in the field of marketing communications research, there is a connection with platforms such as Facebook and Twitter, the importance of Social Media as the main platform in changing the modern marketing paradigm and as the center of attention in studies related to current digital marketing communications as well as future research opportunities related to Social Media, this confirms that Social Media has been very influential in the development and focus of research in the field of marketing communications over the last 40 years, Şenyapar, 2024 [14] (see **Figure 1**).



H1 = Electronic Word of Mouth (E-WoM) has a positive effect on Attitude; H2 = Emotional Value has a positive effect on Attitude; H3 = Social Value has a positive effect on Attitude; H4 = Altruistic Value has a positive effect on Attitude; H5 = Functional Value has a positive effect on Attitude; H6 = Attitude has a positive effect on Plasma Blood Donor Repeat Intention; H7 = Subjective Norm has a positive effect on Plasma Blood Donor Repeat Intention; H8 = Perceived Behavioral Control has a positive effect on Plasma Blood Donor Repeat Intention; H9 = Social Media has a positive effect on Plasma Blood Donor Repeat Intention.

Figure 1. Conceptual framework & hypothesis.

The influence of Social Media on purchase intention (Purchase Intention) is very significant, marketing through Social Media increases consumers' intention (Intention) to buy products or services, which is caused by marketing activities that are fast, viral, and able to attract user attention, Zeqiri *et al.*, 2023 [15]. Various studies in the article show that information about products and services spread on Social Media can influence purchase intentions positively, in addition, recommendations and suggestions from other users in social networks increase consumers' trust and confidence in brands, thereby motivating them to purchase intentions. Furthermore, interactive activities on Social Media such as content that involves voting, questions, and challenges also encourage engagement which ultimately strengthens purchase intentions. These marketing activities facilitate emotional connections and trust in the brand, which greatly influences consumers' desire to make future purchases.

Most donor literature uses the context of Plasma/Blood donors in general, even though Plasma/Blood donors have different procedures, frequencies, risks and public understanding, so Social Media strategies to increase intentions need to be researched specifically. The majority of research on Social Media and Plasma/Blood donation has been conducted in developed countries (e.g. US, UK, South Korea) and there has not been much research examining the influence of digital interventions in developing countries like Indonesia.

The Theory of Planned Behavior (TPB) states that Attitude is the main predictor of behavioral intentions. However, digital-based Social Media and gamification elements can be used to increase motivation and engagement in blood donation in general, Espinoza Chamorro *et al.*, 2024 [16], online campaigns that display success stories from previous donors to increase positive perceptions of Blood Donation, Gasparovic Babic *et al.*, 2024 [17] and Social Media are used to build communities and promote Blood donors, as well as share statistics that can help retain donors, while also showing that Social Media platforms are one of the popular channels for Blood donor recruitment and retention campaigns. In the future, thereby influencing Blood donor intentions and behavior through more effective communication and promotion, Li *et al.*, 2023 [18].

3. Research Methodology & Measurement

The research design used in this research is Hypothesis Testing. This research aims to test the influence of Electronic Word of Mouth (E-WoM), Emotional Value (EV), Social Value (SV), Altruistic Value (AV), and Functional Value (FV) on Attitude as well as testing the influence of Attitude, Subjective Norm, Perceived Behavioral Control and Social Media on Plasma Blood Donor Repeat Intention.

Measurements were carried out on 10 variables in this research, namely Social Media, Electronic Word of Mouth (E-WoM), Emotional Value, Social Value, Altruistic Value, Functional Value, Attitude, Subjective Norm, Perceived Behavioral Control and Plasma Blood Donor Repeat Intention using an attitude scale from each respondent's answer. All statement items for each variable are measured using a 5 point Likert scale: 1 = Strongly disagree, 2 = Disagree, 3 = Fair, 4 = Agree, 5 = Strongly Agree.

According to the survey results distributed digitally or online via the Instagram Application, Facebook Application and WhatsApp Application, this survey was compiled with 302 respondents in Jakarta and surrounding areas who had donated blood to the Indonesian Red Cross (PMI) in order to improve humanitarian programs, especially in Plasma/Blood donation in Jakarta. Respondents in this survey came from various backgrounds, including the general public, health workers, students and government officials. It is hoped that this diverse demographic of respondents will provide a more comprehensive picture of the community's perceptions, needs and potential regarding Indonesia Red Cross's role. The sample consisted of 302 respondents obtained using a non-probability sampling technique, namely purposive sampling, this purposive sampling method was carried out

with certain criteria so that the research subjects were relevant to the variables studied, the main criteria set were respondents who had donated blood at least once in the last year and had seen blood donation content on their social media. The results of this survey will be an important basis for designing more responsive, inclusive and sustainable humanitarian service policies and strategies. The domicile of the majority of respondents is Central Jakarta (26.5%), followed by South Jakarta (18.9%), with West Jakarta and East Jakarta each at 16.9%. North Jakarta and areas outside Jakarta represent a smaller proportion. In terms of gender, women's responses (56.6%) were much higher than men's responses (43.4%). The majority of respondents were Private Sector Employees (62.6%). Other significant job categories include Civil Servants/Government Employees (21.2%) and Students (11.6%). The smallest group consists of Medical Professionals (4.6%). The predominant age group was 25 to 44 years (71.2%), while the 18 to 24 years (16.2%) and 45 to 65 years (12.6%) groups had smaller proportions. Finally, a significant majority of Respondents, 71.9%, stated that Respondents last donated blood 1 to 3 months ago, reflecting current trends in blood donation among the public.

E-WoM is measured using an instrument adopted from Sunderman 2018 [19], consisting of 3 statement indicators as follows: I already know/see other people's good experiences with Indonesia Red Cross blood donation services from Social Media, I have received recommendations from other people to donate using Indonesia Red Cross Blood donor services, I already know positive things about Indonesia Red Cross blood donor services from Social Media. Emotional Value was measured with an instrument adopted from Previte *et al.* 2019 [9], consisting of 6 statement indicators as follows: I feel that donating blood will make me feel comfortable, I feel that donating blood will make me feel prosperous, I feel that donating blood will make me feel happy, I feel that donating blood will calm my feelings, I feel that donating blood will make me feel relieved, I feel that donating blood will make me proud. Social Value is measured with an instrument adopted from Previte *et al.* 2019 [9], consisting of 4 statement indicators as follows: I feel donating blood will make me more accepted in social circles, I feel donating blood will improve the way other people view me, I feel that donating blood will create a good impression of me from other people, I feel donating blood is one way to gain social recognition. Altruistic Value is measured with an instrument adopted from Previte *et al.* 2019 [9] and Chell & Mortimer 2014 [20], consisting of 4 statement indicators as follows: I feel that donating blood is a form of shared responsibility to help other people, I feel that donating blood can make me enjoy the activity of helping other people, I feel that donating blood can help overcome the issue of lacking the required blood stock, I feel donating blood can increase human values to help other people. Functional Value is measured with an instrument adopted from Previte *et al.* 2019 [9], consisting of 3 statement indicators as follows: I think donating blood won't take long and won't disturb my time, I think donating blood will not interfere with my activity schedule, I think donating blood with the facilities available at the PMI institution will be comfortable. Attitude is measured us-

ing an instrument adopted from Charsetad 2016 [21], consisting of 3 statement indicators as follows: Donating blood is a good idea, I think donating blood is a fun activity, I like blood donation activities. Subjective Norm is measured with an instrument adopted from Charsetad 2016 [21], consisting of 2 statement indicators as follows: Many people who are important to me think that I should donate blood, my parents think that I should donate blood. Perceived Behavioral Control (PBC) was measured with an instrument adopted from Aschale *et al.* 2021 [22], consisting of 2 statement indicators as follows: I am confident to donate my blood, I think donating blood is an easy thing. Social Media was measured with an instrument adopted from Zeqiri *et al.* 2023 [15], consisting of 5 statement indicators as follows: It is very interesting to share information on Social Media about Indonesia Red Cross, Social Media gave me the Indonesia Red Cross information I was looking for, I prefer to use Social Media to share information about Indonesia Red Cross with my friends, Social Media Marketing provides opportunities to share information about Indonesia Red Cross, I prefer to share content about Indonesia Red Cross that I like using Media. Plasma Blood Donor Repeat Intention was measured with an instrument adopted from Masser *et al.* 2009 [23], consisting of 3 statement indicators as follows: I want to donate my blood in the next 3 months, I intend and plan to donate my blood in the next 3 months, I will donate my blood in the next 3 months (see **Table 1**).

Tabel 1. Hypothesis test results.

<i>Hypothesis</i>		<i>Estimates</i>	<i>P-value</i>	<i>Result</i>
H1	E WOM → Attitude	0.216	0.024	<i>Supported</i>
H2	Emotional Value → Attitude	-0.137	0.463	<i>Not Supported</i>
H3	Social Value → Attitude	-0.232	0.127	<i>Not Supported</i>
H4	Altruistic Value → Attitude	0.360	0.020	<i>Supported</i>
H5	Functional Value → Attitude	0.731	0.000	<i>Supported</i>
H6	Attitude → Plasma Blood Donor <i>Intention</i>	0.189	0.017	<i>Supported</i>
H7	Subjective Norm → Plasma Blood Donor <i>Intention</i>	0.117	0.044	<i>Supported</i>
H8	PBC → Plasma Blood Donor <i>Intention</i>	0.556	0.000	<i>Supported</i>
H9	Social Media → Plasma Blood Donor <i>Intention</i>	0.120	0.017	<i>Supported</i>

This shows the results of the hypothesis, some of which are supported and some of which are not supported. Supported if P-Value < 0.05 and not supported if P-Value > 0.05, the estimated value shows the direction of the positive or negative influence.

4. Implication

4.1. Managerial

- The Managerial/Practical Implications in this writing point to strategies that can be implemented by organizations such as the Indonesian Red Cross and Plasma/Blood donor program managers to increase community participation in Plasma/Blood donors.

- Use of Social Media as an Effective Promotional Tool Organizations must make optimal use of Social Media to disseminate information and positive experiences regarding Plasma/Blood donors. Content that is informative, inspiring and personal can increase positive perceptions and motivate people to participate.
- Increasing Social Perception and Organizational Recognition, it is necessary to create programs that provide awards or social recognition to donors, such as certificates or public recognition. This can increase feelings of pride and social acceptance, encouraging more individuals to donate.
- Educating the public about the benefits and convenience of donating, it is important to convey that plasma/blood donation does not interfere with daily activities and is carried out in comfortable facilities. This education can reduce the concerns and obstacles that people may have.
- Building Relationships with Communities and Digital Media Organizations must actively build relationships with communities and digital media to spread positive experiences and promote donor activities. This approach will strengthen the organization's image and expand the reach of the message.
- Developing a Digital and Emotionally Based Strategy, integrating approaches that touch emotional and cognitive aspects, such as storytelling and testimonials, can increase donor intentions and actions. This strategy must be supported by data and research that shows its effectiveness. By implementing this strategy, organizations can increase the number and quality of community participation in Plasma/Blood donation in a sustainable manner, as well as strengthen the sustainability of their social programs.
- Utilization of Social Media for Promotion and Education, the use of Social Media as a platform to share positive experiences and information about Plasma/Blood donors has proven effective in increasing public awareness and motivation. Organizations must actively utilize Social Media to disseminate interesting and educational content.
- Increasing Promotional Activities through Positive Testimonials and Experiences is needed to encourage donors who have participated to share their experiences to increase their positive image and strengthen the motivation of other people to donate. For example, showing success stories and benefits from regular Plasma/Blood donors.
- Developing a Motivation and Social Recognition Program, where integrating social reward or recognition programs for donors can increase the community's sense of pride and responsibility towards blood donation activities. This must be done systematically and sustainably.
- Guaranteeing Comfort and Trust in Services, this must be shown that services at donor locations must be comfortable, safe, and meet health and comfort standards so that participants feel calm and confident in donating regularly.
- Increasing Awareness of Human Values and Social Concern, by building awareness that donating Plasma/Blood is a form of social and humanitarian responsibility can foster people's intrinsic motivation to actively participate in this

activity.

- Increasing Collaboration with Media and Third Parties, strategic collaboration with Social Media, influencers, and community communities can expand the reach of information and reduce obstacles that may be faced in Plasma/Blood donor activities.

4.2. Theoretical

- The theoretical implication in this paper is that the research findings support and expand the understanding of behavioral intention theory, especially with regard to plasma/blood donor behavior.
- The research results show that psychological factors, social perceptions, and the influence of Social Media have a significant influence on an individual's intention to donate plasma/blood.
- This research confirms that the use of Social Media as a communication medium can influence factors such as positive perception, a sense of pride, and social recognition, which are important variables in the framework of The Theory of Planned Behavior (TPB).
- These findings support the model that social factors, other than perceived benefits, play a role in motivating donor behavior.
- This writing also strengthens the concept that the Theory of Planned Behavior (TPB) needs to be expanded to include variables related to digital media and innovative communication as determinants of social and health behavior.
- Thus theoretically, this study contributes to the development of a theoretical model that is more comprehensive and relevant to the context of digitalization and Social Media in promoting altruistic behavior such as Plasma/Blood donation.

4.3. Regulations

- Regulatory implications are important to support the success of the Plasma/Blood donor Fractionation program in Indonesia, especially related to legal aspects and policies that regulate blood donation activities.
- The need for Regulations that Support Promotion and Education, where the use of Social Media and the promotion of positive experiences regarding Plasma/Blood donors must be supported by Regulations that enable and protect this information so that it does not mislead or give rise to misinformation. This Regulation ensures that promotions are carried out ethically and do not pose legal risks.
- Donor Data Security and Privacy, shows that the use of Social Media and digital platforms in disseminating donor experiences and data requires the existence of regulations related to personal data protection, this is important to maintain the confidentiality and privacy rights of donors in accordance with applicable legal provisions.
- Facility and Service Standards, Regulations Organizations need to regulate fa-

cility standards and procedures for Plasma/Blood donor services to meet safety and comfort aspects. These regulations ensure that donor activities are carried out responsibly and safely for donors.

- Recognition and Reward for Donors, Regulations are needed that regulate aspects of appreciation or social recognition for donors, so that this activity has a clear legal and ethical basis. This Regulation helps in increasing motivation and sustainability of donor activities.
- Government Policy and Regulatory Support, where support for health and social policies by the government through formal regulations can strengthen the Plasma/Blood donor program, including incentives, promotions and public education. These regulations are important for creating a conducive environment for sustainable donor activities.

5. Limitations

In general, there are several limitations in this research and which are most likely beyond the control of the researcher, which could influence the research results, such as:

- 1) Location and Sample Limitations, because this research was conducted on a specific population (Plasma/Blood donors in the Jakarta area), geographical limitations and the number of representative samples can affect the generalization of the results, difficulties in reaching all demographics or certain groups can be an obstacle.
- 2) Subject Responses that are Less Honest or Social Desirability Bias, Respondents may provide answers that are considered socially good, especially regarding social motivation and positive perceptions of blood donation, which can affect the accuracy of the data collected.

6. Future Research Recommendation

In this research there are several recommendation that can be proposed for further research, such as:

- 1) Expansion of Samples and Research Locations, taking samples from various geographical areas and socio-cultural backgrounds to increase the generalizability of results and understand the various factors that influence the motivation and perception of Plasma/Blood donors in various contexts.
- 2) Deepening Motivational and Perception Aspects, conducting qualitative research to explore the motivations, perceptions and obstacles experienced by individuals in Plasma/Blood donation activities, in order to gain a deeper and more contextual understanding.

7. Conclusions

The following is a detailed explanation of the conclusions from each hypothesis testing result for each variable examined in this article:

- 1) Social Media Positively Influences Donor Intention, the study confirms that

Social Media has a significant and positive direct effect on Plasma Blood Donor Repeat Intention. Exposure to credible and positive information about plasma/blood donation through Social Media platforms increases engagement and motivates individuals to donate repeatedly. This reinforces Social Media as an important communication medium for promoting donor behavior.

2) Electronic Word of Mouth (E-WoM) and part of Perceived Value Positively Shapes Attitude, Positive recommendations, testimonials, and experiences shared online about Plasma/Blood donation enhance the attitude of prospective donors. This indicates that E-WoM is a vital factor in shaping favorable donor perceptions and intentions through cognitive and emotional evaluations.

3) Theory of Planned Behavior (TPB) Supported and Extended, the research supports TPB constructs Attitude, Subjective Norm, and Perceived Behavioral Control as significant predictors of donor intention. Moreover, it expands the TPB framework by incorporating Social Media as a direct determinant of intention, highlighting the growing role of digital communication in influencing pro-social health behaviors.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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