

Charities' Approach To Contactless Payment Technologies: Future Vision

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Abstract

Along with Covid-19, which is a global epidemic and public health problem, the World Health Organization's recommendation of temporary closure of workplaces, reducing contact with money and contactless payment transactions in order to stop the spread of the virus has pushed many companies to search for new ones. This has prompted companies to invest in new payment technologies and offer different payment options to consumers. Mobile payment with the penetration of smartphones, QR code scanned and read using smartphone camera, proliferation of e-wallets, smart watches and other wearable payment technologies, proximity mobile payment, near field communication (NFC) technology, blockchain and smart contracts in payment technologies as an example of applications.

The use of smart devices together with the rapid transformation in technology has made it necessary for non-profit organizations to offer the advantages of different payment options to potential donors as donations. In the context of individual donation and modern philanthropy, which is part of the community structure, donation action and management has gone beyond the tradition of paying cash to a charity with a receipt. Nonprofits especially need to adapt quickly to engage with donors, explore new avenues, and meet donors' expectations. Charitable organizations need to offer innovative products in payment technologies that make people's lives easier to make it easier for philanthropic actors to donate.

In this study, we will try to determine the contactless payment technologies systems, the contactless donation methods that make it easier for people to donate, and the factors that affect their acceptance by philanthropic actors in terms of Technology Acceptance Model Theory, perceived usefulness and perceived ease of use. Donate methods to encourage technological benevolence, increase awareness of the positive changes that technologies can bring, accelerate changes in non-profit organizations and contribute to health, hunger and environment, etc. We aim to contribute to philanthropic actors and charitable organizations that prioritize challenges. The purpose of this article is to provide a theoretical framework for philanthropic organizations to understand how and why to use mobile payment applications in their fundraising activities.

Keywords: Charity, Contactless Payment, Donation, Mobile Payment, Non-Profit Organization