

The Influence that a Female Volunteer's Motive of Participation and the Characteristics of the Volunteer Activity have on the Sustainability of the Volunteer Activity

Hee-Jin Kang¹, Sung-Je Cho^{2*}

¹Department of Education, Dongbang Graduate University
28-gil 60, Seongbuk-ro, Seongbuk-gu, Seoul, Korea E-mail: suabinjin@hanmail.net

²Department of Education, Dongbang Graduate University
28-gil 60, Seongbuk-ro, Seongbuk-gu, Seoul, Korea Corresponding Author's E-mail: chosj715@hanmail.net

Abstract

The purpose of this study is to find out the influence that a female volunteer's motive of participation and the characteristics of the volunteer activity have on the sustainability of the volunteer activity. For this study a survey was conducted on the female volunteers residing in the central district of district 0 from February 1 to April 30, 2015. For the data analysis, the SPSS WIN 18.0 program was used to conduct a t-test and a one-way analysis of variance (one-way ANOVA), and with Scheffe's multiple range test the significant differences were tested at a score of $p < .05$. The research results showed, first, that out of the general characteristics, the volunteer activity sustainability was revealed to be high for those with a higher level of education and for those who were married. Second, from the volunteer activity characteristics, the sustainability of the volunteers was revealed to be higher the longer the period of volunteer activity, the more positive the attitude of participation, for executives more than general members, and for volunteers who had experienced volunteer work education. Third, out of the motives for participation in the volunteer activity, selfless motives were revealed to influence sustainability of volunteer activity. As a study concerning the factors that influence the sustainability of volunteer activity in female volunteers, the implications of this study are expected to become fundamental data for improvement policies for the enhancement of sustainability for future female volunteers.

Keywords: Volunteer Work, Motive of Participation, Sustainability, Female Volunteer

1. Introduction

1.1 Research Necessity

With the enactment of the 'Framework Act on Volunteer Service Activities' in 2005 our country has begun to systematically invigorate volunteer activity. Thereafter, the number of volunteer participants has continued to grow, and people of every class from adolescents, workers, females, and even the elderly are participating. With the expansion of activity widening to areas such as social welfare, environmental conservation, crime prevention, disaster relief, culture, and sports, it is becoming an important social driving force that carries forth the civil society [1, 2].

According to the Ministry of Health and Welfare and the Social Welfare Council (2012) the number of cumulative volunteers in the area of social welfare is 4,920,859, with a total of 1,531,268 active volunteers. Of these, there revealed to be more female volunteers than male volunteers with 41.8% being male and 58.2% being female [3].

Sustainability of volunteer activity refers to volunteers who either continue to participate in volunteer activity for more than 6 months, who continue to volunteer at least once a month for more than 6 months, or who have the willingness to do 6 months of volunteer activity in the future, and are then considered to be sustainable volunteers [4-5]. Because volunteer work has a feature of being unpaid it is not easy for it to move into sustainability. Each organization will have to come up with conditions in order for volunteers to continuously participate.

In order for volunteers to continuously participate in volunteer activities it is important to figure out which factors influence the sustainability of volunteer work. Out of the factors that influence sustainability, there are many studies that state that the factor of motive of participation has an influence [6-7].

Motives of participation refer to the voluntary desire, ambition, and want that causes an action, and also to the personal internal state or condition that promotes the individual's goal-oriented action and influences the strength or direction of that action. Therefore, a primary mechanism of the induction and sustainability of an action is activated in the motive. Hence, because a volunteer's motive is referred to as a volunteer's desire, values, and ability that causes them to carry out and sustain the specific action of volunteer activity, the motivation is important [3].

According to the functionalism theory and self-determinism theory concerning volunteer work, the importance of the motive of participation in volunteer work is magnified as a factor that sways the sustainability of volunteer work. The motive of participation becomes the instrument for each volunteer's participation in volunteer work, and can be understood as also being a factor that sways the possibility for continuous and active participation [8].

The motive to participate in volunteer work is different for every person. A volunteer's motive of participation has been shown to have a decisive influence on their activity following their participation. Participants of volunteer work continuously work hard in order to achieve their desired goal through volunteer activities. Therefore, the motive of

participation for a volunteer acts as an important factor in motivating each individual participant. In other words, this is because it appears in a variety of ways depending on the goal that the individual is seeking, and because the goals and expectations appear differently as well [9].

This study hopes to focus on the activities of the many female volunteers who are currently active in the area of social welfare in our country. Out of the motives of participation in female volunteers that sway sustainability, by placing the focal point on the factors of selfless motives and selfish motives of participation we hope to analyze the influence that these have on the sustainability of volunteer work. This result is hoped to become fundamental data in research for the sustainability of female volunteer work participants and concerning the motivating factors that operate in the sustainability of volunteer work, which are realistic matters of interest at this point in time due to the abundance of female volunteers.

1.2 Research Problems

The detailed research problems based on this study's purpose are as follows.

1. How is the sustainability of volunteer work depending on a female volunteer's general characteristics?
2. How is the sustainability of volunteer work depending on a female volunteer's volunteer activity characteristics?
3. What kind of influence does a female volunteer's motive of participation have on volunteer activity sustainability?

2. Research Method

2.1 Research Subjects

The subjects of this study were 218 of the 250 female volunteer members in district 0 of Chungcheongbuk-do to which a survey was distributed from February 1 to April 30, 2015, with the exclusion of 32 insincere respondents. The sample size of the subjects was set with a 5% significance level and 95% statistical power, and 0.15 was designated as the effect size using the statistical power analysis program, G*Power 3.1, according to the method of Cohen's sample extraction formula. From the result of the analysis a minimum sampling number of 107 people was calculated, and so the 218 subjects were used as the research subjects in this study.

2.2 Research Method

After sufficient explanation regarding the survey's purpose and how to fill out the questionnaire, the survey was conducted in a self-administered manner.

2.3 Research Tools

2.3.1 General Characteristics

The research tool concerning general characteristics was composed of community health survey questions, and the contents of the questions were categorized into gender, age, education, occupation, religion, average income, marital status, etc. [9].

2.3.2 Volunteer Activity Status

Gil-Jun Yoo [11] and Soo-Kwan Park's [12] questions were used for the survey questions on volunteer activity status. The survey questions were concerning their activity period of volunteer work, number of participations, position in clubs, education experience, etc.

2.3.3 Motive of Participation Scale

A total of 8 questions from the survey questions on selfless and selfish motives of participation used by Seong-Eun Bae [13] were used for the motive of participation scale. Each question was carried out with 5 points and under 5 categories. For the method of measurement, with 1 point meaning 'not at all', 2 points 'no', 3 points 'average', 4 points 'usually', and 5 points 'very often,' a higher average signifies a higher level of satisfaction.

2.3.4 Sustainability Scale

The scale used by Gil-Jun Yoo [11] and Seong-Eun Bae [13] was used for the sustainability scale. Each question was carried out with 5 points and under 5 categories. For the method of measurement, with 1 point meaning 'not at all', 2 points 'no', 3 points 'average', 4 points 'usually', and 5 points 'very often,' a higher average signifies a higher level of satisfaction.

2.3.5 Reliability

The measurement used for this research tool applied Cronbach's α coefficient to conduct a statistical analysis, and a score above 0.6 is usually considered to have high reliability [14]. This study showed a high score of .863 for motive of participation and .926 for volunteer activity sustainability.

3. Research Results

3.1 Socio-Demographic Characteristics

The result of observing the general characteristics of the female volunteer participants is as follows.

For age, those in their 50's took up the majority with 91 people(41.7%), followed by 60 in their 40s(27.5%), 28 over their 60s(12.8%), then 25 in their 30s(11.5%). Those who has graduated high school took up the majority in terms of education with 105 people(48.2%), followed by college graduates with 62(28.4%). For occupation, housewives took up the majority with 91 people(41.7%), followed by self-employment with 44(20.2%), service sales clerk with 24(11.0%), office job with 16(7.3%), then tech worker with 13 (6.0%). The majority had a religion of Buddhism with 89 people(40.8%), followed by Christianity with 38(17.4%), Catholicism with 36(16.5%), then none with 52(23.9%). The majority had monthly incomes of less than 2 million won with 101 people(46.3%), followed by less than 2-3 million won with 59(27.1%), then less than 3-4 million won with 33(15.1%), and marital status showed 187 people(85.8%) as married and 20(9.2%) as unmarried.

3.2 Volunteer Work Characteristics

The result of observing volunteer work characteristics is as follows.

The majority showed an activity period of volunteer work of less than 1-5 years with 67 people(30.7%) followed by less than 5-10 years with 51(23.4%), less than 10-15 years with 38(17.4%), and 31(14.2%) each for less than 1 year and more than 15 years. The majority had a frequency of volunteer activity of 2-3 times a month with 67 people(30.7%), followed by once a month with 51(23.4%), once a week with 33(15.1%), quarterly with 25(11.5%), then 2-3 times a week with 24(11.0%). For attitude towards participating in volunteer activity 70 people(32.1%) were somewhat enthusiastic, 66(30.3%) were average, 58(26.6%) were extremely enthusiastic, 15(6.9%) were somewhat passive, and 9(4.1%) were extremely passive, with 58.7% of all the females participating in volunteer activities enthusiastically. For the volunteer group membership path 96 people(44.%) became members through the suggestion of friends or coworkers, and 80(36.7%) became members of their own accord because they wanted to volunteer. For position within a club there were 60 people(27.5%) who were executives, and 158(72.5%) who were general members. There were 148(67.9%) respondents who had experienced volunteer education, and 70(32.1%) who revealed to have experienced no education relating to volunteer work.

3.2 Motive of Participation in Volunteer Activity

The result of observing the motives of participation in volunteer activity is as shown in [Graph 1].

With the average of all motives of participation in volunteer activity being 3.69, the motives of participation in volunteer activity from highest to lowest showed to be 'selfless' motives(M=3.86) then 'selfish' motives(M=3.53).

[Graph 1] Motive of Participation in Volunteer Activity

Classification	Sub Factors	N	Minimum Value	Maximum Value	Average	Standard Deviation
Motive of Participation	Selfless	218	1.00	5.00	3.86	.65
	Selfish	218	1.00	5.00	3.53	.73
Motive of Participation		218	1.00	5.00	3.69	.62

* p<.05

3.3 Volunteer Activity Sustainability

The result of observing volunteer activity sustainability is as shown in [Graph 2].

With the average of volunteer activity sustainability being 3.84, the opinion of those saying they'd continue showed to be higher than average.

[Graph 2] Volunteer Activity Sustainability

Classification	N	Minimum Value	Maximum Value	Average	Standard Deviation
Volunteer Activity Sustainability	218	1.75	5.00	3.84	.65

* p<.05

4. Research Problems Test

4.1 How is the Sustainability of Volunteer Work Depending on a Female Volunteer's General Characteristics?

The result of observing the difference in the sustainability of volunteer work depending on a female volunteer's general characteristics is as follows.

Though the difference in volunteer activity sustainability depending on education and marital status showed to be significant, there was no difference depending on age, occupation, religion, or monthly income.

With education levels from highest to lowest being 'at least college graduation'(M=3.93), 'high school graduation'(M=3.89), then 'less than middle school graduation'(M=3.59), the sustainability of volunteer activity in those with an education level of 'less than middle school graduation' was the lowest(F=4.229, p<.05). The marital status of 'unmarried'(M=3.49) showed a higher sustainability(t=2.549, p<.05) than those 'married'(M=3.87).

4.2 How is the Sustainability of Volunteer Work Depending on a Female Volunteer's Volunteer Activity Characteristics?

The result of observing the difference in the sustainability of volunteer work depending on the state of volunteer activity is as follows.

Though the difference in volunteer activity sustainability depending on period of volunteer activity, attitude towards participation, position, and volunteer work education experience showed to be significant, the difference depending on frequency of activity, degree of restriction, and path to membership showed to be insignificant according to the significance level of 5%. With periods of volunteer activity from highest to lowest being 'more than 15 years'(M=4.07), 'less than 5-10 years'(M=3.90), 'less than 10-15 years'(M=3.90), 'less than 1-5 years'(M=3.78), then 'less than 1 year'(M=3.56), the sustainability of volunteer activity for female volunteers who had volunteered for more than 15 years showed to be the highest, and those who had volunteered for less than 1 year had the lowest sustainability(F=2.737, p<.05). With attitude towards participation from highest to lowest being 'enthusiastic'(M=4.04), 'average'(M=3.58), then 'passive'(M=3.46), the sustainability of volunteer activity for female volunteers who participated enthusiastically showed to be the highest(F=17.530, p<.001), (F=4.230, p<.01). The position of 'executive'(M=4.06) showed a higher sustainability(t=3.122, p<.01) than 'general members'(M=3.75), and females who had experienced volunteer work education(M=3.91) showed a higher sustainability(t=2.452, p<.05) than females who had not experienced volunteer work education(M=3.68).

4.3 What Kind of Influence Does A Female Volunteer's Motive of Participation Have on Volunteer Activity Sustainability?

The result of observing the correlation between the sustainability and the motive of participation in volunteer activity is as shown in [Graph 3].

The sustainability of volunteer activity showed to have a high positive correlation with the motive of participation in the

order of selfless motives($r=.547$, $p<.001$) and then selfish motives($r=.409$, $p<.001$).

[Graph 3] Correlation Between the Sustainability and the Motive of Participation in Volunteer Activity

Classification		Motive		Motive of Participation	Sustainability of Volunteer Activity
		Selfless	Selfish		
Motive of Participation	Selfless	1			
	Selfish	.635***	1		
Motive of Participation		.893***	.915***	1	
Sustainability of Volunteer Activity		.547***	.409***	.524***	1

*** $p<.001$

The result of observing the influence that motive of participation has on the sustainability of volunteer activity is as shown in [Graph 4]. From the result of conducting a multiple regression analysis in order to find out the influence that motive of participation has on the sustainability of volunteer activity we can see that 30.5% of all the variables account for a regression model of $R^2=0.305$. The Variable Inflation Factor(VIF) and tolerance value were observed in order to diagnose the multicollinearity among the variables, with a variable inflation factor over 10 or tolerance value smaller than 0.1 usually constituting a problem in multicollinearity. The VIF values of the variables in this analysis were all below 10, and with a tolerance value above 0.1 there showed to be no issue in multicollinearity. From the result of an analysis of variance concerning the model we can see that the estimated model is significant($F=47.245$, $p<.001$), and that only selfless motives($\beta=.481$, $p<.001$) of volunteer activity had a significant influence on sustainability. Therefore, we can see that the higher the female volunteer's selfless motives, the higher the sustainability of volunteer activity.

[Graph 4]The Influence of Motive of Participation on Volunteer Activity Sustainability

Classification		Dependent Variable: Sustainability of Volunteer Activity					
		B	Standard Deviation	β	t	p	VIF
(Constant)		1.645	.230		7.164***	.000	
Motive of Participation	Selfless	.483	.074	.481	6.543***	.000	1.674
	Selfish	.093	.066	.103	1.402	.162	1.674
$R^2=.305$, adj $R^2=.299$, $F = 47.245$ ***							

** $p<.01$, *** $p<.001$

5. Discussion and Conclusion

This study has made an analysis concerning the influence that a female volunteer's motive of participation and volunteer activity characteristics has on the sustainability of volunteer activity. A discussion based on those analysis results is as follows.

First, though the difference in volunteer activity sustainability depending on the education and marital status of the female volunteer showed to be significant, there was no difference depending on her age, occupation, religion, or monthly income. Also, the sustainability of those who had graduated college was the highest, and the sustainability of those who were married was higher than for those who were unmarried. This result revealed a difference result for the socio-demographic characteristics of gender, age, income, religion, etc., but meaningfully coincided with the result that states that the relation between level of education and volunteer participation showed to have a generally positive relation [15]. The fact that a female volunteer's level of education has a significant influence on sustainability can be understood from this study as well.

Second, the result of observing the difference in the sustainability of volunteer work depending on the state of volunteer activity showed that though the difference in volunteer activity sustainability depending on period of volunteer activity, attitude towards participation, position, and volunteer work education experience showed to be significant, the difference depending on frequency of activity, degree of restriction, and path to membership showed to be insignificant. Also, female volunteers who had volunteered for over 15 years showed to have the highest volunteer activity sustainability. Female volunteers with an enthusiastic attitude of participation showed to have the highest sustainability, and those with a position of executive showed a higher sustainability than those with a position of general membership. In particular, those who had experienced volunteer work education showed to have higher sustainability. This result meaningfully coincides with the result that states that sustainability is higher the longer the period of participation and the more a person has experienced education [16].

Third, the result of observing the correlation between the sustainability and the motive of participation in volunteer activity showed the sustainability of volunteer activity to have a high positive correlation with the motive of participation in the order of selfless motives and then selfish motives. Also, the result of observing the influence that motive of participation in volunteer activity has on sustainability revealed that only selfless motives of volunteer activity had a significant influence on sustainability. Therefore, we can see that the higher the female volunteer's selfless motive, the higher the sustainability of volunteer activity. This result coincides with the study that states that the higher the selflessness, the more influence it has on the sustainability of volunteer activity [17-19].

Based on the above research results, the following is proposed. First, out of the general characteristics of the female volunteer participants the difference in volunteer activity sustainability depending on level of education and marital status showed to be significant. Those who had graduated college or high

school had a relatively high sustainability, and sustainability for those who were married was higher than those who were unmarried. The ratio of females who volunteered above the average hours of volunteer work in our country was relatively high. Therefore, multilateral research of the factors than influence the sustainability of females is needed in the future. Second, the result of observing the difference in volunteer activity sustainability depending on volunteer activity characteristics revealed that the difference in volunteer activity sustainability depending on period of volunteer activity, attitude of participation, position, and experience of volunteer work education showed to be significant. The volunteer activity sustainability of females who participated enthusiastically showed to be the highest, and the sustainability of executives showed to be higher than that of general members. Also, females who had experienced volunteer work education showed to have higher sustainability than those who had not. This result demands the expansion of education opportunity for the personal skill development and quality improvement of female volunteers, as well as supporting policies that match the interests of female volunteers such as seminar participation, cultural performances, and receptions. Third, the result of observing the correlation between the sustainability and the motive of participation in volunteer activity showed the sustainability of volunteer activity showed to have a high positive correlation with the motive of participation in the order of selfless motives and then selfish motives. Only selfless motives of volunteer activity showed to have a significant influence on sustainability. Therefore, we can see that the higher the female volunteer's selfless motives, the higher the sustainability of volunteer activity. Volunteers who participate with a selfless motive of participation will be different from volunteers who participate with a selfish motive of participation. Participants who think of others before themselves and think first of the community are people who volunteer in hopes that their volunteer activity will be of help to the community. Therefore, with clear communication from each organization with their female volunteers they must make sure not to arouse anxiety. In the future, research on influences on female volunteer activity sustainability other than that of motives of participation is needed.

References

- [1] The Ministry of Government Administration and Home Affairs Statistics in 2013.
- [2] Karon, C., Kanf, S., Yang, H.D., and Lee, K., 2014, "Voluntary Adoption of the Upgraded Version of Package Software: Kano's Three Factor Perspective", *International Journal of Software Engineering and Its Application*, 8, pp.43-54.
- [3] Ryu, G.H., Nam, M.A., Park, K.I., Hong, B.S., and Kang, D.S., 2013, "Volunteerism", Yangseowon Publish.
- [4] Kim, H.J., 2007, "A study on continuity of women volunteers activities -Focused on the Goseong county-" Kyungnam University.
- [5] Choi, Y.M., 2010, "A study Factors for Continuance of Volunteer Work Activities -Focused. Gwangju Metropolitan City-" Gwangju Women's University.
- [6] Lee, K.O., 2010, "The Influence of Leisure Commitment on Leisure Satisfaction and Life Satisfaction in the Leisure Activities of the Aged" *South Korea Hotel Catering Management Association* 19(6) pp.117-133.
- [7] Sim, N.S., 2012, "A Study on the Leisure of the Aged That Affects to Mental Health - Focused on Medication Effect of Personal Relationship and Social Support -", Han Young Theological University.
- [8] Kam, J.K., and Park, M.H., 2014, "The Functional Mechanism of Motivations as Predictor of Continuous Volunteering: Focused on Mediation by Empowerment and Moderation by Management Situations", *Journal of Critical Social Policy*, 45, pp.7-50.
- [9] Kim, H.J., and Lee, D.S., 2011, "The Effects on the Work Satisfaction and Continuance Will to Participation Motivation of Volunteers in Social Welfare Facilities", *The Korean Association for Governance*, pp. 243-270.
- [10] Local Community Health Survey, 2010.
- [11] Yoo, G.J., 2012, "Study on the Volunteer Activity Recognition and Reward" *Ph.D Thesis*, Hannam Graduate University.
- [12] Park, S.K., 2011, "A study on the factors that affect the continuity of volunteer activity at urban public service institutions", *Ph. D Thesis*, Silla University.
- [13] Bae, S.E., 2013, "Study on the Influence Factors of Volunteer Activity Continuity", *Ph. D Thesis*, Myungji Graduate University.
- [14] Jo, C.H., 2014, "SPSS/AMOS Statistical analysis utilizing structural equation model papers", pp.346, Cheongram.
- [15] Hur, S., 2012, "A Study on Self-Efficacy among the Elderly Persons: National Senior Public Work(NSPW) and Senior Volunteer Activities", *Social Sciences Journal*, 14, pp. 89-128.
- [16] Kim, M.S., 2006, "The impact of volunteer education on sustainability of university student volunteer activity", *Kyungsang University*.
- [17] Cha, Y.M., and Lee, Y.N., 2013, "Effective factors on sustainability of volunteering activity", *Education*, 36, pp.25-38.
- [18] Seo, Y.S., Nam, Y.S., Kim, S.M., 2012, "A study on factor of social service activity in high school influencing upon continuation of university student's volunteering activity", *Journal of Adolescent Welfare*, 14(3), pp.285-303.
- [19] Kang, H.J., and Cho, S.J., 2015, "The impact that characteristics of female volunteering activity has on the sustainability", *Advanced Science and Technology Letters*, 101, pp.51-54.