

Theoretical Framework of Predictors Volunteering Behavior

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Abstract

Youth are human capital used by a nation for a long term investment. Youth play important role in shaping the future of politics, economy and society in Malaysia. Volunteers devoted to their life to help others regardless their time and effort. However, in 2010, the numbers of volunteers dropped significantly. It is important to study what predictors that contribute intention to volunteers among youth. Volunteering is the course of action that individual's willing to perform without anticipating any payment to help other people, community and organization. Theories that been applied in this research area are Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Integrated Behavioral Model (IBM), and role identity theory. Continued studies of predictors of volunteering behavior can promote participation in volunteering activities.

Keywords: Volunteering, Youth Volunteering, predictors of volunteering, theoretical/model of volunteering

Introduction

"We make a living by what we get but we make a life by what we give". A famous quote by Winston Churchill. Volunteerism is powerful impact because it helps mobilize resources and make specific contribution in well-being for the benefit of own community. Each year, individual spending their time and effort to participate in activities that require voluntary action. Volunteer need to be engaged for charitable, educational or any activity. However, the numbers of volunteer's participation significantly dropped in 2010. (Ismail, 2014). There is a lack of volunteers in societies. (Kamaludin, Muhammad, Abdul Wahat, & Ibrahim, 2013). Participation in volunteering activities continued to drop each year with a marked decline in 2010.

The Minister of Youth and Sports revealed that about 80 percent or 3,796 youth associations are not active in Malaysia. Youth volunteers in Malaysia are considered low compared to developed country such as The United States whereby nearly 56 % of the population are involved in volunteering activities such as charitable and other volunteering service. (Ibrahim et al., 2015). One of the reasons is poor participation among youth in volunteering is because they lack of serve of responsibility and dedication towards volunteering behavior. (Ismail, 2014). The

Malaysian government is focusing on youth development issues especially in volunteering and social engagement. (Abdulelah, Sallam, Safizal, & Osman, 2015).

There is deficit of research in youth involvement in volunteering area. (Raba'ah, Suandi, Ismail, & Shah, 2015). This practical gap can call for specific research to investigate further in youth involvement in volunteering activities. New findings may promote volunteerism among youth. The volunteerism is a powerful meaning to college student into the field. Thus, this research due on college student and help them to realize their full social economic and human potential. This study is unique because it analyses the motivating factors that lead to volunteering behavior among youth and by synthesizing the theories, frameworks, models and predictors, result of which and be useful to both academicians and practitioners.

The objective of this paper is to fill the gaps in the past literature and to understand the predictors of volunteering among youth. The specific objectives of this paper are:

- To identify and synthesize the predictors of volunteering behaviour:
- Provide framework for volunteering behaviour based on previous studies:
- Identify the theories, models and framework used in order to synthesize the predictors in various research:

Methodology

A search for published literature was conducted through various database such as Emerald, Goggle Scholar, Science Direct, Psychological and Behavioral Science Collection and reference list from key studies used to locate information relevant to the study. Approximately 70 documents were reviewed, 26 are used in the final literature. Journals were limited to primary peer-reviewed journals, with scholarly works included to provide background and support information in between 2008 to 2016. The reference lists of key articles were searched to add support for several discussion throughout the paper which was obtained by conducting Goggle search by the title. The following keywords were searched: youth volunteering, intention to volunteer, theory to predict volunteering behavior, theory of reasoned action in volunteering, theory of planned behavior in volunteering, integrated behavior model and role theory in predicting intention. Most journals specifically detailed on how to make youth longevity in volunteerism, which is a motivation factor for youth to volunteer. There are abundant articles related to volunteer inventory factor (VIF) instead of intention to volunteers.

Volunteering Defined

Volunteering is the course of action that individual's willing to perform without anticipating any payment to help other people, community and organization. (Mykletun & Himanen, 2016). Activities in volunteering often take place in long term and planned strategically and involved social activities that benefit the community in organization. (Alias & Ismail, 2015). As volunteers, they perform volunteering behavior at their own will. They carry out volunteering behavior in order to help others who are in need. They are individuals who do not expect any

reward from their behavior and often occur in formal organization.(Omoto & Snyder, 2016; Wilson, 2012).

Generally, volunteers are individuals who are willing to help others, community and organization. They are lending their hands without expecting any monetary rewards or recognition based on their action. As volunteers, they are willing to participate in any activity that demands their time and effort. Volunteering is a long term activity, which need to be planned effectively in order to serve community and organization.

Development of Theoretical Framework

Theory of Reasoned Action (TRA)

Fishbein and Ajzen suggested this theory is constructed by attitude and subjective norms, both these predictors will in turn influence intention.

The first predictor of intention is attitude which can be defined as individual's feeling, either favorable or unfavorable and how they evaluate their feelings. (Lujja, Omar, & Hassan, 2016). Attitude can be described as individual behavioral belief. (Hassandoust, Logeswaran, & Kazerouni, 2011). The attitudinal factors were established by two belief systems which are behavioral belief in behavioral outcome and evaluation of the behavioral outcome. When individual believe performing a behavior will have a positive effect, (behavioral belief), then his attitude towards it will become favorable meaning he evaluates the behavioral outcome as positive.

The second predictor of intention is subjective norm, that can be described as through the individual feels like he is receiving social pressure from important people around him them to carry out or not to carry out the behavior.(Lada, Tanakinjal, & Amin, 2009). This beliefs called normative belief. Normative factor is constructed by two beliefs which are normative belief on referent individuals or on what group thinks and the motivation to comply with these referent beliefs. (King & Thatcher, 2014). The individual will receive social pressure to perform the behavior (normative belief) if he or she believes the referent is supporting the behavior and hence motivated to perform the action.

Even though TRA had been applied in various research scope, however it had several limitations and several author criticized the model. (Joshi et al., 2015;White, Thomas, Johnston, & Hyde, 2008). Most of them agreed that TRA is dependent only on attitude and subjective norm as antecedent factor that predicts human behavior. Next, individual has full control on volitional control. For example, if an individual lacks of skills or knowledge, or interest, volitional control will prevent the individual to perform the behavior. Lastly, attitude and subjective norms are independent of each other. Many authors argued by stating that subjective norms have influence on attitudes. (Tsai, Chin, & Chen, 2010). Due to criticism, Fishbein and Ajzen expanded this theory in 1985 and proposed new theory called Theory of Planned Behavior.

Theory of Planned Behavior (TPB)

The TPB was proposed in 1985 ten years after the Theory of Reasoned Action (TRA) was introduced. (Morrison et al., 2010). TPB consists of attitude, subjective norms and perceived behavior control (PBC).

Attitude factors influenced by behavioral belief, in which the individual recognizes the consequences of participating in the behavior and evaluate the consequence. (Darker, French, Eves, & Sniehotta, 2010). If the individual is aware of the effect of participating in the behavior, they evaluate the outcome of behavior and it will generate intention whether to perform or not to perform the behavior.

Next, another antecedent factor for intention is subjective norms. The social norm belief can be described as perceptive of individual that they have been coerced by people surrounding including friends, parents, family and society to carry out certain behavior. (Sutter & Paulson, 2013; Joshi et al., 2015).

Lastly, PBC is also one of the predictors of intention. PBC is when individual gained level of difficulties to carry out a behavior. The Individual control his behavior, even in a difficult circumstance. (Sutter & Paulson, 2013; Joshi et al., 2015). PBC is determined by control belief, in factors or circumstances in whether or easy state for the individual to perform the behavior, aligned with individuals have self-control on these factors or circumstances whether to proceed with the behavior or to hinder the behavior. (Darker et al., 2010).

The concept of TRA and TPB is somehow similar, however, in TRA the individual have full volatility control (e.g., skills), and he will have a less control in his behavior. The higher the volatility control, the less control individual have. PBC help individual to control their behavior in order to perform the behavior.

Integrated Behavioral Model (IBM)

This model was constructed by Theory Reasoned Action (TRA) and Theory of Planned Behavior (TPB). This theory added model such as Social Cognitive Theory by Bandura, (1986) and Health Belief Model by Becker, (1974). (Ciesinski, 2012). This model proposed by Montano and Kasprzyk. This model had been developed through extensive series of studies, including collaboration studies with Fishbein. (Rahman & Noor, 2016).

The element in attitudes are attitude instrumental attitudes and experiential attitudes. Many researchers illustrated that attitude constitutes from affective and cognitive dimensions. Instrumental attitude concept, is similar with behavioral belief which had been applied in TRA and TPB. In Experiential attitude, if he has a positive emotional feedback from the behavior, he will tend to perform the behavior, whereas by having negative emotional feedback, individual may not carry out the behavior.

The second construct in this model is, perceived norms which focus on social acceptance. Perceived norms are influenced by injunctive and descriptive norms. Injunctive norm, similar with subjective norms have the same meaning as has been explained in TRA and TPB. IBM added descriptive norms, which is perception from the referent who carry out the similar behavior. (Ciesinski, 2012; Braun, 2012).

The third construct of IBM is Personal Agency, which is influenced by Perceived Control and Self- efficacy. In perceived control, the individual believes that he is able to carry out behavior without any environmental constraint. Self- efficacy is added in TPB, whereby the individual believes that he is able to perform behavior in any level of performance. (Ciesinski, 2012; Beville, 2010). In IBM, environment and self- efficacy are factors that affect intention in personal agency, which expand TPB and TRA which only discuss self- efficacy.

Role Theory:

The theory introduced by Stryker's which known as identity theory, which later famously added on Theory of Planned Behavior (TPB), due to theory capability which support theoretically for individual habit and self-involvement.(Nigbur, Lyons, & Uzzelp, 2010). There are a few researchers discovered that identity have been independent variables towards behavioral intention. The additional of role identity in TPB based on hypothesis constructed from social identity theory, which define roles of individual play when they are participate in certain behavior based on extensive literature. The role of identity had been extensively used in TPB for past few years and been tested on prediction of participation in Kerside Recycling Programme (Nigbur, Lyons, Uzzell; 2010), attitudes behavior relationship (Smith, Terry, Louis, & Kotterman, 2008) and many more.

A few authors agreed that role identity can lead to behavior. Most of the author come out with similar definition in role identity concept. Most author agreed that role identity is whereby individual understand their roles by performing behavior, each role they played different according to the situation. Another author added that individual played their role according to the audience they served.(Davis, 2015). In a short definition, individual act as an actor in carry out their behavior and they understand their roles, and chose the right audience by labels people surrounding them in order to describe themselves(Smith et al., 2008).

This theory, which apply self-concept consist of diverse social role identity which carry out by individual that will eventually lead to behavior. (Hagger & Chatzisarantis, 2006). The examples social roles played by individual are parents, missionary, student. The roles of the individual play will combine with self-concept. The roles and self-concept unite, the individual will constantly behave with the identity and select action that will support the roles. (Nigbur et al., 2010).

The significant of this theory is, it explicate how individual interpret their roles and also their identity. It is also describe reciprocal action between individual and environment surrounding

them which then formed the identity.(Pooler, 2011). The sociocultural alignment exist to make individual felt the sense of belonging when they played the role or whether there is significant to carry out the roles. Individual played their roles, socialize with other people and answer other's expectation.

Predictors in Volunteering

Experiential Attitude and Instrumental Attitude

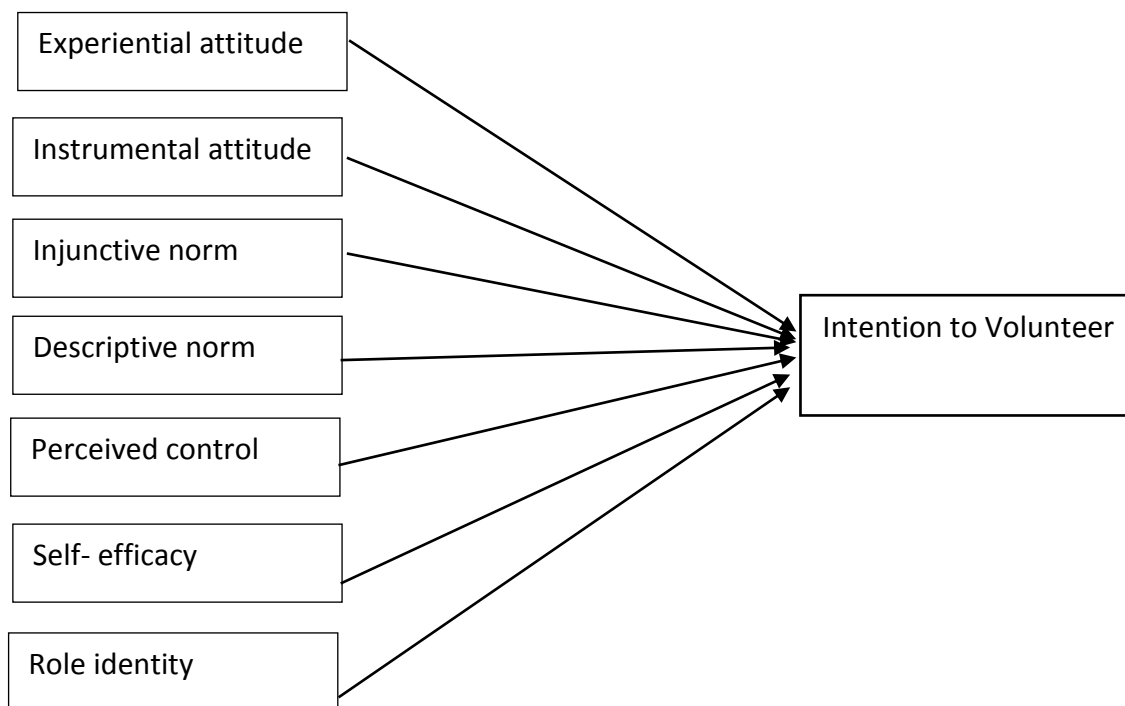
Attitudes is one of the factors that determines behavior by predicting intention and is influenced by one's instrumental attitudes and experiential attitudes. Experiential attitudes based on emotional (affective dimension) response of the behavior. (Ciesinski, 2012; Montano & Kasprzyk, 2008). The experiential attitudes is known for affective dimension, which focus on emotions of the individual to perform the behavior. (French et al., 2005). When the individual has positive or negative idea in carrying out the behavior, it come from his attitudes. In experiential attitude, the individual has emotion evaluation whether to perform or not to perform the behavior. (Montano & Kasprzyk, 2008). If the individual has a positive emotional response in performing the behavior, it will be a high chance that he will perform the behavior. Instrumental attitudes can be defined as what individual believe (cognitive dimension) towards outcome from the behavior. (Ciesinski, 2012; Montano & Kasprzyk, 2008). Instrumental attitude can be described as cognitive dimension whereby the individual is likely to involve in the behavior will have advantage over the behavior. (French et al., 2005). Another definition for instrumental attitude is what the individual believe is the outcome of his behavior.

Injunctive Norms and Descriptive Norms

Injunctive norms can be illustrated as what people think about the behavior and how they want the behavior to be executed by individual in certain circumstances.(Stok, De Ridder, De Vet, & De Wit, 2014) . Another definition for injunctive norms reflect what perception from other people who have power to approve action and what are the actions that should be taken to perform the behavior.(White, Smith, Terry, Greenslade, & McKimmie, 2009). In this context, the volunteers need to gain support from people who are considered to be important in their life. They receive social pressure from the people to perform the behavior. Support from parents and friends increases the intention to perform volunteerism. (Stok et al., 2014). Descriptive norms define behavior of other people who have already performed and want to influence the individual which one is normal or typical behavior in certain circumstances.(Stok et al., 2014). Another author suggested that descriptive norms should be perception from people who actually carry out the behavior. The way that they encourage people to perform the behavior is by informing people what they should do, or how they should adapt in certain circumstances and provide alternatives when individual need to choose what is the best behavior to act. (White et al., 2009). The volunteers will have high probability to engage in volunteering activities when they have referent who are volunteers and actively involved in volunteering activities. At here, the referent will give support like what they should act when undergo volunteering activities.

Self- efficacy and Perceived Control

Self- efficacy is individual's confidence to perform the behavior when faced different with challenges.(Montano & Kasprzyk, 2008). In this context, the volunteers need to have confidence when performing their duties as volunteers. They need to have confidence that they will be able to overcome any obstacles in helping communities. Perceived control can be illustrated as the individual have control over his behavior in his environment. The individual has perception on his own capability when related to environmental factors whenever he feel an easy or difficult to perform the behavior. (Montano & Kasprzyk, 2008). Environmental factor in this context is refer to issues like whenever any objection from community to perform the behavior and his capability to overcome the obstacles.



Conclusion and Recommendation

As been presented in the literature, volunteering number are dropping and causing a concern to the nation. This literature review was created to facilitate what factors contribute towards intention to volunteer among youth. The literature presented had navigated the author to examine area for future research as discussed below. This review discussed a volunteer as an individual who are willing to participate in any activities that demand their time and effort. The theory applied in this paper are TRA, TPB and IBM which are integrated three theories to become predictors of volunteering behavior. A possible area for future research would be to discover if there are other predictors that can contribute more in volunteering behavior. Past research that applied IBM model are focused more on health area, limiting the model to

psychological area. For future purposes, researchers can apply this model to another area of discipline, not only youth volunteerism. Continued studies of predictors of volunteering behavior can promote participation in volunteering activities.

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