

Attitude and Volunteering Intention among Undergraduate Malaysian Students

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Abstract--- *The purpose of this research is to study the impact of attitude among undergraduate students in Malaysia on voluntary intention. There were 500 respondents randomly selected from Malaysia Perlis University, Malaysia, but only 432 questionnaires were received. To academics and organization practitioners the findings of this study have theoretical and practical consequences. The results showed that the attitude had a direct positive and significant effect on voluntary intent. It was suggested that future research should look into comparing the variables in volunteering behavior context and specialist volunteering context such as a big sporting events and disasters.*

Keywords--- *Attitude, Volunteering Intention.*

I. INTRODUCTION

Volunteering is a method for encouraging active learning, offering experience that helps to improve commitment with citizens' participation, educational experience related expansion and more appropriately serving communities (Sahri et al, 2013). Currently, in the development of communities, the role of youth is considered of utmost importance and youth is considered a reason for nation's development and can be a good future's leader (Hussin& Mohd Arshad, 2012; Kristianto, 2018). Volunteering is considered a behavior which is helping and is a particular form of behavior which is comprised of long term commitments.

In Malaysia, volunteering both as an individual or being a corporate is being an emerging practice in Malaysia and the "Do Something Good" campaign in Malaysia has been started recently in by different NGOs. And the government has announced 2013 as a year named as National Volunteer Year and a fund for Youth Volunteers of amount \$33 million has been allocated (Veerasamy et. al, 2013).

The present study attempts to explain volunteering intention among youth by examine the relationships between volunteering intentions, and attitude. The question, "What is the impact of attitude and volunteering intention among youth in Malaysia especially undergraduate students?", is addressed.

II. PROBLEM STATEMENT

Volunteers are the most valuable human resources to non-governmental organizations, and many organizations are highly dependent on volunteers to practice different activities in organizations (Shen, 2012; Swierzy et al., 2018). The importance of this study is the importance of youth in development, in addition to the importance of the

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volunteering in countries as a great sphere in NGOs - and in fact it is effective in bringing social development (Hussin & Mohd Arshad, 2012). It is imperative that those who utilize volunteers to strengthen the capacity of organizations by understanding volunteers' intention and examine the relationships among attitude and volunteering intention. There are few empirical studies regarding youth volunteering, on the features of volunteer's both psychological and social, and the volunteering related motivation, or the volunteering psychological influence (Marta & Pozzi, 2008), such as attitude and intention. And recognizing the factors that influence the intentions of a college or university student to volunteer is still considered a hole in the literature (Hyde & Knowles, 2013).

Recently, in volunteer practices, the contribution of adults has been increased. According to the study of Gage & Thapa (2012), the strategy use for the purpose of increasing volunteers is the identification of population interested in volunteering. One population which can be target is the students or youth of universities and colleges. Though, the volunteering studies for twenty years, is increased for domestic and international development (Dimitrova, 2016; Sallam, et al., 2018), even then the volunteering is still in need of improvement as it is little known (Marta & Pozzi, 2008; Schlenkhoff-Hus, 2018) about the features of volunteers like the volunteering motivations, social and psychological, volunteering psychological influence (Kirkpatrick-Johnson et al. 1998), and the relationship with volunteering intentions (Marta & Pozzi, 2008).

In the study, 17 of Malaysia's top volunteer organizations and many online volunteer platforms were studied to create a view of the state on volunteering in Malaysia, Do Something Good Network found interesting results that are 7 registered volunteers for every 1,000 Malaysians. Although Malaysia's total number of registered volunteers is estimated to be around 135,000, it makes for less than 1% of Malaysians over the age of 20.5 million. The key concern that arose in the survey was the level of commitment of volunteers, while the survey included 30,215 volunteers registered; it found that slightly less than 30% (8,856) of volunteers were actively engaged in volunteering with their organizations. Zahirah Mohd Yusoff, Project Leader for Do Something Good said although there is a growing interest in volunteering, but much more needs to be done to make volunteering a major part of our culture, "This means that Malaysians have an attitude problem when it comes to doing volunteer work, and helping people, most shy away, quoting a number of reasons (Kamaruddin, 2012).

Based on the observations the literature found a hole in understanding the factors affecting a college or university student's willingness to volunteer (Hyde & Knowles, 2013). Therefore, this research is attempting to examine youth' attitude toward volunteering intention in Malaysia. Finally, regarding the college students intentions, the studies are very less in number (Harcrow, 2010). However, research concerning volunteers is lacking in general in developing country, especially in areas pertinent to their attitude and intention (Kuykendall, 2016). Thus, the purpose of this research is to fill this void in the literature.

III. LITERATURE REVIEW

Volunteering Intention

An individual's intention is the combination of three factors by Ajzen (1991): (1) (behavioral beliefs) which is referring to the individual opinion regarding the behavior (Ajzen, 1991), (2) (normative beliefs) which is mentioning that in performing the behavior the mentioned difficulty and ease and an assumption is made that it is

representing previous experience (Ajzen, 1991), and (3) (control beliefs) which is referring to the behavior practicing related social pressure (Ajzen, 1991). The intentions for behavior would vary as the behavioral beliefs were fulfilled, as suggested by Ajzen (1991), which means that the respective increase or decrease of the future intentions depends on whether the expectations about the behavior were either met or not.

The Relationship of Attitude and Volunteering Intention

Attitudes towards a behavior intention, assessed at a similar level of specificity to that of the behavior, which are the pertinent in predicting intentions and behavior. These attitudes are assumed to stem from underlying beliefs that connect actions with some valued result (Ajzen, 1985; Ajzen & Fishbein, 1980). For example, with regards to volunteering intention, an individual may be on the view that volunteering intention will lead to such outcomes as helping others or skill development. The evaluation of these salient outcomes, in addition to the individual's beliefs that the behavior will produce the outcome, contributes to the formation of the attitude toward the behavior (Ajzen, 1985).

Considering the perspective of cognitive-motivational, such as Ajzen, 2002, attitude can make the decisive reaction related to observation included in behavior, feeling, cognition and motivation (Olson & Zanna, 1993). Therefore, if the attitude related to volunteering is strong the intention will also be considered stronger (Ajzen, 2002; Pronchev et al., 2018). Moreover, the empirical studies does not show a stable relationship between belief-intention-behavior, behavior-belief, and belief-intention (Glasman & Albarracin, 2006). These links influences related are various factors, like the moral, economic, religious, political, ideological, environmental influence, understanding of beliefs, and intention (Ajzen, 2002; Pronchev et al., 2018),

A survey of youth volunteers in the Malaysian anti-drug program (Aisyah et al., 2013) found that the majority of youth participants, 56 percent of whom were between 19 years of age and below, surpassed the 38 percent of the 20-25 age group and both age groups accepted that they are passionate so willing to participate in this programme, and that beliefs and attitudes lead to a stronger desire to volunteer (Aisyah et al, 2013).

Sallam et al., (2015) found a direct positive and significant effect of attitude on voluntary intention in their attempt to explore the key drivers of voluntary intention among undergraduate students in Malaysia. Interestingly, when predicting intent to act, a different pattern of variables emerged as significant. Women were more willing to volunteer than men, and this is in consistent with previous research (Gardiner & Iarocci, 2014; Statistics Canada, 2012).

IV. METHODOLOGY

Quantitative research was conducted by distributing questionnaire asking how important the attitude influencing the youth to volunteering intention. This research took both from different disciplines youth in university. A related study by Hyde & Knowles (2013) suggested recruiting a more representative sample of students, including students from various disciplines to compare the results for both samples should be included. In this research the responders were students aged between 18 to 26 years in University Malaysia Perlis (UniMAP) in eight schools, because they have the population of youths that represents the whole country. The participation to answer the questionnaire is in

volunteer basis with no force to answer the questionnaire. In order to avoid incomplete data or missed answers from the respondents a self-administered questionnaire was distributed to a total of 500 respondents, 432 (86%) were returned and 68 (14%) were unreturned or incomplete questionnaires.

Table 1. Summary of Questionnaires Distributed

| | Total | Percent (%) |
|--------------------------------------|-------|-------------|
| Distributed questionnaires | 500 | 100 |
| Collected questionnaires | 432 | 86 |
| Unreturned/incomplete questionnaires | 68 | 14 |

To explain demographic data, findings from the demographic segment were shown in frequency and percentage number. A higher gender distribution was female (290) in this study representing 67.1% higher than male respondents (142), representing 32.9%. The greatest numbers of the respondents are in the ages of 18-22 which carried 82.2 and 17.8 percent the respondents are in the ages of 23 -26. In terms of educational level, most respondents were at year 1 level representing 30.1% of the total sample and year 4 level with the minimum respondent levels representing 12.9%. In terms of race, most of the respondents are Malay race which accounts for 71.1 percent and Indian race with 2.8 percent of the total sample lower respondent rates.

Dependent Variable (Volunteering Intention)

The most common method to measure behavioral intention in the TPB involves the mean calculation of a set of intention scores (Veludo-de-Oliveira, 2009). A number of items can be used as intention scores as long as they present acceptable psychometric qualities (Ajzen 2006a). This study is designed to understand volunteering intention among youth in Malaysia. The internal consistency of the measurement is 0.97, and the question items were adopted and adapted from previous studies (Armitage& Conner, 2001; Hyde& Knowles, 2013; Sallam et al., 2015; Sallam et al., 2018). All items scored on 5-point Likert’s scales from 1 to 5. Table 2. below listed the items used to measure volunteering intention.

Table 2. Measurement of Volunteering Intention (DV)

| Items |
|---|
| I intend to volunteer for humanity/community activities in the future. |
| I will pay close attention to any information about voluntary activity. |
| I am keenly interested in voluntary activities. |
| If I receive any volunteering invitation, I will accept it. |

Source: Adopted from Armitage& Conner (2001); Hyde& Knowles(2013); Sallam et al., (2015); Sallam et al., (2018).

Independent Variables (Attitude)

Total of six items were selected for further analysis using 5-point Likert scales from score 1-Strongly Disagree to 5-Strongly Agree. The items are adapted from several authors including Armitage & Conner (2001); Hyde & Knowles (2013); Sallam et al., (2015); questions were selected from those studies with some modification to adapt to current study. The internal consistency is 0.93, and the value tested by Armitage & Conner (2001); Hyde & Knowles (2013), Sallam, A. (2015) showed that the item measurements have high reliability. Table 3. showed the measure items for attitude.

Table 3. Measurement of Attitude

| Items |
|---|
| Volunteering for humanity/community service is good. |
| Volunteering for humanity/community activity is beneficial. |
| Volunteering for humanity/community is a pleasant activity. |
| Volunteering for humanity/community service is a useful activity. |

Source: Adopted from Armitage & Conner (2001); Hyde, & Knowles (2013); Sallam et al., (2015).

V. FINDING

The findings show a direct positive and significant impact of attitude on the intention to volunteer. This means that if the attitude is high, youth will be willing to volunteer. On the other hand, if the attitudes are weak, youth will be unconvinced. The results of this study were close to those of previous studies (e.g. Aisyah et al., 2013; Gardiner & Iacocca, 2014; Sallam et al., 2015). Previous studies have also shown significant evidence on the direct and positive relationships between attitude and volunteering intention. The results highlight the important role of youth in improving volunteering purpose in terms of attitude. This study provides some support for the work of Aisyah et al., (2013) who found that most youth are passionate and willing to participate in the volunteering programme. In fact, beliefs and attitudes lead to a stronger desire to volunteer (Aisyah et al., 2013).

The mean value of attitude is 3.90 and this result indicated that the attitude is in high level. The correlation analysis is 0.714 with volunteering intention and this means that most of respondents agreed that the attitude have influence toward volunteering intention.

The Theory of Planned Behaviour provides a heavily supported and well-tested theoretical framework for developing such an instrument (Fuller, 2012). The Theory of Planned Behaviour is an expansion of its earlier iteration. In general, the finding of this study indicated that the attitude of youth on volunteering intention was positive in Malaysia.

According to previous research (Harrison, 1995; Sallam et al., 2015), attitude was also important predictors of intent. Intentions were also highly predicted by past behavior and marital status. Together, the study results give strong support for the hypothesized relationships between the expanded predictors of TPB and volunteer time

intentions. Young people who positively measured volunteering felt that other people important to them supported volunteering, volunteering was within their ability and abilities, had a moral imperative to volunteer, had volunteered in the past, and had stronger intentions to volunteer. (Hyde & Knowles, 2013; Sallam et al., 2015).

Reliability Analysis

The Cronbach’s alpha coefficient values were checked for the reliability test and measured the consistency and stability of the variables as well as internal consistency confirmation of the scales. according to Sekaran (2003) pointed that reliability test was used to The value of Cronbach’s Alpha that closer to 1.00 indicated the better reliability of the data and Ullman (2007) and Hair et al. (2007) suggested the minimum acceptable coefficient alpha value in this study for the reliability test is 0.7. Table 4. shows that the Cronbach coefficient alpha values of all the variables are above 0.7.

Table 4. Summary of Reliability Test

| No. | Study Variables | No. of Item | Cronbach’s Alpha | Remarks |
|-----|------------------------|-------------|------------------|-----------|
| 1 | Volunteering Intention | 4 | 0.871 | Good |
| 2 | Attitude | 4 | 0.918 | Excellent |

Based on Table 4. It showed the reliability analysis of this study. As illustrated above, the Cronbach’s Alpha for volunteering intention (dependent variable) showed good result was 0.871. For the independent variables, attitude achieved 0.918 that variable indicated excellent to determine the accurate extent attitude to volunteering intention

Correlation Analysis

The variables of volunteering intention, attitude as conducted using correlation analysis. The Pearson correlation values represent the correlation coefficient. According to Hair et al. (2006) Values close to + 1, indicates stronger association. If the coefficient value is more than 0.5, it represents strong correlation and a value less than 0.2 is considered as weak correlation. As the coefficient having a value between 0.5 to 0.2 indicates medium correlation.

Table 5. Relationship between Variables

| | INT | ATT |
|------------------------|------------|-----|
| Volunteering Intention | 1 | |
| Attitude | .714 ** | 1 |

In Table 5. Exhibit the results from Pearson analysis. The results were found in the table that there were significant relationship between volunteering intention and attitude ($r=0.714$, $p<0.01$).

Regression Analysis

The effect of independent variables on the dependent variables was measured with the use of regression analysis. Hypotheses of the study were tested with the help of multiple regression analysis. Regression analysis is usually

used to serve such a purpose. As shown in Table 4, the standardized coefficient is 0.384 for attitude. Multiple regression analysis is the most extensively used multivariate technique to predict and/or explain variance (Hair et al. 2006). The Durbin-Watson value is shows more than one (1.942) indicated that there was no auto correlation problem of error terms here. From table 6, attitude $t = 8.903$, $p = 0.000$ is significant. As the conclusion, attitude has significant influence on volunteering intention.

Table 6. Result of Regression Analysis Dependent Variable: Volunteering Intention

| Variables | Beta | t-Ratio | Sig.t |
|-----------|------|---------|-------|
| Attitude | .384 | 8.903 | .000 |

VI. LIMITATIONS

This study focused on limited sample for data collection and the sampling of the study that involved the undergraduate students of the public universities. Because of this reason, the findings may be applicable only to the universities students with different higher knowledge and education background with others responders that do not have knowledge. Thus, the study only managed to evaluate youth' attitude from the public universities students' point of view only. Thus, it limits the generalizability of the findings.

VII. RECOMMENDATION FOR FUTURE RESEARCH

Future research should also look into comparing the variables in volunteering behaviour context and specialist volunteering context such as a big sporting events and disasters. This will lead to a better explanation power of the perception of volunteer in deeper and more comprehensive view. Thus, both the government and Non-governmental organizations (NGO) leaders can better understand what was the most needed by youth and volunteers and implemented some volunteering programs in order to improve volunteering work. It is suggested that Future studies could address this issue.

VIII. CONCLUSION

Identification of the factors that drive volunteer activity is critical in enabling non-profit and other volunteer organizations to provide the support necessary to attract and sustain volunteer participation (Fuller, 2012). The intention related to volunteering is considered important because of the volunteering practice's volitional nature (Pauline, 2011), because retention is important so as the volunteer's behavioral intention is important which results in the reduction of time spent in recruiting and training volunteers (Love et al., 2011). With volunteering, the well-being of a volunteer is enhanced and the frequency of having positive emotions is increased (Hackl et al, 2007), and positive mental and physical health associated with volunteering (O'Reilly & Rosato, 2016).

To academics and organization practitioners the findings of this study have theoretical and practical consequences. First one variable from expected behavioral theory was used in this study as a framework to understanding the purpose of volunteers. Based on the above theory, the findings stated that attitude variable has positive relationship with volunteering intention.

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