

## Students' Perception and Involvement in Volunteering Services

<sup>1</sup>. Dr. D. Lalitha, <sup>2</sup>. Mrs. B SUBASRI

<sup>1</sup>. Associate professor , PG Department of Commerce SDNB Vaishnav College for Women, Chromepet

<sup>2</sup>. Research Scholar, Post Graduate Department of Commerce, SDNB Vaishnav College for Women, Chromepet

---

**ABSTRACT:** Volunteering is a distinct human characteristic. It is a socio-psychological bridge connecting the self and the individual consciousness to the collective consciousness of the community. On the one hand, it is an expression of free will of an individual, while on the other; it is an expression of a certain set of values imbibed from society values that enable an individual to locate her or himself in relation to others. By **volunteering**, students develop life skills and become well-rounded individuals. They develop life skills as they get immersed in activities that are outside of their comfort zones. **Volunteering helps students** become competent, employable, and **better** meet their learning objectives. Many challenges are presented by the COVID-19 pandemic and a show of solidarity exhibited through volunteering is heartening. In early April, over 7, 50,000 have enlisted and started undertaking volunteering work at global level. Over 18,000 volunteers from private sector have registered with health department in Chennai. A review of 33 articles on volunteering during emergencies, exploring motives, suggested that being connected with a cause can be a key driver, alongside regarding it as emotionally cathartic when affected personally and finding solace from collaborating with other towards the same goal. The purpose of this study is to know the students' involvement and perception towards volunteer services, The Sample involves 124 UG and PG students of arts and science colleges in and around Chennai metropolis.

**KEY WORDS:** volunteer services, students' involvement, students' perception

---

Date of Submission: 18-05-2020

Date of Acceptance: 03-06-2020

---

### I. INTRODUCTION

**"Service to others is the rent you pay for your room here on Earth." - Muhammad Ali**

Volunteering is generally considered an altruistic activity where an individual or group provides services for no financial or so

cial gain "to benefit another person, group or organization. Volunteering is also renowned for skill development and is often intended to promote goodness or to improve human quality of life. Volunteering may have positive benefits for the volunteer as well as for the person or community served. It is also intended to make contacts for possible employment. Many volunteers are specifically trained in the areas they work, such as medicine, education, or emergency rescue. Others serve on a need basis, such as in response to a natural disaster. With busy lives, it can be hard to find time to volunteer. However, the benefits of volunteering can be enormous. Volunteering offers vital help to people in need, worthwhile causes, and the community, but the benefits can be even greater for you, the volunteer. The right match can help you to find friends, connect with the community, learn new skills, and even advance your career.

With India projected to be the youngest nation in the world by 2020, there has been a renewed focus on youth in the country in recent years; engaging with youth and encouraging their participation across sectors has been seen as essential for national development and enabling inclusive growth.

- Volunteering connects you to others
- Volunteering is good for your mind and body
- Volunteering can advance your career
- Volunteering brings fun and fulfilment to your life
- Increase your social and relationship skills
- Volunteering helps counteract the effects of stress, anger, and anxiety.
- Volunteering combats depression.
- Volunteering makes you happy.
- Volunteering increases self-confidence.
- Volunteering provides a sense of purpose.
- Volunteering helps you stay physically healthy.

## II. REVIEW OF LITERATURE

### ♥ **Benefits of volunteerism, volunteering intention and purpose of life [ Ben M.F. Law] in September 2009**

The relationship among belief about volunteerism, behavior and purpose of volunteerism in life. The results show that participants whose purpose in life had difference levels also had varied pro-social benefits about volunteerism, and volunteering behavior. This has included 5496 participants to complete this research study.

### ♥ **Implementing service learning in higher education [ Robert G. Bringle, Julie A. Hatcher in 1997]**

This research focuses on higher education to reconsider its mission to be that of educating students for a life as responsible citizens, rather than educating students for a career. For this research they involve students in extra-curricular activities. On a result student actively participated in student services, religious organizations and urban campuses. For this research they involved 250 higher education students.

### **OBJECTIVES OF THE STUDY:**

1. To study about the student's involvement in volunteer services.
2. To identify the factors motivating them to involve in volunteering services
3. To assess the student's perception towards volunteer services.

### **NEED OF THE STUDY**

Volunteering is important as it offers essential help to worthwhile causes, people in need, and the wider community. Indeed, many organizations and charities rely on the generosity of volunteers as often they're only part-funded through government or local councils, and cannot afford to pay salaries for all their staff. In fact, many companies depend almost solely upon teams of volunteers to help them thrive and do their work. Students' are the futures of the world. An attempt has been made to know the students' perception and involvement in volunteering services. Volunteering services is the need of the hour in this pandemic situation and hence this study gains its importance.

## III. RESEARCH METHODOLOGY

The researcher has used descriptive research design. The sample size is 124 and the target audience are the UG and PG students of arts and science colleges in Chennai city. Researchers have used simple random sampling technique to collect data. Data was analysed with the help of Statistical packages. The tools used in this analysis were percentage analysis, Friedman ranking, weighted average, factor analysis, cluster analysis, Likert's summated scale analysis and Linear multiple regression analysis.

## IV. ANALYSIS AND INTERPRETATION

**Table 1 SOCIO ECONOMIC PROFILE OF THE RESPONDENTS**

Attribute	No. of Respondents (124)	Percentage
<b>Gender</b>		
Male	100	80.6
Female	24	19.4
<b>Age</b>		
16-18 Years	9	7.3
19-22 Years	91	73.4
23-26 Years	20	16.1
Above 26 years	4	3.2
<b>Location of College</b>		
North Chennai	10	8.1
Central Chennai	17	13.7
South Chennai	97	78.2
<b>Status of College</b>		
Autonomous	106	85.5
Non Autonomous	18	14.5
<b>Types of College</b>		
Co- education	42	33.9
Women	82	66.1
<b>Stream</b>		
Arts	92	74.2
Science	32	25.8
<b>Educational Qualification</b>		
UG	45	36.3
PG	79	63.7
<b>Family Monthly Income</b>		
Below Rs. 20,000	21	16.9
Rs. 20,000 – Rs. 40,000	18	14.5

Rs. 40,000 – Rs. 60,000	39	31.5
Above 60,000	46	37.1
<b>Involvement in volunteer services</b>		
Yes, always	28	22.6
sometimes	21	16.9
No/Never	75	60.5
<b>If yes, Kind of volunteer services involved</b>		
Non-profit organization	20	41
Environmental volunteers	09	18
Emergency volunteers	20	41
<b>If no, Interest to involve in volunteer services in future</b>		
Yes	30	40
No	45	60
<b>Type of volunteer services mostly preferred</b>		
Health & Emergency services	63	50.8
Community services	13	10.5
Society development	48	38.7
<b>Frequency of involvement in volunteer services</b>		
Weekly	7	5.6
Monthly	38	30.6
Occasionally	79	63.7
<b>Gender Discrimination</b>		
Yes	65	52.4
No	59	47.6
<b>Inspire/ Involve others in volunteer services</b>		
Yes	91	73.4
No	33	26.6

Source Field Survey – February 2020

**FRIEDMAN RANKING TEST**

**TABLE 2**  
**REASONS TO INVOLVE IN VOLUNTEER SERVICES**  
Source Field Survey – February 2020

Reasons to involve in volunteer services	Mean Rank	Ranking
To help the society	2.07	1
To satisfy the wants of needy people	2.37	2
To spend the leisure time efficiently	3.00	4
For self satisfaction	2.56	3

Rank one shows that 'TO HELP THE SOCIETY' is the first most driven factor for the respondents to involve in volunteer services

**WEIGHTED AVERAGE:**

**TABLE 3**  
**FACTORS MOTIVATED TO INVOLVE IN VOLUNTEER SERVICES:**

Factors	Mean	Rank
Peers	17.33	2
Social media	16.66	1
Campaign	21.53	3
Self interest	22.26	4
Religious belief	28.06	6
Institutional support	24.86	5

The prime factor that has motivated students to involve in volunteer service is Social Media

**FACTOR ANALYSIS:**

**Table 4**

Factor	Naming of Factor	Total variance explained
Factor 1	Influential	8.601
Factor 2	Proficiency	2.314
Factor 3	Captivate	1.941
Factor 4	Self content	1.564
Factor 5	Association	1.497
Factor 6	Versatile	1.344
Factor 7	Social	1.081
Factor 8	Contentment	1.003
Total variance explained		77.374

Source Field Survey – February 2020

A group of 25 variables indicating the student's perception about volunteering services has been reduced to 8 factors by applying Factor analysis.

**K-MEANS CLUSTER**

The k-means cluster analysis has been carried out on the basis of factors.

**TABLE 5  
FINAL CLUSTER CENTER**

Final Cluster Centres			
Factors	Cluster		
	1	2	3
Influential factor	10.93(strong)	5.95(strong)	5.88(strong)
Captivate factor	6.55(strong)	4.69(strong)	12.13(strong)
Self-content factor	6.21(strong)	3.51(weak)	7.89(strong)
Association factor	6.47(strong)	3.56(weak)	3.67(weak)
Versatile factor	6.43(strong)	4.69(strong)	3.33(weak)
Proficiency factor	6.60(strong)	3.72(weak)	8.11(strong)
social factor	4.39(strong)	2.31(weak)	3.08(weak)
contentment factor	3.72(weak)	2.43(weak)	3.92(weak)

**Table 5.1  
Frequency Loading of Cluster of Number of Cases in each Cluster**

BASIS	GROUP NAME	NO. OF RESPONDENTS
GROUP 1	PACIFIED	47.000
GROUP 2	ADAPTABLE	71.000
GROUP 3	FASCINATE	6.000
<b>TOTAL</b>		<b>124.000</b>

**Source Field Survey – February 2020**

Table 5.1 depicts that out of 124 students, 47 respondents belong to group I and are strong in almost all the factors except contentment factor; hence they could be termed as PACIFIED students. 71 respondents belong to group II and are strong in influential, captivate and versatile factor. They could be termed as ADAPTABLE students. 6 students belong to group III and are strong in influential, captivate, self-content and proficiency factor, hence they could be termed as FASCINATE students.

**TABLE 6– SHOWING THE BARRIERS FACED BY THE VOLUNTEERS-Average Mean score**

Particulars	Mean Score	Rank
Lack of time	<b>1.62</b>	V
Lack of information	<b>2.00</b>	IV
Lack of encouragement	<b>2.44</b>	III
Lack of awareness	<b>2.73</b>	II
Absence of student's guide	<b>3.19</b>	I
Average mean score	<b>2.39</b>	

**Source Field Survey – February 2020**

Table 6 shows the barriers faced by students in doing volunteer services by using Likert's summated scaling technique. Their barriers has been ranked from 1-5 with the help of their highest mean value to lowest mean value. The Average means score is **2.39**. The strong barriers are 'Absence of student's guide', 'Lack of awareness' and 'Lack of encouragement' are determined as the highly influenced barriers for the students involved in volunteering services.

**Table 7- Linear Multiple regression analysis**

Factor	R square	F	Sig	Result
<b>Influential factor</b>	<b>0.172</b>	<b>2.989</b>	<b>0.004</b>	<b>Significant</b>
<b>Captivate factor</b>	<b>0.168</b>	<b>2.912</b>	<b>0.005</b>	<b>Significant</b>
<b>Self-content factor</b>	<b>0.222</b>	<b>4.103</b>	<b>0.000</b>	<b>Significant</b>
<b>Association factor</b>	<b>0.080</b>	<b>1.250</b>	<b>0.277</b>	<b>insignificant</b>
<b>Versatile factor</b>	<b>0.096</b>	<b>1.524</b>	<b>0.156</b>	<b>insignificant</b>

**Source Field Survey – February 2020**

**Table 7 indicates the significant relationship between demographic profile and voluntary service perception of UG and PG students of Arts and Science colleges towards different factors. There is no significant relationship between demographic profile and volunteer service perception towards Association and versatile factor.**

## V. SUGGESTIONS

- ❖ Not all the students are aware about volunteer services and the educational institutions should spread the awareness about the volunteering services.
- ❖ Conducting the volunteering programs, workshops and appointing the students guide will provide the knowledge about volunteering services and make them to involve in these kinds of activities.
- ❖ Most of the students are not showing their interest towards volunteering services and they should be encouraged in the form of providing credit scores, making them to involve in fun activities.
- ❖ Majority of the students facing lot of barriers to involve in volunteering services like absence of student's guide, lack of time, lack of motivation and these aspects should be taken care by the educational institutions.

## VI. CONCLUSION

**“Volunteers do not necessarily have the time; they just have the heart.” ELIZABETH ANDREW**

Volunteering is important as it offers essential help to worthwhile causes, people in need, and the wider community. In fact, many companies depend almost solely upon teams of volunteers to help them thrive and do their work. It further explores the motivations of student to volunteer as well as their perception of the impact they have created, both on communities / society as well as on themselves. Finally, it captures perceived barriers to volunteering, actual challenges faced by volunteers on ground and recommendations from students on how the ecosystem for volunteering can be further improved in a country like ours.

## REFERENCES

- [1]. Amanda Moore McBride, Elizabeth Johnson on May 5<sup>th</sup> 2010 about “Youth volunteer service as positive youth development in Latin America” on [www.elsevier.com/locate/chilyouth](http://www.elsevier.com/locate/chilyouth) as Children and Youth Services
- [2]. Amanda Moore McBride, Benjamin J. Lough on 2012 about “International service and the perceived impacts on volunteers” on Nonprofits and voluntary sector quarterly
- [3]. Arthur A Stukas, Mark Snyder on January 1999 about “The Effects of "Mandatory Volunteerism" on Intentions to Volunteer” , Vol .10 No 1 on University of Nebraska Omaha, American Psychological society
- [4]. Ben M.F. Law, Daniel T.L. Shek on September 1, 2009 about “Beliefs about Volunteerism, Volunteering Intention, Volunteering Behavior, and Purpose in Life among Chinese Adolescents in Hong Kong on TheScientificWorld journal.
- [5]. Christopher J. Einolf on September 2010 about “Gender Differences in the Correlates of Volunteering and Charitable Giving” Nonprofit and Voluntary Sector Quarterly at Midlife in U.S
- [6]. David L. DuBois, Bruce E. Holloway, “Effectiveness of Mentoring Programs for Youth: A Meta-Analytic Review” University of Missouri at Columbia, American Journal of Community Psychology, Vol. 30, No. 2, at Columbia 1980
- [7]. Dane K. Peterson” Benefits of participation in corporate volunteer programs: employees ‘perceptions”, Personnel Review”, [www.emeraldinsight.com](http://www.emeraldinsight.com) Vol. 33 Issue: 6, pp.615-627, 1981
- [8]. Dwight Giles, Janet Eyle” The impact of college community service on students’ personal. Social and cognitive outcomes” Journal of Adolescence, Vanderbilt University, 1994
- [9]. Elizabeth Harp, Lisa L. Scherer, Joseph A. Allen “Volunteer Engagement and Retention: Their Relationship to Community Service Self-Efficacy” Psychology Faculty Publications, University of Nebraska at Omaha in 2017
- [10]. Fernando chacon, Alfonso Perez” Volunteer functions inventory, A systematic review “in Psicothema 2017, Vol :29 2000]
- [11]. Femida Handy, Ram A. Cnaan, Jeffrey L. Brudney “Public perception of “who is a volunteer”, University of Pennsylvania, Volume 11, Issue 1, in 2000.
- [12]. Gary Ritter, George Denny “The Effectiveness of Volunteer Tutoring Programs: A Systematic Review” The Camp Bell Collaboration 1997
- [13]. Harng Luh Sin “volunteer tourism— “involve me and i will learn’ National University of Singapore, Annals of Tourism Research, Vol. 36, 2009
- [14]. Helen Bussell and Deborah Forbes “Understanding the volunteer market: the what, where, who and why of volunteering.” vol 7(3) 1981
- [15]. Hongxia Qi, “Conceptualizing volunteering in tourism in China” New Zealand Tourism Research Institute 1979]
- [16]. Jessica Taplin, Scherer, P, “Monitoring and evaluating volunteer tourism: a review and analytical framework”, Journal of Sustainable Tourism, vol. 22, no. 6, pp. 874-897. in 2014
- [17]. John Wilson “The economic benefits of volunteering and social class”, Duke University, USA, <https://ssrn.com/abstract>, 1996
- [18]. Kristin Hallman, “Volunteering and Leisure Activity in the United Kingdom: A Longitudinal Analysis of Males and Females”, 2014
- [19]. Kristic McAllum, “Meaning of organizational Volunteering” volume 28(1), International Society for Third-Sector Research, in 2013
- [20]. Linda, Sr. Ann Schumacher , “Lessons learned from community based participating research in India” Cancer Control. 2005 Nov; 12(Suppl 2): 70–76, in 1999
- [21]. Linda Sax, “The benefits of service” University of California - Los Angeles, DigitalCommons@UNO ,1997
- [22]. Peggy A. Thoits, Lyndi N. Hewitt , “Volunteer Work And Well-Being”, Vanderbilt University, Journal Of Health And Social Behavior , Vol 42, (June): 115–131, 2001

- [23]. Ruth Beatson And Jim McLennan , "Australia's women volunteer fire fighters", Australian Journal On Volunteering , Vol. 10, No. 2, 2020
- [24]. Ram A. Cnaan and Karen A. Smith "Measuring motivation to volunteer in human services", University of Pennsylvania, Canadian Journal of Nonprofit and Social Economy Research, Vol. 1, No 1, 2008
- [25]. Robert G. Bringle and Julie A. Hatcher "Implementing Service Learning in Higher Education "Journal of Higher Education, Vol. 67, No. 2 in 1997.
- [26]. Sibylle Studer and Georg von Schnurbein "Organizational Factors Affecting Volunteers: A Literature Review on Volunteer Coordination" Hopkins university 2012
- [27]. Walter W. Wymer and Sridhar Samu , "Volunteer services as symbolic consumption: Gender and occupational differences in volunteering" Journal of Marketing Management university of Manitoba 2002
- [28]. Young – Joo Lee, "Volunteering by public and non- profit employees", sagepub.com/journals Permissions.nav, U.S census Bureau at 1996

Dr. D. Lalitha, et. al. "Students' Perception and Involvement in Volunteering Services." *International Journal of Business and Management Invention (IJBMI)*, vol. 09(06), 2020, pp 18-23.