

A Study on the Effects of Recognition and Reward of Volunteer Activity on the Intent to Continue

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Abstract. The purpose of this study was to analyze the effects of recognition and reward of volunteer activity on the intent to continue. For this study, a questionnaire survey was conducted from June 1st, 2014 to November 30th, 2014. For data analysis, the SPSS Win 18.0 program and the AMOS 18.0 program were used to perform statistical analysis and the analysis of actual proof was verified at the significance level of 5%. The result showed that the recognition and reward of volunteer activity had an effect on the intent to continue. The implication of the research regards the effect of recognition and reward of volunteer activity on persistency and is expected to become basic data to develop policies to promote the maintenance of persistency of volunteers.

Keywords: Volunteer activity, Satisfaction, Continue to activity, Recognition and rewards

1 Introduction

1.1 Necessity of Study

Volunteer activity is founded under the basic ideology of emphasizing on independence, self-motivation, and subjectivity. Following the decrease in the capacity to care for the elderly, youth, and the disabled in today's families, the urge for volunteer activity has gradually increased. The weakening of the functions within the family and the advent of the aging society have led to social issues. In such a social atmosphere, the need for caring volunteer activity is being increasingly demanded [1]. According to the statistics by the Ministry of Public Administration and Security, the number of volunteers in the year of 2013 has reached 9,533,000 volunteers [2]. However, problems in the invigoration of volunteer activity have been found in the increase of quitters following the quantitative expansion of volunteers [3]. The concern for the persistency of volunteer activity has been increasing in institutions that manage volunteer workers due to the increase in the number of quitters. There exist many previous studies on the discussion of the importance of

persistence of volunteer activity and the factors that affect persistence. There are many ways to maintain persistence of volunteer activity besides recognition and reward [4-7].

One of the characteristics of volunteer activity is not seeking any compensation. However, volunteer organizations have been providing cost of materials, transportation, and meals to volunteer workers. It has been serving the role of recharging the morale of the workers. Volunteer workers themselves have been satisfied through recognition and reward and they serve the role of encouraging volunteer activity. It is judged that there is necessity to prepare measures to maintain and improve persistence through the study on the effect of recognition and reward on the volunteers.

1.2 Raising Issues in Study

The specific issue in the study is as follows.

What effects do recognition and reward of volunteer activity on the persistence of volunteer activity?

1.3 Study Hypothesis

H1. Recognition and reward of volunteer activity will have a significant effect on the persistence of activity.

2 Study Methods

2.1 Subjects of Study

The questionnaire survey was conducted from June 1st, 2014 to September 30st, 2014. There were a total of 203 respondents of the survey

2.2 Methods of Study

The questionnaire survey was conducted in the method of self-administration after adequately explaining the purpose of the survey and the questionnaires of the survey before beginning the survey.

2.3 Study Tools

General Characteristics. The tools for the survey regarding the general characteristics were composed of questions of the community health survey [8] and the content of the questions were classified into 6 questions.

Measure of Recognition and Reward. The criterion of recognition and reward used the recreation by Ji-Yeon Jang [10] of the study by Kang-Hyun Lee and Jin-Kyung Jeong [9]. The underlying factors were divided into 3 areas and each question was valued at 5 points and divided into 5 categories.

Measure of Intent to Continue. The criterion of the intent to continue volunteer activity used the criterion that Gil-Joon Yoo [11] and Sung-Eun Bae [12] used. The questionnaires of the survey were formed into 8 questions and each question was valued at 5 points and divided into 5 categories. The method of measurement refers to high satisfaction for higher scores.

Credibility. Credibility, a measurement tool used in this study, was analyzed using Cronbach's coefficient and scores above 0.6 generally refers to a relatively higher credibility [13]. The intent to continue the volunteer activity was measured high at 0.932.

3 Results and Discussions

3.1 Social-demographic Characteristics

Social-demographic Characteristics of the Survey Subjects. The results of the survey on the volunteers who participate in volunteer activities with affiliation to a club(organization) are as follows.

There were more females than males and the age group was the highest in 50's. Final education was highest in high school graduation and occupation was highest in housewife. Religion was highest in Buddhism, average monthly income highest in '1 million won ~ 2 million won', and marital status was highest in married.

3.2 Hypothesis Testing

The hypothesis that the recognition and reward of volunteer activity will have a significant effect on the intent to continue activity was selected ($\beta=0.186$, $p<0.01$). Accordingly, it is shown that the intent to continue volunteer activity increases as recognition and reward of volunteer activity increase.

3.3 Discussions

This study seeks to analyze the effect of recognition and reward of volunteer activity on the intent to continue. Detailed discussion based on the results of study is as follows.

The recognition and reward of volunteer activity were shown to have a significant effect on the intent to continue. This was consistent with the result of Bo-Kyung Yoon's [14] study that showed that volunteer workers who received high recognition and reward had higher intent to continue. This result indicates that recognition and reward have a great influence on the maintenance of persistency.

The following is proposed based on the results of the study.

Considering the effect of recognition and reward of volunteer activity on the maintenance of persistency, recognition and reward that fits each volunteer worker must developed by considering the participation motive of each worker. It is expected that applying recognition and reward that fit each volunteer worker will lead to invigoration of the volunteer activity and a noticeable decrease in the ratio of early dropout.

4 Conclusion

This study studied the effect of recognition and reward on the intent to continue the volunteer work. There is a demand for various studies regarding recognition and reward in consideration of the distinct characteristics of the sites of social welfare.

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