

PERSONALITY AND VOLUNTEER MOTIVATION: A RESEARCH ON VOLUNTARY CAMPAIGN VOLUNTEERS

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Abstract: Volunteering is the exercise of individual, knowledge, time, skill, effort, experience and resources in activities that are useful to society without expecting material compensation. The volunteer is also the one who is useful to the organization, organization and gathering by taking useful action. One of the most important of the different volunteer areas is humanitarian aid in its own nature. Humanitarian organizations have spread across a wide range of globally. The number of volunteers helped in these organizations has reached a very large number in parallel with this growth. Volunteers who provide their time and effort to the success of charity organizations, without paying, constitute a valuable and indispensable part of the human resource needed by the charity organizations both quantitatively and economically and qualitatively. The identification of the personality traits of volunteers who are so important in terms of both quantitative and economic and qualitative aspects and the factors that motivate them to take part in charity organizations and accordingly the planning and implementation of modern human resources strategies that can involve them in the organization is an important area of work for the management of international aid organizations form. Today, in almost all units of international aid organizations, thousands or even tens of thousands of volunteers are employed. Perhaps the biggest contributor to the success of the organizations they are in is providing these volunteers. Thus, in the successful realization of the purposes of aid organizations, volunteers who can be defined as a free source of labour have a tremendous pre-eminence. However, the causes of volunteering by volunteers vary according to personality traits, different backgrounds, descriptions, skills and experiences. In order for these volunteers, each having different expectations or goals, to be attracted to the organizations, to be able to get the most suitable results for organizational purposes and to be held as a potential volunteer candidate, it is of utmost importance to know the personality traits and to understand the reasons why they volunteer and to implement human resources applications. In the Turkish literature, there is a limited number of studies on the motivations of volunteers in charity organizations. All of these studies are carried out in Turkey with volunteers from a single organization. The reasons for volunteering in different areas may vary according to the characteristics of the areas, and a volunteer job in the same area can be done for different reasons according to the personality traits and expectations of the volunteers. The purpose of this study is; to determine the effect of the personality traits of volunteers involved in charity organizations on volunteering motivations. In line with this general objective, it is aimed to determine the personality characteristics of volunteers involved in charity organizations, then to reveal information about volunteering motivations and finally to determine the effect of personality traits on volunteering motivations. Relational scanning technique was used in the research. A questionnaire including open and closed-ended questions was applied as a method of gathering data and information. As a data collection tool, “Personal Information Form”, “On-Papers of Personality Scale” consisting of 10 items and “Volunteer Motivations Scale” consisting of 19 items were used. The volunteers who took part in various aid organizations in Kocaeli constitute the universe of the research. It is also determined that the personality traits of the volunteers have an effect on volunteering motivations according to the findings.

Keywords: Personality Features, Volunteerism, Voluntary Motivation,

INRODUCTION

Although the definition of the concept of volunteering seems seemingly simple, it can actually be very complicated. Because the voluntary word is thought to have a general meaning shared by all, there is no comprehensive consensus on the meaning of the word (Handy et al., 2000: 1). The origins of volunteering have shown differences in different historical, political, religious and social concepts in different cultures and times (Holmes, Smith 2009: 4). Volunteerism is defined as the movement of one's own free will and desire within an organization, without money, to make it useful to others, as well as to others (Cuskelly et al., 2006b: 143). Volunteerism is defined as activity involving time-consuming, non-money-making, excepting close relatives, or doing something to benefit others (including individuals or groups), including them.

Volunteerism is a sacrifice. It is to help other people, a group, an organization, an event, or a gathering without expecting a material gain. Cnaan et al. (1996: 364) conducted a study to determine the limits of the penis, describing four main dimensions of volunteering, stating that volunteering was used in a very broad sense.

While volunteering is only enough for an organization to give importance to volunteerism, not only economic contributions contribute to organizational effectiveness. One of them is the increase of the reputation

of the organization. Another is that volunteers can provide constructive criticism and feedback to organizational managers because of their lack of dependency, such as salaried employees (Bang, Chelladurai 2009: 333). Williams et al. (1995), the presence of high-quality volunteers increases the quality of large-scale organizations as a whole (act: Wang, Wu 2014: 756).

Volunteering is actually a helping activity, and it is not easy to distinguish voluntarily by a clear line. For example, activities such as helping a friend, cleaning up the parking lot of a neighbor's snow-covered car park, crossing an elderly or disabled person across the street, helping them move into the home are also voluntary and even charitable activities that fit almost all of the criteria defined for volunteering.

As you can see, volunteering itself is a helping activity, and is separated from normal aid activities that develop instantly, with some features, such as planned, systematic and permanent, within a formal or informal structure.

For example, if an individual is helping to move people individually or in an organization, moving people to their home, or helping people in need, that is, if they are constantly doing these activities systematically and regularly, then these activities are voluntary. As a result, it is the fine point, planned, systematic and continuous that distinguishes volunteering from assistive activities that develop momentarily.

Volunteerism is seen as a source of important socialization, satisfaction and self-realization throughout life. People also volunteer with different reasons and motivations, depending on the context in which they live (Davila, Diaz-Morales 2009: 82).

The reasons for volunteering can vary depending on the characteristics of the areas being volunteered. A volunteer job in the same area can also be done for different reasons depending on the personality traits of the volunteers, their past and their expectations. These reasons are generally; Socializing, taking part in teamwork, using the free opportunities offered by the organization (eating and drinking, clothes, etc.), can be categorized as “personal development, pleasure and satisfaction, feeling of self-efficacy.

Motivation is a general concept involving desires, wishes, needs, pros and cons. It is defined as people's actions and efforts with their own desires and desires to achieve a specific purpose (Koçel 2011: 619). Motivation is defined as intensity, direction and determination in relation to attaining a goal, and motivation refers to the consistency, goal and perseverance of the person in achieving the goal.

In the context of motivation theories, volunteering motivation, volunteering opportunities, volunteering for volunteering activities, and volunteering (Lee et al., 2014: 38). The success of organizations depends on the volunteers involved in the organization to work towards the goals of the organization and to spend their knowledge, talent and power for the organization in full. To achieve this, organizations need to understand motivational reasons and resources of volunteers. Beginning and continuing of volunteering can be done with different motivations. Different people with different aims can volunteer in the same activity or organization, and people with similar motivations can take part in different activities or organizations (Cuskelly et al., 2006a: 5).

PERSONALITY AND PERSONALITY FEATURES

It has always been important to understand the impact of personality on organizational dynamics. For example, evaluating the personalities of the individuals within the organization and evaluating them as a variable in the managerial sense increases the organizational performance (Church et al., 2015: 91).

Investigations on personality focused on the words people use when describing themselves or other people, and tried to classify the personality by describing them with these words. Because of these studies, it has been seen that people use many adjectives in the definition of personality. When these adjectives were grouped by factor analysis, five main factors appeared (Goldberg 1990: 1216). This model is called “5 Factor Personality Model”. In the 5 Factor Personality Model, the diversity in human behaviour is largely explained by 5 basic personality types. These personality types are “Extraversion”, “Agreeableness”, “Conscientiousness”, “neuroticism” and “Openness to experience” (McCrae, Costa 2003: 715).

There are also those who argue that the model is useful with researchers advocating that the model is useless, although there is a growing consensus on the benefits of the Five Factor Model, but claims that the factors must be correctly identified and disaggregated (Digman 1990: 418). For example, the factor that McCrae and Costa (1985) call “Openness” is called by other researchers as “Intelligence” (Borgatta 1964: 10) or “Culture” (Goldberg 1981: 157). Therefore, each naming has brought a new definition that is different with it. Similarly, the factor that Goldberg (1981) called “Emotional Stability” (McCrae and Costa 1985) called neuroticism. There are disagreements in the sub-dimensions of factors, not just in seismicity. For example, McCrae and Costa accepted “sublimity” (Warmth) as a sub-dimension of “extroversion”, while Goldberg accepted it as sub-dimension of “compatibility” (Block, 1995).

Activities that require volunteer status generally involve social interactions and genuine actions that will result in the individual getting out of the safe zone. There is no charge for leaving the safe zone. An individual

who is not afraid and volunteers may be mentioned about the low level of attractiveness in terms of encountering new events, concepts and people, that is to say, experiential explanations (Kosek, 1995).

FINDINGS

The universe of the research is made up of the participants of the activities of various voluntary organizations in İzmit for humanitarian purposes. The sample of the research is the Kocaeli branches of four aid centers operating in this universe for the purpose of Humanitarian Aid. A questionnaire was sent to all the volunteers for the research sample and the sample of volunteer researchers who agreed to participate in the research. The minimum number of participants to represent the main mass of the sample is 384 (Karagöz 2016: 287). Since the universe is not known exactly, this rule is taken as basis.

Volunteers participating in the survey were selected from the following charities: IHH (Foundation for Human Rights and Freedoms and Humanitarian Relief), BESİR (Association for the benefit of the society) and TEMA (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats)

The survey form used in the research consists of 3 parts and 33 questions. In the first part of the questionnaire, “general information section” was used to determine participants' demographics. In the second part, “Personality Questionnaire” was used to determine personality traits. In the third part of the questionnaire, “Volunteer Motivation Scale” was used to determine volunteer motivation it is located. The scales were taken from a work done by Karagöz and Fişne (2016). Cronbach alpha reliability coefficient of the questionnaire are 0.74 for the *personality scale* and 0.79 for the *volunteer motivation scale*.

The findings of the study are summarized as follows. Information and demographic characteristics of participants first; descriptive statistics of dependent and independent variables of the research; Finally, linear regression analysis results are presented to determine the effect of dependent variables on dependent variables.

Table 1: Demographic Characteristics of Participants

	Frequency	%		Frequency	%
Gender			Marital Status		
Male	273	70,36	The married	292	75,26
Woman	115	29,64	Single	96	24,74
Ages			Education Level		
Under 18 years old	26	6,70	High school graduate	98	25,26
18-30	118	30,41	Graduated from a University	135	34,79
31-45	134	34,54	Graduate	36	9,28
46-60	89	22,94	Ph.D. graduate	14	3,61
61 years and over	21	5,41	Unanswered	105	27,06
Total	388	100,00	Total	388	100,00

When the information in Table 3 is examined, it is seen that 70.36% of the participants are male and 29.64% are female. Age distributions, educational status and marital status are also seen in the above table.

Findings related to Descriptive Statistics and Mean Values of Research Variables

The minimum, maximum and mean values and standard deviations of dependent and independent variables included in the study are given under this heading. Descriptive statistics of the personality trait variable of the study are presented in Table 2.

Table 2: Mean and Standard Deviations of *personality variables* and *dimensions of motivation*

Personality characteristics	Personality characteristics		Dimensions of Motivation	
	Mean	Std.D.	Mean	Std.D.
Agreeableness	5.72	1.10	Interpersonal Relationships	5,95 1.21
Conscientiousness	5.52	1.07	Personal evolution	5,62 .78
Extraversion	5.41	1.23	Impression of Values	5,57 .81
Neuroticism	5.37	1.48	Human love	5,57 1.07
Openness	4.84	1.36	Patriotism	4,86 .93
			Career Guidance	3,91 1.32
			External Awards	2,85 1.42

The results of the regression analysis is performed to determine the relationship between the variables, regardless of whether they are dependent or independent, and to determine the degree and direction of the relationships, if any, are given in Table 3.

Table 3: Regression analysis

Predictor	B	SE	Beta	t	Sig.
Neuroticism	-.03	.01	-.20	-2.69	.01
Extraversion	.02	.02	.10	1.31	.19
Openness	-.02	.01	-.09	-1.20	.23
Agreeableness	.03	.01	.15	1.86	.07
Conscientiousness	.01	.02	.06	.82	.41

When the relationship between personality traits and volunteering motivation is examined according to the results in Table 3 (independent: *personality dimensions*; dependent: *volunteering motivation*).

4. RESULTS AND CONGLUSSION

In this study, the effect of the personality traits of volunteers involved in charity organizations on volunteering motivations was examined. In this context, the researcher firstly addressed the problem of research, the purpose of the research, the research questions, the importance of research, the limitations and assumptions of the research and the researches related to the subject in the literature. Then, the theoretical framework of the study took place. In this context; detailed information about the key concepts related to the subject was given, and the subject matter integrity between the concepts was tried to be revealed and thus the theoretical part of the research was formed. After the conceptual explanations, information about research method, universe and sampling, data gathering organizations, used scales, gathering and analysis of data were included. Finally, the findings and evaluations obtained within the scope of the research are included.

When the relationship between personality traits and sub-dimensions of volunteering motivation were examined, the following results were obtained: The extraversion of volunteers seems to be a significant and negative effect on the subscale of external awards, meaningful and positive, on the patriotism, interpersonal relationships, personal development and human love sub-dimensions of volunteer motivation values. According to this; As the outward turnover of volunteers increases, motivation of values, patriotism, interpersonal relations, personal development and human love are increased and motivation of sub-dimensions of external awards is expected to decrease.

It seems that the volunteer's adaptability of the volunteer motivation is significant and positive on the patriotism, interpersonal relationships and personal development sub-dimensions, a significant and negative effect on the external awards sub-dimension. According to this; As the compatibility of volunteers increases, the motivation of values, patriotism, interpersonal relationships and personal development sub-dimensions increases, while the motivation of sub-dimensions of external awards is expected to decrease.

It appears that the responsibility of volunteers has a meaningful and negative effect on the subscale of external awards, meaningful and positive on patriotism, interpersonal relationships and personal development sub-dimensions of volunteer motivation values. According to this; As the compatibility of volunteers increases, the motivation of values, patriotism, interpersonal relationships and personal development sub-dimensions increases, while the motivation of sub-dimensions of external awards is expected to decrease.

The emotional balancing ability of the volunteers seems to have a significant and negative effect on the positive and positive relationships, interpersonal relationships, career guidance and personal development sub-dimensions of the volunteer motivation on the human love sub-dimension. According to this; As the emotional balancing feature of the volunteers increases, the increase in the motivation in the sub-dimension of human love, interpersonal relations, career guidance and decrease in the motivations in the personal development sub-dimensions are expected.

It seems that the emotional intelligence of the volunteers has a meaningful and positive impact on the sub-dimension of volunteering motivation, interpersonal relationships, career guidance, personal development, external awards and human love, and a significant and negative impact on the patriotism sub-dimension. According to this; as the compatibility of volunteers' increases, motivation of values, interpersonal relationships, career guidance, personal development, external awards and human love sub-dimensions increase and motivation of patriotism sub-dimension is expected to decrease.

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