

Donation Motives of Korean Adolescents

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Abstract

This study aimed to investigate the variables related to the donation motives of 904 adolescents in Korea. First, extrinsic motives showed a positive correlation with a sense of community and trust in charitable organizations, whereas intrinsic motives conveyed a positive correlation with a sense of community, self-esteem and trust in charitable organizations. Second, higher extrinsic motives were related to a higher sense of community, higher trust in charitable organizations and lower self-esteem scores. Further, the most influential factor was the sense of community. Third, higher intrinsic motives were related to a higher sense of community and trust in charitable organizations; the most influential factor was a sense of community.

Keywords: *Donation, Extrinsic Motive, Intrinsic Motive, Sense of Community, Trust in Charitable Organization, Self-Esteem*

1. Introduction

Donation levels are considered to be a measure of levels in the democratic and civil society of a country. However, the culture of donation in Korea is still in the beginning stages. Studies which have been conducted so far with a look at the trends in donation have concentrated on the donor with financial power and corporations, but with only a few studies of adolescent donations occurring. These trends reflected that youth donation was a few in the number of donors and small in the amount of the donations as a whole. However, youth groups should be treated as the very important ones for settling down the donation culture because they have the potential to become present donors as well as future ones. In addition, the donor's past behavior raises the possibility of future donations, and this behavior can result in a long-lasting behavior for donations [17]. On the assumption that donation experiences during adolescence are very likely to grow in the future, the donation during adolescence, even a small contribution, reflects the likelihood of future donations in adulthood [12].

Donations indicate that personal belongings are given to others for other than for personal gains or for the purpose of public recognition. It is also a pathway which expresses civil consciousness and the means through which a person intervenes and participates in social issues and social change [9].

Donations can be divided into material or time donation according to the participating type of donors. Material donations correspond to the contribution of money or material goods. This can be further divided into donors being large businesses and individuals. Many fundraising organizations contribute a relatively large amount of donations to companies that are likely to be more dependent on big donations; however, as revealed, although there is a limitation of corporate donations, there is an increasingly growing interest in individual donors.

Donations of time (volunteerism) mean voluntary activities to provide necessary human services for strangers. This can be seen as a form of action that is not just simply giving financial support, but rather time or skills to strangers in need. Many welfare organizations benefit from the service and support of volunteers, and their activities and achievements are reported in a variety of fields. Yoo [18] reported that material donations were affected by attitude factors, whereas time donations were affected by compensation factors.

Recently, talent donations to give and share one's own talents have emerged as social issues. As a new form of donation, talented individuals have contributed their diverse talents not only for the benefit of individuals, but also for the society as a whole. These donations to the modern society are a

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change from the one-way distribution in order to interchange to a two-way communication, and are infinite in methods and range. Thus, talent donations are a developed type of donations to obtain meaning and satisfaction from the process which conform individual abilities compared to simple volunteer activities.

Meanwhile, donation motives can be defined as to instruct and to facilitate that an individual thinks donations. These donation motives can be separated into intrinsic motives and extrinsic motives based on where they arise. Intrinsic motives, such as altruistic motives, are pro-social behavior due to the purpose of the act itself, without obligations or expectations of rewards to benefit others [15]. Extrinsic motives, such as egoistic motives, are to contribute to benefit themselves or to gain their own position or prestige [6].

Among the previous studies in which important variables in determining a donation was an altruistic motive, Mount [14] reported that the variance ratio regarding joy (joy of giving) was the highest, and an extrinsic motive, such as social recognition and tax benefits, was next in the variance ratio.

On the other hand, there are many previous studies concerning such egoistic motives. Glazer and Konrad [6] reported that human beings have the need to inform others on their personal wealth, social prestige and status. Hence, a person donates in order to gain social prestige and status. Those donations can be well explained by an extrinsic motive. Haarbaungt [7] reported that there were differences in the donation levels depending on the presentation types of donor agencies; egoistic motives to gain social prestige or position were more important. Collard [3] presented that a person donated to an organization that presents personal benefits to donors. In all research, compensation was one of the factors that was found for sustainable volunteering activities and satisfaction [10]; the higher the reward, the higher the willingness to participate through donations [18].

Therefore, this study was focused on the variables related to donation motives, such as a sense of community, self-esteem and trust in charitable organizations.

2. Methods

2.1 Participants

To obtain the data for the study, four cities in Chungnam province, South Korea were selected by purposive sampling for the convenience of the questionnaire methods. A total of 904 youths were sampled in this study. The region of Seosan had the most numerous participants with 35.3%. Next was Dangjin with 25.4%, followed by Hongseong with 24.9% and Taeon with 14.4%.

Research participants were 405 male students (44.8%) and 497 female students (55.0%) ranging in the age from 14 to 19. 394 (43.6%) were middle school students between the ages of 14 and 16, and 508 (56.2%) were high school students aged 17 to 19. 285 (31.5%) indicated their religion as Christian, 90 (10%) indicated their religion as Buddhist, 48 (5.3%) said they were Roman Catholic, 5 (.6%) said they followed Confucianism. 15 (1.7%) named themselves as another religion, and 461 (51%) stated they followed no religion. The monthly income (allowance) was 5,000 won to 300,000 won, showing a wide range. The overall average of the whole respondents was 50,000 won per month. 530 students (58.6%) had an income (allowance) range of more than 10,000 won to 30,000 won, and 151 (16.7%) people received more than 30,000 won to 50,000 won.

Table 1. Demographic characteristics of participants

Classification		Frequency	%
Gender	M	405	44.8
	F	497	55.0
	Total	904	100.0
Age	14 years	66	7.3

	15 years	184	20.4
	16 years	164	18.1
	17 years	132	14.6
	18 years	358	39.6
	Total	904	100.0
Religion	Christian	285	31.5
	Buddhist	90	10.0
	Catholic	48	5.3
	No religion	461	51.0
	Other	20	2.2
	Total	904	100.0
Allowance	Up to 10,000 won	151	16.7
	10,000-30,000 won	530	58.6
	30,000-50,000 won	151	16.7
	50,000-100,000 won	50	5.5
	Over 100,000 won	22	2.5
	Total	904	100.0

2.2 Measures

2.2.1 Donation motives

A modified scale of the extrinsic motives for personal donations of Yoo [18] was used. The 13 questions used to measure the motive of the youth were changed into five appropriate questions consisting of such items as, 'because helping people in distress is very important ', 'because donations can help improve society ' and ' because as a member of the community, feeling a sense of responsibility for people in need'.

Of the 10 items of the measurement of intrinsic motives for personal donations of Ha [8], 5 were used, consisting of items such as 'I want to feel as through my donations are worthwhile ', 'because making a donation to the people is a good thing ' and ' because through the donations donors themselves can grow'.

A five-point Likert scale was used, ranging from "Not at all" to "Quite so", with a higher scale score indicating a higher donation. In this study, Cronbach's α for the personal intrinsic motive was .558, and that for the personal extrinsic motive was .847.

2.2.2 Sense of community

The sense of community scale of Eun [5] and Joo [11] with the measures of Choi [2] were used to reconstruct eight questions, such as 'I need to be willing to help those around me who want help', 'I feel like a member of our community' and 'I feel affection for the area I live in and for my neighbors'. Each question ranged from "not at all" to "quite so" on a five-point Likert scale.

The higher the score, the higher the sense of community; Cronbach's α for the reliability of the scale was .863.

2.2.3 Self-esteem

Self-esteem was measured using the most commonly recently used self-esteem scale of Rosenberg [16]. Five questions were positive scale items and five questions were negative items for a total of 10 questions measuring the aspects of self-acceptance. Positive items were questions 1, 2, 4, 6 and 7, and consisted of statements such as 'I think I am a person of value', 'I have a good character', 'I work well with other people', etc. Negative items were questions 3, 5, 8, 9 and 10 and were statements such as 'I feel that people in general fail', 'I do not have much to be proud about myself' and 'I should get more respect'. A higher score means a higher self-esteem. Each question ranged from "not at all" to "quite so" on a 5-point Likert scale. Cronbach's α for the reliability of the scale was .793.

2.2.4 Trust in charitable organizations

The confidence measure donor agencies by Drollinger [4], adapted to suit the Korean situation by Kim [13], was used. There were a total of 7 items classifying donor agencies by reliability, availability and the need to be questioned. These measured the degree of confidence in the reliability of the organization's functions and use of funds. Each question ranged from "not at all" to "quite so" on a 5-point Likert scale; Cronbach's α for reliability was .752.

2.2.5 Other variables

Other variables included the youth's gender, age (14 years old, 15 years old, 16 years old, 17 years old, 18 years old), religion (Christianity, Catholicism, Buddhism, Confucianism, Other, None) and monthly allowance (less than 10,000 won, 10,000 to 30,000 won, 30,000 to 50,000 won, 50,000 to 100,000 won, more than 100,000 won).

2.3 Data analysis

In order to investigate the mean, standard deviation and correlation coefficient of the variables, both frequency analysis and correlation analysis were used. Furthermore, a hierarchical regression analysis was used to find out the level to which a sense of community, self-esteem and trust in charitable organizations influence the donation motives of adolescents under control of their personal characteristics.

3. Results

To explore the relevance of each variable, Pearson correlation analysis was conducted, and the results are shown in Table 2. The extrinsic motives for donations were positively correlated with a sense of community and trust in charitable organizations, except for self-esteem. However, intrinsic motives showed positive correlations to a sense of community, self-esteem and trust in charitable organizations. In particular, intrinsic motives showed the highest correlation with a sense of community ($r = .532$, $p < .01$).

Table 2. Correlation coefficient of main variables

	Donation motive		Sense of community	Self-esteem	Trust in charitable organization
	Extrinsic	Intrinsic			
Donation motives	Extrinsic	1			
	Intrinsic	.405***	1		
Sense of community	.370***	.532***	1		
Self-esteem	.025	.148***	.318***	1	
Trust in charitable organization	.239***	.285***	.297***	.139***	1

***p<.001

A hierarchical multiple regression analysis was performed to identify the variables affecting the extrinsic motives of donation under the control of the individual characteristics of adolescents contributing to motive. First, tolerance limits ranged from 0.824 to 0.998 and VIF was 1.002 ~ 1.214; thus, there is no problem with multicollinearity in the regression analysis. Personal characteristics, such as the control variables of gender, age, religion and allowance, and a sense of community, self-esteem and trust in charitable organizations as predictors were entered for the regression analysis. The total variance of the independent variables for the dependent variables was 19.8%. The total variance of a sense of community, self-esteem and trust in charitable organizations was 14.9%.

For model 2, the higher a sense of community ($t = 11.131, p = .000$) and trust in charitable organizations ($t = -3.200, p = .001$), the higher the extrinsic motive was; yet, lower self-esteem was related to a higher extrinsic motive. A sense of community was the most influential predictor among them.

Table 3. Hierarchical regression analysis of extrinsic motives of donation

<N=904>

Independent variable		Extrinsic motives	
		Model1	Model2
		B(β)	B(β)
Personal characteristics	Gender(M=1, F=0)	-.053(-.046)	-.029(-.025)
	Age	-.037(-.089)**	-.041(-.100)**
	Religion(Christian=1)	.241(.195)***	.187(.151)***
	Allowance	-.015(-.022)	-.005(-.008)
Sense of community			.312(.367)***
Self-esteem			-.104(-.103)**

Trust in charitable organization		.105(.104)**
F	11.639***	31.647***
R ² change	.049***	.149***
R ²	.049***	.198***

p<.01, *p<.001

The result of the hierarchical multiple regression analysis of the intrinsic motive is shown in Table4. First, the tolerance limits of 0.824 to 0.998 had no multicollinearity and the VIF fell in the normal range of 1.084 to 1.214.

The control variables of personal characteristics of gender, age, religion and allowance were entered, and the predictors of a sense of community, self-esteem and trust were added in the regression equation. The total variance of both control variable and predictors was 32.9%. However, the total variance of only the predictors was revealed as 28.1%.

For model 2, the higher a sense of community ($t = 16.212, p = .000$) and trust ($t = 4.524, p = .000$), the higher the intrinsic motive was; mostly, a sense of community was an influential predictor.

Table 4. Hierarchical regression analysis of intrinsic motives of donation

<N=904>

Independent variable		Intrinsic motive	
		Model1	Model2
		B(β)	B(β)
Personal characteristics	Gender(M=1, F=0)	-.207(-.147)***	-.167(-.119)***
	Age	.066(.131)***	.056(.112)***
	Religion(Christian=1)	.152(.101)**	.065(.043)
	Allowance	-.036(-.045)	-.021(-.025)
Sense of community			.506(.489)***
Self-esteem			-.039(-.031)
Trust in charitable organization			.165(.134)***
F		11.397***	62.868***
R ² change		.048***	.281***
R ²		.048***	.329***

p<.01, *p<.001

4. Discussion

The extrinsic motives of donation were positively correlated with a sense of community and trust in charitable organizations; yet, intrinsic motives were positively correlated with a sense of community, self-esteem and trust in charitable organizations. There was a difference in that self-esteem was significantly related with intrinsic motives. It implies that self-esteem is due to psychological characteristics, whereas a sense of community and trust in charitable organization are due to both extrinsic and intrinsic factors.

A hierarchical regression analysis showed that a sense of community, trust in charitable organizations and self-esteem were predictors of extrinsic motives of donation for adolescents. However, there was a negative relationship between extrinsic motives and self-esteem, which means that the self-esteem of adolescents expresses self-centeredness. However, a sense of community and trust in charitable organizations were predictors of intrinsic motives. For both extrinsic and intrinsic motives, a sense of community, in particular, was noted as the most influential predictor of adolescents' donation. This appears to suggest the need for a program operation to foster a sense of community for adolescents.

This study has the following limitations in the characteristics of independent variables and participants. First, clear differences in the awareness of donation motives may exist from region to region. Because the present study was aimed at adolescents in some parts of South Chungnam Province, there are limits to the generalization. Thus, a nationwide sampling is required for the future study on the donation motives of adolescents.

Second, for a more accurate and in-depth study of donation motives a qualitative research should be conducted. Through a qualitative research with adolescents, information concerning donation paths and the desire for donations can be discovered, and the practice of regular donations needs to be studied in detail.

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