

A CASE STUDY OF ALDERFERS' THEORY OF MOTIVATION ON COLLEGE STUDENTS VOLUNTEERING IN EVENTS

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ABSTRACT

This research has been contributing to indicate the gap on events volunteerism in Malaysia. However, there is a lack of research examining the motivating factor under Alderfers' ERG Theory in event volunteering among college students. The gap of the study was designed to find out that Aldefer's Theory to motivate college students to volunteer in events. The sample size of 250 respondents' age ranging between under 18 to above 30 years old. A quantitative research approach questions were distributing to the targeted number of respondents via "Google Form" through online. The entire fundamental statistical analyses for this study were evaluating by statistical package for the Social Sciences (SPSS) version 20.0. According to the result of the study, there was strong evidence that growth needs variable is strongest influencer to volunteer in events. Follow by existence needs variable and relatedness needs variable was the weakest influencer to volunteer in events. The research were concluding by results, discussion and conclusion.

Keywords: *Alderfers' ERG Theory, Motivation, Volunteerism, Satisfaction, College Student*

INTRODUCTION

Volunteers are known as a group of people that provide extra manpower especially in event industry when it requires large quantity of workers. A study about volunteers (Finkelstein, 2008) in the United States shows that adult volunteers (44%) contributed to the equivalent of 9 million full-time employees who would have costed an estimated \$239 billion (Toppe et al., 2001). Table 1.1 provides statistics of the importance of volunteers through the number of volunteers who contributed to the successful conduct of summer and winter Paralympics since 1980.

Table1.1 Statistics on the number of volunteers who contributed to the summer and winter Paralympics Games since 1980 (Source: Reeser et al. 2005)

Summer Games	Number	Winter Games	Number
1984 Los Angeles	28742	1980 Lake Placid	6703
1988 Seoul	27221	1984 Sarajevo	10450
1992 Barcelona	34548	1988 Calgary	9498
1996 Atlanta	60422	1992 Albertville	8000
2000 Sydney	62000	1994 Lillehammer	9054
2004 Athens (est)	60000	1998 Nagano	32579
		2002 Salt Lake City	20000

Furthermore, volunteers are contributing in a number of areas including but not limited to charities, sports, social work, healthcare, environment, recreation, politics, religion and culture (Salamon et al. 2001). Thus, the importance of the volunteering function to any society was highlighting by the above examples. While volunteerism was shown in Table 1.1 as an important component of any society. The statistics show steady decline in the number of volunteers who serve long in a particular organization. The public is becoming increasingly unaware about the importance and benefits of volunteerism. This is because volunteerism does not have any promotions, employee benefits, vacations and sick days. Hence, many individuals do not even consider volunteering and this contributes to the decline in volunteerism. Hence, this is the

perception of many individuals about the world of volunteerism. This is the reason where the theories played an important role in understanding motivation in volunteering. This research will be conducted by using theory of Alderfers' ERG to find out the motivational factors that influence students from college to volunteer events. Alderfer's Theory is divided into 3 levels that including of existence, relatedness, and growth. This theory derives from Maslow's Hierarchy of needs (1954) that influencing students to volunteering in events.

SIGNIFICANCE OF THE PROBLEMS

Volunteers are the group of human resources that were required especially in event industry when it is required huge quantity of personnel during an event. Moreover, Ministry of Youth & Sports Malaysia had launched 1M4U according to 2013 report to improve the behavior of volunteerism in events. It is also provides special grants for the youth including college students to be part of volunteer or to organize any volunteering activities (English.astroawani.com, 2018).

The government enforces the volunteerism behaviors in Malaysian national academic policies, which shows that Malaysia government recognizes the greatness or effectiveness of college students in involvement in volunteering events in year 2013. Furthermore, Millennial Generation (Generation Y) population will be the future leaders who will be taking over the baby boomers in order to continue the development and well-being of the society and country in future (Thestar.com.my, 2018)

Past researchers who had research on volunteer motivation and satisfaction factors has provides brief understanding of why and what makes people volunteer and why people wants to volunteers, especially college students that had involve in various events. This kind research mostly done only in overseas, but the researchers is not t investigating proper research in Malaysian higher education students (college students) to involve in volunteering activities. There are also some

factors that encourage the college students to be volunteer in events. Therefore, this study was investigating to figure out the motivation factors that influence college students to involve and volunteer in events.

Physiological needs, safety needs, needs for love, affection and belonging, needs for esteem, and needs for self-actualization was theorized into five level of human need under Maslow was activated in a hierarchical manner. ERG theory by Clayton Alderfer (1969) refined by Maslow's theory of human motivation and rearranged into three main categories.

The three main categories are existence needs, relatedness needs, and growth needs (Mangi et al., 2015). The existence group is responsible for provisioning the basic material existence necessities of human beings. This includes the items that Abraham Maslow deemed to be physiological and safety needs. Relatedness and connection is the second group of needs which concentrates on the desire people have for keeping up significant interpersonal relationships. These social and status desires are dependent on human interaction in order for these needs to be satisfied, and they are in line with Maslow's social needs and the external component of Maslow's esteem classification (Komninos, 2018).

Finally, Alderfer segregates growth needs: an internal aspiration for personal development. This includes the intrinsic factors from Maslow's esteem category and the characteristics included under self-fulfillment. However, Alderfer has classified the lower order needs (Physiological and safety) into the existence category. Alderfer fit Abraham Maslow's esteem and social needs into the relatedness category. The growth category is inclusive of self-actualization and self-esteem needs. Alderfer also suggested a regression theory to comply with the ERG theory.

Table 1 Maslow and ERG Categories

Maslow Categories	ERG Categories
Physiological	Existence
Safety – material	
Safety – interpersonal	Relatedness
Belongingness (social)	
Esteem – interpersonal	
Esteem – self-confirmed	Growth
Self-actualization	

Figure 1 Comparison of Maslow and ERG concepts. (Schneider, Benjamin & Alderfer, Clayton P., 1973)

Under the Alderfers’ ERG theory there is total of 3 needs which are relatedness needs, existence needs, and growth needs. These 3 needs that stated below will be independent variable, satisfaction will be a moderate variable in between and the motivation of college student volunteering in events will be dependent variable. The framework shows that independent variable play an important role to motivates the college students volunteering in events.

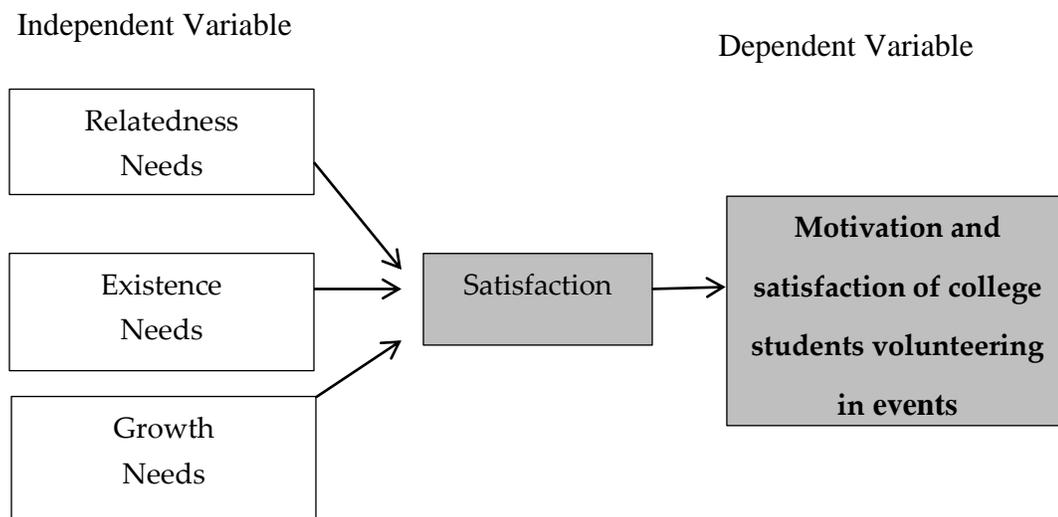


Figure 2: Theoretical Framework

RESULTS AND DISCUSSION

Relatedness Needs

Relatedness needs is one of the needs under the three major part of Alderfers' ERG theory that includes sense of security, belonging, and respect. Sense of security bear on the mutual trust of humanity, which as an event organizer providing sense of security to volunteers is a need so that volunteer can feel safe and work comfortable with the event. Sense of belonging pointed on the interception from many form of excruciation, such as isolation, loneliness and distance (Kwang-Ho et al. 2013). As college students which are youngster wanted to be recognized and be part of the group members when come to events volunteering where they will not be feel loneliness when people around them who familiar with operating an event. The needs of belongingness will include the caring behavior of the volunteers that give to each another. Lastly the sense of respect which brief means that feeling of respect that need to be deliver to the volunteers, such as popularity, social status, superiority, importance and compliment (Lee et al. 2014). Event organizers always need to remember that volunteers are people, who act of giving without expecting any return. Therefore, this form of needs is important to acknowledge the value of their existence in the event and way of thanking and appreciating the volunteers (Ko et al. 2014).

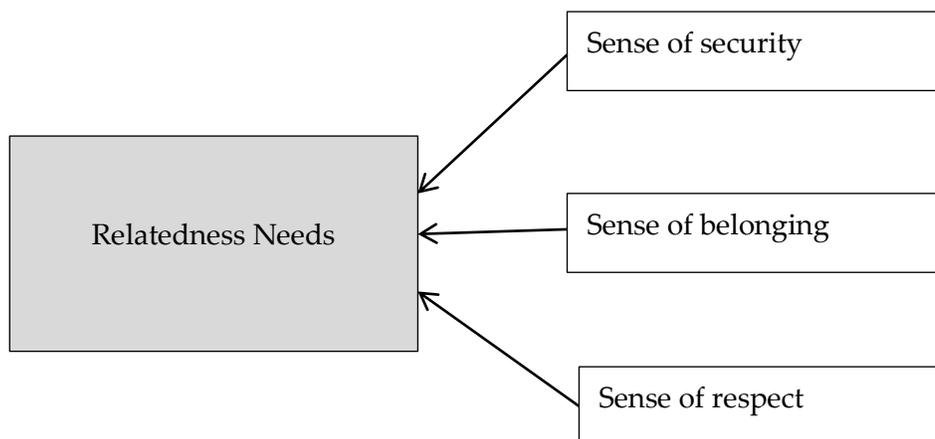


Figure 3: Relatedness Needs of Alderfer's ERG Theory

Existence Needs

Existence needs play important role towards the Alderfers' theory when come to the influence of higher education students volunteering and satisfaction in event. Under the existence needs, there is includes of various forms of safety, physiological and material needs which act as a factor to motivate volunteering. Safety needs primarily refer to the prevention from the anxiety, fear, threat, tension, stress, danger and so on (Mardhiyyah et al. 2013). This is the major part where the volunteers always focus on, whether the event will be stressful or how about they made a mistake. Since college students have less experience of the events will lead to this kind of uncertainty among them. Moreover, safety need will play an important role to make the volunteers much more feel comfortable to volunteering in events. Then, physiological needs point to a person's pursuit of satisfaction at the life force level, such as leisure, exercise, sleep.

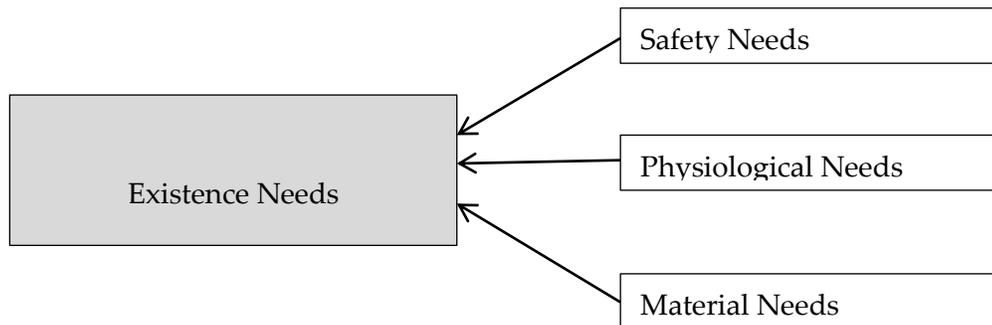


Figure 4: Existence Needs of Alderfer's ERG Theory

Nowadays, higher education students which are nowadays youngsters; good enough on balancing their time management. Hence, volunteers need source of leisure for enjoyment, enough of proper exercise, enough of sleeps and so on while they committed for volunteering an event (Megan et al. 2017). Lastly, the needs of materials refer to resources required for a person's living, including food, water, shelter, clothing, money and so on (Rosenholm, 2015). Volunteering is an act of an individual by involve in any task without aspect of any return. As a common thing that most of organization provide some basic need such

as water and food for the volunteers when engage themselves in event. Not only that, some other organization also does provide shelter, wages and so on for volunteers when the event is large scale or outstation (Pablo et al. 2017).

Growth Needs

Growth needs is another major role under the Alderfers' theory when come to the influence of higher education students volunteering and satisfaction in event. Under the growth needs there is involve needs for self-esteem and self-actualization where boost the motivation of volunteers to volunteer in event. The need for self-esteem refers to self-productive effects such as the ability to pursue, to seek knowledge, to achieve, to control, to build confidence, to be independent and feel competent (Skulan, 2018).

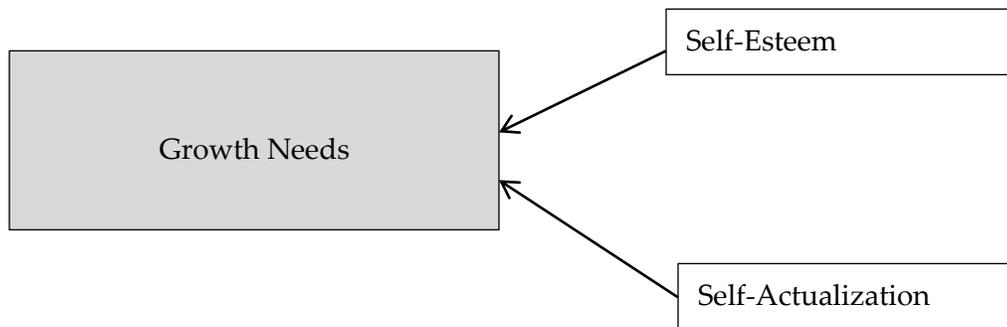


Figure 5: Growth Needs of Alderfer's ERG Theory

College students who are volunteering in the events, most probably to learn some skills and knowledge where the students can improve their ability that will be useful in the future. So, will be a motivation tool for organization to get more higher education students as volunteer to volunteering the events (Williams, 2017).

Apart than that, self-actualization refers to self-accomplishments including achieving an individual's goals and developing his or her personality. From this needs, the higher education students will able to

realize their potentials, capabilities and support the growth of others also will included in (Reidar, Krista, 2016). All these will motivate or driven the motivation among the student to volunteer in event to reach their goal as well.

CONCLUSION

In short, all the variables (Existence needs, Relatedness needs and Growth needs) listed in the survey questionnaire, the mean of the respondents answers are around 3.0 (Agree). This means that college students in Malaysia that these factors does influence them to volunteer in variety of events. Furthermore, Growth needs does influencing the higher education student volunteer in several of events. Furthermore, college students believe it will improve their knowledge and skills according to their aim or goal in their career pathway. Simonds, Brock, & Engel (2016) conclude that, growth needs an internal aspiration for individual development that the intrinsic factors from Maslow's esteem division and the characteristics enclosed underneath fulfilment.

Same goes to the next variable, which is the Existence needs that influence higher education students in volunteering. This part includes of various forms of safety, physiological and material needs which act as a factor to motivate volunteering. Mangi (2015) says that the existence needs is responsible for provisioning the basic material existence necessities of human beings. This includes the element that Abraham Maslow deemed to be physiological and safety needs. Then, following variable is Relatedness needs that include sense of security, belonging, and respect. This is the form of needs which is important to acknowledge the value of their existence in the event and also way of thanks the volunteers. Komninos (2018) support that; Relatedness is the second cluster of wants that concentrates on the will folks that important have to maintain social relationships. These social and status needs and passionate about human interaction so as for these must be happy, and therefore they are in line with Maslow's social wants and the external part of Maslow's esteem classification.

In a nutshell, it's clearly explained through various statistic and information that Aldefers's theory is playing an important role in influencing or motivating higher education students to volunteer in various type of events. However, from the research that proved growth needs is the one highly students looking for when come to volunteer works; then follow by existence need and relatedness needs.

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