

"I'VE FALLEN IN LOVE AND I WANT TO MEET YOU": A LONGITUDINAL STUDY ON NEW VOLUNTEERS' MOTIVATION

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ABSTRACT

Purpose: To describe motivational factors of new volunteers of a religious foundation, based in Paraíba (Brazilian northeast), the light of the model proposed by Cavalcante (2012) for a longitudinal period of two years.

Originality/value: There is no consensus on aspects related to the motivation to perform a voluntary activity, neither in context abroad nor in the Brazilian context. There are high turnover rates of these individuals, due to ease of entering and leaving this activity, without clarity in their causes. It is a longitudinal research, carried out in two opportunities: 2013 and 2015, unpublished in a national context. It attempts to lessen disagreement of voluntary motivations in the national context. NGOs managers might help to assist the maintenance of their recent volunteers.

Design/methodology/approach: It is a quantitative research, carried out through a validated model in Brazil, and its factors: altruistic values, social justice, affiliation, learning, and selfish values. Data were analyzed through descriptive statistics (mean, standard deviation, coefficient of variance and percentage), ANOVA (analysis of variance), T test for independent samples and correlation (bivariate).

Findings: Civic bias, learning objectives, and NGO identification emerged as the main motivators. There is evidence that greater academic training has an inverse correlation with the tendency to seek the organization just to fill free time. Another finding was that volunteers with higher indices in altruistic motivations tend to act in other institutions as well, the opposite was found for those with motivations that are closer to the selfish profile.

KEYWORDS

Human resources management. Longitudinal study. Nonprofit organizations. Volunteering. Volunteer motivation.

1. INTRODUCTION

Being a collaborator in any organization, especially on the volunteering, according to the authors' point-of-view in this current study, might have a strong connection with being passionate and committed with it. Although this whole study has been under the inclination of a functionalist paradigm, it's noticed that an analogy involving love phases would consist of a plausible inspiration for this study. Thus, Fisher (2004) has proposed the existence of three love phases – desire, attraction, and connection. The first one blossoms by the sexual hormones, those are the testosterone in men and the estrogen in women. The second phase (attraction), when the individual falls in love with someone. Finally, the third one (connection), when certain hormones blossom, then, stimulating fidelity. This study concerns the third phase: Connection.

The candidates have already chosen the proper environment to accomplish their voluntary activity. Then they hope to fall in love with that proposed activity. Thus, the goal of this study intends to gather information for the volunteers' managers in order to identify the reason for those volunteers who fall in love with; in other words, they've chosen the institution that they intend to perform as a volunteer. Identifying those feelings means the possibility to keep their passionate motivations on, and then they'd pass to the connection phase, reaching fidelity. Therefore, that is just an analogy, with which the authors have been stimulated to accomplish this study. Actually, it is not due to a chemistry study, but a study about voluntary motivations in such a religious organization. Furthermore, the elements of this study to be presented firstly apply to the theme.

The concept of the volunteering motivation relates the personal interest and the individual's civic spirit that dedicate part of their time, without any wage, to several types of activities, either organized or not, about social welfare or other fields (Cavalcante & Medeiros 2007). However, it is important to emphasize that "volunteering" involves a list of different activities through private specificities with each other.

In this respect, the Brazilian legislation relating the Law of the Volunteering (Law no. 9.608/1998) in its first article, which defines it (the volunteering) as "a nonprofit activity performed by a private individual through any public entity, or through any nonprofit private organization" (Brazil, 1998). Thus, the concept of volunteering does not apply to the elements of a hard science without nuances, but part of something more



conflicting and pure subjects, because it is easier to describe what is not volunteering than defining in a simple concept (Cavalcante, Souza, Fernandes, & Cortez, 2013).

It is important to state that the voluntary worker differs from the standard worker. Cnaan and Cascio (1998) highlight that monetary subjects, available time (some hours a week for the volunteers to perform their activities), the opportunity to be part simultaneously of several nongovernment organizations, the commonly informal recruitment, the relative acceptance of the rules and organizational values differ them from the standard workers, then arguing the need of specific studies. Therefore, in order to gather the Phenomenological nuances in scope, a specific field of the volunteering must be determined.

Relating the foreign literature, it seems to be consensual that the voluntary motivations stand beyond purely altruists reasons (Cuthill & Warburton, 2005; Dhebar & Stokes, 2008; Taylor, Darcy, Hoyer, & Cuskelly, 2006). However, in Brazil, the results appear to be the opposite. Cavalcante (2014), in a bibliometric study on this subject, concludes that the studies in national territories indicate that the main motivations concern altruistic stamp. This paradox indicates the opportunity to accomplish a study around national context, describing different characteristics, since in the same study; the author did not identify related quantitative or longitudinal studies. Therefore, in order to achieve an explanation about that paradox, and also to identify those individuals' needs essentially searching for minimizing the volunteers' turnovers, these are the theoretical and empiric motivation reasons of this current research.

Furthermore, concerning theoretical presuppositions by Medeiros, Fernandes & Souza's (2006), this study aims to analyze the factors of the new volunteers' motivations in a religious foundation in Paraiba regarding the "voluntary motivational structure model" proposed by Cavalcante (2012) for a longitudinal period for two years. Hence, firstly, a socio-demographic profile of the volunteers has been set up and a current motivational profile has been identified. Following the analysis of correlations between both demographic and motivational data, then a due subsequent analysis of possible differences among groups. With the longitudinal research, it hopes to achieve better results, because a study regarding human feelings may probably take the risk of being influenced by random events which could alter the perception concerning the activity during the collection of the data.

The knowledge of the volunteers' motivation intends to help Human Resource managers to make proper decisions on the new volunteers, known



as those ones who accomplish the activity volunteering for at least one year. Volunteers who perform activities for that period of time attempt to have a larger decrease in their motivation averages according to the research accomplished through a research project conducted by a similar sample, under the responsibility of the research group Third Section Study Group (TSSG).

Cidade Viva Foundation (CVF) has been chosen as the research field for this current study. It is a religious institution in João Pessoa city (capital of Paraíba state) which dedicates its efforts to “promote the human being’s dignity and the preservation of the environment, through actions to attempt the integral development of its potentialities” (Cidade Viva, 2015a, p. 1). This institution, through Christian activities, join the local community’s volunteers, especially Bessemer Baptist Church. Such foundation has been chosen as a research subject due to its quantity of permanent volunteers that it affords, nearly 350 (Ageu, 2015; Aquino 2015). During the events, that institution is able to assemble approximately 1,000 volunteers (Cavalcante, 2014), and that number has increased in 2015 to 4,681 enrolled in the activities (Cidade Viva, 2015b).

Attempting for the specific field of this study to stand out – a foundation with a religious stamp –, when it comes to the religious influence in the Brazilian territory, it is important to mention that since former occupation as colony, Brazil had been ruled by a conductive State of actions in its entire territory, especially associated to the “Catholic Church” (Koshiba & Pereira 2006) which had attempted to promote universally the practice of charity, even supported by the Brazilian government itself in many cases.

Nevertheless, the former religious precepts interfered directly in the practice of the volunteering, based essentially on trade when a Christian one that donated goods or service could reach salvation. Thus, several religious institutions in the Brazilian territory testify such posture, as Santa Casa de Misericórdia, Fraternity Brotherhoods and Third Orders (BNDES 2001). Thus, a study like this would subsidize voluntary organizations with proper information in order to review procedures and also to assure and correct further planning. Pilati and Hees (2011) suggest that to study the motivations for the volunteering could issue important information to avoid turnovers for instance, which means a straight application for this research.

Then this current survey has been justified to accomplish the imminent revolution of the organizations that feature volunteers. According to Salamon (1994), those institutions grow ascension throughout the planet, especially in developing countries. In Brazil, many volunteers have been engaged in the so-called Third Sector, which comes from formerly merely in the opposite constitution to the supporting practices (Santos, Oliveira, & Rocha, 2013).



According to the accomplished study by Instituto Brasileiro de Geografia e Estatística (IBGE) in 2012, Brazil affords 290 thousand private foundations and nonprofit associations registered; that amount is supposed to be larger, considering either the difficult accesses and identity of the object in analysis of the survey. Relating to the financial aspect, those organizations have already moved about 1.5% of the Brazilian GNP (Pitombo & Pizzinatto 2004) and according to Zavala (2007), once that rate had already been larger, almost up to 5%.

It, therefore, assumes that the chosen organization attempt to be in such a privileged field for the research involving that phenomenon. Then, the question is:

- What are the real motivational factors that influence those volunteers to engage themselves at FCV?

Once establishing the theme and study environment, further the theoretical framework and later the methodology, analysis of the results and conclusions.

2. THEORETICAL FRAMEWORK

2.1 Third sector and the volunteering

Through the different concepts and different approaches involving authors concerning typologies about organizations, this current study stands according to Scherer-Warren's (2006) concepts in believing that those analyses match for a better method relating to what this study intends to achieve. The author presents a tripartite model of the contemporary reality, listing organizational categories in State (first section), market (second section) and civil society (third section).

Regarding this categorization, it has been noticed that the first division refers to the organizations responsible for taking care of practical aspects of relationships among nations, besides macro and microeconomic subjects. The second division refers to private organizations, responsible for handling demands among private parties. The third one refers to the civil society, known as representations of interests and citizens' organized values, in other words, private outlining seen under the collective perspective.

Within this context, organizations of the civil society have larger concerns about concepts as efficiency and effectiveness, even though it





might happen non-linearly and flawed afterward, they attempt to adopt common and consolidated practices already known on the business sector and on certain government bodies as well (Teodosio, 2002), which have given them the gradual status of more professional exploitation. Thus, such entities got competence to compete for news, projects and financial public policies proposed by the State, besides other exclusive benefits to the organizations, once inserted in that methodological line of performance (Mattos & Diniz, 2002; Silva 2010). Immersed in that situation, the civil society has been reinvented, featuring one of their main methodologies like the quest for the promotion of citizenship. The advent of new constitutional mechanisms to insert people in the public administration, for instance, the administrative decentralization, plebiscites, referendum, popular initiative laws and institutes like the Civil Society of Public Interest Organizations (OSCIP) makes visible that the Brazilian legislation moves forward in the goal of approximating the population to be the heart of the relevant decisions of its own on a daily routine (Souza, 2008; Lenza & Gonçalves, 2012).

However, despite those progressions, in reality, the citizenship remains as a concept still far from what it has once been proposed to be, at least within the Brazilian territory. According to Fernandes (1994, p. 94), "regardless some occasions, for instance the electoral right, [the citizenship] it still has not reached the social poor classes". Therefore, the most appropriate idea as reasons for that study come from the sociology that relates citizenship with the production of public goods, and the awareness of social rights as the politically social citizen's exercise, which performs as a type of instrument for social modifications, in other words, volunteers are moving citizens (Fernandes, 1994).

According to Pilati and Hees (2011), the volunteer activity intends to provide certain needs not met by the State, featuring a direct relationship with the civic engagement and practice of citizenship. In addition, Wilson (2000) states that as long as the tendencies of an individual's civility increase, the closer that one will be to volunteering.

Thus, it is reasonable to get what has been previously explained on the sociological perspective of this study, since the volunteers are people that just do not expect to wait for the actions of the State, but they are proactive agents to accomplish certain activities. In summary, in order to get the accomplishment of this research, the volunteering concept has been accepted, which links to the citizenship idea, presupposing that the volunteer would be both aware and an active citizen.





In this regard, Ferreira (2001, p. 539) defines the volunteer as: “someone that spontaneously feels oneself willing to perform activities, when there is no coercion, but being spontaneous”. In fact, such definition suggests that the will of aiding, as well as the motivation (or its lack), is something inherent in that activity, nevertheless, the comprehension concerning the motivations for the volunteers’ engagement in some institutions.

The literature states the motivation according to sole or multiple dimensions. In a one-dimensional baseline, Drucker (1999), while discussing the motivations for volunteering, classifies religious and civic factors as of great influence. Wilson (2000) addresses a model and states that notably there are two different points of view for the volunteering, which vary depending on each individual; the first one features a more analytical character and the second one attempts to a slant behavior, both linked to the special goals for the volunteering. Salamon and Anheier, (1995) share the previous thought, declaring that, in spite of the number of volunteers that increases throughout the world, this process remains heterogeneous.

Regarding a multi-dimensional sense, Vroom’s expectancy theory (1964) is one of the main concepts about motivation. According to the author, the motivation process should be explained according to the chosen intentions of each individual and the expected results. Thus, Vroom developed a comparative model with three variables: valence, instrumentality, and expectancy – arguing that the reasons of an individual to join any organization relate among valence (the wish to get a reward according to a particular outcome), instrumentality (estimation that the reward is reached when the expected performance is met, in other words, the gains for the performed actions), and finally expectancy (estimation that the correct applied effort would result in a successful performance) (Regis and Calado, 2001).

Batson (2002) classifies four motivations for volunteering, these are: altruism, collectivism, principalism, and finally, selfishness. However, the author states that those motivations could be matched so that the volunteer does not find him/herself in conflict with his/her own fixed objectives and even though he/she accomplishes one’s work appropriately for the institution, he/she expects harmony around both organizational and individual interests.

Also in this context, Fontoura (2003) defends that the most frequent motivations for the voluntary labor refer to the therapy, occupying time, to the retribution of receiving opportunities, interactivity, meeting and aiding people, making a social contribution, searching for personal satisfaction or even to exalt the loss of loved ones.

Salamon (1994) and Prates (1997) reckon their research relating background aspects, conjecturing volunteering as traditionally philanthropic,



like the Chinese antiquity, bring it back as providing seed for the current voluntary initiatives, which suggests the possibility that this type of performance might be a timeless phenomenon and essentially from religious roots. Thus, Landim (2001) issues another motivational factor considered the most important in the Brazilian territory – the religion. Moreover, concerning this subject, the academic model presented in this study has been built. Cavalcante (2012) has validated five constructs (altruist, social justice, affiliation, learning, selfish) to identify motivations related to the voluntary work, through volunteers from the Pastoral da Criança association.

Cavalcante (2012) has taken for his model three different studies: Mostyn's (1983), that delimited five constructs for motivation in the voluntary work: altruist, affectionate, friendly, adapted and judged; Souza et al. (2006) who adapted them to the national context and scheduled a motivation hierarchy for the volunteering that varies from the highest to the lowest levels; and Souza et al. (2006), who also have inserted other constructs during the research (admission expectations, filiation and eventual cancellation). Figure 2.1.1 presents the constructs and their definitions.

(Figure 2.1.1)

CAVALCANTE'S VOLUNTARY WORK MOTIVATION STRUCTURAL MODEL

Original construct	Modified construct	Construct description
Altruist	Altruist	Reflect the subjective perception of self-sacrifice through volunteering. There is a question about general human lifestyle. In this case, there is social consciousness and universalist character.
Affective	Social justice and equality	Explain the reasons related to the feeling of aiding both needy individuals and communities, in order to rescue the citizenship around. Intention of providing both citizenship and social justice.
Friendly	Affiliation	Desire affiliation to a certain group through voluntary activity. This factor, a variable, was included in order to refine the instrument.
Adapted	Learning	Seek self-development through actions that stimulate the intellect through volunteering.
Judged	Selfish	Refers to a self-centered positioning, self-satisfaction through the voluntary activity.

Source: Cavalcante (2012, 2014).

Cavalcante (2012) has noticed some gaps among the studied models, and then he perceived a potential context for a quantitative slant research

that could have match-analyzed agents’ profiles and their motivations as well. Later, after a series of reliability tests, it was possible to achieve the data collection instrument presented in the next moment of this investigation.

Consequently, an applied methodology would be issued in order to respond to the research problem and to satisfy the proposed objectives.

3. METHODOLOGICAL PROCEDURES

This study is part of an investigation project led by GETS, which has analyzed the data collection by both Aquino (2015) and Lemos (2016). This research features quantitative slanting in order to collect data straightly (primary) and objectively method (Sampieri, Collado, & Lucio, 2006). For this purpose, questionnaires have been applied to provide exploratory study case, considering that the phenomenon was not achieved, but discovered (Sampieri et al., 2006; Saccol, 2009; Falconer, 2003).

Thus, the technique of the questionnaire (featuring Likert type scale) has been applied in order to analyze the most pertinent pre-defined questions for the researchers (Boni & Quaresma, 2012). In addition, the study instrument contained the research goal, the protected constructs for Cavalcante (2012) and the 12 inquiries on socio-demographic aspects.

Practicing volunteers investigated less than a year ago (admission moment) answered a specific question: “Why did I decide to step into the ministry that I perform at Cidade Viva?”. 55 active volunteers in the foundation in 2015 and 65 active volunteers investigated by a similar research accomplished in 2013, totaling a sample of 120 volunteers, compose the sample. For better comprehension, Figure 3.1 presents this information:

(Figure 3.1)

COLLECTED QUESTIONNAIRES DURING THE LONGITUDINAL SURVEY

Year of the data	Less than one year ago volunteers
2013	65
2015	55
Total	120

Source: Elaborated by the authors.

It is important to mention that Aquino (2015) had analyzed the data of 2013 during the first half of that year while the data of 2015 was collected

by Lemos (2016) in the second half of the same year. Both studies featured alignment with the objectives, methodology, and results that concern the consolidation of the data collected longitudinally in the same research atmosphere: the FCV.

In this regard, collected information for analysis of the variables proposed by Cavalcante's model (2012) is: altruistic values, social justice, affiliation, learning, and selfish values. The largest quantitative answers have come from the dissemination of the questionnaires virtually – Google Docs form – sent out by e-mail to the ministries leaders and published by the integration coordinator, volunteering and connection team that provided sensitization work with the leadership concerning the need of motivating the participants of the ministries to contribute with the research.

Continuously, there were both tabulation and categorization of the data, and then, descriptive statistics analysis was performed (average, standard deviation, variance coefficient, and percentage), ANOVA (variance analysis), and also the Test T for independent samples, relating eventual differences among groups. In addition, correlations (bivariate) have been accomplished to check to the relationship with some variables.

4. PRESENTATION OF THE RESULTS

For a better understanding of the research feedback, the volunteers were primarily analyzed according to their socio-demographic profiles for subsequent verification of the motivational aspects in accordance with the objective of the research.

4.1 Sociodemographic profile

On average, the volunteers of that institution are about 34 years old, married (50%) and graduated (76%). Relating to the graduated ones, 23.6% are public employees and the respondents' monthly income is, on average, R\$ 8,010.27 (noticing the high standard deviation of R\$ 6,770.36).

Relating to the volunteers performing up to a year at FCV, which are the subjects of this study, it is important to mention that most of them are female gender (56.4%). The largest participation of women than men is a common characteristic with similar studies once developed. The massive feminine presence found in the studied institution coincides with proper information by Aquino (2015), Cavalcante (2012), Souza et al. (2006), and Motter and Okabayashi (2005) as well.

Most of the participants do not have relatives currently engaged or relatives who were voluntary (53.7%) there. Statistically, 61.1% had already accomplished voluntary work in other institutions besides FCV. 88.9% have friends that are voluntaries and out of the respondents, 85.5% are engaged in the researched foundation only.

Regarding the study of 2013, which had been accomplished in the same institution, the obtained results are similar to the other one, featuring distinction only in three requirements: mean age, which Aquino's results (2015) was about the 37 years old; average family income, about R\$ 5,986.52; and the family report relating to the volunteering, that had presented negative results.

However, on the first two information, reckoning the high standard deviation of the sample, 11.78 years old for age and R\$ 4,529.02 for familiar income, it is reasonable to recognize that even these data are proportionally similar in both researches.

Regarding the income, the average of R\$ 8,010.27 probably has been got due to high collected results that ended up increasing it. This feedback assures the high standard deviation, about R\$ 6,770.36; in that aspect, the sample obtained in the FCV is merely quite heterogeneous. Generally speaking, the figures once shown in this study validate the analyses of the collected data of 2013. Still relating the monetary values, according to the Instituto de Pesquisa Econômica Aplicada (IPEA) (2012), in Paraíba state only 7.62% of its population earns per capita family income above two minimum wages. In the case of FCV, the high monetary values indicate no restrictions about monetary selection for stepping into the institution although people with low per-capita income are a minority there.

Proceeding on the demographic aspect of the institution, Cavalcante (2012), concerning the volunteering at the Pastoral da Criança, has found two pieces of information as standard profile similar to the previous mentioned – young and married women. Thus, it is possible to state by similarity (Northeastern religious institution in Brazil focusing on volunteering) the common and predominant socio-demographic proliferates to the young, married female volunteers.

Fontoura (2003) has listed the reasons for the voluntary practice that match with the results and observations achieved by the research once presented in this study, besides some pointed points for the author are exactly the same ones found in this research and in the one accomplished by Cavalcante (2014). For instance, the motivation to volunteer as a type of therapy, occupation of time, retribution of received opportunities, to know and to help people.

4.2 Descriptive motivation measures of the volunteers up to a year in the institution

Figure 4.2.1 matches the information of the data collection relating to the profiles means, standard deviations and variance coefficient with the collected data in 2013 and those data collected in 2015. According to the data, there is statistical proximity of the results, in spite of this research features larger variations regarding the dispersion indicators.

(Figure 4.2.1)

ENTRY: MOTIVATION PROFILE, COMPARISON BETWEEN AQUINO (2015) AND LEMOS (2016) RESEARCHES

Profile	Mean research 2015	Mean research 2013	Standard deviation research 2015	Standard deviation research 2013	V.C. (%) research 2015	V.C. (%) research 2013
Altruist	6.80	8.06	3.09	2.71	45.73	33.77
Social justice	6.22	7.14	3.08	2.88	50.01	40.62
Learning	5.91	6.30	3.06	3.15	52.45	50.43
Affiliation	5.34	5.90	2.94	3.26	55.19	55.41
Selfish	2.06	3.38	1.72	3.10	85.20	97.28

Source: Aquino (2015) and Lemos (2016).

Considering the descending order displayed in the means, those are altruistic, social justice, learning, affiliation and selfish, even though with little difference between “learning”, which has obtained larger averages than “affiliation”, the adherence is assured to the study subject regarding the chosen basis theory, Cavalcante’s model (2012).

According to Figure 4.2.1, the profiles remain the same sequence in the motivation profiles presented on the volunteers in the institution. Although regarding the means, those ones obtained in 2015 are smaller when compared to the research results in 2013.

In order to make information more precise and comprehensible in the Figure 4.2.1, they have been split in specific figures matching each type of profiles in the analysis. First, the “altruist” profile, according to Cavalcante (2014), concerns events that demand detachment from private advantages on behalf of the collective benefit. Relating that subject, the moderate results

validate high standard deviations and variance coefficients still higher, which reflects the heterogeneity of the sample.

(Figure 4.2.2)

ENTRY - STATISTICAL VALUES TO THE ALTRUIST PROFILE

Profile	Motivations	Mean 2015	Mean 2013	Standard deviation 2015	Standard deviation 2013	V.C. (%) 2015	V.C. (%) 2013
Altruist	Aiding people.	7.09	8.37	3.21	2.65	45.27	31.65
	To change people’s lives.	6.07	7.74	3.10	2.73	51.08	35.27
	Bring hope to the under privileged ones.	7.22	8.34	2.92	2.35	40.49	28.15
	Contribute in order to help people to live.	6.56	8.12	3.09	2.71	47.16	33.33
	Make something important.	7.06	7.74	3.15	3.13	44,68	40.48
	Mean of the group.	6.80	8.06	3.09	2.71	45.73	33.77

Source: Aquino (2015) and Lemos (2016).

Relating to the “social justice” profile, the means are slightly above considering the average rate of the answers. However, it’s worth to point out that when the variance coefficient presents more than 50% most of the questions, it’s possible to identify inconstancy on the answers, when matched to the standard deviation result in a heterogenic sample.

Based on the assumption by the proposed model of the author which this profile concerns about identification between collective goals and the sensation which the organization gets closer to its objectives (Cavalcante, 2012), it is possible to think that inconstancies might happen due to frustrated expectations relating to the effective practice of the volunteers from the FCV, since the interviewed ones are in an intermediary position, within certain time to get practical knowledge of the activities performed in the institution, comparing to what they had expected before engaging, and what reasons made them remain there. Regarding the conjectures and the decrease of the means, there are signs which through those two years inner factors could have changed the feeling among those people in a little time (less than a year). The analysis of other variables assures this statement.

(Figure 4.2.3)

ENTRY: STATISTICAL VALUES OF SOCIAL JUSTICE PROFILE

Profile	Motivations	Current mean	Mean 2013	Current standard deviation	Standard deviation 2013	Current V.C. (%)	V.C. (%) 2013
Social justice	Aiding the community where I live.	7.04	7.38	2.97	3.13	42.31	42.43
	Reduce social injustices.	6.09	6.48	3.24	3.08	53.18	47.62
	Improve the quality of life in the community.	5.69	7.05	3.06	2.75	53.89	38.96
	Collaborate for social rights of the community.	5.48	6.77	3.04	2.73	54.98	40.35
	Mean of the group.	6.22	7.14	3.08	2.88	50.01	40.62

Source: Aquino (2015) and Lemos (2016).

Relating to “apprenticeship“, comparing to the previous profiles, high variation coefficients have been pointed out to the standard deviation regards the moderate averages. Focusing on the question 1, which besides the higher average above the middle rate of the scale of the instrument, it presented variance coefficient above 60 %, in other words, featuring high variations in spite of the average. This outcome suggests the possibility that the active volunteers engaged up until a year in the institution might not achieve development or self-learning through their activities, possibly due to little time at the institution.

(Figure 4.2.4)

ENTRY: STATISTICAL VALUES OF LEARNING PROFILE

Profile	Motivations	Current mean	Mean 2013	Current standard deviation	Standard deviation 2013	Current V.C. (%)	V. C. (%) 2013
Learning	Learn how to deal with people.	4.80	5.38	2.92	2.99	60.85	55.49
	Learn new knowledges.	6.44	7.02	3.14	3.06	48.92	43.63
	Seek new challenges.	6.21	6.52	3.10	2.99	50.08	45.84
	Learn something.	6.80	6.69	3.21	3.47	47.22	51.82
	Mean of the group.	5.91	6.30	3.06	3.15	52.45	50.43

Source: Aquino (2015) and Lemos (2016).

Next, the “affiliation” profile measures identification and the sharing of the goals and collective desires (Cavalcante, 2012). In addition, it could serve as an indicator of adherence to the institutional objectives. In this matter, all the means of those questions range around the middle point of the scale, which matched to the high variance coefficients and standard deviation, suggesting heterogeneity of the respondents. In addition, the variation coefficients found in 2015 feature are higher than the ones in 2013; see Figure 4.2.5.

A possible explanation for this result comes from Vasconcelos (2004), that points that the affiliation motivations inside the institution relate directly through intrinsic elements, so, it is not possible to measure a straight and logical connection, consequently, such difficult identification.

(Figure 4.2.5)

ENTRY: STATISTICAL VALUES OF AFFILIATION PROFILE

Profile	Motivations	Mean 2015	Mean 2013	Standard deviation 2015	Standard deviation 2013	V.C. (%) 2015	V.C. (%) 2013
Affiliation	Meeting similar people.	5.56	6.78	3.23	2.98	58.06	43.98
	To join a group.	5.40	6.22	3.03	3.32	56.19	53.41
	Make new friends.	5.42	6.02	2.83	3.15	52.41	52.45
	Co-exist.	5.22	5.48	2.97	3.31	56.97	60.39
	Mean of the group.	5.34	5.90	2.94	3.26	55.19	55.41

Source: Aquino (2015) and Lemos (2016).

Relating to the motivational profile led by selfish characteristics, Figure 4.2.6 features the lowest means, while the highest variance coefficients are displayed among the profiles. In spite of the heterogeneity of the investigation pointed by the variance coefficient, which suggests that the lowest means relate to the selfish motivations, they are not so ordinary with the volunteers from the FCV (see results that indicate similarities among those investigated ones during two longitudinal moments).

(Figure 4.2.6)

ENTRY: STATISTICAL VALUES OF THE SELFISH PROFILE

Profile	Motivations	Mean 2015	Mean 2013	Standard deviation 2015	Standard deviation 2013	V.C. (%) 2015	V.C. (%) 2013
Selfish	To be recognized.	1.56	2.67	1.273	2.89	81.42	108.16
	Make use of free time.	1.41	2.50	1.267	2.90	90.07	116.02
	To feel a better person.	3.65	5.40	2.757	3.47	75.43	64.32
	Increase the self-esteem.	2.09	3.14	1.956	3.07	93.53	97.86
	To feel important.	1.60	3.19	1.369	3.19	85.56	100.05
	Mean of the group.	2.06	3.38	1.72	3.10	85.20	97.28

Source: Aquino (2015) and Lemos (2016).

After the explanation of the descriptive statistics, the normality of the data has been noticed, attested by the tests of Kolmogorov-Smirnov. Next, correlations tests were issued between “age *versus* motivations”, “academic education *versus* motivations”, and “income *versus* motivations”. The results of those tests are to be displayed further.

4.3 Correlation tests relating “age *versus* motivations”, “academic degree *versus* motivations”, and “income *versus* motivations”

The collected data in 2015 show no significant correlation among motivations relating to ages, incomes or even matching these elements. Whereas in 2013, older volunteers had more perception about “they make something important” (altruistic profile), which was more important than “seek for new knowledge” and “interest in new challenges” (apprenticeship profile).

In 2015, relating to the academic degree, although not so significant, a negative and weak correlation was identified in the selfish profile – see Figure 4.3.1. This correlation suggests that a volunteer with a higher academic profile has a lower tendency for activities to fill out one’s free time. During the research in 2013, this piece of information was confirmed and another correlation was properly added, showing that as the education level increases, the volunteer features altruistic profile.

(Figure 4.3.1)

**ENTRY: CORRELATIONS BETWEEN ACADEMIC EDUCATION
VERSUS MOTIVATIONS**

Socio-demographic profile		Motivation
Academic education		
Correlation	-.380	Make use of free time (Ego - 02)
Sig. (2-tailed)	.005	

Source: Aquino (2015) and Lemos (2016).

The analysis of single variance (one way) to point out the differences among groups using questions with several choices has been accomplished in the SPSS Statistics 21.0® and no difference was found with the groups. The T tests featuring independent samples – applied in variables in which only two choices were possible – indicated some difference related to the questions concerned with volunteers’ genders.

Figure 4.3.2 features women’s tendency to have larger altruist (especially the questions relating to helping people and changing their lives) and learning motivation slant (the requirement to learn something). Besides, women also stood out statistically, because they have minor indexes in the requirement to make use of free time from the selfish profile. In accordance, such aspects match the two collections.

Stukas et al. (2016) also highlight results that explain that women have got higher motivations than men; except social motivations. In addition, Musick and Wilson (2008) suggest that women become socialized to assume more responsibility for the others, adopting a community approach in life, while men stand such an instrumental approach.

(Figure 4.3.2)

**COMPARISON OF THE GROUPS IN THE ENTRY VARIABLES - GENDER
VERSUS MOTIVATION VARIABLES**

Differences between genders <i>versus</i> motivations	
"Aiding people."	
Male = 6.38	Female = 7.67
"Changing people’s lives."	
Male = 5.42	Female = 6.58

(continue)

(Figure 4.3.2 (conclusão))

**COMPARISON OF THE GROUPS IN THE ENTRY VARIABLES - GENDER
VERSUS MOTIVATION VARIABLES**

Differences between genders <i>versus</i> motivations	
"Learning something."	
Male = 6.29	Female = 7.19
"To make use of free time."	
Male = 1.67	Female = 1.20

Source: Aquino (2015) and Lemos (2016).

The results regarding gender are equal to the discovered ones for studies of the same subject. The standard volunteer, especially in the Brazilian context, is female, except that the organization is exclusively comprised by men only (IBGE, 2016, 2017; Rede Brasil Voluntário 2001).

The analysis according to the volunteers' report has presented differences with the respondents "relatives" subject while also being volunteers; and the differences related to the studied ones, if they once had performed that type of service in another institution. The T Test for independent samples has revealed distinctness in one question of both Affiliation and Selfish profile, suggesting that most of the respondents that intend to meet people of same interests do not have a relation with previous voluntary service, the opposite result for those ones who want to feel important. Figure 4.3.3 presents those statements.

(Figure 4.3.3)

**COMPARISON WITH GROUPS RELATING TO ENTRY VARIABLES -
FAMILIAR REPORT VERSUS MOTIVATION**

Entry	
"Meeting similar people."	
"Is there any relative that performs or performed the volunteering?" Yes = 5.52	"Is there any relative that performs or performed the volunteering?" No = 5.76
"To feel important."	
"Is there any relative that performs or performed the volunteering?" Yes = 1.84	"Is there any relative that performs or performed the volunteering?" No = 1.41

Source: Aquino (2015) and Lemos (2016).

The familiar influence has been noticed, especially in motivations that attempt the selfishness; in this sample, it is possible to distinguish those ones that got relatives with voluntary experiences versus those ones who got none. This outcome matches with other results – Nesbit (2012), Glass, Bengtson, and Dunham (1986) and Bowen (1988) highlight that when there are volunteers in a family, or not exactly in the family, they share the same environment, so there is a desire for the individual to volunteer.

Regarding the comparison with groups of volunteers in other institutions, the altruist and selfish profiles have presented statistical distinctions, and most of the volunteers who search for “aiding people” and to “bring hopes to the underprivileged ones” already had performed that activity in another institution.

On the other hand, those ones who intend to be recognized and to feel important never had previous experience to volunteering in comparison with the experience at FCV. Nevertheless, those ones that intend to make use of free time have answered positively to such assertive (see Figure 4.3.4).

(Figure 4.3.4)

COMPARISON WITH GROUPS IN THE ENTRANCE VARIABLES - TO BE A VOLUNTEER IN ANOTHER INSTITUTION *VERSUS* MOTIVATION VARIABLES

Entry	
"To aid people."	
"Are you volunteer in another institution?" Yes = 9.14	"Are you volunteer in another institution?" No = 6.79
"Bring hope to the underprivileged ones."	
"Are you volunteer in another institution?" Yes = 9.38	"Are you volunteer in another institution?" No = 6.85
"To be recognized."	
"Are you volunteer in another institution?" Yes = 1.13	"Are you volunteer in another institution?" No = 1.64
"To make use of my free time."	
"Are you volunteer in another institution?" Yes = 2.13	"Are you volunteer in another institution?" No = 1.28
"To feel important."	
"Are you volunteer in another institution?" Yes = 1.13	"Are you volunteer in another institution?" No = 1.68

Source: Aquino (2015) and Lemos (2016).

The implications of the results for FCV suggest that the volunteers featuring altruistic motivations tend to perform volunteering in other institutions; the opposite is true for those ones with motivations closer to the selfish profile. The exception is for those ones that intend to make use of the free time. This outcome retakes one of the conceptual elements of the volunteering – the possibility to be part of several organizations at the same time (Cavalcante & Medeiros, 2007; Cavalcante, 2014).

In summary, the statistics and the results based in this study present important conclusions so that the FCV could work in accordance with the organizational objectives of the institution and the individual characteristics of its members.

5. CONCLUSIONS

This study is concerned with knowing the reasons why individuals have chosen an organization to be a volunteer and identifying those reasons which made them fall in love with it. Thus, volunteers had been analyzed through the motivational entrance factors at the FCV in João Pessoa (Paraíba). In addition, there was an intention to achieve a socio-demographic profile for the so-called volunteers and volunteers in performance with less than a year in the institution, especially relating to the motivations that brought them to the organization.

The socio-demographic profiles of the researched samples are similar, especially relating to the female gender, the academic education, at least graduated or in process of graduation. In an overall assessment about the motivations, it is possible to get a consistent and statistical proximity of the results of the collection accomplished during two moments of the research (2013 and 2015). The altruistic profile in detachment obtained the largest means, following the social justice, the learning, the affiliation profiles and the selfish profile featuring minor mean among the constructs.

Indications imply that the more academic education of an individual, the less a tendency in engaging in an organization for making use of the free time. In addition, it is important to mention that the volunteers with larger indexes in the altruistic motivations tend to perform in other institutions, the opposite for those ones with motivations closer to the selfish profile. Besides, other mentioned relevant information are better explained previously in this research, specific for results.

Therefore, it is acceptable that the achieved results presented in this study could supply the theoretical gap concerning voluntary motivations.

Civic slants, learning objectives and identification with the entity represent the main motivators and those elements can therefore assume their importance, considering similar samples like individuals' motivators that currently accomplish these activities. In addition, there are indications that the larger the academic education, the less tendency in searching an organization to make use of the free time. Another verification concerns that the volunteers with larger indexes in the altruistic motivations tend to perform in other institutions as well, the opposite for those ones with closer motivations to the selfish profile.

“APAIXONEI-ME E QUERO CONHECER VOCÊ”: ESTUDO LONGITUDINAL SOBRE MOTIVAÇÃO DE RECÉM-VOLUNTÁRIOS

RESUMO

Objetivo: Descrever fatores motivacionais de recém-voluntários de uma fundação religiosa paraibana à luz do modelo proposto por Cavalcante (2012) por um período longitudinal de dois anos.

Originalidade/valor: Não há consenso sobre aspectos ligados à motivação para realização da atividade voluntária, nem em contexto estrangeiro, nem brasileiro. Há alta rotatividade desses indivíduos, pela facilidade de entrada no trabalho e saída dele, sem clareza nas suas causas. Para diminuir a discordância no que se entende como motivações voluntárias em contexto nacional e auxiliar os gestores de ONGs na manutenção de seus voluntários recentes, propõe-se esta pesquisa longitudinal, realizada em duas oportunidades, 2013 e 2015, inédita em contexto nacional.

Design/metodologia/abordagem: Trata-se de uma pesquisa quantitativa, realizada por meio de modelo validado no Brasil proposto por Cavalcante (2012), o qual abrange cinco fatores motivacionais: altruísta, justiça social, afiliação, aprendizado e egoísta. Os dados foram analisados por meio de estatística descritiva (média, desvio padrão, coeficiente de variância e porcentagem), ANOVA (análise de variância), Teste T para amostras independentes, identificando eventuais diferenças entre grupos e correlação (bivariável).

Resultados: Viés cívico, objetivos de aprendizado e identificação com a entidade emergiram como principais motivadores. Há indícios de que

quanto maior a formação acadêmica, menor é a tendência em buscar a organização apenas para preenchimento do tempo livre (fator egoísta). Outra constatação foi a de que voluntários com maiores índices nas motivações altruístas tendem a atuar também em outras instituições, o inverso para aqueles com motivações mais próximas do perfil egoísta.

PALAVRAS-CHAVE

Gestão de recursos humanos. Estudo longitudinal. Organizações do terceiro setor. Trabalho voluntário. Motivação voluntária.

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