

**UNDERSTANDING THE MOTIVATIONAL FACTORS INFLUENCING
VOLUNTEERISM IN KELANTAN 2014 FLOOD DISASTER**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY:

**DR. RUSLAINA HJ. YUSOFF
SHARIFUL AMRAN ABD RAHMAN
NIK ZAM NIK WAN
WAN NAZIHAH WAN MOHAMED**

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3.0 Acknowledgements

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4.0 Enhanced Research Title and Objectives

Original Title as Proposed:

UNDERSTANDING THE MOTIVATIONS OF SOCIAL RESPONSIBILITY AMONG VOLUNTEERS: A CASE STUDY OF FLOOD DISASTER IN KELANTAN 2014

Improved/Enhanced Title:

UNDERSTANDING THE MOTIVATIONAL FACTORS INFLUENCING VOLUNTEERISM IN KELANTAN 2014 FLOOD DISASTER

Original Objectives as Proposed:

- 4.1 To identify the personal characteristics of individual volunteers that engaged in volunteering works during Kelantan 2014 flood disaster.
- 4.2 To understand the factors influencing their engagement in volunteering works.

Improved/Enhanced Objectives:

None

5.0 Report

5.1 Executive Summary

The study was conducted on a desire to understand the reasons behind volunteering work after the incident of flood that occurred in Kelantan during the end of December 2014. The main objectives are to investigate the factors that influence individuals to be involved in voluntary work and to recognize the relationship between personal characteristics and factors towards volunteerism. A sampling of 359 respondents was involved in the study using random sampling. Questionnaires were distributed during post-flood voluntary work from January to February 2015. The study identified 13 factors that correspond to the characteristics of volunteer. The most influential factors that motivate volunteers to engage in volunteering work are: i) sense of concern and service to the community, ii) social responsibilities and iii) self-satisfaction. Using statistical analysis, it was found that age and occupation played important roles in motivating volunteers to engage in volunteering work whereas education was not significant in volunteering.