



# What really motivates people to volunteer?

## Uncovering the hidden motives

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# This paper

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- aims to investigate
  - factors that associate with volunteering intentions
  - and external factors that motivate volunteering activities of Thai university students
- Study 1 is a survey to identify key motivations and employs SEM for data analysis.
- Study 2 is a lab experiment
  - mimicing volunteering by time trade-offs benefiting others or only oneself
  - testing extrinsic motivations (social information/self-image) that affect time spent benefiting others
- Study 3 is a field experiment
  - to examine the effects of social motives (social information/peer influence) on actual volunteering decisions.



# Findings of this paper

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- Study 1 (the survey): values, self-protection, social motives, and self-image are associated with volunteering intentions.
- Study 2 (the lab experiment): Social information significantly increases time spent on task benefiting others instead of oneself, while self-image does not.
- Study 3 (the field experiment): Social information and peer influence (working with friends) significantly increase volunteering behaviors.
- Taken together, social motives play a crucial role in transforming volunteering intentions into action.



# Strengths

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- Multi-method approach: a survey, a lab experiment, and a field experiment.
- Both intentions and behaviors were examined.



# Overall

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- Be clearer about which factors were examined in each study
- Diagram for overall framework
  - Currently only one diagram for study 1
- Define the factors explicitly again when describing each study, e.g. social motives, self-image, social information, peer influence, etc.
- Sample size calculation or power calculation for each study
- Data collection period

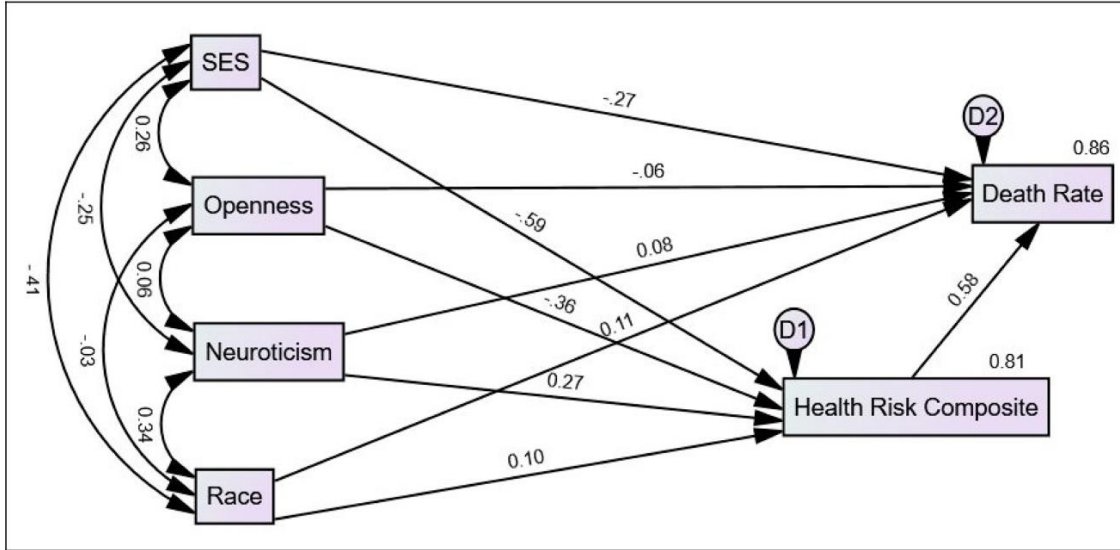


# Study 1: The survey on VFI and volunteering intention

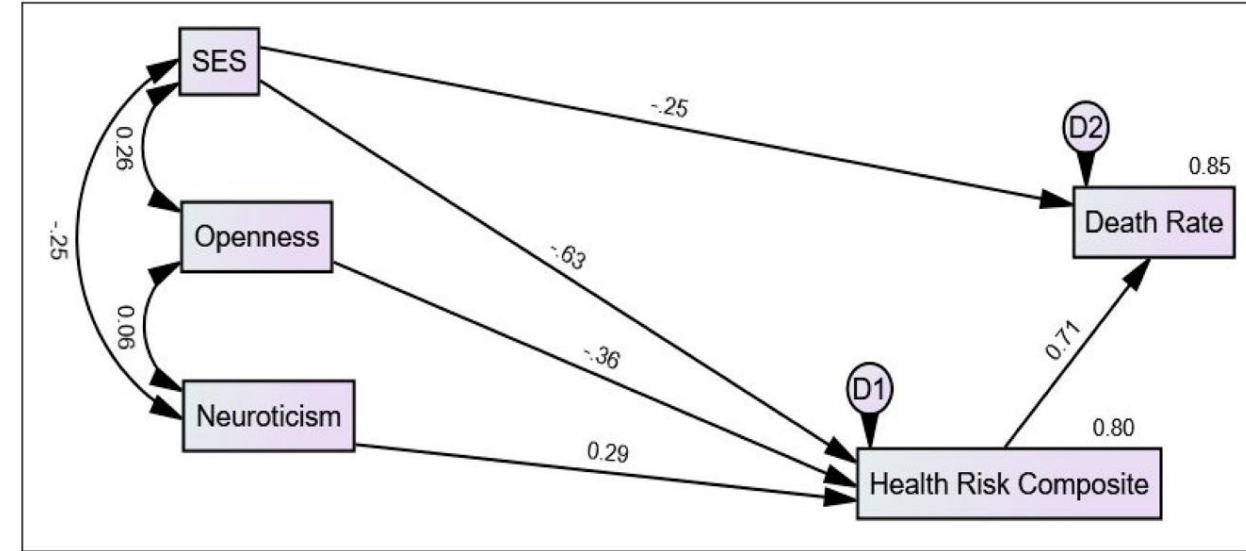
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- No rationale why career dimension of the Volunteer Functions Inventory (VFI) was left out.
- This is a cross-sectional survey -> association.
- Sampling method:
  - convenient sampling?
  - What is the response rate?
  - Discuss about selection bias in the limitations section?
- Path diagrams: Saturated and reduced diagrams

# Examples of saturated and reduced SEM model



**Figure 1.** Saturated SEM Model 1 showing standardized path coefficients ( $\beta$ s) and  $R^2$  for SES, openness to experience, neuroticism, health risk composite, and death rate.



**Figure 2.** SEM Model 2 showing standardized path coefficients ( $\beta$ s) and  $R^2$  for SES, openness to experience, neuroticism, health risk composite, and death rate.

Source: McCann S. J. (2025). US state death rates: Structural equation modeling of Big Five personality, socioeconomic status, and health risk factors. *Journal of health psychology*, 30(11), 3153–3168. <https://doi.org/10.1177/13591053241306564>



## Study 2: The lab experiment (Description)

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- More detailed descriptions of task
  - How many beans per bag?
  - What if a bag is not completed?
  - How much time spent for a bag on average?
- Explanation about stratification ratio (currently not 50/50).
- Basic descriptive results:
  - Distribution of task completed, average earnings, etc.
- Is there any measure for validation of Chivasilp foundation?
  - Can be used as a control variable.



## Study 2: The lab experiment (Analysis)

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- Negative binomial specification for total number of bags completed.
- Consider analysis with multiple hypothesis testing correction.
- Heterogenous effects



## Study 3: The field experiment

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- T1 (social information): The excel file showed that 22 out of 30 participants agreed to volunteer. -> Is this information true?
- What values does Table 9 report (log ORs, marginal effects, or ORs)?
- Some similar issues as in study 2:
  - sample size calculation
  - analysis with multiple hypothesis testing correction
  - heterogenous effects



# All together

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- In study 1, motivations associated with volunteering intentions were different among those with and without prior volunteering experience.
- But these heterogeneity was not examined further in study 2 and 3.



Thank you for your attention.  
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