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Psychological Determinants of Volunteerism in Context of Theory of Planned Behavior

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Abstract

Background. The present study was aimed to investigate the relationship among helping attitude, subjective norms of helping behavior, community related efficacy, and volunteerism among volunteers. Moreover, it also focused to ascertain the role of demographics (gender, education, duration of volunteering, monthly family income) across all study variables.

Method. Measures of Helping Attitude Scale (Nickell, 1998), Subjective Norms of Helping Behavior Scale (Khattak, 2019), Community Related Efficacy Scale (Reeb et al., 1998), and Bales Volunteerism-Activism Scale (Bales, 1996), were used to assess the study variables. The sample consist of 350 volunteers including 134 men and 216 women.

Results. Results showed that helping attitude, subjective norms of helping behavior, and community related efficacy positively predicted volunteerism. Findings revealed that female volunteers were high on helping attitude, and subjective norms of helping behavior and low on volunteerism as compared to male volunteers. Moreover, significant differences were observed on education, monthly family income, type of volunteering and duration of volunteering in relation to study variables.

Implications. Implications of the study involve the significance of volunteerism as a component of pro-social behavior, drawing the attention of both academics and professionals. Limitations and suggestions for future researches had also been discussed.

Keywords: Helping attitude, subjective norms, community related efficacy, volunteerism, theory of planned behavior.

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Introduction

The significance of citizen cooperation, collaboration, and solidarity is steadily increasing. A growing number of individuals experience social ostracism, resulting in potential disruptions like unemployment, homelessness, or complete marginalization. Each year, millions of people globally dedicate a substantial portion of their time and energy to volunteer work. Individuals from diverse backgrounds engage in volunteer activities for various causes, including the elimination of poverty, the promotion of basic health and education, the provision of essential daily life needs, the management of crises, and the opposition to violent and socially oppressive conflicts (Bauer et al., 2020).

Numerous national and international non-governmental organizations, along with other civil society groups and various social and political movements, are established on the principles of volunteerism (Westlake et al., 2019). The Theory of Planned Behavior (Ajzen, 1991). posits that an individual's intention to volunteer is influenced by three key factors. According to this particular theory, the determinants that directly affect one's inclination to partake in a health behavior involve the individual's attitudes toward the behavior, their perception of subjective group norms linked to the behavior, and the level of control the individual believes they possess over the behavior. Previous research has utilized the TPB to elucidate older adults' participation in charitable programs(Green et al., 2016) and older adults' involvement in charitable programs (Kashif et al., 2015) and predict various social behaviors among young people, including healthy eating behaviors (Hyde & Knowles, 2013). In Pakistan, there exists a robust tradition of altruism, and the country's predominant religion actively encourages this practice. Numerous individuals dedicate their time to assisting the underprivileged in diverse ways, driven by their religious convictions (Laible et al., 2021). In religious communities, volunteering is often esteemed more than financial contributions, possibly because it enables individuals to vividly showcase their commitment to religious principles (Frost & Edgell, 2022). Previous literature emphasized the necessity of investigating volunteerism within the framework of a theoretical model. Consequently, the current study adopts the theory of planned behavior as its foundational theoretical framework. While numerous studies have delved into helping behaviors and the concept of volunteerism among the general population, limited attention has been directed towards individuals who engage in volunteerism willingly and strategically.

The present study puts forth several factors that are hypothesized to influence volunteerism. Notably, factors such as the attitude towards helping, subjective norms related to helping behavior, and community-related efficacy have been extensively regarded as key predictors of volunteerism (Chetty & Bhagwan, 2021). A helping attitude is a predisposition that motivates individuals to enhance the well-being of others, thus playing a role in fostering volunteerism (Gukiina & Lamunu, 2021). When individuals witness another person's suffering, they naturally experience significant emotional reactions, which serve as crucial motivators for assisting others in times of need. Volunteers must exhibit confidence in carrying out their responsibilities; thus, perceived control can be depicted as the individual's sense of command over their behavior within their environment (Hagger et al., 2022). The detailed description of the variables is given as follows:

Helping Attitude

Altruistic orientations have a crucial component known as helping attitudes, which is independent of human, monetary, or social resources that could deteriorate with age (Noyens et al., 2019). Helping attitude speaks of concerns or compassion that is directed toward the well-being of others and driven by a desire for deep human connection (Berry et al., 2018). Another construct that has been taken up in the present study is subjective norms of helping behavior which is also acting as a predictor; the detailed explanation of the variable is as follows.

Subjective Norms of Helping Behavior

Subjective norm is the person's assessment of whether significant individuals see the behavior favorably or unfavorably, and it serves as a proxy for a general assessment (Eidhof & de Ruyter, 2022). Helping behavior is also influenced by other-concern. People are more likely to assist persons they like and care about, identify with, and with whom they have favorable emotions. Therefore, everything that can be done to strengthen relationships with such people will probably result in more people being helped (Noyens et al., 2019). Community related efficacy is another predictor variable which may serve to facilitate volunteering behavior.

Community Related Efficacy

The concept of community-related efficacy captures the individual's degree of confidence in their ability to make positive impact to the community through their service efforts (Huang et al., 2020). General self-efficacy denotes individuals' ideas in their generic capacities, whereas, community service self-efficacy relates to individuals' unique beliefs in their skills to help the community through their voluntary work. It assesses a unique concept by centering on self-evaluation of functional competence concerning the delivery of personal services that contribute to the community and are connected to overall self-efficacy (Harp et al., 2017).

Volunteerism

The act of working without payment for philanthropic reasons is known as volunteering. It represents a unique kind of prosocial activity. Volunteering, as contrast to unplanned acts of service, is a planned action facilitated by an organizational body (Zboja et al., 2020). It is the behavior of a person who is willing to help and support a group, community, or organization without expecting money (Hansen et al., 2019). It involves strategically planned long term activities that benefit the neighborhood, community and organization (Alias & Ismail, 2015). Volunteers are individuals who engage in behavior without anticipating any reward and frequently participate in formal organizations (Gukiina & Lamunu, 2021). Numerous studies have been done on the exploration of study variables. Few of them are mentioned below.

Donations of time, money, blood, and other resources are examples of helping behavior. People who contribute their time and effort are known as volunteers (Ajmal et al., 2021). Volunteerism is more prevalent among those who value doing good deeds and the organizations that support it. Additionally, the act of volunteering is likely to improve people's attitudes about charitable organizations and assisting others. For instance, volunteering helps others, but it also offers deeper personal benefits to the volunteer themselves. Regardless of whether they were motivated by altruism or ego, they would subsequently want to keep volunteering. However, considering the extremely limited resources and staff that many non-governmental organizations operate with, Volunteering may also be an eye-opening experience, offering volunteers a personal encounter with the real needs faced by these organizations (Condon, 2017).

Family involvement can spark volunteering, as individuals are more likely to participate when their loved ones do too. Volunteering often needs a starting point, and this often comes from home (Dou et al., 2018). Parents and other household members teach their children to be charitable. Volunteering intention and behavior are influenced by how an individual's volunteering activity interacts with other facets of their life, particularly their social network. For instance, being a volunteer may lead to a person being perceived positively by others, which may reaffirm the importance of volunteering and raise motivation to continue doing so (Noyens et al., 2019).

Voluntary self-efficacy is the capacity or assurance to carry out volunteer work in a variety of circumstances (Harp et al., 2017). It was found to be connected with the direction of volunteers' actions, the amount of effort they put forth, in addition to how long they were able to endure in spite of difficulty (Usher & Schunk, 2017). The greater the

volunteers' self-efficacy, the more determined they are to carry out a behavior and accomplish their objectives. At the local level, volunteers may strengthen ties to their neighborhoods and help create social networks for both themselves and the larger community. As a result, communities become stronger and more self-reliant, and residents and organizations are better equipped to handle emergencies and disasters (McEwen et al., 2019).

For the current study Theory of Planned Behavior (Ajzen, 1991) based on Theory of Reasoned Action (Sarver, 1983) has been considered as a theoretical framework. This theory suggests that our actions stem from a willingness to act, also known as intention. This intention is influenced by three key factors: attitudes toward the explicit behavior, subjective norms about certain behavior, and perceived control about truly implementing this explicit behavior (Hagger et al., 2022). The conceptual framework indicates that helping attitude, subjective norms of helping behavior, and community related efficacy are predictors for volunteerism.

In a study of 192 males and females, the influence of gender on prosocial behavior was examined and it was discovered that, on average, females scored higher than males (Gates & Dentato, 2020). Results of a long-term study revealed that, despite its strength waning, educational level has long been a significant predictor of volunteering (Yousefirad & Zoghi, 2021). Furthermore, the resource theory of volunteering suggests that individuals with higher incomes are more desirable to organizations looking for volunteer help (Dou et al., 2018).

Rationale

Volunteering can assist people in demanding professions avoid burnout and keep a positive outlook on all aspects of their lives. Teenagers can gain a positive sense of self through volunteering, and it can put young adults in close quarters with a broader, more diverse collection of people. People can build a sense of generativity by volunteering, which makes them feel important to society in ways that go beyond their jobs. Older persons have the chance to take stock of their past deeds, make amends for regrettable choices and actions, and develop a feeling of integrity about their lives while assisting others.

One viable route for students to understand societal issues and acquire a variety of skills in professional-relevant community organizations or settings is volunteering (Chetty & Bhagwan, 2021). Tendency to help others exists among all individuals, but not all of them engage in volunteerism. Therefore, this study will determine the factors which lead individuals towards volunteerism. In several studies volunteerism has been studied as a predictor, findings of the past researches suggest a new perspective to study volunteerism as an outcome variable. Prior literature highlighted the need to examine the phenomenon of volunteerism in backdrop of theoretical model so as to capture the cognitive, normative and behavioral determinants of volunteerism. Therefore, in the present study, theory of planned behavior is taken up as a basic theoretical premise. Multiple studies have explored helping behaviors and the phenomenon of volunteerism among general population, rarely the focus has been given to those who are willfully and strategically involved in volunteerism i.e. volunteers. People of Pakistan holds strong altruistic values in them. Regardless of the state of the economy, people are more willing to volunteer when they are aware of the benefits. Due to the social and political upheaval in Pakistan, helping others has negative repercussions rather than praise and recognition, which discourages the general population from acting altruistically more frequently. This study shows the benefits of volunteering and emphasizes its importance as a form of helping others also known as pro-social behavior closely linked to giving money or donations.

The major objectives of the present study were to investigate the relationship among helping attitude, subjective norms of helping behavior, community related efficacy, and volunteerism among volunteers. It also endeavored to investigate the role of various demographics in

relation to study variables.

Hypotheses

Following were the hypotheses for the main study.

1. Helping attitude is likely to have a significant positive relationship with subjective norms of helping behavior, and community related efficacy.
2. Helping attitude, subjective norms of helping behavior, and community related efficacy are likely to be significant positive predictors of volunteerism.
3. Women volunteers are more likely to express helping attitude, community related efficacy, and volunteerism as compared to men.
4. Volunteers who are more educated are likely to express more helping attitude, higher community related efficacy, and enhanced volunteerism as compared to less educated volunteers.
5. Volunteers with extended duration of volunteering are more likely to express higher levels of helping attitude, community related efficacy, and volunteerism as compared to those with lesser volunteering experience.

Method

Sample

The study incorporated a purposive sampling approach within a cross-sectional research design for data collection. Sample ($N = 350$) comprised of volunteers who were approached from different private and government non-profit organizations of Islamabad and Rawalpindi. The sample consisted of both men ($n = 134$) and women ($n = 216$). Age range of the sample varied between 23 years to 29 years ($M = 26.45$; $SD = 3.42$).

Inclusion Criteria. Individuals who had been volunteering in one or more non-profitable organizations regularly at least for one hour, on at least once a month basis for the minimum 6 months or more on unpaid basis are included with consideration given to their psychological and physical wellbeing.

Exclusion Criteria. Individuals who randomly participate in volunteering activities without being member of any non-profit organization and are paid for the volunteering activities are not included in the sample.

Descriptive statistics and demographic details of the sample are given below.

Table 1. Descriptive Statistics of the Sample ($N = 350$)

Demographics	f	$\%$	Demographics	f	$\%$
Gender			Duration of Volunteering		
Men	134	38	6 months – 12 months	148	64
Women	216	62	12.1 months – 24 months	109	36
			24.1 months – 48 months	93	26
Education			Nature of Volunteering		
Graduate	198	56	Monetary	64	18
Postgraduate	178	44	Logistics	73	19
Type of Non-Profit Organization			Field work	158	43
Government	47	14	Healthcare	81	20
Private	303	86			
Monthly Income			Occupation		
< PKR 50,000	183	52	Student	232	66
PKR 50,001 – PKR 100,000	108	30	Employed	118	34
> PKR 100,000	59	17			

was achieved for this scale.

Assessment Measures

The main study employed the following instruments.

Helping Attitude Scale. To assess volunteers' beliefs, feelings, and behaviors associated with helping, Helping Attitude Scale (Nickell, 1998) was taken. It was proposed by Nickell (1998) and consists of 12 items with no subscale. It's a 4-point Likert scale, score range is from 1 (strongly disagree) to 4 (strongly agree). Possible score range of the scale is 12 to 48. Reverse scoring of item 1, 6, 9, 11 is required. The test-retest reliability of the helping attitude scale is .84. The internal consistency for the scale is .86 as reported by Nickell (1998). This study established the reliability of the scale using Cronbach's alpha, which resulted in a value of .89.

Subjective Norms of Helping Behavior Scale. To assess volunteers' thoughts, feelings, and judgment regarding others' approval of their behavior, Subjective Norms of Helping Behavior Scale was used. It was proposed by Khattak (2019) and comprised of 8 items with no subscale. It's a 4-point Likert scale, score range is from 1 (almost never) to 4 (always). Possible score range of the scale is 8 to 32 with a cut off score of 20. High score indicate higher subjective norms of helping behaviors. No reverse scoring of item is required. The reliability of the subjective norms of helping behaviors is .81 as reported by Khattak (2019). Whereas, in the present study alpha reliability of .77

Community Related Efficacy Scale. This scale is focused on measuring the self-appraisal of effective aptitude (Bandura, 1982) in context of the community's benefit from the individual services. It was developed by Reeb et al. (1998), and comprised of 10 items with no subscale. It's a 4-point Likert scale, score range is from 1 (strongly disagree) to 4 (strongly agree). Possible score range of the scale is 10 to 40. High score indicate increased community related efficacy and low score represents less community related efficacy. No reverse scoring of item is required. Reliability of community related efficacy was consistently over .90, representing high internal consistency with numerous undergraduate samples (Reeb et al., 1998). In the present study alpha coefficient of .84 was achieved for this scale

Bales Volunteerism-Activism Scale. It was established by Bales (1996). The Bales Volunteerism-Activism Scale comprises of 15 items with three subscales as; Sense of Effectiveness (5 items); Sociability (6 items); and Feel Good Factor (4 items) with rating scale of 4-point Likert scale where 1 (strongly disagree) to 4 (strongly agree). Score range for the questionnaire is from 15-60. Higher scores on the scale indicates increased volunteerism and low scores indicate less volunteerism. In order to control the response, bias the score of items 2, 4, 6, 8, 9, 10, 11, 13 and 15 are reversed. The reliability of the scale was reported .74 by (Craig et al., 2021). In the present research reliability of .89 was attained for this scale.

Descriptive statistics of scales used in the present study are given below.

Table 2 Descriptive Statistics for Scales
($N = 350$)

Scales	k	a	M	SD	Kurt.	Skew.	Range	
							Potential	Actual
Helping Attitude Scale	12	.89	24.23	9.73	.92	.94	12-48	15-45
Subjective Norms of Helping Behavior Scale	8	.77	18.04	7.15	.29	.55	8-32	13-30
Community Related Efficacy Scale	10	.84	22.12	9.70	.30	.76	10-40	11-38
Bales Volunteerism Activism Scale	15	.89	35.59	9.85	.74	.45	15-60	16-58

Table 2 shows the Cronbach alpha reliabilities of all the scales and subscale fall in an acceptable range between .77 to .89 which indicates that the scales are internally consistent and measures the constructs reliably.

Procedure

For the purpose of data collection volunteers were approached individually while visiting various government and private non-profit organizations within Rawalpindi, Islamabad. Formal permissions from the non-profit organizations were acquired for the data collection. Respondents were asked about the free time so we can have the forms filled according to their convenience. Booklet comprising the questionnaires was given to participants and they were individually informed about the explicit purpose of the study. They were instructed to read and understand each statement and then select the one that best reflected their own situations and viewpoints. It was clearly stated that all of the related documents would be treated in strict confidence and used solely for research. In order to optimize the completion of surveys, there was no time limit on their fulfillment. Afterwards respondents were thanked for providing the valuable information and their precious time.

Results

Analysis performed for the results of main study include correlation analysis to examine the relationship between all study constructs. Regression analysis was performed to assess the variability caused by the predictors to the outcomes, while to assess the effects of moderator on the outcome the moderation analysis through Andrew Hayes Process Macro SPSS was used. Group differences across various demographic variables were calculated through t-test and analysis of variance.

Table 3. Pearson Product Moment Correlation Across all Study Variables ($N = 350$)

S. No	Variables	1	2	3	4
1	Helping Attitude	-	.33**	.34**	.39**
2	Subjective Norms of Helping Behavior		-	.37**	.31**
3	Community Related Efficacy			-	.35**
4	Volunteerism				-

Note. $^{*}p < .05,$ $^{**}p < .01,$ $^{***}p < .001$

Results based on Pearson Product Moment Correlation indicate that helping attitude is significantly positively aligned with subjective norms of helping behavior ($r = .33$, $p < .01$), community related efficacy ($r = .34$, $p < .01$) and volunteerism ($r = .39, p < .01$). Similarly, subjective norms of helping behavior is also significantly positively related with community related efficacy ($r = .37, p < .01$) and volunteerism ($r = .31, p < .01$). In addition, Multiple Hierarchical Regression was computed to determine the predictive role of helping attitude, subjective norms of helping behavior and community related efficacy among volunteers (see Table 4).

Table 4. Multiple Hierarchical Regression Analysis Predicting Volunteerism ($N = 350$)

Predictors	R^2	ΔR^2	F	B	t	LL	UL
						95 % CI	
			Criterion variable: Volunteerism				
Model 1	.19	.19	5.71**				
Constant					8.32	33.98	55.17
Helping Attitude				.67**	6.22	0.22	0.39
Model 2	.31	.12	4.72**				
Constant					8.32	34.98	54.17
Helping Attitude				.69**	6.22	0.25	0.43
Subjective Norms of Helping Behavior				.55*	4.59	0.43	0.50
Model 3	.51	.20	6.43**				
Constant					8.32	36.91	45.37
Helping Attitude				.69**	6.22	0.43	0.56
Subjective Norms of Helping Behavior				.57*	4.59	0.57	0.62
Community Related Efficacy				.60**	5.38	0.26	0.36

Note. *p < .05, **p < .01, ***p < .001

Table 4 indicates the impact of helping attitude, subjective norms of helping behavior and community related efficacy on volunteerism. In model 1 helping attitude accounts 19% variance in predicting volunteerism. Findings revealed that the predictor subjective norms of helping behavior accounts 12% variance with $F = 4.72$. In model 3 community related efficacy was found to be a significant positive accounts 20% variance in predicting volunteerism.

Group Differences

A 2x2x3 Multiple Analysis of Variance (MANOVA) was used to examine how gender, education, and monthly income affect the study variables. The study included both men and women, and two education categories (graduation and post-graduation), and income consisted of three groups (Group 1 = <PKR 50,000; Group 2 = PKR 50,001 – PKR 100,000; Group 3 = >PKR 100,000).

Table 5. Multivariate Analysis of Combined Effect of Gender, Education and Income on Study Variables ($N = 350$)

Variables	Gender				Education				Income Groups					
	Men ($n = 134$)		Women ($n = 216$)		Grad. ($n = 198$)		Post Grad. ($n = 178$)		Group 1 ($n = 183$)		Group 2 ($n = 109$)		Group 3 ($n = 59$)	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Community Related Efficacy	33.12	3.96	36.21	4.43	33.12	3.96	36.21	4.43	33.00	4.22	36.28	4.07	39.13	4.21
Volunteerism	42.32	4.56	39.16	4.24	40.32	4.56	45.16	4.24	40.31	4.23	42.97	2.21	45.37	2.82

Note. Wilk's $\Lambda = 4.16$ ($p = 0.00$); F = 10.21 ($p = 0.00$); Group 1 = <PKR 50,000; Group 2 = PKR 50,001 – PKR 100,000; Group 3 = >PKR 100,000

Table 5 indicates that women being highly educted and belonging to higher income group have more tendency towards increased community related efficacy and social mindfulness as compared to men, whereas men being highly educted and belonging to higher income group are more likely to engage in volunteerism as compared to women. However no combined significant differences were found in relation to helping attitude and subjective norms of helping behavior.

Table 6. Differences Across Duration of Volunteering in Relation to Study Variables (*N* = 350)

Variables	Group 1 (*n* = 125)		Group 2 (*n* = 132)		Group 3 (*n* = 93)		*F*	*p*	Post hoc i>j	D (i-j)	95% CI LL	UL
	M	*SD*	*M*	*SD*	*M*	*SD*						
Helping Attitude	35.14	3.41	36.57	3.60	38.78	1.84	5.10	.00	3>1,2	2.97	4.76	9.28
SNHB	21.62	4.09	24.48	4.64	27.63	4.66	4.20	.01	3>1,2 ; 2>1	3.55	2.36	4.33
CRE	33.82	4.20	35.79	4.23	37.35	4.05	6.25	.00	3>1,2 ; 2>1	3.45	1.56	6.90
Volunteerism	33.21	4.51	36.57	3.20	39.18	3.81	5.58	.00	3>1,2 ; 2>1	4.12	4.22	7.01

Note. Group 1 = 6 months − 12 months; Group 2 = 12.1 months − 24 months; Group 3 = 24.1 months - 48 months. SNHB = Subjective Norms of Helping Behavior; CRE = Community Related Efficacy

Table 6 shows that individuals that are involved in the role of volunteering for 24.1 months - 48 months, experience higher level of helping attitude, subjective norms of helping behavior, community related efficacy and volunteerism as compared to those participants who are volunteering for lesser durations because after a certain duration of volunteering the person gets experience and increase in learning and personal skills. However, no significant differences were found related to social mindfulness in relation to duration of volunteering.

Table 7. Types of Volunteering Across Men and Women (*N* = 350)

Type of Volunteering	Men (*n* = 134)		Women (*n* = 216)	
	f	*%*	*f*	*%*
Monetary	21	11	44	21
Logistics	10	8	59	28
Field Work	57	44	64	30
Healthcare	36	28	27	12
All of the above	12	9	21	9

Table 7 indicates that male volunteers are more likely to engage in voluntary activities including field work and logistics, on the other hand female volunteers are more active and participative in healthcare and monetary type of volunteering. However, there are significant number of volunteers who participate and give their time and attention to all sorts of volunteering activities, irrespective of their gender.

Discussion

The current study aims to study the effect of helping attitude, subjective norms of helping behavior, and community related efficacy on volunteerism of the volunteers. The volunteer workers in particular were taken, and data was collected from different residential areas and non-profit organizations of Rawalpindi and Islamabad. Inclusion criterion for the sample was strictly followed. The minimum education level of the participants was intermediate so that they must understand the questions asked in the questionnaire booklet.

Findings have shown that helping attitude positively predicted volunteerism. The more an individual possess tendencies towards helping others, the more they are likely to engage in volunteerism. A person who has a helpful attitude appreciates assisting others and can lessen a wide range of negative emotions in their daily life. The more selfless or generous someone is, the happy he seems to be. The findings of a study show direct

positive and significant effect of helping attitude on volunteering intention (Ghamdhan et al., 2019). These findings are best explained by temporal self-regulation theory, which explain the modest association between intention and behavior (Harp et al., 2017). This can be explained through the prosocial personality model by Penner (2002) (as cited in Bauer et al., 2020) which suggests that people who care about others (other-oriented empathy) and like to help (helpfulness) are most likely to volunteer.

Results have shown that subjective norm of helping behavior is positively related with volunteerism i.e. with the increase in subjective norms of helping behavior volunteerism also increases. Previous research has shown a substantial positive association between subjective norms of helping conduct and the phenomena of volunteerism in older widowed women living with their families, which may be a symptom of their underlying sense of connection and drive to help their family members (Lachance, 2020). The most reliable predictor of volunteering intentions across all cases was found to be subjective norm, which was also crucial for encouraging volunteering (Gates & Dentato, 2020). Findings of the present research are enlightened by the norm of reciprocity which proposes that when individuals do something cooperative for someone else, that person feels obligated to help out in return, illuminates the findings of the present study. Evolutionary psychologists believe this norm likely emerged because individuals who recognized the benefit of kindness had a greater chance of survival and reproduction (Noyens et al., 2019).

In the present study, results show that community related efficacy positively predicted volunteerism. Greitemeyer and Sagioglou (2018) evaluated prosocial conduct and attitudes in their research, and their findings indicate that females scored higher on prosocial behavior and offered more assistance than males. Peers and teachers tend to see girls as being more helpful than boys (Huang et al., 2020). Students with higher community

related efficacy also have greater intentions to engage in future prosocial behavior (Gershon & Cryder, 2018). These results can be justified by Bandura's self-efficacy theory (as cited in Steven et al., 2017) which highlights the individual's self-perceptions as critical determinants of successful behavioral outcomes. It means that if an individual possess increased community related efficacy, he is more likely to exhibit volunteer behavior.

The findings of present study suggest that women exhibited higher helping attitude, subjective norms of helping behavior and community related efficacy as compared to men, these results are similar to findings of a research by Frost and Edgell (2022)) which states that women are more likely to engage in long-term caregiving roles for disadvantaged groups, while men are more likely to participate in acts of physical bravery or risk-taking for the benefit of others. In a study on how gender influences helping behavior, In another research found that 11-year-old female adolescents considerably outperformed 11-year-old boys in helping a younger kid with a task (Fingerhut & Hardy, 2020). These findings could be justified using Hoffman's postulate suggesting that women generally exhibit a higher inclination to empathize, placing themselves in the perspective of others, and tend to experience greater emotional resonance compared to men (Hoffman, 1977 as cited in Yousefirad, & Zoghi, 2021).

Results of the present research indicated that volunteers having higher level of education reported higher level of helping attitude, subjective norms of helping behavior, community related efficacy, and volunteerism as compared to those having lower level of education. These results are in line with previous researches e.g. results of a study shows that more educated people may be better at internalizing the norms of helpful behavior, resulting in a more altruistic society in which they live (Westlake et al., 2019). Results of a long-term study revealed that, despite its strength waning, educational level has long been a significant predictor of volunteering (Meijeren et al., 2022). Greitemeyer and Sagioglou

(2018) present a convincingly extensive list of contributions to draw the conclusion that level of education is the strongest and most reliable predictor of volunteer participation. Carbone and McMillin (2019) confirmed this finding and stated that volunteerism is more prevalent among the highly educated.

Study results demonstrate that people who possess higher financial status i.e. have higher monthly income are more likely to have increased level of community related efficacy, and volunteerism. However, no significant differences were found concerning helping attitude and subjective norms of helping behavior regarding monthly family income. Helping attitudes and subjective norms of helping are cognitive components which are not effect by monthly income. Empirical studies found that people belonging to lower socioeconomic status possessed more helping attitude (Greitemeyer & Sagioglou, 2018). However, Income groups bring facilitation to volunteers so that they can perform and continue volunteer work. Some sociologists believe that because volunteering can signify privilege, it's more appealing to those with means than those without. Resource theory posits that recruitment favors higher-income individuals as they may be perceived as more desirable volunteers (Ghamdhan et al., 2019).

Findings of the current research stated that individuals that are involved in the role of volunteering for longer period of time, experience higher level of helping attitude, subjective norms of helping behavior, community related efficacy and volunteerism as compared to those participants who are volunteering for lesser durations because after a certain duration of volunteering the person gets experience and increase in learning and personal skills.

Conclusion

The current study revealed that helping attitude, subjective norms of helping behavior, and community related efficacy are positively related to the volunteerism. Theory of planned behavior

provided valuable insight to understanding the phenomenon of volunteerism. There are significant group differences among gender, income groups, duration of volunteering, and education of the volunteers.

Implications

The present findings represent an important step in understanding the sheer importance of voluntary behavior. Most research on community related efficacy has concentrated on assessing whether service-learning programs successfully raise students' community related efficacy; however, the current study also makes significant theoretical influences to the comprehension of community related efficacy. To promote volunteerism in society by spreading awareness about its positive outcomes. This study encourages academics to partner with various volunteering organizations (NGOs, NPOs, local government, and private sector) to develop opportunities and ensure accessibility for young volunteers. Additionally, cooperation with other organizations will guarantee that volunteers can choose the volunteer project based on their interests. Furthermore, the present research ensures the motivation of young people to volunteer and emphasizes how participating in volunteering helps individuals make a real difference in society.

Limitations and Suggestions

The highly selected nature of this sample may have reduced variance in measures, decreasing the strength of relationships among constructs. Since examining situational elements that volunteers encounter was outside the purview of this study, we focused instead on how attitudes about the volunteer activity affected helping behavior. Future studies should examine the impact of contextual factors (such as socioeconomic position) on how people perceive different volunteer duties and the dimensions along which those perceptions vary. In addition to examining the volunteering process more deeply from the volunteer's point of view, which is the subject of the current study, non-profit organizations should also be considered.

The results of the current study's conclusions could be examined in multiple contexts in future research (e.g., the social benefits of volunteering in groups vs. by oneself). The research's self-report, cross-sectional design is another drawback. Self-report measures are susceptible to biases like social desirability, therefore a longitudinal study would be ideal for this research to track changes in attitudes toward volunteering over time. Research that follows volunteers over their entire involvement with an organization, collecting data from them at various stages, could provide additional evidence to support these conclusions.

Declarations

Ethics approval and consent to participate. The study was approved by The Punjab Higher Education Commission, Pakistan. Permission to collect data was taken from the participants, and informed consent was taken from tha participants of the study.

Consent for publication. Consent approved by the authors.

Availability of data and materials. Not applicable.

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Author's contribution. A.Z conceived the idea, supervised the research project from data collection to data analysis and reporting results. S.D.T, K.L, S.A search appropriate scale, collected the data, analyzed the data, prepared a result and contributed in the preparation of this manuscript under the supervision of A.Z. All authors contributed equally in this manuscript and are responsible for the content. All authors have read and approved the manuscript, and ensure that this is the case.

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