

MOTIVATION TOWARDS BLOOD DONATION BASED ON THE THEORY OF PLANNED BEHAVIOUR

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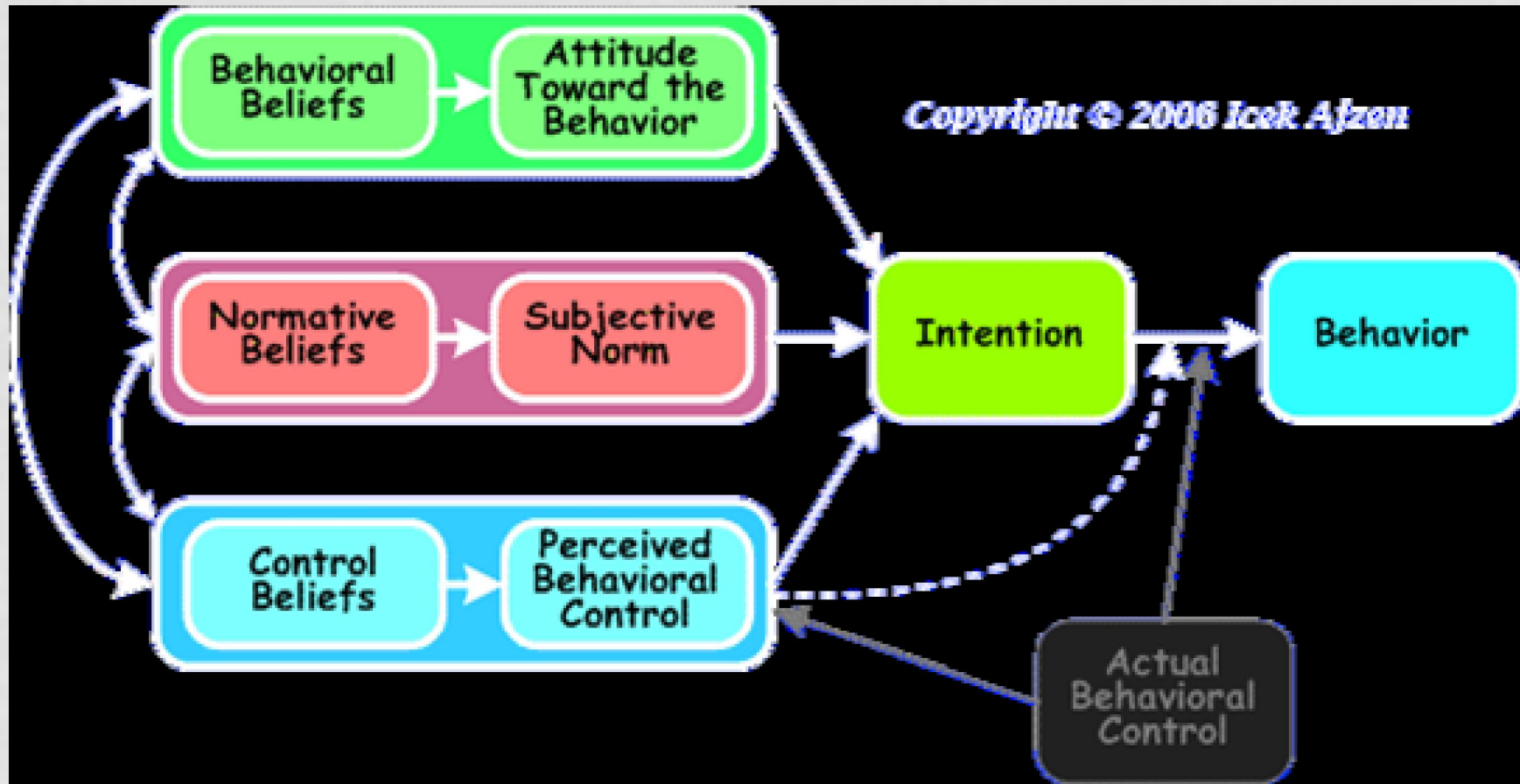
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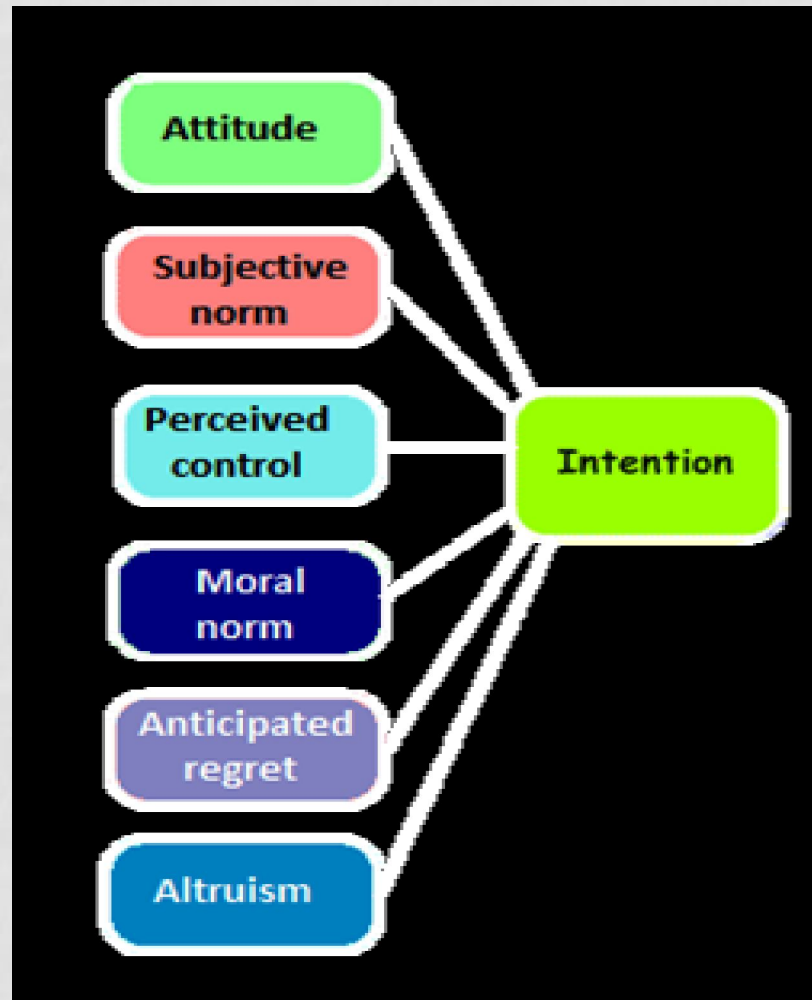
INTRODUCTION

- Research targets
 - To compare factors of motivation to blood donation between regular donors, first-time donors and nondonors
 - To examine for relation between intention to blood donation and altruism
- Theory of planned behaviour (Fishbein & Ajzen, 1975)
 - Effectivity of TPB model in blood donation (Masser et al., 2008)
 - Intention : 31 – 72%
 - Behaviour: 54 – 56%
- Altruism



Theory of planned behaviour

(<http://www.unix.oit.umass.edu/~ajzen/index.html>)



Adapted model of Theory of planned behaviour

ALTRUISM


- Blood donation is “perhaps the purest example of altruistic behaviour” (Elster in Healy, 2000, p.1633)
- Considering nondonors to be less altruistic than others is very easygoing (Healy, 2000)
- Sojka (2007); Glynn et al. (2002)
 - Regular donors – altruistic motives
 - First-time donors – support from their family, friends, colleagues
- TPB & altruism (Lemmens et al., 2009)
 - Altruism was related with moral norm and anticipated affect
 - No prediction of intention

EXPERIMENTAL QUESTIONS AND HYPOTHESIS

- 1. area of hypothesis & experimental questions
 - Predictions about differences among participants in achieved levels of TPB variables
- 2. area of hypothesis
 - Relations between TPB variables and intention among participants
- 3. area of hypothesis
 - Predictive power of TPB model
- 4. area of experimental questions
 - Differences among participants in achieved levels in altruism and its relations to TPB variables

METHOD

- Population
 - 48 regular donors – 31,85 year, 32 men, 16 women
 - 30 first-time donors – 20,43 years, 15 men, 15 women
 - 45 nondonors – 27,55 years, 11 men, 34 women
 - Sample selection
 - Methodics and technics
 - Structured questionnaire – 4 partial questionnaires:
 - Socio-demographical – also donor status
 - Questionnaire based on TPB model
 - Helping attitude scale (Nickell, 1998)
 - Prosocial personality battery (Penner, Fritzsche, Craiger & Freifeld, 1995).
- (7-point and 5-point Likert scales)

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- Pilot study
 - Variables
 - **Dependent** – intention, attitude, subjective norm, perceived control of behaviour, moral norm, anticipated regret, altruism
 - **Independent** – donation status
 - Experimental plan
 - Basic, authentication, comparator & correlated
 - Procedure of data collection
 - Procedure of data analysis

EXAMPLES OF STATEMENTS IN QUESTIONNAIRES

- TPB model
 - Intention:
 - "I would like to donate blood in the future."
 - "I intend to donate blood sometime in the next 6 months."
 - Subjective norm:
 - "People who are important to me think I...
should not donate 1 2 3 4 5 6 7 should donate blood."
 - Perceived control of behaviour:
 - "I am confident that I can overcome the obstacles that could prevent me from giving blood"
 - Moral norm:
 - "I believe I have a moral obligation to donate blood"
 - "It is a social obligation to give blood"



- Anticipated regret:

- If I did not give blood at the mobile clinic next week . . .

I think I would regret it 1 2 3 4 5 6 7

It would bother me 1 2 3 4 5 6 7

I would be disappointed 1 2 3 4 5 6 7

- Attitude:

- Donating blood is

- unpleasant 1 2 3 4 5 6 7 pleasant

- rewarding 1 2 3 4 5 6 7 not rewarding

- unsatisfying 1 2 3 4 5 6 7 satisfying



- Helping attitude scale:

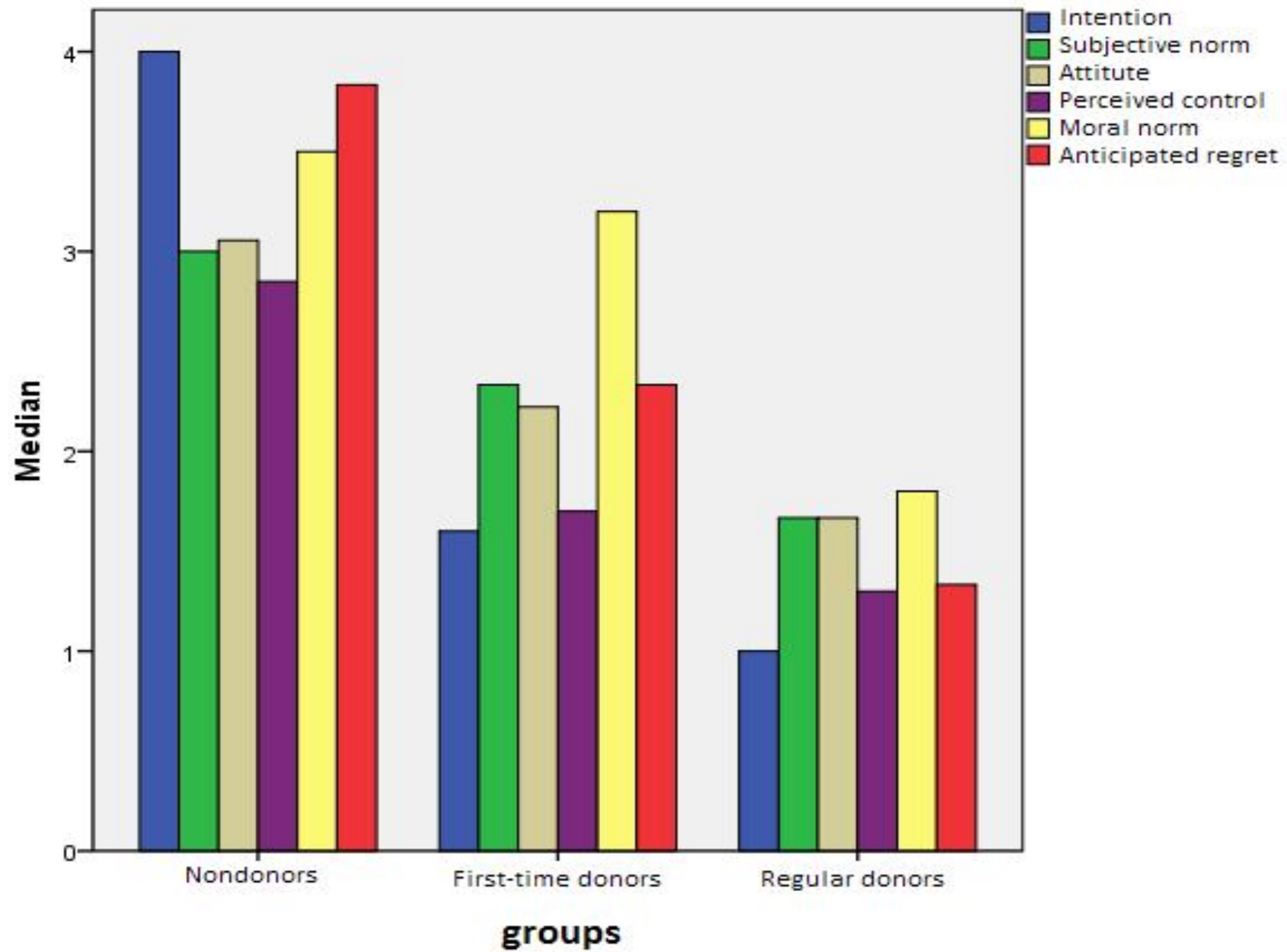
- “If possible, I would return lost money to the rightful owner.”
- “Helping friends and family is one of the great joys in life.”
- “I would avoid aiding someone in a medical emergency if I could.”

- Prosocial personality battery:

- “When people are nasty to me, I feel very little responsibility to treat them well.”
- “No matter what a person has done to us, there is no excuse for taking advantage of them.”
- “My decisions are usually based on my concern for other people.”

RESULTS

- 1.area of hypothesis – medians, comparison
- 2.area of hypothesis
 - Nondonors – subjective norm the most ($r_s=0,552$)
 - First-time & regular donors – intention constant on one level (regular donors: PCB & intention $r_s=0,419$)
- 3.area of hypothesis
 - Predictors of intention
 - Whole population: PCB 45,9%, MN 10,6%, AR 4,9%; together **61,4%**
 - Nondonors: PCB 29,3%, MN 20,8%, SN 8,8%; together **58,8%**
 - Regular donors: AR **11,9%**
 - First-time donors: **no** predictors
- 4. area of experimental questions



Graph 1.: Comparison of medians between groups by bar graph

1. area of hypothesis – comparison of medians

intention	First-time donors	Nondonors
Regular donors	U=459,50;p=0,006 rm=0,289	U=44,50;p<0,001 rm=0,890
First-time donors		U=84,50;p<0,001 rm=0,738
	K-W(2)=76,933; p<0,001	PARTLY CONFIRMED

per.control	First-time donors	Nondonors
Regular donors	U=630,50;p=0,294	U=360,00;p<0,001 rm=0,565
First-time donors		U=213,50;p<0,001 rm=0,565
	K-W(2)=36,055; p<0,001	PARTLY CONFIRMED

attitude	First-time donors	Nondonors
Regular donors	U=483,00;p=0,047 rm=0,198	U=323,00;p<0,001 rm=0,584
First-time donors		U=318,00;p=0,001 rm=0,409
	K-W(2)=31,990; p<0,001	UNCONFIRMED

moral n.	First-time donors	Nondonors
Regular donors	U=265,50;p<0,001 rm=0,508	U=357,50;p<0,001 rm=0,580
First-time donors		U=588,00;p=0,633 rm=0,056
	K-W(2)=36,168; p<0,001	CONFIRMED

subj. n.	First-time donors	Nondonors
Regular donors	U=390,00;p=0,001 rm=0,198	U=510,50;p<0,001 rm=0,439
First-time donors		U=527,50;p=0,155 rm=0,122
	K-W(2)=19,402; p<0,001	UNCONFIRMED

ant.regret	First-time donors	Nondonors
Regular donors	U=525,00;p=0,270 rm=0,221	U=434,50;p<0,001 rm=0,515
First-time donors		U=402,00;p=0,001 rm=0,345
	K-W(2)=25,953; p<0,001	UNCONFIRMED

4. area of experimental questions

groups		Report			
		HAS altruism	Social responsibility	PPB altruism	Empathy
Nondonors	N	44	45	42	45
	Median	33,50	14,00	37,00	12,00
First-time donors	N	30	30	28	30
	Median	30,00	15,00	37,00	12,00
Regular donors	N	47	45	45	48
	Median	29,00	14,00	37,00	11,00
Total	N	121	120	115	123
	Median	30,00	14,00	37,00	12,00

HAS altruism

RD – N: U=788,00; p=0,023, $r_m=0,315$

FTD – N: U=470,00; p=0,036, $r_m=0,245$

Empathy

RD – N: U=788,00; p=0,023, $r_m=0,236$

Correlations

• Nondonors:

Intention	↔	HAS altruism	$r_s=0,419$
Attitude	↔	HAS altruism	$r_s=0,331$
Attitude	↔	Soc. respons.	$r_s=0,330$
Attitude	↔	PPB altruism	$r_s=0,402$
Subj. norm	↔	Soc. respons.	$r_s=0,406$
Ant. regret	↔	PPB altruizmus	$r_s=0,390$

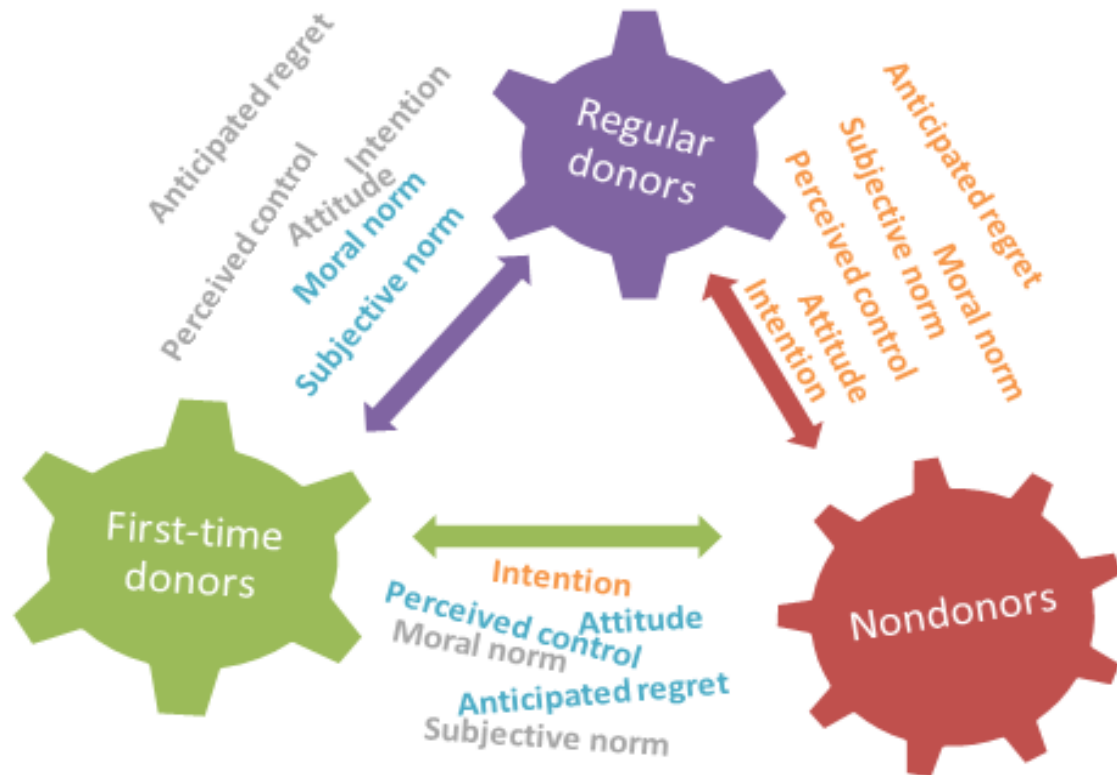
• First-time donors:

Attitude	↔	HAS altruism	$r_s=0,596$
Attitude	↔	PPB altruism	$r_s=0,459$
PCB	↔	HAS altruism	$r_s=0,483$
Ant. regret	↔	HAS altruism	$r_s=0,545$
Ant. regret	↔	Soc. respons.	$r_s=0,524$
Ant. regret	↔	Empathy	$r_s=0,436$

• Regular donors:

Attitude	↔	Soc. respons.	$r_s=0,368$
Attitude	↔	PPB altruism	$r_s=0,335$
Subj. norm	↔	HAS altruism	$r_s=0,376$
Mor. norm	↔	HAS altruism	$r_s=0,487$
Ant. regret	↔	HAS altruism	$r_s=0,415$
Ant. regret	↔	Empathy	$r_s=0,358$
Ant. regret	↔	PPB altruism	$r_s=0,352$

DISCUSSION



LEGEND
● large effect size
● middle effect size
● small effect size

DISCUSSION

- Altruism
 - Statistical significant difference in HAS altruism
 - Relation with intention – only nondonors
 - First-time donors – relation with attitude and anticipated regret
 - Regular donors – relation with moral norm
 - No difference in achieved levels – Healy (2000), McVittie(2006)
 - Social desirability
- Consequences for praxis
 - Confirming the TPB model
 - Recruitment of new donors – increasing perceived control of behaviour
- Limitations
 - No selection by randomization
 - Combination of sample selection
 - No standardized questionnaire + items order & Likert scale
- Recommendations

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- <http://www.unix.oit.umass.edu/~aizen/index.html>

THANK YOU FOR YOUR ATTENTION!

NOW, YOU CAN ASK YOUR QUESTIONS...