MOTIVATION TOWARDS BLOOD DONATION BASED ON THE THEORY OF PLANNED BEHAVIOUR

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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://wwwunix.oit.umass.edu/~aizen/index.html)
Adapted model of Theory of planned behaviour
• 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, Fritzche, Craiger & Freifeld, 1995).
    (7-point and 5-point Likert scales)
• 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

<table>
<thead>
<tr>
<th>intention</th>
<th>First-time donors</th>
<th>Nondonors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=459,50; p=0.006</td>
<td>U=44,50; p&lt;0.001</td>
</tr>
<tr>
<td>r_m=0.289</td>
<td>r_m=0.890</td>
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<tr>
<td>First-time donors</td>
<td>U=84,50; p&lt;0.001</td>
<td>U=783; p=0.738</td>
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<tr>
<td>K-W(2)=76,933; p&lt;0.001</td>
<td>PARTLY CONFIRMED</td>
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<thead>
<tr>
<th>per.control</th>
<th>First-time donors</th>
<th>Nondonors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=630,50; p=0.294</td>
<td>U=360,00; p&lt;0.001</td>
</tr>
<tr>
<td>r_m=0.063</td>
<td>r_m=0.565</td>
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<tr>
<td>First-time donors</td>
<td>U=213,50; p&lt;0.001</td>
<td>U=180,50; p&lt;0.001</td>
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<tr>
<td>K-W(2)=36,055; p&lt;0.001</td>
<td>PARTLY CONFIRMED</td>
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<thead>
<tr>
<th>attitude</th>
<th>First-time donors</th>
<th>Nondonors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=483,00; p=0.047</td>
<td>U=323,00; p&lt;0.001</td>
</tr>
<tr>
<td>r_m=0.198</td>
<td>r_m=0.584</td>
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<tr>
<td>First-time donors</td>
<td>U=318,00; p=0.001</td>
<td>U=400,00; p&lt;0.001</td>
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<tr>
<td>K-W(2)=31,990; p&lt;0.001</td>
<td>UNCONFIRMED</td>
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<tr>
<th>moral n.</th>
<th>First-time donors</th>
<th>Nondonors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=265,50; p=0.001</td>
<td>U=357,50; p&lt;0.001</td>
</tr>
<tr>
<td>r_m=0.508</td>
<td>r_m=0.580</td>
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<tr>
<td>First-time donors</td>
<td>U=588,00; p=0.633</td>
<td>U=360,00; p&lt;0.001</td>
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<tr>
<td>K-W(2)=36,168; p&lt;0.001</td>
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<tr>
<th>subj. n.</th>
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<th>Nondonors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=390,00; p=0.001</td>
<td>U=510,50; p&lt;0.001</td>
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<tr>
<td>r_m=0.198</td>
<td>r_m=0.439</td>
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<tr>
<td>First-time donors</td>
<td>U=527,50; p=0.001</td>
<td>U=357,50; p=0.001</td>
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<tr>
<td>K-W(2)=19,402; p&lt;0.001</td>
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<thead>
<tr>
<th>ant.regret</th>
<th>First-time donors</th>
<th>Nondonors</th>
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</thead>
<tbody>
<tr>
<td>Regular donors</td>
<td>U=525,00; p=0.270</td>
<td>U=434,50; p&lt;0.001</td>
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<tr>
<td>r_m=0.221</td>
<td>r_m=0.515</td>
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<tr>
<td>First-time donors</td>
<td>U=402,00; p=0.001</td>
<td>U=357,50; p&lt;0.001</td>
</tr>
<tr>
<td>K-W(2)=25,953; p&lt;0.001</td>
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### 4. area of experimental questions

<table>
<thead>
<tr>
<th>groups</th>
<th>HAS altruism</th>
<th>Social responsibility</th>
<th>PPB altruism</th>
<th>Empathy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nondonors N</td>
<td>44</td>
<td>45</td>
<td>42</td>
<td>45</td>
</tr>
<tr>
<td>Median</td>
<td>33,50</td>
<td>14,00</td>
<td>37,00</td>
<td>12,00</td>
</tr>
<tr>
<td>First-time donors N</td>
<td>30</td>
<td>30</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>Median</td>
<td>30,00</td>
<td>15,00</td>
<td>37,00</td>
<td>12,00</td>
</tr>
<tr>
<td>Regular donors N</td>
<td>47</td>
<td>45</td>
<td>45</td>
<td>48</td>
</tr>
<tr>
<td>Median</td>
<td>29,00</td>
<td>14,00</td>
<td>37,00</td>
<td>11,00</td>
</tr>
<tr>
<td>Total N</td>
<td>121</td>
<td>120</td>
<td>115</td>
<td>123</td>
</tr>
<tr>
<td>Median</td>
<td>30,00</td>
<td>14,00</td>
<td>37,00</td>
<td>12,00</td>
</tr>
</tbody>
</table>

**Correlations**

- **Nondonors:**
  - Intention ↔ HAS altruism $r_s=0.419$
  - Attitude ↔ HAS altruism $r_s=0.331$
  - Attitude ↔ Social responsibility $r_s=0.330$
  - Attitude ↔ PPB altruism $r_s=0.402$
  - Subj. norm ↔ Social responsibility $r_s=0.406$
  - Ant. regret ↔ PPB altruism $r_s=0.390$

- **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 ↔ Social responsibility $r_s=0.524$
  - 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 $r_s=0.352$

**HAS altruism**
RD – N: U=788,00; $p=0.023$, $r_m=0.315$

**Empathy**
RD – N: U=788,00; $p=0.023$, $r_m=0.236$
DISCUSSION
DISCUSSION

• Altruism
  • Statistical significant difference in HAS altruism
  • Relation with intention – only non donors
  • 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
REFERENCES

- http://www.unix.oit.umass.edu/~aizen/index.html
THANK YOU FOR YOUR ATTENTION!

NOW, YOU CAN ASK YOUR QUESTIONS...