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Original article

Understanding the underlying motives and intention among Indian blood donors towards voluntary blood donation: A cross-sectional study

Comprendre le motif sous-jacent et le dessein des donateurs de sang indiens envers le don de sang volontaire : une étude transversale

S. Saha^{a,*}, B. Chandra^b

^a School of Business, Lovely Professional University, Phagwara, Punjab-144411, India

^b Department of Management Studies, Indian Institute of Technology (Indian School of Mines), 826004 Dhanbad, Jharkhand, India

Abstract

Objectives. – The present study aims to fill the gap in the literature by conducting a comprehensive research on Indian donor's intention towards voluntary blood donation in India. The study attempts to conceptualize and validate an integrative framework incorporating voluntary function inventory (VFI) in the theory of planned behaviour (TPB) model with the purpose to measure the voluntary blood donation intention.

Material and methods. – Structural equation modeling (SEM) has been used to rigorously test the hypothesized interrelationships among the underlying motives influencing voluntary blood donation intention. A self-administered questionnaire was used to collect data from a sample of respondents selected conveniently from select locations in India. Total 450 completed questionnaires were received out of 1000 distributed.

Results. – The study develops a final conceptual framework that determines the drivers of blood donor's intention towards voluntary donation. The components of theory of planned behavior (TPB) model which include 'attitude', 'subjective norms' (SN), and 'perceived behavioral control' (PBC) along with modified volunteer functions namely 'value', 'social', 'career' and 'enhancement' were found significantly explaining the donation intention in the model.

Conclusion. – The model achieves robustness with respect to predicting Indian donor's intention towards the voluntary donation of blood. The proposed model in this study advances the theory and research on the volunteering motives towards blood donation. The study would provide a comprehensive understanding of donors' intention to the practitioners, policy makers and Non-Government Organization (NGO), helping them to frame a calibrated strategy directed towards facilitating healthy blood donation practices.

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Keywords: Blood donors; Donation intention; Theory of planned behaviour; Volunteer function inventory; Structural equation modelling

Résumé

Objectifs. – La présente étude vise à combler le vide dans la littérature en menant une recherche exhaustive sur l'intention des donateurs indiens de donner volontairement du sang. L'étude tente de conceptualiser et de valider un cadre d'intégration intégrant l'inventaire des fonctions volontaires (VFI) dans le modèle Théorie du comportement planifié (TPB) dans le but de mesurer l'intention de don de sang volontaire.

Matériels et méthodes. – La modélisation par équations structurelles (SEM) a été utilisée pour tester les relations hypothétiques parmi les motifs sous-jacents influençant l'intention de don de sang volontaire. Un questionnaire auto-administré a été utilisé pour collecter des données auprès d'un échantillon de répondants sélectionnés de manière pratique dans certains endroits en Inde. Au total, 450 questionnaires remplis ont été reçus sur les 1000 distribués.

Résultats. – L'étude développe un cadre conceptuel final qui détermine les moteurs de l'intention des donateurs de sang vis-à-vis du don volontaire. Les composants de la théorie du comportement prévu (TPB) qui incluent « attitude », « normes subjectives » (SN), et « contrôle perçu du comportement » (PBC) ainsi que des fonctions volontaires modifiées à savoir « valeur », « social », « carrière » et « amélioration » ont été trouvés significativement expliquant l'intention de don de sang dans le modèle.

* Corresponding author.

E-mail addresses: shantanu.ismjrf@gmail.com (S. Saha), chandra_bibhas@yahoo.co.in (B. Chandra).

Conclusion. – Le modèle atteint une certaine robustesse en ce qui concerne la prédiction de l'intention des donneurs indiens vis-à-vis du don volontaire de sang. Le modèle proposé dans cette étude avance la théorie et la recherche sur les motivations du volontariat envers le don de sang. L'étude fournirait une compréhension globale de l'intention des donateurs aux praticiens, aux décideurs et aux organisations non gouvernementales (ONG), en les aidant à élaborer une stratégie calibrée visant à faciliter les pratiques saines de don de sang.
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Mots clés : Donneurs de sang ; Intention de don ; Théorie du comportement planifié ; Inventaire des fonctions bénévoles ; Modélisation d'équations structurelles

1. Introduction

Today medical science is challenged with the burgeoning demand for safe blood and its components [1]. In a blood transfusion, the gift of blood constitutes an important part in overall supply chain [2]. Globally, there are some finest inventions in science and technology developments, still, researchers and scientists are far behind in making of that magic portion called 'Blood' [3]. Around the world, voluntary blood donation is the only available resource to mitigate the demand for transfusion purpose [4]. For this reason, volunteer blood donors have an important role in blood donation because they are the kindest group who donate their blood that directly benefits the millions of lives [5]. Also, voluntary blood donation found to be the easiest and the effective means to collect blood. World Health Organization reports reveal that in a developing country more than 50 percent of blood donations are made by paid donors [4]. There are replacement donors who donate blood for their friends, relatives to compensate for using the available blood. Conversely, ignorance, fear and misconceptions about blood donations and lack of voluntary blood donation camps are considered to be the major factors impeding blood donation activity in developing countries vis-à-vis western counterparts [6].

A host of research on blood donation emphasized more on deciphering donors' knowledge, psychological factors, social factors, underlying attitude and belief towards blood donation both in Indian and western context [6–12]. Although some researchers attempted to gauge underlying motives and intention of donors towards blood donation [13–17], yet it is scant in different geographic context [18]. In addition, literature review manifests the supremacy of theory of planned behaviour (TPB), proposed by Ajzen (1985) [19] in predicting human behaviour in different contexts such as charitable donations [20,21], blood donation [10,13–17], and in the donation of organs [22]. The TPB model manifests a dynamic interaction of three independent measures 'attitude', 'subjective norms' and 'perceived behavioural control' resulting in the formation of behavior intention. Furthermore, a rash of scholarly endeavours have been made in the past to gauge motivation on volunteerism in various contexts [23–26]. Researchers describe volunteerism, as an on-going behaviour that looks after the well-being of a destitute, without involving monetary compensation [27–29]. Moreover, it is ingrained in the value system of an individual character and also considered as a socio-psychological link that connects the individual's insight to the cooperative insight of the society. For some individual, it is an expression of free will or certain set of

value imbibed from society that influences them to ascertain her or himself in relation to others [12].

Hence, illuminated by the preceding revelations, this study attempts to design a voluntary blood donation intention framework in the Indian milieu. The framework proposes to incorporate the functional motives to volunteer in the TPB model with the purpose to measure succinctly the voluntary blood donation intention. Voluntary function inventory (VFI) posited by Clary et al. (1998) was used to assess the underlying volunteering motives towards blood donation in the study [27]. The VFI inventory has been widely applauded and used to measure the volunteering motives in different perspectives and a growing body of research also validates its appropriateness in many behavioural studies [23,30–32]. Functions of VFI assert that people participate in voluntary work because volunteering brings certain purposes to them. Also, different people volunteer because they might have different underlying beliefs, purposes, or perceived function [33,34].

1.1. Theory of planned behaviour (TPB) constructs

In TPB model, individual's intention perceived as their willingness to perform his/her service that direct to actual behaviour of giving service. The intention is explained by combining the three independent measures 'attitude', 'subjective norms' and 'perceived behavioural control'. Where 'attitude' represents as the individual's positive and negative appraisals of the behavior i.e. "the person's evaluation of any psychological object" [35]; 'subjective norms' perceived as normative support of behavior i.e. the support of society or family to donors to bestow voluntary blood donation [36]; and 'perceived behavioural control (PBC)' perceived as the individual's perception of how difficult or easy it will be performing the behavior because it reveals the past experience of hindrance and predictable obstacle related to their donation [37].

Moreover, all the three standard constructs of TPB are inclusively linked by a corresponding set of beliefs namely "behavioral belief" (Perceptions of the advantages and disadvantages of volunteering), "normative beliefs" (Perceptions of sustenance of vital people for volunteering), and "control beliefs" (sights a enablers and obstacles to volunteering).

Attitudes define as "the person's evaluation of any psychological object" [35]. In the voluntary blood donation, the intentions of the donor's attitude towards helping others as well as attitude towards giving their blood were considered significant [38]. This study theoretically makes a distinction with the purpose of

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