

Supattana Boonkeaw. (2013). Psychosocial Factors Related to Volunteer Behavior of the Thai Red Cross Youth Volunteers in Bangkok. Bangkok: Graduate School, Srinakharinwirot University. Advisor: Assoc. Prof. Dr. Oraphin Choochom.

This research was a correlation - comparative study with 3 main purposes: (a) to study the interaction effects of psychological and social factors on volunteer behavior of the Thai Red Cross Youth Volunteers in Bangkok, (b) to predict volunteer behavior of the Thai Red Cross Youth Volunteers in Bangkok from psychological, social factors and psychological states, (c) to find important predictor of volunteer behavior. Samples of this study were 309 Thai Red Cross Youth Volunteers in Bangkok.

The main variables and conceptual framework of volunteer behavior were based on Interactionism Model. The first group was psychological characteristics, consisting of 2 variables, namely, volunteer motivation and social responsibility. The second group was situational factors, consisting of 3 variables, namely, socialization of Red Cross Fundamental Principles, social support and volunteer modeling. The final group was psychological states, consisting of 1 variable, namely, favorable attitudes towards volunteering behavior. All of questionnaires in this study were in form of summated rating scale. Reliability in terms of alpha coefficient was computed for each questionnaire, with a range of .67 to .91. Nine Hypotheses were tested by 3 types of statistics: One Way ANOVA, Two-way ANOVA, Hierarchical Multiple Regression Analysis.

The results were as follows: firstly, there was no significant difference in volunteer behavior of the Thai Red Cross Youth Volunteers that had different Bio-social factors. Secondly, Psychological characteristics, consisting of 2 variables, namely, volunteer motivation and social responsibility, Situational factors, consisting of 3 variables, namely, socialization of Red Cross Fundamental Principles, social support and volunteer modeling. Psychological states, consisting of 1 variable, namely, favorable attitudes towards volunteering behavior were positively correlated to volunteer behavior of the Thai Red Cross Youth Volunteers, Thirdly, an interaction effect was not ascertained between Psychological characteristic and Situational factors on volunteer behavior of the Thai Red Cross Youth

Volunteers. Fourthly, psychological and situational factors with total of 6 variables could predict volunteer behavior as 61%. Finally favorable attitudes towards volunteering behavior, socialization of Red Cross Fundamental Principles, social responsibility and volunteer motivation were the important predictors of volunteer behavior.