

POTENTIAL FACTORS FOR BLOOD DONATION AMONG NON-DONOR UNIVERSITY STUDENTS

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ABSTRACT

Voluntary blood donation is an action that benefits the blood recipient by providing safer blood supply. However, not all healthy young people have strong motivation to become blood donors. Therefore, this paper aims to identify motivational factors towards the intention to donate blood among non-donors in the university setting. This is a correlational study using an online survey approach on thirty-nine (39) respondents. The respondents are non-blood donor in Infrastructure University Kuala Lumpur (IUKL), Selangor. Seven (7) motivational factors were tested (attitudes towards blood donation, subjective norms, self-efficacy, 'ihsan', social awareness, self-identity as blood donor and anticipate regret). Data were analyzed using Pearson-Correlation. Findings showed that three factors which are 'ihsan', social awareness and anticipate regret were significant towards the intention to donate blood among respondents. These results implied that, by strengthening appropriate psychological factors as the key focus in blood campaign non-blood donor are potential to become blood donors. Future study should emphasis on identifying an appropriate campaign methods using the aspect of 'ihsan', social awareness and anticipate regret to attract more non-blood donors among university students to become a blood donor.

KEYWORDS:

University Student, Attitude, Altruism, Blood Donor, Intention, Motivation

INTRODUCTION

Involvement in voluntary activities is related to the exclusive action with a charity concept, where it is different with the pro-social concept. According to Penner (2004), there are four criteria that differentiate volunteering with pro-social act. The four criteria are planned action, longer duration of engagement, the non-obligated aid and occur in the organization context. As such, based on the view of Penner (2004), volunteering can be summarised as an act by having a clearer criteria through planning and structuring, compared to pro-social behavior. Through planned activities, for instance the voluntary blood donors, is in line with the suggestion made by Penner (2004).

In blood donation, altruism or the action of sacrificing are constantly related to the behavior that benefits another party. Previous researches also reports that altruism value is the main factor that lead to the decision to donate blood (Piersma et al. 2017; Asamoah-Akuoko et al. 2017). The altruism of self-sacrifices by the blood donor includes the feeling of anxiety during the process, fatigue or having a bruise from the (Jaafar et al. 2018). All these aspects are seen as a form of self-sacrifice by the blood donor with the aim to benefit the recipient.

Even though the motivation to be involved in blood donation activities in general is constantly tied with positive acts, previous researches reports that blood donation also ties up with society's stigma. For example, Oliveira et al. (2013) speculate that for some people, they choose to become blood donors because of self-centered benefits, such as free blood test, especially for the HIV test. In other words, there is a possibility that blood donors are not driven by the altruistic factor but more towards self-gain. Based on the research, Oliveira et al. (2013) conclude that the motivation to donate blood may varies.

As blood donation is related to the person's motive to be involved as a blood donor. Guiddi et al. (2015) relates the aspect of intentional-action as the factor that motivates people to

involve in the activity. The stronger the intention to donate blood, the more likely the behavior will be executed. One of the theories that explained the intentional-action among blood donors is the Theory of Planned Behavior (TPB) pioneered by Azjen (1991). This theory suggests that intention is a proxy of an action. Intention portrays an action that is about to be carried out. However, the intention does not stand alone. Azjen (1991) proposed that intention is driven by three psychological factors which are attitude, subjective norm and perceived behavioral control. In short, the attitude, subjective norm and behavioral control lead to the intention, thus promotes an action. The application of TPB in the context of blood donation study suggested that intention is the main predictor towards a person's act to donate blood Guiddi et al. (2015). The intentional-act model in TPB has been improvised from time-to-time by testing of new psychology aspects that could help to explain factors that motivate people to donate blood. New aspects such as social responsibility, anticipate regret, good deeds, altruism, blood donor's identity and habit in donating lead to the development of the Extended Theory of Planned Behavior (ETPB) model (Wevers et al. 2014; Bagot et al. 2015).

Young people can be seen as a potential group to donate blood for a longer period. In line with Jaafar et al.'s (2017) suggestion, young people who started to donate blood on their early 20s and being consistent with the involvement as blood donors could help the blood recipient up to forty years. In addition, based on the National Blood Centre's in Malaysia, approximately there 42,775 students who are the young blood donors (National Blood Centre, 2014). Thus, one of the potential place to recruit healthy blood donors is the university. These young people are not only physically and mentally healthy, but in the same time they could serve as human capital to the prosocial activity. However, one of the biggest obstacle in recruiting blood donors among university students is the negative attitude towards the activity, such as needle anxiety or worrying about vasovagal reactions (France et al. 2018; Juliana et al. 2018). Moreover, most of the advertisements for recruiting blood donors in university setting continuously focus on emphasizing the act as good deeds, which may not strongly motivate them to donate blood. Therefore, based on the importance of recruiting young people to become blood donors, it is important to identify appropriate factors that could lead to strengthen their intention towards this activity. This information could help the National Blood Centre, Kuala Lumpur to organise more cost effective campaigns to recruit more blood donor among the university students. The objective of this study is to identify psychological factors towards the intention to donate blood among university students. We hypothesize that the intention to donate blood among non-donors university students is driven by seven factors which are attitude towards the blood donation activity, subjective norm, self-efficacy, identity as blood donor, social awareness, *ih-san* and anticipate regret.

LITERATURE REVIEW

The focus of the previous researches in voluntary behavior are more concentrated to individual participation through organizations that concern on the charity of certain groups such as orphans, hospital patients as well as special need people (Hyde et al., 2013). However for blood donors, their involvement in the society reflected the altruism behavior and saving life action. Furthermore, from the point of view from Healy (2000), blood donors are different than other types of voluntary activities. This is because the individuals who want to donate blood to for the independence of other individuals need to be fully prepared to enable them to carry out the act. This self-preparation is not only to ensure their own health as a healthy blood donor before and after donating blood, but also includes the preparation to give a healthy blood to the recipient. This also involves mental preparation to overcome the fear of needles or controlling anxiety

towards pain. As such, self-preparations that has to be done by the blood donor suggests that the act of donating blood is more complex compared to giving money and materials.

According to Ogboghodo et al. (2015), blood donors who act voluntarily are differs from paid-donors, individuals who donate blood because of money. These voluntary people are more concern with their health as the blood that they donate will be given to the person in need. This suggests that a safer and less risky blood supply comes from voluntary blood donors who donate with the intention to help other individuals. Therefore, to get a safe blood supply, it is important for the authorities who manage the blood supplies to generate more voluntary blood donors. However, it has not been easy for the authority that manages the blood supplies to recruit more voluntary blood donors (Dongen et al., 2013). This is because not all healthy individuals are willingly to donate blood due to factors such as needle and anxiety or have experienced vasovagal syncope such as fainting, feeling dizzy (France et al., 2018). In short, the effort to obtain voluntary blood donors is not an easy task.

Meanwhile, Griffin et al. (2014) suggests that there are no difference among donors and non-donors in term of social responsibility towards the society. In other words, the involvement of non-donors in any activities that benefited the society is in parallel with the donors. What are the factors that can motivate an individual to change from a non-blood donor to a voluntary blood donor. In the context of TPB and blood donation, Wevers et al. (2014) found that positive psychological factors such as happy feelings after successful donations can attract more blood donors to repeat their actions in the future. In addition, donors who perceived positive feeling after a successful blood donation such as joy and happiness. These positive feelings lead to the formation of the identity of a blood donor. Blood donors with strong sense of donor's identity are more likely to engage in this behaviour in the future (Jaafar et al., 2017). In short the stronger the identity of a blood donor, the higher his or her intention to donate blood. As to date, research on factors that influences the intention to donate blood is growing with the additional aspects such as altruism, self-efficacy, donors identity which are surely able to contribute in creating the intention to donate blood among non-donors. These additional factors lead to the formation of Extended Theory of Planned Behavior (ETPB).

METHODOLOGY

This correlational study used the survey method at higher education institution. University students were invited to answer online survey, two weeks before the blood donation day which was on 21st August 2017. Individuals who were interested in participating in this research were asked to participate as respondents by answering items related to the motivation of donating blood through online survey. Thirty nine (39) non-blood donor students were involved as respondents. The respondents answered 47 motivational items on blood donation which consisted of seven independent variables; attitudes towards blood donation, subjective norm, self-efficacy, '*ihsan*', social awareness, identity of blood donor and anticipate of regret. Dependent variable was the intention to donate blood. Attitude towards blood donation was assessed through 11 items related to the evaluation towards the blood donation activity (Example: very risky-not very risky). The other motivational aspects and intention to donate blood were access through Likert scale (1 = strongly disagree, 2 = disagree, 3 = sometimes agree, 4 = agree, 5 = strongly agree). The reliability of the tested aspects in this study was acceptable, Cronbach alpha value range from .687 to .918. The data was analysed using Pearson-Correlation. Figure 1 shows the conceptual framework of this research.

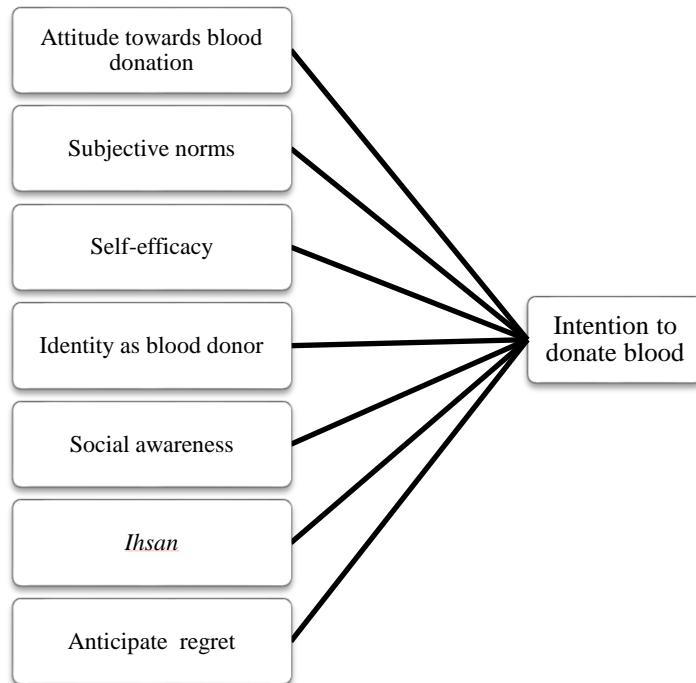


Figure 1: Motivation Towards the Intention to Donate Blood among Non-donor

RESEARCH FINDINGS

Background of Respondents

This research involved 39 non-blood donor students (female = 18, male = 21). The respondents were from ages 18 to 23 years old. This research received the participation of students from six faculties of the higher education institution (Faculty of Applied Science and Foundation Studies = 2 students, Faculty of Engineering and Technology Infrastructure = 8 students, Faculty of Architecture and Built Environment = 3 students, Faculty of Business and Accounting = 14 students, Faculty of Arts, Communication and Education and Communication = 6 students, Faculty of Creative Media and Innovative Technology = 6 students).

Reliability of the Motivational Aspect and Intention in Donating Blood

The reliability value in the motivational aspect and intention in donating blood in this research are shown in Table 1 below:

Table 1 : Item Reliability of the Motivational Aspect and Intention in Donating Blood

Aspect	Reliability Value (<i>alpha Cronbach</i>)
Attitude toward Blood Donors	.803
Subjective Norm	.687
Self-Efficacy	.687
Anticipate regret	.918
<i>Ihsan</i>	.708
Social Awareness	.825
Identity as a Blood Donor	.828
Intention in Donating Blood	.857

Motivation towards Intention in Donating Blood

Table 2 shows the mean value of the motivational aspect and the intention in donating blood among non-blood donor students.

Table 2 : Mean Value of the Motivational Aspect and Intention in Donating Blood

Aspect	Min	Standard Deviation
Intention in Donating Blood	3.137	.801
Attitude towards Blood Donation	4.002	.467
Self-Efficacy	3.692	.664
Subjective Norm	3.042	.551
<i>Ihsan</i>	3.779	.593
Social Awareness	3.782	.547
Anticipate regret	3.521	.898
Identity as a Blood Donor	3.019	.581

Seven motivational blood donation aspects towards the intention to donate blood were analysed through the Pearson-Correlation. The analysis found three motivational aspects namely '*ihsan*', social awareness and anticipate regret, which has a significant connection to the intention in donating blood among non-blood donor students. Table 3 shows the results of the Pearson-Correlation analysis.

Table 3 : Pearson-Correlation Aspect Value towards Intention to Donate Blood

Blood Donation Motivation	Pearson-Correlation towards Intention to Donate Blood
Attitude towards Blood Donation	.215
Self-Efficacy	.285
Subjective Norm	.223
<i>Ihsan</i>	.382*
Social Awareness	.415**
Anticipate Regret	.451**
Identity as a Blood Donor	.282

DISCUSSION

In this research, it was found that respondents perceived themselves as having the intention to donate blood. The finding suggested that young people who were not donating blood had the intention to donate blood. Furthermore, respondents in this study perceived themselves as having positive attitude towards the blood donation activity. This result suggested that non-blood donors hold positive assessment towards the blood donation activity, even though they did not involve in the activity. In other words, they perceived the action of donating blood as positive, less risky, selfless act as well as benefit other people. In line with Guiddi et al.'s (2015) point of view, blood donation was perceived by the society in general as an action that closely related with self-sacrifice behavior. Our study found that intention to donate blood among non-donors were linked to three psychological factor; '*ihsan*', social awareness and anticipate regret.

Through this research, '*ihsan*' which comprised of positive elements such as empathy as well as altruism could serve as a motivation factor towards the intention to donate blood. This indicated that people who perceived other people as important and showed empathy to them could become potential blood donors. On the other hand, Fennis et al. (2008) believed that any act that provided benefits to both parties (giver and receiver of charity) would further motivate a person to get involved in volunteering-oriented activities. From the giver side, personal benefits such as the increase in self-appreciation, proud and happy after executing the act could be seen as factors that drive a person to continuously involve in volunteering activities. It was also found through this research that the '*ihsan*' also exists in non-blood donors. This lead to the suggestion that '*ihsan*' could be a potential factor to drive a person into this activity.

Next, this research found that the anticipate regret was significant towards the intention to donate blood. The findings suggested that in the blood donation context, individuals who never donated blood could also have the motivation to donate blood through the feeling of guilt when they did not donate blood. In this study, the anticipate regret comprised the feeling of sadness or disappointment when a person did not execute the planned-behavior. Abraham and Sheeran (2003) argued that the anticipate regret is a forecast feeling that is expected by a person when a certain action could not be performed. In other words, anticipate regret is an expected feeling if they do not succeed in performing a certain action. Therefore, failure in performing the action will indirectly bring negative feelings. For a person who has successfully donated blood, positive feelings will be felt such as feeling proud or happy after successfully donating blood (Cohn, 2016). As for this study, this research finding suggested that for individuals who were able to donate blood and did not donate their blood could trigger the feeling of regret in them. For these young people, anticipate regret could serve as a part of the motivation to donate blood. In the context of this study, the intention to donate blood was motivated most by the anticipate regret (based on the strong relationship between anticipate regret and intention to donate blood), even if the individual had never donated blood. The finding indicated that blood donation was closely related with warm feelings. For the donors, a successful blood donation would enhance positive emotion. This might be the same situation for the non-donors. As mention by Guarnaccia et al. (2016) society perceived blood donation as one of the charitable activity. Therefore, it is acceptable in general that involvement in this act could bring positive emotion to the executer, and failure to do so will result in the feeling of regret. In other words, failure to perform this activity may bring to guilt towards other individuals.

It also worth to note that social awareness is related to the intention to donate blood among non-donor university students in this study. The results suggested that university students were aware with their responsibility to the society, especially those who were in the need of blood supply. One of the possible explanations to this finding was university students were exposed

with the society through their subjects or project. Therefore, involvement as blood donors could serve as a platform for them to channel their sense of awareness towards other people. The importance of social awareness in blood donation is also highlighted by Dogu and Hacıoglu (2017) by suggesting that social awareness may play an important role to help in the retention of blood donors. As overall, findings from this research suggested that non-blood donor students were a potential people in becoming a blood donor through their psychological motivation.

CONCLUSION

Findings in this research are significant for developing an effective campaign strategy to attract more students, especially non-donors to come forth as blood donors. Through this research, the emphasis on campaign strategy towards the psychological aspects such as *'ihsan'*, social awareness and anticipate regret is needed. It is recommended that for blood donation campaigns in the university settings, the organizer should use slogans related to these three aspects to attract more students to become blood donors. The use of appropriate words or sentences in campaign brochures that highlight these psychological factors such as "Donate blood while you have the chance. Don't regret later" (anticipate of regret), "We are concern, we donate blood" (social awareness) or "Create smiles when you become a blood donor" (*'ihsan'*) has to be emphasized. With an appropriate campaign strategy, it will be easier to recruit more blood donor student with a more cost-effective strategy. In the context of limitation, the result from this study were limited to the number of low respondents, due to the purpose of data collection; the pilot test. The study also holds a tight timeline due before the blood donation campaign. Further research could focus on the effectiveness of blood donation campaign strategy with the importance of *ihsan*, social awareness and anticipate regret in recruiting more young blood donors among non-donors.

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