

A Study of the Sustainability of College student's Volunteer Service--Based on the View of Practice

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Keywords: College student volunteer, Sustainability, Practice process, Sem model

Abstract: Nowadays the volunteer service is more and more popular than ever before, and college students as an important force take part in voluntary activities. This essay aimed at college group by the form of questionnaire and interview to research what factors can effect their sustainability volunteer service. We put the process of practice into analyzing and use SEM model to make a conclusion. Through research, we learn about that personal background and cognition still are the important factors, but the main factor is the sense of experience in practice.

1. Introduction

In recent years, voluntary service activities have gradually become an important force in maintaining social harmony and stability, promoting spiritual civilization construction and promoting social governance innovation. With the economic development and social progress, more and more people participate in voluntary service activities, making unique contributions in many fields. By 2019, China had 169 million registered real-name volunteers, who had spent 2.268 billion hours volunteering. Among them, young college students, as the backbone of China's volunteer service front, play an important role in volunteer service activities.

However, college students' voluntary service activities are often faced with many problems, such as insufficient participation channels, turnover rate, lack of stability of talent team, and imperfect management mechanism (Dangxiuyun 2019).[1] In addition, the lack of construction in the field of spiritual civilization of volunteer service, and the lack of volunteer concept and culture have become an aspect that cannot be ignored in the current construction of volunteer service. Therefore, popularizing the spirit of volunteer service and maintaining the stability of personnel and organization are the core issues in volunteer service activities. This paper will focus on the study of factors affecting the sustainability of college students' voluntary service and explore how to promote the sustainable and regular development of college students' voluntary service.

2. Literature Review

Throughout the research literature on the sustainable development of volunteer service at home and abroad, the academic circle mainly discusses the motivation of volunteer participation from the perspectives of volunteer action process, resource type and psychological process. Since the 1960s, foreign countries have accumulated a large number of research results on volunteer service, and developed models to simulate the decision-making process of volunteers [2]. After reviewing relevant academic literature, the research on volunteer motivation has undergone a transformation from two-

factor, three-factor to multi-factor models.

Horton-smith (1981) first divided the motives of volunteers into two categories: egoism and altruism. He believed that altruists were selfless, humanitarian and made themselves “feel good” by helping others.[3]Frisch and Gerrard conducted a nationwide Red Cross volunteer survey on the group characteristics and participation motivation of volunteers, and established a two-factor model of “altruistic and selfish” volunteer motivation.[4]Fitch (1987), when studying the voluntary motivation of college students, established a scale containing 20 items based on a three-factor model, and divided motivation into altruistic motivation, egoistic motivation and social responsibility motivation.[5]Morrow-Howell et al. (1989) obtained a similar three-factor model of altruistic needs, social needs and material needs by interviewing and testing 83 elderly participants in the “self-help project”. [6] Based on previous studies, Clary et al. (1999) created and improved the Volunteer Function Inventory (VFI), an evaluation tool for Volunteer behavior. These findings from VFI factor analysis provide strong support for the internal structure of volunteer motivation. Further research shows that the motivation of volunteers has a comprehensive multivariate, variable characteristics.[7] On the basis of this research, Tschirhart et al. (2001) summarized five motivation types of community service volunteers.[8] At present, it has become a general consensus that voluntary motivation is influenced by many factors.

Compared with foreign countries, voluntary activities in China started late, and began to develop legally in China in the 1990s. Some domestic scholars also discussed the influencing factors and sustainable development of voluntary behavior. Liu Shan and Feng Xiaotian (2005) adopted the survey methods of questionnaire survey and case interview and expounded with the theory of social role, and concluded that the motivation of college students' voluntary service is self-serving (self-training) and benefiting others (helping those in need). Jin Lifei (2009) obtained the influential factors of volunteers' participation in volunteer service continuity by means of SPSS analysis: concept and experience factors (age, identity) and institutional factors (signing agreements, life insurance). Luo Jing (2012) started from the study of volunteer teaching behavior of college students, collected information through interviews and questionnaires, built models and established hypotheses, and made an in-depth analysis of the factors influencing the persistence of volunteers and volunteer project.[9] Zuo Min (2017) studied the driving effect of expectation, perception and evaluation of organizational attraction on the construction of persistent voluntary behavior by selecting indicators, building models and dynamic analysis, and explored the basic conditions, internal motivation and construction approaches of long-term voluntary behavior. Zhang Bing (2018) et al., focusing on the volunteer service problems of college students, concluded that external factors (such as government, universities and voluntary organizations) mainly affect the volunteer persistence through questionnaire, interview, system theory analysis and data regression analysis, which has certain practical significance.[10]

Domestic scholars have expounded different aspects of volunteerism from multiple perspectives, which has enriched our understanding of volunteerism and its sustainable development. However, there are still some problems such as single research method, narrow research direction, limited research field and immature theoretical system. College students as the main force of the volunteer services, is a main force in the direction of time in volunteer service interruption, form a single 'tropism, motivation, organization is not standard, the problem such as system is not mature, frequent volunteer midway erosion phenomenon, volunteer normalized and longer unable to safeguard, driven college students volunteering, sustainable development has a long way.

This paper takes the volunteer teaching activities of college students as an example, brings the practice process into the analysis perspective, and carries out investigation and research on the influencing factors of college students' volunteer service and how to promote the sustainable development of college students' volunteer service, hoping to supplement academic research.

According to the analyse of the background and combing the vast literature, we can get a series of obseved variable which satisfy this research, then we build undergraduate volunteer service model as

following.

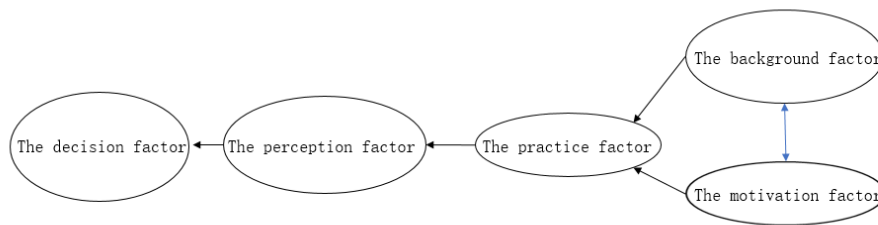


Fig.1 a Sustainable Model of College Students' Voluntary Service

The background factor is the degree of effect that volunteers were influenced by individuals and surrounding before doing voluntary work, the motivation factor is the purpose that volunteers take part in volunteer service. According to before research, we learn about that the background and motivation of volunteers have an important influence on their participation in practice. Therefore, on the basis of background and motivation factors, the practice factors mainly include the effectiveness evaluation of volunteers' participation in volunteer service. The practice process plays an important role in the recognition of volunteers and the emotional resonance generated in the activities, and then has an important impact on the continuity of volunteer service activities.

According to this model, for the problem of effect undergraduate volunteer willing and the durative of voluntary service, we can assume the following assumptions.

3. Model Assumptions

3.1 Background Factor

3.1.1 Demographic Characteristic Factors

Demographic characteristic factors are the system of the collectivization of individual behavior, and the individual's different attribute differences can finally be classified through the collectivization, As one of the important social groups, college students' gender, grade, political status, family environment and so on have an important impact on their willingness to volunteer and continuous participation, Peng Xian (2006) studied the influence of gender on college students' voluntary service and concluded that women have more significant effect in voluntary service activities, and the interpersonal relationship they build in the process of voluntary service is a powerful factor that makes them more willing to participate in voluntary service.[11] Yao Xiangshu (2015) studied the relationship between college students' grades and their participation in voluntary service, and concluded that college students' participation in voluntary service is positively correlated with their grades. [12] Luo Jing (2021) concluded that factors such as family income and parents' educational background have a significant impact on the “individual-environment” interaction mechanism of college volunteers through the study of family background.[13] Accordingly we can make the following assumptions:

Ha1:The demographic characteristics of college students have a significant impact on the continuous volunteer service

3.1.2 Family Support, Environmental Atmosphere, Mechanism Building and Emotional Resonance

Existing studies show that family support has an important influence on college students' volunteer motivation. Some scholars have found that family support has a significant impact on family members becoming volunteers and carrying out volunteer service activities (Smith 1994).[14] At the same time,

Chinese scholar Zhao Siqu(2019) found out the important factors for the construction of volunteer network based on family background through sorting out the semi-structured interview data.[15] At the same time, the surrounding environment of college students also has a great influence on their participation in volunteer service. Among them, if there are more students around the volunteers to participate in volunteer activities, it will bring potential or direct motivation to volunteer. In the participation of volunteer service activities, if members of the team know each other very early or individuals participate in volunteer service activities with their friends, the volunteers are more likely to get positive motivation, and thus have a stronger willingness to continue to participate in volunteer service. In terms of the mechanism construction of volunteer service in colleges and universities, Bian Fei (2021) point out that the participation path and content form of volunteer service provided by organizers (colleges and universities) have a great impact on the willingness and sustainable construction of college students to participate in volunteer service activities. At the same time, on the basis of cognition and practice, volunteers will further deepen their understanding of volunteer service activities to generate emotional resonance, and further stimulate their enthusiasm to participate in volunteer service, which has an important impact on the continuous participation of volunteer service. Accordingly, we make the following assumptions:

Ha2: Family support has positive influence on college students' voluntary service intention and continuous participation in voluntary service

Ha3: The stronger the volunteer service atmosphere and the higher the level of mutual participation, the stronger the willingness to continue to participate

Ha4: There is a positive correlation between the mechanism construction of voluntary service in colleges and universities and college students' participation in voluntary service

Ha5: The deeper the understanding and emotional resonance of college students' volunteer service, the stronger their willingness to continue to participate

3.2 Motivation Factor

Motivation is a generalization of all the processes that cause, govern and sustain physical and mental activities. Any kind of human behavior will contain a certain intention and purpose, these intentions and purposes often constitute the prerequisite factors for the generation of motivation. The intention and purpose of volunteers' participation in volunteer service activities are always formed under the interaction of certain self-social satisfaction.[16] Current research shows that the sustainability of voluntary behavior is deeply influenced by voluntary motivation. Therefore, it is important to study the motivation of volunteers to participate in volunteer activities. Clary (1996) pointed out that the so-called volunteer motivation refers to an internal and psychological driving force that drives people to overcome obstacles and participate in volunteer service.[17] Based on the hypothesis and analysis of the above factors, if the above influence is significant, volunteers will have a stronger motivation to participate in volunteer service, so the persistence of volunteer service participation will be longer. In practice, we find that volunteers tend to have selfish or altruistic motives, so the volunteer motivation of volunteers is divided into selfish and altruistic two aspects. In terms of self-interested motivation, the tendency of self-interested motivation will make volunteers have expected consideration of the harvest from volunteer service activities before volunteering activities. The persistence of volunteer service activities is often positively correlated with the satisfaction degree of self-interested motivation. In terms of altruistic motivation, the tendency of altruistic motivation will make volunteers more inclined to participate in volunteer service activities, so that the continuity of volunteer service activities is stronger. Accordingly, we have the following assumptions:

Hb1: There is a positive correlation between continuous participation in volunteer service and motivation satisfaction of volunteers

3.3 Practice Factor

Whether the project can maintain operation depends on the good degree of organization management. According to the regular of voluntary service activities, college students' voluntary service activities are generally composed of three parts: early stage, middle stage and late stage. The early stage mainly involves volunteer recruitment and training, organization preparation and planning. In the middle stage, mainly for the service stage, which mainly includes process arrangement, emergency treatment, personnel allocation and many other aspects; In the later stage, it is mainly the summary and evaluation stage of volunteer service activities. The arrangement and operation of the team in the early, middle and late stages will directly affect the re-recognition and evaluation of volunteers to volunteer service activities, and then have an important impact on the sustainability of volunteer service activities. Thus, the hypothesis can be obtained:

Hc1: The better the organization management of the volunteer service organization is, the more sustainable the volunteer service participation will be.

4. Collect Data and Variables and Measure

4.1 The Design of Variables and Measure

According to the assumption of model3.1 and before research, we chose 21 observational variables and 5 latent variables to analyse. In order to make this research more pertinence, some additions and modifications were made to obtain the following influencing factors (see the table below):

Table 1 College Student Volunteer Service Continuous Evaluation Index System

latent variables	observational variables	
The background factor	Gender	A1
	Grade	A2
	Income	A3
	Participation of surrounding students	A4
	Voluntary construction in colleges	A5
	Family supporting	A6
The perception factor	Recognize volunteering is important to society	B1
	The degree of psychological satisfaction when volunteering	B2
	The recognition of expected motivation when in volunteering	B3
	The degree of self improved when in volunteering	B4
	The satisfaction of motivation when in volunteering	B5
The practice factor	The prepare work before activity	C1
	The team arrange in practice	C2
	If volunteer activities fit with their major	C3
	If they get along with other team members in practice	C4
	Summary and commendation after practice	C5
The perception factor (after participating)	Have an influence in studying	D1
	Have an influence in development	D2
	Have an influence in values and life	D3
	Meet the perception of mentality	D4
The decision factor	The degree of continue participation	E1

4.2 Data Statistics

Data of this study include two aspects: one is based on the Z high school W volunteer team in July 2021, through interviews, we obtained from hunan, hubei, henan, zhejiang summer teaching information, the content involves the motivations, feelings of volunteers, the sudden practice and organizing management and other problems. The second is based on questionnaire data. From August to September 2021, 400 college students from four universities in Beijing, Henan and Guangdong were selected for questionnaire survey, of which 322 were valid, with an effective sample rate of 80.5%. SPSS 21 software was used in this paper to conduct descriptive statistics on the samples. The following

are the descriptive statistics results:

Table 2 Descriptive Statistics Of Sample Data

Latent variables	observational variables	mean	Standard deviation
Background factor	A1	1.516	0.501
	A2	2.693	1.244
	A3	3.717	1.124
	A4	3.804	1.123
	A5	3.86	1.078
	A6	3.953	1.111
Recognition factor	B1	4.022	1.054
	B2	3.988	1.035
	B3	3.879	1.042
	B4	3.935	1.004
	B5	3.957	1.046
Practice factor	C1	3.953	0.951
	C2	3.966	0.977
	C3	3.773	1.139
	C4	4.034	0.901
	C5	3.932	0.964
perception factor	D1	4.022	0.971
	D2	3.91	0.945
	D3	3.879	1.02
	D4	4.009	1.052
Decision factor	E1	3.916	1.03

5. Collect Data and Variables and Measure

5.1 Reliability Analysis

In order to test the reliability of sample data, that is, whether questionnaire fillers are true, SPSS 21 software is used to conduct internal consistency test on sample data. It is generally believed that if Cronbach α is between 0.7 and 0.8, the reliability is good. If the value is between 0.6 and 0.7, the reliability is acceptable. If this value is less than 0.6, it indicates poor reliability. As can be seen from the following table, Cronbach α coefficients are all above 0.6, and the overall Cronbach α coefficients are 0.861. Therefore, we believe that the quality of sample data meets the reliability requirements.

Table 3 Sample Data Reliability Test Table

latent variables	The number of variables	Cronbach α
Background factor	6	0.674
Recognition factor	5	0.805
Practice factor	5	0.831
perception factor	4	0.852
Decision factor	1	0.849

5.2 Analysis of Validity

To test the validity of the measurement tool, that is, to test whether the sample of the scale mentioned above is suitable for factor analysis. KMO and Bartlett sphericity tests are used in this paper. The actual KMO value was 0.893, and the Bartlett sphericity P value was 0.000, less than 0.05. It indicates that the correlation degree between variables is high and the validity and consistency are good, which is suitable for the structural equation analysis in the following.

Table 4 Sample Data Validity Test Table

KMO and Bartlett sphericity test		
KMO	0.893	
Bartlett sphericity test	The approximate chi-square	3008.227
	df	210
	Sig.	0.000

5.3 Parameter Setimation of the Initial Model

5.3.1 Model Test

AMOS 24 software is used to estimate and verify the parameters of the initial model. After the model is set, it still cannot be directly applied to data analysis. Correlation statistical significance test is still needed to judge the degree of model fitting. Generally speaking, the commonly used indicators are chi-square degree of freedom ratio, GFI, RMSEA, RMR, CFI, NFI, NNFI and other indicators. Through analysis, it can be concluded that p-value, RMSEA, RMR, CIF and NNFI of the model fit indexes all meet the model judgment criteria, while GFI and NFI values do not meet the judgment criteria, but are very close to the judgment criteria. In summary, we can conclude that the model has a good fitting degree, which can be analyzed and tested in the next step.

Table 5 Model Fitting Index Table

index	χ^2	df	p	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
data	370.845	184	0.000	2.015	0.898	0.056	0.074	0.935	0.880	0.926

5.3.2 Model Estimation

According to the above model parameter estimation and testing, AMOS 24 software was used to obtain the following SEM structural equation model estimation results.

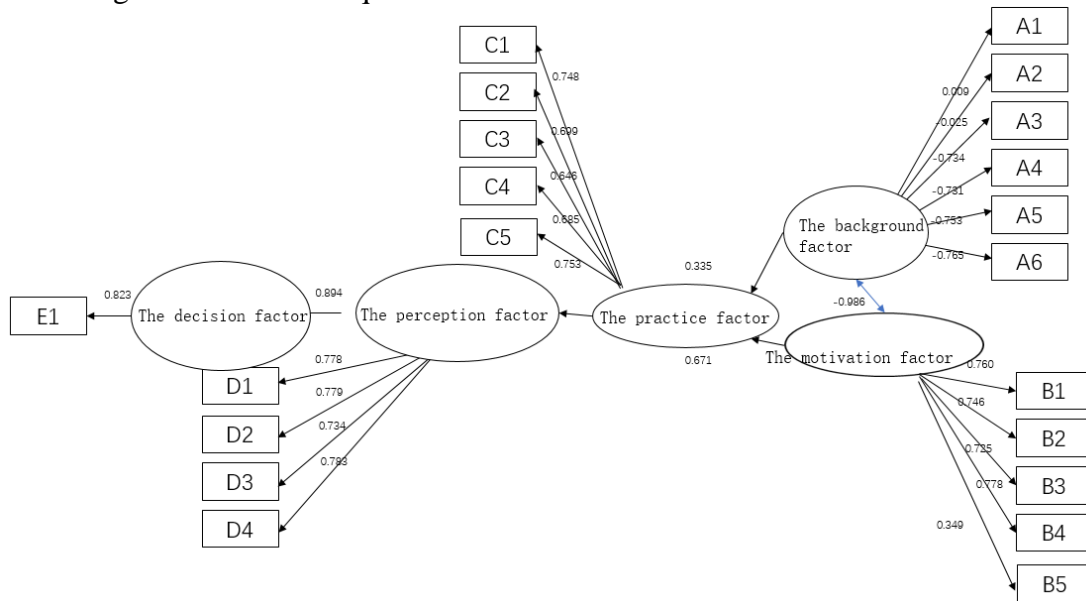


Fig.2 College Student Volunteer Service Continuity Model (Initial)

However, it is obvious that the path coefficients of background factor and motivation factor are negative in the model, which is contrary to the actual situation and logical hypothesis. At the same time, through the fitting degree test of background factors, it was found that the R^2 of factor A1 and A2 did

not meet the research needs ($A1R^2=0.001$, $A2R^2=0.000$), and the P values of both factors were greater than 0.05. Through further validity test, it was found that factor A1 and A2 were “mislabelled” (Table 6 below). At the same time, some path coefficients did not reach the significance level, indicating that the path factor was relatively low to explain the path of some variables, and the model still needs to be further modified.

Table 6 Background Factor Validity Test

name	Factor loading		Common factor variance
	Factor 1	Factor 2	
A1	-0.039	0.735	0.542
A2	0.054	0.691	0.481
A3	0.827	0.049	0.686
A4	0.809	-0.027	0.656
A5	0.824	0.043	0.681
A6	0.808	-0.023	0.653

6. Model Modification

In the above model, both background factors and motivation factors have an impact on practice factors. However, in terms of realistic situation and model analysis, college students, as subjects of volunteer service, have a cognition and motivation for volunteer service activities due to the influence of background factors, so as to carry out practice activities. Therefore, combined with relevant studies, we have reason to believe that although background factors have an impact on practice factors, the impact is not significant in combination with the above tests and analyses. However, background factors have a significant effect on cognitive factors.

In combination with the structural equation model revision idea, firstly, the variables of “changing the name and changing the name” (A1 and A2) were checked and deleted one by one, and then the paths with lower path factors (background factor - > practice factor path) were gradually deleted to adjust and optimize the model continuously. After model modification, $P=0.000<0.05$, chi-square degree of freedom ratio $\chi^2/df<3$, RMSEA, CFI, NNFI all meet the judgment requirements, and the coefficients are normal, indicating that the model fitting is good. The optimized model is shown in the following figure.

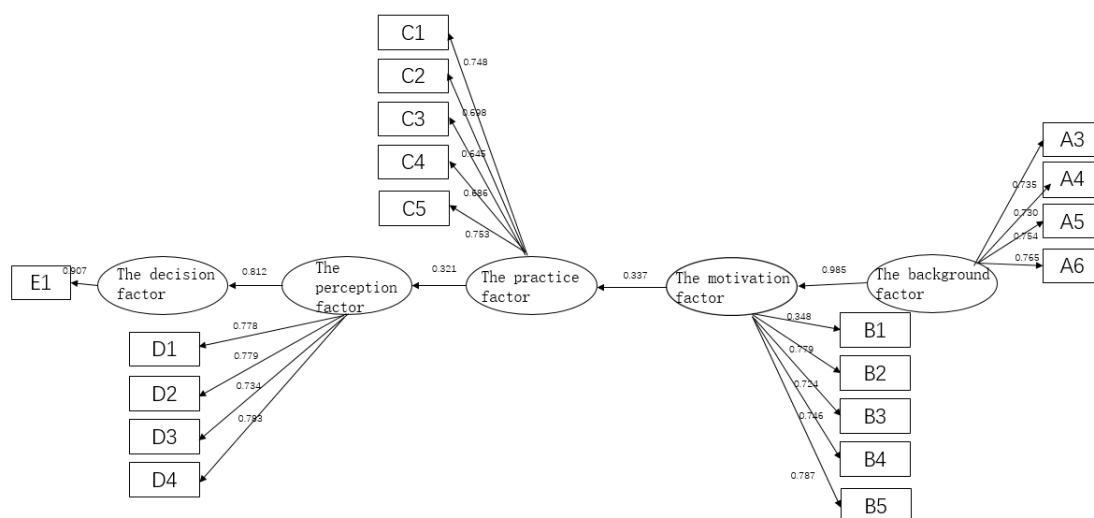


Fig.3 Sustainable Model of College Student Volunteer Service (Optimization Model)

Table 7 Estimation Results Of Model Coefficients after Optimization

X	→	Y	Unstandardized coefficients	SE	z (CR)	p	standardized coefficients
Background	→	Recognition	0.99	0.074	13.378	0	0.985
Recognition	→	Practice	0.289	0.056	5.189	0	0.337
Practice	→	Perception	0.344	0.071	4.852	0	0.321
Perception	→	Decision	1.018	0.076	13.317	0	0.812

7. Model Check Result

7.1 A Study on the Persistence of Individual Background Characteristics to College Students' Voluntary Service

In this study, gender and grade influence factors have no significant correlation with college students' volunteer service continuity. In the sample, female volunteers have strong willingness to volunteer service continuity, but the statistical significance is not significant, so hypothesis Ha1 cannot be proved.

Through the analysis of college students' family support, environmental atmosphere, mechanism construction and emotional resonance, it can be concluded that the degree of family support has a significant impact on the continuity of college students' support service activities. On the one hand, it is reflected in the material support (money, materials, etc.) of family to college students' participation in volunteer service activities. On the other hand, it is reflected in the influence of family emotion construction on the subject of college students." My family is very supportive of my involvement in volunteering...My family always supports me when I volunteer (interview HN1).In addition, the surrounding atmosphere of college students also has a significant impact on their participation in volunteer service activities, which is not only reflected in the positive influence of circle association on individual college students, but also in the subtle influence of emotional atmosphere on college students." There are a lot of people around who volunteer, and they always share interesting experiences when they come back...(Interview HB1).Look from university volunteer service system construction, mechanism construction, the more perfect, more rich and colorful activities, organization participation channels such as more significant influence on college students to participate in volunteer service activities, it also verifies the BianFei etc. (2021) on organizational factors have a significant impact on college students to participate in volunteer service behaviour. Therefore, suppose that Ha2,Ha3,Ha4, and Ha5 are true.

7.2 A Study on the Lasting Effects of Motivation Satisfaction and College Students' Volunteer Service Activities

Studies have shown that the motivation of volunteer service activities can be divided into egoistic, altruistic and non-motivational needs. However, this motivation is often complex, that is, participation in volunteer activities is often a mixture of self-interest, altruism and unmotivated needs. In this study, it was found that motivation satisfaction had a significant impact on volunteers' participation in volunteer service activities. Motivation satisfaction is not only reflected in the satisfaction of volunteers' material needs, that is, post-incentive, honor, etc.; It is also reflected in the satisfaction of volunteers' psychological motivation, that is, to feel full, happy, and feel valuable. Further research results showed that most volunteers had set a threshold of internal efficacy in their hearts, and when their feelings were not as good as this threshold, volunteers tended to have negative performance on volunteer service continuity." During the volunteer service, the team had many problems...I think the sense of participation is very poor (HB2).When motivation satisfaction is low or impaired, they will gradually reduce participation or withdraw. Based on this, hypothesis Hc1 can be verified.

7.3 Research on the Continuous Influence of Practice Process on College Students' Volunteer

Service Activities

Prior background, namely cognition, has a significant influence on college students' participation in volunteer service activities and is an important factor to promote the formation of college students' motivation to participate in volunteer service activities. Therefore, the process of volunteer service activities is an important driving force for college volunteers to perceive and make continuous participation intention. Through the decomposition of college students' participation process, we divide it into three factors: pre-process, in-process and post-process, and get the significant influence of participation process on the latter. The arrangement and preparation of the team before the volunteer service activities, the matching of professional and volunteer service activities, the arrangement and treatment of the emergency during the participation, and the summary and recognition after the participation have a significant impact on the continuous participation of college volunteers in volunteer service activities.” We had a lot of problems, and the team solved them better each time (HN2).”“I’ve been involved in several volunteer activities, and each time IT was just to pick up trash and take a few pictures, which was not interesting (BJ1).”Through sorting out the interviews, we find that organizational management, activity content, process arrangement, professional counterpart and other factors are important factors that affect the participants' sense of participation. Based on this, you can verify that hypothesis Hd1 is true.

8. Conclusion

The results show that college students' background and cognition are important factors for their participation in volunteer service activities. Motivation satisfaction based on practice and perception of volunteer activities are the important factors influencing their further participation in volunteer activities. Therefore, we should not only pay attention to the influencing factors before college students' participation, but also pay attention to the influencing factors in the process of college students' practice. Therefore, on the basis of cultivating volunteer spirit, we should constantly improve the construction of volunteer service organization and enhance management and participation ability. Pay attention to college students' psychological and material efficiency satisfaction. At the same time, to promote the formation of relevant systems and mechanisms of security, and constantly improve the sense of participation and gain of college students volunteers.

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