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## An Analysis into the volunteering motivations of individuals in Denmark

Even though volunteering is amongst the most common pro-social activities, there are many uncertainties and discrepancies in regard to specific motivations that lead to undertaking voluntary work. This is particularly important as there has been a cultural shift in many European countries which could lead to a significant human value changes. Therefore, this empirical study examines the impact of human values on the motivations to volunteer. Moreover, knowing the link between happiness and volunteering, we also draw an assumption that the high level of happiness in Denmark affects the relation between the other two variables. Using data from European Social Survey (ESS), we analysed 1,614 respondents from Denmark. Our findings suggest that out of the three prominent values in Denmark, self-enhancement, conservation and openness to change, only the first one moderately motivated people to undertake voluntary work. Moreover, the study found a significant negative relation between happiness and volunteering, but the emotion did not moderate the relation between the three human values and voluntary work.

**Keywords:** Human value scales, Volunteering, Happiness, Denmark

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### INTRODUCTION

Volunteering is believed to be one of the most important pro-social activities because of its ability to impact others' lives in a positive manner (Meier and Stutzer 2008). Increasingly governments are looking at ways to encourage a growth in volunteering (Purdam and Tranmer 2012) and in some countries, volunteering is even discussed on the political agenda (Angermann and Sittermann 2010). Even though there has been an increase in the number of volunteers across the European Union (GHK 2010), the demand continues to increase as the public sector is increasing calling upon the non-profit sector to assist in delivery of services (Smith 2010).

Despite decades of research into motivations to volunteer, it is still widely debated by academics due to contrasting ideas of altruism (Cnaan et al. 196) and instrumental or self-interest reasons (Mesch et al. 1998). As such, some scholars have focused on volunteers values in order to explain the main reason one volunteers because values can account for motivations that are on the self-interest or others-oriented ends of the spectrum (e.g. Dekker and Halman 2003; Okun and Schultz 2003; Omoto and Snyder 1995). Nonetheless, the relationship between individuals' values and behaviour is exceptionally complex and may be influenced by other factors such as changing societal norms, emotions and country policies (Purdam and Tranmer 2012).

Understanding how human values influences volunteering behaviour is particularly important at the time where modern society is changing its stance on values. For example, researchers have identified significant shifts in motivations and the emergence of reflexive volunteering, which prioritises individualised needs and experiences (Holdsworth and Quinn 2010). There are several explanations of this phenomenon- most of which are drawn on theories of late modernity, which suggest the significant increase of freedom of choice amongst individuals (Beck and Beck-Gernsheim 2002). With this cultural shift in mind, the need for new insights on the relationship between specific human values and volunteering has never been greater.

Additionally, previous research identified that a country of origin could also influence individual's motivations to volunteer (e.g. Geiser et al. 2014; Holdsworth 2010; Kosaka 2007). In many countries, voluntary organisations emerged in the 1990s as a result of a significant socio-economic development (GHK 2010). This suggests the overall welfare state and well-being of citizens is linked with their willingness to volunteer. This argument has been researched before, e.g. with the use of data from European Social Survey (ESS) with results showing a relationship between life satisfaction and participation in voluntary activity (European Social Survey 2012a). Denmark seems to be a perfect example of this phenomenon as over the last few years multiple sources have named the country as one of the happiest in the world (Biswas-Diener et al. 2010; Christensen et al. 2006; Howell and Sundberg 2015). At the same time, Denmark has seen an increase in volunteering (GHK 2010). Therefore, it may be possible that countries where people are happier may engage in more volunteering as a result.

This paper aims to explore whether human values can affect the motivations to conduct voluntary work and whether happiness influence that relationship. We do so by incorporating Schwartz's (1992) human values scale to provide empirical evidence to our knowledge of what motivates one to volunteer. By controlling for one of the happiest countries of the world in our sample, we hope to show the importance a country's overall emotional state might benefit organizations who rely on volunteers. Finally, this study has potential to benefit the wider public sector to help further understand the volunteering landscape.

## LITERATURE REVIEW

### Volunteering and factors influencing participation in volunteering

Volunteering can be defined as a planned and long-term "prosocial [behaviour] that benefits strangers, and usually occurs in an organisational setting" (Penner 2002, p.448).

This suggests that it is not a one-off event, but rather an activity that is repeated over time. This definition accounts for instrumental motives to be satisfied as long as it also helps beneficiaries. Another key issue is that volunteering is often classified as an unpaid activity (e.g. Borgonovi 2008; Low et al. 2007; Smith 1999) so many sociological sources do not recognise it as work at all (Taylor 2004). However, within this paper, we will use the terms volunteering and voluntary work interchangeably in accordance with the terminology used by the designers of European Social Survey (ESS) and with scholars who support the concept of stipended volunteer work (Mesch et al. 1998).

Research on volunteering is dominated by exploration of the motivations behind volunteering (Hustinx et al. 2010) as many scholars assume that a decision to volunteer is rational and it is based on motivating forces that influence an individual (Wilson 2000). Research conducted by the National Centre for Social Research and the Institute for Volunteering Research for the Office of the Third Sector in the Cabinet Office (Low et al. 2007) indicates that satisfaction from seeing the results is a prior motive to volunteer in the UK, followed by enjoying the activity and feeling the sense of personal achievement. Omoto and Snyder (1995) identified some other motives, from humanitarian values to self-esteem to social networking. This aligns with several other studies that mention human values as one of the primary motivations to volunteer (Dekker and Halman 2003; Okun and Schultz 2003). In terms of socio factors, research has shown that being male, having higher qualifications or attending religious services on a regular basis can increase volunteering habits (Wilson 2000). Black and Jirovic (1999) suggest that a desire to be occupied and spend time actively are the only two motivations valued particularly by the youth. Otherwise, motivations tend to be the same across all age groups. However, this has been challenged by other scholars who adopted the age-differential perspective. For instance, Okun and Schultz (2003) found that the higher age decreases career (volunteering to get work-related experience) and understanding (i.e. volunteering to understand the world) motivations but it also increases the social volunteer motivation.

To some extent, engaging in volunteering could also be influenced by a country of origin due to the increasing focus of some of the governments on the voluntary sector (e.g. Geiser et al. 2014; Holdsworth 2010). Some scholars argue that governments are responsible for encouraging volunteering as part of civic engagement education (Homborg and Costello 2019). Purdam and Tranmer (2012) found that the number of the EU regulations focused on engaging its citizens in voluntary work has been increasing. This suggests that many European countries are more likely to volunteer than the rest of the world which aligns with previous findings indicating people of Asian origin have low rates of volunteering (Kitchen et al. 2006). In Denmark in particular, the Danish government implemented policies to institutionalise volunteer centres and provide funding at national and municipal level (Lorentzen and Henriksen 2014). This in turn would give financial stability needed by volunteer centres so they could focus on recruitment of volunteering instead of fundraising. However, Qvist et al. (2018) found that while Danish volunteer's participation increased amongst the general populace, the amount of time spent volunteering decreased. Nonetheless, a country of origin could also have other elements that influence volunteering which is explored later in the section covering the emotion happiness.

## Human Values and the Scale Factor

Human values have been described by Schwartz (1994 cited by Davidov 2010, p.173) as “desirable, trans-intuitional goals, varying in importance that serve as guiding principles in people’s lives”. Rokeach (1979) argued that such values are the result of the demands and needs we learn and experience from the society we live in today. These explain the way we behave and feel about certain topics but can also relate to country differences, social change (Davidov 2010) and help researchers further understand culture. The differences in how individuals feel about these values is separated by the type of motivational goal (Jowell et al. 2017).

In Schwartz’s (1992) human value theory the key motivations fall into one of four categories: openness to change, self-enhancement, conservatism and self-transcendence. Yet within each of these motives are a total of 10 variables that can be used to pinpoint a certain value (see table 1) (Davidov et al 2008). For example, openness to change emphasizes taking action and independent thinking and is composed of self-direction, stimulation and hedonism and could inspire those to volunteer in situations where they could meet those needs (Ariza-Montes et al. 2017). Whereas, the opposite spectrum is conservation which focuses on values such as conformity, tradition and security (Davidov et al. 2008). A key argument is that because the four dimensions are opposite of each other and there is supposed to be a different type of influence (Schwartz 1992). Yet, Knoppen and Saris (2009) argue that there are times when there is a high correlation between values due to intrinsic motivation not being included and Ciecuch (2018) also questioned the human value scales invariance. However, this four dimension/10 variable structure has been proven by many researchers across 67 nations and proves that such a structure similarly organizes values in individuals across a range of countries (Davidov et al 2008).

**Table 1: Definitions of the motivational types of values**

Value	Type of motivational goal
<b>Power (PO)</b>	Social status and prestige, control or dominance over people and resources
<b>Achievement (AC)</b>	Personal success through demonstrating competence according to social standards
<b>Hedonism (HE)</b>	Pleasure and sensuous gratification for oneself
<b>Stimulation (ST)</b>	Excitement, novelty, and challenge in life
<b>Self-Direction (SD)</b>	Independent thought and action – choosing, creating, exploring
<b>Universalism (UN)</b>	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature
<b>Benevolence (BE)</b>	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact
<b>Tradition (TR)</b>	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self

<b>Conformity (CO)</b>	Restraint of action, inclinations, and impulses likely to upset or harm others and violate social expectations or norms
<b>Security (SEC)</b>	Safety, harmony and stability of society, relationships, and of self

Frisch and Gerrard (1981 cited by Bennett 2002) noted a similarity in how people felt about themselves and how they feel about a charitable cause which could explain motivations to donate. Researchers have also recognised that the current change of values have a significant impact on volunteering, with individualisation being the most prominent one (Dekker and Halman 2003). Hustinx (2001) suggests that it has created a notion of new, individualised volunteers (Hustinx 2001) who despite being self-oriented, still value doing good things for others (Wuthnow 1991). Therefore, given the four different variables measured, the following is proposed.

*H1: Different human values affect the motivations to conduct volunteer work.*

### Happiness as a moderator

Happiness can be defined as a synonym of 'life satisfaction' (Veenhoven 2017), which is based on a combination of "the frequency and intensity of pleasant emotions" (Diener 2000, p.36). However, Veenhoven (2017) emphasises that the term is much broader. When used in this sense, the word is an umbrella term, which covers different internal (in the individual) and external (in the environment) qualities of life (Veenhoven 2000). Veenhoven (2000) further suggests that some of the sociological measures of internal (individual) qualities of life are "social relations" and "doing interesting things", and both have been mentioned in other studies as some of the key motivations to volunteer. This suggests that there is a strong link between happiness and voluntary work.

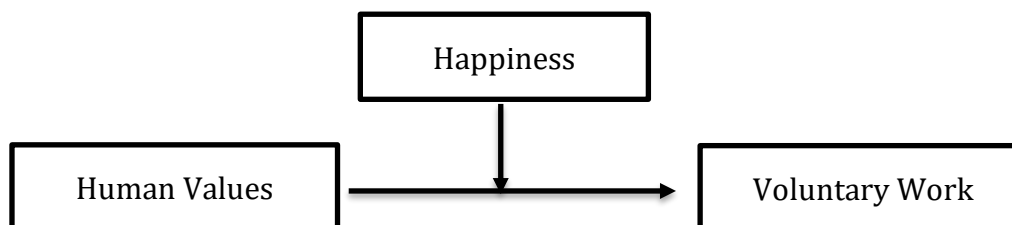
In the current research, however, happiness is usually found to be the outcome of volunteering. For example, Borgonovi (2008) suggests that voluntary work lowers concerns about socioeconomic status of an individual and thus, it enhances both health and happiness. Musick and Wilson (2003) add also that individuals who volunteer, in particular older people, improve their self-esteem by doing something that makes them feel useful and is commonly valued by society. There are also studies confirming the highest level of interest in volunteering among the happiest participants (Oishi et al. 2007). However, when Best and Costello (2019) explored the moderating effect of happiness on the relation between motivation and donating to charity, there was no significant relation. Indeed, they concluded that being happy may be a temporary state that does not impact behaviour consistently. Yet, Kosaka (2007) counters that when looking at happiness from a world view that happiness views differ according to a countries economic status. Therefore, if individuals are part of a society that is recognised as one of the happiest in the world and hail from an economical strong area, we argue that happiness is then embedded into society and may have a long term effect on behaviour.

*H2: Happiness moderates the relation between Human Values and conducting voluntary work.*

### Conceptual Framework

This study draws on a gap analysis of three points: human values (independent variable), voluntary work (dependent variable) and happiness (moderator). Although current literature surrounds each one of these variables, very little if any discuss the relationship between the concepts together. The conceptual framework is depicted in figure 1.

**Figure 1: Conceptual Framework**



## METHODOLOGY

### Sample and Procedures

We used the ESS data from Denmark based on the discussed level of happiness in this country. The database was chosen due to its accessibility and reliability as it is an academically-driven social survey (Lynn et al. 2007), which is one of the major sources of data for various social science disciplines (Davidov 2008). The results of Round 9 (2018) have not been released yet, Denmark did not participate in Round 8 (2016) and Round 7 (2014) did not ask respondents about their participation in volunteering, meaning data from Round 6 (2012) was chosen. This would also correspond with the Danish government funding of volunteer centres at a national and municipal level (Lorentzen and Henriksen 2014).

ESS was primarily designed to analyse changes across time and enable researchers to compare those changes across different countries (Davidov 2008). The high-quality data is ensured by multiple strict rules, which cover sampling, questionnaire translation, data collection etc. (Koch 2016). However, the results cannot always guarantee full invariance over time or across different countries (Davidov 2008). Therefore, Billet (2003 cited by Davidov 2008) suggests that measurement invariance of theoretical constructs should be additionally evaluated during the process of data analysis. For the purpose of our analysis, we used multiple linear regression.

To ensure that our data is reliable and valid for testing, we went through a process of data screening in accordance with the steps advised by Field (2013). Since missing data and failure to discriminate among value items is likely to result in inaccurate analysis (Bilsky et al. 2011), we removed respondents if more than 10% of their data was missing. When less than 10% was missing, SPSS calculated the means using the questions before and after to fill in gaps. After cleaning the data, the remaining valid data contained 1,614 respondents. This particular sample was fairly equal (Male=50.8% and Female=49.2%), which indicates that the responses were representative and unbiased. The main age group were Baby Boomers who made up 35.5%. For more specific demographic, see

table 2.

**Table 2. Demographic Frequencies**

	<b>N. = 1614</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>			
Gen X		311	19.3
Baby Boomers (51-70)		573	35.5
Silent (71 and over)		203	12.6
Gen Y (22-39)		348	21.6
Gen Z (15-21)		179	11.0
<b>Gender</b>			
Male		820	50.8
Female		794	49.2
<b>Course level</b>			
Under-graduate		940	58.2
Graduate		674	41.8

### Measurement of variables

The dependent variable identified the frequency of volunteering and was structured on a six-point ordinal scale from 1 (“At least once a week”) to 6 (“Never”). Human values were measured with Schwartz’s (1992) 21-question scale with a six-point scale where 1 was “Very much like me” and 6 was “Not like me at all”. The moderating variable, happiness, was measured on a scale from 0 to 10 where 10 stood for “Extremely happy”. Literature on volunteering has identified several socio-demographic variables, which can motivate volunteering (Cnaan et al 1996, Wilson 2000). Biological Gender (this is what the ESS captured in round 7) was measured on a two-point nominal scale (male=1; female=2). Highest level of education was structured on a five-point ordinal scale but by converting this variable into dummy variables for higher education (1=yes, 0=no).

An Exploratory Factor Analysis (EFA) was run to analyse the dataset and explore factors, which influence variables the most (Yong and Pearce 2013). We used Varimax in order to “maximise the dispersion of loadings within factors” (Field 2013, p.802). Due to multiple cross-loadings in the factor analysis, some variables were removed. This resulted in retaining three dimensions consisting of openness to change (hedonism and stimulation), self-enhancement (power and achievement), and conservatism (conformity and tradition). To measure reliability of our data, we run the Cronbach’s alpha ( $\alpha$ ). Even though Gliem and Gliem (2003) state that only Cronbach’s  $\alpha$  of .7 or higher can be acceptable, some suggest that values of .5 are enough in the early stages of research (Nunnally 1978 cited by Field 2013). Therefore, our values of Cronbach’s  $\alpha$  (.760, .700 and .549 for each component respectively) suggests that the items have acceptable internal consistency. Furthermore, a regressions analysis identified collinearity within the data causing SPSS to exclude ‘BabyB’ from the model. This strong correlation between independent variables can create cause for concern and impact results (Bowerman et al 1990 cited by Fields 2013; Myers 1990 cited by Fields 2013; Fields 2013). Therefore, due to the ‘BabyB’ Variance Inflation Factor (4.181) being the second highest alongside Gender, the variable was excluded in an attempt to create



unbiased results. There are no rules for levels of VIF (Bowerman et al 1990; Myers 1990 cited by Fields 2013) but by excluding 'BabyB' in this case, the model was made more stable, resulting in a higher probability of accurate readings (see Table 3).

**Table 3. Means, Standard Deviations and Correlations**

<b>Correlations</b>													
	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11
<b>1. Volunteer</b>	4.57	1.888											
<b>2. Openness to change</b>	2.88	0.988	.056*										
<b>2. Self-enhancement</b>	3.22	1.013	0.029	.421**									
<b>3. Conservatism</b>	2.76	0.957	0.023	0.024	.130**								
<b>4. Happy</b>	8.39	1.454	-.059*	-	0.005	-							
				.069**		.057**							
<b>6. Gender</b>	1.49	0.500	.081**	.115**	.130**	-0.045	-0.016						
<b>7. GenX</b>	0.19	0.395	-0.020	0.047	-0.048	-0.002	-	0.035					
							.065***						
<b>8. Baby Boomers</b>	0.35	0.479	-	.137**	.122**	-0.029	.049*	-0.046	-				
			.076**						.362**				
<b>9. Silent</b>	0.13	0.332	.074**	.176**	.210**	-	0.023	0.042	-	-.281**			
						.145**			.185**				
<b>10. GenY</b>	0.22	0.411	0.021	-	-	.096**	-0.011	-0.010	-	-.389**	-		
				.146**	.129**				.256**		.199**		
<b>11. GenZ</b>	0.11	0.314	0.036	-	-	.075**	-0.003	-0.004	-	-.262**	-	-	
				.263**	.178**				.173**		.134**	.185***	
<b>12. Uni educated</b>	0.42	0.493	-	0.034	-.064*	.080**	0.017	.132**	.102**	.099**	-	.088***	-.295**
			.074**								.094**		

Correlation is significant at the 0.05 level (2-tailed).\*\* - Correlation is significant at the 0.01 level (2-tailed).

## Data Analysis

A multiple regression analysis was used to test hypothesis 1 to find out if human values significantly predict whether people undertake voluntary work (Hypothesis 1). Since our ANOVA was significant ( $p < .001$ ), we confirmed that our model works because our variables are predicting answers. The analysis indicated that the three predictors (Openness to change, self-enhancement and conservatism) explained 2% of the variance ( $R^2 = .020$ ,  $F(9) = 4.635$ ,  $p < .001$ , model 1, table 4). Openness to change explained the biggest variation when split separately ( $R^2 = .024$ ,  $F(7) = 5.662$ ,  $p < .001$ ). However, only the human value significantly related to volunteering was openness to change ( $B = .115$ ,  $p < .05$ , model 3, table 4).

**Table 4. Regression for H1**

	Regression							
	Model 1		Model 2		Model 3		Model 4	
	DV: Volunteer Work		DV: Volunteer Work		DV: Volunteer Work		DV: Volunteer Work	
	b	S.E	b	S.E	b	S.E	b	S.E
	3.602***	0.262	3.96***	0.220	3.717***	0.213	3.824***	0.211
<b>Gender</b>	0.318	0.096	0.322	0.095	0.303	0.095	0.337***	0.094
<b>Gen X</b>	0.104	0.133	0.11	0.133	0.115	0.132	0.101	0.132
<b>Silent</b>	0.481**	0.156	0.472**	0.155	0.452**	0.155	0.501	0.155
<b>Gen Y</b>	0.293*	0.131	0.277*	0.129	0.319*	0.129	0.250	0.128
<b>Gen Z</b>	0.308†	0.178	0.262	0.172	0.353*	0.174	0.217	0.168
<b>Uni Education</b>	-0.292*	0.102	-	-	-0.271**	0.101	0.296**	0.101
<b>Self-Enhancement</b>	-0.031	0.053	0.024	0.024				
<b>Openness to change</b>	0.119*	0.054			0.115*	0.051		
<b>Conservatism</b>	0.072	0.051					0.076	0.050
<b>R-square</b>	.025		.021		.024		.022	
<b>Adjusted R-square</b>	.020		.017		.020		.018	
<b>F test</b>	(9) 4.635 ( $p < .001$ )		(7) 4.949 ( $p < .001$ )		(7) 5.662 ( $p < .001$ )		(7) 5.253 ( $p < .001$ )	

\*\*\*Significance  $p < .001$  \*\*Significance  $p < .01$  \*Significance  $p < .05$  † Significance  $p < .10$

N=1614

To test hypothesis 2 and establish if happiness moderates the relationship between human values and volunteering, data was mean-centered and corrected for heteroscedasticity- consistent standard errors using Hayes's (2018) Process plugin for SPSS. The analysis showed that happiness does not moderate the relationship between specific human values as no significance was found (respectively: Self-enhancement interaction  $B = .0139$ ,  $p = .6644$  model 1, table 5; Openness to change  $B = .0167$   $p = .6144$  model 2, table 5; Conservatism  $B = -.0405$ ,  $p = .2215$  model 3, table 5). Therefore, our hypothesis 2 is not supported. However, happiness is significantly negatively related to voluntary work in

all three models, indicating that the happier people are the less they volunteer.

**Table 5. Regression for H2**

<b>Moderation</b>						
	<b>Model 1</b>		<b>Model 2</b>		<b>Model 3</b>	
	DV: Volunteer Work		DV: Volunteer Work		DV: Volunteer Work	
	b	S.E	b	S.E	b	S.E
<b>(Constant)</b>	4.3088***	1.548	4.343***	0.155	4.269***	0.154
<b>Gender</b>	0.3202**	0.095	0.306**	0.095	0.3448***	0.094
<b>Baby Boomers</b>	-0.2537*	0.099	-0.2733**	0.099	-0.2342*	0.098
<b>Uni Education</b>	-.2942**	0.096	-.3042**	0.096	-.3112**	0.096
<b>Happiness</b>	-.0699*	0.032	-.0656*	0.032	-.0693*	0.032
<b>Self-enhancement x Happiness</b>	.0139	0.032				
<b>Self-enhancement</b>	.0394	0.047				
<b>Openness to change x Happiness</b>			.0167	0.033		
<b>Openness to change</b>			.1048*	0.048		
<b>Conservatism x Happiness</b>					-.0405	0.033
<b>Conservatism</b>					.0581	0.049
<b>R-square</b>	.0214		.0240		.0225	
<b>F test</b>	(6) 5.8506 p<0.001		(6) 6.5756 p<.001		(6) 6.1751 p<.001	
<b>***Significance p&lt;.001 **Significance p&lt;.01 *Significance &lt;.05 † Significance p&lt;.10</b>						

N=1614

## DISCUSSION

As discovered from the regressions analysis, self-enhancement was not found to be a significant indicator of volunteering, even though being respected and successful is a prominent value in Denmark (Davidov et al. 2008) and these two characteristics are often linked with volunteering (Wilson 2000). Respondents in Denmark who enjoy having a good time and prefer an adventurous lifestyle (represented by openness to change values) are more likely to undertake activities that benefit others than those who value personal achievements and believe it is important to behave properly (conservative values). It could potentially result from the aforementioned cultural change because “people who [are] the most individualistic [are] also the most likely to value doing things to help others (Wuthnow 1991, p.22). This is because people increasingly abandon their traditional working habits in favour of activities that serve a more specific purpose (Hustinx 2001).

When exploring how control variables related to volunteering in Denmark, educational level seems to have a much stronger effect on whether people undertake voluntary work or not than human values. However, individuals with a lower level of qualification (in this case, below degree level) are more likely to volunteer. Previous research has

consistently shown that higher educational achievements are a common predictor of involvement in voluntary work as education is able to highlight “awareness of problems, increases empathy, and builds self-confidence” (Wildon 2000, p.220). Moreover, well-educated individuals tend to have more opportunities to volunteer (Brady et al. 1999). Our findings, however, show that the lower educational qualification results in a higher motivation to volunteer. This statement questions the notion of positive relationship between education and volunteering but it can be explained with the willingness to “[give] back to the community or [assist] those in need” (Hwang et al. 2005, p.396) of the less-educated individuals.

Moreover, those of an older age group (the silent generation) were found to volunteer their time more than other generational groups. As per Okun and Schultz’s (2003) study, it is most often prompted by a motivation to build and maintain social relationships. This finding is also supported by Funes (1999 cited by Davila et al 2009, p.83) who argued that motivations to volunteer are heavily affected by the life stage of an individual and therefore older individuals may have more motives to volunteer, such as service and community. In relation to human values among this age group, self-enhancement and openness to change were the only values which appeared to drive motivations within older individuals to volunteer.

As discovered from the moderation model, happiness was significantly negatively related on a low level to undertaking voluntary work, contradicting other researchers, such as Oishi et al. (2007) who suggested that the happiest participants are the most interested in volunteering. This holds particular importance for volunteering charities in Denmark considering the country is one of the happiest countries in the world (e.g. Biswas-Diener et al. 2010; Christensen et al. 2006; Howell and Sundberg 2015). This study identified that respondents in Denmark who volunteered in the last 12 months are less happy which could potentially result from their motivations to volunteer. A lower feeling of happiness in relation to voluntary work could begin to explain that in this study respondents who volunteered in the last 12 months did so as a result of “egoistic motivation” (Synder et al. 1992 cited by Holosko et al 2004, p.322). Furthermore, when an individual feels sad or low, the act of volunteering makes them feel better about themselves and the motivation to volunteer comes from an ego/personal needs perspective (Synder et al. 1992 cited by Holosko et al 2004). The significance found in the model was low and therefore, there is probability of happiness negatively influencing volunteer work, but this is at the lowest level meaning a weaker link.

When the feeling of happiness was tested for interaction, it did not moderate the relationship between the analysed human values and whether people undertake voluntary work, opposite to what was hypothesised. This suggests that happiness on its own is negatively related to voluntary work but it does not strengthen or weaken if someone holds any of the three values tested. This supports the previous finding which stated a lack in literature surrounding a link between all three variables. However, it is interesting that in this model, openness to change and self-enhancement values did behave similarly and this could further support Davidov et al. (2008) who suggested that when human values are structurally related to each other the more qualities these values share.

## THEORETICAL AND PRACTICAL IMPLICATIONS

The findings of this study correspond with literature confirming the impact of human values on motivations to volunteer but only to a limited extent. Even though the most prominent values in Denmark (power and achievement) were not found to predict voluntary behaviour at all, it generally confirms the complexity of the relationship between those variables, which was suggested previously by other scholars.

Nonetheless, this paper questions a well-researched notion of happiness and its impact on volunteering by presenting a negative relationship between these two. Even though we found a theoretical explanation of this phenomenon, it can be considered a significant finding to be taken into consideration by other researchers in the future. Most importantly, we unintentionally challenged a well-established relationship between high educational qualifications and motivations to volunteer and therefore, provided current literature with a rare and contrasting perspective.

Even though we found weak a relationship between the analysed human values and volunteering or no relationship at all, our findings could be helpful for marketing professionals working within the voluntary sector, especially in Denmark. This paper provides a better understanding of how to promote the idea of voluntary work by emphasising different volunteer motivations to different age groups. Moreover, one of our primary findings suggests that marketers who wish to encourage people to volunteer should be sure to include those without a higher educational qualification in their activities as they have a higher potential to participate in voluntary activities.

## LIMITATIONS

The major limitations of the study result from concerns around ESS. For instance, cultural differences create different contexts which may affect the intended meaning of translated questions (Hoffmeyer-Zlotnik and Harkness 2005). There are also other common measurement issues resulting from cross-national research. For example, the level of respondents' understanding of the purpose of collecting data, confidentiality as well as the planned use of their responses may affect results of the survey (Blair and Piccinino 2005). Therefore, future research could consider applying the same methodology to data from national surveys where translations and interpretations are not needed.

Another limitation of the study is associated with its sample. Even though we had a fairly even split in terms of gender of respondents, the sample was dominated by the generation of Baby Boomers. Therefore, it could potentially influence the results, especially when a level of education was taken into consideration. This is particularly important due to the surprisingly negative relation between the educational level and volunteering and it could be a key direction for future research. Further studies on the impact of education (or lack of education) on volunteering would be particularly needed in Denmark.

## CONCLUSION

The aim of this report was to examine how human values affect involvement in voluntary

work and whether happiness moderates this relationship. The results showed that combined openness to change values seem to have some ability to predict participation in volunteering. Even though, prestige, personal achievements and conservative orientation are prominent values in Denmark, they did not increase motivations to volunteer of our respondents. The moderating effect of happiness was not found to be significant. However, happiness was significantly negatively related to volunteering, meaning that as the level of happiness decreases, and motivation to volunteer increases. This is particularly important due to the reported high happiness in Denmark. It also challenges current literature that often links happiness with volunteering. Lastly, this paper contributes to the industry, especially by highlighting the high level of involvement in volunteering of people without a university degree. Previous studies have explored the relationship between environmental attitudes/behaviours and the human value of self-transcendence. An example of this being that when Simmons, Binney, and Dodd (1992) added a new item, "a clean environment", and conducted a factor analysis. The results showed that this new value was related to items belonging in the self-transcendence category such as a world of freedom and a world of peace (Karp 1996). This study's result is a theoretical implication due to us not adding a separate item into our study and by this research proving there is a relationship between these factors if applied, theoretically. This also proves a positive relation, which differs to our findings overall.

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