Analysis of Influencing Factors of College Students' Volunteer Service Brand Based on MOA Model

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Abstract: *Brading college students' voluntary service is not only for the development demand of social welfare but also for the inevitable choice of the organization and professionalization of voluntary service. The brand has important guiding significance for promoting the long-term and effective development of college students' voluntary service and promoting the progress of social welfare. Thus, from the MOA perspective and based on a questionnaire survey of 254 college student volunteers in a city, we analyze the influence of college students' motivations and abilities on the brand-building of volunteer service, using a structural equation model to opportunities. The result shows that psychological motivations, government policies1, and professional abilities have a positive influence on brand building. Of all these factors, professional ability plays an intermediary role between psychological motivation and brand building. The result of this study provides countermeasures and suggestions for brand building from three aspects: incentive mechanism, guarantee mechanism1, and training mechanism. These findings have a great significance on the quality promotion and the management of volunteer service.*

Keywords: *MOA theory, Volunteer service, Brand building*

1. Introduction

Branding voluntary service is important to improve the level and influence of voluntary service. At the moment of vigorous development of voluntary service, integrating social resources through brand building, expanding service content, and exploring the establishment of long-term mechanisms are urgent requirements of the development of voluntary services. At present, college student voluntary service work presents phenomena such as the homogeneity of service content, the lack of timeliness of service, the poor management of service teams, and the lack of social resources for service. It is still facing difficulty. For instance, an incentive mechanism is not perfect, the brand effect service function is not enough, and volunteer service brand construction is undoubtedly the most effective way out of this dilemma.

In October 2019, the China Volunteer Service Research Center was established, and topics related to volunteer service were incorporated into the Social Science Fund. In September 2020, the People's Government of Liaocheng city, Shandong Province proposed to focus on the launch of the "five platforms and ten brand building" of voluntary service. The brand-building of voluntary service had attracted extensive attention from both the theoretical level and the practical levels. Throughout the research results, the research on brand-building of voluntary service is found to mainly focus on the following two aspects. The first is to study the influencing factors of the improvement of volunteer service quality. Yin [1] explored the factors affecting college students' participation in voluntary services from the "time bank" voluntary service activities for the aged and proposed that the quality of voluntary services needs to be improved through tripartite cooperation among schools, society, and government. Zhang [2] investigated college students in four universities in Shanghai and established a system of influencing factors based on the obtained data on college students' participation in voluntary service. Finally, they concluded that political efficacy and social capital were effective ways to improve the quality of college students' voluntary service. The second was to put forward specific measures for brand construction. By analyzing the current situation of college student volunteer service, Cao [3] optimized the service mechanism from four aspects: brand positioning, brand marketing, building supply, and demand platform, and value positioning. Wang [4] expounded on the concrete measures for the

construction of social practice culture brands. Voluntary service brand building is a complex behavior subject to multiple constraints and limitations. However, because it is susceptible to individual and situational factors, brand-building may not produce an ideal effect on brand formation. The brand formation is a systematic project, so it is necessary to explore the influencing factors and mechanisms in the process of brand building. Therefore, it is necessary to integrate brand-building factors. Based on the theory of earth-sized, the followings are necessary: discussing motivations of college students to participate in volunteer service, opportunities to promote brand building, and an analysis of the influence path of self-owned ability on the brand building of college students' volunteer service. The results show that on the one hand, it deepens the cognition of brand construction and improves the standardization and stability of college student volunteer service results. On the other hand, it provides the corresponding decision-making reference for the benign development of brand building.

2. Theoretical Basis and Research Hypothesis

2.1. Motivation dimension

Motivation refers to the internal driving force that pushes individuals to engage in certain activities and moves forward in a direction. Scholars have paid close attention to the research on the brand-building of volunteer service and found that the main factor affecting the brand building of college student volunteer service is psychological motivation. Psychological motivation is divided into two types: emotional motivation and self-promotion motivation. In public service, emotional motivation is an emotion that volunteers are attracted by public volunteer service activities and have a strong perception of voluntary activities, and are willing or eager to help others. Li believed that emotional motivation with certain impulsiveness and instability is based on situational inducement, and has a certain positive effect on service performance [5]. Self-promotion motivation is caused by the highest need for self-realization in Maslow's hierarchy of needs theory, mainly including the need to show oneself, to be recognized by relevant institutions, to maximize self-utility, which is similar to the "rational motivation" in public service motivation proposed by Perry. Wang established a structural equation model of voluntary service motivation and service performance and concluded that psychological motivation is positively correlated with service performance. American psychologist Fromm's expectation theory points out that people are motivated to do something to achieve a goal only when they expect that their actions will contribute to the achievement of that goal. When people's desire for expectation is higher, their psychological motivation becomes stronger. Behavior is determined by motivation, so people with strong motivation show more correct behavior when participating in voluntary service activities, and the correct behavior improves service quality. The improvement of service quality promotes service performance, and the improvement of service performance promotes the brand construction of volunteer service.

Based on the above literature research, the following hypothesis is proposed.

H1: Psychological motivation has a significant positive effect on the brand-building of college students' volunteer service.

2.2. Opportunity dimension

Opportunity refers to the favorable or unfavorable situation faced by individuals within a specific period. The opportunity in this study refers to the situation that is conducive to the brand-building of volunteer service. The existence of opportunities enables college students with motivation and the ability to have the external conditions to continue to engage in voluntary service. The literature research shows that the government policy is a favorable situation for the brand building of college students' volunteer service. As voluntary services are covered by the national system construction, the government provides volunteer management funds and gradually introduces a series of laws and regulations. Then, a voluntary service plan can be perfected in the material security system of the volunteer service with sufficient funds for voluntary service. The guarantee of rights and interests of volunteers and recipients can attract more people engaged in volunteer service and provides the human and financial resources for volunteer service brand construction. Deng [6] through an in-depth study on the design of the voluntary service system in the United States, found that the factors seriously affecting the development of voluntary service in China were the government's policies and legal environment. We need to learn from the design and experience of the United States and improve the legal system to ensure the long-term

development of voluntary service. Yin [1] stated that the achievements of volunteer service in recent years were the result of the comprehensive mobilization of volunteers' spiritual development and orderly participation under government policies. The continuous improvement of the quality of voluntary service is still inseparable from the active guidance of government policies. At present, many voluntary service activities in colleges and universities are planned and implemented by the school's youth league committee, lacking the participation of a unified organization and coordination agency. According to Xinhua News Agency, in recent years, the government is introducing corresponding policies on the definition of voluntary service organizations and the responsibilities of voluntary service authorities to encourage the creation and development of private voluntary service organizations, so that the socialized operation of voluntary services can be carried out in an orderly manner within the legal framework.

Based on the above literature research, the following hypothesis is proposed.

H2: Government policies have a positive impact on the brand-building of college students' volunteer service.

2.3. Mediating effect of competence dimension and professional competence

Ability refers to the confidence and potential required for individual decision-making, that is, the knowledge level, skill level, and professional level that decision-making should possess. The ability in this study refers to the professional level. The intensity of professional ability is closely related to the individual's psychological motivation. Wang pointed out that psychological motivation is an important antecedent variable of ability, which has an obvious predictive effect on ability [7].

Psychological motivation is a multi-layered internalized characteristic of individual needs, cognition, and consciousness, and is the driving force for the individual to implement behavior. The formation of psychological motivation marks an individual's maturity in behavior implementation. Professional ability is the expected behavior of an individual's professional skill level externally displayed. Therefore, psychological motivation influences its imperceptibly. Promoting the implementation of individual behaviors to be consistent with high-level professional capabilities and the improvement of the quality of voluntary services is conducive to the stability of high-level service quality and the long-term effectiveness of brand building. Academia has conducted extensive research on the relationship between psychological motivation and professional ability. Ding [8] proposed that emotional motivation in psychological motivation is conducive to college students' understanding of the concept and spirit of voluntary service so that voluntary service can reach the level of professionalism and achieve the goal of improving the quality and quality of voluntary service. Through the analysis of the current situation of foreign volunteer service, Zeng et al. found that high-level and international volunteer service teams are built on a professional basis. Self-promotion motivation is the driving force for better learning of professional skills. Professional skills guide professional abilities, making volunteer service quality more professional, service level stronger and brand building more in-depth.

Based on the above literature research, we propose the following hypotheses.

H3: Professional competence has a positive influence on the brand building of college students' volunteer service.

H4: Psychological motivation has a positive effect on professional competence.

H5: Professional competence plays an intermediary role in psychological motivation and brand building.

To sum up, the theoretical model of this study is shown in Fig. 1.
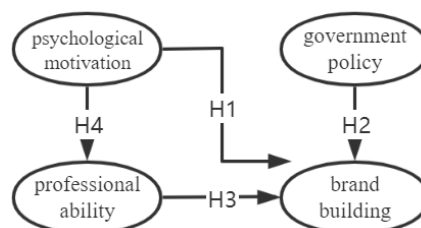

Figure 1: Theoretical model of influencing factors of college students' volunteer service brand construction.

3. Research Design

3.1. Objects and methods of investigation

Considering the availability of data and concern for college students who participated in voluntary services, the university students in S city were selected as the research objects. The data were collected through the network questionnaire survey, and then the collected questionnaires were sorted. A total of 262 questionnaires were collected and 253 valid questionnaires were valid, with an effective rate of 96.56%. The number of samples met the requirements of this study. SPSS25.0 and AMOS24.0 were used for relevant statistical analysis. Firstly, SPSS25.0 and AMOS24.0 were used to test the reliability and validity of the main variables. Secondly, the path test and mediation test were carried out for the model. At last, descriptive statistical analysis and correlation analysis were carried out for the model results.

3.2. Scale design

By referring to the analysis and summary of relevant literature, the preliminary design of the content of the questionnaire was carried out. The opinions of several experts and teachers were consulted to improve the questionnaire in combination with the actual investigation situation and ensure the effectiveness and accuracy of the questionnaire. The questionnaire consists of two parts: the basic information of users and the measurement of the influencing factors of college students' voluntary service brand building, including psychological motivation, government policy, professional ability, brand building, and other four variables.

The questionnaire included 16 item asking the following: the psychological motivation including "interested in volunteer activities can improve the quality of the voluntary service to promote the construction of brand", "think to get the affirmation and admiration of social or related institutions can improve the enthusiasm of volunteer service so as to promote the brand construction", government policy including "government laws and regulations, beneficial to volunteer service brand construction" voluntary service project "that government spending on volunteer work and management, the establishment of the relevant insurance is good for brand building" and professional ability including "think that college students to participate in volunteer service activities associated with their major that can boost to intensify the building of the brand" "think that college students take part in some volunteer service more professional training to increase the brand construction has promoted" and other three items. The questionnaire used the Likert five-point scale. 1 represents "very dissatisfied", and 5 "very satisfied". The survey questions mainly refer to the research results of well-known scholars, and questions are set by themselves according to the influencing factors of college students' volunteer service brand building.

4. Analysis Results

4.1. Reliability and validity test

For test scale reliability and reliability analysis, SPSS25.0 was used. Cronbach's α was determined for the internal consistency of the scale. Table 1 shows that Cronbach's α of the latent variables was greater than 0.70, so the scale had good reliability.

Through the analysis of Amos 24.0 validation factors, the validity of the scale was tested. The value of load quantity was greater than 0.8, indicating that the convergent validity of potential variables was ideal. The average variance extraction quantity must be greater than 0.5 in general. This model's quantity was greater than 0.5, indicating that the convergent validity was good.

Table 1: Reliability and validity analysis of the scale

Latent variables	Item Serial number	Standardized Factor loading	Item number	Cronbach's a	CR	AVE
Psychological motivation	M1	0.830	3	0.91	0.75	0.77
	M2	0.909				
	M3	0.893				
	M4	0.834				
	M5	0.821				
	M6	0.865				
The government's policy	O1	0.805	2	0.81	0.67	0.67
	O2	0.832				
	O3	0.825				
	O4	0.899				
Professional ability	A1	0.862	3	0.88	0.75	0.71
	A2	0.845				
	A3	0.823				

4.2. Path analysis

AMOS 25.0 was used to construct a structural equation for the model for examining the direct path coefficients between psychological motivation, government policies, professional capabilities, and voluntary service brand building. Table 2 shows that the path coefficient from psychological motivation to brand building is 0.920, the path coefficient from government policy to brand building is 0.82, and the path coefficient from professional ability to brand building is 0.918. The three direct paths significantly indicate the false H1 but H2 and H3 are confirmed. At the same time, as path analysis is important in the mediation test, when the mediation variable is not included, the direct relationship between the dependent variable and the dependent variable is tested.

Table 2: Path analysis results

Path	Pathcoefficient	$\chi 2/df$	RMSEA	GFI	CFI	PNFI
H1: Psychological motivation-Brand Building	0.92	2.44	0.07	0.95	0.98	0.64
H2: Governmentpolicy - Brand Building	0.82	1.68	0.05	0.98	0.99	0.51
H2: Professionalcompetence - Brand Building	**0.92**	**2,38**	**0.07**	**0.98**	**0.99**	**0.59**

4.3. Intermediary role test

According to the recommendations of Wen [9] on the test of mediation, we adopt the three steps of the test of mediation proposed by Baron and Kenmy. The mediation of this study needs to meet the following three conditions. (1) Psychological motivation has a significant effect on the brand-building of voluntary service. (2) Psychological motivation significantly affects professional ability. (3) When professional ability is added to the structural model of psychological motivation and voluntary service brand building, the path of psychological motivation and brand building becomes insignificant. Compared with the professional ability before joining, professional ability has a significant impact on brand building.

The model and results verifying the mediating role of professional ability between psychological motivation and voluntary service brand building are shown in Fig. 2. The relevant fitting index $\chi 2$ of the model is 131.197, df is 50, $\chi 2/df$ is 2.624, RMNSEA is 0.786, GFI is 0.922, and CFI is 0.966. These indices meet the established requirements of the structural equation model, indicating that the model is compatible with Xiangben's result. The path coefficient from psychological motivation to professional ability is 0.91, and it is significant in the case of P<0.001, which confirms H4. The path from professional ability to brand building is 0.35, and it is significant. This confirms H3. The path coefficient from psychological motivation to brand building is 0.61, and the path coefficient is not significant, indicating that professional ability plays a completely mediating role between psychological motivation and brand building, which confirms H5.
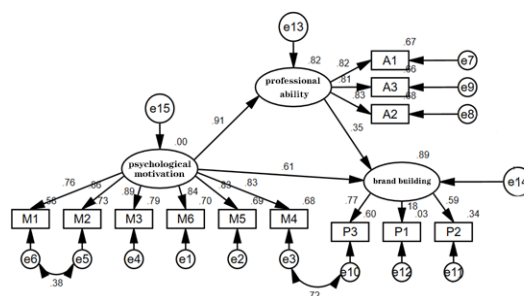
Figure 2: Structural model of influencing factors of college students' voluntary service brand building

5. Conclusions and Recommendations

We analyzed the influencing factors and influence paths of college students' voluntary service brand building from the perspective of MOA, and empirically studied the process mechanism of college students' voluntary service brand building. The research results provide reference suggestions for schools and related institutions.

5.1. Motivation dimension

Psychological motivation has a significant positive impact on the brand-building of college students' voluntary service. Social psychologist McClelland believes that psychological motivation is an individual's need for recognition of their achievements and self-worth. It encourages individuals to engage in self-recognition as a driving force for meaningful behavior. When carrying out voluntary services, schools or related institutions need to focus on grasping the mentality of college students to improve the volunteer incentive mechanism. First, we try to combine the course credits of college students in voluntary service to give the voluntary service affirmation of academic performance. Secondly, according to the detailed volunteer service data and standards, the achievement of volunteers needs to be affirmed, encouraged, and commended in various forms such as honor awards, setting up models, and role models. Increasing the enthusiasm of college students to participate in voluntary activities can improve the quality of services and promote brand building.

5.2. Opportunities dimension

Government policies have a significant positive impact on the brand building of college student volunteer services. This shows that the brand building of college student volunteer service cannot be separated from the government and social security mechanisms, and the government needs to accelerate the pace of legislation for voluntary service work. It is necessary to properly define the meaning, purpose, role, significance, management methods, responsibilities, and powers of volunteer service, establish volunteer access standards and voluntary service process specifications, and clarify the rights and obligations of volunteers and voluntary organizations. Volunteers have the right to seek power appeals and relief from the management unit when their rights are violated. The first is to introduce an insurance law for voluntary services. Schools or employers can purchase insurance for college students so that the service risks of college students can be minimized. Second, we must strengthen in-depth cooperation with enterprises, build a database of volunteer information based on the corporate network platform, and conduct online application, approval, and certification of volunteers to ensure that the rights and interests of volunteers are protected.

5.3. Ability

Professional ability has a significant positive impact on the brand building of college students' voluntary service. This shows that improving the professional ability of college students to participate in voluntary service has a great role in promoting brand building. Because the professional abilities and service levels of college student volunteers are limited, they may not be able to fully meet the needs of the service targets. Therefore, the volunteer training mechanism is improved so that college students can provide targeted services in combination with their majors. This is helpful to improve the level of

voluntary services. Volunteer service training can start by opening up resource exchange channels, exploring "group-style" centralized training, integrating and categorizing college student volunteer service activities, and relying on youth volunteer associations. To combine voluntary service with the major they learn, those who carry out unified training need to be allowed professional advantages. It is also necessary to design elective courses for volunteer service training, provide professional skills training for college student volunteers, help them jointly organize and plan volunteer service projects, and improve the professionalism of volunteer service. It is also required to open up work ideas, broaden the scope of training, promote the connection of college youth volunteer associations and social welfare volunteer service organizations, absorb the experience of outstanding social welfare organizations, and create conditions for college student volunteers to improve their service levels.

Acknowledgments

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