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## Comparison of Motives and Satisfaction of Civil Society Organizations to Participate in Volunteering (Focusing on the Beautiful store volunteers)

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### Abstract

**Purpose:** As environmental and social problems such as disasters caused by climate change and the rapid transition to an ultra-aging society are rapidly emerging, the voluntary participation of citizens in civil society is a good alternative to solve various social problems, and the necessity and role of volunteering is gradually being emphasized. **Research design, data, and methodology:** This study examined the motivation and satisfaction of volunteer participation and conducted a comparison analysis, focusing on the 2013 Beautiful Store Volunteer Satisfaction Survey and the 2021 Volunteer Satisfaction Survey data. **Results:** To summarize the main results of the study, first, the motivation to start volunteering was to respond that the individual's subjective disposition influenced the motivation to start volunteering. Second, volunteer participants were able to gain recognition and psychological comfort through volunteer activities. In addition, the satisfaction of the part that increases the confidence of volunteer participants can be seen as a positive change in volunteer work. Third, in relation to the continuity of volunteer work, it was found that problems related to managers and conflicts between organizations and individuals were largely emerging as factors that caused them to quit volunteering. **Conclusions:** Volunteers should be more interested in cooperation and communication and promote discussions on improvement for sustainable service in communication between other volunteers and managers.

**Keywords :** Motivation for participation in volunteer activities, Satisfaction with volunteer activities, Civil society organizations

**JEL Classification Code :** I31, I38, L31

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\*Thank you to the beautiful store, a social enterprise, for providing data from the 2021 Volunteer Satisfaction Survey.

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## 1. Introduction

Various volunteer organizations in Korea have voluntarily participated in various volunteer activities in civil society, participating in solving various environmental and social problems. The role and importance of volunteer activities are gradually increasing to solve the rapidly changing environmental and social problems and to promote the co-prosperity and coexistence of mankind. Therefore, the participation of volunteers by civil society organizations as well as individuals can be seen as important in terms of the preservation of the global environment and a happy life for all sustainable people through policies for environmental conservation or various activities to solve social problems related to poverty, care, and human rights.

The purpose of this study was to conduct an online and offline survey of 576 people who participated in volunteer activities at Beautiful Stores in 2021 to identify the awareness of participation and satisfaction, as well as major improvements, and to reflect them in future volunteer policies. In addition, for this study and comparative analysis, the contents of similar studies on volunteer participation and management of civil society organizations, which were conducted mainly by volunteers at beautiful stores in social enterprises in 2014, are set as contrast data to conduct a comparative analysis on the motivation and satisfaction of volunteers at beautiful stores in social enterprises. In order to continue to develop domestic volunteer activities, an in-depth investigation into the motivation and satisfaction of participation is required, and it is also necessary to understand the trend of change. In terms of active and continuous participation and revitalization of volunteer activities in Korea, this study can contribute to changing domestic society in a better direction.

## 2. Literature Review

### 2.1. The Concept of Volunteering

Articles 2 and 3 of the Framework Act on Volunteer Activities in Korea defined it as "an act in which an individual or organization voluntarily provides time and effort for the community, country, and human society at no cost."

The International Labor Organization (ILO) has proposed a new international standard for the conceptual definition of volunteerism. The characteristic of the international standard draft is that it must have economic value to others and must be unpaid work. It said that labor must also benefit others, and that it should be non-compulsory and non-mandatory. Must be given a choice, and formal organizations, informal organizations or organizations, and

informal labor all fall under volunteerism. The core of the definition of the concept of volunteerism in the international standard is the economic value, voluntary, unpaid labor, and effectiveness of volunteerism (Joo, 2013)

It is said that domestic and foreign volunteer management organizations generally pursue autonomy, spontaneity, non-discrimination, sustainability, and social values, cooperate with various stakeholders such as the government, non-governmental organizations, and communities, and realize through partnerships can promote the value and sustainable development of volunteering.

### 2.2. Role and participation of volunteers

The world's 7.7 billion people (Statistics Office, 2022) increased greenhouse gases that endanger the Earth's environment in order for people to pursue more comfortable and better lives, and greenhouse gases such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrogen dioxide (N<sub>2</sub>O), ozone (O<sub>3</sub>), chlorine compounds, powerful gases (HFCs), and free soft carbon (SF<sub>6</sub>) brought climate change and ecosystem destruction caused by global warming.

As local heavy rain and polar glaciers decrease, the sea level rises, and natural disasters such as coastal flooding, ecosystem destruction, heat waves, and floods are intensifying. People are suffering from such large-scale disasters and disasters. Due to urbanization and industrialization, the gap between the rich and the poor has widened, and pending issues such as the elderly problem following the entry into an ultra-aging society in 2025 cannot be completely solved by the government's efforts alone.

The rapid change in society and the environment has led to the systematic and systematic role of volunteering as volunteer activities become more common and diversified. The role of volunteers can contribute to the improvement of political, environmental, and social problems while performing volunteer activities and leading to planned changes or innovations in society based on a sense of community.

Futurists value volunteer work as the biggest driving force behind the happiness and prosperity of mankind in the 21st century, calling it the "fourth wave," and are recognized as citizens' basic responsibility for a desirable future society (Namgung et al., 2016)

Along with the establishment of the computer information system in 1994, the Social Welfare Service Act was promulgated in August 1997, and corporate social contribution and civic participation were activated. With the enactment of the Framework Act on Volunteer Activities in August 2005, such institutional foundation establishment became an opportunity for the volunteering of civil society organizations in Korea to leap forward. In modern society,

the increase in the use of the Internet and SNS (Social Network Service) of information-based meal meetings and fast and convenient communication in virtual spaces brought many changes in donation activities and civil society organizations, as well as changes in corporate minds to create profits and values, and changes in the industrial structure of the social economy, as well as the overall paradigm of our society.

The development of the information and communication sector and the Internet has allowed individuals to participate in the media sector along with the increase in SNS users, allowing real-time broadcasts to cross borders and when disasters such as natural disasters or disasters occur on the other side of the world, and many people have been able to attract participation.

### 2.3. Motivation Theory and Motivation for Participation in Volunteering

The word motivation, derived from the Latin word 'Movere', means to satisfy and move needs. Motivation is the cause of action by stimulating the inner psychological state. In other words, it refers to the process of voluntarily creating, determining, and continuing goal-oriented actions to satisfy one's needs. (Kim & Lee, 2007)

Volunteer motivation theory can be divided into a 'process-based' theory that focuses on the process of volunteer activities taking place and maintaining them, and a 'desire-based' theory that focuses on specific factors or desires that cause volunteer activities.

The theory of instrumentalism and reinforcement focuses on the reasons why volunteer activities take place and what is maintained.

The 'process-based' theory is instrumentalism and reinforcement theory, and the 'desire-based' theory is Maslow's need stage theory, Herzberg's two-factor theory, and McClelland's learning theory, and it can be divided into specific factors that cause volunteer activities. (Joo, 2006)

Looking at several studies that categorized motivation for participation, Cnaan and Goldberg (1991) categorized it into selfish aeration and altruistic motivation in terms of motivation, and Clary et al. (1996) explained the concept of motivation by further subdividing it into six categories. Humanitarian or altruistic values, understanding to expand knowledge and acquire skills, an enhancement to increase psychological stability and self-esteem, career to gain experience conducive to career, social for collective social activities with others, and protective motives to resolve psychological guilt or conflict within (Choi, 2019; as cite in Lee, 2015).

Motivation plays an important role in enabling an organization or organization to achieve its goals, promoting self-realization and growth, feeling self-satisfaction when it

achieves its goals, and increasing self-esteem.

### 2.4. Volunteer Continuity and Satisfaction

When looking at the influence on the continuation of volunteer services, it was found that guarantee and empathy had a statistically significant effect on service continuity. In this regard, it was found that the influence of trust in the service of guarantee, the kindness and politeness of volunteers, the level of knowledge and ability of volunteers, and the suitability of the purpose of using the volunteer center was large. It was also found that understanding empathy requirements, human consideration of volunteers, respect for the personality of volunteers, individual interest of volunteers, and convenience of service use time had a great influence. In other words, the professionalism of volunteers and their interest in volunteers have an important influence on the continuity of volunteer activities (Namsung et al., 2016; Local Government Research 2016 and Winter)

Satisfaction refers to a state of satisfaction with sufficient, sufficient, and not insufficient in a dictionary sense. Satisfaction, whether material or mental, is a human psychological or subjective feeling, and can be seen as an individual's subjective emotional state for achieving a certain goal or desire. (Kim, 2016)

### 2.5. Volunteer Participation Management

The basic law for the establishment and base of volunteer centers is the Framework Act on Volunteer Activities enacted in August 2005. This law was enacted with the aim of preventing waste and duplication of human and material resources through the unification of the volunteer delivery system and systematically supporting community resource activities and stipulates the basis for the establishment and operation of volunteer centers to revitalize volunteer work.

A volunteer center is an institution that attempts to promote volunteer activities in order to realize detailed welfare services that cannot be met only by the system or administration. The volunteer center is expected to carry out projects or activities such as investigation, research, promotion, contact coordination, welfare education, establishment and operation of volunteer offices, insurance management for accidents in volunteer activities, and creation of a volunteer activity fund. The role of the center is to assist volunteer offices in small areas to function more easily, and in principle, business operation by experts is carried out. (Lee & Gong, 2009)

As of May 2024, there are a total of 24 volunteer centers in operation across the country, 1 Korea Central Volunteer Center, 17 Special City/Metropolitan City/Province Volunteer Center, and 228 City/Gun/Autonomous District Volunteer Center. ([www.1365.go.kr](http://www.1365.go.kr))

Sharing Korea (www.nanum korea.go.kr ) began its official service on February 27, 2012, so that anyone can easily participate in sharing activities by integrating and providing information (donations, volunteers) to the public through the Ministry of Public Administration and Security.

The volunteer management system is a social welfare volunteer service factual management system (VMS) established in 2001 and led by the Korean Social Welfare Council and the Ministry of Health and Welfare. (Social Service Activity Certification Center, www.vms.or.kr )

About 5.72 million volunteers used the 1365 volunteer portal in December 2013, and 9,336,595 people have registered and are using it as of 2024. The Social Service Certification Center is linked to other social welfare institutions to share results and information on volunteering and sharing. In addition, in connection with the NEIS (Educational Administration Information System) of the Ministry of Education, Science and Technology, the teacher in charge can directly check the student volunteer performance confirmation on the computer. (Ministry of Public Administration and Security, 2012)

### 2.6. Meaning and Role of Civil Society Organizations

Civil society is regarded as the practice of 'active citizenship' in the sense of revitalizing the social role of citizens through voluntary civic participation in an autonomous area from the state and the mayor. Active citizenship has a practical meaning in which citizens who play a leading role within their community voluntarily participate in public deliberation, decision-making, and service delivery processes. (Joo, 2013)

A non-profit organization (NGO) is an autonomous and voluntary organization for the public interest, so voluntary participation of citizens, that is, volunteer activities, is the basis. It is an organization in which volunteers who feel self-conscious of problems gather to create NGOs and perform various activities (Kim et al., 2000).

A civil society organization is a voluntary association of citizens in which free and equal individuals gather for the common purpose of the organization, and operates in various contents such as politics, economy, society, culture, education, the media, peace, charity, environmental protection, and human rights.

## 3. Research Methods and Materials

### 3.1. Overview of the Beautiful Store

On June 26, 2007, the Social Enterprise Promotion Act

came into force, and Beautiful Stores were registered as social enterprises. Social enterprises are affected by social welfare policies and are subject to donations for in-kind donations and the system for the promotion of reuse industries. Article 2 of the Social Enterprise Promotion Act stipulates that social enterprises are "companies that engage in business activities such as production and sale of goods and services while pursuing social purposes such as improving the quality of life of local residents by providing social services or jobs to vulnerable groups, and companies that preferentially invest profits back into businesses or local communities."

Beautiful Store was established as a non-profit public interest foundation in October 2002. The Mission of Beautiful Store is a social enterprise established to contribute to ecological and eco-friendly changes in our society through reuse and recycling of goods, and to create a happy world with many people together through domestic and foreign underprivileged classes and public interest activities.

### 3.2. An Analysis of Motivation and Satisfaction Survey for Participation in Beautiful Store

The motivation for participating in volunteering and satisfaction after participation were analyzed by comparing the 2013 data with the 2021 satisfaction survey.

## 4. Results and Discussion

### 4.1. Comparison by Age of Survey Participants

In 2013, 326 regular volunteers (81.5%), 23 irregular volunteers (5.8%), and 51 short-term volunteers (12.8%) participated in the electronic survey.

In 2021, a total of 576 regular volunteers responded to online and offline surveys, and the Likert scale, multiple-choice items, and short answer items were used.

**Table 1:** Comparison by age of survey participants

(Unit : people/%)

Age	2013	2021
10s ~ 20s	155 (47.5%)	219 (38.0%)
30s	24 (7.7%)	37 (6.4%)
40s	50 (15.3%)	53 (9.2%)
50s	71 (21.7%)	151 (26.2%)
60s~	26 (11%)	116 (20.1%)
Total	326 (100%)	576 (100%)

The response rate for participation in the survey was 38% for those in their teens and 20s, and 46.3% for those in their 50s and 60s. Compared to 2013, it increased by 4.5% for those in their 50s and 9.1% for those in their 60s. In comparison, it decreased by 6.1% for those in their 40s.

In order to increase the participation rate of volunteers in their 50s and 60s, efforts must be made to establish a culture of respect.

It is necessary to maintain the enjoyment along with volunteering by creating and participating in programs that communicate with each other and allow them to participate. For example, by preparing time for friendship and activating clubs that can participate together, such as choral, writing, reading, lecture, and performance viewing, in addition to volunteering, it will increase individual value and encourage participation while donating talent. To implement this, there must be planning and cooperation of beautiful stores.

#### 4.2. Comparison of Motivation to start Volunteering

42.3% (138 people) were the biggest reason for volunteering in beautiful stores, with "recommendations from family, relatives, and acquaintances," followed by Internet search, store visits, broadcasting or newspaper articles, and beautiful store campaigns.

**Table 2:** motivation to start volunteering

(Unit : people/%)

Motivation for starting	2013	Motivation for starting	2021
To help a neighbor in need	72 (19.2%)	To realize personal value	240(20.2%)
To spend free time meaningfully	128 (34.2%)	To spend my free time meaningfully	314(26.4%)
Experience for self-improvement	102 (27.3%)	For a new experience	216(18.1%)
Contributing to Community Development	35 (9.4%)	To help solve social problems	133(11.2%)
A religious belief	10 (2.7%)	To meet various people	109(9.2%)
etc	27 (7.2%)	To meet various people To gain benefits from doing good things	179(15.0%)

The motivation to start volunteering in 2012 was 34.2% to spend leisure time meaningfully, 27.3% to acquire self-development, and 19.2% to help neighbors in need.

In 2021, 'to spend leisure time meaningfully' was 26.4%, down 7.8% from 2012. In 2012, 'acquiring experience for self-development' was 27.3%, and in 2021, 'to obtain new experiences' decreased by 9.2% to 18.1%. The selfless questions, such as solving social problems, helping neighbors in need, and contributing to regional development, were counted at a similar rate from 28.2% in 2012.

In 2021, 20.2% of them were 'to realize personal values'. The motivation to start volunteering along with spending leisure time meaningfully could be interpreted as a matter in which the individual's subjective disposition influences the motivation to start volunteering.

It can be seen that the motivation for participation has changed in that 'realization of personal values' is an effort to discover and realize individual values with individual beliefs and aims for a more future-oriented individual growth than simply 'spending leisure time meaningfully'.

#### 4.3. Comparison of Volunteer Period

**Table 3:** Comparison of volunteer period

(Unit : people/%)

The period of volunteer work	2013	2021
Under 1 year	154(47.2%)	222(38.5%)
1~3 years	91(28%)	132(22.9%)
3~5 years	42(12.9%)	69(12.0%)
5~7 years	19 (5.8%)	46(8.0%)
7~10 years	20 (6.1%)	43(7.5%)
10~15 years		49(8.5%)
Over 15 years		15(2.6%)

Beautiful stores were established in 2002, and as the number of years of establishment increases, long-term volunteer activists are steadily participating in services. Among the respondents, volunteers from less than one year to three years of service accounted for the highest proportion with 75.2% in 2013 and 61.4% in 2021, but decreased by 13.8% in 2021.

If you volunteer for about three years, you will be familiar with volunteering, and you will be able to grasp its strengths and weaknesses. The motivation for participation when you



first start volunteering will not continue. Motivation for education and participation in programs according to the service period is necessary.

Rather than being uniform, focusing on volunteers for a year to two-year volunteer period and identifying and diversifying needs by individual or group will make service sustainable for more than three years.

The service period in 2021 maintained that ratio between 3 and 5 years, and the number of volunteers increased by 2.2% between 5 and 7 years. Between 10 and 15 years, it occupied the highest part of long-term service for more than 5 years at 8.5%.

Although it is not possible to grasp all the service periods of all participants only by questionnaire, it is not easy to continue serving for more than 5 years. Among the respondents, a total of 26.6% participated in the service for more than 5 years. It was found that more than 1 in 5 continued long-term service.

#### 4.4. The Parts of Volunteering that are Satisfied with and the Parts that have Changed

**Table 4:** Satisfied part with volunteer activities in 2013

A satisfied part	2012	2013
Helping others	207(28.5%)	165(50.6%)
Use the leisure time	153(21%)	62(19%)
A new experience	117(16%)	45(13.8%)
A meeting with good people	157(21.6%)	27(8.3%)
Recognition from others	11(1.5%)	25(7.7%)
Self-realization and learning	80(11%)	2(0.6%)
etc	3(0.4%)	

**Table 5:** Changes through volunteer activities in 2021

Category	Number of responses (people)	Response percentage (%)
Increased self-esteem or confidence	260	19.1%
Psychological solace	103	7.6%
Use your leisure time	372	27.4%
The pleasure of being recognized	191	14.0%
Employment, Help develop a promotion career	70	5.1%
The expansion of interpersonal relationships	181	13.3%
An opportunity to become interested in various local cultures	183	13.5%

Regarding the contents of the 2013 and 2021 surveys, there were differences in satisfaction, so they were compared separately.

In the areas of satisfaction with resource activities and changes, helping others, using leisure time, and meeting with good people accounted for a rather large proportion in 2012, and helping others accounted for the highest proportion at 50.6% in 2013.

In 2021, 27.4% of the use of leisure time, was followed by 19.1% of satisfaction with increased self-esteem or confidence.

If psychological internal satisfaction was altruistic in 2013, 2021 changed to individualistic tendencies. This means that social trends and changes would have influenced people's perceptions.

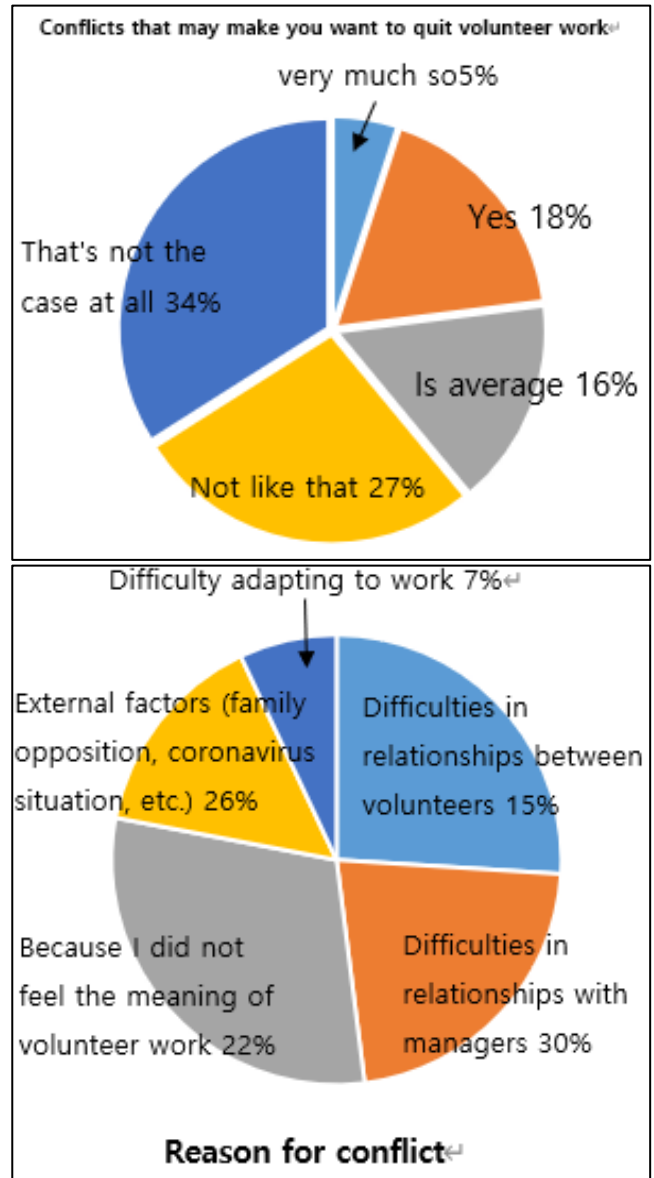
If the motivation to start volunteering at first was generally subjective and personal, it should be noted that in 2013, the pleasure of helping others increased to 50.6%, and in 2021, not only through the use of leisure time, but also through volunteering, it was recognized, psychological comfort, and confidence increased.

### 4.5. Factors of Volunteer Conflict and Recognition and Compensation

**Table 6:** Difficulties in volunteering in 2010 and 2012

Difficulties in volunteering	2010	2012
Lack of communication between volunteers	26(8%)	59(13%)
Lack of communication with administrators	12(4%)	37(8%)
Prohibited purchase during activities	19(6%)	45(10%)
Conflict with other volunteers	120(38%)	100(22%)
Lack of security support	57(18%)	116(25%)
etc	81(26%)	103(22%)

In 2012, "lack of expense support" was the most common at 25% due to difficulties in volunteering, followed by "conflict with other volunteers" at 22% and "lack of communication between volunteers" at 13%.



**Figure 1:** Conflicting factors of volunteer interruption in 2021

Among the respondents (126 out of 134 respondents), 23.3% (134 people) said they felt a conflict of wanting to quit volunteering, followed by difficulties in relationships with managers in charge (29.4%), external factors (family opposition, COVID-19 situation, etc.) (24.6%), lack of meaning in volunteer activities (22.2%), communication relationships between active angels (15.1%), and difficulties in adapting to work (7.1%).

In 2012, the lack of communication with managers was 8%, while the difficulty in relationships with managers in charge (managers) increased by 21.4% to 29.4%. Next, 22% of them did not feel the meaning of volunteering. Difficulty

in communicating with other volunteers was about 15%. In the question of the factor of the conflict of suspension of volunteering in 2021, 1 in 5 had a conflict of wanting to quit volunteering, and the relationship between them accounted for a large part.

In order to improve this, respect and respect for each other must precede among the volunteers of the manager, and efforts for communication must be made. It is also a good idea to share the work done in a beautiful store with your family and participate in a short-term volunteer program with your family. The part that is meaningless in volunteer activities requires efforts by volunteers to find the meaning of volunteer activities themselves based on the consideration and efforts of the institution's volunteers.

Beautiful stores are running various programs to increase volunteer satisfaction. For example, "Thanks 1004" is operated as a recognition and audit program for each subject in relation to the recognition and compensation of Beautiful stores, and the proportion of 500 hours (28.4%) was the highest in program satisfaction, followed by 1,004 hours to 9,004 hours (volunteer certificates, badges, beautiful store gift certificates, etc.) (24.5%) and 200 hours (22.6%).

As for the need for recognition and compensation of volunteers, they tended to know more about the organization, such as various projects and sharing (31.6%) carried out in beautiful stores, working-level information (24.6%) needed for store activities, and stories about participation and change (16.6%), followed by the provision of benefits (22.5%) from volunteer activities, followed by the accumulation of volunteer hours (20.9%).

#### 4.6. Comparison of Satisfaction Summary for 2013 and 2021

Summarizing the 2013 satisfaction survey, 29.4% (96 people) of 326 respondents answered very satisfied, and 55.5% (181 people) answered satisfied. In addition, 97.2% (317 people) of respondents said they would recommend volunteer activities in Beautiful stores to others. Therefore, it was found that the satisfaction of volunteering was quite high at 84.9% when the two items of very satisfaction and satisfaction were combined.

**Table 7:** Comparison of satisfaction with volunteer activities in 2016 and 2021

Survey item (based on 5 points)	2021	2016	The amount of change
(1) A beautiful store is a place that means something to me in general	4.39	-	-
(2) I am generally satisfied with volunteering in a	4.40	4.19	+0.21

beautiful store			
(3) I will continue to do volunteer work in a beautiful store	4.36	4.25	+0.11
(4) I've felt a conflict that might make me want to quit my volunteer work	2.34	2.34	-
(5) If there is anyone who is considering volunteering around, I would recommend a beautiful store	4.34	4.22	+0.12
Total	3.97	3.75	+0.22

In the 2021 item (2), the rating of 'satisfied with doing volunteer activities in a beautiful store' was 4.40 points. Satisfaction and related positive response items showed more than "yes (4.0 points)" in all items.

### 5. Conclusions

In society, the active and diverse participation and management of volunteers from civil society organizations is important for the continuity and participation of domestic volunteer activities.

The limitation of the comparative analysis of this study is that the researcher changes over time, and the motivation and desire of volunteers and the participation program of volunteers change, so the questionnaire will not be uniform. Comparative analysis between 2013 and 2021 has a limitation that it is difficult to accurately analyze the difference in questions.

I tried to compare it based on the content rather than the linguistic part of the question.

In order to compensate for the limitations in the future, it will be easy to continuously compare and analyze the satisfaction of volunteer activities by creating a basic framework for a volunteer satisfaction survey and adding it if there is a change or further research.

Data were not obtained. There is a limit to generalizing and applying it in a beautiful store. With accurate data, in-depth research is needed according to the characteristics and needs of volunteers. It is hoped that volunteer participation will be activated by applying some of it according to the situation of the beautiful store or by referring it to other volunteer organizations.

Through a comparative analysis of the volunteer satisfaction survey, I would like to summarize and suggest the changes.

First, in 2012, the motivation to start volunteering was 34.2% of respondents to spend leisure time meaningfully, 27.3% of respondents to "acquire for self-development," and "19,2%



to help neighbors in need."

Regarding the motivation for participation in 2021, 20.2% of respondents answered 'to realize personal value'. The motivation to start volunteering along with spending leisure time meaningfully can be judged that the individual's subjective disposition affects the motivation to start volunteering.

Second, in 2021, 38% of respondents in their teens and 20s participated the most, and 46.3% of respondents in their 50s and 60s. Compared to 2013, the participation rate of those in their 50s and 60s increased by 4.5% and 9.1% compared to 2013, indicating that the participation rate was relatively high. On the other hand, the participation rate in their 40s decreased by 6.1%.

Various reviews are needed to increase the participation rate of volunteers in their 50s and 60s who are interested in the use of leisure time. It is desirable to subdivide various volunteer activities from the four hours of service per week currently being implemented, and to find ways to increase accessibility to the use of leisure time and to efficiently operate the volunteer hours per day as flexibly as possible according to the work.

Third, the ratio of service period from less than one year to three years was 75.2% in 2013. In 2021, it was also counted as the highest rate at 61.4%, but it decreased by 12% compared to 2013.

Compared to 2012, the composition ratio of the 3rd to 5th years remained maintained, but the ratio of the 3rd to 7th years increased by 2.2%. The ratio of the 10th to 15th years was 8.5%, accounting for the highest portion of long-term service for more than 5 years.

The decrease of 61.4% of volunteers from less than one year to three years in 2021 to 12% after three years of service is necessary to focus on identifying the desire for the third year, strengthening re-education, communicating, and increasing the self-esteem of service so that continuous service is possible before the third year.

Fourth, helping others, using leisure time, and meeting with good people accounted for a relatively high proportion of the areas that were satisfied with volunteer activities and changed. In 2013, 50.6% of the respondents said they helped others, while in 2021, the use of leisure time was 27.4%, followed by 19.1% of satisfaction with increased self-esteem or confidence. It is worth noting that the satisfaction of being recognized, psychological comfort can be gained, and confidence increases through volunteer work. Recognition and rewards can add to the joy of volunteering.

Beautiful shops are being operated throughout the country. If you understand and interact with each other about the status of their operations and activities by visiting beautiful shops in the region between volunteer workers, you will be able to understand beautiful shops more broadly. Also, participating in even part of the revenue-sharing activities

will help motivate volunteers. By recognizing and participating in volunteers, you can give them a sense of pride.

In particular, the fact that you can participate in the eco-friendly and transparent management of beautiful stores for the preservation of ecosystems and the fact that you can participate together for people in need will contribute significantly in terms of protecting the pride and self-esteem of volunteer activities.

Fifth, in 2012, difficulties in volunteering were lack of support, conflict with other volunteers, or lack of communication.

In the 2021 satisfaction survey, it was found that problems related to managers and differences in beliefs between organizations and individuals were emerging as factors that caused them to quit volunteer activities.

The total number of people who felt conflicted about quitting volunteer work was 23.3% (134 people), and the results of a specific reason survey of respondents (126 out of 134 people) were counted in the order of difficulty in relationship with the manager in charge (29.4%), external factors (opposite family, COVID-19 situation, etc.) (24.6%), lack of meaning of volunteer work (22.2%), communication relationship between active angels (15.1%), and difficulty in adapting to work (7.1%).

It is necessary to identify and support the difficulties of managing and operating stress for managers. In addition, it will be helpful to revitalize volunteers if they strengthen their education focusing on communication and personality.

In order to experience pleasure and bring about positive change through volunteer activities, it is most important to cooperate and communicate with each other. Therefore, for sustainable service, it is necessary to pay more attention to cooperation and communication and follow-up research on factors that will activate it in the future.

In addition, it is necessary to strengthen active information exchange, education, and communication-related education on not only service-related matters but also the importance of the environment and social issues online and offline. In order to develop volunteers by enhancing their various ideas and participation, it is necessary to make efforts to increase and maintain the participation rate and satisfaction of volunteers through the assessment of needs by generation and participation time.

In order to establish a sustainable volunteer culture, civil society organizations should inform social and environmental issues, volunteer management organizations should promote how to participate in volunteering, participating organizations, and education, service, and management should be carried out continuously and systematically when participating in volunteering. At the government level, it is suggested that some actual expenses can be provided, or additional medical examinations can be

provided for viewing historical sites, discounts on viewing performances, and medical examination items, and compensation can be received after accumulating volunteer time mileage.

The most important thing is respect for volunteers and a sense of citizenship of respect.

It forms a family, which is the basic unit of individual society, and furthermore, a large unit of society. As the number of happy and healthy people increases, I hope that many people will participate in sound volunteer activities that will advance the establishment of a responsible and safe future society.

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