

EXECUTIVE SUMMARY

Macau is a city with a total land area of only 28.2 square kilometres and a population of 488,000, yet, within a period of only twenty to thirty years, more than 3,400 non-governmental organizations (NGOs) have been established in this Special Administrative Region of China. The purpose of this study was to find the reasons that explain the behaviour of present NGO leaders based on the volunteer functions inventory (VFI) model, the functional approach to motivation on volunteerism. The VFI model suggests six motivational factors, namely career, enhancement, protective, social, understanding and values. This study examines the factors that motivate NGO leaders in business or career related and volunteer organizations with social services backgrounds in Macau. NGOs listed in the website of the Government Printing Bureau for the associations section of Industry, Commerce and Services, Labour, Speciality and Social Services were chosen to participate in the study. Data collection was done in the form of questionnaires, and the president or members of the board of directors were the subjects of the study.

According to the findings, the first three motive factors ranked by the respondents were understanding, values and enhancement, and the least important factor was protective. Three subgroups from the sample were tested using T-tests. Business or career related and non business or career related NGO participants showed differences in the protective and

values factors. On the other hand, the comparison of respondents with age 43 or below and with age 44 or above also showed that they differ in the protective and values factors in their motivation to join a NGO; while for the subgroup of male versus female participants, results showed that protective was the only motive factor that reveal gender differences in NGO participation.

In addition, regression analysis has been conducted to study the relationship of the satisfaction obtained from NGO participation and the number of NGO participation with the six motivational factors. Results showed that the satisfaction obtained from NGO participation was predicted by the understanding factor motive, and it was positively related. Moreover, participants also tend to increase the number of NGOs they join when they are motivated by the enhancement and social factors, which showed a positive relationship, but they will be discouraged to do so if motivated by the protective factor because results showed a negative relationship with the number of NGO participation.