

# Study on the Influencing Factors of Chinese Young Volunteers' Sustainable Participation in Environmental Service

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## Abstract:

Young volunteers are an important group of public participation in environmental governance. However, their activities lack sustainability. From the Personal and Environment Interact Perspectives, the research divides the Volunteer process into three stages: Initial motivation stage, Volunteer process and Volunteer reflection, and extracts six factors that affect the sustainability of Young Volunteers' environmental protection Volunteer which are Pro-social, Initial Motivation, Job Engagement, Job Satisfaction, Self-Efficacy and Volunteer Identity. A structural equation model is constructed. Through investigating 588 college young Volunteer, the relationship between influencing factors was verified by structural equation model (SEM). The results reveal that the sustainable process of young Volunteer' behavior is a process in which individuals and environment interact and gradually match to achieve the same.

**Keywords:** *Young Volunteer' behavior; Sustainable; Influencing factors; structural equation model.*

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## I. INTRODUCTION

2021, the Chinese government clearly put forward the goal of "carbon peak" in 2030 and "carbon neutralization" in 2060. In order to achieve this goal, the government proposed to build an environmental governance system dominated by the government, responsible by enterprises and participated by social organizations and the public. Public participation in environmental governance can create environmental policies in line with the maximization of citizens' welfare[1], which helps to improve environmental quality and reduce management costs[2]. Domestic research on public participation in environmental governance can be divided into two categories. Most of the current research is macro research[3,4]. Scholars mainly use macro economic and environmental data to explore the influencing factors[5], ways[6], and the effects of public participation[7-9].

However, some scholars pointed out that in the current research, public participation in environmental governance has entered the academic field as an improvement and innovation of the "government

longitudinal controlled" model. Therefore, most of the existing studies have discussed it from the perspective of social structure, there is a lack of in-depth research from the perspective of public individual psychology [10]. Therefore, studies have begun to pay attention to the individual behavior in environmental governance, such as introducing social psychological characteristics such as cognition to study environmental protection behavior. The planned behavior theory and individual environment interaction theory are introduced [11]. At the same time, the population of public participation is not subdivided. As a result, the characteristics of group participation are not clear enough. After distinguishing between urban and rural areas, it has been found that there is a great difference between rural residents' environmental participation and urban residents [12].

This study subdivides the group and focuses on the young volunteer. This is because: (1) Young Volunteer' participation in environmental protection has significantly different characteristics from other groups. (2) Young Volunteer' participation in volunteer service has the problems of low sustainability and low quality [13, 14]. Therefore, it is of great theoretical and practical significance to explore the influencing factors of young volunteer' participation in environmental service. The rest of this paper is organized as follows: Section 2 reviews relevant existing studies of influencing factors of young volunteer' behavior, selects the main influencing factors from the sequence of the Volunteer process, establishes a theoretical model and establishes hypotheses. Section 3 introduces the research method, data sources and data analysis. Lastly, Section 4 concludes the research result and provides an in-depth discussion.

## **II. LITERATURE REVIEW AND HYPOTHESIS**

### **2.1 The main studies of Young Volunteer' behavior**

The first type of exploration the influencing factors of young volunteer' behavior is the construction of continuous model. Former researchers divide the Volunteer process into several successive stages and study the influencing factors of volunteer behavior in each stage, then integrate the influencing factors to establish the sustainability model of volunteer behavior [15, 16]. Volunteer gender, age, education level, belief and economic status affect volunteer behavior and volunteer commitment [17]. The personality traits, psychological traits, cognition and the needs of individual also affect volunteer motivation [18]. At the same time, organizational factors such as the organizational environment, organizational system, organizational process, leadership style and degree of organizational integration have an impact on volunteer behavior and sustainability [19-22]. There is another way to study the sustainability of volunteerism from the dynamic perspective of the interaction between individual and environment. It believes that volunteer activity is a complex process of interaction between individual volunteers and volunteer environment. Scholars introduced the "Self-Determination Theory" [23], "Planned Behavior Theory" [24, 25] and "Person and Environment Fit Theory" [26] into the study of volunteer behavior to investigate the interactive characteristics of volunteers and the environment and the impact on the sustainability of volunteer behavior [27].

## 2.2 The main factors affecting young volunteer' environmental participation

At present, the domestic research on young volunteer' participation in environmental protection mainly include environmental awareness research and environmental behavior research, such as the relationship between young volunteer' awareness, attitude and behavior of environmental participation[28-30].The information communication, activity organization, publicity and service content are also inconsistent with the expectations of volunteers, which also affects the sustainability of volunteer behavior[31].Generally speaking, there are few studies on young volunteer' environmental protection behavior. Under the background that young volunteer' service has become a public participation activity, it has become an inevitable requirement to explore the young volunteer' environmental behavior.Domestic scholars have also explored and found that compared with other volunteer groups, young volunteer groups have their own characteristics and internal needs, which are reflected in the contradiction between the self-interest needs of young volunteer' self-development and the altruistic needs of serving the society[32].So,the motivation of young volunteer to participate in volunteering is often self-interest and altruistic mixed motivation[33,34].

## 2.3 Research Hypothesis and Theoretical Framework

Because the factors affecting the sustainability of young voluntary behavior are complex and diverse, the research is based on the theory of interaction between individual and environment[35].The theory of environmental interaction holds that behavior is the result of the interaction between individual and environment, that is,  $B = f(P \cdot E)$ .It holds that people will choose organizations similar to their own values.the research extracts the important influencing factors affecting voluntary behavior, and then explores the relationship between the factors, so the structural equation model method is used in this study.

Compared with employees in the organization, volunteers are volunteer and unpaid, and young volunteers often do not belong to a fixed organization, but carry out short-term volunteer services according to tasks. This requires volunteers to establish volunteer identity, that is,volunteers have a clear understanding of the stable and identifiable attributes and characteristics of the volunteer group,as well as the cultivation of the behavior mode of the volunteer group and the construction of the emotional and value belonging to the group[36].Therefor,volunteer identity is an important prediction of volunteer sustainability.According to the occurrence situation and sequence of volunteer behavior, the influencing factors of the sustainability are individual factors (Pro-social and Initial Motivation), environmental factors (Job Engagement and Job Satisfaction) and self-reflection (Self-Efficacy and Self-Identity), and the action mechanism of these situational factors is verified respectively, to determine the influencing factors of the sustainability of young volunteer' behavior.

Individual factors mainly include the matching degree between volunteers' personality, motivation and environment. The free and Volunteer characteristics of Volunteer work inherently require altruism and pro-social attributes, so as to meet the characteristics of matching between people and occupation. Similarly, Volunteer activities inherently attract people with altruistic and pro-social personality. Pro-

social(Pro-s) is characterized by potential altruistic values and personality characteristics. Although there are individual differences, from different stages of life, the early stage of youth who are in the period of personality cultivation and have not officially entered the society (roughly from high school to early college) is often the most prominent stage of pro-social endowment in a person's life, It is also the main internal motivation to promote youth to participate in volunteer activities. Pro-s can promote the formation of volunteer initial motivation(IM)[37,38]. At the same time, pro-social quality has a significant positive impact on volunteer sustainable behavior[39]. In addition, volunteers with pro-social endowment are also relatively positive in Job Engagement(JE) and satisfaction(JS), which will actively promote Job Engagement and improve job satisfaction[40]. Hereby the Hypothesis are established:

Hypothesis 1(H1): the pro-social quality of young volunteers has a positive impact on Volunteer initial motivation.

Hypothesis 2(H2): the pro-social quality of young volunteers has a positive impact on Job Engagement.

At the same time, in the initial stage of volunteer motivation, college young Volunteer also have various utilitarian self-interest needs because they want to achieve their own development and growth (such as increasing experience for further education and employment, coping with practical evaluation, improving social activity ability, obtaining organizational recognition, etc.). The author believes that these utilitarian needs should not be simply denounced as selfish thoughts and impure motives. They are an indispensable part of the initial Volunteer motivation, and the needs such as ability improvement are an important factor for the sustainability of Volunteer activities. However, it is undeniable that if the utilitarian demand is too strong, especially in the process of volunteer activities, the personal utilitarian orientation tends to strengthen, and the pro-social endowment is excluded or even overwhelmed, it will affect the sustainability of volunteer behavior. Therefore, although utilitarian demand is the due meaning of young volunteer' initial motivation, in order to make volunteer behavior sustainable, utilitarian demand should be subordinate demand in the process of personal environmental interaction of volunteer activities. Scholars divide the motivation of volunteer participation into egoistic motivation and altruistic motivation. They believe that whether it is egoistic or altruistic motivation, the achievement of motivation needs to invest time and energy in volunteer activities, and the more motivation is achieved, the easier it is to form continuous participation behavior[41]; At the same time, the Initial Motivation will also affect Job Satisfaction. People with egoistic motivation pay attention to the satisfaction of their own needs, while people with altruistic motivation often pay attention to the satisfaction of their own abilities to the organization. Hereby the Hypothesis are established:

Hypothesis3(H3): the Initial Motivation of young volunteers affects Job Engagement.

Hypothesis 4(H4): the initial motivation of young volunteers affects job satisfaction.

After making the decision to participate, volunteers enter the volunteer work environment. Volunteer behavior is a behavior embedded in the organization, and the organizational environment embedded by

volunteers also affects the sustainability of volunteer behavior[42].Pascarella and Trozny believe that the influence of higher education is largely affected by the individual young volunteer' investment and efforts in academic, interpersonal interaction and campus extracurricular activities[43].In his student participation theory, Astain pointed out that the more time, energy and efforts young volunteer put into education or team, the greater the young volunteer' harvest[44].This is the key to solve the contradiction between self-interest and altruism of volunteer activities. The core concepts of embedding theory are link and match. The participation of volunteer activities is embedded in the organization.Young volunteer can develop the ability of organization, planning and cooperation in the team and establish social capital. The more involved the work is, the more self-development can be promoted. Volunteers have more Volunteer identity in cognition and judgment, and promote the continuous participation of Volunteer behavior.Hereby the Hypothesis are established:

Hypothesis 5(H5): Job Engagement has a positive impact on job satisfaction.

Hypothesis 6(H6): Job Engagement has a positive impact on Volunteer identity.

On the one hand, the interaction between individual and environment is reflected in the embedding of individual and environment, on the other hand, it is reflected in individual evaluation of environmental factors.Individual evaluation of the environment is specifically reflected in job satisfaction. Research shows that there is no direct relationship between job satisfaction and job mobility, but is regulated by intermediary factors such as cognition and self-efficacy[45].Job satisfaction identifies whether the individual matches the environment by affecting the evaluation of individual volunteers' self-cognition and self-efficacy. At the same time, the higher the job satisfaction, the less mobility caused by external invitation or family status[46]. For volunteer activities, the design of volunteer service content and the support of policy system for volunteer service can improve volunteers' job satisfaction and self-efficacy and promote the establishment of Volunteer identity[47].Hereby the Hypothesis are established:

Hypothesis 7(H7): job satisfaction has a positive impact on Volunteer identity.

Hypothesis 8(H8): job satisfaction has a positive impact on self-efficacy.

The follow-up "retrospective thinking" of volunteer work is the summary of volunteers' experience of volunteer activities, reflects the meaning construction of volunteers on volunteer activities, and affects the motivation of volunteers' follow-up participation.This kind of thinking is influenced by individuals and environment, mainly reflected in two aspects: self-efficacy and Volunteer identity.If young volunteers feel that they are competent for all kinds of volunteer work and volunteer work can also bring a sense of achievement to themselves, it will undoubtedly enhance the cognition of volunteerism and the sustainability of behavior.Planned behavior theory holds that self-efficacy can predict volunteers' future behavior intention. Volunteer identity is the summary thinking of volunteers about volunteerism after the end of Volunteer behavior. It is the result of the establishment of Volunteer cognition and behavior choice. It is an important concept linking cognition and behavior, structure and individual. Only when volunteers

achieve relative unity in cognition, emotion and behavior can they promote the continuous occurrence of volunteer behavior[48].In contrast, role stress leads to volunteer mobility[49].Volunteer identity has a strong predictive effect on the sustainability of behavior.Hereby the Hypothesis are established:

Hypothesis 9(H9): self-efficacy has a positive impact on Volunteer identity.

Based on the above analysis, although many studies have explored the factors of Volunteer behavior sustainability, there are relatively few studies on the Volunteer sustainability of college young Volunteer of China, let alone the interaction between individuals and the environment. Based on the above research assumptions, this study constructs a theoretical framework, as shown in Figure 1.

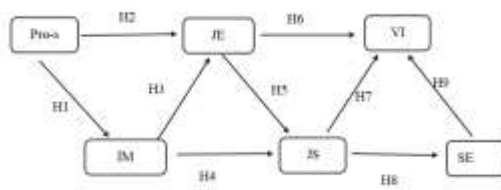


Figure 1. Theoretical Framework.

### III. MATERIALS AND METHODS

In this study, structural equation modeling (SEM) was used for analysis, and each influencing factor was set as a latent variable. The measurement was in the form of Likert 7-point scale (1=strongly disagree, 7=strongly agree).The questionnaire consists of six parts.The first part is pro-social, including five items. The scale is from the pro-social questionnaire of David Sloan Wilson et al.(2009)[50]. The second part is the initial motivation, a total of 5 items, from the motivation scale of Gagne, M., et al.(2010)[51],and deleted according to the situation of college student volunteers. The third part is work embedding, including 6 items, based on the scale design of Crossley C, D, et al.(2007)[52]and the interview data of long Yonghong(2016)[53]on the motivation of college young Volunteer to participate in volunteering. The fourth part is the satisfaction of volunteer work, including 6 items, which is mainly based on the interview data of Jhony Choon Yeong Ng et al. (2020) on the sustainable behavior of College young Volunteer' volunteers[54].The fifth part is self-efficacy, including 7 projects, mainly from the interview data of Jhony Choon Yeong Ng et al. (2020)[54].The sixth part is Volunteer identity, with three items. It comes from the Volunteer identity scale developed by Grube and piliavin(2016)[55], and the Chinese version of the scale has also been applied by domestic scholars[56].The last part is basic personal information.

In order to ensure the reliability and validity of the scale, the pilot survey was conducted, and 137 questionnaires were collected in Guangzhou. Check whether the expression of the question is clear and whether the answer conforms to the subject design.The results show that the reliability and validity of the scale meet the standard requirements.The items were revised according to the feedback results of the pilot survey. A formal survey was conducted through an electronic questionnaire from July to September 2021.The sampling objects of the survey were college student volunteers in Guangdong Province, Beijing,



Shaanxi Province, Shanxi Province, Hebei Province and Sichuan Province. 612 questionnaires were collected, and some questionnaires with short response time and non-standard were excluded. A total of 588 valid questionnaires were obtained. The demographic data of the sample are shown in Table 1.

**TABLE 1.** Demographic profile of the sample (n = 588)

Demographic	Demographic	Demographic
<b>Gender</b>		
Male	251	42.7
Female	337	57.3
<b>Origin</b>		
Guangdong	298	50.7
Shanxi,Sichuan	127	21.6
Shaanxi,Hebei	108	18.4
Beijing	52	8.8
other	3	5

The analytical tools used in this study are SPSS 21.0 and Amos 21.0. spss21.0 statistical software is used to check the data quality. Check the descriptive statistics of kurtosis, skewness and average value of sample data, and the variance square is used to detect whether the inspection data can be further analyzed. In addition, the modified item total correlation (CITC) of each dimension was tested to eliminate inappropriate items and test the reliability and validity. Combined with the reliability and convergence effectiveness analysis, the model is modified. The results are shown in Table 2.

**TABLE 2.** The result of confirmatory factor analysis (n = 588)

Constructs/Items	Std.Estimate	T-value	Alpha	CR	AVE
<b>Prosociality(Pro-S)</b>			0.891	0.893	0.628
I think it's important to help others	0.815				
I try to help people in trouble	0.78	20.983			
I am sensitive to the needs and feelings of others	0.725	19.065			
I care about my group and others	0.728	19.252			
I'm helping my group become a better place	0.9	25.284			
<b>Initial Motivation(IM)</b>			0.925	0.926	0.716
I volunteer to help others	0.825				
I am very happy to be a volunteer	0.869	25.604			
Being a volunteer is in line with my life value	0.839	24.281			
I want to get extra points and enjoy the Volunteer incentive policy	0.799	22.655			
Being a volunteer can bring me a good image	0.895	26.936			
<b>Job Engagement(JE)</b>			0.924	0.924	0.670
I am highly motivated to work in a volunteer team	0.833				
I often think about how volunteer teams should carry out projects	0.848	24.968			
I often try to put my volunteer ideas into practice	0.754	21.027			
I devote more time to volunteer activities than other volunteers	0.792	22.832			
I have the responsibility to do the volunteer team work well	0.79	22.476			
I basically do volunteer work in my spare time	0.887	26.888			
<b>Job Satisfaction(JS)</b>			0.897	0.898	0.687
Volunteer organizations must be accurate and timely in information communication	0.859				
Volunteer organizations make reasonable arrangements for Volunteer work	0.806	23.071			
Our volunteer work is useful to society	0.797	23.092			
Generally speaking, I am very satisfied with the work of the volunteer team	0.852	25.219			
<b>Self Efficacy(SE)</b>			0.926	0.927	0.643
Volunteering has improved my ability	0.803				

Volunteering made me meet many new friends	0.791	21.234			
I am competent for my volunteer work and play my role	0.756	20.032			
My work is important to the organization	0.801	21.717			
I have a lot of contact with volunteers	0.813	22.135			
The volunteers are very satisfied with my work	0.81	22.098			
I am very satisfied to be able to provide practical help to the volunteer	0.837	23.594			
<b>Volunteer Identity(VI)</b>			0.889	0.891	0.731
If I am forced to give up volunteering, I will feel very frustrated	0.872				
Joining the volunteer team is more meaningful than just providing volunteer service	0.843	24.388			
Being a volunteer is an important part of my life	0.85	24.596			

It can be seen from table 2 that Cronbach's Alpha of potential variables of Pro-social, initial motivation, Job Engagement, job satisfaction, self-efficacy and Volunteer identity are all above 0.7, indicating that the item design adopted in the study is reasonable. The standardized factor load of each item is greater than 0.5, indicating that each item can well explain its dimension. The combination reliability Cr is greater than 0.7, indicating that all items in each latent variable can consistently explain the latent variable. The convergence validity of each dimension is reflected by the mean variance extraction (AVE value). The larger the Ave value, the greater the percentage of variation explained by potential variables, and the smaller the relative measurement error. As can be seen from the above table, the ave values are above the standard value of 0.5, indicating that the scale in this paper has good convergence validity. The KMO test of prosociality, initial motivation, Job Engagement, job satisfaction, self-efficacy and Volunteer identity is 0.892, and the significance of Bartlett's spherical test is less than 0.05, indicating that the scale is suitable for factor analysis.

The measurement model is analyzed by AMOS 21.0 for confirmatory factor analysis (CFA), and the structural model is analyzed, in which  $\chi^2 / DF$  is less than 3, the fitness index (GFI), adjusted fitness index (AGFI), value-added fitness index (TLI) and comparative fitness index (CFI) are greater than 0.8, indicating that the model is acceptable and greater than 0.9, indicating that the model has good fitting. If RMSEA is less than 0.08, it indicates that the fitting degree of the model is good. The Ave of each latent variable is greater than 0.5, and the square root of Ave is greater than the correlation coefficient, indicating that the scale has good convergent validity and differential validity. The results are shown in tables 3 and 4.

**TABLE 3.** Results of the model fit measures.

Index	X <sup>2</sup>	Df	X <sup>2</sup> /df	RMSEA	GFI	AGFI	CFI	TLI
CFA	1093.419	390	2.804	0.055	0.890	0.869	0.943	0.937
Structural model	1128.168	396	2.849	0.056	0.888	0.868	0.941	0.935
Fitted Value	/	/	<3	<0.008	>0.8	>0.8	>0.9	>0.9

**TABLE 4.** The discriminant validity

Constructs	AVE	Pro-S	IM	JE	JB	SE	VI
Pro-S	<b>0.628</b>	<b>0.792</b>					
IM	0.716	0.117	<b>0.846</b>				
JE	0.670	0.231	0.251	<b>0.818</b>			
JB	0.687	0.235	0.222	0.469	<b>0.828</b>		



SE	0.643	0.257	0.112	0.255	0.354	<b>0.801</b>	
VI	0.731	0.188	0.109	0.244	0.228	0.328	<b>0.854</b>

Table 5 shows the correlation between variables. The standardized path coefficient of pro-society on initial motivation is 0.117 (t value=2.623, P=0.009 < 0.05), indicating that pro-society has a significant positive impact on initial motivation, so hypothesis H1 is true. The standardized path coefficient of pro-society on embeddedness is 0.210 (t=4.778, P=0.000<0.05), indicating that pro-society has a significant positive effect on embeddedness, so the hypothesis is true. The standardized path coefficient of initial motivation on embeddedness is 0.227 (t value=5.244, P=0.000<0.05), indicating that initial motivation has a significant positive impact on embeddedness, so the hypothesis H3 is true. The standardized path coefficient of initial motivation on job satisfaction is 0.112 (t=2.662, P=0.008<0.05), indicating that initial motivation has a significant positive impact on job satisfaction, so H4 is assumed to be true. The standardized path coefficient of embeddedness on job satisfaction is 0.446 (t=9.967, P=0.000<0.05), indicating that embeddedness has a significant positive impact on job satisfaction, so the hypothesis H5 is true. The standardized path coefficient of embeddedness on identity is 0.15 (t=2.998, P=0.003<0.05), indicating that embeddedness has a significant positive effect on identity, so the hypothesis H6 is true. The standardized path coefficient of job satisfaction on identity is 0.063 (t=1.165, P=0.244>0.05), indicating that job satisfaction has no significant positive impact on identity, so the hypothesis H7 is not tenable. The standardized path coefficient of job satisfaction on self-efficacy is 0.36 (t=8.084, P=0.000<0.05), indicating that job satisfaction has a significant positive impact on self-efficacy, so the hypothesis H8 is true. The standardized path coefficient of self-efficacy on identity is 0.269 (t value=5.691, P=0.000<0.05), indicating that self-efficacy has a significant positive impact on identity, so the hypothesis H9 is true. See Table 5.

**TABLE 5.** Structure parameter estimates.

	<b>Hypothesis Path</b>		<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
IM	<---	Pro-s	0.117	0.052	2.623	0.009
JE	<---	Pro-s	0.21	0.049	4.778	***
JE	<---	IM	0.227	0.042	5.244	***
JS	<---	IM	0.112	0.039	2.662	0.008
JS	<---	JE	0.446	0.043	9.967	***
SE	<---	JS	0.36	0.047	8.084	***
VI	<---	JE	0.15	0.058	2.998	0.003
VI	<---	SE	0.269	0.053	5.691	***
VI	<---	JS	0.063	0.064	1.165	0.244

(p value is significant, p < 0.05 is significant, p < 0.001, indicated by the symbol “\*\*\*”)

#### IV. CONCLUSION AND DISCUSSION

In recent years, volunteering has become an important experience project for young volunteer in the stage of college life, also, participating in volunteer organizations for environmental protection is an important form for young volunteer to participate. It is undeniable that the original intention of young volunteer is pluralistic and mixed. If the motivation is divided into self-interest motivation and altruistic

motivation, most volunteers have self-interest and altruistic mixed motivation. In terms of personality traits, people who are pro-social are more matched with the nature and requirements of volunteer service, but volunteers with more egoism always tend to enter the volunteer team to achieve their goals. After entering the volunteer organization, volunteers experience the process of organization by completing the tasks of the volunteer organization. In the process of achieving organizational goals, if volunteers' values, abilities and wishes match the project requirements, they will form an embedded relationship with the organization and improve job satisfaction. After Volunteer activities, volunteers will reflect and understand the values and tasks of volunteer activities, and form a cognition of whether they can engage in volunteer activities. Job Engagement, job satisfaction and motivation satisfaction will affect volunteers' understanding and cognition of volunteer activities. This process is also a process of volunteer identification. If volunteers agree with the value of volunteer activities, recognize the organizational form of volunteer activities, and form an embedded relationship with volunteer organizations, it will improve volunteers' job satisfaction and motivation achievement, volunteers will identify with the volunteer group and probably continue to participate in volunteer activities. Otherwise, they will quit volunteering.

If volunteers with altruistic tendencies cannot be embedded in the organization or their ability can not meet the organizational requirements in the process of organization, they will gradually differentiate; If volunteers with more egoistic tendencies can successfully complete organizational embedding and self motivation satisfaction in the process of organization, it will promote the formation of volunteer identity and continue to participate in volunteer activities. Through the two-way device of individual and environment, through the initial motivation before volunteering, job embedding in volunteering and the process of experience and reflection after volunteering, young volunteer' groups or organizations and volunteers can gradually match to achieve identity; volunteers realize their cognition and understanding of volunteerism, generate volunteer identity and promote volunteer sustainability. The above structural equation model verified this process, and most hypotheses were verified. Hypothesis 7, the positive impact of job satisfaction on volunteer identity is not tenable, indicating that even if volunteers are satisfied with their work, they do not necessarily form volunteer identity, because volunteers also need individual reflection, even if different volunteers have different thoughts on the same objective environment, Produce different volunteer identity and follow-up different volunteer motivation. The follow-up study will examine the volunteer process in detail and analyze the dynamic changes of volunteer motivation.

According to the above analysis, whether college young volunteer continue to participate in volunteer activities is a process of interaction and matching between young volunteer and environment. This result is consistent with theory of person-environmental fit. But this does not mean that individuals and volunteer organizations are a natural state. Especially for volunteer organizations, when recruiting volunteers, it is necessary to test the personality characteristics of volunteers and select appropriate volunteers according to the needs of volunteer activities; volunteer activities should start from young volunteer' cognitive level and growth needs, attract young volunteer to work and experience the value of volunteerism. After the end of volunteer activities, volunteer organizations should guide young volunteer' volunteers to think retrospectively and help young Volunteer construct the significance of volunteer activities. And these three stages are interrelated, and a single factor can not affect and explain the sustainability of volunteerism. The

sustainable process of young volunteer' volunteer is bound to be accompanied by the cognitive change realized by volunteers in their interaction with the environment. The law of cognitive change is the content of follow-up research.

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