

**YOUTH CHARITY AND SOCIETY:
A SOCIOLOGICAL PERSPECTIVE ON COLLEGE STUDENTS' CHARITY
BEHAVIOUR**

*A Dissertation Submitted to the University of Kerala in the Partial Fulfillment of
the Requirements for the Master of Arts Degree Examination in Sociology*

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DECLARATION

I, Aiswarya Raj, hereby declare that the dissertation titled “YOUTH CHARITY AND SOCIETY A SOCIOLOGICAL PERSPECTIVE ON COLLEGE STUDENTS' CHARITY BEHAVIOUR” is based on the original work carried out by me and submitted to the University of Kerala during the year 2022-2024 towards partial fulfilment of the requirements for the Master of Sociology Degree Examination. It has not been submitted for the award of any degree, diploma, fellowship, or other similar title of recognition before.

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CERTIFICATE OF APPROVAL

This is to certify that the dissertation entitled “YOUTH CHARITY AND SOCIETY A SOCIOLOGICAL PERSPECTIVE ON COLLEGE STUDENTS' CHARITY BEHAVIOUR” is a record of genuine work done by Aiswarya Raj, a fourth semester, Master of Sociology student of this college under my supervision and guidance and that is hereby approved for submission.

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ABSTRACT

Charitable behaviour among youth, particularly in the context of a rapidly changing social landscape where individualism often dominates communal responsibility, is a critical area of study. This research analyses the factors influencing charitable giving among college students in Thiruvananthapuram, trying to find out the main influences and patterns of charitable activities within this demographic. By exploring the frequency and types of charitable activities, as well as the influence of family, friends, financial support, religious faith, and personal experiences, this study provides understanding of what drives young people to give. By using a quantitative research design with 70 respondents from various colleges, data were gathered through structured questionnaires, allowing for an analysis of the respondents' charitable involvement and the factors that influence it. The results show that a significant majority of youth actively participate in charitable activities, with financial donations being the most common form. The influence of family and friends emerged as a strong determinant, with financial support from families playing a crucial role in enabling youth to engage in charity. Additionally, religious faith and personal experiences were found also to be motivators, particularly in shaping positive attitudes towards giving. The study also found that many young people prefer anonymity in their donations. Emotional fulfilment and a sense of duty were identified as primary influences behind their engagement in charitable activities. The study concludes that charitable behaviour among youth is influenced by a combination of financial, social, personal, and faith-based influences. These findings highlight the importance of promoting a supportive social networks and recognizing personal and faith-driven motives to enhance and sustain charitable behaviour among the younger generation.

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Charity has been an integral component of human societies for thousands of years, deeply rooted in our inherent inclinations toward empathy, compassion, and social responsibility. Historically, charity has been manifested in various forms across different cultures and civilizations, often tied to religious, moral, and social norms. In ancient societies, acts of charity were frequently organised through religious institutions, with almsgiving and community-based support systems playing a central role in providing for the less fortunate. These practices were not only seen as benevolent acts but also as moral obligations, to foster social cohesion and fulfil spiritual or ethical duties (Bremner, 1996).

Religious traditions have been particularly influential in shaping charitable practices. For instance, Christianity promotes charity as one of the cardinal virtues, with teachings emphasising the importance of giving to the poor as an expression of love and faith. Islam similarly encourages acts of charity, with the concept of Zakat being one of the Five Pillars of Islam, obligating Muslims to give a portion of their wealth to those in need. In Hinduism, the practice of Dāna, or charitable giving, is considered a key duty, and it is believed to purify the soul and accrue positive karma. Buddhism also stresses the importance of generosity (Dāna) as the first of the Ten Perfections (Pāramitās) that lead to enlightenment. These religious teachings have perpetuated a culture of voluntary giving and communal welfare, reinforcing charity as a universal human value.

Throughout history, giving has been a means to address social inequalities and support those in need, demonstrating humanity's commitment to social responsibility. This long-standing tradition of charity reflects the ongoing moral and ethical imperatives that have shaped societies and continue to influence modern charitable practices.

As societies evolved, the concept of charity expanded significantly, adapting to the changing social and economic landscapes. By the 19th century, the rapid onset of industrialization and

urbanisation brought profound social transformations, leading to a marked increase in poverty, social inequality, and urban overcrowding. These challenges catalysed the development of a diverse array of charitable organisations as philanthropists and social reformers recognized the urgent need to address the harsh realities faced by the burgeoning urban poor. During this period, Figures such as Andrew Carnegie and John D. Rockefeller emerged as leading philanthropists, advocating for the systematic redistribution of wealth to alleviate social disparities (Bremner, 1996). The establishment of early charitable foundations, such as the Carnegie Foundation and the Rockefeller Foundation, introduced more structured and strategic approaches to philanthropy, emphasising the importance of addressing the root causes of poverty, promoting education, and improving public health (Fisher, 1983).

The 20th century marked a further evolution in the practice of charity, characterised by the rise of international humanitarian organisations that responded to global crises and disasters. The devastating impact of the two World Wars highlighted the need for coordinated international efforts to provide relief and support recovery efforts in war-torn regions. This period saw the creation of organisations like the International Red Cross and Red Crescent Movement, UNICEF, and Oxfam, which played pivotal roles in delivering humanitarian aid, advocating for human rights, and addressing the long-term needs of affected populations (Barnett, 2011). The establishment of these organisations signalled a shift toward a more global perspective on charity, recognizing that the interconnected nature of the modern world required collaborative efforts to address large-scale humanitarian challenges.

The governments began to assume a more significant role in social welfare, implementing policies and programs designed to combat poverty, inequality, and social injustice on both national and international scales. The creation of welfare states in many countries, particularly after World War II, institutionalised the concept of social responsibility, with governments taking active measures to ensure the well-being of their citizens through social security programs, public healthcare, and education initiatives (Marshall, 1950). These developments reflected a broader understanding of charity, moving beyond individual acts of kindness to encompass systemic efforts to promote social equity and justice.

In parallel, the evolution of charitable giving can also be understood through the lens of anthropological studies, which provide valuable insights into the cultural and social dimensions of giving. One seminal contribution in this area is Bronislaw Malinowski's

analysis of gift exchange in traditional societies, particularly among the Trobriand Islanders of the South Pacific. Malinowski's ethnographic work highlighted that gift-giving in these societies was far more than a simple economic transaction; it was a complex social practice deeply embedded in cultural norms and social relationships (Malinowski, 1922).

Malinowski observed that gift exchanges among the Trobriand Islanders, such as the Kula ring, were governed by intricate social obligations and expectations. These exchanges served to establish and reinforce social bonds, ensuring mutual support and cooperation within the community. In this context, the act of giving often functioned as a form of charity, where individuals assisted those in need, thereby contributing to the well-being of the community as a whole (Malinowski, 1922). This perspective underscores the idea that charity is not only about altruism or the redistribution of resources but also about fostering social cohesion and maintaining the social fabric.

Malinowski's insights into the role of gift exchange in traditional societies offer a unique lens through which to view the evolution of charitable practices in modern contexts. As societies have evolved, the fundamental principles observed by Malinowski—social obligation, reciprocity, and the reinforcement of social bonds—continue to influence contemporary forms of charitable giving. This anthropological perspective helps to broaden our understanding of charity as deeply rooted in human sociality and cultural practices.

In the modern era, the landscape of charitable giving has been profoundly transformed by the advent of technology and social media. These innovations have revolutionised how people engage with and support charitable causes, making philanthropy more accessible and immediate. Crowdfunding platforms such as GoFundMe, Kickstarter, and Indiegogo, along with social media campaigns, have democratised philanthropy, enabling individuals from all walks of life to contribute to a diverse array of causes. Whether it's raising funds for disaster relief, supporting medical expenses, or backing community projects, these digital tools have empowered individuals to mobilise resources and rally support on an unprecedented scale (Saxton & Wang, 2014).

The rise of online platforms has significantly broadened the scope and reach of charitable activities, allowing for more rapid and widespread responses to emerging needs. Unlike traditional forms of charity, which often rely on large organisations and formal fundraising events, crowdfunding and social media campaigns can be initiated and shared within minutes,

reaching global audiences almost instantly. This immediacy is crucial in times of crisis, where quick access to funds can make a significant difference in the effectiveness of relief efforts (Burt & Taylor, 2020).

Moreover, social media has facilitated a more interactive and engaging approach to philanthropy, where donors can connect directly with causes they care about and see the impact of their contributions in real time. This transparency and personal connection have contributed to a greater sense of trust and accountability, encouraging more people to participate in charitable activities (Guo & Saxton, 2018). Additionally, the viral nature of social media allows for exponential growth in support, as campaigns are easily shared and promoted across networks, amplifying their reach and potential impact.

The integration of technology into charitable giving represents a significant shift in how philanthropy is conducted, making it more inclusive, efficient, and impactful. These digital advancements not only enhance the ability to respond to global challenges but also foster a culture of giving that is more participatory and connected, reflecting the evolving dynamics of social engagement in the 21st century.

Moreover, the concept of charity has become increasingly intertwined with the notion of corporate social responsibility (CSR), as businesses recognize the importance of contributing to societal well-being as part of their overall business strategy. This shift reflects a growing awareness that corporate success is not solely measured by financial performance but also by the positive impact companies have on society and the environment. As a result, many businesses have begun to integrate philanthropy into their core operations, developing initiatives that address a broad spectrum of social, environmental, and economic issues (Carroll, 1999).

The integration of charity into corporate practices through CSR initiatives has significantly amplified the reach and effectiveness of charitable activities on a global scale. Companies are now investing in projects that range from supporting education and healthcare to promoting environmental sustainability and social equity. For instance, corporations like Google, Microsoft, and Coca-Cola have launched extensive CSR programs that not only contribute to their brand image but also make substantial contributions to global development goals (Porter & Kramer, 2006). This alignment of business interests with charitable objectives has led to

the creation of shared value, where both companies and communities benefit from collaborative efforts to address pressing social challenges.

Furthermore, CSR-driven charity often goes beyond traditional philanthropic giving. It involves strategic partnerships with non-governmental organisations (NGOs), governments, and other stakeholders to create sustainable and scalable solutions. These partnerships leverage the resources, expertise, and networks of corporations to tackle complex issues such as climate change, poverty, and inequality (Matten & Moon, 2008). By embedding charity within their business models, companies are not only enhancing their social impact but also driving long-term business success, as consumers and investors increasingly favour companies that demonstrate a commitment to social responsibility (Luo & Bhattacharya, 2006).

The growing emphasis on CSR has thus redefined the role of charity in the corporate world, positioning it as a critical component of sustainable business practices. This evolution underscores the broader trend of integrating ethical considerations into the fabric of corporate governance, ultimately leading to more responsible and impactful philanthropy on a global scale.

As the nature of charitable giving continues to evolve, it remains a vital and enduring aspect of human societies. Whether through traditional practices or modern innovations, the fundamental values of empathy, compassion, and the desire to positively impact the world continue to drive individuals and organisations to engage in acts of charity. The evolution of charitable giving, from ancient religious practices to contemporary corporate social responsibility and digital philanthropy, reflects an ongoing commitment to addressing social inequalities and supporting those in need (Bremner, 1996; Carroll, 1999).

This continuous evolution highlights the significance of charity as more than just a response to immediate needs; it represents a broader reflection of our collective commitment to creating a more just and equitable world for all. As societies advance, so too do the methods and mechanisms of giving, yet the underlying motivation remains rooted in the universal human desire to contribute to the well-being of others (Porter & Kramer, 2006). Whether through the community-based support systems of ancient times or the global humanitarian efforts of today, the essence of charity lies in its ability to bring people together in pursuit of

a common good, transcending cultural, economic, and geographic boundaries (Saxton & Wang, 2014).

The ongoing development of charitable practices, supported by technological advancements and the integration of social responsibility into business modelaws, ensures that charity remains a dynamic and powerful force for social change. As we continue to explore new ways to give and support one another, the enduring importance of charity in fostering social cohesion and promoting justice becomes ever more apparent.

1.2. STATEMENT OF THE PROBLEM

The growing development disparities in society have led to the marginalisation of certain segments of the population, contributing to the socio-economic inequalities aggravated by globalisation . These disparities, coupled with the pervasive influence of consumer culture, have created a complex environment where the need for charity is more pressing than ever. In this context, the charitable behaviour of the youth emerges as a critical area of concern, particularly as they work through the demands of a competitive consumer market.

The rapid expansion of industries like fashion and technology, coupled with the widespread availability of mobile phones, laptops, and cosmetics, has significantly intensified peer pressure among young people. In today's society, the constant barrage of advertisements, social media influencers, and celebrity endorsements has created an environment where material acquisition is increasingly seen as a marker of social status and personal identity.

As young people strive to keep up with societal trends, the desire for the latest gadgets, fashion items, and beauty products often takes precedence over other values such as frugality, community engagement, and altruism. This consumer-driven culture promotes the idea that one's worth is measured by the possessions they own, leading to a shift in priorities where materialism becomes central to personal and social fulfilment.

This trend has broader implications for the values and behaviours of today's youth. The focus on acquiring and displaying material wealth may diminish their willingness and capacity to engage in charitable activities. As financial resources and time are increasingly allocated to personal consumption, there may be less left for charitable giving or volunteer work. Moreover, the pursuit of societal approval through material goods can obscure the intrinsic

rewards of helping others, potentially leading to a decline in empathy and a weakening of community bonds.

The shift towards materialism among young people might not only affect their personal development but also have long-term societal consequences. The reduced emphasis on charity and community involvement could contribute to growing social inequalities and a weakening of the social fabric, as fewer individuals are inclined to contribute to the welfare of others. This highlights the importance of fostering a balanced set of values in youth, where material success is not pursued at the expense of empathy, social responsibility, and community engagement.

This competitive consumer environment raises important questions about how the youth's charitable behaviour is evolving. Understanding the motivations and barriers that influence their giving habits is crucial for addressing the broader socio-economic gaps that have emerged. Although existing literature provides insights into charitable giving, it often falls short in exploring the specific factors that shape the behaviour of college students—a demographic uniquely positioned at the intersection of emerging consumer culture and the need for social responsibility. This gap in the literature presents a significant opportunity for further analysis into the influences on youth charitable behaviour, particularly in the face of growing inequalities and societal pressures.

1.3. SIGNIFICANCE OF THE STUDY

The study *Youth, Charity, And Society: A Sociological Perspective On College Students' Charity Behaviour* plays an important role in enhancing the culture of philanthropy within society, particularly among college students. By exploring how various factors such as religion, educational institutions, family, peer influence, and social media impact charitable behaviour, this research sheds light on the motivations behind why young people choose to give. In a rapidly changing social landscape where individualism often dominates communal responsibility, fostering a culture of giving is more critical than ever. By identifying and analysing these factors, the study encourages the development of socially responsible individuals who view charity not merely as an occasional act of kindness but as a sustained, integral part of their lives.

Academically, the study is a significant contribution to the field of sociology and behavioural studies, particularly in the context of India. While charitable giving is a well-explored topic

globally, there is an insufficiency of research focusing on the specific demographic of college students in India. This study addresses a critical gap in the existing literature by offering empirical insights into the charitable behaviours of this group.

By focusing on the Indian context, where religious, economic and other factors play a distinct role in shaping behaviours, It also provides a foundation for future researchers to explore related topics, such as the long-term impact of early charitable behaviour on adult philanthropy, the role of digital platforms in facilitating charitable actions, or comparative studies between different regions within India.

CHAPTER 2

REVIEW OF LITERATURE

The literature review section of this study explores the various factors influencing charitable behaviour among youth in India, providing an overview of the analysis of existing research. By integrating these various perspectives, this literature review offers a basis for comprehending the motivations and trends in charitable giving among youth in India.

Volunteering has been widely recognized for its positive psychological, social, and physical health benefits. The act of volunteering not only contributes to the well-being of recipients but also offers substantial rewards to the volunteers themselves, leading to improved mental health, enhanced life satisfaction, and stronger social connections.

2.1. Psychological and Mental Health Benefits.

Studies have highlighted the significant psychological advantages associated with volunteering.

Thoits and Hewitt (2001) conducted a longitudinal study that demonstrated how the number of hours spent volunteering was directly associated with increases in happiness, life satisfaction, mastery, and physical health. Their findings revealed a reciprocal relationship, suggesting that while volunteering enhances well-being, individuals with higher well-being are also more likely to engage in volunteering activities. Similarly, Meier and Stutzer (2004), through an extensive analysis of data from the German Socio-Economic Panel, affirmed this reciprocal relationship, noting that volunteering contributes to higher life satisfaction. Their research emphasised that the act of giving time and effort to help others inherently brings satisfaction and joy to volunteers. A study by Li and Ferraro (2006) focused on older adults and found that volunteering is linked to better mental health and a slower pace of functional decline. This research is particularly significant as it indicates that volunteering can serve as a protective factor against depression, especially in later life, by maintaining higher levels of social engagement and providing a sense of purpose.

2.2. Social Integration and Community Engagement

Volunteering has also been recognized for its role in fostering social connections and enhancing social integration. Engaging in volunteer activities often leads to increased social interactions, helping to build and strengthen community bonds. The positive effects of these social connections are well-documented.

Swinson (2006) reviewed various studies and concluded that volunteering can alleviate feelings of anxiety and depression by providing individuals with a sense of belonging and purpose. Further supporting this, Dass-Brailsford, Thomley, and de Mendoza (2011) explored the transformative effects of volunteering during the aftermath of Hurricane Katrina. Their research highlighted how volunteers experienced personal growth and a deeper connection to the communities they served, which in turn enhanced their own psychological resilience.

2.3. Volunteering as a Public Health Intervention

The potential of volunteering as a public health intervention has also been examined. Jenkinson et al. (2013) conducted a meta-analysis that underscored the health benefits of volunteering, such as reduced depression, improved life satisfaction, and even lower mortality rates among volunteers. These findings suggest that encouraging volunteerism could be a viable strategy for improving public health outcomes, particularly among populations at risk for social isolation and mental health issues.

Elias, Sudhir, and Mehrotra (2016) investigated the impact of long-term formal volunteering on well-being in India, employing a mixed-methods approach with a sample of 100 formal volunteers from various organisations. The study found a positive correlation between long-term formal volunteering and well-being, life satisfaction, and happiness, with volunteers reporting improved physical and mental health, social connections, and self-esteem. The motivations for volunteering included personal growth, skill development, and a sense of purpose. Organisational support, social recognition, and opportunities for skill development were found to enhance volunteering experiences, while cultural and social norms in India influenced volunteering behaviours and well-being outcomes. The study concludes that long-term formal volunteering contributes to enhanced well-being in India, highlighting the importance of sustained engagement in volunteering activities, with implications for

policymakers, organisations, and individuals seeking to promote volunteering and well-being in Indian society.

Leghu, Thomas, and Sasikumar Sindhu (2023) investigated the relationship between death attitudes and volunteering motives among youth during the 2018 Kerala floods in India, revealing that a more accepting attitude towards death increased the likelihood of volunteering, while fear of death decreased it. Altruistic motives, such as helping others and making a difference, were stronger predictors of volunteering than self-oriented motives. Additionally, death attitudes influenced volunteering motives, with those who accepted death more likely to be motivated by altruism. The study highlights the importance of considering death attitudes in understanding volunteering behaviour during crises, providing insights into the psychological factors driving youth volunteering during natural disasters and informing strategies to promote altruism and community engagement among young people in the face of adversity.

Singh and Farooque (2020) conducted a study to examine the impact of social advertising campaigns on the behaviour of youths in selected Indian cities, finding that such campaigns significantly influence young people's behaviour, increasing their engagement in prosocial activities, empathy, self-efficacy, and intention to help others. The study identified key factors contributing to the effectiveness of social advertising, including message appeal, credibility, and relevance, and highlighted social media platforms as effective channels, particularly among urban youths. The research demonstrates the potential of social advertising campaigns to shape youths' behaviours and promote positive social change in India, providing valuable insights for policymakers, advertisers, and social marketers seeking to engage young people in prosocial activities and promote social causes.

Dean (2020) explores the cultural phenomenon of charity, arguing that it provides emotional and social benefits to "conscience consumers" who engage in charitable acts to feel good about themselves, signal their moral worth, and connect with others. Dean contends that charity offers a "good glow" effect, symbolic power, and serves as a form of "conscience consumption" that assuages guilt and anxiety, while also involving "emotional labour" to manage feelings of self-worth. Additionally, charity provides opportunities for social bonding and community building. By examining the symbolic power of charity, Dean offers a critical perspective on the charity industry, highlighting both the benefits and limitations of

charitable giving, and encouraging readers to think critically about the motivations and consequences of doing good.

Appau and Churchill (2019) examined the relationship between charity, volunteering type, and subjective wellbeing using a large-scale Australian survey, finding that formal volunteering is positively associated with wellbeing, particularly for regular volunteers, while informal volunteering has a weaker positive relationship, and charitable donations show no significant relationship with wellbeing. The study suggests that the type and intensity of volunteering activities impact the well-being benefits individuals derive, leading the researchers to argue that policymakers and organisations should promote formal volunteering opportunities to enhance wellbeing outcomes, thereby contributing to our understanding of the complex relationships between volunteering, charity, and wellbeing.

Bennett (2003) investigated the factors influencing individuals' decisions to donate to specific types of charities, shedding light on the complexities of charitable giving behavior. The study identified several key factors, including personal experience, social connections, and the perceived effectiveness of the charity, which shape donors' preferences for particular causes or organizations. Additionally, the research highlighted the significance of emotional appeals, trust, and reputation in driving donations to specific charities. The findings provide valuable insights for charities seeking to understand donor motivations and tailor their fundraising strategies to appeal to diverse supporter bases. By recognizing the nuances of charitable giving, organizations can optimize their efforts to attract and retain donors.

Bergin, Talley, and Hamer (2003) conducted a focus group study to explore the prosocial behaviors of young adolescents, shedding light on their attitudes and motivations towards helping others. The study revealed that young adolescents engage in various prosocial behaviors, such as volunteering, donating to charity, and helping friends and family members. The researchers identified key factors influencing prosocial behaviors, including empathy, social norms, and personal values. The study also highlighted the importance of family and peer influences in shaping young adolescents' prosocial behaviors. The findings provide insights into the development of prosocial behaviors during early adolescence and suggest that fostering empathy, social responsibility, and positive relationships can encourage young people to engage in helping behaviors.

Opoku (2013) conducted a study to examine the motivational factors behind charitable giving among young people in Saudi Arabia, a prominent Islamic country. The study found that religious beliefs, social norms, and personal values play a significant role in driving charitable giving among young people in Saudi Arabia. The findings suggest that Islamic teachings and values, such as zakat (charitable giving) and sadaqah (voluntary charity), significantly influence the charitable behavior of young people in Saudi Arabia. This study contributes to our understanding of the motivational factors behind charitable giving among young people in Islamic countries.

Yasin and Schroeder (2012) investigated the predictors of young people's charitable intentions to donate money, using an extended Theory of Planned Behavior (TPB) perspective. The study found that attitude, subjective norm, perceived behavioral control, moral obligation, and trust in charitable organizations significantly predict charitable intentions among young people. The findings suggest that understanding these factors can help charitable organizations develop effective strategies to encourage young people to donate money. This study contributes to our understanding of the factors that influence charitable behavior among young people.

Sen, Chatterjee, Nayak, and Mahakud (2020) conducted a study titled “Determinants of Individual Giving Behavior in Urban India,” which found that demographic factors such as age, gender, education, and income significantly impact giving behavior. The research identified various factors influencing individual giving behavior in urban India, including socioeconomic factors like employment status, marital status, and family size. Attitudinal factors, including empathy, altruism, and trust in charitable organizations, play a crucial role in shaping giving behavior. Additionally, religious and cultural factors, such as religious affiliation and cultural values, also contribute to individual giving decisions (p. 278)

RESEARCH GAP

This existing literature focuses heavily on formal, organised volunteering and charitable activities. This does not take into account the informal acts of charity, such as spontaneous actions which may arise out of immediate need or opportunity, which includes offering food, money, time to someone in need, this can be more prevalent in certain communities or among specific groups, such as youth.

Also, studies on charitable behaviour tend to focus on adults, particularly older adults, and fail to explore the factors that influence charitable behaviour among younger populations. Youth may have different influences, barriers and ways for engaging in charity, which are not sufficiently addressed in the existing research. While there has been considerable research on charitable behaviour in various parts of the world, there are limited studies focusing on youth population in Thiruvananthapuram or even within kerala.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. INTRODUCTION

This chapter explains various methodologies that were used in gathering data and analysis which are relevant to the research. The methodologies will include areas such as the location of the study, research design, sampling and sample size, types of data, data collection method and its management.

3.2. TITLE OF THE STUDY

YOUTH, CHARITY, AND SOCIETY: A SOCIOLOGICAL PERSPECTIVE ON COLLEGE STUDENTS' CHARITY BEHAVIOUR

3.3. GENERAL OBJECTIVE

To understand the charitable behavior of youth, to gain insights into the social, cultural, and personal factors influencing their engagement in charitable activities.

3.3.1 SPECIFIC OBJECTIVES

- To examine the frequency and types of charitable activities engaged in by youth.
- To assess the influence of family and friends on youth's charitable behaviour.
- To understand the role of financial support and its influence on charitable behaviour among youth.
- To assess the influence of religious faith and personal experiences on charitable behaviour among youth.
- To analyse the preferences and motivations of youth regarding charitable donations.

3.4. RESEARCH DESIGN

The study focuses on a quantitative approach to examine the factors influencing charitable behavior among college students and it used descriptive research design. The design involves systematically collecting data through structured questionnaires to understand the influences of various factors on charitable behaviour. This approach involves defining a clear research

objective, selecting appropriate sampling techniques, and using reliable tools to collect quantitative data. The findings are presented through charts, graphs, or written descriptions, along with a discussion of any limitations of the study. Descriptive quantitative research designs are commonly used in fields like sociology, psychology, education, marketing, and public health to describe and summarise data from large samples or populations, and to gain insights into the characteristics, behaviours, or attitudes of specific groups.

3.5. AREA OF STUDY

This study focuses on respondents from the different colleges in Thiruvananthapuram city of Kerala. Thiruvananthapuram serves as an ideal location due to its diverse student population, which includes representatives from various regions across the state. This diversity ensures a comprehensive representation of Kerala society, particularly since the research is concentrated on the youth within the state. The district's varied demographic profile makes it a valuable setting for examining charitable behaviour among young people, providing insights that reflect broader societal trends in Kerala.

3.6. SAMPLING

Purposive sampling was used to collect data from the respondents. This is a non-probability sampling method that was chosen based on the characteristics of the population and the objectives of the study. Purposive sampling is used when the researcher wants to reach a specific subset of people, because all study participants were chosen because they fit a certain profile. In this study, college students are the respondents as they are a significant subset of the youth population, providing a convenient and accessible sample for study. This includes a sample of 70 individuals within the age group 21- 29 years were selected. This age group is particularly crucial for studying Charitable Behaviour, as young adults are forming their identities, exploring values, and developing habits that may influence their future charitable engagement.

By using purposive sampling, the researcher selected a sample that aligns with the research goals, which allows to understand the Charitable behaviour of young adults and the factors that influence their charitable decisions.

3.7. SOURCES OF DATA

Primary Data

Primary data was collected using a self-administered questionnaire designed by the researcher.

Secondary Data

The researcher has collected secondary data from journal articles and internet sources

3.8. TOOLS OF DATA COLLECTION

The researcher employed a digital questionnaire via Google Forms to gather primary data from respondents. This approach not only streamlined the data collection process but also facilitated efficient organisation for subsequent analysis. Google Forms served as a convenient platform, enabling respondents to easily complete the questionnaire online at their convenience. The researcher designed a comprehensive questionnaire consisting of 40 questions, each targeting different aspects of charity behaviour. In addition to questions directly related to charity behaviour, the questionnaire also included inquiries regarding the respondents' demographic information, such as age and occupation, to provide a more understanding of the factors influencing their charitable actions.

3.9. PILOT STUDY

To evaluate the feasibility and reliability of the study, a pilot study was undertaken. In this preliminary phase, ten respondents were randomly selected to participate, and data was collected from them to test the initial version of the questionnaire. The insights gained from analysing the pilot data revealed areas that required adjustment. Accordingly, necessary corrections and modifications were made to enhance the clarity, relevance, and structure of the questionnaire. This iterative process of refinement ensured that the final questionnaire was well-suited for the main study, increasing the likelihood of obtaining accurate and meaningful results. The pilot study was essential for refining the research instrument prior to its full-scale application.

3.10. PRE-TEST

Once the questionnaire was drafted, the researcher conducted a pretest to evaluate the effectiveness, clarity, and reliability of research tools, such as questionnaires. The test aimed to identify any issues, such as response latency, partially completed responses, and potential confusion regarding the initial questions in the questionnaire itself. The validity test was crucial in recognizing and addressing these concerns, and it also helps to evaluate the time required to complete the survey, ensuring the accuracy and reliability of the collected data.

CHAPTER 4

DATA INTERPRETATION & ANALYSIS

4.1. INTRODUCTION

This chapter presents the analysis of data gathered for the study on charity behaviour among youth in the Thiruvananthapuram district. Data was collected through a structured questionnaire distributed via Google Forms. The analysis used SPSS (Statistical Package for Social Sciences) and Microsoft Excel. The questionnaire explored factors influencing charitable giving, focusing on social influences, personal motivations, and the ease of donating. The findings aim to reveal the patterns of charitable behaviour among the youth in the district.

4.2. DEMOGRAPHIC PROFILE

For this study, Understanding the demographic profile is crucial as it provides key observations into the various factors that may influence the charity behaviour of the youth in the Thiruvananthapuram district.

The demographic variables considered for the study are age, gender, geographical location, religion, and education. Such variables help explain the diversity in characteristics of the sampled population and how such factors are likely to affect study results.

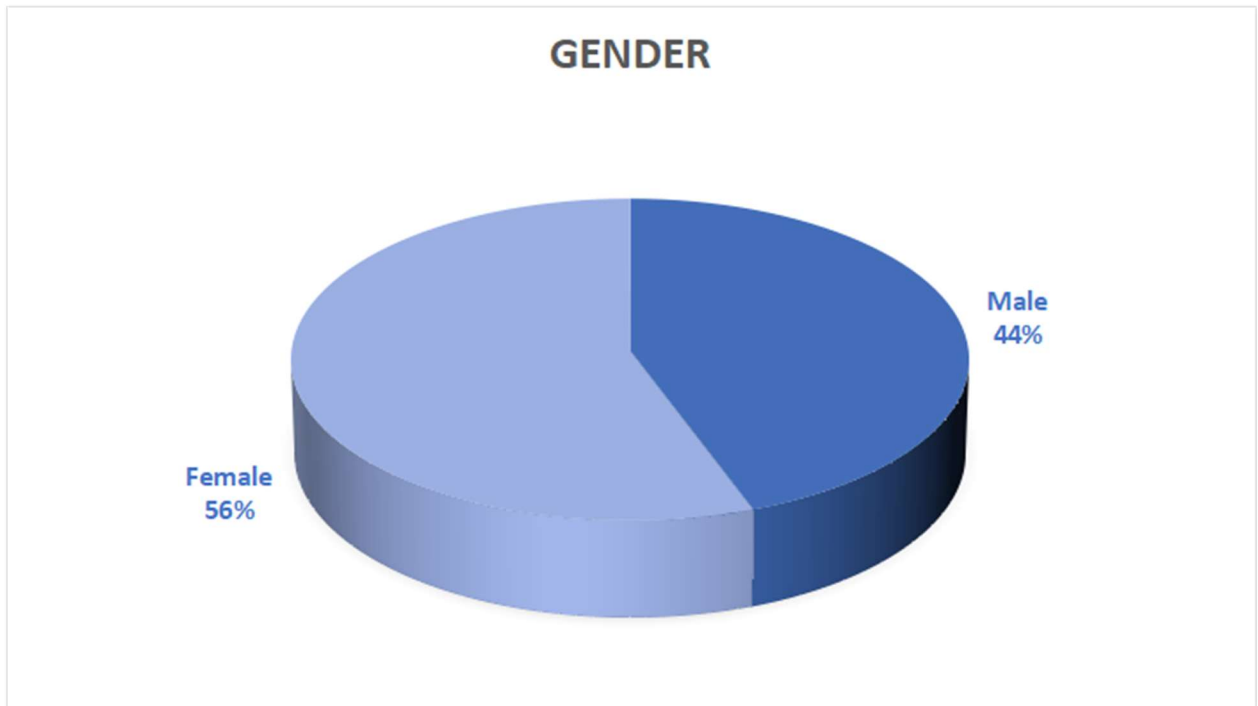
Another important variable is gender, which would allow the probing of likely differences between findings from males and females. This way, the research can identify any differences in or unique insights related to the focus.

Geographical location would be considered to research the possible ways that the respondents might take a different response given their place of residence, be it urban or rural or any other regional situations.

Religions as a demographic factor could give an answer to which way the religious beliefs and practices could typify the attitudes and actions of the responders. Religion often plays a significant role in cultural and social life; therefore, it turns out to be an important variable in the understanding of very diverse influences on the population.

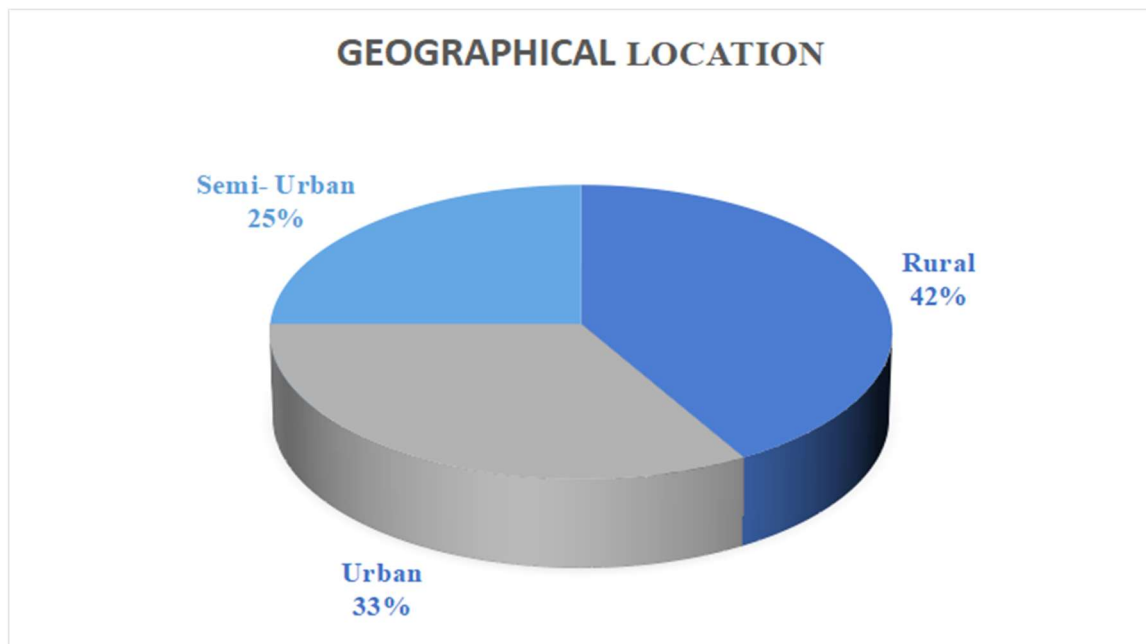
Education is considered in the study because the youth form the population of the study. Education often shapes an individual's understanding and perception.

Figure 1. Gender of the Respondents



The data shows the gender distribution of the sampled population in the study. Among the total participants, 56% were female and the remaining 44% were male. This distribution indicates that females constitute the largest proportion of respondents in this study. The predominance of female respondents reflects certain trends or patterns that are more prevalent among women.

Figure 2. Geographical location of Respondents



42% of the respondents are from rural areas, 33% are from urban areas, and 25% are from semi-urban areas. The importance of geographical location in this study lies in understanding how different environments influence charitable giving among youth.

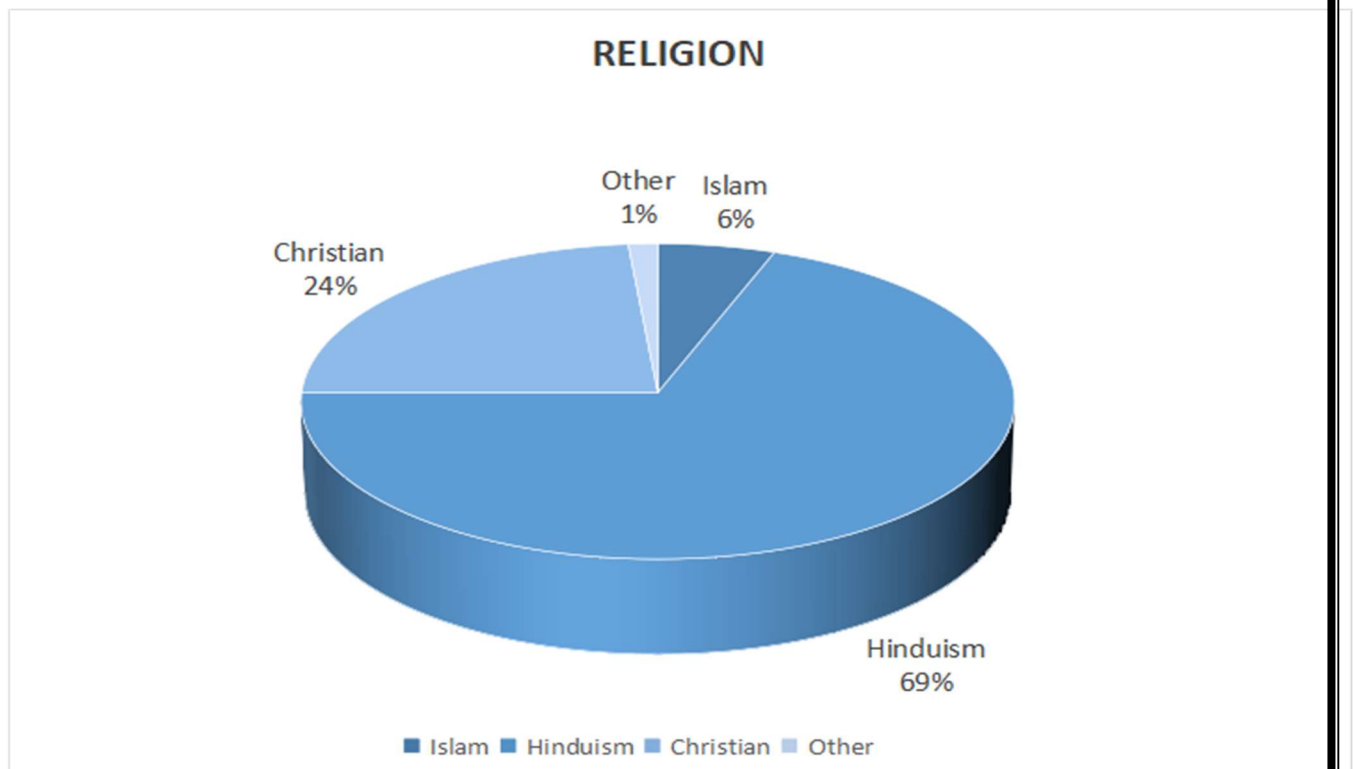
Urban areas may provide more opportunities for charitable giving, while strong community bonds and religious beliefs might influence rural areas in their charitable activities.

Different environmental cues from urban, rural, and semi-urban settings can influence the giving. For example, urban settings might expose the youth to a lot of charitable organisations, volunteer opportunities, and social media campaigns, whereas rural areas might be more strongly bonded by the community and religious ties that shape their charitable activities.

Geographical location affects access to resources, such as education, income, and technology, which can impact charitable giving capacity and habits.

Different geographical locations have unique cultural and social norms that can influence charitable giving behaviours. For example, rural areas may have stronger social norms around community support and reciprocity.

Figure 3. Religion of Respondents



The religious demographics of the respondents reveal a diverse sample, with a majority of Hindus (69%), followed by Christians (24%), Muslims (6%), and others (1%). This distribution highlights religion's significance in understanding youth charitable giving behaviours.

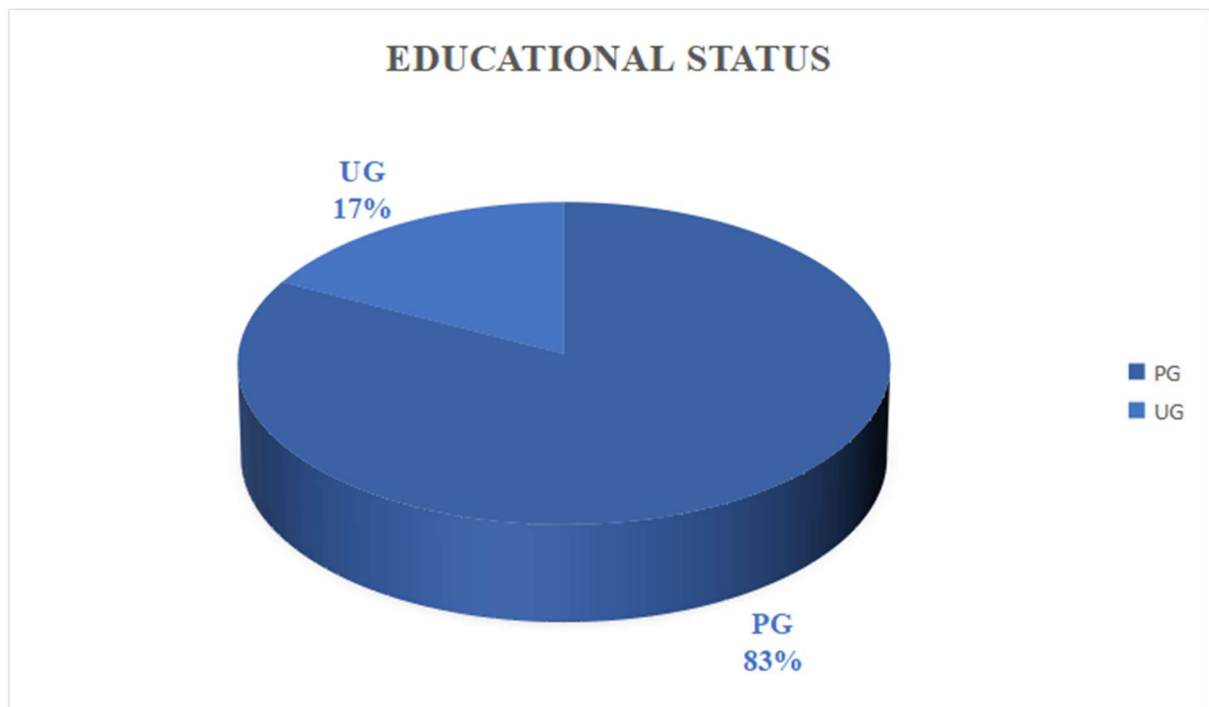
Why Religion Matters is because it shapes values and beliefs that influence charitable giving. Different religions emphasise varying aspects of charity, such as zakat in Islam or seva in Hinduism.

Religious communities often have distinct social norms and expectations around charitable giving, which can impact individual behaviours.

Religious affiliation can influence involvement in community service and charitable activities, as many religions encourage volunteerism and philanthropy.

It can also instil a sense of moral obligation to help others, driving charitable giving behaviours.

Figure 4. Educational status of Respondents.

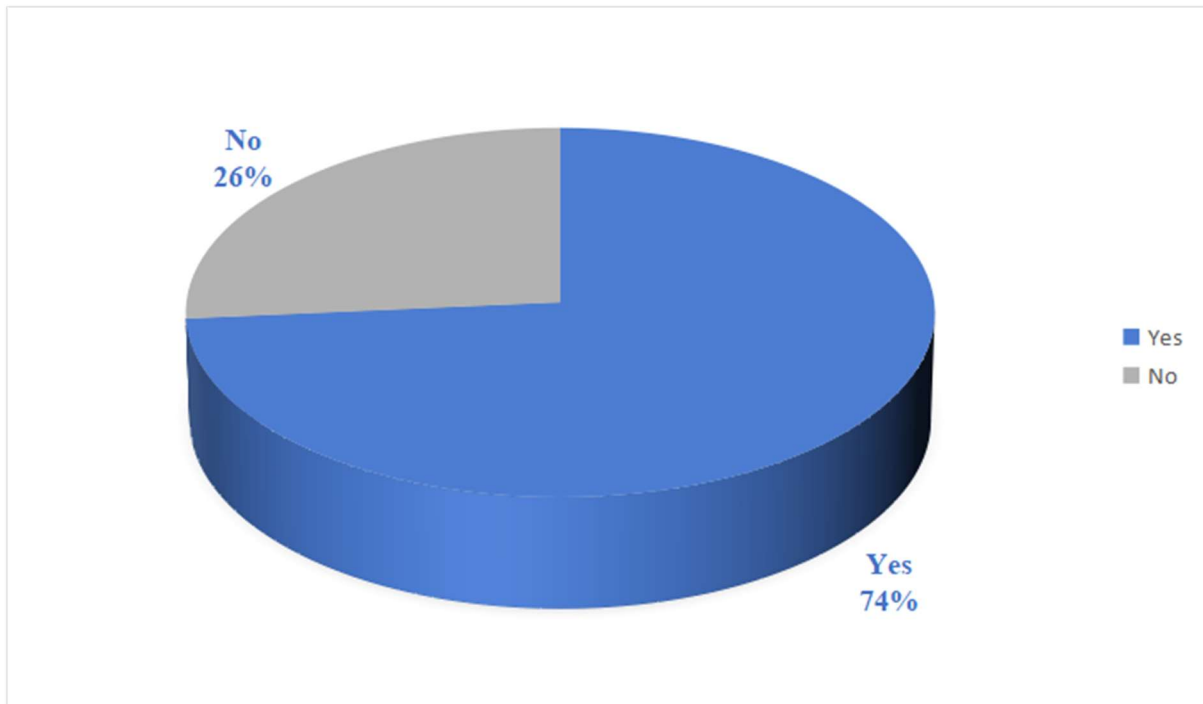


The data reveals that a vast majority (83%) are postgraduate students and a smaller proportion (17%) are undergraduate students who are the respondents in the study.

Education usually provides the formative base for social awareness, understanding of the need to give, and attitude towards giving. In other words, higher educational levels mean exposure to more opportunities to give and to be more informed about the social consequences of giving, thereby giving more frequently or making more cautious decisions. This will help in the analysis of the relationship between such educational background and respondents' charity behaviour and motivations.

4.3. CHARITY BEHAVIOUR

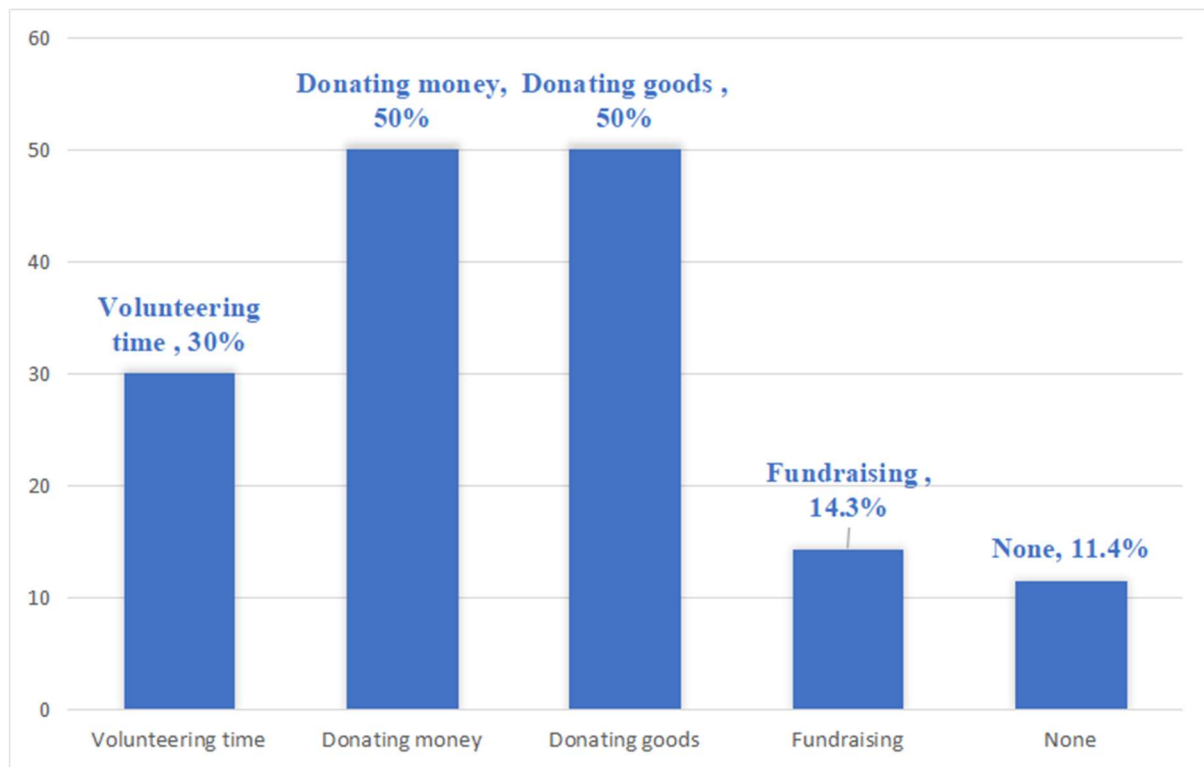
Figure 5. Respondents' engagement in charitable giving.



74% of the respondents engage in charitable giving, including giving money to support individuals or organisations in need, providing items such as clothing, food, or other resources to those in need (donating goods), offering time or skills to assist people or charitable organisations (volunteering time), and engaging in activities designed to raise money for charitable causes. The fact that many respondents contribute financially to individuals or organisations in need indicates a willingness to engage in direct support for social causes. This type of giving is often seen as the most straightforward form of charity, where the impact of the donation can be immediately felt by the recipients.

Conversely, 26% did not engage in any charitable activities. This may be due to a lack of awareness or opportunities, financial constraints, or disinterest.

Figure 6. Types of charitable activities engaged in by respondents



Among the respondents, 30% were involved in volunteering their time, 50% in donating money, 50% in donating goods, 14.3% in fundraising, and 11.4% did not engage in any charitable activities.

Half of the respondents chose to contribute financially, indicating that monetary donations are the most common form of charity within the group. This form of giving is often seen as accessible and straightforward, allowing individuals to support causes they care about without the need for direct involvement.

The high percentage of monetary donations suggests a strong trust in charitable organisations and confidence that their financial contributions will be put to good use. It also reflects a readiness among respondents to part with their resources for the benefit of others.

Similarly, 50% of respondents engaged in donating goods, such as clothing, food, or other necessities. This reflects a practical approach to charity, where individuals may feel that their in-kind contributions directly address the needs of others.

The equal prevalence of donating goods and money suggests that respondents might view both as equally valuable ways to support those in need. This behaviour could be driven by a desire to see immediate, tangible impacts from their contributions.

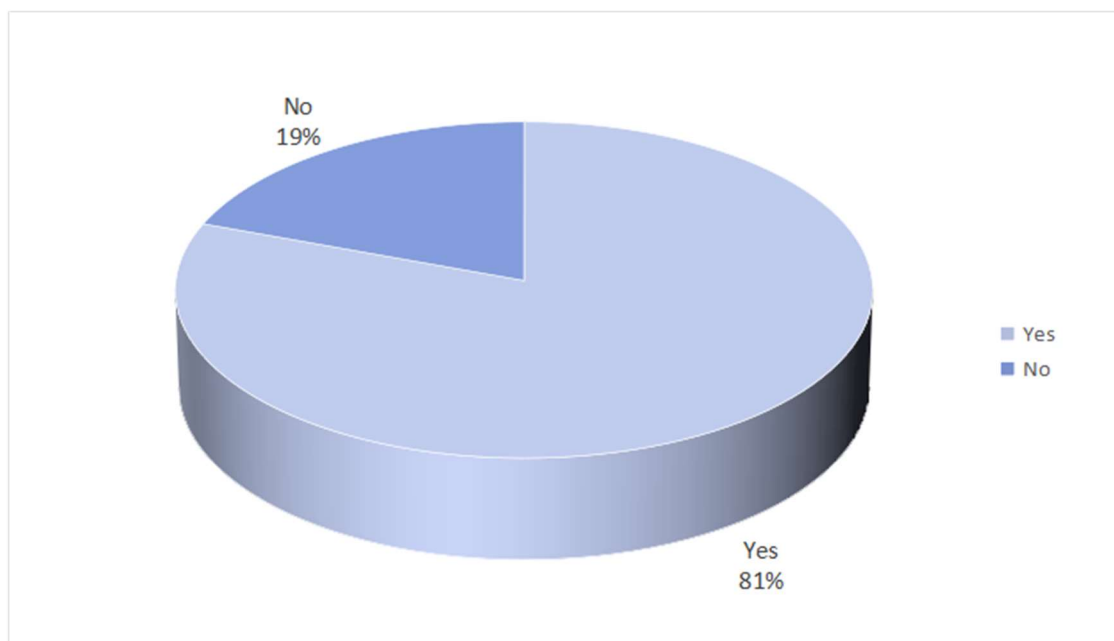
A significant portion of the respondents, 30%, chose to volunteer their time. This indicates a commitment to charitable causes that goes beyond financial or material contributions. Volunteering often involves a deeper level of personal involvement, where individuals offer their skills, expertise, or physical presence to support others.

The fact that nearly a third of respondents volunteer their time suggests a strong community spirit and a desire for direct, hands-on involvement in making a difference. It reflects the value placed on personal engagement and the impact of direct service.

A smaller yet notable group, 14.3% of respondents, participated in fundraising activities. This form of charity often involves organising events, campaigns, or initiatives to raise money for a cause, reflecting a proactive and leadership-oriented approach to philanthropy.

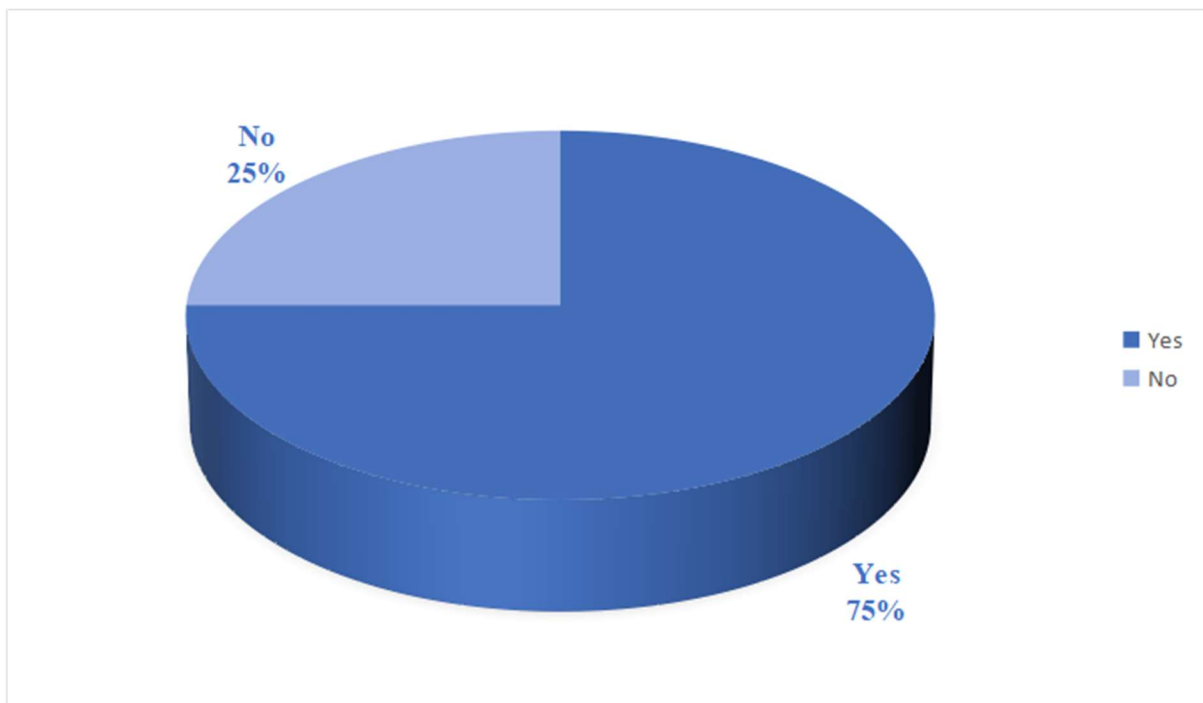
A small minority, 11.4%, did not engage in any charitable activities. This segment may reflect individuals who face barriers such as time constraints, financial limitations, or a lack of interest or awareness in charitable causes.

Figure 7. Family's financial support for Respondents



The data suggests that 80.6% of respondents receive financial support from their families, while 19.4% do not. It suggests that family resources could play a key role in influencing charitable activities. Young people who have financial backing from their families might have money making it easier for them to donate to charitable causes. On the other hand, those without family financial support may face limitations that prevent them from participating in charity as much. Recognizing this difference is important for understanding how financial dependence affects charitable behaviour among young people, and it could help pinpoint the different motivations and challenges faced by those from various economic backgrounds.

Figure 8. Influence of Family's Financial Support on Charitable Donations

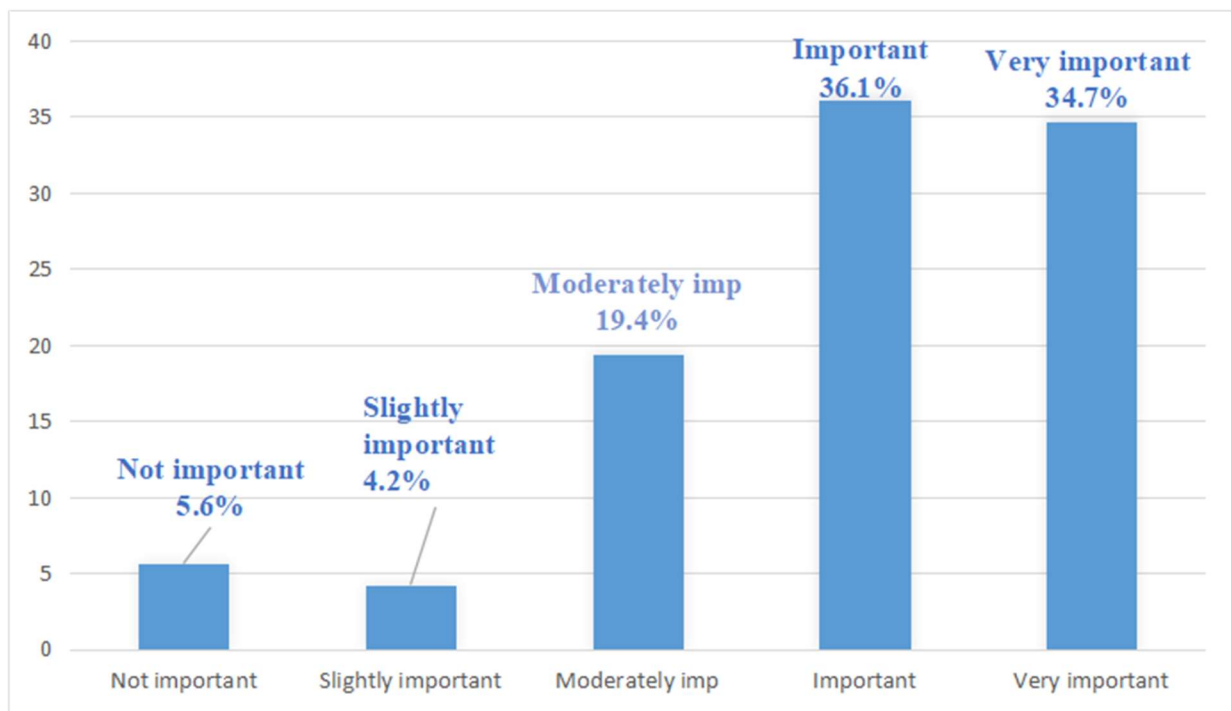


25% of respondents reported not receiving sufficient funds to contribute to charity, this portion of the sample indicates that a significant minority faces financial constraints that limit their ability to engage in charitable giving. This group might represent those who are willing to donate but are unable to do so due to their financial situation, while 75% benefited from the financial support provided by their families.

The data suggests that family financial support plays a significant role in enabling charitable giving among the respondents. Those who receive financial backing from their families have

greater opportunities to donate, as they might not face the same financial pressures as those who do not receive such support. This could imply that in this context, the capacity to donate is not solely dependent on individual financial circumstances but also the broader financial dynamics within the family.

Figure 9. Respondent's Perceived Importance of Helping Others.



The data presented reflects respondents' perceived importance of helping others. A small minority, 2.8 percent, responded that helping others was "not important," suggesting either that these few individuals might place a low priority on altruistic actions relative to personal needs or that they are part of a belief system that diminishes the importance of helping others. 34.7 percent of all respondents report that helping others is "very important," indicating a strong orientation to altruism.

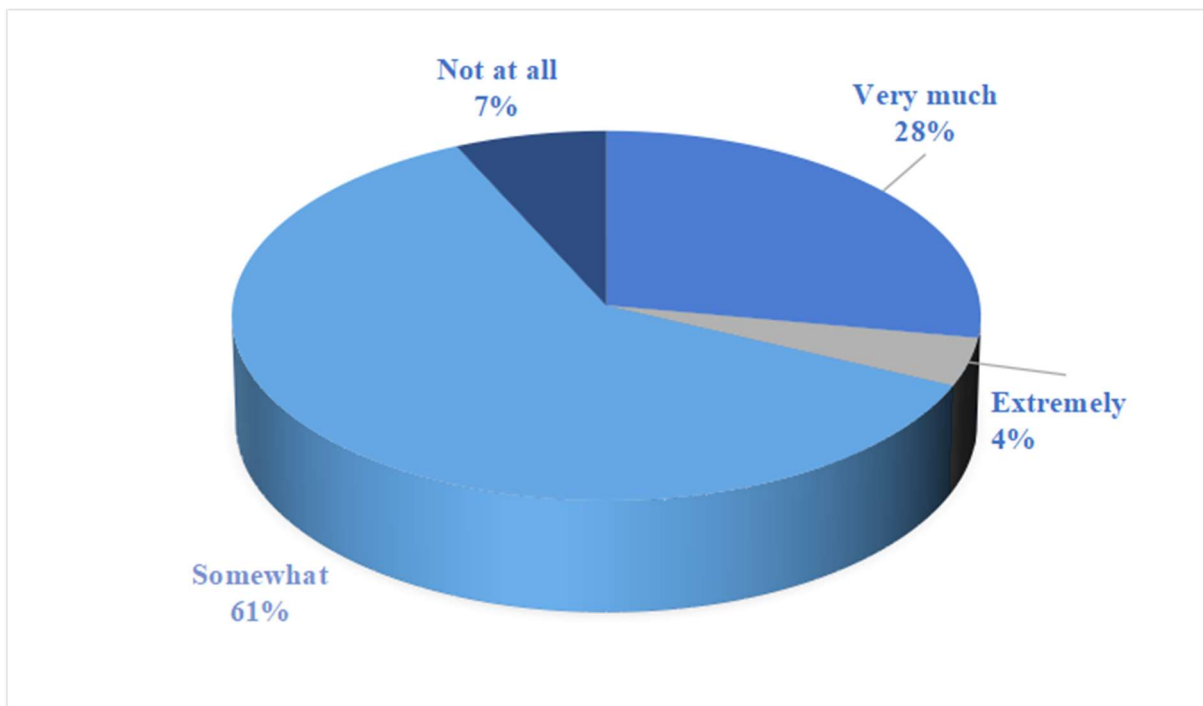
The data also reveal that 36.1% of the respondents viewed helping others as "important," but not to that degree when compared with those rating it "very important." This middle ground appears to signal a practical approach toward helping others, where these respondents may be driven by a sense of obligation or social duty rather than deep personal conviction. Those

rating helping others as either "important" or "very important" together account for 70.8% of respondents, indicating a majority disposition toward recognizing the importance of helping others in some capacity.

19.4% of the respondents, however, believe that helping others is "moderately important." This goes to show that while such persons realise its value, they do not accord very top priority to it.

The "slightly important" and "very important" categories involve those who recognize some level of importance but who are either indifferent or irregularly engaged in helping behaviours. These smaller percentages may be reflective of people who have the capacity for different levels of empathy, personal circumstances that prevent them from being able to help others, or those who might help others selectively.

Figure 10. Frequency of parents' Engagement in charitable activities.



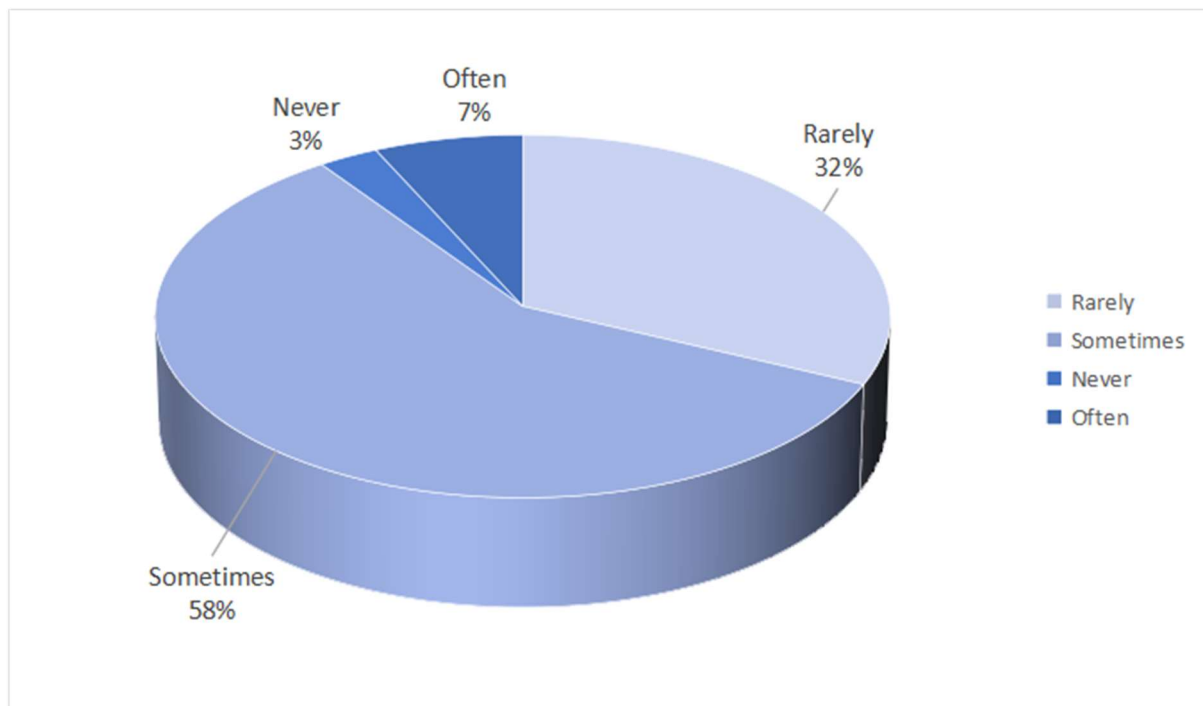
A significant majority of respondents, 61%, reported that their parents are "somewhat" engaged in charitable activities. This suggests that many parents participate in charity, but their involvement may be occasional or moderate in intensity. Such engagement could involve regular but small contributions, volunteering occasionally, or supporting charitable

causes less consistently. This moderate level of involvement indicates that while charitable activities are valued, they may not be a central focus in these households.

On the other hand, 28% of respondents indicated that their parents are "very much" engaged in charitable activities. This group reflects a strong commitment to charity, with parents likely participating in regular, meaningful contributions or being actively involved in charitable organisations. The high level of engagement in this category suggests that these parents prioritise philanthropy as an essential part of their lives, which could have a profound influence on their children, promoting a sense of social responsibility. 7% of respondents stated that their parents are "not at all" engaged in charitable activities. This small percentage points to households where charitable behaviour is absent or minimal. The lack of parental involvement in charity could be due to various factors, such as financial constraints, time limitations, or a different set of priorities. In such cases, children might grow up with little exposure to the practices of giving and helping others, which could affect their own attitudes towards charity unless influenced by other factors such as peers, schools, or community organisations.

Finally, 4% of respondents indicated that their parents are "extremely" engaged in charitable activities, possibly dedicating significant time, resources to charitable causes. Their actions likely serve as a powerful example for their children, potentially leading to the adoption of similar values and behaviours. The presence of such role models in the household could inspire a strong commitment to charity in the next generation.

Figure 11. Frequency of friends' Engagement in charitable activities.



A majority of respondents, 58%, report that their friends "sometimes" engage in charitable activities. This suggests that charitable behaviour is present within their social circles, but it is not a constant or deeply ingrained practice. Friends in this category may participate in charity occasionally, such as during specific events, holidays, or in response to particular causes. However, the occasional involvement still provides opportunities for social influence, where witnessing friends engage in charity can inspire others to do the same.

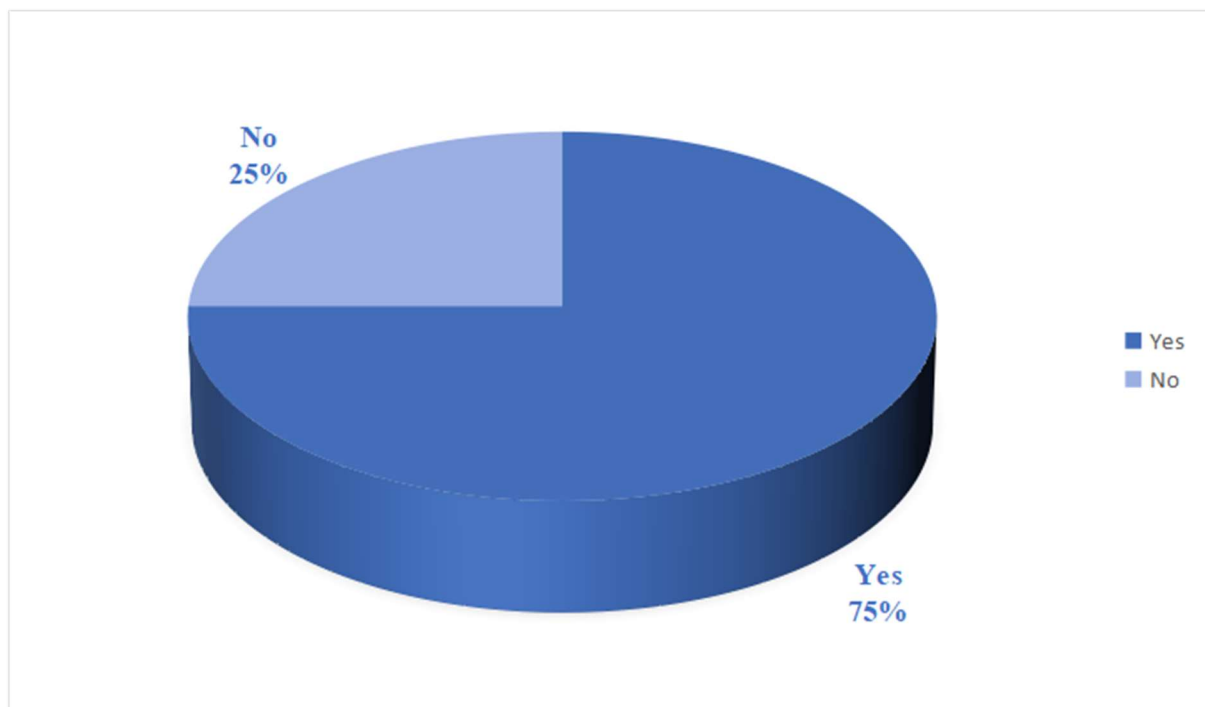
Following this, 32% of respondents state that their friends "rarely" engage in charitable activities. This significant proportion points to a social circle where charity is infrequent, possibly seen as a low-priority activity or something that is only done under special circumstances.

A smaller group, 7%, indicated that their friends "often" participate in charitable activities. This group represents a more active and consistent engagement in charity within their social circles. Friends who are often involved in charitable causes are likely to promote a culture of giving and community involvement. Their regular participation can create a supportive environment that encourages others to become more active in charitable endeavours. This

frequency suggests a stronger commitment to social responsibility among these friends, potentially influencing the respondent to view charity as a more integral part of life.

3% of respondents reported that their friends "never" engage in charitable activities. This small percentage indicates a social circle where charity is absent, which could be due to various factors such as lack of resources, or alternative values.

Figure 12. Influence of others (e.g., family, friends) on engagement in charitable activities.

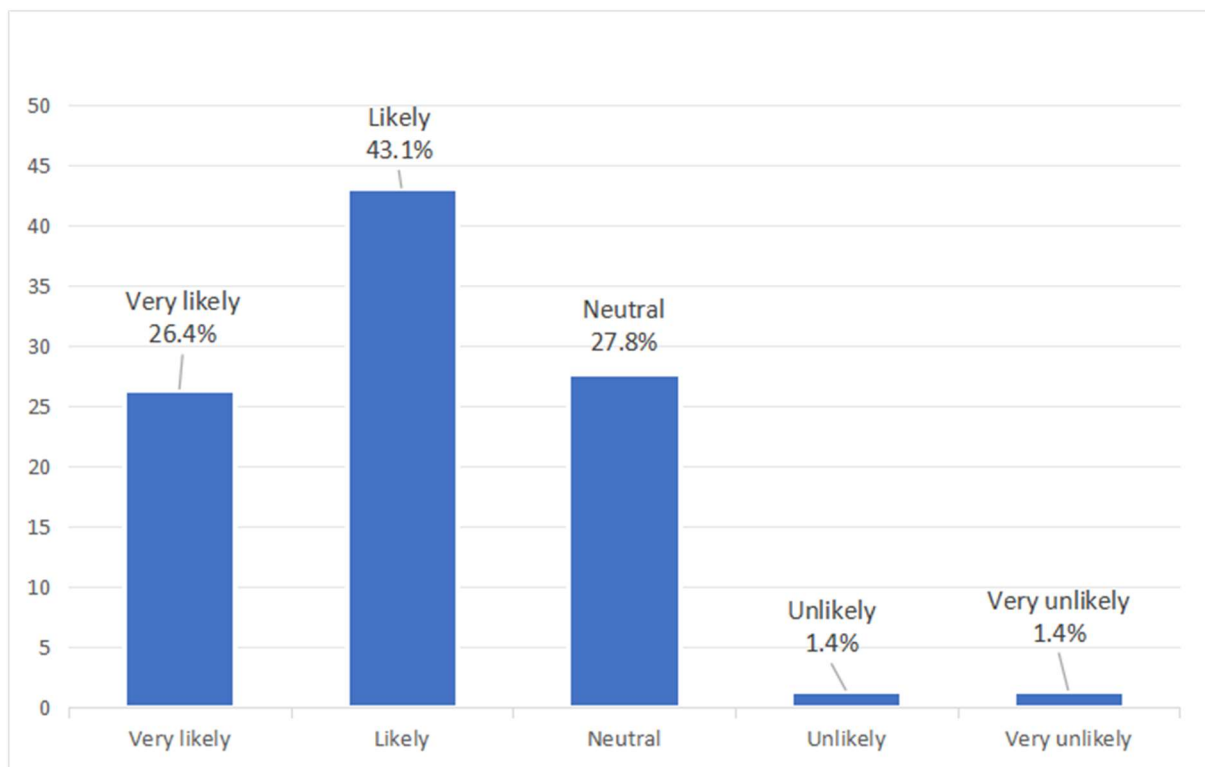


Among the respondents, 75% are influenced by others in their engagement in charitable activities. This majority suggests that social networks, including family and friends, can influence respondents' role in shaping charitable behaviour. The influence comes in the form of encouragement, similarity of values, or role modelling that people are doing around them. The existence of role models in practice means charity is taken among people as a norm and in some cases, as a way of life. This data is instructive of the fact that social context is so important for encouraging charitable behaviour: this is because people, being the very social animals they are, normally peer around for hints and cues of what to do, particularly in the course of community social responsibility activities.

On the other hand, 25% of respondents reported that they are not influenced by others in their charitable activities. These individuals may engage in charity due to personal convictions, moral or religious values, or a strong internal sense of duty that does not rely on external validation or encouragement. This independence in charitable behaviour suggests that for some, the decision to give is more autonomous, possibly reflecting an ingrained personal ethic or a reaction to life experiences rather than social influence.

The contrast between the two groups highlights the dual nature of charitable motivation. While social influence is a powerful influence for the majority, there remains a significant portion who act independently.

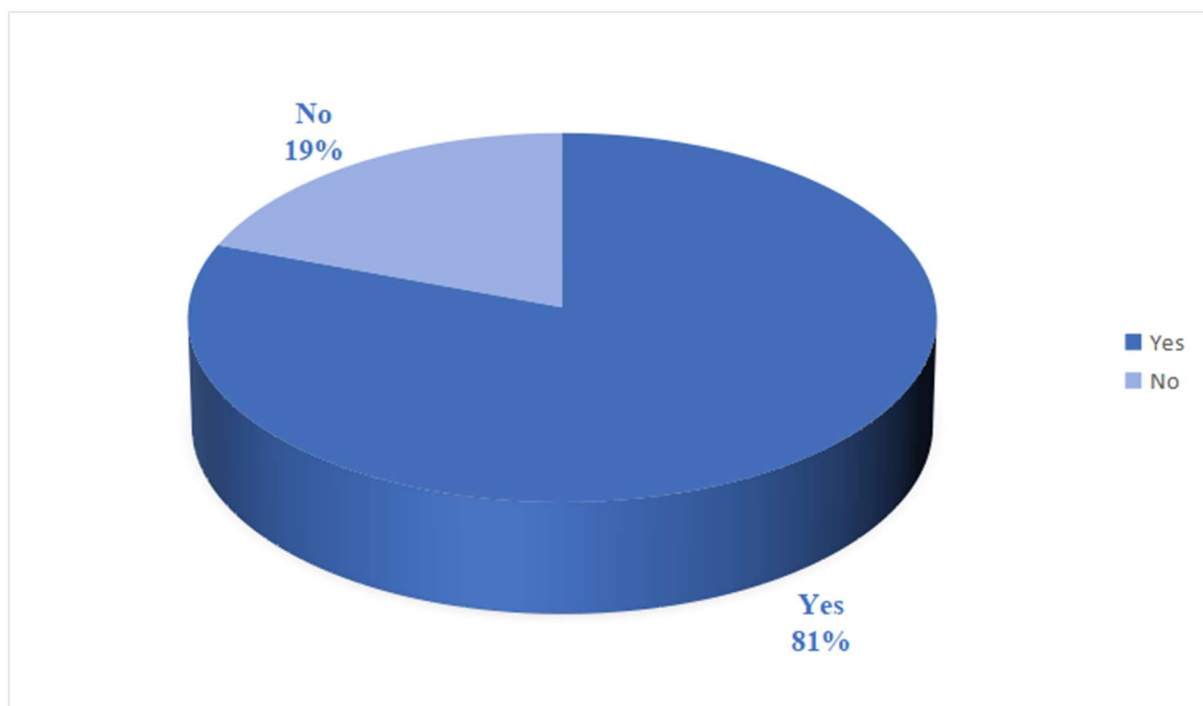
Figure 13. Likelihood of donating to charity based on observing friends or family's contributions.



A significant portion of respondents, 69.5%, are either "very likely" (26.4%) or "likely" (43.1%) to donate to charity when they see their friends or family members contributing. This majority indicates that social networks, especially close relationships like those with family and friends, have a strong influence on charitable actions. When individuals observe those

they trust and respect, they engage in charitable giving. The "neutral" category, comprising 27.8% of respondents, suggests a group that is somewhat indifferent to the influence of friends' or family's contributions. These individuals may not feel compelled to donate based on others' actions, instead making decisions independently. A very small percentage, 2.8%, falls into the "unlikely" and "very unlikely" categories. These respondents are minimally influenced by their friends' or family's contributions to charity.

Figure 14. Respondents who have been asked to donate money or time to a charitable cause.

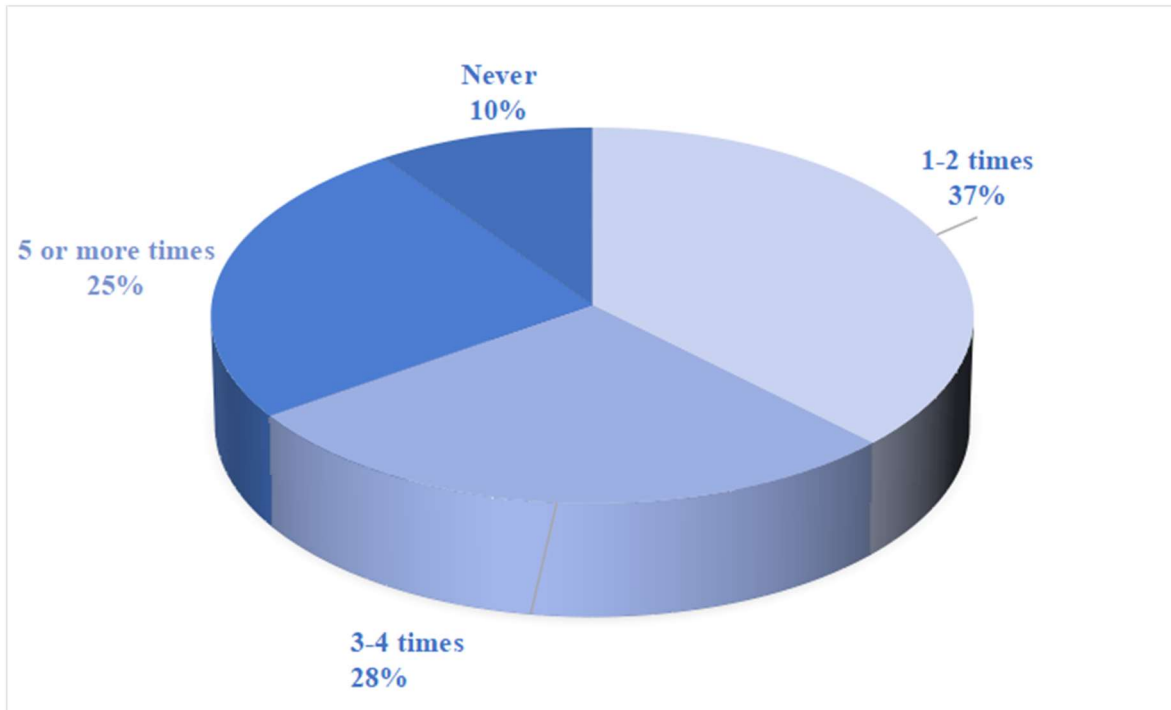


The data indicates that the majority of respondents (81%) who have been asked to contribute to charitable causes likely reflect a high level of outreach and approach by charitable organisations or individuals. This significant percentage suggests that requests for charitable giving, whether for financial support or volunteer time, are a common and effective method for engaging people in charitable activities.

Conversely, 19% of respondents have not been asked to donate money or time. This group might be less exposed to organised efforts or may have fewer opportunities to be involved in charitable activities. The absence of such requests could be due to a variety of factors,

including limited outreach by charitable organisations, or personal circumstances that limit their engagement in charity.

Figure 15. The number of times respondents donated clothes or household items to charity in the past year.

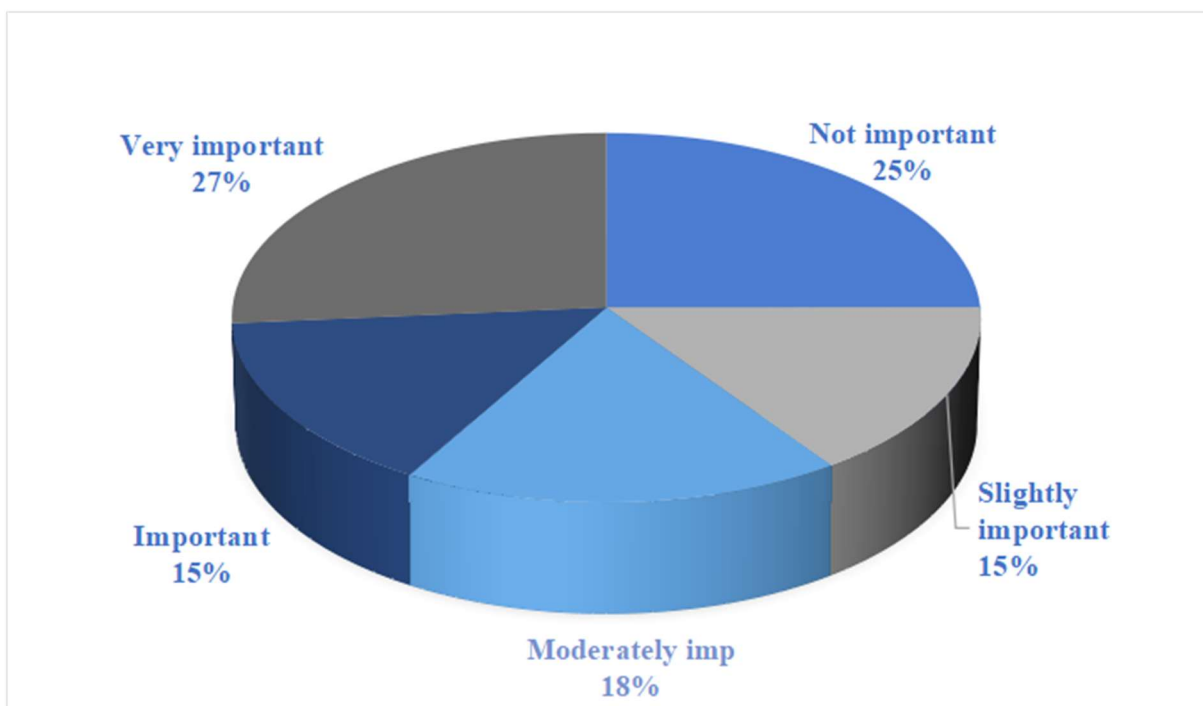


A significant portion of respondents, 37%, donated clothes or household items to charity 1-2 times in the past year. This group represents a relatively modest but consistent level of engagement in charitable giving. Donating items a few times a year reflects a moderate commitment to supporting charitable causes, where individuals likely respond to specific needs or opportunities as they arise. This level of giving suggests that while charity is part of their routine, it may not be a frequent or highly regular activity.

Another 28% of respondents donated 3-4 times in the past year, indicating a somewhat higher frequency of charitable contributions. This group shows a more proactive approach to donating, suggesting that these individuals may have a stronger commitment to philanthropy or are more regularly engaged in activities that involve giving away items.

A quarter of the respondents (25%) donated 5 or more times in the past year, reflecting a high level of engagement in charitable giving. This group is particularly active and dedicated to supporting charitable causes. Their frequent donations suggest a strong commitment to philanthropy and possibly a well-established practice of regularly sorting and contributing items to charity. Conversely, 10% of respondents reported that they never donated clothes or household items to charity in the past year.

Figure 16. Importance of religious faith in respondent's daily life.



The data on the importance of religious faith in respondents' daily lives.

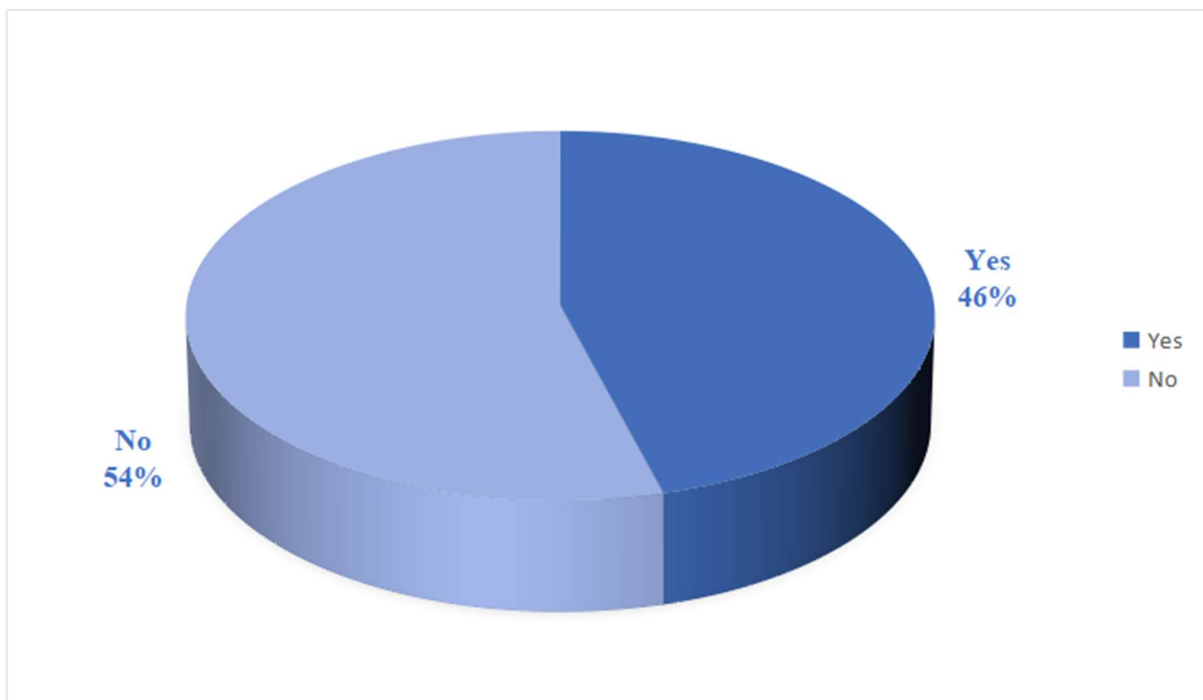
A quarter of the respondents, 25%, view religious faith as "not important" in their daily lives. This significant portion indicates that for these individuals, religious beliefs do not influence their everyday activities. The absence of religious importance for this group suggests that they may engage with spiritual matters only occasionally or not at all.

In contrast, 15% of respondents consider religious faith to be "slightly important." For this group, faith holds some significance, but its impact on daily life is relatively minimal. They

might acknowledge the value of religious practices or beliefs but do not incorporate them extensively into their everyday routines.

Another 18% of respondents find religious faith to be "moderately important." This group perceives faith as having a noticeable influence on their daily lives, possibly shaping their values, decisions, or interactions. While not the central focus of their lives, religious faith plays a role in guiding their behaviour and perspectives to a moderate extent. 15% of respondents view religious faith as "important." For these individuals, faith is a significant part of their daily lives and likely impacts their personal values, relationships, and decision-making. Finally, 27% of respondents consider religious faith to be "very important." This group views faith as a significant aspect of their daily existence. For them, religious beliefs and practices are ingrained in their routines, guiding their decisions, actions, and interactions in a significant way. The high level of importance reflects a strong commitment to their faith, which influences them.

Figure 17. Engagement in charitable activities through religious organisation.

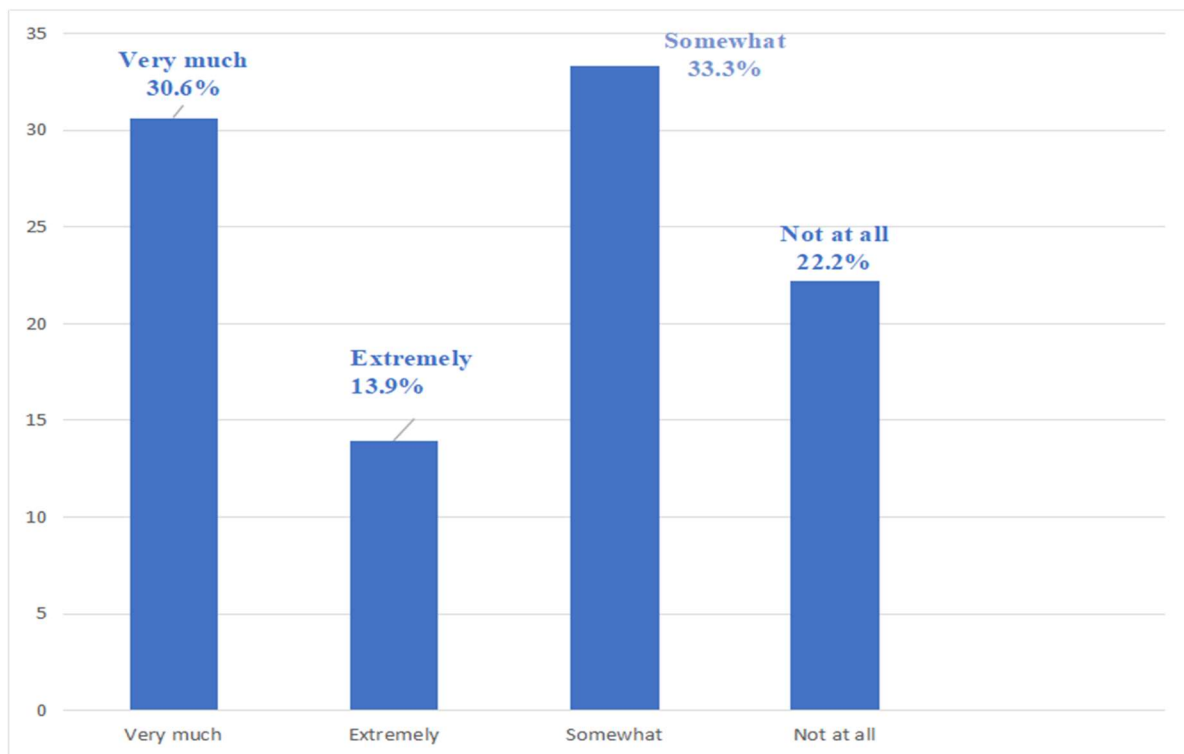


46% of respondents have participated in charitable activities through religious organisations. This suggests that nearly half of the respondents indicate a strong connection between religious involvement and charitable behaviour. Religious organisations often play a central role in promoting a sense of community and social responsibility, providing opportunities for members to engage in charitable acts. For these respondents, their faith and religious community are likely important motivators for their charitable contributions, whether through financial donations, volunteering, or participating in charity events organised by their religious institutions.

Religious teachings often emphasise the importance of helping others, and many religious organisations actively encourage their members to contribute to charitable causes as an expression of their faith. This can include a wide range of activities, such as tithing, supporting community outreach programs, or participating in mission work.

54% of respondents have not participated in charitable activities through religious organisations. On the other hand, the fact that a slight majority of respondents have not engaged in charitable activities through religious organisations indicates that other factors or channels are influencing their charitable behaviour.

Figure 18. The extent to which religious teachings encourage charitable behaviour in respondents.



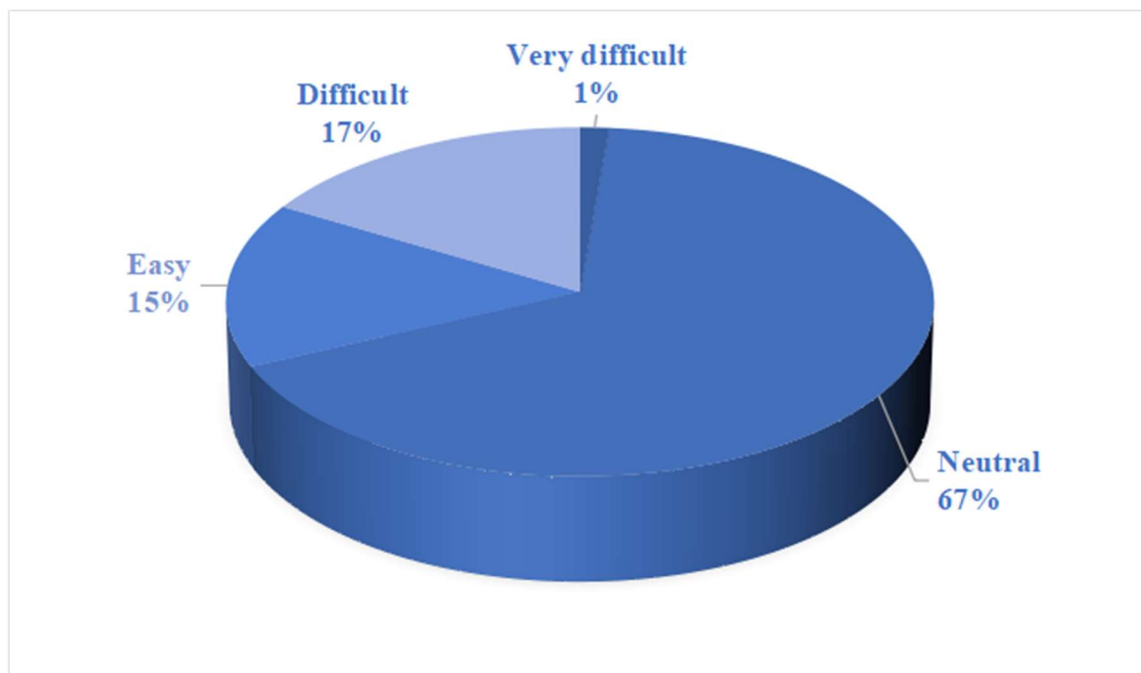
Among the respondents, 30.6% felt "very much" motivated towards the act of charity by their religious teachings. Hence, this group of people is, therefore, highly inspired by their religious teachings to contribute to acts of charity. That means religious institutions and leaders would easily support and encourage more of the practice of giving in charity.

Another 33.3% of the respondents agreed that, to some extent, religious teachings stimulate them to act charitably. Here, religious teachings do stimulate charitable acts, but not to a large extent.

13.9% finally believe that religious teachings encourage charitable behaviour "very little." For this group, religion is no help when it comes to their charity.

Notably, 22.2% of the sample mentioned that religious teachings do "not at all" motivate them to be charitable. This is contributed to by varying reasons.

Figure 19. Respondents' ease or difficulty in donating money to charitable causes.



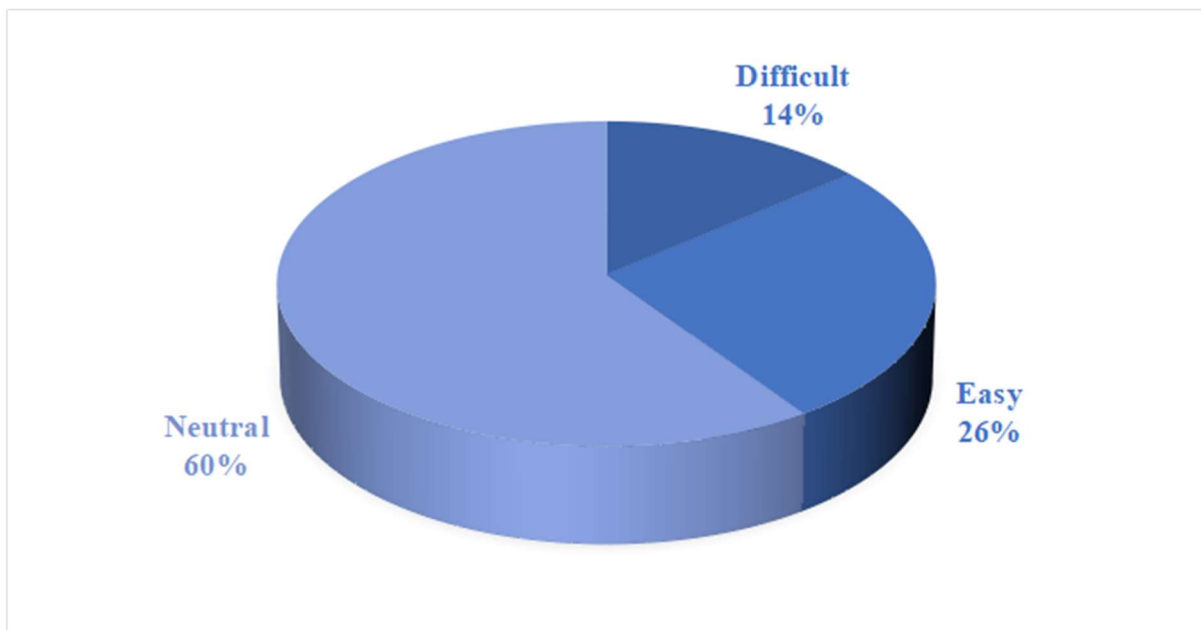
Approximately two-thirds of the respondents—67%, were neutral in terms of opinion on the ease or difficulty of donating to charitable funds. This could be interpreted to mean that the act of donating is not particularly hard or very easy for most individuals. Perhaps this indicates that even if they are in a financial position to be donors, it does not make an obvious statement about their feelings of difficulty or ease. This neutral position can reflect a

balanced view wherein the respondents are willing to donate when the opportunity will arise but find the process neither easy nor complex.

Another 15percent of respondents find it "easy" to donate money to charitable causes. For these people, giving must have been easy. It could be a convenience in methods of donation, strong financial security, or personal commitment to philanthropy. The approachability and efficiency of charitable organisations in donations may have also given the respondents in this category positive experiences.

17% respond that they find it "difficult" to give money to charitable causes and organisations. Only 1% report that giving money to good causes is "very difficult." For this group of people, there are major problems in giving money to charity. Their difficulties might well be extreme: perhaps they are on very low incomes or perhaps they don't trust charities, or some other logistical problem.

Figure 20. Respondents' ease or difficulty in donating time to charitable causes.

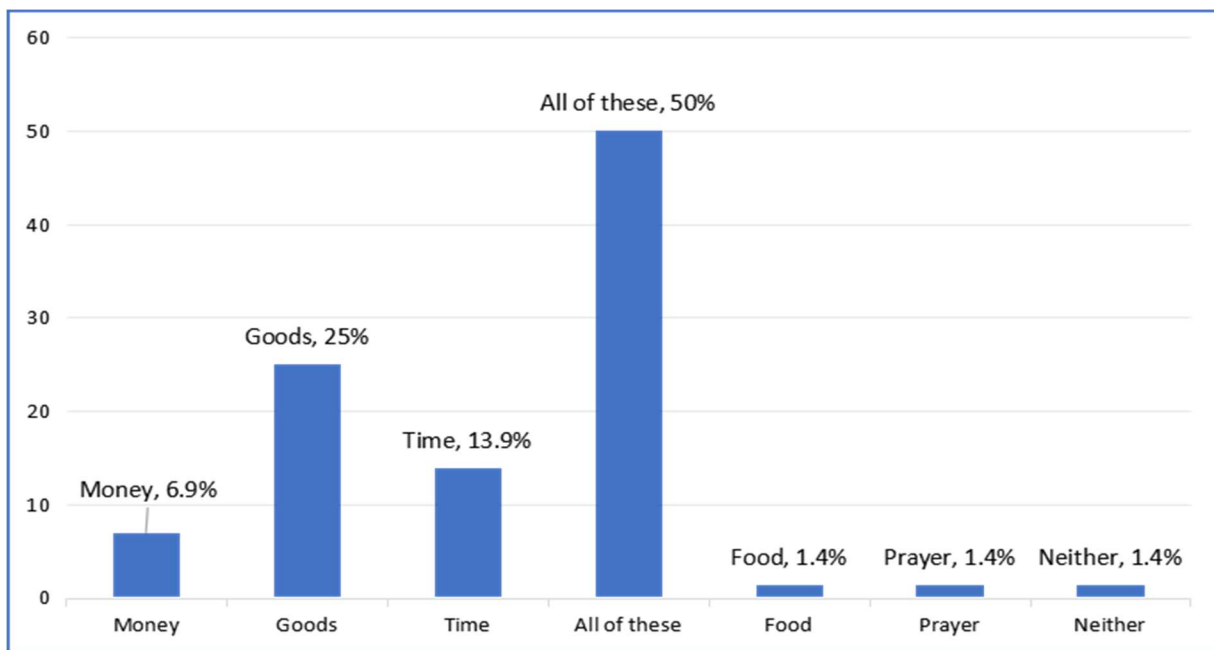


A strong majority, 60%, are neutral about the ease or difficulty of donating their time to charitable causes. The neutrality likely means that, for many, volunteering is relatively easy and challenging. The neutral response may result from the amount of time available, personal interest in some cause, or convenience in volunteering.

Another 26% of the respondents reported it "easy" to donate time to charitable causes. For this group, volunteering is an easily imaginable and feasible activity. Factors such as a flexible schedule, strong devotion to charitable work, or interest in particular causes might make donation easy in their case. This ease could also be the function of a well-established habit of volunteering whereby the donation of time is merely a part of their usual routine. Given such a positive experience, these respondents are gaining fulfilment and satisfaction from giving their time for charitable causes, probably from the rewards of helping others or being part of a community.

On the other hand, 14% of the respondents said they found it "difficult" to give time to charitable causes. This can amount to many different challenges: both having heavy work schedules or family commitments and not having volunteering opportunities that are both convenient and align with their interests or availability.

Figure 21. Respondents' preferred types of contributions to charity.



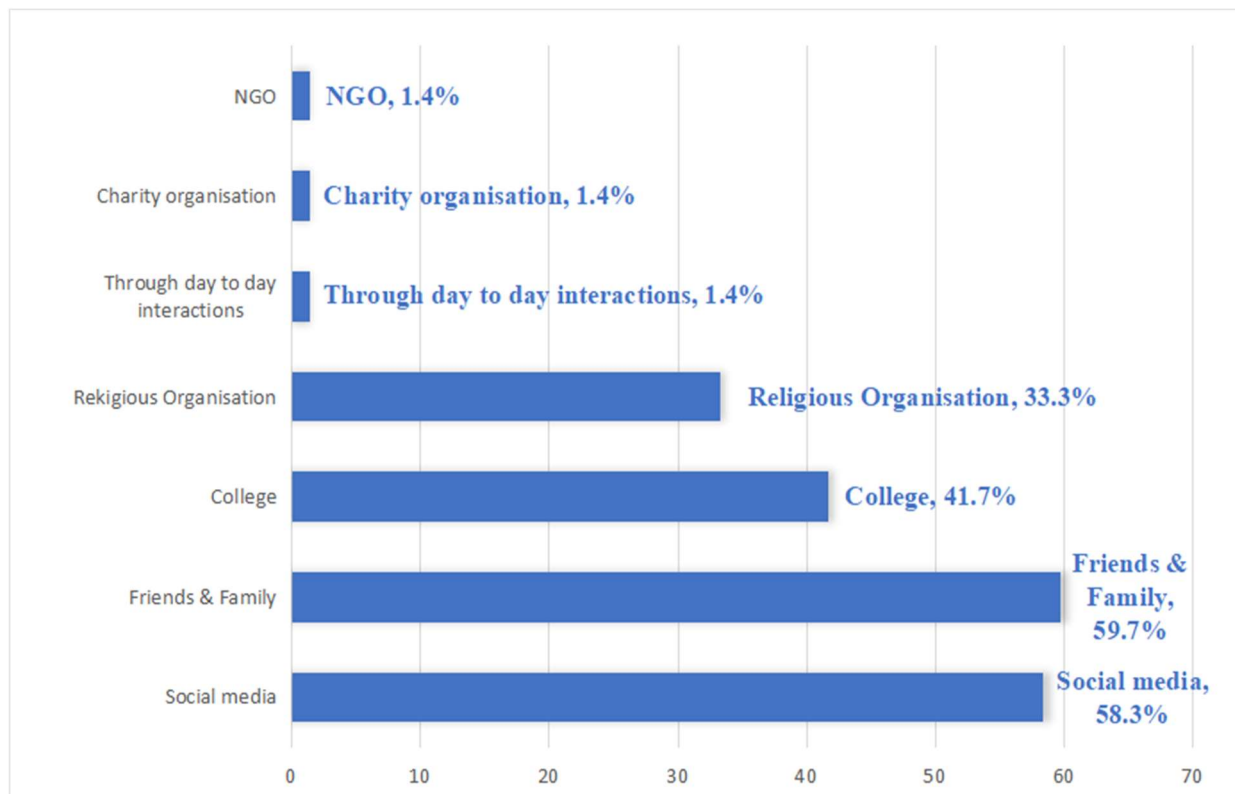
A significant majority, 50% of respondents, prefer to contribute to charity through "all of these" options—money, food, time, goods, and prayer. The preference for contributing in multiple forms suggests that these respondents view charity as a holistic practice, integrating financial support, material goods, personal involvement, and spiritual backing. This approach may reflect a deep-seated belief in the importance of charity and a desire to maximise their impact by engaging in multiple types of contributions.

Another 25% of respondents prefer to donate "goods" to charity. This preference highlights the value placed on providing tangible items, such as clothing, household items, or other necessities, as a direct form of support to those in need. Donating goods might be seen as a practical and immediate way to help, especially for those who may not have the financial means to contribute money but still want to make a meaningful impact. This preference also suggests that respondents recognize the importance of addressing material needs through charitable giving, perhaps viewing it as a more personal or direct way to assist others.

A smaller segment, 13.9%, prefers to contribute their "time" to charity. This group values the act of volunteering, viewing personal involvement as their primary mode of support. For these individuals, donating time allows them to directly engage with charitable activities, build connections, and witness the impact of their efforts firsthand.

Monetary contributions are preferred by 6.9% of respondents. While a smaller percentage compared to other types of contributions, those who choose to donate money likely see financial support as a flexible and powerful tool for making a difference. An equal and small percentage, 1.4%, prefer to contribute through "food" donations and "prayer." Food donations are a direct and essential form of support, particularly for addressing immediate needs such as hunger and food insecurity. This preference reflects a practical approach to charity, focusing on providing one of the most basic human needs. Similarly, those who prefer to contribute through prayer may view spiritual support as a vital and compassionate form of giving, believing that their prayers can bring comfort, and hope to those in need.

Figure 22. Channels through which respondents learn about charitable opportunities.



A substantial portion of respondents, 59.7%, learn about charitable opportunities through "friends and family." This indicates the powerful role that personal networks play in spreading charity information. The influence of close relationships suggests that word-of-mouth and personal recommendations are highly effective in motivating individuals to participate in charitable activities. Friends and family members likely share their experiences, and encourage others to get involved.

Similarly, 58.3% of respondents learn about charitable opportunities through "social media." This high percentage signifies the growing importance of digital platforms in raising awareness about charity. Social media provides an accessible and widespread means for individuals and organisations to promote charitable causes, share stories, and mobilise support. The interactive nature of social media allows for real-time updates, and the viral spread of information, making it a key tool for reaching a broad audience and encouraging participation in charitable activities.

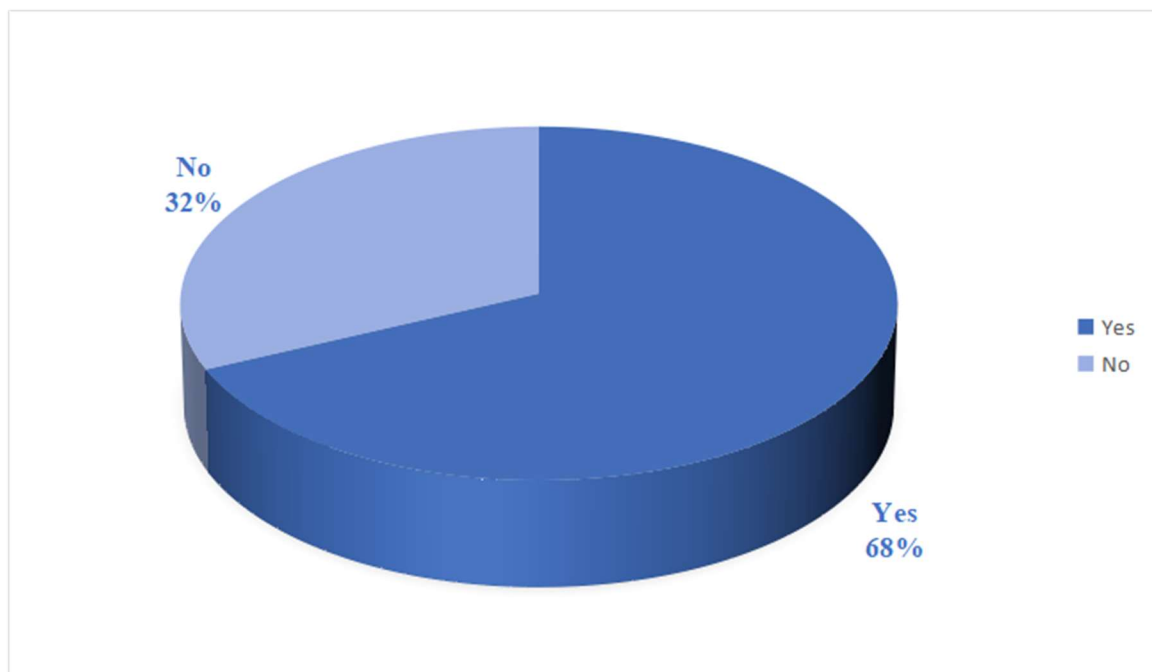
"College" is another significant channel, with 41.7% of respondents identifying it as a source of information about charitable opportunities. This reflects the active role that educational

institutions play in promoting social responsibility among students. Colleges often organise charity events, volunteer programs, and awareness campaigns, providing students with direct access to opportunities to contribute to social causes.

"Religious organisations" are identified by 33.3% of respondents as a channel for learning about charitable opportunities. This highlights the traditional role of religious institutions in promoting charity as a core value. Religious organisations often organise and support charitable initiatives, encouraging their members to contribute through donations, volunteer work, and other forms of support.

A very small percentage of respondents, 1.4%, learn about charitable opportunities through "day-to-day interactions," "other charity organisations," and "NGOs." The low percentage for these channels indicates that while they do play a role, they are not as prominent as the other sources mentioned.

Figure 23. Influence of social media on Respondents Engagement in charitable activities.

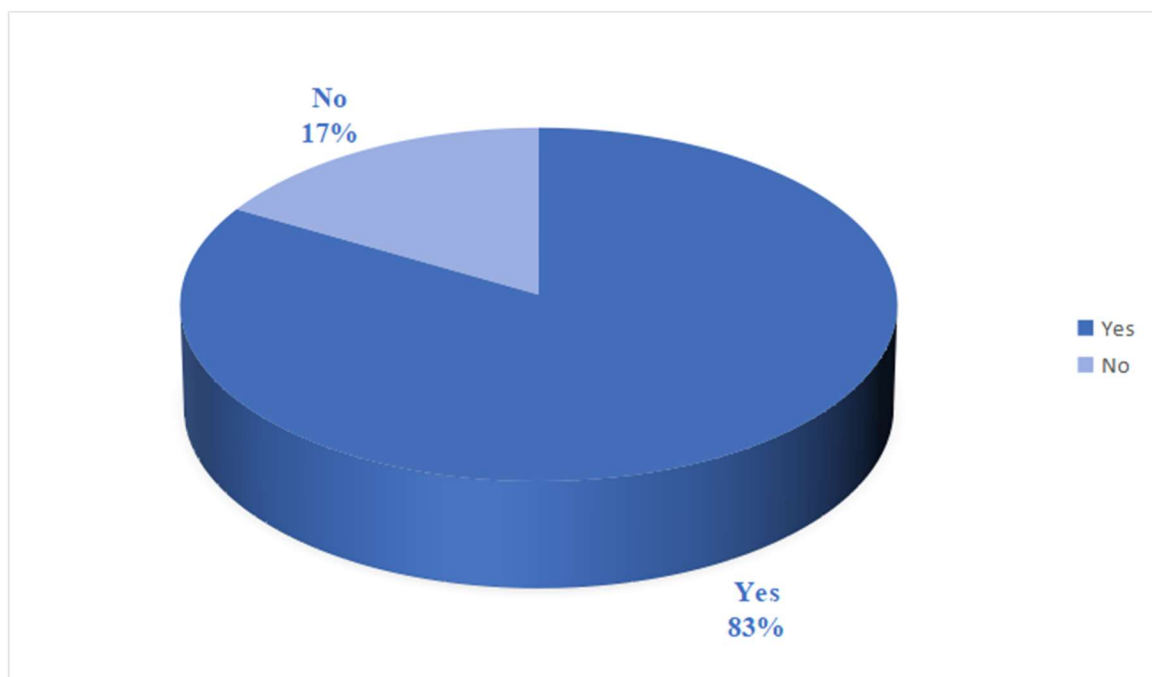


The data provided indicates that a significant majority of respondents, 68%, affirm that social media influences their engagement in charitable activities, while 32% believe that social

media does not influence their involvement in such activities. This distribution suggests that social media plays a role in shaping the charitable behaviour of the respondents.

Social media platforms are today an important source for any non-profit organisation, activist, or social influencer who wishes to share information on various causes with an audience as quickly as possible. Having provided visual appeal and efficient storytelling abilities, with its wide reach, social media is more than capable of establishing an emotional link with potential donors, binding them finally to causes. Social media enables peer influence, where individuals are more likely to engage in charitable activities if they see their friends, family, or celebrities doing the same.

Figure 24. Respondents' engagement in charitable giving in return for fulfilment and happiness.

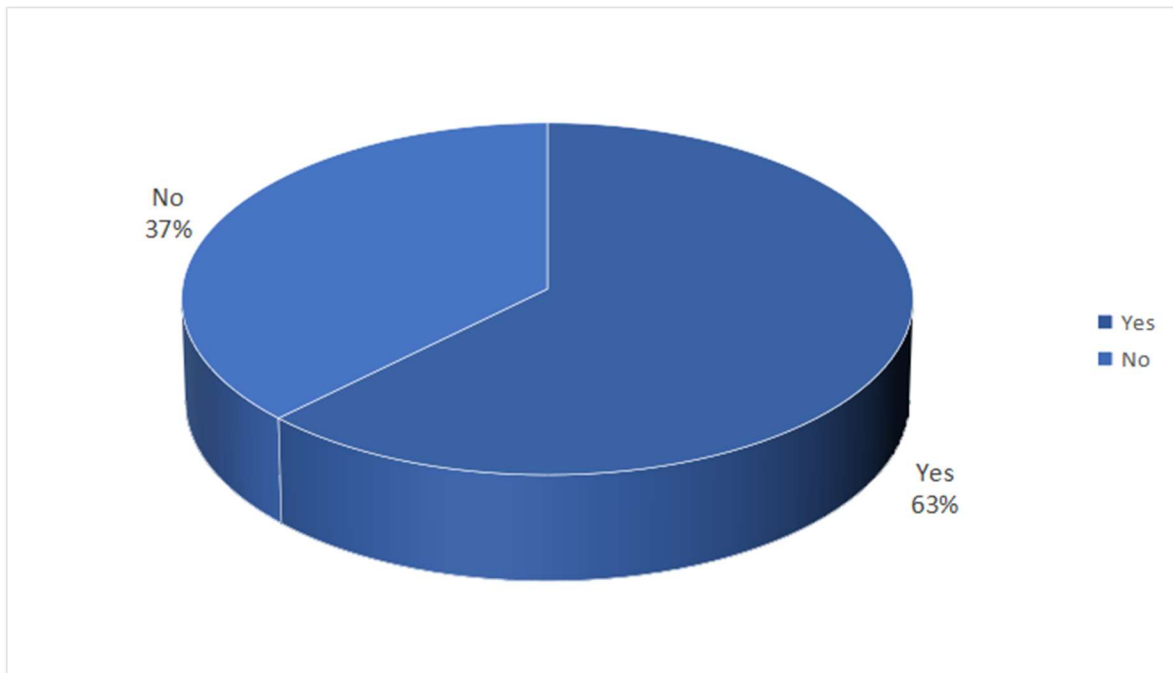


The data reveals that a significant majority of respondents (83%) engage in charitable behaviour because they believe it brings them fulfilment and happiness. In contrast, 17% of respondents do not associate their charitable actions with these personal feelings. This distribution indicates a strong correlation between charitable engagement and the perceived emotional benefits of such activities.

For many individuals, engaging in charitable activities is not solely about the external impact or social recognition but also about the internal rewards it brings.

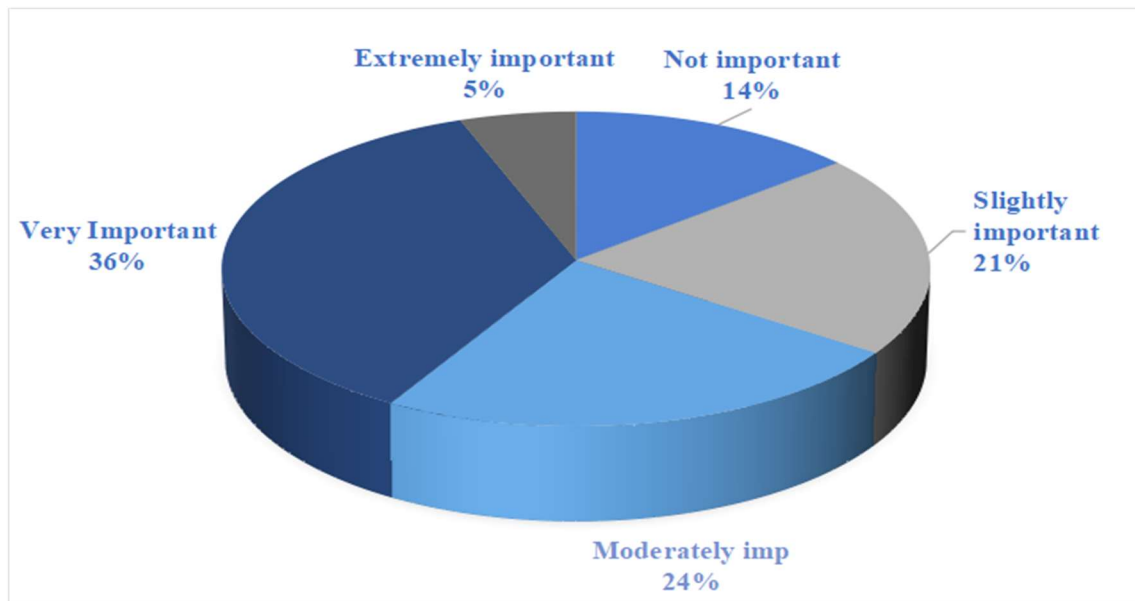
Acts of charity often provide a sense of purpose, satisfaction, and fulfilment, this can stem from the knowledge that one's actions are making a positive difference in the lives of others, which in turn enhances one's sense of well-being.

Figure 25. Respondents' Engagement in charitable giving due to a Sense of Obligation.



The data shows that 63% of respondents engage in charitable giving due to a sense of obligation, suggesting that many young individuals feel a moral or social duty to contribute to charitable causes. While 37% do not feel this sense of duty influences their charitable actions. This sense of obligation might be rooted in their norms, family traditions, or moral principles that emphasise the importance of helping others. For these individuals, the act of giving may be driven by a perceived duty to support those in need, set by their community or belief system.

Figure 26. Respondents' Importance of Seeing Results of their Charitable Donations



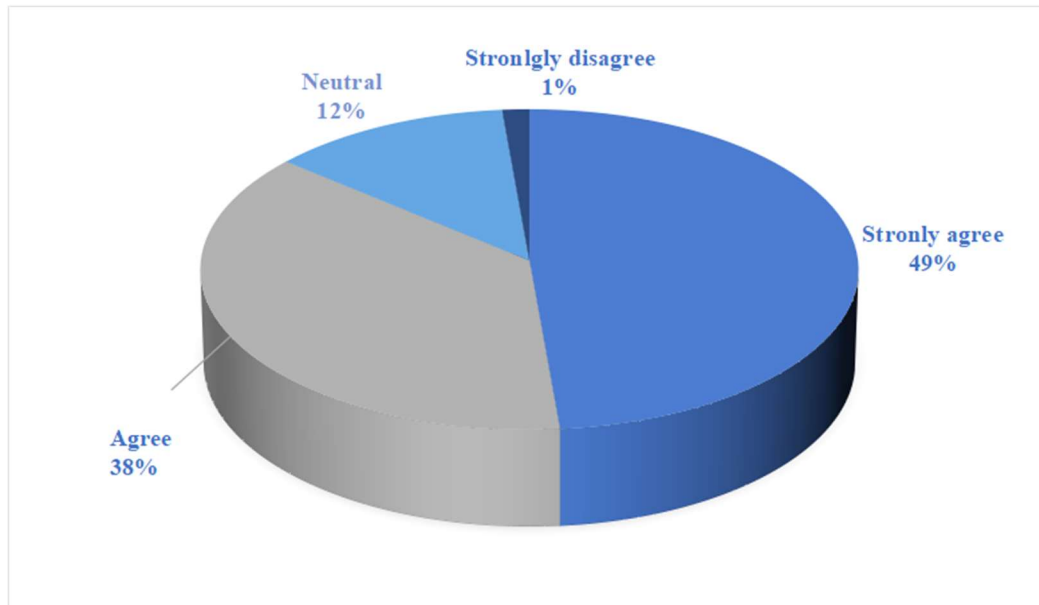
36% of respondents find it very important to see the results of their charitable donations. This significant portion of respondents indicates a strong preference for transparency and accountability. They want to ensure that their contributions are being used effectively and are making a tangible difference. This desire for visibility often stems from the need to feel confident that their money is supporting meaningful and impactful projects. When donors can see how their contributions are used, it provides reassurance and can strengthen their relationship with the charity.

5% consider it extremely important, and smaller but notable groups place an even higher value on seeing the results of their donations. This group may have a strong commitment to ensuring their contributions are impactful and could be highly engaged in evaluating the effectiveness of charitable organisations.

14% deem it not important at all. This minority of respondents shows that some individuals do not prioritise seeing the results of their donations.

21% view it as slightly important and 24% find it moderately important. These respondents fall in between the extremes, indicating that while they may not require extensive proof of impact, they still appreciate some level of feedback on how their donations are used.

Figure 27. Respondents' Agreement with the Statement: "Small Donations Can Make a Significant Impact"

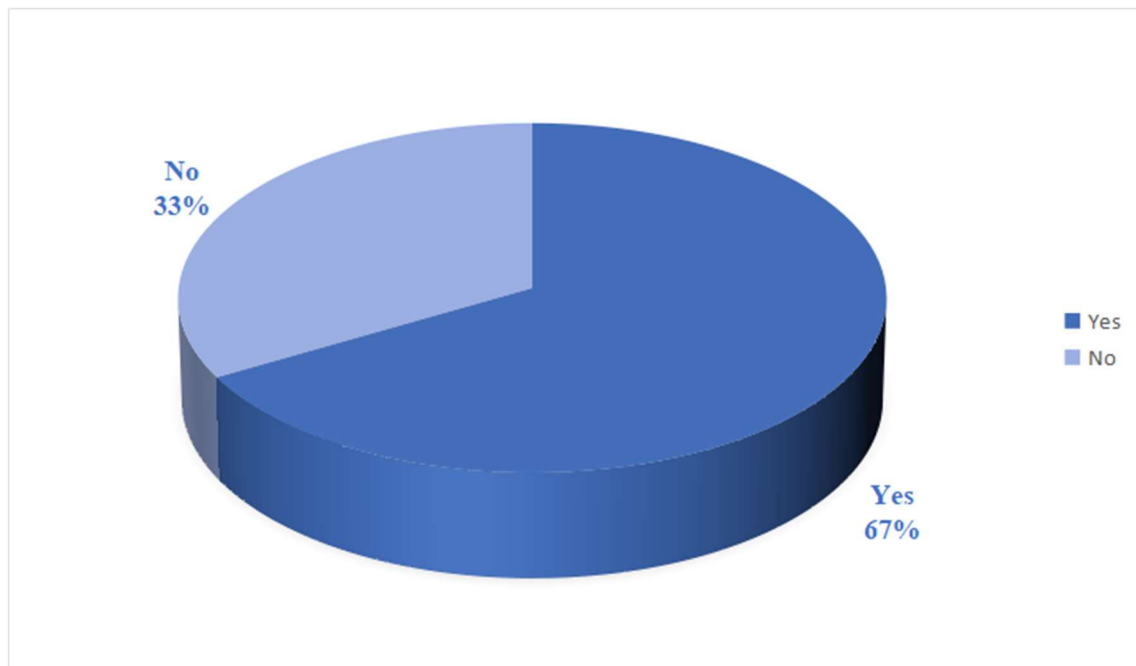


38% of respondents agree that small donations can make a significant impact, and 49% strongly agree. Together, these two groups represent a clear majority (86%) of respondents who believe in the effectiveness of small contributions. This widespread agreement reflects a positive perception of the role small donations can play in charitable efforts.

12% of respondents are neutral. This group neither agrees or disagrees with the statement, indicating a lack of strong opinion or uncertainty about the impact of small donations.

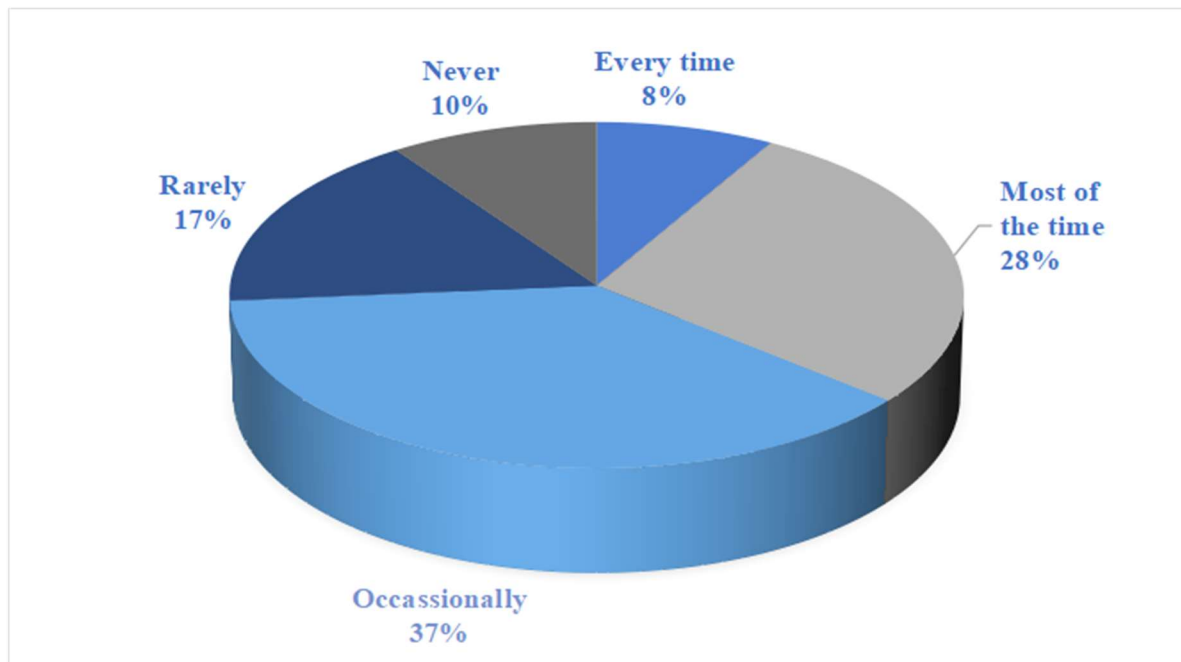
1% strongly disagree, A very small percentage of respondents disagree with the statement, suggesting that they do not believe small donations are impactful.

Figure 28. Respondents Engagement in charity due to personal experience.



67% of respondents have engaged in charity due to personal experience. This majority indicates that personal experiences play a significant role in shaping individuals' charitable behaviour. These experiences could include instances where respondents or people close to them have received assistance from charitable organisations or have been personally affected by the issues addressed by charities. Personal experiences may also create a sense of obligation or motivation to help others facing similar challenges. 33% of respondents have not engaged in charity due to personal experience.

Figure 29. Respondents' frequency of donating to charity through small add-on contributions at shops.

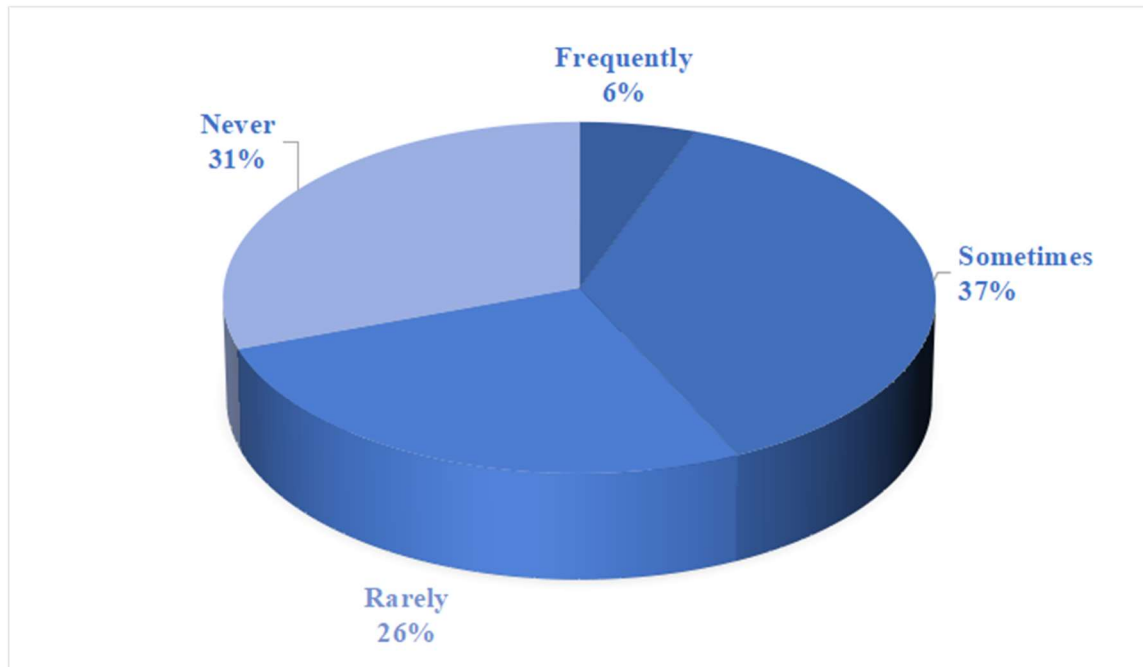


The data reveals varied patterns in respondents' frequency of donating to charity through small add-on contributions at shops. Only 8% contribute every time, 28% do so most of the time, 37% occasionally, 17% rarely, and 10% never engage in this form of charitable giving.

The data indicates that only a small portion of respondents, 8%, contribute to charity through small add-on contributions every time they are presented with the opportunity. This suggests that a consistent habit of giving in this manner is relatively uncommon.

They may also perceive small add-on contributions as an easy and effective way to support causes without requiring significant effort.

Figure 30. Respondents' Frequency of Donating to Charities Offering Exclusive Benefits or Rewards to Donors (e.g., Social Recognition or Gifts).

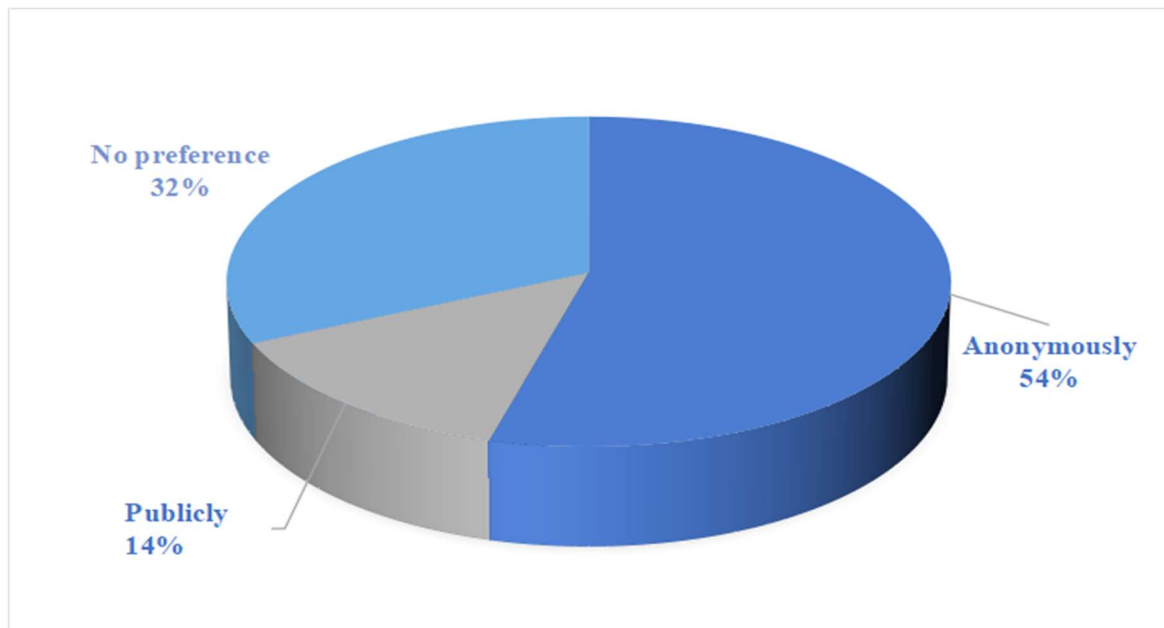


The fact that only 6% of respondents frequently donate to charities offering exclusive benefits or rewards indicates that this approach is not a significant motivator for most individuals.

A more substantial portion of respondents, 37%, sometimes donate to charities that offer benefits or rewards. This group represents those who may be selectively influenced by incentives, choosing to participate when the rewards align with their interests or when they feel the charitable cause justifies the exchange.

A significant percentage of respondents, 26%, rarely donate to charities that offer exclusive benefits, and 31% never do so.

Figure 31. Respondents' Preference for Donating to Charity Anonymously or Publicly.



The majority of respondents (54%) prefer to donate anonymously, reflecting a desire to keep their charitable actions private. This preference suggests that for many individuals, the motivation to give is driven by a genuine concern for the cause rather than a desire for social recognition or personal gain. These respondents may believe that the act of giving should be selfless and that public recognition could detract from the altruistic nature of their contributions.

Only 14% of respondents prefer to donate publicly, indicating that a small portion of individuals value the recognition and social acknowledgment that can come with public donations. For these respondents, public giving might be seen as a way to inspire others to contribute, enhance their social standing, or fulfil a sense of responsibility within their community.

A substantial 32% of respondents indicated that they have no preference between donating anonymously or publicly. This group represents individuals who may be flexible in their approach to charitable giving, making decisions based on the context, cause, or circumstances at the time of donation.

CHAPTER 5

FINDINGS CONCLUSION AND SUGGESTIONS

5.1. INTRODUCTION

The evolving patterns of charitable behaviour among youth reflect broader social shifts, making it crucial to understand the factors that drive their charitable engagement. This chapter explores patterns and influences regarding charitable engagement among young people in Thiruvananthapuram and how complex their philanthropic activities can be. The purpose of this study is to provide a more complete view of how and for what reasons young people are motivated to contribute time and money to charitable causes through an examination of various dimensions of charitable behaviour, including financial donations, in-kind contributions, service participation, and fundraising efforts.

This chapter also examines the position of social networks, especially those promoted through family and friends, in shaping young people's tendencies towards charitable behaviour. It probes how financial security, religious faith, experiences at the personal level, and the desire for recognition or anonymity impinge on their giving.

5.2. MAJOR FINDINGS

Prevalence and Types of Charitable Giving Among Youth

A significant majority of respondents are engaged in various forms of charitable activities, including financial donations, in-kind contributions, volunteering time, and fundraising. This indicates a strong inclination towards charitable giving among the youth.

However, a portion of the respondents did not participate in any charitable activities, suggesting that some youth may need more encouragement or opportunities to engage in charitable giving.

Financial contributions are the most common form of charity among the youth, reflecting a belief in the effectiveness of monetary support for social causes. Many respondents chose to donate goods, such as clothing or food, indicating that in-kind contributions are seen as a practical way to meet the immediate needs of those in need. A significant portion of

respondents volunteered their time, highlighting a commitment to hands-on involvement in charitable causes. This shows that personal engagement is valued alongside financial contributions. Some respondents were involved in fundraising, showing an active involvement in charitable efforts that requires leadership and organisational skills. A small segment of respondents did not engage in any charitable activities.

Influence of Family Financial Support on Charitable Behaviour Among Youth

Many respondents receive financial support from their families, suggesting that family resources play a critical role in enabling charitable activities among youth. Those who receive financial backing are more likely to have the means to donate, indicating that financial dependence on family can positively influence charitable behaviour.

Conversely, some respondents do not receive financial support from their families, which may limit their ability to engage in charitable giving, highlighting the impact of economic constraints on charitable Behaviour among young people.

Among those receiving financial support, many felt they benefited sufficiently to contribute to charity, reinforcing the idea that adequate family financial support is a key enabler of charitable giving. These respondents are likely not facing the same financial pressures as those without sufficient support, allowing them greater opportunities to donate. Thus, Family financial support significantly influences the ability of youth to engage in charitable giving. Those who receive adequate financial backing are more likely to participate in charitable activities, underscoring the importance of family resources in facilitating philanthropy among young people.

However, some respondents reported not receiving sufficient funds to contribute to charity, indicating that even among those with some family support, financial constraints can still limit their capacity to engage in charitable activities. This suggests that while family support is influential, it is not always sufficient to overcome financial barriers to charitable giving.

Importance of Helping Others:

The data shows a strong orientation towards charity among respondents, with many considering helping others as highly important. This indicates a majority disposition toward charitable values.

A smaller segment views helping others as moderately important, suggesting that while they acknowledge its value, it is not a top priority for them. Helping others is seen as valuable but not necessarily central to their beliefs or actions. Only a small minority view helping others as unimportant, indicating that for most respondents, altruism is a recognized and valued principle, although with varying degrees of commitment.

The data also suggests that while many youth recognize the importance of helping others, their capacity to act on this belief may be influenced by their financial circumstances and the level of support they receive from their families.

Parents' Engagement in Charitable Activities:

In many households, parents are moderately engaged in charitable activities, suggesting that while charity is valued, it may not be a central focus. This moderate engagement could include occasional donations, volunteering, or support for specific causes, providing a foundation for charitable behaviour without making it a primary household activity.

A notable number of respondents report that their parents are highly engaged in charity, indicating a strong commitment to philanthropy within these families. Such parents are likely to regularly participate in meaningful charitable activities, setting a powerful example for their children and significantly influencing their attitudes and behaviours toward charity.

A smaller group of respondents indicates minimal or no parental engagement in charitable activities. In these households, charity may be less emphasised due to various factors such as financial constraints, time limitations, or different priorities. This environment may result in lower exposure to charitable practices for the children, though other influences like community involvement could play a role.

A very small segment of respondents highlights extremely high parental engagement in charitable activities, reflecting a deep commitment to philanthropy. In these cases, parents likely dedicate significant time and resources to charitable causes, serving as strong role models for their children and potentially fostering a deep-rooted commitment to charity in the next generation. Thus, parental involvement in charitable activities, whether moderate or high, significantly influences the charitable behaviour of their children. Families that actively engage in charity tend to instil strong social responsibility in their children, as reflected in the behaviours of youth whose parents are highly involved in charitable activities. Conversely, in

households with minimal or no charitable engagement, children may have lower exposure to these practices, potentially resulting in less charitable involvement unless other factors, such as community influence, come into play.

Friends' Engagement in Charitable Activities:

Among respondents, many report that their friends occasionally engage in charitable activities. This occasional engagement suggests that while charity is present in their social circles, it is not a constant practice. However, even these infrequent charitable activities can have a social influence, encouraging respondents to participate in similar behaviours.

A significant portion of respondents note that their friends rarely engage in charity, indicating that within these social circles, charity may not be a frequent or prioritised activity. This infrequency could contribute to a lower emphasis on charitable behaviour among respondents, as peer influence is a strong determinant of social practices.

A smaller group of respondents indicates that their friends regularly participate in charitable activities, reflecting a more consistent engagement with charity. This regular involvement likely creates a supportive environment that encourages respondents to view charity as an integral part of life.

A minority of respondents report no engagement in charitable activities among their friends. This absence of charitable behaviour in their social circles could be due to a range of factors, such as a lack of resources, differing priorities, or alternative values, potentially leading to a weaker influence of peers on their charitable behaviour.

Thus, the charitable activities of friends have a notable impact on respondents' own engagement in charity. Even occasional charitable behaviour within a social circle can inspire similar actions among peers, highlighting the importance of social influence in promoting charity. Regular engagement in charity by friends creates a culture of giving that encourages others to participate, while infrequent or absent charitable behaviour may result in a weaker influence on respondents' charitable actions.

Likelihood of donating based on observing others' contributions:

Many respondents are inclined to contribute to charitable causes after observing contributions from their social circles. This suggests that social proof plays a significant role, with the

actions of trusted individuals serving as powerful motivators for others to engage in similar charitable acts. The effect created by observing family or friends participate in charity is a strong driver of philanthropic behaviour.

A notable portion of respondents remained neutral or expressed minimal likelihood of being influenced by others' charitable contributions. This group appears to make decisions about charitable giving independently, guided more by personal judgement or internal motivations than by external cues from their social environment.

Requests received by respondents for charitable contributions:

The data reveals that most participants have been approached with requests for donations, either of money or time, highlighting the pervasive nature of outreach efforts by charitable organisations or individuals. These requests often serve as an effective prompt for individuals to engage in charitable activities, indicating that direct appeals remain a key strategy in mobilising charitable action.

The widespread occurrence of charitable requests reflects the effectiveness of outreach strategies in promoting engagement in charitable activities. These requests are often instrumental in initiating or reinforcing charitable behaviour, particularly among those who might not otherwise be motivated to participate.

Frequency of donating clothes or household items to charity:

The study indicates varying levels of engagement among respondents in donating clothes or household items to charity over the past year. A notable portion of respondents contributed items to charity 1-2 times, demonstrating a consistent but moderate level of participation. This pattern suggests that these individuals engage in charitable giving when specific needs or opportunities arise, reflecting a routine but not highly frequent practice.

A smaller segment of respondents donated items 3-4 times, indicating a higher frequency and a more proactive approach to philanthropy. This group appears to be more committed to charitable activities and may be more regularly involved in opportunities to donate.

A quarter of the respondents exhibited a high level of engagement, having donated items 5 or more times. This indicates a strong dedication to charitable causes, with these individuals

regularly sorting and contributing items. Their frequent donations highlight a robust commitment to philanthropy.

Conversely, a small proportion of respondents did not participate in donating clothes or household items to charity at all during the past year, suggesting potential barriers such as lack of awareness, opportunity, or personal inclination towards charitable giving.

Importance of Religious Faith in Charitable Behaviour:

The data on the importance of religious faith in respondents' daily lives reveals a diverse range of perspectives. A significant portion of respondents view religious faith as having little to no impact on their daily routines. For these individuals, religion does not play a meaningful role in their everyday activities, suggesting limited or occasional engagement with spiritual matters.

A smaller group of respondents consider religious faith to be of minor importance. While they acknowledge the value of religious beliefs or practices, these have a limited influence on their daily life. For these individuals, faith is present but not deeply integrated into their regular activities.

Another segment of respondents sees religious faith as moderately important.

For this group, faith has a noticeable influence on their values, decisions, or interactions, though it is not the central focus of their lives. Their religious beliefs contribute to their behaviour and perspectives in a moderate way.

Some respondents regard religious faith as important, indicating that it plays a significant role in shaping their personal values, relationships, and decision-making processes. Faith has a clear impact on their daily lives and informs their choices and interactions.

Lastly, there is a notable group of respondents who view religious faith as very important. For these individuals, religion is a fundamental part of their daily existence, deeply influencing their decisions, actions, and interactions. Their commitment to faith is strong, with religious beliefs and practices deeply embedded in their daily routines.

Engagement in charitable activities through religious organisation:

The data reveals that nearly half of the respondents have engaged in charitable activities through religious organisations. This involvement highlights a significant connection between religious affiliation and charitable behaviour. Religious organisations often foster a sense of community and social responsibility, providing their members with opportunities to participate in various charitable activities. For these respondents, their religious faith and community play a crucial role in motivating their charitable contributions, which may include financial donations, volunteering, or supporting charity events organised by these institutions.

Religious teachings frequently emphasise the importance of assisting others, and many religious organisations actively encourage their members to support charitable causes as an expression of their faith. This support can manifest in several forms, such as tithing, participating in community outreach programs, or engaging in mission work.

Conversely, a small part of respondents have not participated in charitable activities through religious organisations. This suggests that other factors or avenues may be influencing their charitable behaviours. These individuals may be involved in charitable work through different channels or driven by other motivations not directly linked to their religious affiliations.

Ease or difficulty of donating money to charitable causes:

The data on respondents' experiences with donating money to charitable causes reveals a range of perspectives.

A significant portion of respondents maintain a neutral stance regarding the ease or difficulty of making donations.

This neutrality suggests that for many, the act of donating is neither notably simple nor particularly challenging. This balanced view may indicate that while respondents are generally open to the idea of donating, the process itself does not evoke strong feelings of ease or difficulty.

A smaller group of respondents finds the process of donating to charitable causes relatively easy. For these individuals, factors such as convenient donation methods, strong financial stability, or a personal commitment to philanthropy likely contribute to their positive

experiences. The ease of donation may also be influenced by the efficiency and approachability of charitable organisations.

Conversely, another segment of respondents experiences difficulties with donating money to charitable causes. These challenges stem from various factors, including financial constraints, lack of trust in charities.

A very small number of respondents report that giving money to charity is exceptionally difficult. For these individuals, significant obstacles, such as severe financial limitations, scepticism about charitable organisations, or other major barriers.

Ease or difficulty of donating time to charitable causes:

The analysis of respondents' experiences with donating time to charitable causes reveals varied perspectives. A significant number of respondents express neutrality regarding the ease or difficulty of volunteering. This neutral stance suggests that for many, the act of donating time does not evoke strong feelings about its simplicity or complexity. The neutrality might be due to a balance between available time, personal interest in specific causes, and the convenience of volunteering opportunities.

A notable portion of respondents find it relatively easy to donate their time. For these individuals, volunteering is likely facilitated by factors such as a flexible schedule, a strong commitment to charitable work, or an established habit of regularly engaging in volunteer activities. Their ease in volunteering often correlates with the fulfilment and satisfaction they derive from contributing to charitable causes and being part of a community.

In contrast, some respondents find it challenging to dedicate time to charitable causes. The difficulties they face include a lack of suitable and convenient volunteering opportunities that align with their availability.

Preferred Types of Contributions to Charity:

A significant portion of respondents prefers to engage in charity through multiple avenues, such as donating money, food, time, goods, and offering prayer. This suggests that many individuals view charity as a multifaceted practice, where various forms of support are combined to create a more substantial impact. The inclination towards a holistic approach

indicates a deep-seated commitment to philanthropy, where respondents are motivated to contribute in multiple ways depending on the context and opportunities available.

Emphasis on Donating Goods

A notable group of respondents shows a strong preference for donating tangible items like clothing, household necessities, or other materials. This preference reflects a desire to meet immediate and practical needs, suggesting that these individuals value the direct impact that their contributions can have on the lives of those in need. It also highlights the importance of material goods in fulfilling essential requirements, especially for those who might not have the means to donate financially but still wish to make a meaningful contribution.

Value of Volunteering Time

A smaller yet significant portion of respondents prefers to contribute by volunteering their time. This emphasises the importance of personal involvement and direct engagement in charitable activities. For these respondents, volunteering offers a way to build connections, witness the impact of their efforts firsthand, and participate actively in charitable causes. The preference for time donations also suggests a strong sense of community and personal responsibility among these individuals.

Monetary Contributions

Some respondents prefer to contribute financially, though this group is smaller compared to those who favour other forms of giving. This indicates that while monetary donations are appreciated, they may not be the primary or most accessible mode of contribution for everyone. The inclination towards non-monetary forms of charity could reflect financial constraints or a belief that other types of contributions are equally, if not more, valuable.

Minimal Preferences for Food Donations

A few respondents prefer to contribute through food donations or offering prayer. Food donations are a direct means of addressing basic needs like hunger, while those who prefer to contribute through prayer may view spiritual support as an essential form of charity, providing emotional and psychological comfort to those in need. These preferences, though less common, still represent important aspects of charitable giving for some individuals.

Channels for Learning About Charitable Opportunities:

Influence of Personal Networks

Many respondents learn about charitable opportunities through their personal networks, particularly from friends and family. This highlights the significant role that close relationships play in spreading information about charity. The influence of personal connections underscores the effectiveness of word-of-mouth and the power of personal recommendations in motivating charitable participation.

Role of Social Media

Social media emerges as a key platform for discovering charitable opportunities. Its accessibility, interactive nature, and ability to rapidly disseminate information make it an essential tool for raising awareness and mobilising support for various causes. The prominence of social media suggests that digital platforms are becoming increasingly influential in the realm of philanthropy, particularly among younger generations.

Educational Institutions as Information Channels

Educational institutions, such as colleges, are also significant sources of information about charitable opportunities. This reflects the active role that schools and universities play in promoting social responsibility and encouraging students to participate in charitable activities. The presence of charity events, volunteer programs, and awareness campaigns within educational settings contributes to this trend.

Religious Organisations' Role in Promoting Charity

Religious organisations continue to play a traditional yet vital role in promoting charitable activities. These institutions often organise and support various charitable initiatives, encouraging their members to contribute in different forms. The strong influence of religious organisations underscores the deep-rooted connection between faith and philanthropy in many communities.

Limited Influence of Other Channels

Other channels, such as interactions in daily life, specific charity organisations, and NGOs, appear to have a more limited impact on how respondents learn about charitable opportunities. This suggests that while these channels do contribute to spreading information, they may need to enhance their outreach strategies to become more prominent sources of engagement and information in the charitable sector.

Thus, the study highlights the effectiveness of certain channels in promoting charitable opportunities. Personal networks and social media stand out as particularly effective in encouraging participation in charitable activities. Educational institutions and religious organisations play significant roles as well, suggesting the importance of integrating charitable opportunities into everyday life through familiar and accessible platforms. The findings suggest that organisations seeking to engage potential donors and volunteers should focus on leveraging these key channels while also considering strategies to enhance the visibility and impact of less prominent avenues.

Influence of Social Media on Charitable Engagement:

Social media plays a crucial role in influencing charitable engagement, as many respondents recognize its power in shaping their involvement. The broad reach of social media platforms, along with their capacity for visual and emotional storytelling, helps raise awareness and drive participation in charitable activities. Additionally, seeing friends, family, and celebrities engage in charitable actions through social media can further motivate individuals to contribute. This highlights the importance for organisations to effectively utilise social media to amplify their reach and encourage support.

Some respondents do not find social media to have a significant impact on their charitable behaviour. This group may rely on other sources of motivation or have alternative methods for discovering and participating in charitable opportunities. Understanding the preferences of this group could help in identifying additional channels and strategies to engage those who are less influenced by social media.

Charitable Engagement Driven by Fulfilment and Happiness:

The data demonstrates a strong association between charitable behaviour and the personal sense of fulfilment and happiness it brings. The majority of respondents find that engaging in

charitable activities contributes significantly to their emotional well-being. For these individuals, acts of charity are valued not just for their external impact or social recognition but for the internal rewards they provide. The emotional rewards, such as a sense of purpose and satisfaction, are key drivers for these respondents. This internal satisfaction often results from the understanding that their efforts are making a positive difference in others' lives, which in turn enhances their own sense of purpose and happiness.

A smaller portion of respondents does not associate their charitable actions with personal fulfilment . This group might be driven by other factors, such as social influence or direct benefits from their contributions.

Sense of Obligation in Charitable Giving:

Many respondents engage in charitable giving due to a sense of obligation. This obligation may stem from personal values, family traditions, or societal expectations that emphasise helping others. For these individuals, charitable actions are a reflection of their moral or social responsibilities. This sense of obligation highlights the role of social and moral frameworks in shaping charitable behaviour. Organisations and advocates might consider these factors when designing campaigns or outreach strategies, recognizing that appeals to moral or social responsibilities can effectively resonate with individuals who feel a duty to support those in need.

Some respondents do not feel a sense of obligation towards charitable giving. This group can be motivated by different factors, such as personal interest or social influence.

Importance of Seeing Results of Charitable Donations:

The data reveals that a substantial portion of respondents place a high value on seeing the results of their charitable donations. A significant number of individuals seek transparency and accountability in their charitable contributions, emphasising the importance of ensuring that their donations are effectively used and make a tangible difference. This preference for visibility often reflects a desire to confirm that their contributions are supporting meaningful and impactful projects. For these individuals, being able to see the outcomes of their donations provides reassurance and strengthens their connection with the charity.

A smaller group of respondents places an even greater emphasis on witnessing the direct impact of their donations. This subset likely has a strong commitment to evaluating the

effectiveness of charitable organisations and ensuring that their contributions yield visible results.

Conversely, a minority of respondents do not consider seeing the results of their donations as important, indicating that for some, the act of giving is valued independently of the direct visibility of its impact.

Among those who see value in feedback on their donations, opinions vary. Some respondents view it as slightly important, while others find it moderately important. This range suggests that while they may not require extensive proof of impact, they still appreciate some degree of feedback regarding the use of their contributions.

Predominance belief among respondents that small donations can indeed have a significant impact:

The data reveals a predominant belief among respondents that small donations can indeed have a significant impact. The majority of individuals hold a positive view of the role that small contributions play in charitable activities. This consensus suggests that respondents recognize the cumulative power of many small donations in supporting charitable causes and achieving meaningful outcomes.

A smaller segment of respondents remains neutral, indicating uncertainty or lack of strong opinion regarding the effectiveness of small donations. This neutrality may stem from a lack of concrete examples or personal experience that could influence their perception.

A very small portion of respondents express scepticism about the impact of small donations, suggesting that a minority do not view these contributions as significantly effective.

Charitable Engagement Due to Personal Experience:

Personal experiences with charitable causes play a significant role in motivating individuals to contribute. Sharing personal stories and testimonials can enhance emotional connections and inspire others to support similar causes.

The data indicates that a substantial majority of respondents are motivated to engage in charitable activities based on their personal experiences. This significant portion suggests that direct encounters with the effects of charitable work or personal experiences of need can strongly influence individuals' decisions to contribute.

Such experiences often foster a personal connection to charitable causes, enhancing the sense of empathy and commitment to helping others in similar situations.

Conversely, a smaller segment of respondents does not report personal experience as a factor influencing their charitable behaviour. This group may be motivated by other factors such as general altruism, societal norms, or external encouragement rather than personal encounters with charity-related issues.

Frequency of Donating through Small Add-On Contributions:

The data shows a diverse range of behaviours regarding charitable contributions through small add-on options at shops. A very small segment of respondents consistently contributes whenever the opportunity arises, indicating that this practice is not a universal habit among all individuals.

The majority contribute occasionally, reflecting a less regular but still noticeable engagement with this form of giving. Fewer individuals contribute most of the time or rarely, and a small fraction never participates in these small add-on contributions.

This pattern suggests that while small add-on donations are a convenient method for many to contribute to charity, they do not universally appeal to or engage all individuals consistently.

The variance in frequency may be influenced by personal habits, perceived efficacy of small contributions, or the frequency with which these opportunities are presented.

Donating to Charities Offering Exclusive Benefits:

The data illustrates a varied engagement pattern with charities that provide exclusive benefits or rewards. A very small proportion of respondents frequently contribute to such charities, suggesting that incentives like social recognition or gifts are not a major driving force for most donors. A notable segment donates occasionally, indicating that while incentives may influence some, it is not a primary motivator for all. Conversely, a substantial number of respondents rarely or never donate to charities offering these benefits, pointing to a broader trend where exclusive rewards have limited appeal. The findings suggest that exclusive benefits or rewards are not a significant motivator for the majority of respondents in their charitable giving.

Preference for Anonymous Donations:

Many respondents prefer to donate anonymously, indicating a strong inclination towards privacy and a focus on the cause rather than personal recognition. For these individuals, anonymity aligns with their view that charitable acts should be selfless and not motivated by external validation. This preference suggests that the value of privacy in charitable giving is significant, and donors who choose anonymity likely feel that public acknowledgment could undermine the altruistic nature of their contributions.

A smaller group of respondents prefers to donate publicly, seeking recognition and social acknowledgment. For these individuals, public donations may serve to inspire others, enhance their social status, or fulfil a perceived community responsibility. They might view public giving as a way to raise awareness about important causes and encourage broader participation. This indicates that public acknowledgment can be an effective tool for motivating and engaging donors who value visibility.

Some respondents have no strong preference for either anonymous or public donations, indicating a flexible approach. This group may choose their donation method based on factors such as the specific cause, the context of the donation, personal convenience. Their neutrality suggests an openness to both forms of giving, which allows charities to accommodate different donor preferences based on the situation.

5.3. CONCLUSION

The study gives a perspective on the behaviour of charity among youth in Thiruvananthapuram and shows the pattern and influences of engagement. Most of the respondents were found to engage actively in one or other kinds of charitable activities, be it financial donations, in-kind or service contributions, or fundraising activities. Money donation appears to be the most common form of charity, which therefore suggests its rather habitual character in the charity behaviour of youth. Further, vast numbers of young people donate goods such as clothes and food, and significant numbers volunteer their time; some also engage in fundraising activities. The fact that so many young people engage with charity beyond financial donations suggests that charity among this age group is indeed more varied.

Results also showed that the influence of family and friends plays a stronger role in engaging young people to donate to charitable causes. The ground for youths to get themselves

involved in charitable activities is through the fact that with financial support from families, youths are able to have themselves involved in charitable activities. This means that a youth who has family support would have a greater chance of taking part in charitable giving. Parents' charitable involvement is indeed particularly influential in shaping the attitudes towards giving among their children. Meanwhile, the charitable behaviour of the friends greatly influenced the participation of the respondents themselves-a role, indeed, which was performed by social networks in promoting a culture of philanthropy.

Another critical influence on charitable giving relates to religious faith and personal experiences. Religious beliefs, in some instances, are a key determinant in giving; this would, therefore, make faith-based values and teachings incentives for philanthropy. A personal experience about the cause one is supporting is also where individual giving is reinforced. Personal storytelling, heeding testimonials, helps to strengthen emotional resonance and motivates others to support the same cause. This therefore denotes that personal and faith-based experiences are intrinsic to grasping the motivation for charitable behaviour.

Anonymity is also noted, in terms of preference and motivation, as one of the chosen methods of donation among a number of youths while some also have preferences for public recognition and social acknowledgement. A major motivator for them also is to see the results of what they contribute to, which as explained by many contributes to seeing tangible results for their donations. That even small donations can make all the difference indicates optimism about the exercise of charitable effectiveness. Personal fulfilment and happiness stand top in charity engagement drivers, so does a sense of obligation for some of the respondents. These results point out that emotional gratification and duty bind are important elements in youth charitable behaviour.

Thus, the study emphasises charitable behaviour among the youth through a complex, interactive web of financial, social, personal, and faith-based influences. These variations in charitable activities along with the influence of family, friends, and personal experiences give a finer understanding towards motivations and barriers to charitable engagements. Greater financial support and the building of supportive social networks may further promote philanthropy among the young, while a deeper recognition of personal and faith-driven motives may enhance efforts at promoting and sustaining charitable behaviour among the younger generation.

5.4 SUGGESTIONS

Based on the findings of the study, here are some suggestions to further promote and sustain charitable behavior among youth:

1. **Enhance Peer-to-Peer Charity Programs:** Given the influence of social networks, peer-led charity initiatives can be promoted. Creating student-driven charity groups within colleges and schools can harness the power of peer influence, motivating more students to engage in charitable activities.
2. **Incorporate Charity Education into Curricula:** Colleges and educational institutions should integrate topics on philanthropy, social responsibility, and charity into their curricula
3. **Promote Storytelling and Testimonials:** Personal experiences and stories significantly influence charitable behavior.
4. **Offer Transparent Impact Reporting:** Since youth prefer to see the tangible outcomes of their donations, charities and organizations should focus on providing clear and transparent reports showing how contributions are making a difference.
5. **Create Opportunities for Volunteering and Service Contributions:** Expanding volunteer opportunities, both within educational institutions and through partnerships with local charities, can appeal to those who may not be able to give financially but still want to contribute through time and effort.

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APPENDIX

QUESTIONNAIRE

1. Age ?
2. Gender ?
3. Geographical Location?
4. Education ?
5. Religion ?

6. Have you engaged in any charitable activities ?
 - a) Yes
 - b) No

7. What types of charitable activities have you engaged in? (Select all that apply)
 - a) Volunteering time
 - b) Donating money
 - c) Donating goods
 - d) Fundraising
 - e) None

8. Do you receive financial support from your family ?
 - a) Yes
 - b) No

9. Will financial support from your family help you to donate to charity?
 - a) Yes
 - b) No

10. How important is helping others to you?
 - a) not important
 - b) slightly important
 - c) moderately important
 - d) Important
 - e) very important

11. How often do your parents engage in charitable activities?
- a) Not at all
 - b) Somewhat
 - c) Very much
 - d) Extremely
12. How often do your friends engage in charitable activities?
- a) Never
 - b) Rarely
 - c) Sometimes
 - d) Often
13. Have you been influenced by others (e.g., family, friends) to engage in charitable activities?
- a) Yes
 - b) No
14. How likely are you to donate to charity if your friends or family are also contributing?
- a) Very likely
 - b) Likely
 - c) Neutral
 - d) Unlikely
 - e) Very unlikely
15. Have you ever been asked to donate money or time to a charitable cause?
- a) Yes
 - b) No
16. How many times have you donated clothes or household items to charity in the past year?
- a) 1-2 times
 - b) 3-4 times
 - c) 5 or more times
 - d) Never

17. How important is your religious faith in your daily life?

- a) not important
- b) slightly important
- c) moderately important
- d) important
- e) very important

18. Have you engaged in charitable activities through your religious organization?

- a) Yes
- b) No

19. To what extent do your religious teachings encourage you to engage in charitable behavior?

- a) Very much
- b) Somewhat
- c) Very little
- d) Not at all

20. How easy or difficult is it for you to donate money to charitable causes?

- a) very difficult
- b) difficult
- c) neutral
- d) easy
- e) very easy

21. How easy or difficult is it for you to spend time for charitable causes ?

- a) very difficult
- b) difficult
- c) neutral
- d) easy
- e) very easy

22. What do you prefer to contribute to charity?

- a) Money
- b) Goods
- c) Time
- d) All of the above
- e) Neither
- f) Other:

23. Through what channels do you typically know about charitable opportunities? (Select all that apply)

- a) Social media
- b) Friends and family
- c) college
- d) Religious organization
- e) Other

24. Have you ever been influenced by social media to engage in charitable activities?

- a) Yes
- b) No

25. Do you engage in charitable behavior because you believe it will lead to a sense of fulfillment and happiness?

- a) Yes
- b) No

26. Have you ever donated money to a charity because you felt obligated to do so?

- a) Yes
- b) No

27. How important is it for you to see the results of your charitable donations?

- a) Not important at all
- b) Slightly important
- c) Moderately important
- d) Very important

e) Extremely important

28. How much do you agree with the following statement: "I believe that small donations can make a significant impact"?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

29. Have you ever engaged in a charity because of a personal experience?(For example, did it remind you of a time when you or someone you know needed help from a charity)?

a) Yes

b) No

30. Many shops today have adopted the practice of adding a small amount (e.g., 1 rupee) from each customer purchase to charity. How often do you agree to donate to this?

a) Every time

b) Most of the time

c) Occasionally

d) Rarely

e) Never

31. How often do you donate to charities that offer exclusive benefits or rewards to their donors (e.g., social recognition or gifts)?

a) Frequently

b) Sometimes

c) Rarely

d) Never

32. Do you prefer to donate to charity anonymously or publicly?

a) Anonymously

b) Publicly

c) No preference