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SERVICE RESPONSIVENESS AND VOLUNTEERISM OF RURAL WOMEN IN RIVERS STATE

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ABSTRACT	KEYWORDS
<p>The aim of this research was to determine the extent to which service responsive responsiveness influences volunteerism among rural women in Rivers State. In the course of fulfilling this purpose, the study empirically examined the relationship between service responsiveness and two of the attributes of volunteerism which were utilization and recognition. The study adopted the quasi-experimental design; and questionnaire was the instrument used to collect the primary data. Four hundred questionnaires were distributed to rural women in Rivers State. Data gotten was analyzed and the two hypotheses raised, thus, indicating two moderate positive rank correlation. We concluded that volunteerism to an extent can be influenced by service responsiveness, we also recommend that organizations and the government should put more effort to discover and satisfy the needs of the volunteers in order to increase their performance and retain them.</p>	<p>Service Responsiveness, Volunteerism, Utilization, Recognition</p>

Introduction

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Before the 20th century, African women were not given the chance to involve themselves in activities like volunteerism, politic as well as management positions at work and most times were not permitted to work as a result of custom and tradition of the given society. But after the 20th century, women were given the go ahead to take part in politics, take up management positions at work due to the break out of what is termed gender discrimination, which hindered them from a lot of things. In these contemporary days, more women have summoned the courage to balance marriage, maternity and occupational workforce (Moen, 1992; Spain & Bianchi, 1996). Nigerian rural women still bear the primary responsibility of their family survival, even with discrimination when it comes to access to production and development resources (Olawoye, 2007). Country side women-folk in Rivers State

provide over 65% of the labor force, also play a major part in taking care of the home, catering for the children, farming and achievement of rural development programs (RISADEP,2002). Even with all these contributions, women are neglected and excluded from engaging in development programs geared towards improving their standard of living (Asodike, 2009). Olawoye (2007) argued that despite the important role played by rural females in growth activities, they have been little or no improvement in their standard of living due to their exclusion from rural development programs. Recently, there have been numerous rural developments geared at increasing the well-being of countryside womenfolk in Rivers State, but there has not been large amount of participation by the rural women in this case (Ukpongson, 2006). The idea is that, women are socially exempted from rural development programs to make them concentrate on their primary function as claimed by the traditional society, which includes: home keeping, child care and farm work (Ayu, 2000). There is quite a number of evidence demonstrating gender disparity in access to business opportunities, resources and participation in social activities (Anyaeunam, 2000).

The history of volunteerism in Nigeria is not different from that of other societies. Volunteerism is another angle of response geared towards decreasing poverty and tragedies caused by war, political conflict and instability, natural disasters in addition to economic predicament (Ali, 2002). Volunteerism activities in Nigeria can be traced back to pre-colonial era about 100 years ago (Shettima, 1987). It was seen to have come from religious teachings, cultural values and charitable altruism, also from the angle of rendering support to the needy (Siti, 2005). Siti (2005) argued that there is a large number of volunteers from the segment of retired women, while those who are young and vibrant and still filled with strength find it very difficult to engage themselves in volunteerism due to lack of time. Available data from a study showed that more than 82.9% of a survey sampled among Nigerian women is participating in one voluntary service or the other (National Bureau of Statistics, 2014). Nigerians are aware of the physical and mental advantages of volunteerism especially from the religious view angle such as helping the needy, knowledge distribution, meeting and making new friends, self-esteem and self-efficacy attainment, promoting active learning and enhancing community services, (Kauthar, 2013; Bashir, 2014). Active engagements in volunteering activities was discovered to empower women economically, socially and psychologically to effect the desired changes and improve their living standards (Santosh, 2014; Asnarulhardi et al., 2013; Safiya., 2011; United Nations Volunteer, 2009; Cambridge Dictionary, 2015). Nigerian women are heterogeneous in nature when it comes to culture, norms, values and geographical location. They consist of the main ethnic group in Nigeria which includes Hausa/Fulani (North), Yoruba (West) and Igbo (East), but they have a common system of volunteering engagement especially when it comes to the area of child development and religious or cultural beliefs. Volunteering activities has been found to help when it comes to employment and transformation of young women into adulthood (Ajzen, 2002). Various studies have unveiled why people volunteer and the benefits volunteers gain from helping others. Altruism is often seen to be the core motivational factor, where the reward is intrinsic to the act of volunteering. It is truly been seen that many people find voluntary activity to be rewarding, but Cnaan & Goldberg-Glen (1991) states that people also volunteer for egoistic reasons. A crucial element as to reason individuals offer unpaid assistance is a personal invitation as people volunteer because a close friend asks them to. People are prone to volunteer when asked as to when they are not asked (McCudden, 2000). This personal contact is very important, as it reduces the perceived social risk that hinders some people from volunteering (McKee & McKee, 2008). Marketing research in recent times is engrossed in organizational service

responsiveness and scholars also demonstrated that, the use of organizational service responsiveness enables marketers create cordial relationships with customers (Homburg et al., 2007; Jayachandran & Varadarajan, 2006). Homburg et al. (2007) in his research fathomed customer linked service responsiveness on the bases of feedback to customer-related changes. However, only a handful of researchers employed a number of viewpoints to appraise service receptiveness. Barsade & Gibson (2007) posit that managers need to know the rudiment of work attribute with multi-management strategy, for the reason that work attribute have the capacity to sway workers passionate business acumen and thus sway customers' response (Brotheridge & Lee, 2003). Their argument in consonant with exploring service responsiveness, also beam the spotlight on employee's emotion management (Homburg et al., 2007; Jayachandran et al., 2005; Wegge et al., 2006). Rong et al. (2010) suggested that service responsiveness in relation to organization service responsiveness affects emotions and service outcomes; service responsiveness has been examined empirically. Anyoha et al. (2012) evaluated the factors affecting the involvement of countryside womenfolk in growth programs and volunteerism in Rivers State with respect to getting rid of social exclusion. Against this back drop it is therefore evident that there exists paucity of knowledge gap worth delving into. Consequently, this study sought to look at the influence of service responsiveness and volunteer amid rural womenfolk in Rivers State, and also aims to investigate the extent to which service responsiveness influences utilization and recognition of volunteers of rural women in Rivers State.

This study is an added tread to the prevailing studies on service responsiveness and volunteer, and it proposes to test and better appreciate service responsiveness and investigate the effects on customer volunteers using data from rural females in Rivers State of telecommunication firms in Rivers State Nigeria. 'Volunteerism has taken another shape in the world and Nigeria is not exempted, and has been growing over the years as organizations and various governments has seen the need to engage their citizens in it and these citizens have also found various reasons and motivation which makes them engage in it. The study therefore will seek to explore the connection between service responsiveness and volunteer of women in Rivers State.

The relationship between service responsiveness and volunteer has thrown up conflicting outcomes from various scholars as they have carried out this study in different on various industries and in different countries. The study will test their assertions in a Nigerian environment to support, reject or modify previous understanding.

2.1 Theoretical Framework

Established on grounds of disconfirmation paradigm, Parasuraman et al. (1985) proposed a new model of service worth extent. They try to modify on Nordic model by propounding new technique for determining service quality. SERVQUAL model, assess the variation between expected level of service and delivered level of service, evaluating service quality perception involves five dimensions: Trustworthiness, Responsiveness, Assertions, Empathy, and Tangibility. SERVQUAL is an analytical instrument, which can help managers to identifying the interlude between variables affecting the quality of the offering services (Seth et al, 2005). This model employed by marketing scholars and scientists, though an exploratory study but does not propose a clear measurement technique for measuring interlude at dissimilar levels. It is upon the SERVQUAL model that this work stands on as its independent variable is one of the dimensions of the model.

2.2 Responsiveness

Responsiveness is the ability or competence of an organization to respond to customer requirements timely and flexibly (Iberahim, 2015). Daugherty et al., (1995) and Parasuraman et al., (1991) also stated that responsiveness of services involves meeting customer needs through the gathering of intelligent information from the market. Responsiveness to customers is considered an important predictor of service quality (Mittal & Lassar, 1996). Hill & Jones (1998) also argued that service responsiveness to customer services can be defined as identifying and catering to customers' needs at the right time. Understanding the dynamic needs of customers and catering to them promptly will provide an organization with good competitive advantage (Day 1994). One of the most important factors of an organizations success in competitive markets is the ability of the organization to respond to customer needs timely (Jayachandran and Kaufman 2004). A quick response to customers' needs and wants may give the firm a good competitive advantage position in the market and as a result increases the performance of the firm in the market. More so to attain superior customer service responsiveness, a firm must have the ability to serve and satisfy the market better than the competitors which will eventually generate a competitive advantage (Hill & Jones 1998). According to Rong, Ching and Tung (2011), service responsiveness includes: employee response, response time, response speed, information integration and procedural response. They stated that in employee response, service personnel must possess the appropriate sense of accountability, flexibility and disposition to assist customers in satisfying their needs. Parasuraman et al. (1998) also stated that, employee service behavior has the ability to improve and maintain service quality. Rong et al (2011) were of the opinion that response time has to do with the ability of the organization to set specific rules regarding response time, that is attending to customers wants and needs and handle their requirement immediately. They also stated that response speed refers to the ability of organizations systems to respond to the different customer needs instantly. Katz and Kahn (1978) argued that, organizations must control internal resources to quickly respond to threats and environmental changes. Information integration represents the level to which an organization offers the perfect service information system to receive, analyze, record and track customers' needs. Reid et al. (2005) argued that, the grounds for improving organizational service responsiveness is to design an integration marketing communication model from outside to inside (from customer side to organization side) (Duncan and Moriarty, 1998). The relationship that exists among customers, departments and organization can link with each other and give positive organizational service responsiveness (Pickton & Hartley, 1998). Procedural response favors a standard operational procedure, deliver and record a different process to cope with varying needs. Anderson et al. (1994) proposed process management to be an established organizational and behavioral performance highlighting the management of processes rather than the results. Rong et al (2011) also opined that organic service responsiveness includes: organizational culture support and it shows the capability of organizations systems to provide business members with a good service vision, willingness to invest in training expenses; productive attitude and confident service approach when serving unstable customers' needs. Mariappan (2006) stated that revolution of information technology has brought about various changes in business environment which no other sector has been affected by advancement in technology as much as the service sectors like banking and financial organization. Commercial banks have employed new avenues to deliver their services promptly and generate value added services for clients (Zhu, Wymer & Chen, 2002). However it is vital for banks to understand the dynamic customers' needs and embrace state-of-the-art information and communication technology

option in a view to contend more efficiently in the market (Malhotra & Mukherjee, 2004). Through the advancement of technology, commercial banks can respond quickly and consistently to customers' challenges, this will promote customers' satisfaction. The establishment of faster processes that will diminish waiting time in service responsiveness of banks is an ideal way of ATM services worth (Mobarek, 2007). Dilijonas et al. (2009) opined that factors which contribute to aptness in banking services are constrained to speed, high uptime, and cash backup and quality service at realistic rate.

2. 3. Volunteerism

Smith (1989) stated that a volunteer is someone who reaches out beyond their paid jobs and their responsibilities to add time and service to a not-for-profit cause in the belief that their activity will be of benefit to others as well as bringing satisfaction to themselves. Safrit, King, and Burscu (1994) defined volunteerism as donating time, energies, or talents to any individual or group for which one is not paid. Researchers have identified various reasons for people to participate in volunteering behavior. In order to fully grasp the concept of volunteering motivations, theories of altruism and generosity should be considered (Clary & Snyder, 1991; Phillips, 1982), in which the main goal is that volunteers are akin to helping others. Merrill and Safrit's (2000) conclusions that a volunteer is anyone who performs volunteerism and that any definition of volunteerism involves four fundamental tenets which include: volunteerism implies active involvement, volunteerism is relatively un-coerced, volunteerism is not motivated primarily by financial gain and volunteerism focuses on the common good. Having acquired volunteers, the organization must seek to retain their support. In a constantly changing environment, where voluntary organizations are increasing in their numbers and the volunteers available is reducing, organizations must understand what pushes people to volunteer and also what keeps them volunteering. Hobson et al (1996) suggest that a good volunteer environment is more likely to support volunteer retention. This is improved by cordial relationship amid paid staff and volunteers (Mitchell & Taylor, 1997), displaying gratitude (Britton, 1999), providing training (McCudden, 2000) and having fun (Wright, 1995). Increasing the satisfaction volunteers derive from volunteering increases the length of volunteer service (Omoto and Snyder, 1995). It is of great importance to consider marketing in the voluntary sector using a relationship marketing approach, as this places the focus on customer retention, orientation on product and service benefits, high customer contact and commitment (Christopher et al, 1991). Whether to volunteer or not, is simply about motivation (McCurley & Lynch, 2006). There are several research works associated to why individuals volunteer (Arnold and Dolenc, 2008; Clary, Snyder and Ridge, 1992; McCudden, 2000; McEwin & Jacobsen-D'Arcy, 2002; Mueller, 1975). All of these scholars have contributed immensely to the understanding of volunteer motivation and why people volunteer, but the research of Esmond & Dunlop (2004) make available a very detailed guide to volunteer motivation and why people volunteer. Their improvement of Volunteer Motivation Inventory (VMI) was used to ascertain volunteer life cycle. In the VMI, a number of factors designate the enthusiasms of volunteers based on the investigation of over 2,400 volunteers from 15 different nonprofit organizations and these factors include: recognition, social interaction, reciprocity, reactivity, self-esteem, social, development, understanding and protective. Recognition is the condition where a volunteer enjoys the notice and attraction that volunteering gives them. They enjoy the fact that their skills and contributions being noticed by others, and this is what motivates them to volunteer. Social interaction has to do with a position where a volunteer enjoys the social environment of volunteering. They thrive and enjoy the opportunity to build social networks and

interactions. Reciprocity is a state where a volunteer takes pleasure in volunteering and views it as a very equal exchange. The volunteer has a strong understanding of the higher good. Reactivity is a situation where a participant volunteers because of the need of clearing his/her conscience and heal their past issues. Self-esteem: is a circumstance where a volunteer looks to advance their own self-esteem and state of mind of self-worth albeit volunteering. Social, has to do with a scenario where a volunteer strives to fit in to influences of family and friends. Career Development: in this case a volunteer remains motivated to volunteer because of the chance acquiring experience and skills because of future employment opportunities that may arise. In understanding, the volunteer seeks more empathetic for themselves, or the volunteer activity. Being protective has to do with a situation where a participant is volunteering as a way of evading negative frame of mind about themselves.

The Customer Link Life Cycle presented by Gronroos (2000) is particularly relevant to an appreciation of volunteering. In the Initial Stage, the marketing idea is to acquire interest in the product of service. Amidst the Purchasing Process Stage, interest should take the place of action. The Consumption or Usage Stage should involve an affirmative experience for the consumer. Perceived Service Quality ought to then transform into resale and lasting customer interactions; poor experiences, however usually end up in product rejection and cost of future sales. Gronroos views the progress of a customer relation as a life cycle during which each stage provides a different marketing challenge to the organization. At the initial stage the marketing idea is to promote interest in the organization. At the next stage (purchasing process), this interest ought to be transformed into action. During the consumption process (usage process) the customer should get positive experiences. Thus resales cross sales and long-term customer relationships should be achieved (Gronroos, 2000).

2.3.1 Volunteer Management

According to Wilson (1992), the first book for our field was in 1967 Harriet Naylor: *Volunteers Today: Finding, Training and Working with Them* (p. 45). According to Naylor (1967) herself, that book was directed towards those in leadership positions in organizations who needs the unpaid work of citizens in administration and program services. These citizen volunteers may serve in meeting need for subsistence, health, education, cultural and aesthetic experience, and social acceptance. Naylor's approach to volunteer development included seven critical components namely, inventory of jobs, inventory of volunteers, recruitment plan, selection and placement process, induction and supervision, a comprehensive and unified training program and provision for volunteer mobility. Wilson (1976), was one of the first to emerge with a focus on the volunteer administrator of volunteers, Marlene Wilson proposed the required components for paid staff to be successful and have an effective program engaging volunteers. A serious emphasis was placed by Wilson on the humane aspects of a management model and portrayed the importance of the organizational climate that volunteers would be experiencing. Wilson applied the theory of motivation to the functional steps of recruiting, interviewing and placing, supervising, and retaining volunteers. Kathryn Penrod (1991) developed the L-O-O-P model of volunteer management with a focusing on the concepts of locating, orientating, operating, and perpetuating volunteers and volunteerism. Penrod suggested that the concepts are not independent of each other but is better when joined together with each being very important to the overall success of the total model. The locating concept addresses the steps of volunteer recruitment and selection and the important considerations that these steps involved. The location step of the model focuses on matching the organization's needs with the individual volunteer's skills and interests.

Additionally, through the selection process, it is pertinent to determine the potential volunteer's needs and match those with organizational needs. The orientation step of the L-O-O-P model focused on strategies to new volunteer education, including formal and informal processes. One of the highly recognized models of volunteer resource management was first proposed by Milton Boyce in the early 1970s. Boyce's work provided a much-needed framework for the profession and originally was implemented through the national Cooperative Extension Service system. The model adopted by Boyce focusing on volunteerism as leadership development was originally developed by Dr. Robert Dolan, professor of adult education at North Carolina State University. The model, commonly referred to as the ISOTURE model, introduced the management concepts of: identification, selection, orientation, training, utilization, recognition and evaluation. Identification involves the process of identifying people who have the ability and characteristics needed to fill specific leadership positions. This involves having the knowledge of program needs and the participant jobs to meet those needs, aimed at recruiting volunteers, identifying potential volunteers, and completion of a volunteer application. Some volunteers might not be suitable for the job at hand. Just as you have a list of needs to be met, participant have a set of prospects to be achieved. However, evaluating and recognizing the needs of the organization, recognizing the categories of volunteers available and accepting the likely motivations and anticipations of those volunteers are pertinent (Marina, 1914). However, this information can help improve a participant job description for each type of volunteer needed or role to be occupied. This employment narrative should clearly summarize the prospects of the position. Describing a volunteer job is a valued tool for employing volunteers, because it saves time and effort in the long run due to the knowledge gotten. An additional tool is a Participant Interest Form, which takes into account information in regards to accessibility, prior experience, interests, talents, and enthusiasms for volunteering. Anyone fascinated in participating with your organization as a volunteer should complete this form, even if you're not ready to bring them on board just yet. Selection is the process of taking a critical look at the backgrounds of the potential leaders identified and needed, and encouraging them to take designated positions. This takes into account the following, screening prospective volunteers, reference checks, discussions, and matching participant to needed roles. And after you've identified and recruited the type(s) of volunteers you need, the next step is to meet and interview potential candidates (Marina, 1914). Orientation is the process of giving orientation to those leaders selected for the leader position. Orientation is a precursor to training, and it is the first contact between the participant and staff. Orientation is distinct from training in that it gives both volunteer and staff equal opportunity to make sure it is a good match for all involved, so as to know the amount of time, effort, and resources that should be devoted into training (Marina, 1914). Training is the process of arousing and supporting leader's efforts to gain knowledge and to build attitudes and skills that will improve the quality of their performance in leader positions. Although volunteers come with existing knowledge and skills, training is an opportunity to help them enhance the quality of their work. But training should not be intended for all approach. The type of training depends on the volunteer's role, past experience, and current knowledge/skills (Marina, 1914). Utilization is the process of making available the opportunity for leaders to put gained understanding and skills into action in the right way. This embraces support for participant to actively carry out responsibilities and to make available prospects for mentoring from other volunteers and paid staff. However, Participant who are accomplished through creating a difference will have a greater sense of achievement. More so their loyalty to the group and may serve as an advocate when needed. To strike a balance, it's important to

be strategic about delegating responsibilities to volunteers. Volunteers are opened to opportunities to test their skills at work, face up to challenges without feeling overcome, and to be successful. Utilization, then, is about providing those prospects in the right way and in a timely manner (Marina, 1914). Recognition is process of recognizing and rewarding sound leader performance. It is also the process of recognizing and rewarding volunteers for their contribution and performance. This includes ongoing recognition through formal and non-formal methods. While most participants may be inherently motivated, they ought to be acknowledged for their determinations. Recognizing volunteers takes a boost on their confidence and accord them their place in the organization. It also helps inspire them and keeps them involved. As with training, acknowledgement should not be adopted. An end-of-the-year awards banquet is great for volunteers who wish to be acknowledged publicly and like being in the spotlight (Marina, 1914). Evaluation is the practice of determining results of leader performance. The process of deciding how well volunteers is performing in their role, given useful feedback, helping participant in attaining personal goals, and learning from the volunteers' strategies to develop their themselves and the organization. This includes appraisal to make, familiarize and expand organizational volunteer delivery systems.

2.4 Service Responsiveness and Volunteer

Pantouvakis (2010) states that the extent of service quality is a serious issue facing service organizations and as a result, various research into how customers perceive and evaluate the quality of services is of vital importance to organizations (Parasuraman et al., 2005; Loonam & O'Loughlin, 2008; Chong et al., 2010). Volunteers can also be likened to customers of an organization as they also evaluate the service quality and most especially the service responsiveness of an organization, and as suggested by Mitchell and Taylor (2004), the product is likened to volunteer experience, price is the monetary and non-monetary costs of volunteering, place refers to ease of volunteer activities in terms of time and effort and promotion refers to the communications between the volunteer and organization. Different technologies influence customer's perception of service quality (SQ) in different ways because it also affects the service responsiveness of organizations, Joseph et al., (1999) and Curran & Meuter, (2005) opines that consumer perceptions of service quality differs based on the type of service used and for s investigating service quality based on the different technologies. This is why organizations need to understand their volunteers needs and with the proper perspective to develop and manage satisfying volunteer tasks, minimize perceived participant costs and maximize participant remunerations, offer volunteer-friendly processes, encourage meaningful volunteer involvements, and observe and grow the prevailing connection with returning participant in the face of rising competition (Karl, Peluchette, & Hall, 2008). It is upon the usefulness of responsiveness and how it can improve organization performance through volunteerism that the following hypotheses were formed, crossing service responsiveness with two measures from Boyce's 1971 ISOTURE.

- H₀₁: There is no significant relationship between service responsiveness and utilization of volunteers of rural women in Rivers State.
- H₀₂: There is no relationship between service responsiveness and recognition of volunteers of rural women in Rivers State.

3.0 Methodology

Diane (2018) in his work, Relationship between Customer Responsiveness, Service Performance and Satisfaction among Airline Passengers in Kenya, used 5 items to measure independent variable, where participant was requested to select their seeming reaction to self and service provider. The rating was made on a five-point Likert scales ranging from 1= “strongly disagree” to 5= “strongly agree” (Cronbach's alpha=0.746) which exceeds the recommended reliability estimate of 0.7 (Nunnally, 1978), also Ibrahimi et al (2015) stated that the research they used is designed to assess significant relationship between identified aspects of service quality which eventually brought about customer satisfaction. The research was designed to illustrate a cross-sectional study that applied a minimal degree of interference of researchers. The primary data is collected using observation at site and questionnaire survey. In another study by Alireza et al (2011), in the collection of primary data, a simple questionnaire is utilized as the survey instrument of this study. This instrument is developed based on a study by (Lages, 2009) and another study by (Sousa, 2010). The questionnaire consists of two parts. In the first part respondents answer four questions through which export performance of selected electronic exporting companies in Malaysia is evaluated. The second part is subsequently utilized to evaluate the customer responsiveness.

This study is focused on the relationship between service responsiveness and volunteer of rural women in Rivers State. This is a relational study which is aimed at outlining and defining the methods or frameworks to be used, in order to reduce or control elements of human biases while discovering social facts or truth that is associated with the study. This study employed the survey method of research; this was done through the use of questionnaire. Also, a field survey design of quasi experimental research design was adopted since the study involved human behavior and is not subjected to strict laboratory strict control. The population of women in Rivers State was 2,525,690 (National Population Commission of Nigeria, 2006). The sample size in this study was determined using the Taro Yamene formula (Yamene, 1973) with a level of significance of 0.05, and was calculated to be 400. So, four hundred questionnaires will be distributed to four hundred rural women across Rivers State. This research work examines the relationship extent between two variables; as a result, the study will adopt Spearman’s rank order correlation co-efficient data analysis technique with the aid of Statistical Package for Social Sciences (SPSS) version 23.0.

4.0 ANALYSIS AND RESULT

Table: 1 Summary of Demographic Analysis

1	Age		
	20-30yrs	150	50%
	31-40yrs	90	30%
	41-50yrs	40	13.3%
	51yrs above	20	6.7%
	Total	300	100%
	Educational qualification		
	O/level (GCE, WAEC,SSCE etc)	100	33.3%
	OND/NCE	130	43.3%
	B.sc/B.A/HND	60	20%
	Masters degree	10	3.4%
	Total	300	100%

SOURCE: SPSS OUTPUT

4.2 Bivariate Analysis

Correlation Analysis Showing the Relationship between Service Responsiveness and Utilization

Table 2: Correlations

		SERVICE RESPONSIVENESS	UTILIZATION
Spearman's rho	Correlation Coefficient	1.000	.468
	SERVICE RESPONSIVENESS	.	.079
	Sig. (2-tailed)		
	N	300	300
	Correlation Coefficient	.468	1.000
	UTILIZATION	.079	.
	Sig. (2-tailed)		
	N	300	300

*. Correlation is significant at the 0.05 level (2-tailed).

The result in Table 2 above shows the result of spearman’s rank order correlation coefficient analysis with the use of statistical package for social sciences (SPSS) outputs. The spearman’s rank order correlation coefficient “rs” is estimated at 0.468. This shows that a moderate relationship exists between service responsiveness and utilization as the spearman’s rank order correlation coefficient is estimated at 0.468, and the table also shows that the significant 2-tailed value = 0.079, which is greater than 0.05. Therefore, the researcher accepts the null hypotheses.

Table 3: Correlation Analysis Showing the Relationship between Service Responsiveness and Recognition

Correlations

		SERVICE RESPONSIVENESS	RECOGNITION
Spearman's rho	Correlation Coefficient	1.000	.527*
	SERVICE RESPONSIVENESS	.	.044
	Sig. (2-tailed)		
	N	300	300
	Correlation Coefficient	.527*	1.000
	RECOGNITION	.044	.
	Sig. (2-tailed)		
	N	300	300

*. Correlation is significant at the 0.05 level (2-tailed).

The result in Table 3 above shows the result of spearman’s rank order correlation coefficient analysis with the use of statistical package for social sciences (SPSS) outputs. The spearman’s rank order correlation coefficient “rs” is estimated at 0.527. This value shows that a moderate relationship exists between service responsiveness and recognition as the spearman’s rank order correlation coefficient is estimated at 0.527, and the table also shows that the significant 2-tailed value = 0.044, which is less than 0.05. Therefore, the researcher rejects the null hypotheses and accepts the alternate hypotheses, and therefore concludes that a significant relationship exists between service responsiveness and recognition of volunteers of rural women in Rivers State.

4.3 Discussion of Findings

The findings of this study indicate a noteworthy relationship between service responsiveness and volunteerism of rural women in Rivers State. This section sought to discussion various findings as regards to analysis of data and findings. Hypothesis one (H₀₁) is aimed at examining the significant

relationship between service responsiveness and utilization of rural women in Rivers State. The correlation analysis revealed a positive and moderate significant influence of service responsiveness on utilization and the null hypothesis was accepted showing that there was no significant relationship between service responsiveness and utility. Hypothesis two (H_{02}) also revealed a positive and moderate significant relationship between service responsiveness and recognition of rural women in Rivers State. But in this correlation analysis the null hypotheses were rejected therefore claiming that a significant relationship exists between service responsiveness and recognition. Also, the finding of this study largely agrees with the position of Jermittiparsert et al (2019) in his study that examined the role of agile supply chain management in enhancing the external supply chain. More so, the current study is fascinated in investigating the role customer responsiveness play in the connection amid agile supply chain and external supply chain performance of Indonesian firms. And also, the work of Vivi et al (2019), where their study was aimed to decide the influence of the Leadership and Leader's Innovation on Managerial Performance through Employee's Responsiveness as a prevailing variable. Alireza et al (2011) in their work customer responsiveness and export performance of selected electronic equipment export companies in Malaysia discovered that export activities in each country are performed by companies working in different industries in that country and therefore possessing a high level of customer responsiveness is one of the most important factors in export success of firms and consequently the export success of that country. This study is conducted with the purpose of studying the relationship between customer responsiveness and export performance of selected electronic equipment exporting companies in Malaysia.

5.0 Conclusion

Considerable literatures have been developed on service responsiveness and volunteer, but the association amid service responsiveness and volunteers of rural women in Rivers State has not been fully examined. This study evolved to fill the existing gap in literature. Therefore, organizations and the government should use service responsiveness as a major tool to increase volunteer of rural women.

5.1 Recommendation

Based on the results and conclusion of this study, it was discovered that there is a positive correlation between service responsiveness and volunteer; the following recommendations were made so that organizations and the government would not forget the importance of service responsiveness and its influence on volunteer activities. And so, organizations and the government should be proactive in identifying and satisfying the needs of volunteers to increase their performance and retain them, and also properly utilize these volunteers to give them a sense of belonging and satisfaction that what they are doing is helpful to the society at large.

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