

THE IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON VOLUNTEER COMMITMENT OF NON-MANAGERIAL EMPLOYEES IN THE APPAREL SECTOR

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ABSTRACT

Volunteer dedication is essential for improving organizational effectiveness and employee engagement. Perceived Organizational Support (POS), which measures how much employees believe their organizational values and support their contributions and well-being, is a crucial element that affects volunteer commitment. The capacity to motivate volunteers for sustained engagement with the organization has declined, reflecting a shift from lifelong to sporadic volunteering. This trend underscores the importance of thoroughly understanding the factors influencing volunteer commitment. Research on organizational commitment among volunteers has been limited; thus, further investigation is necessary to explore the determinants of volunteer commitment and enhance the understanding of how organizational context affects this commitment. To bridge this knowledge gap, this study was conducted to identify the impact of perceived organizational support on the voluntary commitment of non-managerial employees in the apparel sector (with special reference to Gampaha District). Data were collected using a structured questionnaire distributed to 280 non-managerial employees. The popular statistical SPSS package was used to analyze the data. The results obtained from descriptive, correlation, and regression analyses were used for interpretation. The results indicated that every aspect of perceived organizational support significantly influences volunteer commitment. The regression analysis confirmed all five hypotheses, with significance values below the 0.05 threshold. The analysis reveals that procedural justice is the main contributor, resulting in a higher proportion of volunteer commitment than other factors of perceived organizational support.

Keywords: Apparel sector, perceived organizational support, volunteer commitment