Current Knowledge, Misconceptions and Motivational Factors towards Blood Donation among University Students of Karachi

Sobia Baseer

MBA Health and Hospital Management
Institute of Business Management Karachi

ABSTRACT

Blood is the essential component of human body and it cannot be manufactured artificially. Demand for blood donation is increasing due to accidents and blood related disease. The accessibility of safe blood is the matter of concern for the health care professionals, because of lack of young and healthy blood donors. This cross-sectional study was aimed to find out the effect of knowledge on voluntary blood donation, and to investigate the motivational factors and barriers that effect blood donation. Altogether 384 students were approached having age 18-29, by using non probability convenience sampling. The data was collected via self administered already validated questionnaire and was analyzed on IBM SPSS Version 20. Most of the students did not have the basic knowledge (correct weight, age, and time period) regarding blood donation. 66.4% (n=255) students were donors and 33.6% (n=129) were non donors. 55% of males were found to be donors and most of the students were motivated and intend to donate blood in future. The main barriers identified from the study were fear 63.1%, risk of contracting infectious disease 71.4% and no request for blood donation 76.5%. In donor students the motivation behind blood donation was saving life 98.4%, serving humanity 96.9% and to help
family and friends 95.3%. There is a need of awareness campaigns and designing strategies for donor retention to build trust and motivate people to increase voluntary blood donation in future.

**Keywords:** Blood donation, knowledge, misconceptions, motivations.