

The motivation, perception of values and future behavior of volunteers in sports events

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Abstract

Volunteerism in sporting events has generated benefits for the human resources and provides unique motivations that make the volunteer of sports different from the rest. In this sense, the aim of this study was to identify the motivation, future behavior and perception of value of volunteers in sports events and add utilitarian and symbolic value to volunteering at sporting events trying to assign meanings to the cities, states and country where volunteers participated and thereby provide useful suggestions to organizers of sporting events to develop effective strategies for retention and recruitment of volunteers. Results from a conducted structural equation model analysis showed that utilitarian and symbolic value and future behavior were influenced by motivations, which had a positive impact on volunteers' intention to return to volunteering and the perception of values to the host cities, states or country.

KEYWORDS: Volunteerism; Sporting events; Motivations; Values; Future behavior.

Introduction

Sports is one of several fields of action of volunteering and within the field sporting organizations and sports events often motivate the same groups of volunteers. The volunteers make up an important part of human resources. Some sports events would not be able to succeed without the effort, time spent and commitment of the volunteers independent of the size and type of the event¹⁻³. The number of studies about motivation of volunteers at sport events has grown significantly over the years and different motivations such as personal growth, patriotism, interpersonal contacts, extrinsic rewards, love of sport have been identified⁴⁻⁶. If the volunteer feels responsible for the event, he or she will consequently be more satisfied and will have a higher intention to continue volunteering⁷⁻¹⁰.

In sporting events, recent research on the use of values, such as hedonic, utilitarian and symbolic,

is most commonly found in marketing-related research. Recently BISCAIA et al.¹¹ conducted a research on the quality of service and perception of values in the Soccer World Cup 2014 and observed that the hedonic and utilitarian values obtained a positive impact contributing to increase the value of the event. YOSHIDA et al.¹² studied value creation by assessing the relationships between quality, consumption value and behavioral intentions in sporting events. Their results indicate that three dimensions of quality (functional, technical and aesthetic quality) have a significant impact on their respective dimensions of value (utilitarian value, hedonic and symbolic) in the context of sporting events.

As noted, many studies about motivation of volunteers at sporting events have been developed in recent years, but little or nothing is related to

the utilitarian and symbolic values of sports events. In this sense, given the importance of identifying the motivation, the values and the future behavior in sports events, the purpose of this study was to examine the motivation of sports event volunteers and verify the predictive validity of model through perception about the impact of volunteer motivation on values of the event to the hosts and the future behavior for intentions to return being a volunteer in sporting events.

Theoretical background

The knowledge from motivations that lead people to volunteer at sports events has been growing in the last decade, suggesting a complex system of reasons that differ depending on the characteristics of the event or organization^{7, 10, 13-14}.

In literature, different scales were developed to measure these motivations. The most renowned scale was formulated by FARRELL et al.⁷, namely the Special Event Volunteer Motivation Scale (SEVMS) which consists of four empirically supported factors termed purposive, solidary, external traditions, and commitment. Other scales include Clary et al.⁶ volunteer function inventory (VFI), which consists of six factors termed values, understanding, social, career, protective, and enhancement, or GIANNOULAKIS et al.¹⁵'s Olympic volunteer motivation scale (OVMS) including three categories, Olympic related, egoistic and purposive. BANG and CHELLADURAI^{4, 16}'s Volunteer Motivations Scale for International Sporting Events (VMS-ISE) (validated on BANG and CHELLADURAI⁴, modified by BANG and ROSS⁵ and further validated and revised by BANG et al.¹⁷) consists of seven factors: Expression of Values (concern for others, the success of the event, and society), Patriotism (pride in and love of the country, and allegiance to the country), Interpersonal Contacts (meeting and interacting with people and forming friendships), Personal Growth (gaining new perspectives, feeling important and needed), Career Orientation (gaining experience and career contacts), Extrinsic Rewards (getting free uniforms, food, and admission), and Love of Sport (loving sport and any event related to sport).

The authors BANG et al.¹⁷ state that motives for volunteering are various and diverse depending on the nature of the volunteer activity. Thus, they developed a reliable valid measure of volunteer motives for international sporting events, which

may provide an applicable scale that brought practical contributions for volunteerism in sport, but also further explores the motivations, which may present additional attractions or incentives for volunteers, where other studies with other scales did not focus on specific contexts⁴⁻⁵.

Regarding the motivation of the volunteer in sports events, it is important to mention that if it has a positive impact under the event, the motivation impacts the value that the volunteer sees in the event for the community and that there is a tendency to have a future behavior for the involvement of new sporting events⁹. In this sense, the perception that people have about the event can identify a social enrichment, focused on the interaction with other individuals¹⁸. Measuring the value of the event to the community is important so that the volunteers who have gained positive experiences initially have higher intentions to return to the sporting event⁵.

Perception of volunteers about symbolic and utilitarian value

The utilitarian and symbolic value can be defined in different means, most commonly used in the marketing area. The study by BISCAIA et al.¹¹ establishes utilitarian value as a cognitive and functional benefit based on the extent to which the analyzed event has useful and convenient functions for the country. RUST et al.¹⁹ consider that the utilitarian value is observed as an instrumental, functional and cognitive benefit based on the extent to which goods or services have useful and convenient features, functions and performance. In this sense, BHAT and REDDY²⁰ observe that in consumers' minds functionality from brand and symbolism are distinct concepts, implying that the consumers have no problem to accept the brands that have both functional (utilitarian) and symbolic resources. This indicates that the consumers see it as a separate phenomenon, as analyzed in a study with different brands, for example Nike sport shoes which were conceived as functional, prestigious and expressive.

With regard to symbolic value, it represents an expressive and respectful benefit derived from the symbolic role of the asset, event or service for the country¹¹⁻¹². For KELLER²¹ and SHETH et al.²² the symbolic value was conceived as being deepened in personal meaning, self-esteem, social image, status and prestige. Highly visible or easily differentiated

sports products, such as professional sporting events, generally acquire a positive or negative symbolic value²². It is suggested that the self-esteem and the prestige aspects of sports products can be considered as symbolic facets of the value of consumption.

Future behavioral intentions to continue volunteering

KIM et al.²³'s paper states that volunteers were more likely to feel satisfied with their volunteer work and to develop a strong commitment to the event if they perceive high levels of prestige of the event as well as high levels of commitment. This tendency is thought to increase the intention of volunteers work for a future event. BANG and ROSS⁵ presented that volunteers who feel the need for the event and responsible for the event will work better, and, as a consequence, will have a higher satisfaction. Event managers and organizations could seize this opportunity and establish long-term relationships with their most excellent and appropriate volunteers who have gained positive experiences initially and have higher intentions to return to the sporting

event. In general, event managers can benefited from establishing and developing an organizational process to recruit, select and retain volunteers¹⁴.

On the basis of previous literature, the volunteer motivation, the values, and future behaviors in sports events^{9, 11, 12, 17} could be critical aspects to understand volunteer motivation through sports events. To this end, these aspects represent the basis of the proposed conceptualization of volunteer motivation through sports events. Given that the sports events represent the basis of all types of interactive activities. These three constructs are expected to be correlated and comprise a latent factor of superior hierarchical order²⁴, capturing volunteer motivation as commonly examined in previous studies, developing scales in sport-related contexts^{5, 7, 10, 25}. FIGURE 1 shows the proposed conceptual model to test the relationships. The findings of this study could contribute to a better understanding of the effects on motivation, utilitarian and symbolic values of volunteers in sporting events and their intention to return for future events helping organizations to develop effective volunteer recruitment, training, and retention strategies.

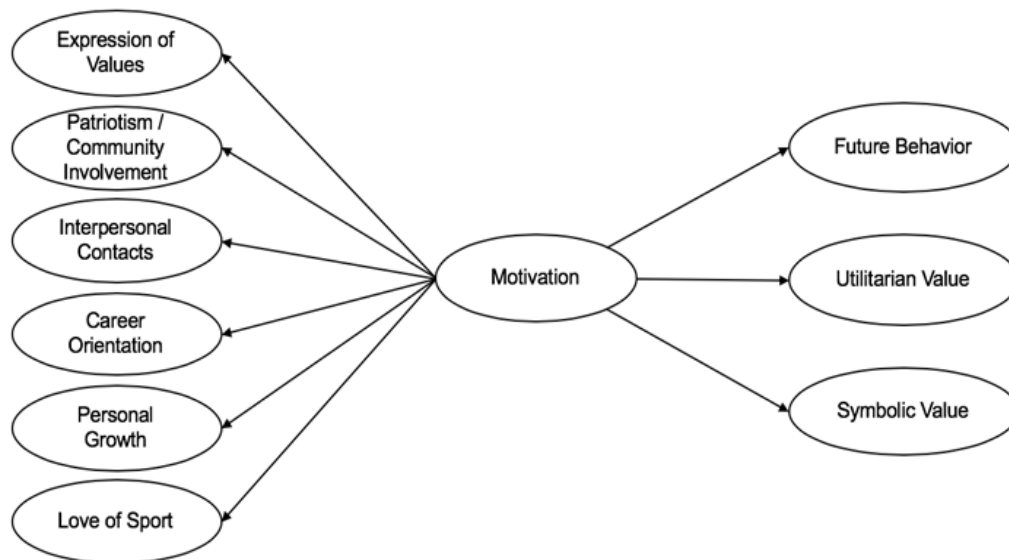


FIGURE 1 - Proposed conceptual model to the motivation.

Research context

This study investigated Brazilian volunteers from events such as the Olympic and Paralympic Games, FIFA World Cup, Tournaments of Golf, Marathon races, Triathlon, and Trail runs, among others, mega-events and non-mega-sporting events. In Brazil volunteerism can be slightly different from other countries; volunteers can be most easily found in social and religious contexts, engagement in the community, and solidarity issues, while interest in volunteering in the sports context seems to be reduced. Therefore, in countries such as Canada, Australia, the United Kingdom, and Germany, for example, the relevance of volunteers to the functioning of non-profit sport organizations and events can be more easily found.

Brazil does not encourage the volunteerism, only some institutions have applied the volunteerism, so simple sports organizations need to motivate volunteers for events in order to be financially viable and socially legitimate^{26, 27}. For mega-events the spirit of volunteering is always present, as these

are the essence of sports practice, and in these cases volunteers will always be available. However, in the case of non-mega-sporting events, in Brazil the volunteers tend to be friends and family of the managers and it is difficult to find volunteers who do not have a relation with the location of the event or a strong relation with the sport, as a practitioner or as a spectator. So, we would expect motivations in Brazilian sport to be different from other volunteer positions, because of the different context existed, and even though this does not happen, we understand that the volunteerism can be transversal between different countries.

The selection of Brazilian volunteers in this study represents an initial effort to understand and help sport event managers to find and encourage people to volunteer for future events. The aim was to connect the motivations for volunteering in order to promote positive development in management practices in the Brazilian context. Managers need to pay attention to the motivations that influence volunteers in order to retain and attract more people^{8, 13}.

Method

This research was completed through a two-step procedure. In order to understand the motivations of volunteers at sporting events and to find out if the volunteers perceive the events as value-adding and if it impacts their future behavior a quantitative methodological approach was adopted²⁸. In the first step, the VMS-ISE scale by BANG et al.¹⁷ was translated and adapted to the Brazilian context in order to capture the specific domain. Furthermore, a content validity of the construct sport volunteer motivation through value and future behavior was conducted through experts review. In the second step, an empirical assessment of the proposed scale was conducted through confirmatory factor analysis (CFA) and it was performed to confirm the refined model, and a subsequent structural equation model (SEM) was carried out to test the predictive validity of the construct of sport volunteer motivation through symbolic and utilitarian value, and future behavior.

Procedures and Participants

The sample of this research was formed by Brazilians volunteers in sport events. The questionnaire was

administered through an online survey platform and dispersed via social media and e-mail within two months, February and March 2018. The e-mail contained an invitation with the aim of this study and the link to access the survey. After a month a reminder was sent to maximize participation. The survey was also distributed via social media in voluntary communities and institutions for sport. In this case a reminder was sent every following week. The questionnaire took about 15 minutes to be answered completely. To ensure that each participant responded only once, the IP addresses and emails were recorded in a database, and the access of these addresses was denied after submission of the responses. The survey resulted in a total of 312 responses.

In a next step, incomplete questionnaires and the ones that contained eight or more consecutive answers on the same scale were excluded, leaving 255 useable questionnaires. Although the sample size may seem small, the rule of thumb of at least 200 observations is conservative and simplistic²⁹. Also, there is no absolute standard in regard to an adequate sample size and no rule of thumb that

applies to all situations³⁰. Therefore, after using a power analysis program with an anticipated effect size of .20 at a probability level of .05 and at a statistical power level of .80³¹, the researchers concluded that a minimum of 69 respondents was required, and thus the current sample was deemed suitable for this preliminary study.

The respondents consisted of (55.3%) male and

(44.7%) female participants, the age ranged from 18 to 73 with a mean age of 34.85. Respondents with university degrees (or university students and graduate students) comprised a majority (61.2%) of the sample. Almost half of the sample (48.6%) participated in volunteering between one to three times and (20.8%) participated more than seven times.

TABLE 1 - Demographic characteristics of volunteer respondents.

Characteristics	N (255)	%
Gender		
Male	141	55.3
Female	114	44.7
Level of Education		
PhD	17	6.7
Master	54	21.2
Bachelor Degree	156	61.2
High School	20	7.8
Elementary School	4	1.6
Incomplete School	4	1.6
Volunteering frequency		
1-3 times	124	48.6
3-5 times	52	20.4
5-7 times	26	10.2
7 times and more	53	20.8

Translation and adaptation of VMS-ISE scale to the Brazilian context

For our study on the motivation of sporting event volunteers in the Brazilian context, we used the VMS-ISE scale by BANG et al.¹⁷ in the same way as SCHLESINGER and GUBLER¹³. We chose this scale because it corresponds to the functional approach and has already been used on more than one occasion. In addition, SCHLESINGER and GUBLER¹³ show that “other motivation scales were not appropriate because they had been tested on only one specific type and size of event”. Therefore, the VMS-ISE was selected as the most suitable scale to fit the characteristics of the Brazilian sports events. Based on previous research, the scale differentiates BANG et al.¹⁷ with seven dimensions Expression of Values, Patriotism, Interpersonal Contacts, Personal Growth, Career Orientation, Extrinsic and Love of Sport. All of the items included

in the model were adapted from the definitions proposed in the literature to generate a definition that better fits with the sport event volunteer motivation context. For measuring the constructs of utilitarian and symbolic value six items were created based on the study conducted by BISCAIA et al.¹¹. These items refer to sport event values, helping the organizers to understand the motivation of volunteers. Two items adapted from HALLMANN and HARMS⁹ were chosen to measure the construct of future behavior. These items are intended to capture the motivations of volunteers to reengage as a volunteer in a future sport event. Finally, the survey included questions assessing basic sociodemographic information, such as sex, age, level of education, previous volunteering experiences at sporting events. Respondents indicated the extent of their agreement with each item of constructs on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree).

The process of translating and back-translating the instrument was used to insure the consistency and accuracy between the original scales in the English language, and the versions translated into Portuguese³². The Portuguese version of the instrument was executed to a content validity of the items and was carried out by four Brazilians researchers in the area of sport management. Each of these researchers received the description of the constructs and the list of proposed items to verify their relevance and clarity for the Brazilian context. At this point, the four experts answered and recommended all items to be maintained but to change the wording of 12 of the 17 items to increase clarity. These recommendations were accepted, changes made, and, subsequently the 17 items proposed to assess the construct of sport volunteer motivation through symbolic and utilitarian value and future behavior were randomized and placed into questionnaire format to examine the reliability of the resulting instrument.

An empirical assessment of the proposed scale

In this step, data were analyzed using AMOS 25.0, and a CFA was conducted. Given that an 'a priori' theoretical structure of the VMS-ISE construct was proposed, there were no requirements for testing an

exploratory factor analysis^{24, 33}. To evaluate whether the questionnaire items were close enough to normal distribution, skewness and kurtosis were tested³⁴. A good fit of the model was assumed when the ratio of the χ^2 (chi-square) to its degrees of freedom was below 3.0³⁵, the CFI (comparative-of-fit-index), GFI (goodness-of-fit-index) and TLI (Tucker-Lewis Index) were larger than .90³⁵, and the RMSEA (root mean square error of approximation) value was below the minimum cut-off of .07³⁶. Internal consistency was estimated through composite reliability and values above .70 were indicative of good internal consistency³⁵. Convergent validity was evaluated through the average variance extracted (AVE) and values greater than .50 were considered indicative of good convergent validity³⁷. Additionally, discriminant validity was accepted when the AVE of each construct was greater than the squared multiple correlation between that construct and any other³⁷.

Predictive validity on the refined scale

Next a two-step maximum likelihood SEM was performed in order to verify the predictive validity of the proposed construct of sport volunteer motivation through symbolic and utilitarian value and future behavior.

Results

An empirical assessment of the proposed scale First-order measurement model

The measurement model of volunteer motivation at sport event is composed by a second-order construct and seven first-order constructs (Expression of Values, Patriotism, Interpersonal Contacts, Personal Growth, Career Orientation, Extrinsic Rewards and Love of Sport). In this study, we tested the construct validity the first-order measurement model and the second-order measurement model. The questionnaire items did not represent non-normality problems with skewness values ranging from -1.09 to 1.03 and kurtosis values ranging from -.82 to .80 and therefore they were retained.

The measurement model included 40 items comprising the ten constructs: expression of values, patriotism, interpersonal contacts, personal growth, career orientation, extrinsic rewards, love of sport, satisfaction, behavior future and utilitarian and symbolic values. As a rule of thumb, Hair et al.³⁵ classify

loadings above 0.6 "high" and those below 0.4 "low", and we used 0.4 as a cutoff point for factor loadings.

Thus, after removing factor loadings below 0.4, a total of 25 items remained in the final measurement model. The final items selected for inclusion in the current study demonstrated strong face validity and are represented in TABLE 2.

TABLE 2 shows the results of the confirmatory factor analysis (CFA), including the measurement items and their standardized factor loadings. As shown in the table, the factor loadings ranged from .73 to .94 and were significant at $p < .001$. These results confirm the overall fit of the measurement model. The CFA results indicate that the overall fit of the measurement model was statistically acceptable: $\chi^2(104) = 246.304$ ($p < .000$); $\chi^2/df = 2.368$; CFI = .96; GFI = .90; TLI = .95; RMSEA = .07. The values of CFI, GFI e TLI were higher than the .90 criterion, indicating a good adjustment³⁵. The value of RMSEA was within acceptable limits, being below the minimum of .08³⁶. The CFA

results indicated that the measurement model achieved an adequate fit for the proposed factor dimensions, providing evidence of factorial validity and convergent validity of the study's measurement³⁴. The convergent validity was examined with composite reliability and the average variance extracted (AVE).

TABLE 2 - Results of CFA of the VMS-ISE (factor loadings, factor reliability and AVE values, average and standard deviation).

Factors (items)	Factor loadings	Composite Reliability	AVE
Expression of Values (M=5.40; SD=1.35)		.87	.70
I want to help out in any capacity	.81		
I want to do something worthwhile	.80		
I want to help make the event a success	.90		
I feel it is important to help others ^a	-		
Volunteering creates a better society ^a	-		
Patriotism / Community Involvement (M=4.08; SD=1.52)		.91	.78
Because of my allegiance to my country/community	.86		
My love for my country/community makes me help it run a great event	.91		
I want to express my pride in my country/community	.88		
The event can increase the prestige of my country/community ^a	-		
I'm proud of my country/community receive this event ^a	-		
Interpersonal Contacts (M=5.03; SD=1.47)		.92	.79
I want to interact with others	.88		
I want to meet people	.85		
I want to develop relationship with others	.93		
I want to work with different people ^a	-		
Career Orientation (M=5.50; SD=1.36)			
I want to gain some practical experience	.94		
I want to gain work-related experience	.80		
I want to gain experience that would be beneficial in any job	.85		
Volunteering experience will look good on my resume ^a	-		
I can make new contact that might help my business or career ^a	-		
Personal Growth (M=4.75; SD=1.58)		.84	.72
Volunteering makes me feel needed	.86		
Volunteering makes me feel important	.84		
I can explore my own strengths ^a	-		
Volunteering allows me to gain a new perspective on things ^a	-		
Extrinsic Rewards			
I want to get free food at the event	-		
I want to get tickets / free admission	-		
I want to get event uniform / licensed apparels ^a	-		
Love of Sport (M=5.53; SD=1.37)		.90	.74
I like any event related to sport	.73		
Sport is something I love	.92		
I enjoy being involved in sport activities	.92		
I like any event related to sports ^a	-		

^a The item was deleted after confirmatory factor analysis, after removing factor loadings below 0.4, a total of 25 items remained in the final measurement model.

The internal consistency of the measures was accepted with values of composite reliability varying from .78 (utilitarian value) to .92 (interpersonal contacts). The AVE values ranged from .64 (utilitarian value) to .79 (interpersonal contacts) indicating convergent validity for all constructs.

The love of sport ratio had the highest mean ($M = 5.53$ $SD = 1.37$), while utilitarian value had the lowest mean ($M=3.60$; $SD=1.51$). None of the squared correlations exceeded the AVE values for each construct indicating discriminant validity for all constructs³⁷.

TABLE 3 - Descriptive statistics and correlations for all variables.

Variable	M	SD	1	2	3	4	5	6
1. Expression of Values	5.40	1.35	1,00					
2. Patriotism / Community Involvement	4.08	1.52	0,50	1,00				
3. Interpersonal Contacts	5.03	1.47	0,59	0,33	1,00			
4. Career Orientation	5.50	1.36	0,59	0,23	0,56	1,00		
5. Personal Growth	4.75	1.58	0,65	0,50	0,54	0,41	1,00	
6. Love of Sport	5.53	1.37	0,67	0,28	0,40	0,61	0,37	1,00

In this first moment, the measurement model was evaluated including the second-order construct of the motivation and the constructs of future behavior, utilitarian and symbolic value. The adjustment indices indicated a good fit for the data [$X^2(218) = 542.521$ ($p<.001$); $X^2/df=2.489$; $CFI=.93$; $GFI=.85$; $TLI=.92$;

$RMSEA=.07$]. TABLE 4 presents the values of composite reliability, AVE and the correlation matrix between constructs. All the constructs presented good internal consistency, with the values of the composite reliability above the criterion.⁶⁰³⁴. The AVE values were close to or above the .50 criterion for convergent validity³⁷.

TABLE 4 - Results of CFA of the VMS-ISE (factor loadings, factor reliability and AVE values, average, standard deviation and correlations for all variables).

Factors (items)	Factor loadings	Composite Reability	AVE	
Motivation^a (M=5.07; SD=1.18)		.93	.70	
Future Behavior (M=4.93; SD=1.51)		.81	.68	
I will engage myself at another sport event in the future as volunteer	.85			
I will engage myself in a sport club in the future as a volunteer	.80			
Utilitarian Value (M=3.60; SD=1.52)		.78	.64	
The event(s) on which I was volunteer allowed to improve the infrastructures in the City / State / Country	.87			
The event(s) has allowed to improve the quality of life of residents	.73			
The sport in the City / State / Country improved because of the event ^b	-	-	-	
Symbolic Value (M=4.74; SD=1.60)		.82	.70	
As a Brazilian, I feel proud with hosting this event	.83			
I believe the event helps to improving the image of the City / State / Country in the World	.84			
The Investment in the event made the City / State / Country more prosperous ^b	-	-	-	
	1	2	3	4
1. Motivation	1,00			
2. Future Behavior	.743	1,00		
3. Utilitarian Value	.360	.361	1,00	
4. Symbolic Value	.616	.563	.604	1,00

Note: ^a The respective items of construct are indicated on TABLE 2; The square of square of the correlations is below the diagonal; The values of the correlations indicate discriminant validity between the constructs. ^b The item was deleted after confirmatory factor analysis.

However, the comparison matrix between AVE and squared correlation of the constructs presented values that suggest discriminant lack of validity for some of these constructs between the variables future behavior and motivation (.743)³⁷. The final model consisted of 23 items, with 17 items to evaluate the second order motivational construct, two items to measure the future motivation of the volunteers, two items to measure the utilitarian value and two items to measure the symbolic value. TABLE 4 presents the items, their factorial weight and the descriptive statistics for each construct.

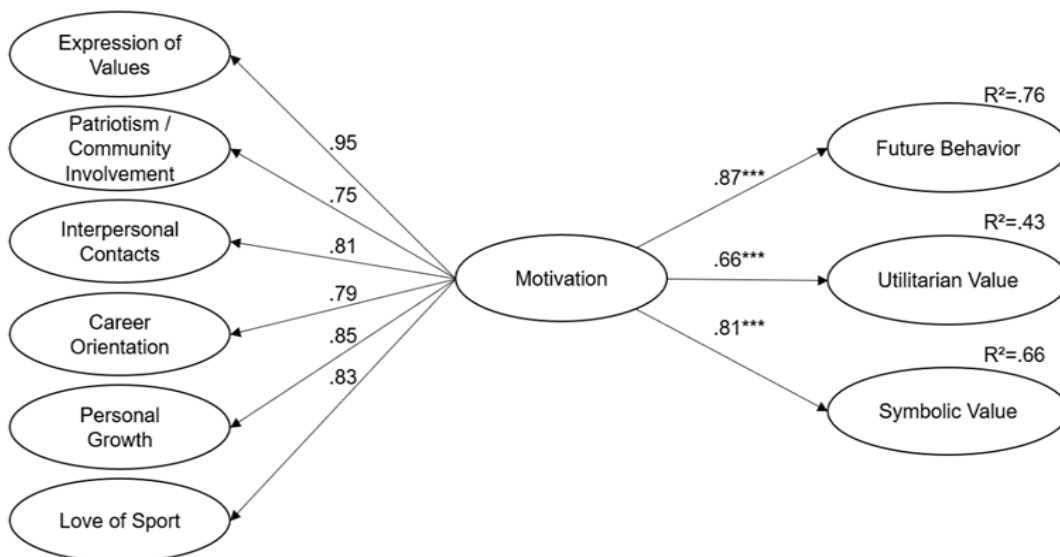
All items presented factorial weights above 0.50. These results indicate that each item was significantly related to its construct. The values of composite reliability between .78 (utilitarian value) and .93 (motivation) indicated good internal consistency. The AVE of the constructs was between .70 (motivation and symbolic value) being close to or above the .50 criterion indicating convergent validity³⁷.

Structural Model

Predictive validity of the refined scale

The structural model analysis included a test of the overall fit of the model and a test of the relationship between the motivation construct and future behavior, utilitarian value and symbolic value. The adjustment indices for the structural model [$X^2(221)=588.934$ ($p<.000$); $X^2/df=2.665$; CFI=.92; GFI=.83; TLI=.91; RMSEA=.08] indicated a good fit to the data. The trajectory coefficients for the model are presented in FIGURE 2.

The motivation construct exhibited a positive effect on the future behavior of volunteers in sports events ($\beta=.87$; $p<.001$) and on both utilitarian value ($\beta=.66$; $p<.001$) and symbolic value ($\beta=.81$; $p<.001$). The model of the motivation of volunteers in sports events explains (76%) the variance of the future behavior ($R^2=.76$), (66%) of the variance for symbolic value ($R^2=.66$) and (43%) of the variance for utilitarian value ($R^2=.43$). The trajectory coefficients for the model are shown in FIGURE 2.



Note: ***p<.001.

FIGURE 2 - Results of structural model to volunteer motivation to future behavior, utilitarian and symbolic value.

Discussion

The purpose of this study was to examine the proposed model of motivation on sports events volunteers and verify the predictive validity of the model through perception about the impact of volunteer motivation on values of the event to the hosts and the future behavior for intentions to reengage in volunteering in sporting events. In addition, the current study provides a number of managerial implications for sport managers involved in strategic decisions related to sports events.

The results of the dimensions of motivation indicated the strong influence on the second-factor motivation. Based on literature, it was considered that these factors are connected to the unique aspect that is motivation to be a volunteer in sports events. The results presented that the expression of values dimension had the higher correlation, in light to the fact that the volunteer want to help the event in any capacity, doing something worthwhile and make the event a success. Studies before show the expression of values as important linked to altruism^{6,7}.

In the same way, the patriotism/community involvement indication that the volunteers work due to their allegiance to their country/community, the love by their country/community and wish to express their pride for the country/community, similar with⁸. The interpersonal contact was also important to explain the motivation, in this sense, the volunteers that provide interaction with other people, meet with other people, and develop relationship with others, inside a determinate event, feel more motivated to participated as volunteer in the event also found in papers with^{2,38}.

Brazilian volunteers in sports events show us that career orientation dimension is important, because they want to gain some practical experience, gain work-related experience and gain experience that could be beneficial in any job as past studies approached that the career orientation it is also important to the grow your career^{39,40}. To personal growth dimension, this paper bring similar results with BANG et al.¹⁷ witch the volunteer abroad that makes them feel needed and important, presenting an increasing self-worth and self-esteem. The love of sport can also be an important motivation to the volunteer^{10,41}. The volunteers in this study consider that like any event related to sport, the sport is something they love and enjoy being involved in sport activities, in other words, the results indicated that volunteers were also motivated by love of sport,

as well as the research of^{17,39,42,43}.

The factors of motivation were consistent with previous studies, therefore, a good relation of volunteers with the events must be established so that these factors presented here have a significant impact for the manager of the event.

The results of this study indicate that sport event volunteer motivation through utilitarian and symbolic values, and future behavior could be measured as a second-order construct including the components of utilitarian and symbolic values, and future behavior. All first-order constructs showed good psychometric properties and significant relationship with the second-order construct. These findings are consisted with previous studies in the sport event volunteer motivation scenario suggesting a multidimensional structure to measure volunteer motivation⁴⁴⁻⁴⁶.

The motivation of volunteer in sports events was identified as greatly influenced by the symbolic and utilitarian value, this study extended the findings of¹. The volunteer motivation was likely to have positive symbolic and utilitarian value. Further, the study indicates that volunteer motivation affected volunteer symbolic and utilitarian value, implying that motivated volunteers had positive symbolic and utilitarian values toward the sports events and knowing that utilitarian value is related to the perceptions of the convenient functions of the event to the host, while symbolic value refers to perceptions about the prestige of the event to the host. These findings suggest that the volunteer perception of the benefits associated with the values and your involvement on sports events seem to be strongly connected with the motivation. These results highlight the idea of establishing symbolic and utilitarian value from an event is paramount to deliver the correct benefits to the cities, states or countries¹². According to these findings, one may argue that improvements in community pride⁴⁷, national identity⁴⁸ and motivations in sport event^{13,49} may also be derived to improved perceptions of the symbolic and utilitarian value of sports events, and these links could guide future research.

It is also important to note the relationship between values and volunteer motivation to the sports events and host cities. For example, all the different motivations help the managers understand your own volunteers to be better interacted, effective, involved and committed

with the event and the cities where the sport event is hosted^{14, 18, 23, 50, 51}. Additionally, the strong predictive of all factors emphasizes the importance of the motivation attributes in sports events, only the factor extrinsic rewards were the contrary, in other words, the volunteer that participated on events that we measure do not perceive the extrinsic rewards as something important to be motivated to participate in events. This means that volunteers engage to sports events not only to get free food, uniforms and tickets, contrasting the results of KIM et al.⁵² whose this dimension is a major motivation for volunteers to get involved in sports events, in other words, provide their services in exchange for material benefits.

There is another important finding in this study highlighting its contribution to the sport event volunteer. As noted on structural model, the motivation has a strong influence by the factor future behavior. This is noted in several studies, which provide the intention to continue volunteering in sports events, intention to return, and retaining or inducing volunteers to repeat as volunteers in future sporting events^{3, 9, 25, 44, 45, 53-55}. The future behavior is remarked with high variance explained in volunteer of sport event, in other words, the volunteers have intentions to continue volunteering at sports events. Previous studies show that more satisfied volunteers were more likely to intent to volunteer for sport events in the future^{5-8, 10, 18, 53}. The previous literature addresses factors that

affect the future behavior, which is important to the sport events promoting the continued volunteering of individuals at future events and understanding these factors could create more organized events and a legacy^{10, 18, 49}.

Finally, the findings of this study highlight several contributions to the context of volunteer sport event and support the previous literature. Thus, managers should allocate resources to increasing the future behavior and the symbolic and utilitarian values. In general, the findings emphasize the importance of ensuring that managers understand what their responsibilities are, namely to meet and understand the volunteers, as well as how they fit into the event. This understanding may be expected to be associated with higher levels of future behavior and values, ensuring important motivations, to the creation of different programs, interactions or involvement on sport events volunteers. In this sense, promotion campaigns, platforms and the general increase of attention could generate a strong connection to the volunteer with the sport event, who tend to react favorably to the event, and this is important for managers looking to attract and retain the volunteers to the next sports events. Regarding the fact that the values were important to the volunteers, the sport event could enable the cities, states and countries to engage more with people that are involved in sports permitting the sports events how one propulsion that generate benefits to the host places.

Limitations and Future Research

This study, as any others, exhibits limitations worth considering and providing some direction for future research. Firstly, data was collected through an online survey, which may have influenced sample composition. The data for this study was collected from Brazilian volunteers and not about a specific sport event. Furthermore, regarding Brazil as a country of continental proportions, the sample is small in size. This constitutes a limitation with respect to the generalization of the conclusions. Collecting additional data with more time and more diffusion may contribute to a more representative sample of the sport event volunteering. Secondly, this study takes a distant volunteer motivation from the sports events, in other words, the timing of motivation measurements, which means (pre-

or post-event) can have a significant effect on the reported motivation of volunteers, future research should try to collect data before, during, and after the sports events in order to understand how volunteers' perceptions of the motivation, values, and future behavior remain. Also, for the initial model, we removed some items and estimated a revised model using the same data set, in which the results are subject to capitalization on chance⁵⁶.

For future research we recommend a qualitative method, which may shed light on the nature of the volunteers, which may help explaining why understanding what to do closely aligns with how to do it. In addition, it would be interesting to consider a qualitative method with the managers of the sport events trying to know what these people do inside

the event, how they organize the volunteers, and if taken into account the motivation, the literature or only the experience to make the volunteer get involved, committed, and glad to be there for build a structure to address the factors that affect the future behavior, values and motivation.

The model applied in this paper has been used in previous research on sport events on different

contexts, therefore, this study is the first of its kind to investigate volunteers in the Brazilian volunteer context. The combination of factors applied here show adequate psychometric properties and predictive power and may consequently be recommended for future studies within this field, including data on the specific contexts of the sporting events volunteering.

Conclusion

Concluding, this study represents one important step to provide information related to sport event volunteer motivation in Brazil. The purpose was to examine the proposed model of motivation on sports events volunteers and to verify the predictive validity of model through perception about the impact of volunteer motivation on values of the event to the hosts and the future behavior for intentions to return volunteer in sporting events and thereby provide useful suggestions to organizers of sporting events to develop effective strategies for the volunteers and events.

Evidence from this research may constitute a

proposal for managers in sports events, know the motivations that compose the results of this study and others in the scientific literature to promote a better fit to the volunteers engage and continuum volunteering in sports events and consider the symbolic and utilitarian values. Results of the current study indicated sports events volunteers were highly motivated and connected to the values and future behavior. In this sense, the managers could incorporate these elements into their volunteer recruitment campaigns. In a Brazilian context, this study represents an initial effort to potentiate the right benefits in future undertakings, constituting an opportunity to develop future research.

Resumo

A motivação, percepção de valores e comportamento futuro dos voluntários em eventos esportivos.

O voluntariado em eventos esportivos tem gerado benefícios para os recursos humanos e proporciona motivações únicas que tornam o voluntário do esporte diferente dos demais. Nesse sentido, o objetivo deste estudo foi identificar a motivação, o comportamento futuro e a percepção de valor dos voluntários em eventos esportivos e agregar valor utilitário e simbólico ao voluntariado em eventos esportivos buscando atribuir significados às cidades, estados e país onde os voluntários participaram e, assim, fornecer sugestões úteis aos organizadores de eventos esportivos para desenvolver estratégias eficazes para retenção e recrutamento de voluntários. Os resultados de uma análise de modelo de equação estrutural conduzida mostraram que o valor utilitário e simbólico e o comportamento futuro foram influenciados por motivações, que tiveram um impacto positivo na intenção dos voluntários de retornar ao voluntariado e na percepção de valores para as cidades, estados ou país.

PALAVRAS-CHAVE: Voluntariado; Eventos esportivos; Motivações; Valores; Comportamento futuro.

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