

Impact Of Centrality And Satisfaction On Repeat Volunteering Intention Of Female Sport Event Volunteers: A Serious Leisure Approach

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Aim of research and background

The issue of recruiting and retaining sport event volunteers for future events has heightened interests among scholars and practitioners as a means to establish and maintain volunteer workforce (Green & Chalip, 2003). It is vital to understand the various characteristics and dynamics of volunteer behaviors such as the linkage between centrality, perceived satisfaction, and loyalty behaviors. Nevertheless, sport volunteers have been generally ignored as a subject of research (Jarvis & Blank, 2011), especially in the perspective of volunteering as serious leisure and in particular amongst female volunteers. The purpose of this research is to examine the behavior model of female older adult volunteers in a sporting event. The model, which consists centrality, volunteer satisfaction, and intention to continue was examined pertaining to different levels of serious leisure traits (i.e., perseverance, career, durable benefit, unique ethos, and identity).

Method

140 usable samples were obtained from the IAAF World Championship Games. Hierarchical cluster and k-means cluster analyses categorized the groups pertaining to different levels of serious leisure traits. AMOS 18.0 was utilized to conduct confirmatory factor analysis and structural equation modeling.

Results: Cluster analyses verified two distinct groups of serious leisure traits (High, $n = 84$ and Low, $n = 56$). Statistical significance of all three variables on both high and low levels of serious leisure traits was confirmed. CFA confirmed measurement validity (Factor loadings $> .70$, $\chi^2 = 145.302$, CFI = .90, TLI = .90, SRMR = .06, RMSEA = .05). Model testing results for construct validity indicated good fit to the data ($\chi^2 = 87.308$, CFI = .90, TLI = .90, SRMR = .06, RMSEA = .05). Volunteer satisfaction fully mediated the association between centrality and intention to continue in the low group. The path from centrality to intention to repeat volunteering was statistically insignificant. Partial mediating effect of volunteer satisfaction was recognized in the high group. All paths in the high group model were statistically significant.

Implications

The findings indicate that female volunteers perceived their activity as serious leisure, which influenced their volunteering experience and repeat volunteering intention. This finding is in line with previous studies that conceptually suggest the positive relationship between each construct (Misener, Doherty, & Hamm-Kerwin, 2010; Stebbins, 1996). Centrality was a key component in directly affecting volunteer experience and future behavior for the high group, however, not for the low group. This implies that female volunteers with higher level of serious leisure traits consider volunteering as a central part of their livelihood. Furthermore, the group with higher level of serious leisure traits also displayed stronger level of satisfaction and more likelihood to repeat volunteering. Thus, it is important that volunteer management programs include activities that enhance serious leisure traits in order to maintain positive volunteering experience and induce active volunteering on a continuous basis.

References

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