

Volunteer Motivation of College Students of the Professional Baseball League in Korea

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Volunteering makes an important contribution to human society. A greater number of younger volunteers have recently become motivated by altruism to engage in community service. Recent research (Chapman & Morley, 1999; Winniford, Carpenter, & Grider, 1995) has shown that college students volunteer primarily out of altruistic concern for others. Colleges and universities should use their sport programs, or channel students to local sport event organizations, in order to create opportunities for students to meaningfully experience contributing to society. The purpose of this study was to enhance understanding of volunteer motivation among college students at sporting events. In particular, the study focused on the investigation of the demographics of college student volunteers in selected sporting events, the examination of the primary motives that influence their decision to volunteer, and the identification of the major constructs (dimensions) of sport volunteerism relating to college students.

In order to approach the purpose of this study, an instrument was modified from previous sport related studies (Farrell, Johnston, & Twynam, 1998; Strigas, 2001). The authors had following procedures to make the scale more powerful and relevant in the purpose of this study: (a) several items were adapted and modified in order to reflect motivation for sport volunteers in the Professional Baseball League in Korea (K-League), (b) a number of items were deleted which were not applicable to the K-League, and (c) new items were added to help identify motives relevant to the K-League. A panel of experts was asked to thoroughly examine the questionnaire for content validity. The panel of experts includes two current volunteer administrators in the K-League, three sport management professors, and five college students who had volunteer experiences in the K-League.

The final instrument included seven demographic questionnaire items and 30 motivational statements (5-point Likert-type scale). The questionnaire was translated to Korean by researchers in sport management program and translated back to English to confirm the accuracy of translation. A total of 270 college volunteers (male=146; female=124) were selected at the nine different K-League games in each stadium and used for data analysis. Exploratory factor analysis (EFA) was conducted for identifying the major constructs (dimensions). A principal component analysis extraction technique with varimax rotation was used for this factor analysis.

The results of EFA showed that the motivation constructs were divided into three major factors and were labeled "Egoistic," "Altruistic," and "Social/Leisure." The first "Egoistic" contains motives referring to what Schondel, Shields, and Orel (1992) called "Self-serving," and Clary et al. (1998) identified as "Enhancement." This factor expresses motivations related to external expectations and personal skills with the individual's needs for self-actualization, self-esteem, and achievement (Farrell et al., 1998; Strigas, 2001). The second factor was termed "Altruistic" and is similar to the "Purposive" explored by Strigas (1991) and Farrell et al. (1998). The altruistic reasons to volunteer indicate a desire to do something useful and a contribution to community or sport event. The last factor was labeled "Social/Leisure" and coincides with Tedrick's and Henderson's theory (1989) that volunteering is better conceptualized as a leisure choice, not an analog to work. Its motives contain the "solidary factor," identified by Farrel et al. (1998), and Caldwell and Andereck (1994), and as well as the "Social Component" and "Stimulus-Avoidance," identified by Beard and Ragheb (1993). These factors related to not only the individual's needs for social interaction and interpersonal relationships but also to the individual's need to relax, "chill out" or look after various leisure choices (Strigas, 2001).

A multivariate analysis of variance (MANOVA) was used to assess differences in motivation means regarding demographic (gender and class level). MANOVA results showed that there were statistically significant differences between gender on all three of the factors ($F = 4.32, p < .05$). "Egoistic" factor was rated more important by males ($M = 4.3$) than females ($M = 3.5$). "Social/Leisure" and "Altruistic" factors were rated more important by female ($M = 4.1, 3.3$) than males ($M = 3.5, 2.7$). However, there were no main effects for class level.

Volunteer service makes an incredible contribution to our society; colleges and universities should provide volunteer

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opportunities in establishing instruction about the importance of volunteerism among future leaders (Winniford et al., 1997). Volunteer service also plays a tremendous role in the overall success of various sport events (Williams, Dossa, & Tompkins, 1995). From these perspectives, it is important to undertake additional studies in relation to college student volunteerism. It is critical that college and university administrators clearly understand volunteer motivation for college students to more fully enhance the volunteer participation of students.