

## The Effects of Demographics and Motivation on Commitment of Volunteers in an Amateur Sport Event

*Keunsu Han, East Tennessee State University*

*Jerome Quarterman, Howard University*

**Management/leadership  
Abstract 2009-030**

**May 28, 2009  
1:30 PM**

**25 minute oral  
(Congree A/B)**

Volunteers are a critical part of the overall success of various sport events (Green & Chalip, 2004; Williams, Dossa, & Tompkins, 1995). Recently, an expectation of most sport event directors or managers is recruiting and retaining enough volunteers to fulfill the wide range of roles which are needed for a sport event to achieve its goals. In order to recruit and retain enough volunteers in sport events, it is crucial to clearly understand the demographic characteristics of volunteers, volunteer motivation and volunteer commitment. The primary purpose of this study was to confirm the multidimensionality of commitment and motivation among volunteers and examine the relationship among three selected demographic elements including income, education and age, motivation and commitment of the volunteers in an amateur sport event.

A self-reported instruments previously used by Turner (2005) and Strigas (2001) were used for this investigation. The instruments were revised by the authors for this study. A panel of experts was asked to thoroughly examine the questionnaires for content validity. A panel of experts included sport management professors (n=3), current volunteer coordinators in ING Georgia marathon running event (n=2), and individuals who had conducted research on sport volunteerism (n=2). The revised instrument included three sections: (a) Demographic Information, (b) The Motivation of Sport Volunteers questionnaire and (c) The Commitment of Sport Volunteers questionnaire.

Three hundred five (305) volunteers who participated in the ING Georgia Marathon event, an amateur marathon event with international participation were collected through on-site survey and used for data analysis. The multidimensionality of volunteer motivation and commitment and the structural model to investigate the relationships among the selected demographic characteristics (income, education and age), motivation and commitment were analyzed by Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM).

The results of the measurement models showed that the multidimensionality of volunteer motivation ( $\chi^2(278) = 722.0901$ ;  $p < .05$ ;  $\chi^2/df = 2.59$ ; RMSEA = .072; CFI = .98; and PNFI = .69) and commitment ( $\chi^2(55) = 119.1481$ ;  $p < .05$ ;  $\chi^2/df = 2.16$ ; RMSEA = .056; CFI = .99; and PNFI = .67) were confirmed. The structural model illustrated that the paths of selected demographic characteristics (income, education and age) and volunteer commitment were statistically significant. The path of volunteer motivation and commitment was also statistically significant. In other words, the sample data clearly showed that selected demographics (income, education and age) and volunteer motivation influence volunteer commitment ( $\chi^2(637) = 1338.1816$ ;  $p < .05$ ;  $\chi^2/df = 2.10$ ; CFI = .99; PNFI = .71; and RMSEA = .051).

This study contributes not only to an extension of the knowledge base of volunteerism in the field of sport management, but also to practical applications for volunteer coordinators, administrators and event marketers on the ways in which volunteers are managed in an amateur event.