Volunteer appeal is one of the imperatives which should be considered when sport organizations develop organizational strategies (Thibault, Slack, & Hinings, 1993) because they cannot operate sporting programs, activities, and events without the assistance of volunteers. Sport organizations should be aware of the needs of their target volunteers and provide what the volunteers want in order to successfully manage their volunteers. If individuals have more opportunities to achieve their needs and goals during their current volunteering experiences at an organization or an event, then they might feel satisfaction and continue their volunteering in the future (Keith, 2003). Therefore, in order to maintain a strong volunteer base with a higher retention rate, sport organizations have to develop long-term volunteer management strategies based on the understanding of the psychosocial aspects of current volunteers. This current empirical research is designed for fulfilling this necessary process in the context of marathon event volunteering.

The purpose of this study is two-fold: (1) to examine the influence of volunteers’ evaluation of their volunteer experiences from the event on intention to volunteer in the future through the mediating effect of volunteer satisfaction, and (2) to investigate the moderating effects of volunteer identification on this framework if it is supported with this empirical data.

The basic framework of this study embraces the following variables: fit evaluation based on volunteering experience, satisfaction, intention for future volunteering, and identification of volunteers. The model of this study is supported by existing theoretical and empirical literature (e.g., Galindo-Kuhn & Guzley, 2001; Mueller, Iverson, & Jo, 1999; Phelan, 1992; Vandenberghe, 2000). For a more detailed exploration of the variables, this study evaluated volunteer experience by measuring fit with individual volunteers and this marathon event adopting the concept of person-organization fit (Kristof, 1996). In addition, based on the review of literature regarding identification in sport studies (e.g., Funk & James, 2001, 2004; Gwinner & Bennett, 2008; Wann, 2002), we measured identification of volunteers reflecting the context of marathon volunteering. Then, we segmented the marathon volunteers as groups based on their level of identification.

Data were collected from a convenience sample of adult volunteers at the 2009 Chosunilbo Chuncheon Marathon in Korea. Among the 374 returned questionnaires, 345 successfully completed data will be used for data analysis.

Thirty-six items from validated instruments were used to measure the variables of this study. Specifically, each five items modified from the Sport Fandom Scale (Wann, 2002) were used to measure volunteer identification and marathon identification. Volunteer fit (Cable & Judge, 1996; Kim, Chelladurai, & Trail, 2007), volunteer satisfaction (Clary et al.’s, 1998), and intention to volunteer in the future (MacLean & Hamm, 2007) were measured with eight items, five items, and three items, respectively. Additionally, ten items seeking demographic data were included in the questionnaire.

Currently, data coding is in progress. After the data coding, we will analyze data with structural equation modeling (SEM) using Mplus v.4.2.1. For data analysis, a confirmatory factor analysis of the measurement model will be tested first and a structural model will be conducted with the entire sample to calculate the fit of the model of this study. Then, the moderating effect of volunteer identification will be tested using multiple-sample SEM.

This research will provide an opportunity for the host organization to evaluate their current volunteers and give them direction for the improvement of their volunteer program. Further research implications will be discussed based on the results of the study. As a part of the possible discussion, the host organization can develop a volunteer management plan based on the segments of volunteers suggested in this study, if the identification of volunteers does have a moderating effect. The established meaningful segments of volunteers can be utilized for the target...
marketing for recruiting and retaining volunteers for next year’s marathon event and the other events hosted by the organization.