

The Relationship Between Centrality, Volunteer Satisfaction, and Re-Participation Intentions of Older Adult Female Volunteers: The Case of Daegu IAAF World Championship Games

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Aging is inevitable for an individual from the moment of birth. However, the lifespan of these individuals has increased over time. The issue that everyone must confront in today's world is the quality of the later years and what opportunities and incentives might sustain or even enhance this quality. Pifer and Bronte (1986) argued, should the aging process include volunteer work, the elderly can experience a period of rebirth with the awakening of interests and enthusiasm, and new possibilities for being productive. This is especially important for females since their average life time in general is longer than males. Therefore, it is critical for the older adult females to participate in leisure activities, including sport volunteering, and continue to overcome problems associated with impoverishment, despondency, severance from society, and burden of dependency (Riley, 1988).

Sport volunteerism provides older females with opportunities to participate in the society while utilizing their experiences and abilities. As Stebbins (1992) suggested, volunteerism is one form of serious leisure, and continued participation in volunteerism contributes to resolving many problems older population possesses (Lee & Kim, 2012). Hence, it is crucial to investigate serious leisure qualities that influence volunteer experience and intention to continue. Recent studies in sport volunteerism have highlighted the importance of variables such as participation motives (Kim, 2008), intention to continue volunteering (Kang & Kim, 2006), volunteer satisfaction (Farley et al., 2007), emotional commitment, (Park, 2010), centrality (Park, 2010), and loyalty behaviors (Green & Chalip, 2004). In addition, Lee and Kim (2012) found a significant difference in older adult volunteers' intention to repeat volunteering and volunteer experience pertaining to the different characteristics of serious leisure. Despite the previous efforts, there is still lack of studies in sport volunteerism that involves older adult female volunteers, specifically in the domain of serious leisure. Therefore, the purpose of the current study is to incorporate the constructs of centrality, volunteer experience, and re-participate intention in a serious leisure behavior model of older adult female volunteers and compare the results pertaining to the different levels of serious leisure qualities. The subjects of the study were volunteers from the 2011 Daegu IAAF (International Association of Athletics Federation) World Championships Games. Total of 165 samples were collected and 140 valid samples were analyzed. Female volunteers over 60 years of age formed as the older adult group.

The serious leisure scale (Kim, 2009), which consists of 29 items, was utilized to measure 6 dimensions of serious leisure (i.e., perseverance, career, personal effort, intrinsic reward, identification, unique ethos). The work by Stukas et al., (2009) provided the scale (3 items) to measure volunteer satisfaction. The scale to measure centrality consisted 3 items adopted from McIntyre (1989). Lastly, 4 items were modified from the work provided by Park (2010) to measure re-participate intention. All items were assessed on a 7 point Likert scale.

Cronbach's alpha coefficient was used to measure internal consistency and confirmatory factor analysis was performed to confirm and construct validity. Hierarchical and k-Means clustering techniques were utilized to classify the different levels of serious leisure characteristics. Thereafter, independent t-test was conducted to compare the mean scores of the different groups in respect to volunteer satisfaction, centrality, and intention to re-participate. Structural equation modeling, in addition, was performed to test the causal relations of the variables in the hypothesized model.

Cronbach's alpha test (.82 - .96) result confirmed reliability according to the coefficient (.70) standard suggested by Murphy and Davidshofer (2001). Confirmatory factor analysis ($\chi^2=145.302$, SRMR=0.08, RMSEA=0.067, CFI=0.93, TLI=0.90) result confirmed construct reliability and construct validity (Brown&Cudeck, 1993). Hierarchical cluster analysis suggested two clusters to be incorporated for further k-means clustering. Naturally, two groups pertaining

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to the level of serious leisure characteristics were produced, high-group (n=84, M=6.63) and low-group (n=56, M=4.98). The results of the t-test ($t=5.173$, $df=121$, $p<.001$) indicated higher level of volunteer satisfaction for the high-group (M=6.64, SD=.81) than the low-group (M=5.57, SD=1.47). In terms of intention to re-participate, t-test ($t=5.895$, $df=121$, $p<.001$) revealed that high-group (M=6.62, SD=.76) has higher intention to re-participate than the low group (M=5.46; SD=1.42). As for centrality ($t=4.758$, $df=121$, $p<.001$) high-group (M=6.63, SD=.51) displayed higher intention to re-participate than the low group (M=4.98, SD=1.42).

The structural model that consists centrality, volunteer satisfaction, and re-participate intention demonstrated a good fit to the data ($\chi^2=87.308$, SRMR=.05, RMSEA=.059, CFI=.90, TLI=.90). Further, volunteer satisfaction fully mediated the association between centrality and re-participate intention. The SEM results pertaining to the different levels of serious leisure characteristics indicated good fits for both high-group ($\chi^2=$, SRMR=, RMSEA=, CFI=, TLI=) and low-group ($\chi^2=$, SRMR=, RMSEA=, CFI=, TLI=). Volunteer satisfaction partially mediated the relationship between centrality and re-participate intention in respect to volunteers in the high-group. Full mediation of volunteer satisfaction was identified within the low-group in terms of centrality and re-participate intention. The results of the study have several implications. First, volunteerism, as a serious leisure, could be classified into two groups based on the serious leisure level. In particular, low-group displayed serious leisure characteristics to a lesser extent than the high-group in terms of identity and unique ethos. Second, there was a significant difference in centrality, volunteer satisfaction, and re-participate intention between the two groups. This entails that improving serious leisure level will lead to increase in volunteer satisfaction and continued participation for older adult female volunteers. As for the low-group, in particular, developing a volunteer training program that aids volunteers to acquire identity and unique ethos is required for more positive results. For instance, having the volunteers wear a t-shirt that differentiates themselves from others, providing them with unique team names, and forming a small group in which they can share experience and culture are few examples that a program may consist. Third, there was a difference in the path that influenced volunteers' re-participate intention in respect to centrality. This result is consistent with McIntyre's (1989) research which demonstrated that centrality is a predictor for continued participation in recreation. Lastly, research results indicate that different management programs are required based on different serious leisure levels to encourage older adult female volunteers' re-participate intention. For example, for the low group it is important to increase their volunteer satisfaction level for continued participation. Therefore, programs such as, allowing them to work in the area which they prefer and assigning them with more important task may increase their satisfaction level. Reinforcing the importance of their roles in pre-training programs may also help enhance their level of satisfaction.

In essence, the current study provides valuable information for academia, practice, and individual female volunteers. Doherty and Carron (2003) stated that the existence of sport organizations may be in question without volunteers. The roles of volunteers are critical in successfully operating a sporting event. In this sense, utilizing older adult volunteers wisely may contribute to a successful outcome of a sporting event. In the meantime, it is important for older adult females to realize that volunteering in a sporting even based on the serious leisure approach may enhance the quality of their prolonged lives after retirement.

Detailed implications of the findings, limitations, and directions for future research will be discussed in the poster presentation.