

Investigation of Volunteer Motivation in Sports Events

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Abstract

The purpose of this research is to examine the volunteer motivations of individuals participating in sports events. The descriptive method, one of the quantitative research methods, was used in the study. The study group consists of 178 volunteers who participated in sports events in Turkey between the years 2021-2022 and were selected by simple random sampling method. As a measurement tool, Yıldız et al. (2015) "Sports Events Volunteer Motivation Scale" was used. In the analysis of the data, firstly, skewness and kurtosis analysis methods were used to test the normality distribution. In order to determine the differences between the variables, t-test and ANOVA tests were performed for related samples. Cronbach's Alpha analysis was applied to determine the reliability of the measurement tool. According to the data obtained from the research, no significant difference was found in the sub-dimensions of volunteering motivation in sports events in terms of gender, education, level of sports (amateur or professional) and the way of deciding to participate in sports events. According to the age of the participants, a significant difference was found in the sub-dimensions of 'purposeful' and 'solidarity', which are sub-dimensions of volunteering motivation in sports events. While this difference is in favor of the participants aged 31 and over in the purposeful sub-dimension, it is in favor of the participants aged 18-25 in the solidarity sub-dimension. Considering the sub-dimensions of volunteering motivation in sports events in terms of marital status, a significant difference was found in the 'purposeful' sub-dimension. Accordingly, the volunteering motivation level of the married participants in sports is higher than the male participants. As a result, in the purposeful sub-dimension of married participants; it is seen that participants aged 31 and over have higher scores in the purposeful sub-dimension, and participants aged 18-25 have higher scores in the solidarity sub-dimension. As a result, it is understood that the "Purposeful" sub-dimension has a higher average score than the other sub-dimensions, and that individuals who voluntarily take part in sports activities participate in accordance with the purpose of the activity in order to be beneficial to the society and other individuals.

Keywords: Sports Event, Volunteering, Motivation

Introduction

Today, sports have become an occupation that people make use of their spare time and attract the attention of individuals (Yaman and Duman, 2004; Altunbaş, 2018). Sport is an individual and social phenomenon in which people perform physically and mentally (İlhan & Gencer, 2013). Sports and sportive events have a very important place from past to present. The motivation of people plays an important role in participating in these events.

Motivation, in its simplest form, is defined as the direction and intensity of a person's efforts (Weinberg & Gould, 2015; Özgün, et al., 2017; Sarı & Sağ, 2021). In other words, motivation is internal and external stimuli that direct a person to a certain action (Yıldız and Doğu, 2021). While external stimuli are the benefits and rewards that are outside of the individual and will be obtained in the event of the fulfillment of the task, internal stimuli are the interest and pleasure in a task that is inside of the individual (Wann, 1997; Kaman et al., 2017). While individuals are sometimes more easily motivated by internal reasons, they are sometimes more easily motivated by external reasons (Malone & Lepper, 1997; İlhan & Gencer, 2013). External motivation can be defined as relying on noticeable rewards, while internal motivation can be defined as undertaking activity for his/her own purpose. Individuals tend to be internally motivated when they feel both competent and in control or when they decide by themselves (Dweck, 1986; Türkmen et al., 2013; İlhan & Gencer, 2013). The best way to understand motivation is to evaluate both the person and the situation and how these two interact with each other (Zorlu et al., 2020). More efficiency can be obtained from a motivated individual when s/he voluntarily participates in sports events.

Volunteering can be defined as an individual dedication of personal time, energy, knowledge and skills for the benefit of other people, groups or goals (Omoto et al., 2000; Weerakoon et al. 2021). Chelladurai (2006) states that volunteering is a unique type of pro-social behavior that typically takes place in an organizational context. In addition, Freeman (1997) defined volunteering as a form of work that does not depend on any financial return. Today, volunteers have become a valuable human resource in almost every part of society (Bang and Ross, 2009). Their motivation is important since volunteering activities do not have a financial return.

The most important point that motivates volunteers is that they want to help others. *Contemporary volunteering thought is more project-centered in terms of scope, time and structure of volunteer participation and includes specific expectations. Particularly, it is seen that volunteers working in the field of social services have different motivations such as thinking about others, establishing social communication, being in events for their personal interests, and meeting their emotional needs. When approaching volunteering in terms of recreational events, it is argued that there may be a desire to "do something with others and have a good time doing it"* (Bang & Ross, 2009; Berber & Terekli, 2019). Volunteers, who have become a valuable human resource in a large part of the society, have a great role in sports events.

The success of many sports events depends on the people who participate in these events voluntarily (Khoo and Engelhorn, 2007). Especially the events in the sports sector are mainly based on volunteers. It is because, naturally, a large amount of workforce is needed to realize sportive events (Berber and Terekli, 2019). The sports industry relies heavily on volunteers, as the creation and delivery of sports services often requires large numbers of manpower. The benefits of volunteering for institutions have been emphasized by scientists (Chelladurai & Madella, 2006; Cravens, 2006; Cuskelly & Boag, 2001). In particular, it is known that many volunteers take part in international sports events. It can be said that the biggest share in the

success of these events falls on the individuals who participate voluntarily (Giannoulakis et al., 2008). The high motivation of volunteers, who have a great share in the success of sports events, can facilitate the success of the event. Therefore, in this study, it is aimed to examine the volunteering motivations of individuals who take part in sports events.

Method

The descriptive method, one of the quantitative research methods, was used in the study. The sample of the study consists of 178 volunteers who participated in sports events in Turkey between the years 2021-2022 and were selected by simple random sampling method. "Sports Events Volunteer Motivation Scale" developed by Yıldız et al. (2015) was used as a measurement tool. In the analysis of the data, firstly, skewness and kurtosis analysis methods were used to test the normality distribution. In order to determine the differences between the variables, t-test and ANOVA tests were performed for related samples. Cronbach's Alpha analysis was applied to determine the reliability of the measurement tool.

Data Analysis

In the analysis of the data, firstly, skewness and kurtosis analysis methods were used to test the normality distribution. In order to determine the differences between the variables, t-test and ANOVA tests were performed for related samples. Cronbach's Alpha analysis was applied to determine the reliability of the measurement tools. In the statistical analysis and interpretation of the data, the significance level of $p < 0.05$ was taken into account.

Table 1. Demographic Information of Participants

Personal Information		Frequency (f)	Percentage (%)
Gender	Female	98	55.1
	Male	80	44.9
Age	18-25 years	114	64
	26-30 years	17	9.6
	31 years and above	47	26.4
Marital Status	Single	142	79.8
	Married	36	20.2
Educational Level	Secondary-High School	11	6.2
	Undergraduate	144	80.9
	Graduate	23	12.9
Are you interested in a sport as an amateur or professional?	Yes	138	77.5
	No	40	22.5
How did you decide to volunteer at sporting events?	Social media	35	19.7
	Friend recommendation	69	38.8
	Educational institution	54	30.3
	Print media and poster announcement	11	6.2
	Internet	9	5.1

Findings

Table 2. Reliability, skewness and kurtosis values of the data

Sub-dimensions	$\bar{x} \pm SD$	Skewness	Kurtosis	C. Alpha
Purposeful	4.63±0.48	-1.48	1.54	0.80
Solidarity	4.27±0.74	-0.94	0.21	0.84
Commitment	3.17±0.91	0.13	-0.66	0.77
Personal Interest	4.02±0.64	-0.56	0.18	0.64

Since the skewness and kurtosis values ranged from +2 to -2, the data were considered to have a normal distribution. In addition, the Cronbach's Alpha internal consistency coefficients of the sub-dimensions were calculated as 0.80 for Purposeful, 0.84 for Solidarity, 0.77 for Commitment, and 0.64 for Personal Interest, respectively.

Table 3. t-test analysis results for gender-based opinions

Sub-dimensions	Gender	N	$\bar{x} \pm SD$	t	p*
Purposeful	Female	98	4.64±0.48	.488	.627
	Male	80	4.61±0.49		
Solidarity	Female	98	4.32±0.72	.981	.328
	Male	80	4.21±0.77		
Commitment	Female	98	3.19±0.91	.359	.720
	Male	80	3.14±0.93		
Personal Interest	Female	98	4.04±0.65	.461	.645
	Male	80	3.99±0.62		

When Table 3 is examined, no significant difference was found in the sub-dimensions of the Sports Events Volunteer Motivation Scale according to the gender variable.

Table 4. t-test analysis results for opinions according to marital status

Sub-dimensions	Marital Status	N	$\bar{x} \pm SD$	t	p*
Purposeful	Married	36	4.78±0.36	2.18	0.03
	Single	142	4.59±0.50		
Solidarity	Married	36	4.15±0.75	-1.14	0.25
	Single	142	4.31±0.74		
Commitment	Married	36	3.28±0.90	0.79	0.42
	Single	142	3.14±0.92		
Personal Interest	Married	36	4.02±0.53	0.07	0.99
	Single	142	4.02±0.66		

When Table 4 is examined, a significant difference was found according to the marital status variable as a result of the t-test analysis applied on the average of the participants' opinions in the "purposeful" ($t=2.18$; $p<0.05$) sub-dimension of the Sports Events Volunteer Motivation Scale. Accordingly, the average scores of married participants are higher than those of single participants.

Table 5. t-test analysis results for opinions according to whether they are interested in sports as an amateur or professional.

Sub-dimensions	Amateur or Professional	N	$\bar{x} \pm SD$	t	p*
Purposeful	Yes	138	4.62±0.48	-.415	0.67
	No	40	4.65±0.48		
Solidarity	Yes	138	4.27±0.74	-.017	0.98
	No	40	4.28±0.75		
Commitment	Yes	138	3.13±0.92	-1.02	0.30
	No	40	3.30±0.90		
Personal Interest	Yes	138	4.03±0.64	0.57	0.54
	No	40	3.97±0.64		

When Table 5 is examined, no significant difference was found in the sub-dimensions of the Sports Events Volunteer Motivation Scale according to the variable of being interested in sports as an amateur or professional.

Table 6. One-way analysis of variance (ANOVA) for participant opinions according to age

Sub-dimensions	Age	N	$\bar{x} \pm SD$	F	p*	Difference
Purposeful	18-25 years	114	4.56±0.53	3.24	0.04	18-25 years <31 years and above
	26-30 years	17	4.76±0.38			
	31 years and above	47	4.74±0.36			
Solidarity	18-25 years	114	4.37±0.68	7.47	0.00	18-25 years <31 years and above
	26-30 years	17	4.58±0.53			
	31 years and above	47	3.94±0.85			
Commitment	18-25 years	114	3.21±0.90	0.46	0.62	-
	26-30 years	17	3.01±0.99			
	31 years and above	47	3.11±0.94			
Personal Interest	18-25 years	114	4.03±0.64	1.40	0.24	-
	26-30 years	17	4.20±0.56			
	31 years and above	47	3.91±0.64			

One-way analysis of variance (ANOVA) for participant opinions according to age is presented in Table 6. In the "purposeful" sub-dimension [$F(2, 175) = 3.24, p < .05$] and in the "Solidarity" sub-dimension [$F(2, 175) = 7.47, p < .05$] of Sports Events Volunteer Motivation Scale, a significant difference was found. LSD multiple comparison test was performed to determine between which groups there was a significant difference.

In the "Purposeful" sub-dimension, it was determined that the mean score of the participants aged between 18-25 was lower than the mean score of the participants aged 31 and above. In the "Solidarity" sub-dimension, it was determined that the mean score of the participants aged between 18-25 was higher than the mean score of the participants aged 31 and above.

Table 7. One-way analysis of variance (ANOVA) for participant opinions according to education level

Sub-dimensions	Education	N	$\bar{x} \pm SD$	F	p*	Difference
Purposeful	Secondary-High School	11	4.62±0.17	0.10	0.90	-
	Undergraduate	144	4.62±0.48			
	Graduate	23	4.67±0.50			
Solidarity	Secondary-High School	11	4.13±0.82	0.21	0.80	-
	Undergraduate	144	4.28±0.75			
	Graduate	23	4.28±0.67			
Commitment	Secondary-High School	11	2.90±0.79	1.15	0.31	-
	Undergraduate	144	3.22±0.88			
	Graduate	23	2.98±1.12			
Personal Interest	Secondary-High School	11	3.89±0.70	0.29	0.74	-
	Undergraduate	144	4.02±0.64			
	Graduate	23	4.07±0.61			

One-way analysis of variance (ANOVA) of the participants according to the education variable is presented in Table 7. According to the education variable, no significant difference was found in the sub-dimensions of the Sports Events Volunteer Motivation Scale.

Table 8. One-way analysis of variance (ANOVA) for participant opinions according to the decision to participate in sports events

Sub-dimensions	Decision-making status	N	$\bar{x} \pm SD$	F	p*	Difference
Purposeful	Social media	35	4.71±0.44	0.39	0.81	-
	Friend recommendation	69	4.60±0.49			
	Educational institution	54	4.59±0.48			
	Print media and poster announcement	11	4.68±0.49			
	Internet	35	4.62±0.63			
Solidarity	Social media	69	4.47±0.64	1.10	0.35	-
	Friend recommendation	54	4.21±0.82			
	Educational institution	11	4.29±0.69			
	Print media and poster announcement	35	4.22±0.74			
	Internet	69	4.00±0.71			
Commitment	Social media	54	3.20±1.08	1.33	0.26	-
	Friend recommendation	11	3.18±0.93			
	Educational institution	35	3.28±0.80			
	Print media and poster announcement	69	2.89±0.85			
	Internet	54	2.61±0.67			
Personal Interest	Social media	11	4.14±0.69	0.89	0.47	-
	Friend recommendation	35	3.93±0.64			
	Educational institution	69	4.05±0.59			
	Print media and poster announcement	54	4.12±0.62			
	Internet	11	3.87±0.68			

In Table 8, one-way analysis of variance (ANOVA) according to the decision-making status of the participants is presented. According to the decision-making variable, no significant difference was found in the sub-dimensions of the Sports Events Volunteer Motivation Scale.

Discussion and Conclusion

In this study, which was carried out to examine the volunteering motivations of individuals participating in sports events according to different demographic variables, it was determined that the "purposeful" sub-dimension has the highest score when the mean scores of the volunteers were taken into account. However, "solidarity" and "personal interest" sub-dimensions are motivational factors with high mean scores. Apart from these dimensions, there is the last sub-dimension of "commitment" with the lowest mean score. There are studies in the literature parallel to this result. In the study conducted by Bektaş (2021) on volunteering motivation in sports events, it is seen that the mean score of the "purposeful" sub-dimension is higher than the mean score of the other sub-dimensions. When we look at the items of the purposeful sub-dimension, there are generally statements that are beneficial for the society and that the sports events are successful. According to Berrakçay and Güran (2019), volunteering is defined as "working in order to be beneficial to other individuals and to be a useful individual to the society, without expecting any financial return". This definition explains why the "purposeful" sub-dimension is at the top of the motivation factors of individuals who volunteer in sports events.

When the motivation factors for volunteering were examined according to the gender variable, no significant difference was found between male and female participants. Looking at the literature, it is seen that in the study conducted by Bektaş (2021), similar results were obtained in terms of volunteering motivation according to gender. However, in the studies conducted by Berber and Terekli (2019), Er and Güzel Gürbüz (2021), a significant difference was found in terms of volunteering motivation according to gender. Accordingly, in these

studies, it was revealed that female volunteer participants were more motivated than male participants. The reason for this is the high importance of voluntary participation in women's leisure attitudes (Gümüş et al., 2019).

According to the marital status variable, in the "purposeful" sub-dimension, the mean scores of the married participants for volunteering motivation are higher than the single participants. Although there is no statistically significant difference in the "commitment" sub-dimension, when the mean score is considered, it was determined that the volunteering motivation of the married participants is higher. In parallel with this result, studies by Bektaş (2021) and Bang and Chelladurai (2009) show that married volunteers show higher motivation than single volunteers. In many studies (Rohs, 1986; Berger, 1991; Wymer et al., 1996; Berber, 2015; Ardahan, 2016), It was emphasized that being married had an effect on voluntarism. However, there are also studies stating the opposite (Fişne, 2017; Bulut, 2021; Cicik & Akdağ, 2021). According to these studies, it is seen that the motivation of single volunteers is higher than that of married volunteers. The reason for this is that single individuals have more time for volunteering events.

There was no significant difference in motivation factors according to whether they are interested in sports as an amateur or professional. On the other hand, it is seen that the majority of the participants are interested in a sport branch as an amateur or professional. Downward and Ralston (2006) reached very interesting results in their study in which they examined the studies revealing the demographic characteristics of the volunteers. According to this, it is revealed that approximately one fourth (26%) of the individuals who voluntarily participate in the events do sports actively. In the study conducted by Bektaş (2021) on 311 volunteers, it is seen that 72.2% of the participants are interested in a licensed sports branch. This result shows that the voluntary participation of people who are interested in a sport branch as an amateur or professional is higher than those who have not been involved in any sport before.

There is a significant difference in the "purposeful" and "solidarity" sub-dimensions in terms of motivation factors according to the age of the volunteers participating in the sports events. In the "purposeful" sub-dimension, the mean score of the participants aged between 18-25 is lower than the mean score of the participants aged 31 and above. There are also findings opposite to this result in the literature. For example, in a study conducted by Berber and Terekli (2019) on volunteering motivation, it is seen that the mean scores of people aged 25-59 in the "goal-oriented" sub-dimension are lower than those under the age of 24.

In the "solidarity" sub-dimension, the mean score of the participants aged between 18-25 is higher than the mean score of the participants aged 31 and above. In general, the concept of solidarity matures with age (Ulusoy et al., 2013). In this respect, this result is not similar to the literature. However, the higher mean scores of younger participants can be explained by their career goals. It is because there is a difference between the career orientation perceptions of those who participated in volunteering events before and those who did not. Those who have not volunteered before think that volunteering will contribute more to their careers. As a result, it is more important for those who have not volunteered before to include volunteering experience in the CV (Atci et al., 2014). From this point of view, the higher volunteering motivation scores of younger participants can be explained as a natural result.

No significant difference was found in the sub-dimensions of the scale according to the educational status variable. In other words, the educational status of the participants is similar in terms of volunteering motivation in sports events. Atci et al. (2014) also found no significant difference between education status and education level. Moreover, in studies on

volunteerism in the literature (Bulut, 2021; Yıldız et al., 2015; Atci et al., 2014), it is seen that the participants are generally educated people. The reason for this may be that the volunteers were selected from among trained individuals. This is because people who are experts in their fields and have a high level of education positively affect the efficiency, impact and quality of their work (Göker, 2009).

There is no significant difference in the sub-dimensions of the scale in terms of motivation factors according to the decision of the volunteers participating in the sports events to participate in the volunteering events. Volunteering is generally done for reasons such as establishing social networks and creating corporate identity (Becker and Dhingra, 2001) as well as individuals' desire to help society (Neely et al., 2021).

As a result, it can be said that the age and marital status of the individuals participating in sports events are related to their motivation. In addition, the fact that the "purposeful" sub-dimension has a higher mean score than the other sub-dimensions means that individuals who voluntarily take part in sports events participate in accordance with the purpose of the event in order to be beneficial to the society and other individuals. In addition, it can be said that the motivation of individuals who participate voluntarily in accordance with the purpose of the sports event will be higher in these events. For this reason, it is important that voluntary individuals participating in sports events participate in the purpose of the sports event and for their own purposes

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