

# Motivation and satisfaction in university sports volunteering

SALVADOR ANGOSTO , ARTURO DÍAZ-SUÁREZ, JOSÉ MARÍA LÓPEZ-GULLÓN

*Faculty of Sports Sciences, University of Murcia, Spain*

## ABSTRACT

The aim of this study is to determine the motivation of the university sports volunteer by comparing the results according to gender and previous experience, as well as to observe which motivation factor has the greatest influence on satisfaction with the specific motivations of the volunteer. The study was cross-sectional by questionnaire, with 128 university volunteers interviewed who participated in a sports volunteering programme. The instruments used were a sample of 128 university volunteers who were given the VFI and another to assess satisfaction. The questionnaire was conducted online. The results show that both men and women feel motivated in the dimensions of Understanding, Values and Enhancement, obtaining above-average results in these motivational profiles. According to experience, volunteers with more experience had higher scores. Satisfaction with motivation can be predicted by enhancement, understanding and protective. The results of this study will help to deepen the motivational profile of volunteering in the sports and university context. It will also allow organizations to better manage volunteering - and to improve the quality of life of their employees. Universities are an important volunteer base, not only social but also more and more in sports, making it necessary to evaluate the motivational profile and satisfaction of this potential group to be a volunteer once their academic stage is over.

**Keywords:** Sport event; Volunteering; University; Motivation; Satisfaction; VFI.

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 **Corresponding author.** *Faculty of Sports Sciences, University of Murcia, Spain.*

E-mail: [salvador.a.s@um.es](mailto:salvador.a.s@um.es)

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## INTRODUCTION

Volunteering is an essential part of modern society in many countries because of the contribution it has made within the community at different levels (Wicker & Hallman, 2013). Governments do not have the necessary human resources to implement determined social policies, emphasizing the social labour of the volunteer for a better development of the country, where an adequate management of the volunteer increases the effectiveness of the voluntary work (International Labour Organization, 2011). In the field of sports, there is a renaissance and consolidation of volunteerism, especially in the context of sports events (Hassan & Harding, 2018). Thus, it is essential to build a good relationship between volunteer staff and sports event organizers to help have a strong participation in sports events (Kim et al., 2018). Since the 1990s, a wide variety of methods have been adopted and have become increasingly rigorous in sports volunteering as research has progressed (Wicker, 2017).

The demand for episodic volunteering has increased due to the increase in the number of sports events in recent years (Holmes & Smith, 2009). Volunteer staff is an important factor in the success of a sports event regardless of the size of the event, e.g., mega sports events such as the Olympic Games require thousands of volunteers to function (Kemp, 2002), small-scale events only need to involve dozens of volunteers in order to run successfully (Strigas & Jackson Jr, 2003). The success of an event will depend, to a large part, on the volunteer staff who collaborate in its celebration, without volunteers it would be difficult to carry out any type of sports, tourist or recreational event (Chelladurai & Kerwin, 2017), taking on important social relevance in these contexts (Shariffar et al., 2011). Volunteers are usually enthusiastic and friendly people who work at the event by their own choice, contributing their time and effort without any monetary reward (Kim et al., 2007). All organizations, public and private, responsible for the organization of sports events consider volunteer staff as a great support that plays an essential role within the organization and becomes a real added value.

Volunteering generates multiple social and economic benefits annually. The social benefits are difficult to evaluate due to the intangible nature of volunteering (United Nations Development Programme, 2003). The 2018 State of the World's Volunteerism Report (United Nations Volunteer, 2018) puts the full-time workforce at 109 million people with 30% being formal volunteerism and more females volunteering through different organizations and associations at 57% compared to 43% of males. Volunteer Canada (2015) estimates that approximately 44% of the Canadian population (about 12.7 million people) participated in more than two billion hours as volunteers, equivalent to about one million full-time jobs.

In Australia, around 43.7% of the adults participated at least once as a volunteer during 2016, providing 932 million volunteer hours (McGregor-Lowndes et al., 2017). National Council of Voluntary Agencies (2018) estimated that approximately one-fifth of the population (22.0%) of United Kingdom participated at least once a month. However, the Spanish data are lower than those of other countries such as Australia, Canada or United Kingdom where there was also a decrease in the number of volunteers in 2016 from 9.3% to 8.5% of the total population compared to the previous year (Volunteer Observatory, 2017).

In the context of sports volunteering, in Canada it represented 24% of the total number of volunteers and 18% of the total number of volunteer hours during the whole year 2014 (Statistics Canada, 2015). The large majority of volunteer actions in Canada involved organizing sport events (46%) or fundraising for different organizations (45%). General Social Study (Australian Bureau Statistics, 2015) in Australia reported that sports volunteering ranged from 18.4% in the youngest population aged 18-24, 20.7% in the population aged 35-44 and reached 30.1% in the population aged 45-54, with more men than women participating. In turn,

Volunteer Observatory (2017) obtained only 3.7% of the population aged 18 years old and over volunteering in the sports sector in Spain. Alexander et al. (2015) argued that there is a likelihood that the existing diversity in relation to the previous background and characteristics of everyone may affect the motives, desires, needs and behaviour of volunteers. The aim of this study is to find out the motivation of university sports volunteers by comparing results according to gender and previous experience, as well as to observe which motivation factor has the greatest influence on satisfaction with the specific motivations of the volunteer.

## **Literature review**

### *Motivation*

Motivation is the most common theoretical construct used in research on volunteering in the context of sport (Clary et al., 1998; Farrell et al., 1998; Strigas & Jackson Jr, 2003), trying to explain the reasons why a subject behaves in one way or another (Barkley, 2010). Furthermore, motivation in volunteering is a complex topic, since there are no specific and concrete reasons why a person decides to be a volunteer, each individual act according to his or her own and personal reasons when it comes to be part of a team of volunteers. Numerous studies have linked motivation to other factors finding that motivation is a determining factor in commitment or satisfaction (Bang & Ross, 2009; Han et al., 2013), although most studies have only addressed motivation. It is important to segment volunteering as it allows for a better understanding of the diverse range of factors that can influence volunteering at a sports event (Schlesinger & Gubler, 2016).

Motivation is a key construct when trying to understand an individual's decision to be a volunteer, thus a better understanding of the volunteer's motivation and characteristics will allow for better decision making (Kim et al., 2018). Different authors attempt to analyse from different perspectives what really underlies the motivations of the volunteer movement (Clary & Snyder, 1999), and there are numerous studies that have investigated volunteering at sports events with respect to the characteristics of volunteers (Dickson et al., 2015; Hallmann & Harms, 2012). The factors that motivate a person to volunteer and stay in the organization can be classified into two theoretical categories: benefits focused on others, that is, those they would achieve for others (heterocentric) and self-centred motives (self-centred), those they intend to achieve for themselves (Omoto et al., 2010).

The literature suggests numerous theoretical proposals for the motivations of volunteering in the general and sports context. Clary et al. (1998) developed the multifactorial model by elaborating the Volunteer Functions Inventory (VFI) with the aim of explaining the multiple motivations that can determine the development of voluntary participation, where taking a functional approach, motivation plays a determining role in the evolutionary process of volunteering. This model has been used in the context of sports (Alexander, et al., 2015; Güntert et al., 2015; Johnson et al., 2016; Kim et al., 2019a). Other model have been based on incentives approach (normative, affective and utilitarian) such as the general motivation proposal applied to sports volunteering as and the Special Event Volunteer Motivation Scale (SEVMS) elaborated by Farrell et al. (1998). Bang and Ross (2009) designed the Volunteer Motivation Scale for International Sporting Events (VMS-ISE), which is one of the most widely used in a sporting context (Bang et al., 2019; Vetitnev et al., 2018) and to a lesser extent the Olympic Volunteer Motivation Scale (OVMS) by Giannolaukis et al. (2007).

Studies such as those carried out by Clary et al. (1998) and Farrell et al. (1998) have increased knowledge about motivation in volunteering in general and have been used more than other instruments, but it is necessary to know the motivation of the volunteer in different contexts of sporting events. Kenyatta and Zani (2014) indicate that the different motivations that influence volunteer staff may vary over time, regardless of the organization, because of the satisfaction and socialization in volunteer participation.

### *Satisfaction*

Satisfaction is also an important construct in the context of volunteering, and high satisfaction could have a positive impact on a volunteer's intentions to continue volunteering. Satisfaction may be the variable that has the most influence on the permanence of volunteers when contrasted with the organizational reality (Greenslade & White, 2005). Vecina et al. (2009) found that volunteers who are satisfied with their motivations and the voluntary tasks they perform, as well as with the management performed by the organisation, continue and those with a lower degree of satisfaction drop out.

The satisfaction of the volunteer can be evaluated through the motivations of the volunteer, which can help to measure the degree of satisfaction that the volunteer obtains in his participation, attending to his initial expectations and those obtained. Satisfaction has a direct impact on permanence, sense of belonging to the community, commitment and feeling of usefulness. The sense of belonging to a community has a positive effect on the commitment to the organization of an event, and their commitment to the organization would have an effect on job satisfaction (Costa et al., 2006).

Farrell et al. (1998) indicate that volunteer satisfaction with experiences is not the only way to satisfy expectations but is also related to satisfaction with the facilities or organization of the event itself. However, the results obtained in studies of non-sports volunteering are contradictory, while there are studies which find a direct relationship between satisfaction and motivation (Bang & Ross, 2009) or satisfaction with permanence (Greenslade & White, 2005). Other authors who find an indirect relationship with tenure (Vecina & Chacón, 2005) and those authors who find no relationship (Finkelstein et al., 2005).

It has also been observed that some of the factors related to increased satisfaction of volunteers with their activities occur when there is compatibility between their tasks and functions, that is, when they feel that their work is essential, beneficial and meaningful (Soto-Lago et al., 2017). A positive experience in participating in a volunteer programme receiving positive support and recognition could be an influential factor in future intentions to continue volunteering (Aisbett et al., 2015).

Recently Kim et al. (2019b) assessed the main factors affecting volunteer satisfaction at sport events. They found that organisational support is a factor that directly influences the satisfaction of specific volunteers such as media workers, which in turn influences their own intentions to participate in mega sport events. In a similar study in other Olympic Games, Kim et al. (2019c) also found that determinants of satisfaction such as satisfaction of volunteers' general needs and volunteers' satisfaction with volunteer management have positive effects, depending on the level of volunteer participation.

## **METHOD**

### ***Sample***

The sample was composed of 128 university sports volunteers who belonged to the University of Murcia, 60.2% of whom were female and 39.8% male, with an average age of  $23.49 \pm 7.5$  years and a previous experience in volunteering of  $2.41 \pm 2.6$  years. The great majority carried out the voluntary work as part of the sport structure of the event (95.3%) and the rest as part of the civil protection. 72.7% were students and worked at the same time, the same percentage of those volunteers who did not belong to any club or association, followed by those who belonged to a sports club (16.4%), association (6.3%) and both (4.7%).

Table 1. Demographic information of volunteers.

<b>Category</b>	<b>Mean(SD)</b>
Age	23.49(7.5)
Previous experience	2.41(2.6)
<b>Category</b>	<b>F(%)</b>
<i>Gender</i>	
Male	51(39.8)
Female	77(60.2)
<i>Type</i>	
Sport volunteer	122(95.3)
Civil Protection	6(4.7)
<i>Employment situation</i>	
Student and worker	93(72.7)
Student	35(27.3)
<i>Affiliation</i>	
Club	93(72.7)
Association	8(6.3)
Both	21(16.4)
No	6(4.7)

### **Instrument**

The instruments used for data collection were to measure the motivation of sports volunteering, the Volunteer Functions Inventory (VFI) designed and validated by Clary et al. (1998). This instrument consists of 30 items with a seven-point Likert response scale (1 - Not important; 7 - Extremely important). The questionnaire is structured in 6 subscales: i) protective; ii) values; iii) career; iv) social, v) understanding; and vi) enhancement. The reliability of the scale had a Cronbach's alpha value of .952. In turn, the inventory prepared by Vecina et al. (2009) was used to evaluate the satisfaction of the volunteer, consisting of 17 items with a seven-point Likert response scale (1 - Strongly Disagree; 7 - Strongly Agree). The questionnaire had three dimensions: i) satisfaction with specific motivations; ii) satisfaction with the management of the organization; and iii) satisfaction with voluntary tasks. The reliability of the scale was a Cronbach alpha of .937.

### **Procedure**

The study was carried out in conjunction with the Diversity and Volunteer Services of the University of Murcia. The researcher SA was the coordinator of the sports volunteering program that covered the participation as volunteers of the university students in three sports events developed in the Region of Murcia between February 8, 2017 and March 15, 2018. The sports events were a canoeing regatta in the Segura River, a Spanish Olympic Wrestling Championship and a multisport festival in Murcia. The questionnaires were passed on to the participants by e-mail and through a link to the coordinator's WhatsApp group with the volunteers. The period for completing the survey was two weeks after the end date of the last event. The research had the favourable report of the Bioethics Committee of local university (2056-2018).

### **Data analysis**

The statistical package SPSS version 24.0 (IBM, Chicago, IL) has been used for data analysis. Different techniques were used to analyse the data: descriptive analysis of the variables, with the calculation of the descriptive parameters; mean, standard deviation, frequency and percentage. A Pearson correlation test was performed to observe the relationship between variables. Comparative statistics were made using the t-Test for independent samples to observe the possible existence of differences according to gender and previous

experience. Finally, a multiple regression was performed to know the predictive variables of the future intentions of the volunteer. Effect size was calculate guiding the lines of Cohen (1992). The significance level was established at a value of  $p \leq .05$ .

## RESULTS

### **Descriptive and correlation analysis**

Table 2 shows the descriptive analyses and correlations of the study variables. The highest scored motivational factor was Understanding, followed by Value and Enhancement, while the rest of the factors had scores below five points, the lowest value being Protective. Satisfaction with volunteering was high, with satisfaction with voluntary tasks standing out, while the other factors had a slightly lower score.

Table 2. Descriptive and correlation analysis of the study variables.

Category	Mean(SD)	1	2	3	4	5	6	7	8	9
1. Career	4.84(1.4)	1								
2. Social	4.57(1.2)	.519*	1							
3. Values	5.51(1.0)	.558*	.538*	1						
4. Enhancement	5.02(1.2)	.732*	.554*	.638*	1					
5. Protective	4.20(1.4)	.683*	.524*	.529*	.730*	1				
6. Understanding	5.64(1.1)	.679*	.481*	.695*	.707*	.554*	1			
7. Satisfaction with the management	5.28(1.2)	.374*	.324*	.443*	.485*	.336*	.472*	1		
8. Satisfaction with Specific Motivations	5.22(1.1)	.754*	.622*	.652*	.802*	.723*	.771*	.549*	1	
9. Satisfaction with volunteer activities	5.59(1.0)	.472*	.359*	.570*	.548*	.384*	.628*	.653*	.614*	1

Note: \* $p < .01$ .

Correlation analysis (Table 2) showed significant and positive relationships between all variables ( $p \leq .01$ ). Motivation dimensions had moderate to high relationships. Similar results were obtained for the relationships between satisfaction factors with a moderate-high level. In general, the relationships between motivation and satisfaction factors were moderate with a minimum relationship  $r = .324$ , to a lower extent, there were high relationships such as the one existing between satisfaction towards specific motivations and motivation towards personal improvement ( $r = .802$ ).

### **Comparative analysis**

The results of the variables according to gender and experience are shown in Table 3. The volunteers presented different profiles according to the motivations, males showed a better assessment of motivations towards Career, Enhancement and Understanding than females, while the remaining factors were scored better by females than males. In general, males had a higher satisfaction than females, being the most valued satisfaction the one oriented towards voluntary tasks. Effect size showed a medium effect in Values and small effect in Career according to gender. No statistically significant differences were found in any variable by gender ( $p > .05$ ).

Regarding the experience among those students with less than one year of experience in volunteering and those who already had previous experience, the motivational profile was similar, highlighting in both groups the motivation towards Understanding, a high motivation towards Values and Enhancement. The lowest

motivation was the Protective in both cases. Satisfaction also had a similar pattern for both groups with the highest being oriented towards voluntary tasks. There was a small in Social motive concerning experience level. There were no significant differences between any variable ( $p > .05$ ).

Table 3. Comparative analysis by gender and experience.

Category	Male	Female	p-value	d	Under 1 year	1 year or more	p-value	d
	Mean(SD)				Mean(SD)			
1. Career	5.09(1.4)	4.69(1.4)	.120	0.28	4.81(1.4)	4.88(1.5)	.784	-0.05
2. Social	4.57(1.1)	4.58(1.2)	.956	-0.10	4.40(1.2)	4.71(1.2)	.145	-0.26
3. Values	5.47(1.0)	5.53(1.0)	.740	-0.60	5.42(0.9)	5.57(1.0)	.384	-0.16
4. Enhancement	5.10(1.1)	4.96(1.3)	.517	0.12	4.92(1.3)	5.08(1.6)	.462	-0.13
5. Protective	4.17(1.3)	4.20(1.5)	.886	-0.03	4.14(1.5)	4.23(1.4)	.734	-0.06
6. Understanding	5.75(1.1)	5.58(1.2)	.429	0.14	5.55(1.2)	5.72(1.1)	.404	-0.15
7. Satisfaction with the management	5.34(1.1)	5.23(1.3)	.591	0.10	5.19(1.2)	5.34(1.2)	.483	-0.13
8. Satisfaction with Specific Motivations	5.31(1.0)	5.16(1.2)	.449	0.14	5.14(1.2)	5.28(1.1)	.508	-0.12
9. Satisfaction with volunteer activities	5.76(0.9)	5.47(1.0)	.100	0.30	5.55(0.8)	5.61(1.1)	.679	-0.07

Note: d: Cohen's d; 0.20: small effect, .50: medium effect, .80: large effect.

### Regression analysis

The model proposed in the multiple linear regression had as dependent variable Satisfaction towards the specific motivations, which is closely related to the different motivations studied (independent variables). The model showed that the predictive variables that best helped to determine Satisfaction towards the specific motivation were the motivation of Understanding, Protective and Social. The validity of the regression model was checked by means of the ANOVA test and it was found to be significant, indicating that the independent variables explain significantly ( $p \leq .001$ ) the dependent variable ( $F(127) = 123.82; p \leq .001$ ).

Table 4. Coefficients of multiple regression analysis.

	Beta	T	Sig	TOL	VIF
Understanding	0.476	8.50	.001	0.643	1.555
Protective	0.349	6.06	.001	0.607	1.647
Social	0.210	3.83	.001	0.673	1.486

Note. Dependent variable: Satisfaction with specific motivation.

The model obtained a  $r = .886$  and a  $R^2 = .75$ , that is, the predictor variables allow explaining 75.0% of the dependent variable. The Durbin-Watson statistician had a value close to two points ( $D-W = 1.78$ ) indicating that the independent variables were good estimators of the Satisfaction toward specific motivation. The summary of the model and the coefficients of each variable are shown in Table 4.

### DISCUSSION AND CONCLUSIONS

The aim of this study was to find out the motivation and satisfaction of the university sports volunteer by comparing the results according to gender and the student's previous experience, as well as to observe which

motivation factor had the greatest influence on the Satisfaction with the specific motivations. In the present study, a greater predominance of females than males were found. Numerous studies on sports volunteers have shown that female participation tends to be in greater proportion to male participation in the case of mega sports events (Bang et al., 2019; Kim et al., 2019a; Vetitnev et al., 2018) or in smaller scale events (Bang & Ross, 2009; Han et al., 2013). However, other studies that have evaluated student participants in sports volunteering have had a higher proportion of men than women (Johnson et al., 2016; Van den Berg et al., 2015).

According to the general results of the motivations of university sports volunteers, the factors that stood out the most were Values and Understanding. Günter et al. (2015) also found that volunteers at the European Football Championship in 2008 had a profile focused on these same factors. Shariffar et al. (2011) also found the motivational factors Understanding and Values, furthermore they argue that intentionality maintains a close positive relationship with permanence. The fact that this is a sample of university students can influence this profile by linking study and training activities. There are no analyses in the literature against this result, since it can be understood that knowledge could be a construct inherent to volunteering, that is, any voluntary action entails learning regardless of the field in which it is carried out.

The motivational profiles according to gender coincided for both, the most outstanding reasons for the VFI being increased knowledge, improved values and personal development. In terms of satisfaction the results were also similar with a greater satisfaction towards the voluntary task. These results may imply that, being a university volunteer, students find more appropriate the improvement of knowledge and values that the sports context always carries associated with being students with little previous sports experience, regardless of gender. The importance of each motivational factor may vary between organizations and volunteers (Clary & Snyder, 1999). Johnson et al. (2016) in their study with university students, although the most prominent factors in men were Love of Sport, Career and Values, while females rather than Value stand out more in the Understanding factor.

In this study, depending on which motivational factor was addressed, males scored higher than females (Career, Understanding, Enhancement) or, conversely, females had higher values in the Protective, Social and Values factors. In one study on volunteering in the Mundobasket in Spain 2014, males tended to score higher than females on all factors, with significant differences in future intentions (Baena et al., 2014). However, Chacón et al. (2007) argued that using the VFI scale to analyse volunteer motivation might underestimate these reasons by obtaining all factors values close to or above the mean. Values is one of the factors that volunteers tend to score highest in many studies (Alexander et al., 2015; Dickson et al., 2015; Pierce et al., 2014; Schlesinger & Gubler, 2016; Van den Berg et al., 2015). Values play an important role in the motivational profile of sports volunteering, which is reflected at all levels of competition, to the extent that it is a factor present in most models as discussed above.

Clary and Snyder (1999) concluded that the most important functions in volunteering were Values and Understanding and the least considered Career, Social and Protective. According to our study, the Enhancement factor understood as self-development and increased self-esteem is consistent with those found in other works (Van den Berg et al., 2015). However, in the work of Schlesinger and Gubler (2016) they obtained lower scores compared to other factors such as social desirability or community involvement in a European event. These differences may lie in this study which used an unvalidated ad hoc instrument while the other studies did use previously validated questionnaires. However, other studies showed that Enhancement and Community Involvement factors were not relevant in volunteers (Dickson et al., 2015; Güntert et al., 2015).



On the other hand, the results of some studies showed that Career factor was highly valued by the volunteers (Johnson et al., 2016; Pierce et al., 2014; Van den Berg et al., 2015). Also, the Social factor obtained average scores coinciding with other studies (Günter et al., 2015; Schlesinger & Gubler, 2016). Finally, Enhancement factor, understood as the need for protection and an escape route from negative feelings, was consistent with other studies (Clary & Snyder, 1999).

The comparative analysis according to volunteer experience showed that the motivational profile of both groups was similar without finding significant differences in any variable, although the scores of the more experienced volunteers were higher than the new ones for each of the motivational and satisfaction profiles. The higher scores in the different motivations could be associated with and influenced by the intention to continue volunteering since these were students who wanted to repeat the experience of volunteering with respect to those who had already started. The motivational factors of the volunteer may be susceptible to change over time, regardless of the type of voluntary organization, as they are influenced by satisfaction and one's socialization as found by Kenyatta and Zani (2014).

Satisfaction has also been assessed as the degree of fulfilment of different motivations (Clary et al., 1998; Clary & Snyder, 1995). Different studies have shown that both satisfaction and intention to stay increased if volunteers perceived that the tasks to be performed met their motivation (Clary et al., 1998; Omoto & Snyder, 1995). Results on satisfaction with the volunteer task were consistent with others who argue that if a volunteer has a positive experience during their participation in a volunteer program receiving favourable support and recognition, they can influence future behavioural (Aisbett et al., 2015). However, volunteering at sports event often involves performing certain functions that may not be consistent with the volunteer's motivation.

The organization of volunteers and the roles they play are crucial to the success of the events in which they participate. Appropriate organization and resource management could generate an adequate organizational climate that will lead to commitment to and satisfaction with the organization (Bang & Ross, 2009; Vecina et al., 2009). An efficient management would allow a good adjustment between the objectives of the organization and volunteers, producing feelings of belonging to the group. Hallman and Harms (2012) see it as possible that the intention to continue may be influenced by the type and complexity of the event in which one has collaborated.

Satisfaction can also be linked to other aspects such as training and the degree to which assigned tasks and expectations are fulfilled, in addition to the technical support of the organization's professionals during the activities carried out (Chacón et al., 2007), so that satisfaction with the tasks carried out within the organization is necessary to predict permanence (Vecina et al., 2009). Although there are not many studies focusing on the motivations of volunteers at special events (Bang & Ross, 2009), based on the results, it could be concluded that an organization that attends to and manages volunteers adequately. The existence of a positive and direct relationship between the initial motivation to be a volunteer and the time spent there has been proven (Omoto & Snyder, 1995).

Finally, Understanding, Protective and Social motivational profiles were factors that best helped predict satisfaction with specific volunteer motivations at a high percentage (75.0%). Therefore, the aspects that will best help predict the satisfaction of the university sports volunteer were those related to the personal improvement of the individual, the acquisition of new knowledge and, the participation as a volunteer in a sports event, it is an activity that breaks the usual routine in which they are involved. Pierce et al. (2014) determined that the factors which helped predict the satisfaction of sports management students by 65.3%

were Career, Social, and Love of Sport, while in another similar study, the Career, Social, Understanding and Enhancement factors predicted retention of volunteers by 45% (Johnson et al., 2016).

In conclusion, the motivational profile of the college sports volunteer in small events was focused on improving Enhancement, Understanding and Value and greater Satisfaction with task-oriented. By gender, in general, males had higher scores than females. By experience, more experienced volunteers had better scores on motivational factors and satisfaction, showing a profile also oriented towards enhancement, understanding and value. Finally, satisfaction towards specific motivations can be predicted by 75% for the Understanding, Enhancement and Protective motives.

### **Limitations and future research**

One of the limitations of this study can be found in the choice of measurement instrument itself, as the VFI may underestimate other motivations such as Love of sport or Extrinsic Rewards that could have a great influence on the decision to volunteer or not. For example, some volunteers may participate by earning hours for elective credits and being able to compensate for those hours by taking a course. This type of closed response scale may also prevent the volunteer from being able to correctly express the reasons why he or she chose to participate and volunteer. Therefore, it is necessary to be able to carry out a future qualitative study by interviewing different volunteers that will allow them to go deeper into the true reasons for their participation.

The sample size ( $n = 128$ ) could also be a limitation when determining the motivational profile since it could be that some volunteers had not participated in the three events considered within the program. Therefore, it would be convenient to analyse the episodic sports volunteering that can occur in sports events with the permanent presence in sports clubs and observe the differences. Finally, the results cannot be generalized because there were volunteers who did not complete the questionnaire at the end of the volunteering program.

### **AUTHOR CONTRIBUTIONS**

Conceptualization, S.A., A.D.-S.; methodology, A.D.-S. and J.M.L.-G.; formal analysis, S.A.; investigation, A.D.-S. and J.M.L.-G.; resources, S.A.; data curation, S.A.; writing—original draft preparation, S.A., J.M.L.-G.; writing—review and editing, S.A. and A.D.-S.; visualization, S.A.; supervision, A.D.-S.; project administration, J.M.L.-G. All authors have read and agreed to the published version of the manuscript.

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