



Comparison of the demographic composition and motivation construct of american and Japanese LPGA tournament event volunteers

AUTHOR(S)

K Han, Sheila Nguyen

PUBLICATION DATE

01-01-2006

HANDLE

[10536/DRO/DU:30018455](#)

Downloaded from Deakin University's Figshare repository

Deakin University CRICOS Provider Code: 00113B

Deakin Research Online

Deakin University's institutional research repository

This is the published version (version of record) of:

Han, Keunsu and Nguyen, Sheila 2006, Comparison of the demographic composition and motivation construct of american and Japanese LPGA tournament event volunteers, *in ICSEB 2006 : Proceedings of the International Conference on Sport and Entertainment Business*, University of South Carolina, Columbia, S.C..

Available from Deakin Research Online:

<http://hdl.handle.net/10536/DRO/DU:30018455>

Reproduced with kind permission of the copyright owner.

Copyright : 2006, University of South Carolina

A Comparison of the Demographic Composition and Motivation Construct of American and Japanese LPGA Tournament Event Volunteers

Keunsu Han

Sheila Nguyen
The Florida State University

INTRODUCTION

The sport industry has seen a great movement towards globalization with international business, events and relationships having grown exponentially within the last 20 years. Alongside this industry trend, the LPGA Tour has taken great pride in its global reach, particularly with its audience and event participants. For these reasons, it is purpose of this study to explore all aspects of contribute to international sport management research.

Specifically, the present study will explore volunteerism, an important part of golf tournament business, and sport event management in general. In American sport, volunteers have been commonly utilized as a source for economic advantage as well as to promote civic duty and responsibility. While American sport has adopted volunteers as a large part of their business, Japan have less commonly depended on volunteers, but rather paid staff, to manage their events. Therefore, it is the purpose of this study to explore the following areas: 1) investigate the demographics of the volunteers in the LPGA and 2) examine and compare the primary motives that influence American and Japanese LPGA volunteers' decision to participate. The study will contribute to personnel and administration research and provide insight on the ways in which LPGA tournament event volunteers are managed in America and Japan.

METHOD

Sample

The purpose of the present study was to explore the demographic as well as differences of motivation between American and Japanese volunteers of LPGA tournament events. Therefore, American and Japanese volunteers of LPGA tournament events (2 in America, and 2 in Japan) were used as the sample. The questionnaires were distributed to volunteers who participated in LPGA events in Japan and the US. The total sample size was 281 participants (166, 59.1% male and 114, 40.6% female, with seven missing value; mean age of 52.5 years old).

Procedure

An LPGA executive was contacted via e-mail by the researchers and was asked for contact information of American LPGA tournament event volunteer coordinators. Similarly, an international executive (of the LPGA) was contacted via phone for information regarding Japanese LPGA tournament event volunteer coordinators. Contact information (e-mail and phone numbers) for the respective volunteer coordinators of four tournament events was given to the researchers by the LPGA executives.

After acquiring the information, the volunteer coordinators were then contacted via e-mail providing information and an attached proposal. When the volunteer coordinators agreed to participate, packets of 50 (1 American and 2 Japanese events) and 100 surveys (1 American event) were placed in a packet with other materials and were sent to each of them via mail (total of 250 surveys).

The packet included the proposal, directions on how to administer the surveys, the consent forms, surveys an information sheet for volunteer coordinators, and a self-addressed advance paid envelope for the return of surveys. One of the coordinators copied and distributed more surveys by own volition. The surveys (Survey for LPGA Tournament Event Volunteers) were given throughout the tournament to be completed by the volunteers. A brief description of the study and the study instructions were verbally stated by a volunteer coordinator before the volunteers began completing the surveys. The administrators informed the participants of the anonymity of participation and were assured their status as volunteer would not change if they decided not to participate. Upon the completion, the surveys were collected and sent in the self-addressed paid envelopes. Lastly, the volunteer coordinators were sent update e-mails and were sent golf head covers and golf balls as a token of appreciation for their time and involvement.

Instrument

The Volunteer Motivation Survey (Strigas, 2001) was modified to include only names referencing the LPGA Tournament events. The original instrument, developed by Strigas (2001) was developed based on an item inventory for volunteers gathered by Cnaan and Goldberg-Glen (1991). Although Cnaan and Gold berg had developed a reliable and valid inventory of motives, it was noted by Strigas (2001), that there was a need to create an instrument that took into account the unique social and psychological motives of sport event volunteers. For this reason, Strigas developed an instrument that was composed of seven

demographic questions and 30 motivational statements, of which used seven point Likert Scale response options.

The original instrument was created by adapting items to reflect the five motivation constructs: 1. social/leisure, 2. material, 3. egoistic, 4. purposive, and 5. external influences. Moreover, the reliability measures were noted in Strigas (2001) as computing a reliability coefficient of .92. The following table (Strigas, 2001) delineates the subscales extracted.

Table 1. Reliability of the Extracted Factors

Factors	Number of Items	Alpha Coefficient
1. Social / Leisure	9	.90
2. Material	7	.84
3. Egoistic	6	.77
4. Purposive	5	.72
5. External Influences	3	.68

As previously noted, the present instrument is a modified version of the Strigas (2001) Volunteer Motivation Survey. Specifically, the term *LPGA Tournament Event* was inserted prior to every mention of event.

Since the study involved both American and Japanese participants, the survey was translated into Japanese. Specifically, two different language experts (a professor in the Japanese language department and an advanced level Japanese language student) translated the survey into Japanese and translated back into English by the same individuals.

Analysis

Initial descriptive statistics were run in order to examine the demographic and participation patterns of the sample. Cronbach alpha values were used to test reliability. Factorial analysis of variance (ANOVA) was utilized to compare volunteer motivation of American and Japanese in LPGA tournament events.

RESULTS

Reliability

Cronbach's Alpha was computed for the modified 30-item instrument and each extracted factor. The reliability coefficient of the 30-item instrument is .91.

The reliability calculated for each extracted factor ranged from .56 to .86. The alpha coefficient for each factor is displayed in Table 2.

Table 2. Reliability of the Extracted Factors

Factors	Number of Items	Alpha Coefficient
1. Social / Leisure	9	.86
2. Material	7	.85
3. Egoistic	6	.80
4. Purposive	5	.71
5. External Influences	3	.56

“Social/Leisure” and “Material” factors had a high reliability coefficient of .86 and .85. Reliability coefficients of “Egoistic” and “Purposive factor” were .80 and .71. “External Influence” factor had a lowest reliability coefficient of .56. All factors with the exception of “External Influence” factor had an acceptable reliability coefficient which is .70 (Nunnally, 1970).

Demographic Characteristics

A majority of the volunteer participants in US and Japan LPGA events were married (71.1%, 89.0%), while the rest were a mix of marital status (single 18.5%, 9.7%, divorced 4.4%, .7% widowed 4.4%, 0.7%, other 1.5%, 0.7). Similarly, 90.4% of the American sample was listed as major ethnic group (Caucasian/White) while the rest were composed of few individuals of other ethnic groups (African American 6.7%, Hispanic .7%, Asian-American .7%, Native American .7%, and Other .7%). In the Japanese events, 98.6% of the participants were Japanese and minorities composed the remainder (1.4%). Forty-four and thirty-two percent of American and Japanese participants were of the highest listed income bracket (over 75,000 dollars) respectively, while it was

also noted that 36% and 53% of American and Japanese participants responded as employed full-time. Moreover, it is interesting to note that retirees made up the highest percentage of American participants (51.5%) and the second highest percentage of Japanese participants.

Comparison of Volunteer Motivation between American and Japanese Volunteers

Testing related to the comparison of motivation between American and Japanese LPGA Volunteers showed that there were statistically significant differences in "Social/Leisure," "Material," "Egoistic," and "Purposive" factors (see Table 3). "Social/Leisure" factor. Japanese were more involved with volunteer service due to "Social/Leisure" ($F = 42.90$, $p = .000$) and "Material" ($F = 24.37$, $p = .000$) reasons. However, American volunteers were found to be associated with "Egoistic" ($F = 18.44$, $p = .000$) and "Purposive" ($F = 8.66$, $p = .004$) motivations. There was no statistically significant difference on the "External Influences" factor ($F = 2.91$, $p = .089$).

Table 3. Factorial ANOVA Results of Volunteer Motivation

Factors	American (n=130)	Japanese (n=144)	F	Sig.
	Mean (SD)	Mean (SD)		
1. Social / Leisure	2.86 (.81)	3.46 (.71)	42.90	.000
2. Material	2.06 (.80)	2.54 (.82)	24.37	.000
3. Egoistic	3.93 (.75)	3.57 (.69)	18.44	.000
4. Purposive	3.37 (.80)	3.10 (.80)	8.66	.004
5. External Influences	2.68 (.96)	2.49 (.93)	2.91	.089

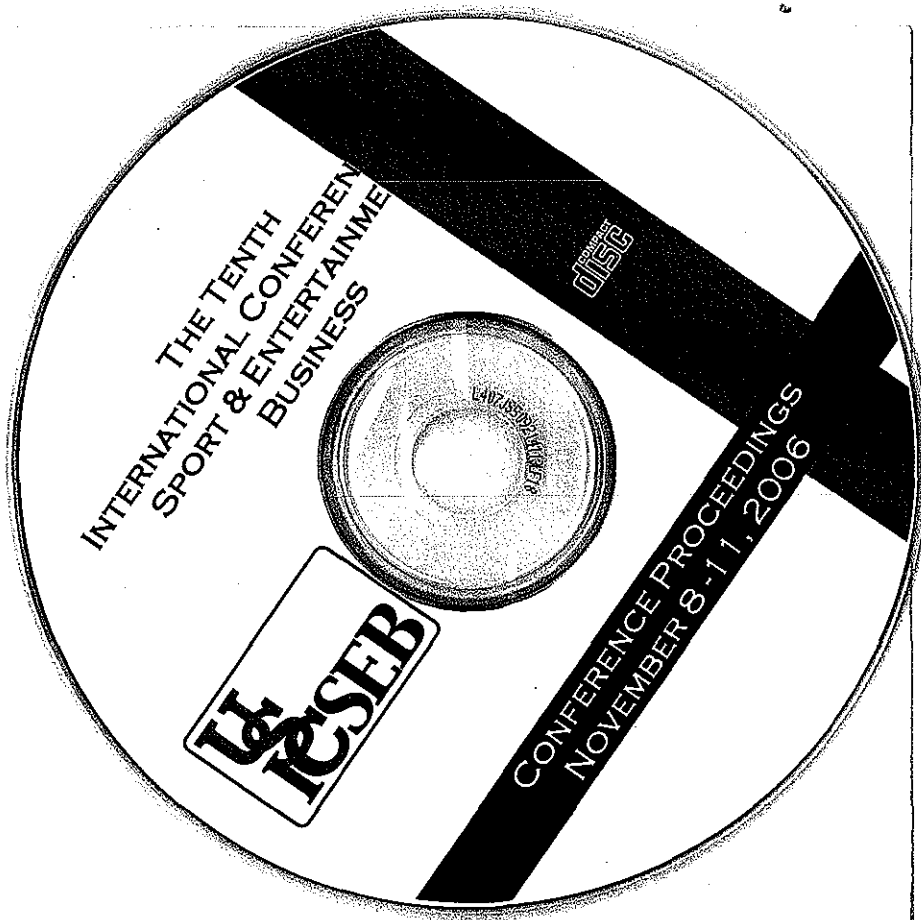
CONCLUSION AND IMPLICATIONS

The present study was conducted to evaluate motivation to volunteer at LPGA tournament events among Japanese and American volunteers. As it is widely known, volunteers are critical assets for economic and no-economic aspects of tournament management. With internationalization of the sport, understanding the broad and diverse spectrum of volunteers and what will motivate them to be involved will be critical to ensure financial stability.

It was indicated that Japanese and American volunteers were motivated on different sets of factors ("Social/Leisure", "Material" and "Egoistic", "Purposive" reasons respectively). For this reason, sport administrators, especially volunteer coordinators, should develop marketing strategies based on the composition of the target volunteer base focusing on those motivation factors that resonate best with them. This is especially important to Japanese tournaments as volunteerism for tournaments has yet reached the numbers demonstrated in American LPGA events.

While the present study examined volunteer motivation for the purpose of retention, future research should include non-volunteers to investigate motivation for the development of marketing plans for recruiting volunteers. Moreover, greater exploration of the motivation construct over time may provide insight on possible stages and life cycle of the construct. To support the notion that it is imperative to develop target specific marketing plans for tournament volunteers, the study needs to be replicated using various events, in different geographic regions American and Japan. Additionally, larger and more representative LPGA

volunteer samples would provide for more powerful studies. With this information, the LPGA can create more effective marketing efforts to attract and retain volunteers in domestic and international tournament events.





**The International Conference on
Sport & Entertainment Business
November 8-11, 2006
Dept. of Sport and Entertainment Management
University of South Carolina**

April 3, 2007

Dear Ms. Nguyen:

Thank you for your participation in the 2006 International Conference on Sport and Entertainment Business. This letter confirms that your submission, A Comparison of the Demographic Composition and Motivation Construct of American and Japanese LPGA Tournament Event Volunteers, was a refereed full paper and not a refereed abstract. We regret the error in the proceedings.

Sincerely,

Dr. John Grady
Department of Sport & Entertainment Management
University of South Carolina



International Conference on
Sport and Entertainment
Business

November 8-11, 2006
Columbia, SC

Department of Sport &
Entertainment Management

College of Hospitality, Retail and Sport
Management

Published by
University of South Carolina
Department of Sport &
Entertainment Management

Editor
John Grady, J.D., Ph.D.

John Countryman, ICSEB Proceedings coordinator