

FACTORS INFLUENCING CONTINUED VOLUNTEERING IN THE LIUZHOU MARATHON IN CHINA

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Abstract

The purpose of this study is to explore the key factors affecting volunteers' willingness to participate in Liuzhou Marathon. By constructing structural equation model (SEM), loyalty, participation motivation and management were taken as independent variables, job satisfaction as the intermediary variable, and volunteers' willingness to participate as the dependent variable. And to analyze the relationship between the individual variables.

The findings showed that commitment, motivation, and management had significant effects on the volunteers' willingness to continuously participate. Moreover, job satisfaction plays a mediating role in this process, namely, the volunteers' job satisfaction plays a regulatory role between the independent variables and the willingness to be continuously involved.

These findings not only provide an important reference for the organizers of Liuzhou Marathon, but also have a reference significance for the volunteer management of other sports events. Through in-depth understanding of key factors, more accurate and effective management strategies can be formulated to improve the participation and satisfaction of volunteers, maintain the stability of the team, and finally achieve the smooth progress of the competition and achieve higher social benefits.

Keywords: Liuzhou marathon, Factors affecting, Intention to continue volunteering

Introduction

Volunteer service can improve the social environment, stimulate social vitality, and promote social development, with great value contribution. According to the Opinions on Promoting the Reform and Development of Youth Volunteer Service formulated by the Central Committee of the Communist Youth League, by 2025, the total number of young volunteers will exceed 100 million. As part of youth volunteers, play an irreplaceable role in sports events in China. As mentioned in the volunteer recruitment plan of the 14th National Games and Paralympic Games, With college students in Shaanxi as the main body, City volunteers to the enterprises and institutions of employees and college students as the main body. Xinhua News Agency reported, The 2022 Beijing Organizing Committee plans to recruit 27,000 volunteers for the Winter Olympic Games, 12,000 Winter Paralympic volunteers, Among them, undergraduate and graduate students. The Human resources minister of the Beijing Winter Olympics Organizing Committee said, Volunteer applicants for the Beijing Winter Olympic Games are mainly from all provinces, including overseas young college students, about 81%. The 19th Hangzhou Asian Games is about to be held, Volunteer recruitment is also a top priority, College student volunteers will shoulder the heavy responsibilities once again.

With the enhancement of national strength, more and more international marathons have landed in China. For the country, the sustainable marathon volunteer service can make up for the limitation and deficiency of the government in public sports service ability; for the

marathon organizing committee, sustainable marathon volunteer service greatly reduces the cost of training volunteers; for individuals, sustainable marathon volunteer service can promote its multi-faceted, multi-level and diversified development. While the growing volunteer service team of marathon events, there are still serious problems in volunteer construction. From the current situation of all kinds of marathons held, the lack of effective organization and management of the volunteer services of these events has led to a large number of volunteers, which not only causes the direct economic loss of the race, but also affects the normalization and sustainable development of volunteer work.

CBC reported that 15,000 volunteers walked out and quit during the 2016 Rio Olympics, almost a third of the total number of volunteers. According to the 2018 Games, more than 20,000 volunteers were confirmed, but only 6,000 people registered and received clothing. The Japan Free Delivery Association (NHK) reported that, About 10,000 out of the 80,000 volunteers at the 2020 Tokyo Olympics withdrew, About 3,500 urban volunteers applied for withdrawal. In the volunteer service of sports events in China, The loss of volunteers is also significant, Ding Yuanzhu is an expert at the 2008 Beijing Olympic Games, According to her statistics, the volunteer turnover rate in some sports events in China is as high as 20%. Therefore, How to reduce the continuous loss of sports event volunteers, Strengthen the willingness of volunteers to participate in sports events, Form the sustainable development of the marathon event volunteer service, For the country, The Event Organizing Committee, Individual volunteers are all very important.

At present, the research on the sustainable development of marathon volunteer service mainly focuses on exploring the influencing factors. The study found that volunteer motivation, loyalty, management and other factors can influence the continuous volunteer behavior of marathon volunteers. To study how these factors dynamically affect the sustainable development of marathon volunteer service. Therefore, we need to focus on improving the repeated participation willingness of college students in marathon volunteer service, and explore the influence mechanism of continuous volunteer service of college students in marathon volunteers.

Research objective

To evaluate the model of volunteer motivation, commitment, management, and volunteer job satisfaction on the intention to continue volunteering in Liuzhou Marathon Race, China.

Literature review

1. Liuzhou marathon

Refers to the 2023 Liuzhou marathon is the Chinese track association certification of A1 race, by the Guangxi Zhuang autonomous region sports bureau, Liuzhou people's government, people's public security newspaper hosted China police network, Liuzhou sports bureau, Liuzhou public security bureau, Liuzhou culture and tourism bureau of radio and television, Guangdong new sports group co., LTD., operating. The event has three groups: full marathon (42.195 km), half marathon (21.0975 km) and mini marathon (about 4 km). The race was fired at 7:30 am on April 9 in Liuzhou city, Guangxi Zhuang Autonomous Region.

2. Research on intention to continue volunteering

Scholars at home and abroad have made corresponding studies on the influencing factors of marathon volunteers' intention to continuously participate in sports events. Clary (1999) constructed a research model of volunteering behavior in the “former phase - undergoes the phase -outcome phase”. He included the continuous volunteering service in the final outcome stage. The model believed that whether the willingness to be a volunteer and whether the satisfaction in volunteering service directly affect the continuous volunteering behavior

Zhang (2018) followed the model to study the influencing factors on the intention of continuous voluntary service behavior in Shanghai, and concluded that individual factors such as cognition degree, volunteer service motivation, job allocation satisfaction and satisfaction will have an impact on the continuous voluntary service behavior.

Omoto, Snyder (2006) Starting from psychology, he believes that volunteer motivation, needs and personal experience will affect continuous volunteering behavior to some extent.

Li (2018) concluded in the research on the volunteer service of college students in domestic large-scale sports events that the volunteer service motivation of college students has the biggest impact on the intention of continuous participation in this volunteer service.

Yin (2020) studied the demographic factors (gender, grade, political status, major) as one of the influencing factors in the study of students' intention to participate in sports volunteer service. However, the unique feature of this study is that college students participate in large-scale sports events. Most of the volunteer service studies are for ordinary volunteers and volunteer service activities, such as volunteer teaching in the mountain, visiting the elderly, caring for left-behind children and other volunteer service activities. The subject of this study is the volunteer service behavior of college students in large sports events.

3. Research on the relationship between motivation, commitment, management, job satisfaction and the intention to continue volunteering

Chacon (2007) Job satisfaction is also an important predictor of volunteer service time. Clary (1988) believes that, although volunteering is voluntary, it still brings some benefits to volunteers. If these gains are consistent with the motivation of volunteers to participate in the service, it will give volunteers the motivation to continue to participate in the volunteer service.

Wei (2017) Volunteers' time, energy and other investment in volunteer work, their satisfaction with volunteer work and other factors will affect their willingness to continuously participate in volunteer service, and have a positive impact on the enhancement of their willingness to volunteer. That is to say, volunteer satisfaction is a key predictor of whether volunteers will choose to do volunteer work in the future.

He (2020) Researchers can predict the possibility of volunteers repeatedly participating in this service calendar or volunteer behavior.

Doherty (2009) Some scholars have pointed out that volunteers' satisfaction with giving back to the community and social participation experience will affect their willingness to continue.

Fairley et al. (2013) which is similar to satisfied employees, who are more likely to continue to volunteer for the organization and indicate their willingness to participate in volunteer services in the future.

Xue (2020) For example, the more satisfied the volunteers who participate in sports events are, the higher the level he will choose to invest in the volunteer service process.

He (2020) And the more satisfied they are with their volunteer experience, the more willing they are to volunteer in the future, and the more willing they are to continue to volunteer in future events.

In summary, the literature suggests a strong connection between volunteer satisfaction, continued participation, and future willingness to volunteer. Job satisfaction and perceived benefits play pivotal roles in shaping volunteers' commitment and investment in volunteer activities, highlighting the importance of understanding and addressing volunteers' satisfaction to ensure sustained engagement.

Conclusion

Through a thorough study of the influencing factors of volunteer service in Liuzhou Marathon, China, this study revealed the key factors of continuous volunteer participation. Motivation, volunteering satisfaction, and commitment were identified as important factors affecting the volunteers' willingness to continue participating.

These findings have important implications for volunteer management at the Liuzhou Marathon and other similar activities. Event organizers can create a positive volunteer experience and promote continued volunteer participation through enhanced communication, training, and accreditation measures. In addition, efforts to align the volunteers' values with the mission and objectives of the event can enhance the volunteers' sense of mission and contribution, and further consolidate their commitment to the event.

Future research could further explore innovative approaches to volunteer management and engagement, and the dynamics of volunteering in the context of sporting events. By continuously focusing on these aspects, the event organizers can ensure the continued growth and success of the Liuzhou Marathon and provide valuable references and inspiration for other similar events.

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