

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

Why do administrators volunteer for provincial and club rugby in New Zealand?

An application of Clary et al.'s (1998) Volunteer Functions Inventory (VFI) to understand the motivations and commitment of volunteer administrators.

A 152.800 thesis
presented in partial fulfilment of the requirements
of the degree of Master's of Business Studies in Management at Massey
University Albany

AMY MARIE DUNLOP

99223251

2004

Table of Contents

List of tables and figures..... vi

Acknowledgementsviii

Abstract..... ix

Chapter 1. Introduction 1

1.1 Significance2

1.2 Objectives and hypotheses5

1.3 Research method6

1.4 Structure of the thesis7

Chapter 2. Literature Review 8

2.1 Helping behaviour and volunteerism8

2.2 Studies into volunteerism 10

2.2.1. Positive mood and volunteerism 10

2.2.2. Age and volunteerism 10

2.2.3. Dispositional and structural variables and volunteerism
..... 13

2.2.4. Religiosity and volunteerism 17

2.3 Why volunteer? 19

2.3.1. The symbolic approach..... 19

2.3.2. The functional approach 20

2.3.3. Altruism 23

2.4 The Volunteer Functions Inventory (VFI) 25

2.4.1. Subsequent applications of the VFI 26

2.5 Retention of volunteers 30

2.6 Volunteers in New Zealand 32

2.7 Volunteers in sport 34

2.8 Rugby in New Zealand 36

2.9 Summary 39

Chapter 3. Methodology 40

3.1	Research strategy.....	40
3.2	Research design	40
3.2.1.	The subject organisation	40
3.2.2.	Contact strategy.....	40
3.2.3.	Population and sample	41
3.2.4.	Survey instrument.....	43
3.3	Research considerations	44
3.3.1.	Data collection method.....	44
3.3.2.	Ethics	45
3.3.3.	Data analysis	46
3.3.4.	Potential limitations of the study	47

Chapter 4. Analysis, Results and Discussion 49

4.1	Demographics	49
4.1.1.	Summary demographics.....	49
4.1.2.	Detailed demographics.....	49
4.2	Reasons for volunteering	56
4.2.1.	Factor analysis	56
4.2.2.	Assumptions of factor analysis	58
4.2.3.	Factor analysis of the VFI	58
4.2.4.	The six factors for New Zealand rugby administration volunteers.....	64
4.2.5.	Reliability of the VFI	66
4.2.6.	Why do administrators volunteer for rugby in New Zealand?.....	67
4.3	Benefits of volunteering	70
4.3.1.	Measuring benefits of volunteering	71
4.3.2.	Testing for differences in the means	72
4.3.3.	The benefits of volunteering as a rugby administrator	74

4.4	Satisfaction with volunteering	74
4.4.1.	Measuring satisfaction with volunteering	74
4.4.2.	Clary et al.'s (1998) benefits measure	75
4.4.3.	Measuring satisfaction for volunteer rugby administrators	76
4.4.4.	Clary et al.'s (1998) study of satisfaction.....	76
4.4.5.	Multiple regression analyses	77
4.4.6.	Assumptions of multiple regression.....	80
4.4.7.	Regression analysis of the satisfaction of rugby administration volunteers.....	81
4.4.8.	Rugby administration volunteers satisfaction	87
4.5	Volunteers intentions to continue	88
4.5.1.	Measuring volunteers intentions to continue	88
4.5.2.	Clary et al.'s (1998) study of sustained volunteerism.	89
4.5.3.	Multiple regression analysis	90
4.5.4.	Regression analysis of the intentions to continue of volunteer rugby administrators	90
4.5.5.	Rugby administration volunteers intentions to continue	94
4.6	Differences in provincial and club level volunteers	95
4.6.1.	T-test for differences between provincial and club level volunteers.....	95
4.6.2.	Differences between provincial and club level volunteers.....	96

Chapter 5. Conclusions and Recommendations 100

5.1	Conclusions	100
5.2	Reflections on the study	102
5.3	Limitations of the study	103
5.4	Recommendations	104

5.4.1. Opportunities for the NZRU, Provincial Unions and Clubs..... 104

5.4.2. Opportunities for further research 106

5.5 Reference List 108

Chapter 6. Appendices 113

Appendix A. Letter to participating provincial unions 113

Appendix B. Letter to participating clubs 116

Appendix C. Questionnaire 119

Appendix D. Information sheet 125

Appendix E. Letter of support from NZRU 128

Appendix F. Approval letter from Ethics Committee..... 130

List of tables and figures

Table 4.1 Gender of participants..... 49

Table 4.2 Age of participants..... 50

Table 4.3 Relationship status of participants 50

Table 4.4 Ages of participants children 51

Table 4.5 Years participants lived at present address 52

Table 4.6 Occupation of participants 52

Table 4.7 Participants annual household income 53

Table 4.8 Level of education of participants 53

Table 4.9 Level of rugby played by participants 54

Table 4.10 Current level of participants volunteering 54

Table 4.11 Number of years as an active volunteer..... 54

Table 4.12 Number of hours spent volunteering per month..... 54

Table 4.13 Volunteer role held 55

Figure 4.1 Scree plot of eigenvalues for factor analysis..... 59

Table 4.14 Pattern matrix for rugby administration volunteers (principal-axis factor analysis, oblique rotation (Direct Oblimin) with eigenvalues > 1) 60

Table 4.15 Functions served by volunteering as a rugby administrator in New Zealand..... 66

Table 4.16 Cronbach’s alpha coefficient for the six VFI factors 67

Table 4.17 Factors in motivation of volunteer New Zealand rugby administrators..... 68

Table 4.18 Dunnett T3 test for differences in the means of motives 68

Table 4.19 Ranking of motivational items for New Zealand rugby administration volunteers 70

Table 4.20 Benefits of volunteering as a rugby administrator 71

Table 4.21 Differences in means of Benefits (Dunnetts T3 test)..... 73

Table 4.22 Volunteers satisfaction with volunteering..... 75

Table 4.23 Clary et al.'s (1998) benefit questions for functions served by volunteering 76

Table 4.24 Questions to measure satisfaction 76

Figure 4.2	Moderator model (Baron & Kenny, 1986, p. 1174).....	79
Table 4.25	Regression coefficients for Career and 'Can express personal values'	82
Table 4.26	Regression coefficients for Career and 'Gain a sense of self accomplishment'	82
Table 4.27	Regression coefficients for Career and 'Work I performed was appreciated'	82
Table 4.28	Regression coefficients for Career and 'Learned skills useful for my career'	83
Table 4.29	Regression coefficients for Cause and 'Can express personal values'	83
Table 4.30	Regression coefficients for Cause and 'Gain a sense of self accomplishment'	84
Table 4.31	Regression coefficients for Cause and 'Work I performed was appreciated'	84
Table 4.32	Regression coefficients for Cause and 'Learned skills useful for my career'	84
Table 4.33	Regression coefficients for motives	86
Table 4.34	Regression coefficients for benefits	87
Table 4.35	Volunteers intentions to continue	89
Table 4.36	Regression coefficients for Ego and the six benefits	91
Table 4.37	Regression coefficients for Understanding and the six benefits... ..	91
Table 4.38	Regression coefficients for Career and the six benefits	92
Table 4.39	Regression coefficients for Social and the six benefits	92
Table 4.40	Regression coefficients for Values and the six benefits	93
Table 4.41	Regression coefficients for Cause and the six benefits	93
Table 4.42	Means of motives, benefits, satisfaction and intentions to continue to volunteer for Provincial and Club level volunteers....	98

Acknowledgements

I would firstly like to say a heartfelt thank you to all the volunteers who completed my survey and who show such passion for rugby, it is truly inspiring to see. I would also like to acknowledge the support of the NZRU. Firstly, Keith Lawrence for allowing me to use informal networks to get in touch with him, and for arranging for someone to help. Secondly, Brent Anderson, Manager Community Rugby for giving his time and providing his unwavering support for the study.

Thank you to my co-supervisors, Dr Margot Edwards and Dr Duncan Jackson for their invaluable support and advice during all phases of this research project. Their enthusiasm for both the topic and the findings helped keep me focussed and excited about what I was trying to achieve. In addition, thank you to Keith Macky and Dr Jennifer Stillman for their help in the analysis phase.

My thanks also to my family and friends for allowing me to 'rabbit on' about this piece of work, and in particular Helen, Kate and Keri for assisting me to package up and post surveys. My thanks also to Pauline Sisam for her assistance in printing the survey packs.

To my dad, Tony Dunlop, who was the inspiration for this topic – rugby is very lucky to have such a staunch supporter and such a hard worker. My mum, Wendy, needs to be recognised for all the months of the year that rugby comes first. Many spouses are in the same situation and I'm sure they all find it frustrating at times, however the support is appreciated.

Finally, this thesis is dedicated to my grandparents, Dorothy Robb and Margaret and Keith Dunlop, who through their passing away in 2002 made me realise life is short, and inspired me to leave work and complete my Masters. Thank you for everything.

Abstract

The primary aim of this study was to investigate the validity and reliability of the Volunteer Functions Inventory (VFI) as a tool for measuring the motives of administration volunteers involved in provincial and club rugby in New Zealand. The secondary aim was to investigate the demographics, motives, benefits, satisfactions and intentions to continue to volunteer of participants.

The study was conducted with a sample of 604 volunteer administrators from provincial and club rugby in New Zealand. Data was collected via a self-administered questionnaire that was posted to participants, and was then analysed using SPSS (version 12.0).

Factor analysis indicated six functions that are served by volunteering for this sample and, these motives differ from those discovered by previous studies. In particular, a new motive, Cause, was revealed where an individual volunteers because of their passion for the particular cause they are involved with. This new function was the most important motive for volunteering for this sample. Volunteers were generally satisfied with their experience and intended to be volunteering in at least one years time. Multiple regression analysis indicated that individuals who volunteer for the Cause and Understanding motives, and, volunteers that felt the work they did was appreciated, were more likely to be satisfied with their experience. There were no substantial differences in the results between provincial level and club level volunteers.

The paper concludes that further work is required to develop the VFI into a valid and reliable tool to measure the motives of volunteers for this population. In particular, investigation of the Cause motive, and development of the questions is required to enable the VFI to be more relevant to rugby in New Zealand.