
Volunteers Motivations in Brazillian´s Mega Sporting Events: Similar or Different?

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ABSTRACT

Identifying volunteer motivation is fundamental to the management of this segment in sporting events. Therefore, this present article aimed to identify if there are differences among volunteer motivation between two mega sporting events held in Brazil. The empiric part of this article had the *locus* of Formula 1 Grand Prix held in Interlagos in the city of São Paulo in the year 2018 and the Olympic Games held in Rio de Janeiro in 2016. Data for this research have been collected using a questionnaire based upon the theoretical model of Bang and Chelladurai (2009) and Bang *et al.* (2009). It used the quantitative research method, encompassing the application of 600 forms to the volunteers involved in the events, with 400 in the Olympics and 200 in the Formula 1. The research showed that motivations are different, depending upon the type of sporting event held in Brazil. The more specific the sporting event, in the case of Formula 1, the more is the affinity shown by the volunteer with the event, contributing, above all in the withholding of these volunteers.

Key-words: Volunteer; Motivation; Sporting; Mega events.

INTRODUCTION

Volunteer work in sports is very important for the efficiency of sporting events, due to various functions assumed by volunteers in these activities. To the Committee Olympic International - COI (2016), these volunteers contribute in the aid to athletes, visitors, and spectators, serving in various functional areas of sports, medical services, technology, ceremonies, and administrative services.

In Brazil, this area of volunteer work arouses a lot of interest from the population. According to data from the Committee Olympic International - COI (2016), more than 50 thousand volunteers acted

in the Olympic Games in Rio de Janeiro. In another mega sports event held in Brazil, The World Cup, it was found, according to data from the International Federation of Association Football – FIFA (2014), that more than 130 thousand volunteers enrolled aiming to participate in the event.

To understand the reasons that make people volunteer themselves in sporting events is fundamental to the organizations in what is concerned with recruiting and volunteer selection. To Moragas (2001) there are difficulties in recruiting and volunteer selection in sporting events, above all in mapping and identifying qualified workforce to act in these events.

To Hallmann and Harms (2012) one of the greatest challenges of organizations that work with volunteers is to manage the available human capital. To have more efficient management it is necessary to have access to data that may contribute to the process of decision-making towards the management of volunteer work. In practical terms, this research will be able to subsidize the managers that organize sporting events in Brazil to understand the motivational aspects, contributing, thus, to the perspective of recruiting and volunteer selection to act in sporting events in Brazil.

From the above mentioned, the present article has the objective to compare the volunteer motivations between two mega sporting events held in Brazil, such as the Olympic Games held in Rio de Janeiro (2016) and the Formula 1 Grands Prix (2018), held in São Paulo, Brazil. The theoretical model of Bang and Chelladurai (2009) and Bang *et al.* (2009), that identifies volunteer motivations in sports.

Similar research to the goal of this article has been performed by Dickson *et al.* (2014), to compare volunteer motivations in different sporting events, held during the Olympic and Paralympic Winter and Summer Games in Vancouver (2010) and London (2012). The fact that Brazil hosts several sporting events, makes it timely to understand the phenomenon of voluntary motivation in sports, in the Brazilian context.

Brazil hosted recently huge sporting events, such as the World Cup in 2014 and the Olympic Games in Rio de Janeiro in 2016, and continues to organize other events like Formula 1, American Football Cup, Youth School Games, and others. In this way, it is

important to find out if volunteer motivations are similar or not in different sporting events in Brazil, mostly from the volunteer work management perspective in these events. Thus, this study fills in a theoretical gap in this area, given that there is no knowledge in literature about comparative studies related to volunteer motivation in the sports area, in Brazil.

THEORETICAL REFERENCE

Motivation in volunteer work

The development of human relations theory has an important role in what is applied to the development of studies about motivation inside the organizational context. According to Latham and Pinder (2005), motivation is a process that contributes to interaction among people in the environment they are inserted into. In this sense, it is possible to mention authors like Maslow and Herzberg who approach classic motivational theories in the organizations.

However, theories used to understand volunteer work are not the same because there are differences among people who perform volunteer work and those who work formally in the organizations. To Cnaan and Cascio (1998) monetary gain and time spent in the activities are some of the factors that cause them to be different from one another.

To Wilson (2000) volunteer work can be characterized by an activity in which people spent time and effort, looking to benefit other people, groups or organizations without aiming any kind of reward, may that be financial or material.

Motivation is an important variable in the perspective of understanding whether people have an interest in spending their time in volunteer work. In a general sense, it turns out that volunteer motivation has a multidimensional characteristic, which is, however, possible to be identified (CHEN and CHEN, 2011).

Motivations in volunteer work are many, however, they can be classified in two ways: selfless and selfish. Selfless reasons are intrinsic and are related to the desire to help other people, self-sacrifice, compassion for those who are most needy and contribution with social justice (RUBIN and THORELLI, 1984).

Volunteer motivation in sporting events

Studies about volunteer motivation in sport are approached through authors like Bang and Chelladurai (2009), Bang *et al.* (2009) in many cultural contexts and different sporting events. As time goes by, it is observed a steadfast evolution and an increase in research on volunteer motivations in sporting events, such as (Bang & Chelladurai, 2009; Bang and Ross (2009), Farrell *et al.*, 1998; Grammatikopoulos *et al.*, 2006; Hallmann & Harms, 2012; Khoo & Engelhorn, 2011.

There are different types of sporting events that attract many volunteers with different motivations. According to data from COI (2016), 50 thousand volunteers took part in The Olympic Games in Rio de Janeiro. Besides, volunteers are attracted by different motivations. During the Winter Olympic Games, held in Sidney in Australia, Kemp (2002), found out that volunteers were motivated by social interaction, friendship and the pride to be a citizen of the host country

Ralston *et al.* (2004) analyzed volunteer motivation in The Commonwealth Games in Manchester, in 2002. They identified that the major reason for volunteers was to be part of something positive. The community members would like to return something useful to their community and society. Thus, they got involved as volunteers in the event, with the hope to contribute to a successful event to their city. Many people were motivated to participate because it was a very unique event. Besides, the singularity of these events, in general, developed an important role in volunteer motivation.

Eventual volunteering in sports

A study about eventual volunteering appears since the 90s, when Macduff (1991) observed that there was a change in how people were submitting themselves to volunteer work, rather than preferring short term volunteering instead of traditional long term volunteering opportunities. According to Styers (2004), eventual volunteering is the one who works sporadically in events, despite being in the sports area or not.

Volunteers that offer their time and effort in sporting events are people who commit to collaborate with their best abilities to organize and make everything happen suitably, assuming delegated

responsibilities without gaining any kind of reward, may that be financial or material (MORAGAS, 2001).

Several sporting events that are held, regardless of size, tend to require volunteer work for their efficiency and execution (Farrell, Johnston, & Twynam, 1998). For example, volunteers help in the implementation of events to governmental organisms, such as The International Olympic Committee (IOC) and corporate sponsors.

A study of 10,500 volunteers made during The XVth Commonwealth Games in Manchester, United Kingdom, concluded that volunteers that helped in the event took part in specific tasks, such as food service, hospitality, customer service and administration. These roles and others, like media, marketing, crowd control, place management, first aid services, volunteer registration, supervision, and management can be filled in by volunteers in sporting events (Cuskelly, Hoye, & Auld, (2006)).

The activities developed by volunteers in sporting events go beyond the specific activities in events. For Tandini (2007), volunteers welcome the event participants, promote the dialogue between people from different cultures, religions, habits and social classes, integrating them into the event environment.

Theoretical model (Bang and Chelladurai (2009) and Bang *et al* (2009))

A more detailed study about volunteer motivation in sporting events was developed by Bang & Chelladurai (2009), where it has established a scale to international sporting events (Volunteer Motivations Scale for International Sporting Events (VMS-ISE)).

This scale consists of six factors that are, value expression (concern about others, event success and society), patriotism (pride and love for the country and fidelity to the country), personal growth (achievement of new perspectives, likewise feeling important and needed), professional orientation (career development, such as acquiring experience and professional contacts), extrinsic reward (obtaining tangible rewards, like uniforms, food and free entrance) and interpersonal contacts (gathering and interacting with people and developing friendship). In the same year, Bang *et al* (2009) proposed a scale, adding another factor namely love for sports instead of patriotism. Table 1 below, synthesizes the characteristics of motivational factors.

Chart 1: Characteristics of volunteer motivations in sporting events

VA-RIABLES	MOTIVATIONS
Value Expressions	Characterized by a more altruistic motivation, when volunteers strive to contribute to a better society. From the perspective of sporting events volunteers undertake their efforts aiming to make the event a successful one and this makes them more concerned about the good development inherent to the participation of the person in the volunteer activity.
Interpersonal Contacts	In the understanding of Bang & Chelladurai (2009), one of the main benefits of becoming a volunteer in international sporting events is the possibility of building new friendships and relationship networks. In this sense, this motivational factor has the characteristic of allowing the interaction by a volunteer with other people, developing new friendships and relating themselves with other people.
Career Orientation	This variable analysis motivation from the desire of volunteers in acquiring practical experiences and something that may help them in the possibility of insertion on the labor market.
Personal Growth	In the understanding of VanSickle <i>et al.</i> (2015) personal growth is a motivational factor that is more relevant with volunteers of lower-income and without a degree when compared to those postgraduate. Experiences acquired by volunteers in sporting events are important in the sense of providing volunteers the development of their potentialities, as well as, make them feel necessary in their activities inside of the sporting event.
Extrinsic	Hallmann and Harms (2012) identified significant differences between extrinsic and intrinsic motivations, in research conducted in Germany in two sporting events. Extrinsic factors are related to a more selfish perspective from volunteers because it is a motivation towards the acquisition of uniforms and free tickets to participate in the event.
Love for Sport	In the study developed by Pierce <i>et al.</i> (2014) the love for sport was the main motivation to volunteer and it is an important predictor of satisfaction. This motivation is related to the involvement of the volunteer with the activities related to sports.

Source: Adapted by authors (2019), anchored in Bang *et al.* (2009) and Bang and Chelladurai (2009)

METHODOLOGY

This research is based upon a foundationalist ontological basis and by a positivist method as an epistemological orientation. As for the objectives, this research is descriptive because it shows the analysis of volunteer motivation in sports in two big sporting events held in Brazil, namely: The Olympic Games which was held in Rio de Janeiro in 2016 and Formula, which is an event held annually in Brazil.

The instrument used in the data collection process is based upon the theoretical model by Bang and Chelladurai (2009) and Bang *et al.* (2009), which seeks to identify volunteer motivations in sports, through six variables – value expression, interpersonal contacts, career orientation, personal growth, extrinsic and love for sports. The identification of these motivations becomes essential in what is related to the management of recruiting and selection by some managers in sporting events.

In what is related to data collection, it was used as a reference, two sporting events held in Brazil, namely, the Olympic Games in Rio de Janeiro held in the year 2016 and Formula 1, held in the year 2018, specifically, in the city of São Paulo.

About the subjects of this research, about 600 volunteers had been submitted to the questionnaire, being 400 volunteers in the Olympic Games in Rio de Janeiro and 200 volunteers in the Formula 1 Brazilian Grand Prix, using the same research instrument in both events.

To treat the data in the research it was performed statistical analysis employing measures related to sample mean, standard deviation, coefficient of variation, ANOVA and T-test.

Standard deviation is a measure of dispersion of values in a normal distribution relating to its average; in what is related to its coefficient of variation, Pimentel Gomes (2000) says that, in the field experiments, if the coefficient of variation is less than 10%, it is understood that this coefficient of variation is low, in other words, the experiment has high accuracy; from 10% to 20%, they are considered medium and of good accuracy; from 20% to 30%, high, with low accuracy, and above 30%, very high.

Table 1, below, refers to variables and descriptions of the research instrument used in this study.

Table 1: general view of volunteer motivational variables in sporting events

Variables	Description	Scale
Motivations (Likert Scale: from 1 = Total disagreement to 10 = Total agreement)		
Values 1	I want to help in what is possible	Numeric
Values 2	I want to do something worthwhile	Numeric
Values 3	I feel it is important to help others	Numeric
Values 4	I want to help make the event a success	Numeric
Values 5	Volunteering helps creating a better society	Numeric
Interpersonal 1	I want to interact with other people	Numeric
Interpersonal 2	I want to work with different people	Numeric
Interpersonal 3	I want to meet and get to know new people	Numeric
Interpersonal 4	I want to develop relationships with others	Numeric
Career 1	To work as a volunteer will give a good impression to my curriculum	Numeric
Career 2	I want to acquire some practical experience	Numeric
Career 3	I want to make new contacts that may be helpful in my career	Numeric
Career 4	I want to acquire work experience	Numeric
Career 5	I want to acquire experiences that may be useful in any area	Numeric
Growth 1	Volunteering makes me feel needed	Numeric
Growth 2	I can explore my own potentialities	Numeric
Growth 3	Volunteering makes me feel important	Numeric
Growth 4	Volunteering allows one self to acquire a new perspective on everything	Numeric
Extrinsic		
Extrinsic 1	I want to acquire uniforms and licensed products	Numeric
Extrinsic 2	I want to acquire tickets and free pass	Numeric
Sport		
Sport 1	I like a sport related event	Numeric
Sport 2	I like a sporting event related to these sports (handball or horse riding)	Numeric
Sport 3	Sport is something that I love	Numeric
Sport 4	I love to be involved in sport activities	Numeric
Future behaviours		
Future Event: I will get involved in another sporting event in the future as a volunteer		Fictitious
Future Club: I will associate with a sport club in the future as a volunteer		Fictitious

Socio demographic Variables

Gender	Participant gender (1 = female, 0 = male)	Fictitious
Age	Age (in years)	Metric
Education	(1 = fundamental; 2 = high school; 3 = college 4 = postgraduate)	Fictitious
Journey	How many working hours per week as a volunteer in the event?	Metric
Income	Monthly net income (0 = no salary; 1 = up to one salary, 2 = between 1 and 3 salaries, 3 = between 3 and 5 salaries, 4 = above 5 salaries.	Numeric

Source: Adapted by the authors (2017), based in the in Bang and Chelladurai (2009) and Bang *et al* (2009)

RESULTS ANALYSIS

Following we will present the discussions and research result analysis about the comparative of the motivations in volunteer work in sports. in the Olympic Games of Rio de Janeiro (2016) and Formula 1 (2018) in the Interlagos circuit, in São Paulo. There will be shown socio demographic data from volunteers, future behaviors about participation and engagement of these volunteers in sporting events and, at the end of it, motivational factors that make volunteers participate in these sporting events.

Chart 2: synthesized socio demographic data of both types of research.

Variable	Class: Olympic Games/Formula 1	Olympic Games Percentual	Formula 1 Percentual
Age	35 y-old/ 30 y-old	–	–
Income	4 / 6 minimum wages	–	–
Gender	Male	44%	85%
	Female	56%	15%
Academic Graduation	High School	5%	4%
	University	25%	16%
	Graduation	40%	35%
	Postgraduate	30%	45%
Daily working hours	Over 5 hours	70.25%	80%

Source: Research Data (2016) and (2018)

In the analysis of socio demographic data from the research, it was observed that the average age of volunteers was higher in the Olympic Games, but in relation to income, it was higher for volunteers in Formula 1. In relation to gender of research participants, it was observed the most discrepant result among all socio demographic results.

While in the Olympic Games women were the majority with 56% of volunteer participants, presenting diverging results in relation to the studies of Doherty (2005) and Bang *et al.* (2009), in Formula 1, only 15% of research participants were from female sex, result that resembles with the one in the research by Hallmann and Harms (2012). It is suggested, from that result, that the management of Formula 1 event, due to the fact that it is a frequent event in Brazil, may encourage recruiting and selection of more volunteers to participate in this sporting event.

In what is related to academic graduation, it was observed a greater number of university students participating as volunteers in the Olympics than in Formula 1, while in Formula 1 it was found a higher number of postgraduate students than in the Olympics. These results point to evidence that, due to the fact that volunteers at Formula 1 are, in their majority, postgraduate, the possibility of having a higher income level, which is confirmed by the research data.

Specific results of Olympic Games in Rio de Janeiro (2016)

Following data show motivational factors and their relations with statistical measures related to average, standard deviation and coefficient of variation

Chart 3: Motivational variable results

Variable	Questions	Average per Question	Standard deviation per Question	Coefficient of variation	Variable average	Variable standard deviation	Variable of coefficient of variation
Value expression	1	7.53	1.12	14.93%	7.86	1.11	14.21%
	2	7.63	1.05	13.79%			
	3	8	1.22	15.25%			
	4	8.11	1.11	13.74%			
	5	8.06	1.07	13.32%			
Interpersonal contacts	1	7.54	1.15	15.47%	7.05	1.08	15.71%
	2	7.22	1.18	16.41%			
	3	7.23	1.01	14.04%			
	4	6.21	1	16.90%			
Career Development	1	6.45	1.12	17.36%	6.21	1.08	17.56%
	2	6.82	1.19	17.57%			
	3	6.45	1.09	17.02%			
	4	5.98	0.99	16.67%			
	5	5.35	1.02	19.18%			
Personal growth	1	7.16	1.32	18.46%	6.63	1.15	17.47%
	2	6.23	1.15	18.54%			
	3	7.01	1.13	16.13%			
	4	6.12	1.02	16.75%			
Extrinsic	1	3.26	0.85	26.09%	3.45	0.82	23.96%
	2	3.64	0.79	21.83%			
Love for sport	1	8.22	1.21	14.71%	7.63	1.14	15.17%
	2	6.91	1.22	17.77%			
	3	7.94	1.1	13.87%			
	4	7.43	1.06	14.32%			

Source: Research data (2016)

Analysing the results of motivational variables from volunteers that have worked in the Olympic Games in Rio de Janeiro, it is verified that “expression of values” variable, followed by “love for sport” and “interpersonal contacts” have been the three principal reasons that took volunteers to act in the olympic games. These results show that the worry of these volunteers were, make the event a successful one, affinity for the sport and to develop a greater relationship network. Studies by Doherty (2005), Filo *et al.* (2012), Hallmann and Harms (2012) present similar results to the ones obtained in this research.

After the report of data regarding motivational factors, it will discuss the results from the perspective of analysing socio demographic data and the difference among researched groups. Following it will be reported the difference between gender and “I love to be involved in sport activities ‘sport 3’”.

Table 2: Difference between groups of gender x “sport 3”

Difference between groups	Average to women	Average to men
Gender x Sport 3	8.06	7.8

Source: Research data (2016)

This result shows that women that have worked as volunteers in the olympics are more likely to volunteer in sporting events, than men. A research by Guntert *et al.* (2014) in sporting events in Switzerland, found that women also tend to participate more in sporting events than men in volunteer work in sport. From the data presented it is possible to subsidize sporting event managers to concentrate their efforts in recruiting women to these events, taking into consideration the particularity of each sport activity. Following it will be reported the difference between groups from age variable x “interpersonal 2”.

Table 3: Difference between groups from the age variable x interpersonal contacts 2.

Difference between groups	18-28 years	above 50 years
age x "Interpersonal 2"	7.24	7.75

Source: Research data (2016)

It is observed from the results presented above that relates volunteers' age and "interpersonal 2" variable from the research instrument, that the older ones tend to be more willing to work with different people in the development of their volunteer activity in sport than the younger ones.

To Pereira (2008), elderly people seek in their work, among other factors, an opportunity to build a new relationship network. In this sense, the older ones would be better used in sporting events in activities in which they may have direct contact with people. Following it will be reported the difference between groups from age variable x "career 2".

Table 4 : Difference between groups from age variable x "career 2.

Difference between groups	18-28 years	above 50 years
age x "career 2"	5.35	2.58

Source: Research data (2016)

The variable "career 2" concerns the disposition volunteers have to acquire some practical experience. In this sense, the results presented above, show that younger volunteers are more likely to volunteer in sport to acquire some practical experience than older ones.

According to Cavalcante *et al.* (2012), young people look to develop volunteer activities as a way to acquire something. As a consequence of this result, managers of sporting events would be able to allocate younger volunteers in activities that would offer them a practical experience, like tasks in the area of competition

computing processes, as well as, in the *media center* and in the logistics area of the event. Following it will be reported the difference between groups of school level variable x “growth 2”.

Table 5: Difference between groups from school level variable x “growth 2”.

Difference between groups	High school	postgraduate
school level x “growth 2”	6.95	5.11

Source: Research data (2016)

“Growth 2” variable reveals aspects related to the capacity that volunteers have to explore their own potential as a motivational factor. From the results presented we can realize that volunteers who have high school as the education level are more likely to understand that volunteer activity in sport can make them use better their potential than those who have postgraduate education level.

We can infer that people who have postgraduates understand that activities in volunteer work in a sporting event are not able to explore their potential as a whole. According to Walton’s Theoretical Model which approaches aspects related to quality of life in work there are some characteristics about exploring workers potential, as follows: meaning of task to be done, identifying with the task and multitude of abilities.

Given this aspect, there must be a comprehension by managers of these events, in order to allocate volunteers from a preview analysis of their experiences and capabilities in the development of volunteer activities that enable a better exploitation of their potentials. Following it will be reported the difference between groups of working hours variable x “sport 1”.

Table 6: Difference between groups from working hours variable x "sport 1".

Difference between groups	11- 20 hours	above 30 hours
working hours x "sport 1"	7.71	8.29

Source: Research data (2016)

"Sport 1" variable is related to the pleasure volunteers have to participate in any sporting event. It is observed through the results presented that volunteers who worked more than 30 weekly hours in the Rio de Janeiro Olympic Games, show more steem for sporting events than volunteers who have worked for about 11 to 20 weekly hours in the same event.

According to Paula (2002), people dedicate more time to activities that give them pleasure. Normally these activities are related to those they are motivated to do. Given this context, it is necessary that managers of sporting events make an analysis to identify volunteers that hold more affinity with event's modalities in order to manage the hours worked by volunteers. Following it will be reported the difference between groups of income variabel x value expression 5.

Table 7: Difference between groups from income variable x "values 5".

Difference between groups	nosalary	1-3 salaries
Income x values 5	8.5	7.09

Source: Research data (2016)

Given the presented data and taking expression of values 5 as a reference, which is part of the instrument of this research, we get to the conclusion that sport volunteers that have no income are more likely to state that volunteer work helps to create a better society.

Volunteers not only contribute to a fairer society, but also they use volunteer work as a way to enhance their resumé in the search for a job (DICKSON *et al.*(2014)). This result shows that it is more advantageous for sporting events managers to recruit volunteers

in sport without an income because they understand that this type of volunteer activity helps to create a better society compared to volunteers that have income between 1 to 3 salaries. After ending the statistical analysis about volunteer motivation in the Olympic Games in Rio de Janeiro, it will be reported the results observed in the research performed in Formula 1, in the city of São Paulo in the year of 2018.

SPECIFIC RESULTS FROM BRAZIL FORMULA 1 GRAND PRIX (2018)

Following data show motivational factor and its relation to statistical measures related to average, standard deviation and coefficient of variation.

Chart 4: Results of motivational variables

Variable	Questions	Average per Question	Standard deviation per Question	Coefficient of variation	Variable average	Standard deviation of Variable	Coefficient of variation of variable
Value expression	1	7.50	1.10	14.67%	7.77	1.09	14.10%
	2	7.21	1.08	14.97%			
	3	8.10	1.15	14.19%			
	4	8.06	1.03	13.27%			
	5	7.98	1.07	13.40%			
Inter-personal contacts	1	7.54	1.30	17.24%	7.30	1.20	16.35%
	2	7.22	1.21	16.75%			
	3	7.23	1.19	16.45%			
	4	7.21	1.08	14.97%			
Career development	1	5.45	1.80	33.02%	4.84	1.58	32.83%
	2	4.82	1.29	26.76%			
	3	4.40	1.95	44.31%			
	4	5.21	1.55	29.75%			
	5	4.35	1.32	30.34%			

Variable	Questions	Average per Question	Standard deviation per Question	Coefficient of variation	Variable average	Standard deviation of Variable	Coefficient of variation of variable
Personal growth	1	6.20	1.55	25 %	5.64	1.50	26.95%
	2	5.23	1.9	36.32%			
	3	5.01	1.25	24.95%			
	4	6.12	1.32	21.56%			
Extrinsic	1	4.05	1.42	35.06%	3.92	1.36	34.63%
	2	3.80	1.30	34.21%			
Love for sport	1	8.30	1.38	16.62%	8.13	1.30	15.99%
	2	7.95	1.25	15.72%			
	3	7.83	1.18	15.07%			
	4	8.45	1.40	16.56%			

Source: Research data (2018)

Referring to the results of motivational factors of volunteers who have worked in Brazil Formula 1 Grand Prix, it is observed divergent results from the ones presented in the olympics in Rio de Janeiro. At Formula 1, main motivational factors are related to "love for sport", "value expression" and "interpersonal contacts" variables, respectively, what shows that volunteers who work at Formula 1, in Brazil, have more affinity with the event, than those who worked in the Olympic Games in Rio de Janeiro. Research by Van de Roest (2015), Tamazo and Luck (2015), showed divergent results from the ones in this research in what is related to volunteer motivation in sport.

This result influences the organization management of this sporting event because when it is understood that the volunteer who works at Formula 1 has the affinity with that volunteer activity, allows managers to work in the perspective of withholding these volunteers for future Formula 1 events in Brazil. After the report of data referring to motivational factors we will discuss the results from the perspective of analysis between socio demographic data

and the difference between research groups. Following it will be reported the difference between gender and “I love to be involved in sport activities ‘sport4

Table 8: Difference between groups of gender x “sport 4”

Difference between groups	Average to women	Average to men
Gender x Sport 4	7.2	9.3

Source: Research data (2018)

The result presented above shows that men are more likely to be volunteers in this sporting event than women. This is in agreement with data acquired in the socio demographic survey, where 85% of volunteers were male and only 15% were female. Research developed by Nichols *et al.* (2014), shows that men are more likely to participate as volunteers in sport than women.

From this reported result is possible to subsidize managers of automobilistic events to concentrate major efforts in recruiting men to these events or make an effort to understand why women participation is so small for events with the characteristics of Formula 1. Following it will be reported the difference between groups of age variable x “interpersonal contacts 1”.

Table 9: Difference between groups of age variable x “interpersonal 1”

Difference between groups	18–28 years	29-39 years	above 50 years
age x “Interpersnoal 1”	6.2	7.0	8.3

Source: Research data (2018)

From the result presented we can see that volunteers who are older are more likely to have greater disposition to interact with other people in the development of their activities than those who are younger. To Van Der Roest (2015), elderly volunteers contribute substantially in the processes of interaction and planning of activities in sporting events. Then, older ones would be better allocated in

activities in which they could have direct interaction with the public in this sporting event. Following it will be reported the difference between groups of age variable x "values 5".

Table 10: Difference between groups of age variable x "values 5"

Difference between groups	18–28 years	29-39 years	above 50 years
age x "values 5"	4.5	5.5	7.0

Source: Research data (2018)

From the result presented we can see that older volunteers are more likely to state that they develop their volunteer activities in order to make the event a success. Thus, it is understood that functions which have more responsibility in the event must be distributed to the volunteers who are older. According to Schlessinger *et al.* (2015), older volunteers, due to their life experience, have an important contribution in the development of volunteer activities. Following it will be reported the difference between groups of school level variable x "sport 1".

Tabela 11: Difference between groups of school level variable x "sport 1"

Difference between groups	High school	postgraduate
school level x "sport 1"	7.8	6.0

Source: Research data (2018)

"Sport 1" variable reveals aspects related to enjoying any event related to sport. From the results presented it can be seen that volunteers with high school are more likely to enjoy any sport than postgraduate. Once postgraduate represents 45% and high school only 4% it is possible to infer that postgraduate has a greater relation with an specific event than students of high school. This result can be related to the main motivational factor identified in the research, the construct "love for sport".

Study by Wang and Wu (2014) showed a strong relation between postgraduate volunteers with a specific sporting event held

in Shanghai. In this way, it is possible to observe that postgraduate volunteers volunteer themselves because they have more affinity with that specific sporting event. With this information, sporting events recruiting and selecting management should be offering priorities to volunteers with this characteristic.

FINAL CONSIDERATIONS

This research aimed to identify if there are differences among volunteer motivations between two mega sporting events held in Brazil in the years 2016 and 2018. Understanding the volunteer motivational process is fundamental to recruiting, selecting and withholding of volunteers who work in sporting events in Brazil. The management of volunteer work is essential to the success of the sporting event.

From the results presented it was shown that the main volunteer motivation is different when we compare two mega sporting events in Brazil. In the Olympic Games in Rio de Janeiro, an event that encompasses many different sport modalities, the main motivation was “value expression”, in other words, volunteers who have worked in the Olympics have been motivated in order to make the event a success. However, it was observed that the main motivation among volunteers at Formula 1 was “love for sport”. With this result we can conclude that the more specific the sporting event more affinity the volunteer will have to it. Contributing, specially, to withhold these volunteers in the sporting events.

Theoretical advance observed in this research is related to the observation of different motivations from different mega sporting events held in Brazil. In practical terms it is possible to perform different recruiting, selecting and withholding of volunteers strategies from the comprehension of their motivations in events which encompasses many modalities and specific events, like Formula 1.

The main limitation of this research is related to the difficulty in applying the research, once the volunteer quantity of both events was a total of six hundred participants. In some cases, volunteers left some questions from the form unanswered which caused some difficulty in working out data afterwards.

Concerning future studies it is recommended that other research may be made in the Youth Games in Brazil event, which encompasses several modalities and in Beach Volleyball Circuit that are similar events to the ones researched in this article. Therefore, it would be possible to confirm or refute the results observed in this research. The more empiric results about the volunteer motivation in sport, in Brazilian context, the more it will be possible to approach this researched phenomenon.

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