

A study of factors influencing university volunteer support for the 31st FISU World University Games

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Abstract

The success of many international sports events is inseparable from the special group of college volunteers, and the higher the support of college volunteers for international sports events, the better the success of sports events. Therefore, how to improve the support of college volunteers to international sports events, and the study of its influencing factors is particularly important.

Purpose of the study to a study of university volunteers' support for 31st FISU World University Games and influencing factors, this study randomly sampled 527 volunteers from more than 18,000 university volunteers as survey respondents and used the literature method, questionnaire survey method, mathematical analysis method, and other research methods to research the support of university volunteers to the 31st World University Summer Games and its influencing factors. Firstly, the independent sample T-test and one-way ANOVA were employed to analyze the impact of different demographic characteristics of university volunteers on the 31st World University Summer Games. Subsequently, correlation analysis was conducted to investigate the correlation between the support and its influencing factors among university volunteers for the 31st World University Summer Games.

The results ifound that:

- 1) The gender and positions of university volunteers did not have a significant impact on their support for the 31st World University Summer Games;
- 2) The majors, grades, monthly living expenses, service motivation, and behavioral attitudes of university volunteers significantly influenced their support for the 31st World University Summer Games.

And draws the following conclusions:

- 1) Higher education volunteers show high support for the 31st World University Summer Games.
- 2) Economic level of university volunteers as a key factor influencing support for international sporting events.
- 3) Behavioural attitudes of university volunteers towards support for international sporting events are biased towards the physical dimension.
- 4) The influence of university volunteers' motivation to serve on support for international sporting events is biased in favour of the material dimension

Keywords: The 31st FISU World University Games; University volunteers; The level of support.

Introduction

University volunteers are an important part of international sports events. The successful hosting of numerous international sports events is inseparable from the special group of university volunteers, who usually come from universities near the venue and possess a deeper understanding of the local culture, language, and geographical environment. This enables them to better assist international participants, provide professional support, and facilitate the internationalization of the event. Therefore, university volunteers are the main subject of this study.

The support of university volunteers is a significant factor that affects the effectiveness of sports events, which is also known as "social support", which is the degree of affirmation or endorsement that an individual shows to a particular matter (Zheng Xiaoyu, 2023). The higher level of support provided by university volunteers for international sports events indicates the more successful hosting of sports events. Hence, research on how to specifically enhance this support level and its influencing factors is particularly significant.

The World University Games requires a large number of university volunteers. Known as the "Mini Olympics," The Universiade is a large-scale, comprehensive international sports event hosted by the International University Sports Federation (FISU) every two years. It has successfully held 31 editions consecutively. The 31st World University Summer Games concluded in Chengdu, China, with over 6,500 university athletes from 113 countries and regions participating. Additionally, over 18,000 volunteers from 35 universities in Sichuan province contributed to the volunteer service. participated in the volunteer service work. (China Youth Network, 2023). Studying university volunteers from the 31st World University Summer Games provides ample data support for this research, reducing the chance of randomness.

By checking the related literature books and materials about volunteers, sports events, and support in the school library, China Knowledge Network, and other databases, they were organized and analyzed to provide a theoretical basis for the later study:

In the current research on sports events, the main aspects involving volunteers focus on volunteer motivation, volunteer management, etc., but also for the research involving the volunteer support degree of the event, the research in this paper will make up for this gap.

There is a clear conceptual definition of volunteers, and related scholars mainly focus on the motivation, demand, incentive, influencing factors, functional value, and other aspects of volunteer research. However, the definition of college volunteers for sports events is relatively vague, therefore, combined with the research content of this paper, we propose that "college volunteers for sports events" are college students who voluntarily and gratuitously participate in the service work of sports events, and contribute their time, skills and labor.

As far as the current state of research is concerned, it mainly focuses on the study of residents' support for sporting events and has not yet mentioned volunteers' support for sporting events. The International Olympic Committee (IOC) and organizing committees have been trying to build public support for the Olympic Games (OG), as event support from local residents is considered a key factor in the success of the Olympic Games. (Deccio C and Baloglu S, 2002).

Taking two universities in Shenyang as an example, Wang Xinghua pointed out that college students of different genders, majors, and volunteer experiences have different motivations to participate in volunteering at sports events (Wang Xinghua, 2017). Is there a certain influence between service motivation and support? Therefore it is particularly important to investigate whether there will be significant differences in support for the 31st World University Summer Games among college volunteers of different genders, majors, grades, positions, and monthly living expenses, so the following hypotheses are proposed:

H1: There is a significant difference in support for the 31st World University Summer Games among university volunteers of different genders.

H2: There is a significant difference in the level of support for the 31st World University Summer Games among university volunteers of different majors.

H3: There is a significant difference in the level of support for the 31st World University Summer Games among college volunteers of different grades.

H4: There is a significant difference in the level of support for the 31st World University Summer Games among college volunteers in different positions.

H5: There is a significant difference in the level of support for the 31st World University Summer Games among college volunteers with different monthly living expenses.

Due to the special characteristics of college volunteers, college students' study and life stage is a process of gradual formation of values, and their motivation to participate in the 31st WSU Summer Games may differ to a certain extent from the motivation of other people. College students may be influenced by the motivation of whether they can participate in the evaluation of merits and awards, whether they can enrich their practical experience, whether they can meet sports stars, whether they can get souvenirs of the event and so on. Therefore, how does the service motivation of college volunteers relate to the support level of the 31st World University Summer Games? Can service motivation influence support? This paper proposes the following hypotheses:

H6: There is a significant difference between the service motivation of college volunteers on the support degree of the 31st World University Summer Games

Behavioural attitudes of college volunteers at international sports events are positive or negative attitudes towards participation in large-scale international sports events. For example, in sports consumption, Li Meng studied consumers' sports purchasing behaviour based on the theory of planned behaviour, and consumers' attitudes towards sporting goods can significantly and positively influence purchasing behavioural intentions (Li Meng, 2020), Another example in tourism is Lee C-K's research on the model of experience-attitude-behavioural intention of tourists in Hanok Village in Jeonju, South Korea, from the perspective of experience economy, which found that there is a positive correlation between tourists' behavioural attitudes and behavioural intentions in Hanok Village in Jeonju, South Korea (Lee C-K, 2021), so behavioural attitudes may have a certain degree of influence on the degree of support, and in conjunction with the present study, the following hypotheses are put forward:

H7: There is a significant difference between the behavioural attitudes of university volunteers in support of the 31st WSC Summer Games

Research Objectives

1. To comprehensively assess the level of support for volunteers at the 31st University University.
2. To identify factors that influence university volunteers' support for the university.

Research Methodology

1. Population and sample group

The sample size was determined by randomly sampling from 18,000 college volunteers and the following formula was used to calculate the required sample size:

$$N = \left(\frac{Z \cdot \sigma}{E} \right)^2$$

Among them.

“N” is the required sample size;

“Z” The Z-score corresponding to the 95 percent confidence level is usually 1.96;

“σ” is an estimate of the standard deviation of the overall, σ=0.5;

“E” is the expected sampling error, here set to 0.05;

Calculated according to the formula: N=384.16.

Therefore, we can take at least 385 college volunteers as a sample to make statistical inferences about the whole population with an expected sampling error of 5% at the 95% confidence level.

2. Research tools

Questionnaire Star app

3. Collection

The questionnaire is divided into two parts, the first part is the demographic part, including gender, profession, job position, grade, the monthly cost of living five measurement variables; the second part is the survey of the tournament support and the factors affecting the survey, the use of 5-point scale form of the survey, including the service motivation, behavioral attitudes, and the tournament support degree of the three dimensions, with a Likert five-point scale for measurement, in which "1" means "strongly disagree", "2" means "disagree", "3" means "general", "4" means "agree", and "5" means "strongly agree".

4. Data analysis

The study focused on different demographic characteristics, service motivation, behavioral attitudes, and event support, and used SPSS27.0 statistical software to analyze the support of college volunteers for the 31st World University Summer Games and its influencing factors, and used independent samples t-test and one-way ANOVA to validate the influence of different demographic characteristics and event support, and carried out correlation analysis on the influence of different service motivation, behavioral attitudes, and event support. The correlation analysis of the relationship between different service motivations, behavioral attitudes, and support for the event was carried out. This chapter presents the results of the data analyses involved in this study, which are presented below.

Research Conceptual framework

This study uses the literature method to collate and analyze the research background, the significance of the study, and the current status of the study, and after determining the measurement dimensions, the research hypotheses are formulated. The research was conducted through the questionnaire method, and after the steps of questionnaire design, data collection, and data analysis, the data results were analyzed, discussed, and collated using the mathematical and statistical analysis method, and then the research hypotheses were verified.

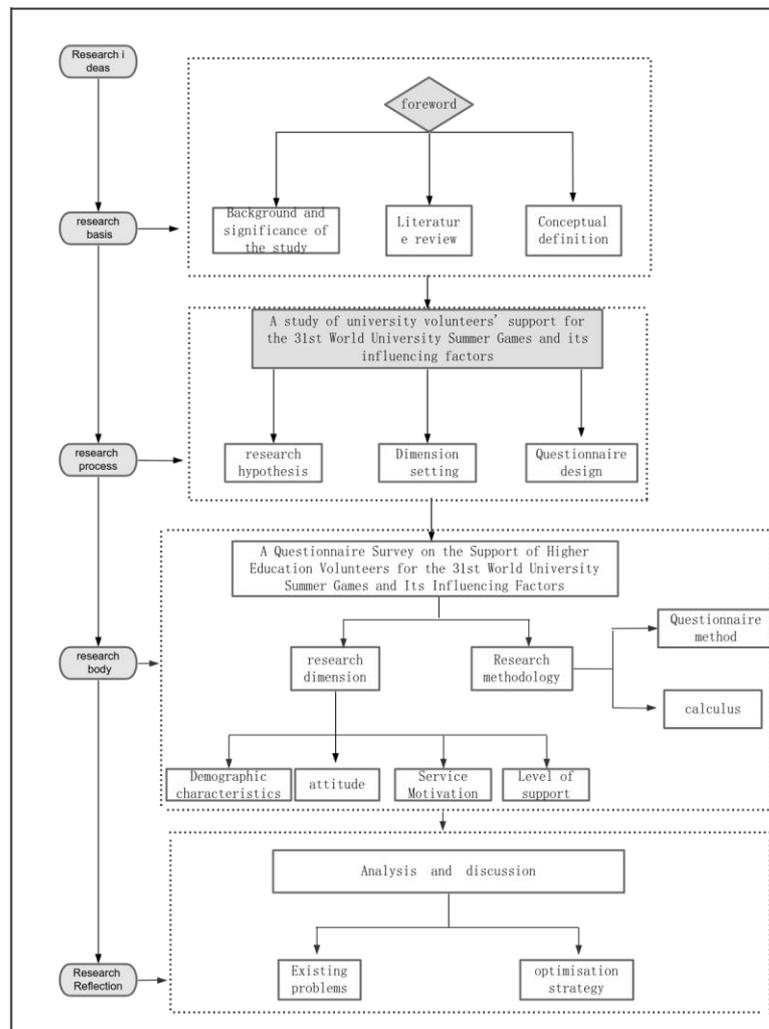


Figure 1: Research Conceptual framework

Research Scope

This study was conducted from March to May 2024, focusing on volunteers participating in the 31st FISU World University Games. A total of 527 volunteers were randomly selected as a sample from over 18,000 university volunteers. The study examined various demographic characteristics, service motivation, and behavioral attitudes of university volunteers, including gender, major, grade, different positions, and monthly living expenses, as independent variables. The support for the 31st FISU World University Games among university volunteers served as the dependent variable.

Research Results

1. The effect of different statistical characteristics of university volunteers on support for the 31st World University Summer Games

In this paper, independent samples t-test was used to study the effect of different genders on tournament support, and the results are shown in the table:

Table 1:Differential analysis of the effect of different genders on support for tournaments

	Gender	Sample size	Mean (standard deviation)	t	p
Degree of support	Male	228	3.566(1.018)	-1.726	0.085
	Female	299	3.714(0.911)		

From the table, it can be seen that the p-value (significance) is 0.085, which is greater than the significance level of 0.05, indicating that there is no significant difference between volunteers of different genders in terms of their support for the event, which means that there is no significant effect of volunteers of different genders on the support for the event. The hypothesis " There is a significant difference in the support of volunteers of different genders for the 31st World University Summer Games" does not hold.

In this paper, independent samples t-tests were used to investigate the differences in the effects of different majors (sports and non-sports) on event support, and the results are shown in the table below:

Table 2:Analysis of differences in the impact of different majors (sports and non-sports) on event support

	Professional category	Sample size	Mean (standard deviation)	t	p
Degree of support	Sports major	270	3.571(1.018)	-1.954	0.05
	Non-sports major	257	3.734(0.891)		1

From the table, it can be seen that the p-value is 0.051, and the convergence level value is 0.05, which means that there is a significant difference between the volunteers of different majors for the event support degree, indicating that the volunteers of different majors have a significant effect on the event support degree. The mean value of volunteers specialised in sports is 3.571, which is lower than that of volunteers not specialised in sports (3.734), indicating that the support degree of volunteers not specialised in sports is higher than that of volunteers specialised in sports. The hypothesis "there is a significant difference in the degree of support for the 31st World University Summer Games among university volunteers of different majors" is valid.

An independent samples t-test was used to investigate the differences in support for the tournament across jobs (language and general purpose), and the results are shown in the table below:

Table 3: Table analyzing the differences in the effect of different job positions on support for the event

Volunteer job categories		Sample size	Mean (standard deviation)	t	p
Degree of support	Language Volunteer	253	3.703(0.936)	1.216	0.225
	General volunteer	274	3.601(0.983)		

From the table, it can be seen that the p-value is 0.225, which is greater than the significance level of 0.05, indicating that there is no significant difference between volunteers with different jobs on the degree of support for the event, which means that volunteers with different jobs have no significant effect on the degree of support for the event. The hypothesis "there is a significant difference in the support degree of college volunteers of different jobs to the 31st World University Summer Games " is not valid.

A one-way ANOVA was used to investigate the differences in the effect of different grades on support for the tournament, and the results are shown in the following table.

Table 4: Table analysing the differences in the effect of different grades on support for the event

	Grade	Sample size	Mean (standard deviation)	f-value	p-value
Degree of support	Year 1-3 of university degree	85	3.565 (0.954)	3.641	0.006
	Year1-2 of undergraduate programme	189	3.770 (0.933)		
	Year 3-4 of undergraduate programme	140	3.758 (0.936)		
	Year 1-3 of Master Degree Candidate	74	3.375 (0.959)		
	Master's degree or above (No master's students are included)	39	3.391 (1.066)		

From the table, it can be seen that the p-value (significance) is 0.006, which is smaller than the significance level value of 0.05, presenting a difference at the level of 0.044, indicating that there is a significant difference between volunteers of different grades in terms of their support for the tournament, which means that there is a significant effect of volunteers of different grades in terms of their support for the tournament. Among them, undergraduate volunteers in grades 1-2 have the highest level of support for the event, while graduate volunteers in grades 1-3 have the lowest level of support for the event. The hypothesis "there is a significant difference in the support of volunteers of different grades for the 31st WSU Summer Games" is valid.

A one-way ANOVA was used to investigate the differences in the effect of different monthly living expenses on tournament support, and the results are shown in the table below:

Table 5: Table analyzing the differences in the effect of different monthly living expenses on the support for the tournament

	Amount of cost of living	Sample size	Mean (standard deviation)	f-value	p-value
Degree of support	Under 1500 RMB	132	3.870 (0.952)	6.241	0
	Between 1500-2500 RMB	246	3.687 (0.951)		
	Between 2500-3500 RMB	101	3.430 (0.973)		
	More than 3500 RMB	48	3.323 (0.849)		

As can be seen from the table, the p-value (significance) is 0, which is smaller than the significance level value of 0.05, presenting a difference at the 0.05 level, indicating that there is a significant difference between volunteers with different monthly living expenses on the degree of support for the tournament, which means that there is a significant impact on the degree of support for the tournament by volunteers with different monthly living expenses. Volunteers with monthly living expenses below 1500 RMB have the highest level of support for the event, while volunteers with monthly living expenses above 3500 RMB have the lowest level of support for the event, showing that the higher the monthly living expenses are, the lower the level of support for the event is. The hypothesis "there is a significant difference in support for the 31st WSU Summer Games among volunteers with different monthly living expenses" is valid.

2.The effect of different service motivations and behavioural attitudes of university volunteers on support for the 31st World University Summer Games

Pearson correlation analysis was used. Person Correlation is commonly used for continuous numerical variables, Pearson correlation analysis is the most commonly used statistical analysis method in Rilicet scale to measure the degree of correlation between different variables.

Table 6: Correlation analysis table between different dimensions of each variable

	Service Motivation	Attitudes	Degree of support
Service Motivation	1		
Attitudes	0.504	1	
Degree of support	0.468	0.491	1

** . The correlation is significant at the 0.01 level (two-tailed).

In spss analysis, the Sig (significance, also P-value) between the two variables was observed first, if $Sig \leq 0.05$, it means that there is a significant correlation, and after analysis, if $Sig > 0.05$, it means that there is no significant correlation, and the results show that $Sig \leq 0.05$ between service motivation and support, behavioural attitudes and support, and motivation for service and behavioural attitudes, which means that there is a significant correlation between service Motivation and Support, Behavioural Attitude and Support have significant correlation. The value range of correlation coefficient is $[-1, 1]$, the larger the value indicates the more relevant, as shown in the above table, the correlation coefficient of service motivation and support is 0.468, and the correlation coefficient of behavioral attitude and support is 0.491, which can be concluded that the behavioral attitude and service motivation of university volunteers have a significant impact on the support of the 31st World University Summer Games, and the correlation of behavioral attitude coefficient is higher than the service motivation, then it means that the behavioral attitude has a greater influence on the university volunteers' support for the event.

The analysis of the above data led to the findings in the table below:

Table 7: Statistical table of the results of the study

Research hypothesis	Hypothetical content	Verification results
H1	Significant differences in support for the 31st World University Summer Games among university volunteers by gender	untenable
H2	Significant differences in support for the 31st World University Summer Games among university volunteers of different majors	true
H3	Significant differences in support for the 31st World University Summer Games among university volunteers of different grade levels	true
H4	Significant differences in support for the 31st World University Summer Games among university volunteers in different positions	untenable
H5	Significant differences in support for the 31st World University Summer Games among university volunteers with different monthly living expenses	true
H6	There is a significant difference in the motivation of higher education volunteers to serve in support of the 31st World University Summer Games	true
H7	Significant differences in behavioural attitudes of university volunteers in support of the 31st World University Summer Games	true

Discussion

1. High school volunteers show high support for the 31st World University Summer Games.

In this study of the measurement of support for tournaments, a total of eight measurement items were set up to investigate support according to the division of support into emotional support and material support proposed by (Xiao Shuiyuan, 1987), which was measured on a five-point Likert scale, in which "1" means "strongly disagree", "2" means "disagree", "3" means "generally", and "4" means "strongly agree", "5" means "strongly agree". The overall mean was 3.65, with "4" indicating "Agree" and "5" indicating "Strongly Agree". The overall mean value is 3.65, showing a high degree of support, but there is still some room for improvement, which is mainly affected by the factors of college volunteers' majors, grades, monthly living expenses, service motivation, and behavioral attitudes.

2. Economic level of college volunteers as a key factor influencing support for international sporting events.

There is consistency with (Zhang li, 2020) the idea that local residents' support for tournaments is influenced by economic level. In terms of demographic characteristics, the independent samples t-test was used to study the difference in the impact of different majors (sports and non-sports) on tournament support, and the significance p-value of the impact was 0.051, which was smaller than the significance level of 0.05, and presented a difference at the 0.001 level; a one-way analysis of variance (ANOVA) was used to study the difference in the impact of different grades on tournament support, and the significance p value is 0.006, which is smaller than the significance level value of 0.05, presenting a difference at the level of 0.044; using one-way ANOVA to study the difference in the impact of different monthly living expenses on the support of the tournament, the significance of the impact of p-value is 0, which is smaller than the significance level value of 0.05, presenting a difference at the level of 0.05, with $0.05 > 0.044 > 0.001$. It can be seen that the effect of monthly living expenses on the event (31st World University Summer Games) support of university volunteers is greater than the effect of grade, and the effect of grade on the event (31st World University Summer Games) support of university volunteers is greater than the effect of specialisation, so that the economic level of the university volunteers is a key factor affecting the support of the event. There is commonality with the idea that (Hu Jun, 2011) residents' perceived benefits have a positive affective relationship with tournament support.

3. Behavioral Attitudes of High School Volunteers Toward Support for International Sporting Events Are Biased Toward the Physical Dimension.

Behavioral attitudes as one of the factors of the theory of planned behaviour to facilitate the management of university volunteers in international sporting events. (Ma, Xing., 2021) argued that the behavioral attitudes of college volunteers significantly and positively influence college students' intention to continue their volunteer behaviors, mainly in terms of physical behaviors. This study focuses on the measurement of both mental and physical behaviour in the behavioural attitudes measurement items of university volunteers. The question "I am willing to provide consulting services to spectators of the Chengdu Universiade" has the largest mean value of 3.84, with 81.97% of university volunteers indicating their willingness to do so, while the question "I am willing to introduce the event venues to participants of the Chengdu Universiade" has the second largest mean value of 3.79, with 81.02% of volunteers indicating their willingness to do so. The question "I am willing to introduce the event venues to the participants of the Chengdu Universiade" was the second largest, with a mean value of 3.79, and 81.02 per cent of the volunteers expressed their willingness. At the same time, (Li Meng, 2020) studied consumers' sports purchasing behavior based on the Theory of Planned Behavior, and consumers' attitudes toward sporting goods can significantly and positively influence purchasing behavior intentions. For the special group of university volunteers, participating in international sports events volunteer activities more hope to get the exercise of substantive ability to broaden the application of professional knowledge, if more opportunities for exercising behavioural ability or the application of professional knowledge are provided in the process of volunteering, the university volunteer team's support for international sports events will be improved, thus it can be seen that the behavioural attitudes of university volunteers towards the support for international sporting events is biased towards physical behaviour.

4. The influence of college volunteers' motivation to serve on support for international sporting events is biased toward the material dimension.

Service motivation, as a source of motivation for university volunteers to participate in international sports event volunteering, has reference value for the recruitment of volunteers for international sports events. In this study, the service motivation measurement of university volunteers mainly focuses on the two aspects of spiritual motivation and material motivation. The item "obtaining relevant certificates through volunteering at the Chengdu Universiade" has the largest mean value of 3.86, with 85.96% of university volunteers agreeing, followed by "obtaining souvenirs of the event through volunteering at the Chengdu Universiade", with a mean value of 3.79, with 82.16% of university volunteers agreeing. 3.79, with 82.16 per cent of university volunteers agreeing. It can be seen that the behavioural attitudes of university volunteers' support for international sports events are biased towards material motives, however, regardless of whether university volunteers are in spiritual or material motives, they are able to enable university volunteers to participate in international sports event volunteering towards predetermined expectations, which in turn strengthens and maintains the support for international sports events and sustained participation in international sports event volunteering.

Recommendations

1. Enhancing the material security of volunteers for international sports events

strengthening the material security of volunteers for international sports events needs to start from many aspects, including providing necessary protective equipment, ensuring basic diet and Therefore, strengthening the material security of volunteers in international sports events needs to be done from many aspects, including providing necessary protective equipment, ensuring basic food and transport security, providing volunteer certificates and souvenirs, establishing a material security system, formulating emergency plans, and purchasing personal accident insurance. However, while ensuring material protection, spiritual encouragement should also be strengthened.

2. Enhancing the match between the needs and competencies of university volunteer positions

Behavioral attitude and service motivation of university volunteers as one of the important influencing factors of international sports event support, this study shows that the influence of university volunteers' behavioural attitude on the support of international sports events is biased towards the physical level, which in turn reflects that university volunteers want to get more exercise and exert more professional abilities through international sports events.

3. Guiding international sports event volunteers to develop correct service motivation and behavioral attitudes

Behavioral attitude and service motivation of university volunteers are one of the important factors influencing the support degree of international sports events, and this study shows that the influence of university volunteers' service motivation on the support degree of international sports events is biased towards the material level, and "university volunteers for sports events" are university volunteers who voluntarily participate in the service of sports events without any compensation and contribute their time, skills and labour to the service of sports events. At the same time, "sports event university volunteers" are university students

who voluntarily and without pay participate in the service work of sports events and contribute their time, skills and labour. They should have the spirit of selfless dedication, and should downplay the material enjoyment of volunteering in international sports events.

4. Improving the Evaluation System of university Volunteers for International Sports Events

For the present, a unified evaluation system for university volunteers in international sports events has not been formed, and most of them are running with a single event's volunteer evaluation system, which is easy to cause confusion in the evaluation of university volunteers, resulting in greater mobility of volunteers and lower impact support, and it is recommended to determine the evaluation objectives and evaluation indexes around the relevant conclusions of this study, collect data through questionnaires, interviews, observations, etc., and using hierarchical analysis method (AHP) to process and analyse the data in order to arrive at objective and accurate evaluation results, and according to the evaluation results, while putting forward higher requirements for university volunteers, continuously improve the evaluation system of university volunteers in international sports events.

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