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The Relationship Between Motivational Factors and Future Behaviour Among Volunteers in Putrajaya Pink Ribbon Run 2025

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I. Introduction

Volunteers play a critical role in the successful implementation of sport events, particularly charity-based running events that depend heavily on community participation. In sport management, sustaining volunteer involvement is essential, as recurring events require continuous support from experienced and committed individuals. Volunteer motivation has been widely recognized as a primary determinant of participation and commitment in sport contexts [1]. Although prior research has examined motivational factors among sport volunteers, limited studies have specifically explored how these motivations influence future behavioural intention within charity-based running events in Malaysia. Understanding future behaviour is important in volunteer retention, as volunteers who intend to return are more likely to contribute to long-term event sustainability. Therefore, this study aims to [1] identify dominant motivational factors among volunteers in the Putrajaya Pink Ribbon Run 2025, [2] examine the extent of their future behavioural intention, and [3] investigate the relationship between motivational factors and future behaviour intention.

II. Methods

This study employed quantitative research design. Data were collected through a Google Form survey administered to 31 volunteers who were involved in the Putrajaya Pink Ribbon Run 2025. Volunteer motivation was measured using the Volunteer Motivation Scale for International Sporting Events (VMS-ISE) developed by Bang and Chelladurai (2009). Future behavioural intention was assessed through items measuring the likelihood of continued participation in future sport events. Descriptive statistics were used to identify dominant motivational factors and the level of future behavioural intention. As the data did not fully meet normality assumptions, Spearman's rank-order correlation was conducted to determine the relationship between overall motivational factors (composite score) and future behavioural intention.

III. Results and Discussion

A. Demographic Profile

The respondents consisted of 31 volunteers, with 19 males (61.3%) and 12 females (38.7%). Most volunteers were aged between 22-25 years (80.6%), followed by 18-21 years and 26-29 years (3.2%) and followed by 30 and above (16.1%). All respondents were Malay (100%). The majority held a bachelor's degree (77.4%). In terms of volunteering experience, 54.8% had volunteered one to three times, while 35.5% had volunteered three to five times, followed by 9.7% had volunteered 7 times and more.

B. To Identify the Motivational Factors That Encourage Individuals to Participate as Volunteer in the Putrajaya Pink Ribbon Run 2025

Descriptive analysis revealed that Love of Sports recorded the highest mean score (M = 6.19, SD = 1.01), followed by Career Orientation (M = 6.17, SD = 0.84) and Interpersonal Contact (M = 6.12, SD = 0.86). Expression of Values (M = 6.04, SD = 0.74), Personal Growth (M = 5.90, SD = 0.84), and Patriotism/Community Involvement (M = 5.68, SD = 0.85) also demonstrated relatively high levels. Extrinsic Rewards recorded the lowest mean score (M = 4.87, SD = 1.41), indicating that tangible incentives were less influential compared to intrinsic motivations.

The dominance of intrinsic motivations such as loves of sports and career orientation indicates that volunteers were primarily driven by internal interest rather than external rewards. This finding is consistent with previous sport volunteer research showing that this study is given the advantage to everyone know what the preferred motivation that makes the volunteer attract to do the volunteerism activity [2]. Functional motivation theory further suggests that volunteering becomes more sustainable when it fulfills personal values and psychological needs [3].

TABLE I
MOTIVATIONAL FACTORS

	M	SD	Rank
Love of Sports	6.19	1.01	1
Career Orientation	6.17	0.84	2
Interpersonal Contact	6.12	0.86	3
Expression of Values	6.04	0.74	4
Personal Growth	5.90	0.84	5
Patriotism/Community Involvement	5.68	0.85	6
Extrinsic Rewards	4.87	1.41	7

C. To Examine the Extent of Future Behavioural Intention Among Volunteers in the Putrajaya Pink Ribbon Run 2025

The findings indicated a high level of future behavioural intention among volunteers (M = 5.87, SD = 0.99). The high level of future behavioural intention suggests that volunteers demonstrated a strong likelihood of continued participation in upcoming sport events. In sport management, future behavioural intention is an important indicator of volunteer retention, as returning volunteers contribute to event stability and reduced recruitment costs [1].

TABLE II
DESCRIPTIVE STATISTIC VOLUNTEER FUTURE BEHAVIOUR

Variable	M	SD
Future Behaviour	5.87	0.99

D. To Investigate the Relationship Between Volunteers' Motivational Factors and Their Future Behaviour Intention

Spearman's rank-order correlation analysis revealed a strong positive relationship between overall motivational factors and future behavioural intention (r_s = 0.71, p < 0.005). This indicates that higher levels of volunteer motivation are associated with stronger intentions to participate in future events. The strong positive correlation between motivational factors and future behavioural intention (r_s = 0.71) indicates that higher motivational levels are associated with stronger intentions to continue volunteering. This suggests that when volunteers perceive their experiences as meaningful and rewarding, they are more likely to remain committed. From a sport management perspective, aligning volunteer roles with intrinsic motivational expectations may enhance long-term retention and support the sustainability of recurring charity sport events [4].

TABLE III
SPEARMAN DESCRIPTIVE STATISTIC OF VOLUNTEER MOTIVATIONAL FACTORS AND FUTURE BEHAVIOUR

Variable	1	2
Overall Motivational Factors (Composite Score)	-	
Future Behavior Intention	0.71*	-

Note. N = 31. p < .005.

IV. CONCLUSIONS

This study found that intrinsic motivations were the dominant drivers among volunteers in the Putrajaya Pink Ribbon Run 2025 and that overall motivational factors were strongly associated with future behavioural intention. The findings highlight the importance of motivational alignment in promoting volunteer retention. For sport event organizers, developing volunteer roles that provide meaningful engagement, personal development opportunities, and value expression may strengthen long-term volunteer commitment and support event sustainability.

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