The impact of motivation, festival attachment, place attachment, and psychological ownership on volunteerism: Understanding the Traverse City Film Festival from the volunteer perspective

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The impact of motivation, festival attachment, place attachment, and psychological ownership on volunteerism: Understanding the Traverse City Film Festival from the volunteer perspective

by

Vanessa Phoebe Cooper

A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

Major: Hospitality Management

Program of Study Committee:
SoJung Lee, Major Professor
Linda Niehm
Eric D. Olson

The student author and the program of study committee are solely responsible for the content of this thesis. The Graduate College will ensure this thesis is globally accessible and will not permit alterations after a degree is conferred.

Iowa State University
Ames, Iowa
2017

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DEDICATION

In memory of Lars Kelto, an influential member of the Traverse City Film Festival, who passed away suddenly.

October 3, 1976 – June 4, 2017
# TABLE OF CONTENTS

**DEDICATION** ........................................................................................................................... ii

**LIST OF TABLES** ......................................................................................................................... v

**LIST OF FIGURES** ......................................................................................................................... vii

**ACKNOWLEDGMENTS** ................................................................................................................... viii

**ABSTRACT** ...................................................................................................................................... viii

**CHAPTER 1. INTRODUCTION** ....................................................................................................... 1
    Background of the Study ............................................................................................................... 1
    Problem Statement ......................................................................................................................... 4
    Purpose of the Study ....................................................................................................................... 5
    Significance of the Study ............................................................................................................... 6
    Definition of Terms ......................................................................................................................... 8

**CHAPTER 2. LITERATURE REVIEW** ............................................................................................. 9
    Festivals .......................................................................................................................................... 9
    Film Festivals ................................................................................................................................ 10
    Volunteerism .................................................................................................................................. 10
    Motivations ..................................................................................................................................... 11
    Volunteer Function Inventory ......................................................................................................... 13
    Place Attachment ............................................................................................................................ 15
    Psychological Ownership ................................................................................................................ 17
    Future Intention ............................................................................................................................... 19
    Conceptual Framework and Hypotheses ........................................................................................ 20

**CHAPTER 3. METHODOLOGY** ..................................................................................................... 26
    Research Design and Methodology ................................................................................................. 26
    Survey Instrument and Measures .................................................................................................... 26
    IRB Approval .................................................................................................................................... 27
    Face Validity Check ........................................................................................................................ 28
    Sampling .......................................................................................................................................... 28
    Data Collection ............................................................................................................................... 28
    Data Analysis Methods ................................................................................................................... 29

**CHAPTER 4. FINDINGS OF THE STUDY** ..................................................................................... 30
    Profile of the Participants ............................................................................................................... 30
    Volunteers’ Profile .......................................................................................................................... 31
    Descriptive Analysis ....................................................................................................................... 32
LIST OF TABLES

Table 1. Demographics of the Festival Volunteers................................................................. 30
Table 2. Festival Volunteer Profiles ..................................................................................... 32
Table 3. Descriptive Statistics............................................................................................... 33
Table 4. Results of a Regression Analysis of Motivations on Future Intention .................. 35
Table 5. Results of a Regression Analysis of Festival Attachment on Future Intention ...... 36
Table 6. Results of a Regression Analysis of Place Attachment on Future Intention .......... 38
Table 7. Results of a Regression Analysis of Psychological Ownership on Future Intention 39
LIST OF FIGURES

Figure 1. The Impact of Motivations on Future Intentions to Volunteer.......................... 21
Figure 2. The Impact of Festival Attachment on Future Intentions to Volunteer............... 23
Figure 3. The Impact of Place Attachment on Future Intentions to Volunteer.................... 24
Figure 4. The Impact of Psychological Ownership on Future Intentions to Volunteer......... 25
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ABSTRACT

In the United States, tens of millions of people dedicate their time to volunteer efforts each year. The Traverse City Film Festival annually relies on the work provided by 3,000 volunteers. There has been little research on the intentions of volunteers at festivals and what contributes to successful engagement of volunteers. This study investigated how volunteers’ motivations, festival attachment, place attachment, and psychological ownership play significant roles in determining their intention to volunteer at the Traverse City Film Festival in the future. A convenience sample was collected of 172 individuals that volunteered at the 2016 Traverse City Film Festival, using an online survey. Four separate linear regression analyses were conducted to test the hypotheses. The study revealed that participants’ future intentions to volunteer were significantly influenced by the values dimension of motivations, festival dependence and festival affect dimensions of festival attachment, place affect dimension of place attachment, and the belongingness and self-efficacy dimensions of psychological ownership. The results from this study provide new conceptual contributions by expanding on the constructs of motivation, festival attachment, place attachment, and psychological ownership with application to volunteerism in the festival setting. It also offers practical implications for the festival managers to strengthen relationships between volunteers and the festival organization.
CHAPTER 1.
INTRODUCTION

Background of the Study

Volunteerism entails considerable personal costs of time, energy, and opportunity (Clary, Ridge, Stukas, Snyder, Copeland, Miene, & Haugen, 1998). The term, “volunteering” refers to the act of people working together towards a common goal. Volunteers devote their time and efforts towards something without expecting any tangible reward in return (Musick & Wilson, 2007). With this altruistic behavior, volunteers often care about helping others and want to contribute to a cause they believe in.

When attempting to understand volunteer behavior efforts, it is important to look at what motivates the individual to volunteer in the first place. To evaluate volunteer motivations, the functional approach is recognized in prior studies (Houle et al., 2005; Musick & Wilson, 2007). As defined by Clary and Snyder (1991), a functional analysis examines the underlying needs, plans, goals, and functions, that exist both personally and socially, turning individuals’ thoughts into actions. Under the functional approach, Clary et al. (1998) developed the Volunteer Functions Inventory (VFI) with six motivational functions of volunteerism, including: values, understanding, social, career, protective, and enhancement, as a means of measuring motivations among volunteers.

Place attachment can be a significant factor in understanding volunteering as the concept that describes a strong emotional connection between an individual and a particular location (Debeneditti, Oppenwal, & Arsel 2013). Studies have found that place dependence, place identity, place affect, and social bonding can be contributing factors of place attachment.
Debenedetti et al. (2013) revealed that these bonds can be observed in the form of life satisfaction, security, or escaping pressures.

Moreover, volunteers may possess a sense of psychological ownership, where they begin to develop feelings of attachment from being a part of an organization and contributing to the work that is produced (Vandewalle, Van Dyne, & Kostova, 1995). Avey, Avolio, Crossley, and Luthans (2009) identified five dimensions of psychological ownership: territoriality, self-efficacy, accountability, belongingness, and self-identity. Individuals that experience psychological ownership, are possessive and take ownership of the job they are performing without legally having ties (Avey et al, 2009). They also can be seen taking on roles outside of their assigned job description.

With a population of approximately 15,000, Traverse City, Michigan manages to attract a staggering amount of visitors each year from festival and tourism related events. The 3.3 million visitors that Traverse City hosted during 2012 spent $1.18 billion at local businesses (Anderson Economic Group, 2013). Approximately 760,000 of these visitors stayed in hotels, while the rest of the visitors were only in town for one day or stayed at a lake house belonging to themselves, friends, or relatives in the surrounding area. Many of these tourists also camped in one of the many surrounding parks and campgrounds.

Outside of the Traverse City Film Festival, there are many other events and festivals that can be thanked for drawing in a large quantity of tourists. The National Cherry Festival alone brought in close to 662,000 visitors (National Cherry Festival, 2016). The Traverse City Film Festival is known among the community for having higher tourist spending and generating more commerce for hotels and local businesses. After breaking down the numbers collected for the entire year of 2012, the average visitor spending each day was $428 per party for visitors staying
in a hotel, and all other visitors spent an average of $255 per party daily (Anderson Economic Group, 2013).

In market research conducted by Anderson Economic Group (2013), it was found that the tourism industry of the Traverse City region in northern Michigan immediately supports and maintains 7,656 jobs. They also found that an additional 4,068 jobs in 2012 were indirectly supported by the tourism industry of Traverse City. This clearly demonstrates how large of an impact tourism has on the Traverse City economy, and why it is crucial that communities gain a better understanding of the importance and beneficial effects that tourism has to offer. This understanding will ensure that they can continue to strengthen their tourism industry and in turn their economy. It is important to take note of the entire scope of tourism in the community before narrowing in and focusing on one specific event.

The Traverse City Film Festival began in 2004, after being founded by Oscar-winning filmmaker, Michael Moore. The mission of the film festival is to show movies that enrich the human spirit and art of filmmaking (Moore, 2016). Each year a theme is chosen to highlight a societal issue. In 2016, for example, to celebrate all of the under-recognized female filmmakers in the industry, the theme was “100 Years of CinemaN”. During that year, the film festival was able to fill over 123,000 seats, during its five days of operation. Since the film festival is a not-for-profit organization, all the proceeds go towards film education programs, and all films shown at the festival are donated to libraries around Northern Michigan.

The Traverse City Film Festival has a total of three full-time employees that manage and prepare for the festival every year. The rest of the work is carried out by either temporary staff that were hired for the event, unpaid interns, or the 3,000 volunteers. This volume of contributions indicates that the work done by volunteers is essential when it comes to pulling off
an event of this scale. With the community consisting of approximately 15,000 residents, a
volunteer turnout of almost one fifth of their population is extremely high and rare in comparison
to many communities. Roughly 70% of the Traverse City Film Festival volunteers are residents
of the surrounding Traverse City community. This indicates that their residency could play a
critical factor in their volunteer efforts and determining the success of the event.

**Problem Statement**

Due to the large contribution of volunteers, the Traverse City Film Festival allows
volunteers the opportunity to take on diverse and large amounts of responsibility. This includes
being venue managers and holding other senior positions, during the time of the event’s
operation. Internationally, the festival scene continues to grow, and with this growth, the need for
additional workers and volunteers also increases. This additional help, is essential in order to
successfully execute these events. There has been little research surrounding volunteers at
festivals, therefore, there is a need to investigate the driving factors that inspire individuals to
volunteer.

Extant literature includes studies conducted specifically on the motivations of
volunteering (Clary et al., 1998; Gage & Thapa, 2012; VanSickle, Pierce, & Diacin, 2015). Clary
et al. (1998), through six studies, developed the functional analysis, which attempts to uncover
purposes associated with the feelings that drive individual volunteerism. Though many studies
(Clary et al., 1998; Gage & Thapa, 2012; VanSickle et al., 2015) have focused on understanding
volunteer motivations, little preexisting research has examined the relationships among volunteer
motivations in the festival or events setting. Given the growth in events (both for profit and not-
for-profit) in the U.S., there is a pressing need to understand motivations to volunteer at festivals.
In tourism, there are many push and pull factors that encourage individuals to travel to destinations. A frequently discussed pull factor is place attachment, as it helps explain the relationship individuals have towards a location (Ram, Björk, & Weidenfeld, 2016). There have been many studies regarding place attachment across a variety of different environments (Debenedetti et al., 2013; Halpenny, 2006; Loureiro, 2014; Ramkisson & Mavondo, 2015). Yet limited research has examined if a strong sense of place attachment inspires future intention to volunteer at festivals. Consequently, there is distinct need to investigate place attachment in the context of event settings. A more complete understanding of place attachment, could aid in predicting consumer behavior and potentially intentions to volunteer. This study will examine attachment towards the Traverse City Film Festival as well as the Traverse City community, to bridging a knowledge gap that is present within the literature.

Psychological ownership has the potential to strengthen transformational leadership within organizations (Avey et al., 2009). Several studies that have applied psychological ownership to the workplace setting (Avey et al., 2009; Pierce, Kostova, & Dirks, 2001), but seldom have done so with regard to volunteer efforts. Pierce et al. (2001), suggested that applies psychological ownership to the organizational setting. Since volunteers do not receive many material benefits or financial compensation for their work, this study aims to discover how psychological ownership found among volunteers can inspire future intention to give up one’s time and expertise at events, such as the Traverse City Film Festival.

**Purpose of the Study**

The purpose of this study was to investigate how volunteers’ motivations, festival attachment, place attachment, and psychological ownership play significant roles in determining levels of their intentions to volunteer at the Traverse City Film Festival in the future. The
objectives of this study were four-fold: 1) to measure the motivations that drive volunteers’ intention to volunteer each year, 2) to examine how festival attachment influences future intentions to volunteer, 3) to evaluate how place attachment towards the Traverse City community inspires future intentions to volunteer, 4) to assess how psychological ownership encourages individuals’ future intention to volunteer.

**Significance of the Study**

The Traverse City Film Festival has been a huge asset to the Traverse City community for over a decade. As a not-for-profit organization, the festival annually relies on successfully retaining volunteers to stay in operation. From a practical perspective of ensuring the success of future Traverse City Film Festival events, it is important to gain a better understanding of these volunteers’ motivations, festival attachment, place attachment, and psychological ownership related to the event. The findings from this study will be shared with the Traverse City Film Festival to potentially gain a better understanding among their volunteers and improve those relationships. Results and conclusions will be shared with the film festival organizers, so that they can strengthen relationships with their volunteers. Volunteers are essential for the daily operations of many non-profit organizations. It is expected that the findings of this study will be useful to other non-profit organizations that rely heavily on volunteers to keep their doors open. When these findings are applied to festival management, it is anticipated that volunteer retention will increase along with an improvement in management practices.

From a conceptual perspective, it is anticipated that these findings will advance scholarship related to motivations, festival attachment, place attachment, and psychological ownership areas of study. It is aimed that these contributions will aid in educating industry professionals who are entering or already working in this field. The discoveries being made from
this study will hopefully open the door to further research regarding these topics, through additional studies.

The first analysis in the study sought out to gain a stronger understanding of the perspectives of the volunteers at the Traverse City Film Festival, and the motivations under the volunteer factor inventory (VFI) that drive their intention to volunteer each year. Those factors being: values, understanding, social, career, protective, and enhancement. By extending the application of the VFI, this will fill the gap regarding what motivations hold a significant impact on individuals’ future intentions to volunteer.

The second and third analyses focused on the element of place attachment. The second, specifically regarded festival attachment; the third, regarded the Traverse City community. Grasping a clear image of place attachment, offers insight on individuals’ intentions to volunteer. In doing so, a deeper look was taken examining: place dependence, place identity, place affect, and social bonding. By adding to the existing place attachment studies in various fields, this study will allow people to have a broader understanding on place attachment as it applies the concept to both the festival industry as well as the Traverse City community.

While people can become as passionate about their volunteer work as they do about their own careers, with volunteering they do not receive nearly as many material benefits. Attaining more knowledge on the relationship volunteers have with psychological ownership and their volunteer work, could also offer a sound explanation of their intentions to volunteer. The constructs that will be examined in this study related to volunteerism are: territoriality, self-efficacy, accountability, belongingness, and self-identity. Expanding knowledge of psychological ownership to volunteer efforts outside of the workplace, will fill the gap surrounding which elements of psychological ownership play a role on individuals’ future intentions to volunteer.
Definition of Terms

**Volunteer** is defined as an individual who seeks out opportunities to help; puts great thought into their involvement; may commit to a cause for a considerable amount of time (Clary et al., 1998).

**Volunteerism** is defined as the planned helping which calls for sorting out priorities, and matching one’s personal interests with the type of help they wish to provide (Clary et al., 1998).

**Motivations** is recognized as the factors that impel a person to action (Gage & Thapa, 2012).

**Place Attachment** is defined as the extent to which an individual values and identifies with a particular environmental setting (Moore & Graefe, 1994).

**Psychological ownership** is defined as a feeling on the part of the individuals that they have a responsibility to make decisions for the company (Avey et al., 2009).
CHAPTER 2.
LITERATURE REVIEW

This chapter provides the underlying concepts and theoretical foundation for the study. The literature review consists of three themes. First, it introduces festivals and film festivals. Second, it reviews the constructs that influence future intentions to volunteer; volunteer motivations, place attachment, and psychological ownership. Third, it discusses the theoretical framework being used in the study to understand future volunteer intentions.

Festivals

Festivals have made significant contributions to the tourism industry. They visibly add to the social fabric of communities, while also generating commerce for local businesses by the visitors they draw in to the event destination. These events can be used as platforms to celebrate moments in history, recognize contributions of the arts, display political or societal trends, as well as so much more. In a study done by George (2015), findings showed that festivals brought more culture to the communities and significantly contributed to the community members’ sense of place.

Around the world festivals have been used to either celebrate culturally significant events and traditions, remember moments in history, showcase music or films, engage in sports, and so much more. Music festivals in particular have grown in popularity around the globe, reaching crowds in the hundreds of thousands. Glastonbury in England, for example, started its first festival out with 1,500 attendees in 1970, but has since grown to be one of the largest performing arts festival in the world with over 150,000 attendees (www.glastonburyfestivals.co.uk). George (2015) found that in order for festivals to grow and be this successful, they must be able to gain community support.
Film Festivals

Between the rise of Hollywood and global politics surrounding World War II, film festivals were born (De Valck, 2007). The first notable reoccurring film festival started in Venice in 1932. Which lead to the inspiration of other European film festivals, including the famous Cannes Film Festival (De Valck, 2007). Film festivals historically were a European phenomenon, but have since begun to occur all around the world. The Copenhagen Film Festival as well as other film festivals, have used the event itself to boost the brand image of the city (Ooi & Pedersen, 2010). This is often done so by the theme of the film festival and the types of films they choose to show, as seen with the Traverse City Film Festival.

The majority of notable film festivals around the world are actually conducted by not-for-profit organizations, that are seeking to engage the community in charitable activities, and promote and support art related projects. There are hundreds of film festivals around the globe each year. A few well-known film festivals include the Cannes Film Festival, Sundance Film Festival, Toronto Film Festival, and one of the oldest ones, the Venice Film Festival. What is unique and appealing about film festivals is that they give independent films a chance to be showcased and recognized, even if they don’t make it to the big screen alongside many Hollywood films (Turan, 2002). According to Udden (2016), film festivals are places that allow geopolitical, sociocultural, economic, and aesthetic topics to traverse.

Volunteerism

The term “volunteering”, refers to the act of people working together towards a common goal. Community engagement commonly comes from prosocial behaviors (Penner, 2002). These contributions are intended to improve lives among the community. Stated by Penner (2002), volunteerism is viewed as the planned, prosocial behavior to benefit strangers and organizations.
Four attributes of volunteerism have been identified: longevity, planfulness, nonobligatory helping, and an organizational context (Penner, 2002). The actions of volunteers typically have long term goals, they come from thoughtful planning, they are by no means required to do the work, and they occur in organizational settings.

According to the United States Department of Labor, 62.6 million people volunteered at least one time between September 2014 and September 2015 (Bureau of Labor Statistics, 2016). These individuals devote their time and efforts towards something without expecting anything directly in return. Volunteers are typically strong advocates of the event or sponsoring organization they are supporting through their time and effort (Musick & Wilson, 2007). Stukas et al. (2016), identified two separate classes of volunteers: those who are intrinsically motivated and orient themselves around others, and those who are extrinsically motivated and are oriented around themselves.

In many cases, volunteering is looked at as a consumptive behavior alongside event attendees, rather than appreciating the volunteers’ contributions (Musick & Wilson, 2007). Volunteer efforts can offer both intrinsic and extrinsic benefits for both the individual and the community. They are both contributing to the improvements of the community at large, as well as growing themselves. Debeneditti et al. (2013), offered that volunteering can be an action of reciprocity for individuals that have extended contact with a particular event or commercial setting.

**Motivations**

Motivation is what drives a person to act on something. It is the bridge between setting goals and achieving them. Motivations can be either physiological or psychological (Mannell & Kleiber, 1997). For example, when someone is hungry they will eat, and if someone is lonely
they may try to be around the company of friends and family. In work and organizational settings, psychology has also addressed motivation as the force both within someone and in their environment that initiates, directs, and holds their work ethic throughout the duration of the task at hand (Pinder, 1998). When looking at theories of what motivates people, Maslow’s Hierarchy of Needs is commonly discussed as a motivational theory (McLeod, 2016). In this model, five levels of hierarchical needs are recognized among humans in order for them to reach fulfillment. First and foremost, physiological needs must be met with food and water. Safety needs and a sense of security comes second. The third level of needs is belongingness, where people are able to develop intimate relationships. After that, esteem needs can be met by feeling that there is a sense of accomplishment. Once all those needs have been met, self-actualization can be reached, where individuals may discover their full potential. Each of the levels help motivate people to get to the next level, and until the needs of one level are met, an individual cannot reach fulfillment of any of the levels above it.

Researchers have begun to examine specific motivators for individuals that seek out volunteer opportunities. Musick and Wilson’s (1999) study focused on human capital, social capital, benefits, and the work context as motivations for people to volunteer. They found that individuals who have received more education are more likely to volunteer because they are aware of societal needs. Interestingly, they discovered that their level of enjoyment during the volunteer experience had little effect on the attachment to their volunteer efforts. However, if they were dissatisfied with the work that they did, they were more likely to drop out of the position.

In a study done surrounding volunteer motivations towards the 2012 Super Bowl, VanSickle et al. (2015) measured volunteers’ motivations in four categories: community support,
career development, personal growth, and love of sport. They found the most important volunteer motivators to be expressing pride among the community and making the event a success. The next biggest motivator was career advancement. Gage and Thapa (2012) used the volunteer functions inventory (VFI) to evaluate what motivates college students to volunteer. Though volunteer work could advance their professional opportunities, career was the one motivator found not to be significant among these college students. In contrast, values, understanding, social, protective, and enhancement all were found to be significant.

**Volunteer Functions Inventory (VFI)**

The functional approach states that individuals volunteer to attain some kind of psychological fulfillment where they feel purposeful (Clary et al., 1998). Under the functional approach, the VFI was developed by Clary (1998). Clary et al. (1998), conducted a series of studies to assess the validity of the VFI when measuring volunteer motivations. It was confirmed that these six motivations emphasized by the VFI are in fact useful when reflecting on volunteer agenda. The VFI, is what is commonly used in empirical studies and has been able to narrow down to six motivational factors for volunteers: values, enhancement, social, career, protective, and understanding (Musick & Wilson, 2007).

**Values**

Driven by their values, individuals may want to fulfill a goal that they have set for themselves. They may possess altruistic concerns in which they wish to satisfy through humanitarian efforts (Clary et al., 1998). Their concerns on the welfare of others can be fulfilled through their contributions to society (Houle, Sagarin, & Kaplan, 2005). Through values, volunteers also get the chance to express themselves and what is important to them.
Understanding

Understanding gives volunteers a chance to learn more about something and be more involved in a process. They get the chance to attain new knowledge, while also providing themselves with more insight and awareness. In addition to learning a new skill, it can also provide individuals with the opportunity for self-development (Houle et al., 2005). This new knowledge could allow them to test out a new skillset that they haven’t used before (Clary et al., 1998).

Social

Regarding the social factor, individuals might seek out volunteer opportunities in order to fit in to a community and meet new people. Societal pressures in the community may drive individuals to feel that they need to volunteer (Houle et al., 2005). Volunteer efforts are often viewed approvingly by the public, which wins over the respect and praise of others. These efforts can also aid in helping strengthen existing relationships among friends and family (Clary et al., 1998).

Career

Volunteering may offer someone an opportunity to network or gain new skill sets that will advance them professionally. Volunteer experiences offer individuals the opportunity to gain career-related experience (Clary et al., 1998). Being that many internships are unpaid, students and young professionals who intern for an extended period of time without compensation are recognized as volunteers.

Protective

Protective motivations are what help individuals fulfill their own inner conflicts or emotional needs. They could also be volunteering to alleviate guilt stemming from their own
fortunes. The protection motivation theory states that people develop protective tendencies in the event of a threat, sense of vulnerability, to prevent something from occurring, and self-efficacy (Maddux & Rogers, 1983).

**Enhancement**

Lastly, enhancement will assist individuals’ personal development and help their self-esteem, self-confidence, and self-improvement (Clary et al., 1998; Houle et al., 2005). Psychologically they can improve themselves and their well-being. This may lead to advancement in the value of the experience they have volunteering.

**Place Attachment**

Place attachment is the strong connection that someone has with a particular location (Debenedetti et al., 2013). There has been a huge emphasis in studies that place satisfaction can lead to place dependence, place affect, place identity, and social bonding (Halpenny, 2006). Debenedetti et al. (2013) found that people with these bonds can form life satisfaction, security, or escape pressures. In a study conducted by Debenedetti et al. (2013), six individuals were interviewed and an additional 25 individuals were administered a survey surrounding the communities they live in. The study revealed that consumers develop stronger feelings of place attachment through experiences that establish a greater sense of familiarity, authenticity, and security.

Place attachment can be examined on many platforms, through the natural setting, community, and personal aspects. Ramkisson and Mavondo (2015) use a four dimensional conceptual model with the realms of place dependence, place affect, place identity, and social bonding. The study was able to confirm that pro-environmental behavioral intentions can lead to those four dimensions.
Place Dependence

Place dependence is measured by the level at which a specific site fulfills the goals and needs of that location (Stokols & Shumaker, 1981). This could be on the safety at a specific location, or if they use that place for a particular task. For example, one might have a dependence on a gym for the purpose of exercising. Moore and Graefe (1994) found in a study evaluating different nature trails that elderly individuals were more dependent on the less strenuous trails because they felt safer.

Place Affect

Place affect is another dimension that takes a deeper look at the emotional bond an individual might have to a place (Halpenny, 2006). Emotion can play a significant role in individuals’ experiences with a particular environment or event, which is why it is important to not be overlooked.

Place Identity

Place identity is a sub-structure of an individual’s self-identity (Proshansky, Fabian, & Kaminoff, 1983). As Proshanksy et. al (1983) explained, a person’s place identity changes based on their interpretations, ideas, and related feelings to the physical setting. In different settings people have different senses of belonging, which shapes the interaction and individual identity they have in a particular environment (Proshansky et. al, 1983).
Social Bonding

Social bonding is frequently known as the sense of belonging one feels when they are a member of a group of people, and share the same historical connections and interests (Perkins & Long, 2002). Raymond, Brown, and Weber (2010), took a closer look at a social bonding in their study, and found that individuals valued belonging to volunteer groups.

Psychological Ownership

The feeling of ownership is part of the human condition. The concept of psychological ownership is the bond that individuals have when they are a part of an organization (Vandewalle et al., 1995). Pierce et al. (2001), proposed that the theory of psychological ownership should be applied to individuals within an organizational setting. Individuals exhibit psychological ownership when they are possessive and take ownership of the job they are performing without legally having ties to the job. Vandewalle et al. (1995), found that individuals’ level of psychological ownership plays a significant role in workplace satisfaction, commitment, and extra-role behaviors. Extra-role behaviors are the responsibilities taken on that are outside of an individual’s job description.

Psychological ownership could in fact be a strong resource for enhancing any kind of job performance. Avey et al. (2009), examined psychological ownership specifically in the workplace. They identified five dimensions of psychological ownership: territoriality, self-efficacy, accountability, belongingness, and self-identity (Avey et al., 2009). In that setting, all dimensions except territoriality showed a relationship between transformational leadership, which has a close relationship with psychological ownership.
**Territoriality**

Territoriality can contribute to job performance and retention, as people may become protective and don’t want any negative outcomes associated with their areas of responsibility. Individuals may feel defensive or want recognition for the work they have done. People can be defensive because they don’t want to lose a specific job and the associated identity they receive from that role (Avey et al., 2009).

**Self-efficacy**

People like to have the ability to implement and fulfill a specific task, this is recognized as self-efficacy. The feeling of having the freedom of being able to control one’s personal actions creates the sense of self-efficacy (Bandura, 1997). Bandura (1997) also recognizes self-efficacy as the feeling of success through achieving goals, overcoming challenges, or accomplishing a task. Jepson, Clarke, and Ragsdell (2014), suggested that self and group efficacy should be studied surrounding festival participation among communities.

**Accountability**

With accountability, it has been seen in many areas of society that people seek to fulfill and justify their role. When individuals take on the responsibility for a job, they also look at the future tasks associated with it. Many people seek the right to hold themselves and others accountable and accept responsibility for their actions (Avey et al., 2009).

**Belongingness**

The sense of belonging is reached when people feel as though they are part of a place and specific emotional needs are met. This may be through a particular job they have completed or team they feel they are a part of (Avey et al., 2009). During this state people often feel they are a
part of something greater than one’s self. According to Avey et al. (2009), belongingness can be met from one particular job performed, work divisions, the organization, or the industry itself.

**Self-Identity**

With self-identity, people begin to realize their potential, and are able to relate in different contexts. Therefore, people are able to self-identify beyond just themselves, through different organizations. It is often found that individuals use their work, whether it be tangible or intangible, as a reflection of themselves (Rousseau, 1998). Regarding careers, for example, individuals’ typically take great pride and identify with what they do for a living.

**Future Intention**

Future intentions can be considered a form of loyalty. Loyalty refers to consumers’ repeat behavior influenced by their emotional commitment or favorable attitude (Petrick, 2004). It can be seen through a customer’s emotional commitment to something through either favorable attitude or repeated purchase (Bowen & Shoemaker, 2003). This allows industry professionals to predict consumers’ future intentions. In a study by Johnson, Herrmann, and Huber (2006), loyalty intentions stemmed from having an affective commitment consumers wished to maintain with a provider as well as their perceived value. Customers that are loyal, are more profitable, less price-sensitive, require fewer promotions, and attract new customers through positive word-of-mouth (Oliver, 1999). Therefore, loyal volunteers could be critical for a successful event as they can play an information channel to their friends, relatives, colleagues, and other potential attendees to a festival (Haywood, 1988). Thus, retaining loyal participants is crucial for festival organizers given the more competitive environment (Li, Petrick, & Zhou, 2007).

Okayasu, Nogawa, and Morais. (2010), found that event participants as well as staff, engage in a process of mutual investment. Meaning that resource investment is crucial for
planners in order to increase loyalty, because participants want to make sure they are investing in a valuable experience. The mutual investment process might be seen in volunteer efforts. Volunteers dedicate their time and efforts to see either a personal gain or a change in the community of some sort.

In certain cases, volunteers can be viewed as customers, because they are necessary to achieve the goals and objectives of the organization (Wisner, Stringfellow, Youngdahl, & Parker, 2005). Bowen and Shoemaker (2003) found that in order to retain loyal customers, they needed to feel that they had benefits, a sense of trust, switching costs, and a strong perception of value to develop a strong relationship. A sense of trust to build their loyalty and future intentions to volunteer could be seen through their initial motivations, levels of place attachment, or sense of psychological ownership.

### Conceptual Framework and Hypotheses

There is not a particular model or theory regarding future intention, but it is a valuable concept that many researchers pay attention to. This study attempts to understand what factors create loyal volunteers at the Traverse City Film Festival. It will do so by attempting to bridge the gap between motivations, festival attachment, place attachment, psychological ownership and future intention among the volunteers.

When examining the relationship between motivations and future volunteer intentions, the six elements of the volunteer functions inventory (VFI) will be measured (Clary et. al, 1998). Those six elements are: values, understanding, social, career, protective, and enhancement. The following hypothesis was developed for the study:

**H1:** Motivations will have a significant impact on future volunteer intentions.

**H1-1:** Value motivations will have a significant impact on future intentions to volunteer.
H1-2: Protective motivations will have a significant impact on future intentions to volunteer.

H1-3: Career motivations will have a significant impact on future intentions to volunteer.

H1-4: Social motivations will have a significant impact on future intentions to volunteer.

H1-5: Understanding motivations will have a significant impact on future intentions to volunteer.

H1-6: Enhancement motivations will have a significant impact on future intentions to volunteer.

Figure 1. The impact of motivations on future intentions to volunteer.
Place attachment is recognized as the strong emotional bond that someone has with a place (Debeneditti et al., 2013). Studies have begun to demonstrate that an individual’s behavior intentions with a place can lead to place dependence, place identity, place affect, and social bonding (Halpenny, 2006; Raymond et al., 2010; Ramkissoon & Mavondo, 2015). In the present study, the concept of place attachment is being used in the measurement of festival attachment. Place attachment is being investigated in this study to gain an understanding of the relationship that individuals have with festival attachment and future intentions to volunteer; as well as place attachment towards Traverse City and future intentions to volunteer. The following hypotheses were developed for the study:

H2: Festival attachment will have a significant impact on future intentions to volunteer.

H2-1: Festival dependence will have a significant impact on future intentions to volunteer.

H2-2: Festival identity will have a significant impact on future intentions to volunteer.

H2-3: Festival social bonding will have a significant impact on future intentions to volunteer.

H2-4: Festival affect will have a significant impact on future intentions to volunteer.
H3: Place attachment will have a significant impact on future intentions to volunteer.

H3-1: Place dependence will have a significant impact on future intentions to volunteer.

H3-2: Place identity will have a significant impact on future intentions to volunteer.

H3-3: Social bonding will have a significant impact on future intentions to volunteer.

H3-4: Place affect will have a significant impact on future intentions to volunteer.
Satisfaction, commitment, and extra-role behaviors can stem from individuals’ levels of psychological ownership (Vandewalle et al., 1995). Psychological ownership is being measured in the study to gain an understanding on volunteers’ bond that they have with the Traverse City Film Festival. Five elements that were used in the model developed by Avey et al. (2009), will be used again in this study. Those five elements are: territoriality, self-efficacy, accountability, belongingness, and self-identity. The following hypothesis was developed for the study:

H4: Psychological ownership will have a significant impact on future intentions to volunteer.

H4-1: Belongingness will have a significant impact on future intentions to volunteer.

H4-2: Self-efficacy will have a significant impact on future intentions to volunteer.

H4-3: Territoriality will have a significant impact on future intentions to volunteer.
H4-4: Self-identity will have a significant impact on future intentions to volunteer.

H4-5: Accountability will have a significant impact on future intentions to volunteer.

Figure 4. The impact of psychological ownership on future intentions to volunteer.
CHAPTER 3.

RESEARCH DESIGN METHODOLOGY

The study used a quantitative approach. In particular, the research employed a survey with a convenience sample for data collection. The study was conducted through a close-ended, self-administered questionnaire that was administered to a sample of volunteers at the Traverse City Film Festival. Due to the circumstances that there is no premise for festivals, a revised and modified survey has been created from alternative studies to match the information needed.

Survey Instrument and Measures

The survey, which was created for this study, consists of questions geared aimed at understanding the opinions and feelings of film festival volunteers in three specific areas. The survey sections address the following areas: (a) volunteer motivations, (b) festival attachment, (c) place attachment, (d) psychological ownership, and (e) future intention. Demographics such as age, gender, income, education, residency,

All measurements were developed from previous studies. Motivations were measured from six factors, with a total of 29 questions, based on the study by Clary et al. (1998). Those six factors were: values, protective, career, social, understanding, and enhancement. Five items were used to measure values, protective, career, social, and understanding; while four were used for enhancement.

Festival attachment was measured, employing the concept of place attachment (Ramiksson & Mavondo, 2015). The measurement was modified to fit the festival setting, using the four dimensions of festival dependence, festival identity, social bonding, and festival affect with a total of 12 questions. Three items were used to measure each dimension.
With place attachment, the same four dimensions were used for measurement: place dependence, place identity, social bonding, and place affect. The 12 place attachment questions were selected from measurements used by Ramiksson and Mavondo (2015). The questions were adapted to fit the Traverse City community.

Psychological ownership was examined from five dimensions, with a total of 15 questions. Those five dimensions were: belongingness, self-efficacy, territoriality, self-identity, and accountability. Psychological ownership measurements were developed following the survey used by Avey et al. (2009). Three items were used to measure each dimension.

Future volunteer intentions were measured with four questions. Questions for all constructs were modified to the film festival setting, and a second series of place attachment questions were modified to the Traverse City setting. All questions were developed on a 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree). Lastly, the survey included a questionnaire covering demographic information such as gender, age, education, income, volunteer position, years volunteered, and hometown.

**IRB Approval**

It is understood as a researcher, the position of responsibility of maintaining and securing the confidentiality with all participants of this study. IRB approval was attained prior to any data collection or survey development being made. Participant involvement has taken place completely voluntarily with consent prior to participation. No individuals have been harmed in completing this study. The study was designed to avoid any conflicts of interest and will remain independent from the opinions of all researchers that will assist in conducting the study. All data and findings from this study will be used only for this study surrounding future intentions to volunteer at the Traverse City Film Festival.
Face Validity Check

Prior to distributing the survey, a pilot study was conducted. The survey was shared with three faculty members at Iowa State University, as well as the three Traverse City Film Festival organizers. Both parties took the time to review and pointed out any changes that needed to be made. Qualifying questions were added to ensure that participants could not be under the age of 18, and that they had volunteered at the 2016 Traverse City Film Festival. The questions were restructured and reworded to strengthen the flow of the survey to make them more legible for the participants. These steps were taken to validate the accuracy and strength of the survey, before it was sent to the participants. See appendix B for final survey questionnaire.

Sampling

There were approximately 3,000 volunteers at the 2016 Traverse City Film Festival. Using contact information provided at the time of volunteering, the film festival organizers identified a convenience sample comprising of 1,102 volunteers. The sample was pulled from the database used to communicate with the volunteers. There were 261 survey responses, with 172 of them being fully completed to be used for data analysis, yielding a 15.6 percent response rate.

Data Collection

A link to the survey was emailed out to the individuals identified as members of the convenience sample. This email was distributed on March 17, 2017, by the film festival organizers in an effort to keep participant information confidential and any responses anonymous. The survey was conducted using Qualtrics, and could be completed on either a computer or smartphone. After two waves of reminder emails for volunteer responses were sent out, the survey was closed on April 27, 2017.
Data Analysis Methods

To explore the relationships between the independent and dependent variables, four separate regression analyses were conducted to examine the different relationships among volunteer motivations, festival attachment, Traverse City place attachment, psychological ownership, and future intention to volunteer. The first regression analysis examined the relationship between the future intentions among volunteers and the six volunteer motivations of volunteer functions inventory: values, enhancement, social, career, protective, and understanding. The second regression analysis investigated the connections between future intentions and the four constructs regarding festival attachment: festival identity, festival dependence, festival affect, and social bonding. The third regression analysis measured the relationship between future intentions and the same four constructs regarding Traverse City place attachment. Lastly, the fourth regression analysis evaluated the relationship between future intentions and the five components of psychological ownership: territoriality, self-efficacy, accountability, belonging, and self-identity. All descriptive statistics summaries and regression analyses were conducted using the SPSS software package Version 24.0.
CHAPTER 4.

FINDINGS OF THE STUDY

This study measured volunteers’ future intentions to volunteer through their motivations, festival attachment, Traverse City place attachment, and psychological ownership. The hypotheses were created for measuring volunteers’ future intentions through motivations, place attachment, and psychological ownership. Linear regression analyses were conducted, through SPSS 24.0, to examine the relationships within the data collected.

Profile of the Participants

Table 1 shows the demographics of the survey participants. Of the 1,102 surveys distributed to festival volunteers, a total of 261 were returned, with 172 yielding complete and useable responses. From the 172 respondents, 134 were female (77.9%) and 38 were male (22.1%). Among the volunteers, 137 were Traverse City, Michigan residents (79.7%) and 35 were festival visitors (20.3%). The median annual income fell in the range of $50,000 and $75,000. However, 39% of the volunteers earned over $75,000 annually. Examining education, 83.2% of the volunteer respondents had completed at least one college degree, with 54.1% of those having a Master’s Degree or higher. The ages of the participants’ ranged from 18 to 87 years old. However, 88.4% of those volunteers in the survey are aged 51 years or older.

Table 1

Demographics of the Festival Volunteers

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>134</td>
</tr>
<tr>
<td>Male</td>
<td>38</td>
</tr>
<tr>
<td>Traverse City Resident</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>137</td>
</tr>
<tr>
<td>No</td>
<td>35</td>
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Table 1 Continued

<table>
<thead>
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<th>Annual Income</th>
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<tr>
<td>Below $20,000</td>
<td>11</td>
<td>6.4</td>
</tr>
<tr>
<td>$20-35,000</td>
<td>24</td>
<td>14.0</td>
</tr>
<tr>
<td>$35-50,000</td>
<td>36</td>
<td>20.9</td>
</tr>
<tr>
<td>$50-75,000</td>
<td>34</td>
<td>19.8</td>
</tr>
<tr>
<td>$75,000+</td>
<td>67</td>
<td>39.0</td>
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<table>
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<tr>
<th>Education</th>
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<td>Some High School</td>
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<td>0.6</td>
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<tr>
<td>High School Diploma</td>
<td>4</td>
<td>2.3</td>
</tr>
<tr>
<td>Associates or Technical Degree</td>
<td>11</td>
<td>6.4</td>
</tr>
<tr>
<td>Some College</td>
<td>13</td>
<td>7.6</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>50</td>
<td>29.1</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>81</td>
<td>47.1</td>
</tr>
<tr>
<td>PhD</td>
<td>12</td>
<td>7.0</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
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</thead>
<tbody>
<tr>
<td>50 or less</td>
<td>20</td>
<td>11.6</td>
</tr>
<tr>
<td>51 to 55</td>
<td>12</td>
<td>7.0</td>
</tr>
<tr>
<td>56 to 60</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>61 to 65</td>
<td>38</td>
<td>22.1</td>
</tr>
<tr>
<td>66 to 70</td>
<td>49</td>
<td>28.5</td>
</tr>
<tr>
<td>71 to 75</td>
<td>21</td>
<td>12.2</td>
</tr>
<tr>
<td>76 or older</td>
<td>13</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Volunteers’ Profile

Table 2 shows the profiles of the volunteers. From the 172 volunteers, 151 (87.8%) of them were repeat volunteers at the Traverse City Film Festival. Of those repeat volunteers, 19.2% of them had volunteered 11 years or longer. With job accreditation, 7 (4.1%) had a rainbow accreditation, meaning that they were venue managers and had the most responsibilities at the film festival. There were 16 (9.3%) respondents, that had a blue accreditation, meaning they managed a specific area of one venue at the film festival. For black accreditation, there were only 4 (2.3%) respondents, who were responsible for either photography or videography. With red accreditation, there were 9 (5.2%) respondents, who worked in security. Purple, is the most common form of accreditation, with 167 (78.5%) volunteers, these jobs take up the least amount
of time and the least amount of responsibility, with jobs like: ushering, concessions, set up, etc.

Lastly, there was 1 (0.5%) respondent with yellow accreditation, which would either be a filmmaker or special guest who may have helped out.

Table 2

Festival Volunteer Profiles

<table>
<thead>
<tr>
<th>Years Volunteered</th>
<th>Volunteers</th>
<th>N</th>
<th>Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>21</td>
<td>12.2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>18</td>
<td>10.5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>18</td>
<td>10.5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>16</td>
<td>9.3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>15</td>
<td>8.7</td>
<td></td>
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<tr>
<td>6</td>
<td>6</td>
<td>11</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>11</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>11</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>5</td>
<td>2.9</td>
<td></td>
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<tr>
<td>10</td>
<td>10</td>
<td>13</td>
<td>7.6</td>
<td></td>
</tr>
<tr>
<td>11+</td>
<td>11+</td>
<td>33</td>
<td>19.2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Accreditation</th>
<th>Volunteers</th>
<th>N</th>
<th>Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rainbow (senior management)</td>
<td>1</td>
<td>7</td>
<td>4.1</td>
<td></td>
</tr>
<tr>
<td>Blue (second tier manager)</td>
<td>2</td>
<td>16</td>
<td>9.3</td>
<td></td>
</tr>
<tr>
<td>Black (press/photography/videography)</td>
<td>3</td>
<td>4</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Red (security)</td>
<td>4</td>
<td>9</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Purple (general volunteer)</td>
<td>5</td>
<td>135</td>
<td>78.5</td>
<td></td>
</tr>
<tr>
<td>Yellow (filmmaker)</td>
<td>6</td>
<td>1</td>
<td>0.5</td>
<td></td>
</tr>
</tbody>
</table>

Descriptive Analysis

Table 3 shows the mean, standard deviation, skewness, and kurtosis for each dimension of the following constructs: motivations, festival attachment, place attachment, and psychological ownership. All of the constructs appear to on average be high, but there are differences within the dimensions. Under motivations, the values dimension had the highest mean score (6.114), however it also had the highest skewness (-2.621) and kurtosis (9.082) coefficients. The career
dimension had the lowest mean score (3.245), with a low skewness (.046) and kurtosis (-.371).

Under the construct of festival attachment, the dimension festival affect had the highest mean score (5.685), with social bonding having the lowest mean score (4.168). With place attachment, the place affect dimension had the highest mean score (6.003) with higher skewness (-1.868) and kurtosis (4.773). Whereas, the social bonding dimension also had the lowest mean score again (5.056). Looking at the last construct, psychological ownership, the self-efficacy dimension had the highest mean score (5.953), with territoriality having the lowest mean score (4.637). Aside from the cases of skewness and kurtosis previously mentioned, the coefficients of skewness and kurtosis indicate that there is not a lot of evidence for these characteristics of the distributions in the constructs and dimensions. Cronbach’s alpha is a reliability coefficient that was used in the study to measure the consistency of the survey items (Nunnally & Bernstein, 1999). All of the items under each dimension were found to have an acceptable reliability measure or higher.

Table 3

*Descriptive Statistics*

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Mean</th>
<th>SD</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Cronbach’s α</th>
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<td><strong>Motivations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Values</td>
<td>5.098</td>
<td>1.086</td>
<td>-.784</td>
<td>1.682</td>
<td>.788</td>
</tr>
<tr>
<td>Protective</td>
<td>6.114</td>
<td>1.039</td>
<td>-2.621</td>
<td>9.082</td>
<td>.929</td>
</tr>
<tr>
<td>Career</td>
<td>5.222</td>
<td>.945</td>
<td>-1.465</td>
<td>.441</td>
<td>.737</td>
</tr>
<tr>
<td>Social</td>
<td>3.245</td>
<td>1.368</td>
<td>.464</td>
<td>-.371</td>
<td>.944</td>
</tr>
<tr>
<td>Understanding</td>
<td>5.268</td>
<td>1.105</td>
<td>-4.447</td>
<td>-.273</td>
<td>.823</td>
</tr>
<tr>
<td>Enhancement</td>
<td>5.377</td>
<td>1.119</td>
<td>-.793</td>
<td>.899</td>
<td>.908</td>
</tr>
<tr>
<td><strong>Festival Attachment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Festival Dependence</td>
<td>5.102</td>
<td>1.126</td>
<td>-.395</td>
<td>.057</td>
<td>.827</td>
</tr>
<tr>
<td>Festival Identity</td>
<td>5.447</td>
<td>.994</td>
<td>-.560</td>
<td>.247</td>
<td>.697</td>
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<tr>
<td>Social Bonding</td>
<td>5.107</td>
<td>1.141</td>
<td>-.379</td>
<td>-.248</td>
<td>.856</td>
</tr>
<tr>
<td>Festival Affect</td>
<td>4.168</td>
<td>1.306</td>
<td>.077</td>
<td>-.221</td>
<td>.664</td>
</tr>
<tr>
<td><strong>Place Attachment</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place Dependence</td>
<td>4.568</td>
<td>1.062</td>
<td>-.716</td>
<td>.453</td>
<td>.911</td>
</tr>
<tr>
<td>Place Identity</td>
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<td>1.075</td>
<td>-1.053</td>
<td>1.944</td>
<td>.794</td>
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<tr>
<td>Social Bonding</td>
<td>5.449</td>
<td>1.247</td>
<td>-1.110</td>
<td>1.795</td>
<td>.908</td>
</tr>
<tr>
<td>Place Affect</td>
<td>6.003</td>
<td>1.141</td>
<td>-1.868</td>
<td>4.773</td>
<td>.951</td>
</tr>
</tbody>
</table>
Regression Analysis Results

Four linear regression analyses were conducted to measure how the constructs under volunteer motivations, festival attachment, place attachment to Traverse City, and psychological ownership can predict volunteers’ future intention to volunteer at the Traverse City Film Festival. The linear regression model stated below is what was used to test the hypotheses in this study.

\[ Y = a + b_1X_1 + b_2X_2 + b_iX_i + e \]

In the model, \( Y \) is recognized as future intention to volunteer. The \( X \) variables used within the regression model change based on whether volunteer motivations, festival attachment, place attachment, or psychological ownership is being tested. The \( X_i \) variable is included in the general regression model to indicate that the regression model can be adapted to include different numbers of variables depending on the model that is being tested. Lastly, \( e \) is the error, measured as deviations from the regression.

The Impact of Volunteer Motivations on Future Intentions

A linear regression was applied to measure the influence of each motivation under the volunteer function inventory (VFI) on future intentions to volunteer (refer to Table 3). The F-ratio was 10.016 (\( p < .000 \)), which indicated the regression analysis was statistically significant.
The $R^2$ was .261, with the adjusted $R^2$ being .235. This indicates that collectively the six predictor variables included in the model can account for a little over 20% of the variation among individuals for the dependent variable, future intention to volunteer. However, only the “values” variable ($\beta = .248, t = 4.340, p < .000$) was found to be a significant predictor for future intention to volunteer. The variables protective ($\beta = .002, t = .034, p > .973$), career ($\beta = -.056, t = -1.381, p > .169$), social ($\beta = .049, t = .955, p > .341$), understanding ($\beta = .076, t = 1.205, p > .230$), and enhancement ($\beta = .127, t = 1.700, p > .091$) were found not to be significant predictors for future intention to volunteer. This provides evidence that there was a significant linear relationship with the values motivation and future intention to volunteer, supporting H1-1. This finding partly supports H1, stating that motivations will have a significant impact on future intention to volunteer. This study found a positive, significant relationship between one of the volunteer motivations and future intention to volunteer. The regression model is stated below:

$$Y_{fi} = 3.744 + 0.248X_1 + 0.002X_2 + (-0.056)X_3 + 0.049X_4 + 0.076X_5 + 0.127X_6 + e$$

Table 4

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
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<td>(Constant)</td>
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<td>Social</td>
<td>.049</td>
<td>.051</td>
</tr>
<tr>
<td>Understanding</td>
<td>.076</td>
<td>.063</td>
</tr>
<tr>
<td>Enhancement</td>
<td>.127</td>
<td>.075</td>
</tr>
</tbody>
</table>

Note: F ratio: 10.016; $R^2 = .261$; Adjusted $R^2 = .235$; Sig. = .000* at 0.05

The Impact of Festival Attachment on Future Intention

Two more linear regressions were conducted to investigate the individual influences of place attachment, at the film festival as well as Traverse City, on future intentions to volunteer.
(refer to Tables 4 and 5). With the festival attachment linear regression, the F-ratio was 18.967 ($p < .000$), which shows us the regression analysis is statistically significant. The $R^2$ was .306, with the adjusted $R^2$ being .290. This indicates that collectively the four predictor variables in the model can account for about 30% of the variation among individuals for the dependent variable, future intention to volunteer. The variables festival dependence ($\beta = .223$, $t = 2.771$, $p < .006$) and festival affect ($\beta = .332$, $t = 5.160$, $p < .000$), were found to be significant predictors for future intention to volunteer. In contrast, the variables festival identity ($\beta = -.129$, $t = -1.718$, $p > .088$) and social bonding ($\beta = -.034$, $t = -.872$, $p > .384$), were found not to be significant predictors for future intention to volunteer. This shows that there was a significant linear relationship with festival dependence and festival affect at the film festival, and future intention to volunteer, supporting H2-1 and H2-4. This finding partly supports H2, stating that festival attachment will have a significant impact on future intention to volunteer. This study found a positive, significant relationship between two festival attachment dimensions and future intention to volunteer. The regression model is stated below:

$$Y_{fi} = 4.140 + 0.223X_1 + (-0.129)X_2 + (-0.034)X_3 + 0.332X_4 + e$$

Table 5

Results of a regression analysis of festival attachment on future intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.140</td>
<td>.283</td>
<td>14.616</td>
<td>.000</td>
</tr>
<tr>
<td>Festival dependence</td>
<td></td>
<td>.223</td>
<td>.080</td>
<td>.303</td>
</tr>
<tr>
<td>Festival identity</td>
<td></td>
<td>-.129</td>
<td>.075</td>
<td>-.206</td>
</tr>
<tr>
<td>Social bonding</td>
<td></td>
<td>-.034</td>
<td>.039</td>
<td>-.063</td>
</tr>
<tr>
<td>Festival affect</td>
<td></td>
<td>.332</td>
<td>.064</td>
<td>.496</td>
</tr>
</tbody>
</table>

Note: F ratio: 18.967; $R^2 = .306$; Adjusted $R^2 = .290$; Sig. = .000* at 0.05
The Impact of Place Attachment on Future Intention

For the Traverse City place attachment linear regression, the F-ratio was 8.428 \((p < .000)\), which shows us the regression analysis is statistically significant. The \(R^2\) was .164, with the adjusted \(R^2\) being .144. This indicates that collectively the four predictor variables in the model can account for around 15% of the variation among individuals for the dependent variable, future intention to volunteer. The variable place affect \((\beta = .285, t = 3.453, p < .000)\), was the only variable found to be a significant predictor for future intention to volunteer. The variables place dependence \((\beta = .104, t = 1.318, p > .189)\), place identity \((\beta = -.086, t = -1.013, p > .313)\), and social bonding \((\beta = -.023, t = -.453, p > .651)\), were found not to be significant predictors for future intention to volunteer. This provides evidence that there was a linear relationship between place affect for Traverse City and future intention to volunteer, supporting H3-4. This finding slightly supports H3, stating that place attachment will have a significant impact on future intention to volunteer. This study found a positive, significant relationship between only one of the place attachment variables and future intention to volunteer. The regression model is stated below:

\[ Y_{fi} = 4.751 + 0.104X_1 + (-0.086)X_2 + (-0.023)X_3 + 0.285X_4 + e \]
Table 6

Results of a regression analysis of place attachment on future intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.751</td>
<td>.311</td>
<td>15.276</td>
<td>.000</td>
</tr>
<tr>
<td>Place dependence</td>
<td>.104</td>
<td>.079</td>
<td>.148</td>
<td>1.318</td>
</tr>
<tr>
<td>Place identity</td>
<td>-.086</td>
<td>.085</td>
<td>-.146</td>
<td>-1.013</td>
</tr>
<tr>
<td>Social bonding</td>
<td>-.023</td>
<td>.051</td>
<td>-.042</td>
<td>-.453</td>
</tr>
<tr>
<td>Place affect</td>
<td>.285</td>
<td>.083</td>
<td>.433</td>
<td>3.453</td>
</tr>
</tbody>
</table>

Note: F ratio: 8.428; $R^2 = .164$; Adjusted $R^2 = .144$; Sig. = .000* at 0.05

The Impact of Psychological Ownership on Future Intention

The last linear regression was done to investigate the influence of psychological ownership, on future intentions to volunteer (refer to Tables 6). In this linear regression, the F-ratio was 22.414 ($p < .000$), indicating that the regression analysis is statistically significant. The $R^2$ was .396, with the adjusted $R^2$ being .378. This indicates that collectively the five predictor variables in the model can account for close to 40% of the variation among individuals for the dependent variable, future intention to volunteer. The variables belongingness ($\beta = .251$, $t = 3.603$, $p < .000$) and self-efficacy ($\beta = .333$, $t = 3.777$, $p < .000$), were found to be significant predictors for future intention to volunteer. The variables territoriality ($\beta = .005$, $t = .088$, $p > .930$), self-identity ($\beta = .065$, $t = .954$, $p > .341$), and accountability, ($\beta = -.048$, $t = -.877$, $p > .382$) were found not to be significant predictors for future intention to volunteer. This shows that there was a significant linear relationship with belongingness and self-efficacy, and future intention to volunteer, supporting H4-1 and H4-2. This finding partly supports H4, stating that psychological ownership will have a significant impact on future intention to volunteer. This study found a positive, significant relationship between two of the psychological ownership variables and future intention to volunteer. The regression model is stated below:
\[ Y_{\hat{i}} = 2.960 + 0.251X_1 + 0.333X_2 + 0.005X_3 + 0.065X_4 + (-0.048)X_5 + e \]

Table 7

**Results of a regression analysis of psychological ownership on future intention**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.960</td>
<td>.389</td>
<td>7.609</td>
<td>.000</td>
</tr>
<tr>
<td>Belongingness</td>
<td>.251</td>
<td>.070</td>
<td>.319</td>
<td>3.603</td>
</tr>
<tr>
<td>Self-efficacy</td>
<td>.333</td>
<td>.088</td>
<td>.323</td>
<td>3.777</td>
</tr>
<tr>
<td>Territoriality</td>
<td>.005</td>
<td>.059</td>
<td>.088</td>
<td>.088</td>
</tr>
<tr>
<td>Self-identity</td>
<td>.065</td>
<td>.068</td>
<td>.094</td>
<td>.954</td>
</tr>
<tr>
<td>Accountability</td>
<td>-.048</td>
<td>.054</td>
<td>-.060</td>
<td>-.877</td>
</tr>
</tbody>
</table>

*Note: F ratio: 22.414; \( R^2 = .396; \) Adjusted \( R^2 = .378; \) Sig. = .000* at 0.05

**Summary**

This chapter summarizes the regression analyses results of the study. Profiles of the volunteers were shared, as well as demographic information. Demographic information on gender, resident status, income, education, and age were shared. The profiles of volunteers’ shared their job accreditation and years they have volunteered for the film festival. This information helps us understand the status of the volunteers participating in the study. It was identified that the data partially supported all of the hypotheses tested.

It was discovered that only the values motivation was significant. Looking at festival attachment, both festival dependence and festival affect were significant. Whereas, place attachment towards Traverse City, only place affect was found to be significant. In psychological ownership, both belongingness and self-efficacy were found to be significant.
CHAPTER 5.
DISCUSSION AND CONCLUSION

Chapter five consists of the discussion of the research results that were found through the study. The following sections will be found in this chapter: discussion of findings, conceptual framework, practical implications, and limitations and recommended future research.

**Discussion of Findings**

The purpose of conducting this study was to understand the relationship between volunteers’ motivations, festival attachment, place attachment, and psychological ownership with future intentions to volunteer. Four regression analyses were conducted to examine the six dimensions found under motivations, four dimensions under both festival and place attachment, and five dimensions under psychological ownership. Certain demographic characteristics and profiles of volunteers were also measured to understand the background of the respondents.

The first regression analysis focused on volunteer motivations, using the VFI developed by Clary et al. (1998). The regression results indicated that only motivations pertaining to values had a significant impact on future intentions to volunteer. Values was the highest coefficient; with protective, career, social, understanding, and enhancement not being significant ($p>0.05$). Clary et al. (1998) used the VFI model to understand senior volunteers’ motivation to work at a hospital. The study found only the values motivation was significant. Given the age demographics of most of the respondents in this study, the results remain consistent across age. Gage and Thapa (2012) used the VFI model to measure volunteer motivations among college students, and interestingly enough found significant relationships among values, understanding, social, protective, and enhancement, but not career. This suggests that depending on the stage that a volunteer is at in their life, the functional goals and motivations can change.
The second regression analysis focused on festival attachment, which measured festival dependence, festival identity, social bonding, and festival affect (Ramkisson & Mavondo, 2015; Halpenny, 2010). The regression results indicated that in terms of festival attachment, festival dependence and festival affect both had a significant \( p<0.05 \) impact on future intentions to volunteer. In general, place dependence is measured by the level at which a specific site fulfills the goals and needs of that location (Stokols & Shumaker, 1981). This result provides evidence to support the conclusion that if the Traverse City Film Festival fulfills the goals that are held by the volunteers, then festival dependence and festival affect should be significant and important determinants of volunteerism.

In the third regression analysis, place attachment was measured again except this time it was examined in the community setting, with attachment to Traverse City. Again, place dependence, place identity, social bonding, and place affect were measured as constructs of place attachment (Ramkisson & Mavondo, 2015; Halpenny, 2006). Unlike festival attachment, it was found that only place affect towards the Traverse City community had a significant \( p<0.05 \) impact on future intentions to volunteer. In a national park setting, Halpenny (2006), found place affect to be significant for visitors because the memories associated with their time spent at the national park couldn’t be replicated in any other environment. This suggests that the emotional bond that volunteers have with the Traverse City community is an important determinant that drives their future intentions to volunteer.

In the final regression analysis, psychological ownership was measured through the constructs of belongingness, self-efficacy, territoriality, self-identity, and accountability (Avey et al., 2009). The regression results indicated that belongingness and self-efficacy both had significant \( p<0.05 \) impacts on future intentions to volunteer. Previous studies have focused on
examining psychological ownership in the workplace (Avey et al., 2009; Vandewalle et al., 1995; Pierce et al., 2001). In the study done by Avey et al. (2009), self-efficacy, belongingness, self-identity, and accountability were found to be significant. This suggests that feelings of belongingness and the feelings of freedom to complete tasks from self-efficacy, are compelling factors in determining future intentions to volunteer.

**Conceptual Framework**

Understanding variables influencing the intentions of individuals to volunteer is essential to organizations that rely on volunteers to remain in operation. However, to date little research has been done surrounding the variables influencing volunteer intentions in regards to festivals. This study investigated future intentions of a sample of individuals to volunteer in the festival setting by applying motivations, festival attachment, Traverse City place attachment, and psychological ownership. The results obtained from the present study help expand the literature regarding volunteer intentions at the festival setting when looking at motivations, place attachment, and psychological ownership. Therefore, this study provides new contributions to the literature by extending volunteer loyalty research to the festival setting to better understand the volunteers’ behavior intentions.

The present study recognized motivations as a central element when examining future volunteer intentions of individuals. There have been many studies conducted specifically focusing on motivations to volunteer (Clary et al., 1998; Gage & Thapa, 2012; VanSickle et al., 2015), however, little known research has examined volunteer motivations in a festival setting. By applying the volunteer function inventory, this study provides an insight on volunteer motivations in the festival setting. In particular, value was a significant motivation to lead volunteers to continue to work. That is, volunteers were motivated to participate in the festival
when they found volunteering valuable, meaningful, and important to help at the film festival and the community. This finding offers an insight that the concept of values should be recognized to be critical in understanding volunteering. Therefore, this study makes an important contribution to the field by filling a gap in the preexisting literature on volunteer motivations in the festival industry.

This study also recognizes the vital role that place attachment of individuals plays when understanding future volunteer intentions. There have been many studies regarding place attachment across a variety of different environments (Debenedetti et al., 2013; Halpenny, 2006; Loureiro, 2014; Ramkisson & Mavondo, 2015). However, there has been little research examining if a strong sense of place attachment inspires future intention of individuals to volunteer at festivals. This study applies place attachment in two separate cases: festival and the Traverse City community. In the film festival setting, festival dependence and festival affect were found to have significant impacts on one volunteers’ future intentions. The findings indicate that the film festival’s ability to fulfill the goal of volunteers will lead to their continuous participation. That is, volunteers’ strong festival dependence will lead to their future volunteering at the Traverse City Film Festival. In addition, the emotional bond to the festival was found to play a significant role in future intention. That is, when volunteers feel a strong sense of belonging and they possess positive memories of the festival, they are more likely to keep volunteering in the future. These findings offer the capacity to further develop the concepts of festival dependence and festival affect in understanding volunteers’ future behaviors in the festival setting.

Furthermore, within the Traverse City community setting, place affect towards Traverse City had a significant impact on future volunteer intentions. The finding describes that the
meaningful relationship that volunteers have with the Traverse City community can significantly impact their future intentions to volunteer. In the study done by Halpenny (2006), it was determined that place affect creates specific memories and meanings to a place that cannot be replicated in any other setting. The finding of the same results in this study, indicates the significance of this emotional bond the volunteers share with the Traverse City community. With this understanding, the present application can be used to expand the importance of the concept, place affect, in the industry literature. Overall, the findings highlight the role of place attachment for volunteerism in the festival and community settings. Therefore, this study makes an important contribution to the field by filling a gap in the preexisting literature on place attachment within the festival industry.

Additionally, this study acknowledges the significant role of psychological ownership in developing future volunteer intentions. There have been studies that have considered the importance of psychological ownership to tasks within the workplace setting (Avey et al., 2009; Pierce et al., 2001), but seldom has the concept been considered in the volunteering work setting. By applying psychological ownership to volunteer work in the festival setting, this study provides researchers with insight in understanding volunteers’ intentions. In particular, the present study discovered that belongingness and self-efficacy had significant impacts on future intention to volunteer. The findings indicate that when individuals feel that they are a part of the film festival and they are able to achieve a certain task there, they feel a sense of psychological ownership, which results in a greater future intent to volunteer. This makes a pivotal contribution to the field of study by filling a gap in the literature on psychological ownership in regards to volunteer efforts in the festival setting.
**Practical Implications**

The Traverse City Film Festival has made a huge impact on the Traverse City community over the past 13 years. In regards to all not-for-profit organizations, understanding volunteers’ intentions to volunteer is critical to keep themselves in operation. There has been little research done to grasp volunteers’ future intentions to volunteer at festivals and other large scale events coordinated by not-for-profit organizations.

This study measured future intentions to volunteer by employing the concept of volunteer motivations, festival attachment, place attachment, and psychological ownership. The results from this study will provide the Traverse City Film Festival managers with more insight on the future intentions of individuals to volunteer so that they could potentially strengthen their practices by actively taking into consideration the variables that are important to the community of individuals that volunteer at the festival.

The present study revealed motivations as a central element determining future volunteer intentions of individuals. In particular, values had a significant impact on individuals’ future intentions to volunteer. This finding implies that volunteers wish to help something that they find important to them through altruistic efforts. That is, helping the Traverse City Film Festival was something that they valued enough to motivate them to volunteer. Therefore, for the festival organizers it is suggested that it is necessary to understand which values are important for volunteers to participate in the event and focus more on volunteers’ important values. Creating activities for the volunteers to participate in that adhere to their values, will lead to opportunities for boosting individuals’ motivations to volunteer in the future.

This study also found the vital role of place attachment in developing future volunteer intentions. In the festival attachment, festival dependence and festival affect could bolster
individuals’ level of festival attachment. The findings suggest that festival managers provide a film festival environment that volunteers can fulfill a certain goal and enhance their emotional bonds to the film festival, which in turn will strengthen their future intentions to volunteer. Within the community context, place affect towards the Traverse City community was significant to increase individuals’ future intentions to volunteer. The finding suggests that the festival organizers need to accentuate on what the Traverse City community means to the volunteers and develop programs and activities that can give meaningful memories associated with Traverse City. These efforts will strengthen place affect among the volunteers.

Finally, the study revealed psychological ownership had a significant role in leading future volunteer intentions of work. In particular, belongingness and self-efficacy were important psychological ownership factors in enhancing individuals’ future intentions to volunteer. Therefore, the managers should understand if the volunteers feel a sense of belonging as a part of the film festival. Furthermore, in order to strengthen self-efficacy, managers should allow volunteers to share their own ideas, work, and ability to contribute to the goals of the Traverse City Film Festival. By enhancing these elements, the festival would keep the volunteers who have a sense of ownership of the festival. These efforts will aid managers to ensure volunteers to keep coming back to help at the festival.

**Limitations and Future Study**

There were several limitations that were present while conducting the study. First, this study offers a representation of just the Traverse City Film Festival. It cannot completely represent other festivals or not-for-profit organizations that rely on volunteers. This limits the generalization of future intentions to volunteer at other festivals among the United States. The Traverse City community and film festival has a unique culture among residents of the area.
Future studies could examine other film festivals and communities to improve the generalization of results found.

Second, the majority of the responses were from volunteers aged 50 or older. The Traverse City Film Festival does offer many unpaid internships for young adults at the university level, which are also classified as volunteers. Receiving so few responses, from this group of volunteers, limits the general findings on motivations, festival attachment, place attachment, and psychological ownership towards future intentions with the Traverse City Film Festival.

Third, it would have been more efficient to have employed the survey closer to the time of the 2016 Traverse City Film Festival. The survey was conducted in March 2017, and since the film festival was held in July 2016, it is possible that the memory of some of the volunteers had faded. For future studies, it would be better to conduct the survey immediately after the film festival so that the volunteers have fresh thoughts when reflecting on the jobs they performed as well as their motivations, festival attachment, place attachment, and psychological ownership.

Given that there was a substantial amount of time between the timing of the festival and the survey it is possible that this study identified the strongest predictors that persist over time. One way this could be tested in a future study, would be to do a first survey immediately following the festival and then a second survey 6 to 10 months after the festival. This would enable an investigation of whether the variables identified in the present study are identified in both surveys; while the other variables that were not significant in the study may be significant in the survey straight after the festival but actually fade out by the time of the second survey. This could be important, as it can be argued that the variables that continue to persist over time, are the strongest determinants of future intent to volunteer since there is a significant amount of time between festivals each year.
REFERENCES


The project referenced above has been declared exempt from the requirements of the human subject protection regulations as described in 45 CFR 46.101(b) because it meets the following federal requirements for exemption:

- (2) Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey or interview procedures with adults or observation of public behavior where
  - Information obtained is recorded in such a manner that human subjects cannot be identified directly or through identifiers linked to the subjects; or
  - Any disclosure of the human subjects' responses outside the research could not reasonably place the subject at risk of criminal or civil liability or be damaging to their financial standing, employability, or reputation.

The determination of exemption means that:

- You do not need to submit an application for annual continuing review.

- You must carry out the research as described in the IRB application. Review by IRB staff is required prior to implementing modifications that may change the exempt status of the research. In general, review is required for any modifications to the research procedures (e.g., method of data collection, nature or scope of information to be collected, changes in confidentiality measures, etc.), modifications that result in the inclusion of participants from vulnerable populations, and/or any change that may increase the risk or discomfort to participants. Changes to key personnel must also be approved. The purpose of review is to determine if the project still meets the federal criteria for exemption.

Non-exempt research is subject to many regulatory requirements that must be addressed prior to implementation of the study. Conducting non-exempt research without IRB review and approval may constitute non-compliance with federal regulations and/or academic misconduct according to ISU policy.

Detailed information about requirements for submission of modifications can be found on the Exempt Study Modification Form. A Personnel Change Form may be submitted when the only modification involves changes in study staff. If it is determined that exemption is no longer warranted, then an Application for Approval of Research Involving Humans Form will need to be submitted and approved before proceeding with data collection.

Please note that you must submit all research involving human participants for review. Only the IRB or designees may make the determination of exemption, even if you conduct a study in the future that is exactly like this study.

Please be aware that approval from other entities may also be needed. For example, access to data from private records (e.g., student, medical, or employment records, etc.) that are protected by FERPA, HIPAA, or other confidentiality policies requires permission from the holders of those records. Similarly, for research conducted in institutions other than ISU (e.g., schools, other colleges or universities, medical facilities, companies, etc.), investigators must obtain permission from the institution(s) as required by their policies. An IRB determination of exemption in no way implies or guarantees that permission from these other entities will be granted.
APPENDIX B: SURVEY INSTRUMENT

Traverse City Film Festival

Dear Participants,

You are invited to participate in a survey regarding your experiences on volunteering at the Traverse City Film Festival. I worked for the Film Festival in 2016 and had a great experience, the work that volunteers contributed to during the festival was greatly appreciated. From my experiences, I decided to learn more about the volunteerism at the festival. This survey is being conducted for my thesis research paper at Iowa State University. Your responses will help me evaluate the significance of these factors in determining loyalty and future volunteer intentions. The study will also be shared with the Traverse City Film Festival to continue to strengthen their volunteer program as well.

To be eligible to participate in this survey, you must:
1. Be at least 18 years old
2. Volunteered at the 2016 Traverse City Film Festival

The duration of the survey should last between 10 and 15 minutes. Participation is completely voluntary, and all responses will be kept confidential. No personal information will be linked to association with you in any reports.

Once the survey has been completed, you will be entered into a drawing to win tickets to a movie at the 2017 Traverse City Film Festival.
If you have any questions or concerns, feel free to reach out to me at vpcooper@iastate.edu.

Thank you in advance for your participation.

Vanessa Phoebe Cooper
Masters Student
Event and Hospitality Management
Iowa State University
Survey

Are you 18 years or older?
☐ Yes
☐ No

Did you volunteer at the 2016 Traverse City Film Festival?
☐ Yes
☐ No

What was your position or job title volunteering with the Traverse City Film Festival?

What was the color of your credential last year?
☐ Rainbow
☐ Red
☐ Black
☐ Green
☐ Yellow
☐ Blue
☐ Purple
☐ Other (Specify) ____________________

The following are a list of statements regarding your motivations towards volunteering at the Traverse City Film Festival. Please indicate the degree of agreement or disagreement on each statement.  (1= Strongly disagree, 7 Strongly Agree)

1. I am passionate about helping the Traverse City Film Festival and community.  1 2 3 4 5 6 7
2. I feel it is important for me to help at the Traverse City Film Festival.  1 2 3 4 5 6 7
3. I can do something for an organization that is important to me.  1 2 3 4 5 6 7
4. I feel that my help is important for the success of the event.  1 2 3 4 5 6 7
5. I genuinely care for the Traverse City Film Festival.  1 2 3 4 5 6 7
6. Volunteering at the film festival is a good escape for me.  1 2 3 4 5 6 7
7. Volunteering makes me feel better about myself.  1 2 3 4 5 6 7
8. Volunteer work makes me feel like I am helping the community.  1 2 3 4 5 6 7
9. Volunteering makes me feel less lonely.  1 2 3 4 5 6 7
10. Doing volunteer work makes me feel like I have fulfilled my civic duty for the community.  1 2 3 4 5 6 7
11. Volunteering at the Traverse City Film Festival can help me get my foot in the door with industry professionals.  1 2 3 4 5 6 7
12. I can make new contacts that might help my career.  1 2 3 4 5 6 7
13. Volunteering for the Traverse City Film Festival allows me to explore different career options.  1 2 3 4 5 6 7
14. Volunteering at the Traverse City Film Festival will help me succeed in my profession.  1 2 3 4 5 6 7
15. Volunteering at the Traverse City Film Festival will look good on my resume.  1 2 3 4 5 6 7
16. I volunteer with my friends. 1 2 3 4 5 6 7
17. I know a lot of people who are important to me who also volunteer. 1 2 3 4 5 6 7
18. People important to me share a common interest in the community. 1 2 3 4 5 6 7
19. People important to me value community service. 1 2 3 4 5 6 7
20. Volunteering at the Traverse City Film Festival is an important activity to those I am close with. 1 2 3 4 5 6 7
21. I can learn from volunteering at the Traverse City Film Festival. 1 2 3 4 5 6 7
22. Volunteering at the Traverse City Film Festival allows me to learn through hands on experience. 1 2 3 4 5 6 7
23. I can learn how to deal with a variety of people volunteering at the Traverse City Film Festival. 1 2 3 4 5 6 7
24. I can explore new personal strengths at the Traverse City Film Festival. 1 2 3 4 5 6 7
25. Volunteering gives me a new perspective of things. 1 2 3 4 5 6 7
26. I feel important volunteering. 1 2 3 4 5 6 7
27. My self-esteem increases volunteering. 1 2 3 4 5 6 7
28. My volunteer efforts are needed at the festival. 1 2 3 4 5 6 7
29. I can make new friends volunteering at the festival. 1 2 3 4 5 6 7

Please leave any comments about your motivation toward volunteering at the Traverse City Film Festival.

The following are a list of statements regarding your sense of attachment to the Traverse City Film Festival. Please indicate the degree of agreement or disagreement on each statement. (1 = Strongly disagree, 7 = Strongly Agree)

1. I feel my personal values are reflected at the film festival. 1 2 3 4 5 6 7
2. I feel I can be myself at the film festival. 1 2 3 4 5 6 7
3. I identify strongly at the film festival. 1 2 3 4 5 6 7
4. I enjoy being at the film festival more than other places. 1 2 3 4 5 6 7
5. I feel that the film festival is a part of me. 1 2 3 4 5 6 7
6. I cannot imagine a better place to be part of than the film festival. 1 2 3 4 5 6 7
7. Being involved in the film festival allows me to spend time with family and friends. 1 2 3 4 5 6 7
8. Many of my friends and family prefer visiting me in the film festival over other places. 1 2 3 4 5 6 7
9. I have a lot of fond memories at the film festival. 1 2 3 4 5 6 7
10. The film festival means a lot to me. 1 2 3 4 5 6 7
11. I feel very attached to the film festival. 1 2 3 4 5 6 7
12. I feel a strong sense of belonging to the film festival. 1 2 3 4 5 6 7

Please leave any comments about your attachment to the Traverse City Film Festival.
The following are a list of statements regarding your sense of attachment to Traverse City. Please indicate the degree of agreement or disagreement on each statement. *(1=Strongly disagree, 7 Strongly Agree)*

1. I feel my personal values are reflected at Traverse City. 1 2 3 4 5 6 7
2. I feel I can be myself at Traverse City. 1 2 3 4 5 6 7
3. I identify strongly in the Traverse City community. 1 2 3 4 5 6 7
4. I enjoy being at Traverse City more than other place. 1 2 3 4 5 6 7
5. I feel that Traverse City is a part on me. 1 2 3 4 5 6 7
6. I cannot imagine a better place to be part of than Traverse City. 1 2 3 4 5 6 7
7. Being involved in Traverse City allows me to spend time with family and friends. 1 2 3 4 5 6 7
8. Many of my friends and family prefer visiting me in Traverse City over other places. 1 2 3 4 5 6 7
9. I have a lot of fond memories at Traverse City. 1 2 3 4 5 6 7
10. Traverse City means a lot to me. 1 2 3 4 5 6 7
11. I feel very attached to Traverse City. 1 2 3 4 5 6 7
12. I feel a strong sense of belonging to Traverse City. 1 2 3 4 5 6 7

Please leave any comments about your attachment to the Traverse City.

The following are a list of statements regarding your sense of ownership toward volunteering at the Traverse City Film Festival. Please indicate the degree of agreement or disagreement on each statement. *(1=Strongly disagree, 7 Strongly Agree)*

1. I feel a sense of belonging volunteering with the Traverse City Film Festival. 1 2 3 4 5 6 7
2. I am confident in my ability to contribute to the Traverse City Film Festival. 1 2 3 4 5 6 7
3. I believe I can make a positive difference with the Traverse City Film Festival. 1 2 3 4 5 6 7
4. I feel I need to protect my ideas and work and the Traverse City Film Festival. 1 2 3 4 5 6 7
5. I would not hesitate to do additional work outside of my job description at the Traverse City Film Festival. 1 2 3 4 5 6 7
6. I feel that the Traverse City Film Festival's success is my success. 1 2 3 4 5 6 7
7. Being a part of the Traverse City Film Festival helps define who I am. 1 2 3 4 5 6 7
8. I would defend the Traverse City Film Festival if it was ever criticized. 1 2 3 4 5 6 7
9. I would address an issue at the film festival if I felt it wasn't being handled properly. 1 2 3 4 5 6 7
10. I would not hesitate to inform the organization if I felt something wasn't done correctly. 1 2 3 4 5 6 7
11. I would challenge any protocol to ensure that the work is done correctly. 1 2 3 4 5 6 7
12. I feel possessive of the work that I am contributing to at the film festival. 1 2 3 4 5 6 7
13. I am protective of the work being done with the Traverse City Film Festival. 1 2 3 4 5 6 7
14. Volunteering at the film festival makes me feel more at home in Traverse City. 1 2 3 4 5 6 7
15. I am comfortable being a part of the Traverse City Film Festival. 1 2 3 4 5 6 7
Please leave any comments regarding the above questions of your perceived ownership at the Traverse City Film Festival.

The following are a list of statements regarding your future intentions to volunteer with the Traverse City Film Festival. Please indicate the degree of agreement or disagreement on each statement. \(1=\text{Strongly disagree}, \ 7=\text{Strongly Agree}\)

1. I intend to volunteer at the Traverse City Film Festival this year. \(1 \ 2 \ 3 \ 4 \ 5 \ 6 \ 7\)
2. Even though there are many volunteer opportunities, I will still volunteer at the Traverse City Film Festival. \(1 \ 2 \ 3 \ 4 \ 5 \ 6 \ 7\)
3. What I say about the Traverse City Film Festival will continue to be positive. \(1 \ 2 \ 3 \ 4 \ 5 \ 6 \ 7\)
4. I will continue to volunteer at the Traverse City Film Festival. \(1 \ 2 \ 3 \ 4 \ 5 \ 6 \ 7\)

Please leave any comments about your volunteers at the festival in the future.

Gender What is your gender?
○ Male
○ Female
○ Other

Which year were you born in \__________\? (Please scroll down for your birth year.)

What is your highest level of education completed?
○ Some High school
○ High School Diploma
○ Some College
○ Bachelors Degree
○ Associates or Technical Degree
○ Masters Degree
○ PhD

What is your income?
○ Below $20,000
○ $20-35,000
○ $35-50,000
○ $50-75,000
○ $75,000+

How many years have you volunteered?

Are you a resident of the Traverse City area?
○ Yes
○ No
How many years have you lived in the Traverse City area?

Where do you live? (City, State)

What brings you to the Traverse City area?

Please leave your email if you want to enter a drawing to be a winner of the movie tickets.