

**UNIVERSITY
OF TWENTE.**

INFLUENCING FACTORS TO JOIN A SOCIAL IMPACT SPORTS COMMUNITY

“If you want to go quickly, go alone. If you want to go far, go together.”
– African Proverb

MASTER THESIS

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ABSTRACT

Purpose

In a rapidly changing and uncertain world, more people long for something to hold on to; togetherness and meaning. Communities with like-minded people who share the same passion and can be trusted are an example of this and are becoming increasingly important. Various factors influence people's intention to set something in motion. The theoretical model of the extended Theory of Planned Behaviour appears to significantly predict people's intention in terms of donating to charities. However, the model has never been used to explain people's intention to become a member of a community and therefore become a donor of a non-profit organisation. The TPB model was extended with the determinants, membership, influence, need satisfaction and shared emotional connection from the Sense of Community Theory (SOC) model. In addition, the factor trust was added in order to study the determining factors in joining a community within a non-profit organisation.

Method

This research explored which factors of the extended TBP, SOC, and three additional factors such as affinity, trust in the organisation and trust in the website, influence Dutch volleyball fans' intention to become members of the LKTB community and therefore donate money on a monthly basis. This research used an online survey with 56 items to measure fourteen different constructs and eight questions to measure demographic information and context variables. Recipients were asked to further distribute the survey to their social volleyball network, which resulted in a snowball sample. The online survey link was also distributed among employees of the Dutch Volleyball Association (NEVOBO) and posted on the Instagram and LinkedIn page of LKTB. Finally, representatives of student volleyball clubs in the Netherlands were asked to fill in the survey. People younger than 18 years with no affinity with volleyball were excluded from the survey. The four phases of data collection approach resulted in 320 participants who filled out questionnaires. The cleaned dataset contained 125 usable responses.

Findings

A hierarchical regression analysis was conducted with the data to test the research hypotheses. The results showed that membership, descriptive social norms, and perceived behavioural control (both technical and financial aspect) are significant positive predictors of people's intention to become a member of a community. Interestingly, subjective social norms, moral obligation, influence, needs fulfilment, shared emotional connection and trust do not influence people's intention to become a member of a community.

Implications

In conclusion, it can be said that membership, descriptive social norm, and perceived behavioural control (technical aspect) have a significant influence on people's intention to become a member of a community. This means that when non-profit organisations want to set up a community, they should focus on the characteristics that support these three constructs. In other words, the individuals' intention to become a member of a community is affected by the perceived sense of belonging to the community, affected by the influence of others, such as family, friends, or influencers and affected by the perceived ease in becoming a member of a community.

Keywords

Community, non-profit organisation, charitable organization, donation, theory of planned behaviour, sense of community theory, trust, social impact, volleyball.

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1. INTRODUCTION

With the emergence of social media, smartphones, and innovative technologies such as robotisation, artificial intelligence, voice technology, mixed reality and big data, people's behaviour has changed. Research by Motivaction (2021) shows that society, which is becoming increasingly digital, makes great demands on people's self-reliance. But does this self-reliance and individualism fit into the era we are living in today?

In a rapidly changing and uncertain world, more and more people long for something to hold on to; togetherness and meaning (Blijleven, 2020). This leads to a new mix of stories from the present and the past. Society is hardening, partly due to economic uncertainty and growing international instability. For some groups of people, this leads to turning their backs on the outside world and seeking affirmation from like-minded, misunderstood people, within their own self-appointed borders. In situations where normal communication between people is suppressed by political powers, social media and communities offer the possibility of connecting people. Especially in this individualistic society, people want to belong. With so many incentives and different perceptions on the same topic, people need to connect with other people who share the same passion and whom they can trust (Blijleven, 2020).

At the same time, you see more and more people who are looking for meaning, for a common goal, having a purpose. People who want to contribute something to the world. In particular, the younger generations Y and Z, find this very important (Jagaciak & Fink, 2017). The great interest in International Women's Day and the Climate March are examples of this. Other examples are helping others in your community, volunteering by investing time for non-profit organisations or donating money for charity.

Communities respond to these trends. The role that used to be played by the church is increasingly shifting to (niche) communities. In a time of information overload, people are returning to what they know, what makes them feel safe: their community. In a community, togetherness and collective experiences are central. Sharing information and experiences with like-minded people on topics people are passionate about is key. Communities can also be used to achieve business goals. Independently, but also together.

As a company, you can build a community around your brand, product or service (more fans, customers and turnover), as a non-profit around a certain charity (together you are stronger and together you can achieve more), as a hobbyist around your passion (talking to others about your favourite activity and exchanging tips and tricks), as an influencer around yourself (gathering a community of fans around you), and as an entrepreneur you can benefit from a community because you get to know your ideal customer better and therefore convert prospects into real customers and fans.

This study looks at how community building can be used to pursue a good cause. As a charitable organization, understanding what the influencing factors are that make your target group a member of your community is of great theoretical and practical importance to those who design marketing strategies, used to attract, and retain donations. However, this research does not start from an individual approach to becoming a member but focuses on a certain target group with the same interests, to become a member of a certain community, and eventually to donate monthly.

The World Giving Index (WGI) is an annual report published by Charities Aid Foundation (2019), using data collected by Gallup, which ranks over 140 countries around the world based on their level of charitable giving. The aim of the World Giving Index is to provide insight into the extent and nature of giving around the world. The first edition was released in September 2010 and the most recent edition was published June 2021. If we look at the latest report, The Netherlands is not one of the top giving countries anymore. Where we were in the top 10 for years, since 2020, The Netherlands is one of the fastest falling countries in ranking. A different approach to donations is therefore required.

There are many studies that have examined (repetitive) donor behaviour (Beldad et al., 2015), but little is known about the fact that people turn to a specific community to give something back to the world.

According to the Sense of Community Theory of McMillan & Chavis (1986), it assumes that people care about belonging to a group and have a shared belief that members' needs are met by their commitment to be together and change something together. Peterson, Speer, and McMillan (2008) noted that the Sense of Community Theory should be positively related to community engagement and personal well-being as well as community engagement, civic involvement, and political participation.

However, the four factors of Sense of Community Theory alone may not be enough to understand why individuals become a member of a community. It is also important to understand what would trigger individuals to become a member of a community. Therefore, the Theory of Planned Behaviour is an important theory that is based on certain other factors that induce the intention to set something in motion (Fishbein & Ajzen, 1975), and is therefore used as a starting point in this study. Human behaviour is guided by three types of considerations: behavioural beliefs, normative beliefs, and control beliefs. In their corresponding aggregations, behavioural beliefs generate a favourable or unfavourable attitude towards the behaviour, normative beliefs result in a subjective norm, and control beliefs relate to perceived behavioural control. In the combined result, the attitude towards the behaviour, the subjective norm, and the perceived behavioural control lead to the formation of a behavioural intention (e.g. to join a community) (ibid.).

In addition, the variables affinity, trust in the organisation and trust in the website will be identified and measured as well since these factors are also very relevant when it comes to becoming a member of a community whereby donating an (small) amount through the website is required.

In brief, what are the main influencing factors to the intention to become a member of a community to pursue a good cause? This research digs deeper into these topics to find answers by elaborating the following research question:

“What are the factors influencing people’s intention to become a member of a non-profit sports community?”

The research question demands a better understanding of different factors which creates an interaction with the level of intention to become a member of a non-profit organisation. These factors are identified by conducting a survey. Through this research into community building and the factors that influence it, non-profits, foundations, and charitable organisations can make better strategic choices for the future.

This study uses the non-profit organisation and global community Let's Keep The Ball Flying (LKTBF). This foundation established in 2020 and is still in its infancy. LKTBF strives to engage the global volleyball community in projects around the world, using volleyball as a tool to create social development in rural areas. The beauty of this organization is that they not only focus on contributing something beneficial to the world, but also give volleyball players a unique opportunity and experience to use their beloved sport to build something meaningful for society and thrive as human beings.

Let's Keep The Ball Flying raises money through donations, events, memberships and partnerships. The LKTBF Foundation builds original projects, as well as collaborating with and supporting existing projects. The Foundation is based on 100% volunteers in which individuals can start their own fundraisers and participate as volunteers in projects. As a volunteer you can join projects where volleyball is always used as a tool for social development. An example is a project in Nepal, where girls have already gone through tough experiences in life at a young age. From being addicted to drugs to being traded by men, these girls do not have an easy life. Let's Keep The Ball Flying teaches these girls life skills through volleyball so that they have hope for the future and ultimately become a stronger person. In addition, as a volunteer you also become stronger and more experienced because you are doing something meaningful and seeing a side of the world you didn't know before.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

A community is a group of people with a common passion, concern, or goal, who meet regularly (online) to discuss and share information with like-minded people. It's a group with active members that is mainly active digitally but can also meet in the real world. A successful community has active members who, depending on how great their passion for the subject is, are active in the community on a daily, weekly, or monthly basis and pursue a certain goal.

This study is interested in the main influencing factors for people by becoming a member of a community and is based on two theories. The first theory that is used is the extended version of the Theory of Planned Behaviour of Fishbein & Ajzen (1975). The variable *moral obligation* has been added to this theory. By using the Theory of Planned Behaviour of Fishbein & Ajzen (1975), we know that there are certain factors that are important to set an intention.

Second, the Sense of Community Theory by Mc Millan & Chavis (1986) is a key theoretical construct for community psychology and other disciplines (Peterson, Speer, McMillan, 2007). This theory refers to the fundamental human phenomenon of collective experience, and it has been studied in a variety of contexts such as neighbourhoods, community organizations, and workplaces.

Lastly, three additional variables are measured that also have an influence on triggering people's intention. These variables are affinity, trust in the organisation and trust in the website. The following chapter will clarify the definition of the different influencing factors to become a member of a community. Each factor will be discussed in the next sections and at the end of each section a hypothesis is formulated.

2.1 The intention to become a member of a community

Fishbein and Ajzen (1975) assumed all behaviour is intentional. We do not do accidentally certain things or behave in a particular way; we have reasons for doing so. The Theory of Planned Behaviour is based on three predictors of behavioural intention, namely, attitudes, normative beliefs and perceived behavioural control. Predicting consumer behaviour is a major objective of many scholars and practitioners in different fields (Veludo-de-Oliveira et al., 2016). Although various studies have compared the Theory of Planned Behaviour (TPB) in the field of monetary donations in general, (Smith & McSweeney, 2007; Van der Linden, 2011; Knowles, 2015; Kashif & De Run, 2015; Veludo-de-Oliveira et al., 2016; Mittelman & Jose-Mendez, 2018; Chen et al., 2019) no studies can be found which took into account a particular target group that is willing to become a member of a community and therefore donate money.

2.2. (Extended) Theory of Planned Behaviour

Theoretical perspectives from social psychology are relevant for understanding the behaviour of becoming a member of a foundation and eventually donating money as a member. The theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) and the theory of planned behaviour (TPB) (Ajzen, 1999) are two intention-based models, and have been a benchmark for many studies on persuasion. They are probably the most influential theories for predicting social behaviour (Rivis et al. 2009; Ajzen 2011) and for studying the relationship between attitudes and behaviour (Ajzen 2012).

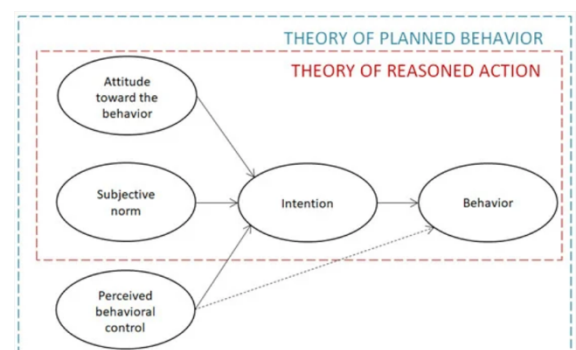


Figure 1: Extended Theory of Planned Behaviour

Predicting consumer behaviour is a major objective of many scholars and practitioners in different fields (Veludo-de-Oliveira et al., 2016). Although various studies have compared the Theory of Planned Behaviour (TPB) in the field of monetary donations in general, (Smith & McSweeney, 2007; Van der Linden, 2011; Knowles, 2015; Kashif & De Run, 2015; Veludo-de-Oliveira et al., 2016; Mittelman & Jose-Mendez, 2018; Chen et al., 2019) no studies can be found which took into account a particular target group or community coming from the same discipline as where donations are meant for.

In the context of TPB, individuals' *intention* is considered the willingness to perform a particular action, which directly influences the actual behaviour of service provision (Fishbein & Ajzen, 1975). The foremost direct determinant of behaviour in this theory is intention. Intention, in turn, is influenced by the combination of the three independent variables: *attitude*, *subjective norm*, and *perceived behavioural control* (ibid.) Attitude refers to a person's positive or negative evaluation of behaviour. It is a sort of psychological emotion generated by the consumer's evaluation, and if it is positive, the behavioural intention will also be more positive. A subjective norm refers to the perception of whether social pressure would be maintained, for example, the support of family, friends, or society to donate. Perceived behavioural control, noticed as, performing an action, are often simple or complex by whether it combines past donations that relate to barrier and predictable obstacle (Dainton & Zelle, 2019).

Smith and McSweeney (2007) tested the revised Theory of Planned behaviour (TPB) to determine the influence of attitudes, norms, and past behaviour on intentions to donate money to charitable organizations. A subsample of respondents reported their donating behaviour four weeks later. A hierarchical multiple regression analyses revealed support for the revised Theory of Planned Behaviour model. Smith and McSweeney's study found that perceived behavioural control, attitudes, moral norms, injunctive norms, and past behaviour all predicted significantly the intention to charitable giving. Nonetheless, descriptive norms did not predict donating behaviour. In addition, it turned out that moral responsibility is an even better predictor of intentions to give money to charity than social norms.

Van der Linden (2011) builds on the work of Smith & McSweeney, and his study also showed that moral norms accounted for a significant portion of the overall variance and were in fact identified as the strongest predictor of intentions to engage in charity.

Knowles (2015) also used the extended theory of planned behaviour to predict particularly young people's intentions to donate money to charities in the future. In this study, students between 18 and 24 years old completed a survey assessing their perceived behavioural control, attitudes, subjective norms, moral obligation, past behaviour, and intentions towards money donation. By using a regression analysis, it revealed that the extended Theory of Planned Behaviour (TBP) explained 61% of the variance in money donation intention. According to this study, future targets for charitable giving interventions were predicted by the variables attitudes, perceived behavioural control, moral norms, and past behaviour.

The study of Kashif and the Run (2015) on donating money has approached a setting in Pakistan, however their study has not considered measuring future behaviour, only intention was assessed. Veludo-de-Oliveira et al. (2016) conducted a study with a setting in Saudi Arabia where their findings show that the revised TPB is the best of the three models (TRA, TPB and revised TPB) for predicting individuals' intention to donate and their future monetary donation behaviour, especially since moral responsibility was included in their theoretical framework. Chen et al. (2019) determined both money and time donation in their research. Their study combined a framework with the theory of planned behaviour and norm activation theory with social presence theory to measure donation intention. Their study showed that the dependent variable of time donations is significantly influenced by social presence, trust, and perceived behavioural control. Regarding the dependent variable of money donations, only subjective norm has a non-significant effect. The research findings provide practical guidance on the unique aspects of donation to managers of crowdfunding platforms and fundraisers.

2.2.1 Attitude

According to the Theory of Planned Behaviour (Fishbein & Ajzen, 1975), the *attitude* towards a foundation and its community must be positive before the intention to become a member is created.

Smith and McSweeney (2007) did a study based on the utility of the TPB and concluded that individuals with positive attitudes towards a particular behaviour, were more likely to intend to engage in charitable giving. According to them, attitudes significantly predicted intentions to donate. For the case-study for LKTBF it is interesting to know if the same holds true for positive attitudes and the intention to become a member of the community and therefore the intention to donate. Specifically said; when an individual's attitude towards the LKTBF foundation is positive, the chance of becoming a member of the community (behavioural intention) increases. Nowadays, many NGO's spend money on marketing to encourage people to do so more quickly. LKTBF wants to counter this and promises that 100% of donations go to the projects and not to marketing costs. Therefore, the first hypothesis states that when the foundation showcases their results through impact stories, it will lead to a higher intention to join the LKTBF community.

H1: A positive attitude towards the Let's Keep The Ball Flying foundation will lead to a higher intention to become a member of the LKTBF community.

2.2.2 Social norms

The definition of social norm refers to the perception of social pressure and the intention to perform or not perform a behaviour. This factor consists of 2 sub-dimensions, namely, *subjective norm* and *descriptive norm*. Subjective norms refer to the belief that a significant person or group of people will approve and support a certain behaviour. Subjective norms are determined by the perceived social pressure of others on an individual to behave in a particular way and his motivation to conform to the views and opinions of those people (Ham et al., 2015). Descriptive norms refer to real activities and behaviours undertaken by others (ibid).

According to the same study of Smith and McSweeney (2007), they stated that individuals who believed that important others would approve their behaviour were more likely to intend to engage in charitable giving. For the case-study for LKTBF it is interesting to know if this factor is important for individuals to become a member of the LKTBF community. In other words, the intention to become a member of the LKTBF community might be affected by the influence of others, such as family, friends or (volleyball) teammates. It is hypothesized that the participation of the whole volleyball community will lead to a higher intention for people to also join the LKTBF community. The first hypothesis is about subjective social norm and the second hypothesis is about descriptive social norm.

H2a: The belief that other significant others approve of becoming a member of the LKTBF community will lead to a higher intention to become a member of the LKTBF community.

H2b: The participation of the volleyball community will lead to a higher intention to become a member of the LKTBF community.

2.2.3 Perceived behavioural control

Among the three factors in the Theory of Planned Behaviour is *perceived behavioural control* the most important when the user's behaviour is partially under the control of the will. The term "perceived behavioural control" is conceptualized as the perceived ease or difficulty of performing the behaviour and reflects past experiences and anticipated obstacles (Fishbein & Ajzen, 1975). Much literature shows that

PBC is positively correlated with intentions in several areas, such as blood donor intention (Saha & Chandra, 2018). In the context of the case-study of LKTBF, this factor consists of two sub-dimensions, namely, the technical aspect and the financial aspect. The technical aspect involves the perceived ease of becoming a member via the website and the financial aspect involves the perceived affordability of the monthly contribution to become a member of the community. When potential members perceive that becoming a member of the LKTBF community via the website is easy, and they can join the community for as little as 3 euros per month, they are more likely to adopt this behaviour. Therefore, hypothesis 3a states that the perceived ease of becoming a member will lead to a higher intention to become a member of the LKTBF community and hypothesis 3b states that the perceived accessibility of the monthly contribution leads to a higher intention to become a member of the community.

H3a: The perceived ease of becoming a member will lead to a higher intention to become a member of the LKTBF community.

H3b: The perceived accessibility of the monthly contribution leads to a higher intention to become a member of the LKTBF community.

2.2.4 Moral Obligation

According to Cheung & Chan (2000), *moral obligation* is a personal value that indicates how important moral and altruistic behaviour is for a person. Cheung & Chan state that moral obligation is an indeed antecedent of donating in general. According to them, people with a high moral obligation see it as important to help other people, for example in communities or by donating money or time to foundations or charitable organizations. Cheung and Chan (2000) argue that the feeling of moral obligation is very important for donating behaviour, particularly when the donor and the recipient do not know each other. People with high moral obligation tend to be altruistic instead of selfish in their choices and behaviour, therefore, high moral obligation might lead to higher intention to donate money to a foundation.

The study of Smith and McSweeney (2007) also found that when people have a high moral obligation, their intention to donate money to a foundation will also be higher, compared to people with a low moral obligation. At LKTBF, you can make single donations, but you can also donate monthly. The difference, however, is that the foundation actually makes its monthly donors' part of the community. It is therefore interesting to investigate whether this factor contributes to the intention to become a member of the LKTBF community and will ultimately lead to a monthly donation.

According to Hibbert and Horne (1997), the obligation to give must be activated before people give money to a foundation. So, according to them, it will work to reach out to future members that their sport has brought them so much. And how wonderful it can be to use this sport to help others less fortunate in the world with social development. In this way, a person may feel a higher moral obligation to donate or to join the LKTBF community. In accordance with the findings of the authors mentioned before, the fourth and hypothesis states that moral obligation leads to a higher intention to become a member of the LKTBF community.

H4: The feeling of moral obligation leads to a higher intention to become a member of the LKTBF community

2.3 Sense of Community Theory

The second component of this study examines the Sense of Community Theory, and to what extent the feeling of being part of a community results in becoming a member of the LKTBF community.

Sense of community is the feeling that members experience when they belong to a group; the feeling that they can make a difference to each other; a feeling of involvement that encourages them to work together. According to Putnam (2000), individuals in modern society experience relationships in a less intimate way than in the past due to the mass consumer society. People are more likely to form communities within informal organizations, such as common interest or lifestyle groups, rather than more traditional places such as church, family, work, or volunteer organizations.

Sense of community is one of the most widely researched constructs of community psychology, and it represents one of the most original and meaningful contributions to scientific psychology. Sarason (1974) was the first who came up with the concept of psychological sense of community (PSOC) to describe the phenomenon of belonging and being an integral part of a larger collective. Sarason used the concept to portray the strength of bonding between members of a community and stated that it was important for both collective and personal well-being. Sarason argued that the psychological sense of community should be the defining principle of community research and action, despite the fact that it might be difficult to convince mainstream psychology of its importance.

A number of other scholars have proposed that a sense of belonging, and community is an important dimension of spirituality at work (Ashmos & Duchon, 2000; Milliman et al. 2003). Rego and Cunha (2008) empirically showed that spirituality at work is correlated with organisational engagement and commitment. Their conclusions provided a platform for arguing that spirituality (with its dimension of team sense of community) can potentially have effects on factors such as engagement, employee wellbeing, organisational citizenship behaviour, performance, and ultimately factors at the organisational level that determine the longevity and health of the enterprise. This study aims to investigate whether the same is applicable to a foundation.

Among the theories of sense of community proposed by psychologists, the theory by McMillan & Chavis (1986) is by far the most influential, and the starting point for most recent research in this area. The Sense of Community Theory (SOC) by McMillan & Chavis (1986) is defined as "a sense of belonging, a sense that members matter to each other and to the group, and a shared belief that members' needs will be met by their commitment to be together." Peterson, Speer, and McMillan (2008) noted that the SOC should be positively related to community engagement and personal well-being as well as community engagement, civic involvement, and political participation. In conclusion, Sense of Community theory has been regularly investigated and it's been argued to be relevant for many populations in different community settings (Garcia, Guilioni, & Wiesenfeld, 1999; Perkins et al., 1990; Pretty et al., 1996; Sonn, 2002; Kim et al., 2003). However, there has been little research and no sense of community measure development in the context of non-governmental organizations.

The definition of the Sense of Community Theory has four elements. These four elements are *membership*, which refers to the sensation of belonging and sharing a way of personal relatedness (Mc Millan & Chavis, 1986). *Influence*, which refers to the sense of being important to a group and making a difference to a group and to its members (ibid.). *Integration of fulfilment of needs*, which is the feeling that the requirement of members "will be met by the resources received through their membership within the group" (ibid. p.5). The fourth and last element is *shared emotional connection*, which refers to "the commitment and belief that members have shared and will share history, common places, time together, and similar experiences" (ibid. p.5).

2.3.1 Membership

The sense of membership means that an individual has invested a part of him or herself to become a member of a group and therefore has every right to belong (Aronson & Mills, 1959; Buss & Portnoy, 1967). According to McMillan & Chavis (1986), membership has boundaries, because there are people who belong and who do not belong to a group. However, these boundaries provide members with the emotional safety needed to expose needs and feelings and develop intimacy (Bean, 1971; Ehrlich & Graeven, 1971; Wood, 1971). According to McMillan & Chavis, membership has five attributes, namely; boundaries, emotional safety, a sense of belonging and identification, personal investment and a common symbol system.

Research in social psychology has shown that people have boundaries that protect their personal space. Easily said, *boundaries* define who is in and who is out. Groups often use language, clothing, symbols, and rituals to create boundaries. People need these barriers to protect themselves from threat (Perucci, 1963). However, boundaries can be very subtle and only be recognizable by group members themselves (Berger & Neuhaus, 1977).

Emotional safety is often considered as part of the broader concept of safety. Boundaries defined by membership criteria provide the structure and security that protect the intimacy of the group. This security can be more than just emotional; for example, gangs provide physical security and collective groups economic security (Doolittle & MacDonald, 1978).

Sense of belonging and identification involves the feeling, belief, and expectation that an individual fits into and has a position in the group, a sense of acceptance by the group, and a willingness to sacrifice for the group.

The role of identification should be emphasized here. This can be reflected in the reciprocal statements "It is my group" and "I am part of the group." (McMillan & Chavis (1986).

Personal investment contributes significantly to a person's sense of group membership and his or her sense of community. McMillan (1976) argued that (a) working for membership gives an individual a sense of having earned a place in the group and (b) that, as a result of this personal investment, membership will be much more valuable and meaningful. This notion of personal investment parallels the work of cognitive dissonance theorists (Festinger, 1953).

A *common symbol system* serves a variety of important functions in establishing and maintaining a sense of community; one of these functions is maintaining group boundaries (McMillan & Chavis (1986).

Based on all the information above, the fifth hypothesis states that the feeling of membership and belonging contributes to a higher intention to join the LKTBF community.

H5: The feeling of membership and belonging to a community leads to a higher intention to become a member of the LKTBF community.

2.3.2 Influence

Influence is a concept in two directions. In one direction goes the concept that a member wants to feel attracted to a group, and therefore the individual should have some influence on the actions of the group. On the other hand, cohesion depends on the ability of a group to influence its members (Kelley & Volkart, 1952; Kelley & Woodruff, 1956). McMillan & Chavis (1986) poses two questions about influence on its members. One: Can these seemingly contradictory forces work simultaneously? And is it a bad thing for a group to exert influence on its members to achieve conformity?

According to McMillan & Chavis (1986), several studies suggest that both forces can indeed work simultaneously. People who recognize that the needs, values, and opinions of others matter to them are often the most influential group members, while those who always insist on influence, try to dominate

others, and ignore the desires and opinions of others, are often the least influential members (McMillan & Chavis, 1986).

The second question from McMillan & Chavis demands more explanation and goes deeper into the fact that according to Lott & Lott (1965) there is a positive relationship between group cohesiveness and the pressure to conform into a group. Festinger, Schachter and Back (1950) concluded that the correlation between group cohesiveness and the pressure to conform, is a demonstration of the negative effects of group cohesiveness. Because it shows the loss of individuality and freedom.

Various studies on consensus validation have shown that the arguments about group cohesion and conformity are balanced to some extent. The consensual validation construct consumes that people have an intrinsic desire to know that the things they feel, see, and understand are perceived by others in the same way. Research have shown that people will perform all sorts of psychological gymnastics to gain feedback and reassurance that they are not crazy. In other words, that what they see is real and is perceived by others in the same way (Backman & Secord, 1959).

Research on conformity is implicitly based on the assumption that peer pressure on the individual to validate the group's worldview is the primary force behind conformity (Heider, 1958; Thibaut & Kelley, 1959). However, research on consensual validation shows that the force toward uniformity is transactional. This means that it comes from both the individual and the group. Therefore, uniform, and conforming behaviour suggests that a group operates to consensually validate its members and at the same time create group norms.

McMillan & Chavis (1986) state that conformity does not necessarily mean the loss of personal choice. However, there is a possibility that many people do try to escape conformity of a very close community, in order to express their individual freedom. Therefore, it is important to emphasize the need to create communities that can value individual differences.

The sixth hypothesis states that when an individual has the feeling that he has influence, recognition, and dignity in a community, will lead to a higher intention to become a member of a community.

H6: The feeling of having influence leads to a higher intention to become a member of the LKTBF community.

2.3.3 Fulfilment of needs

The third component of the definition of sense of community, according to McMillan & Chavis (1986), is *integration and fulfilment of needs*, which, translated into more common terms, is *reinforcement*. McMillan & Chavis state that “reinforcement as a motivator of behaviour is a cornerstone in behavioural research, and it is clear that for a group to maintain a positive sense of belonging, the association between individual and group must be rewarding for its members” (p. 12). However, given the complexity of individuals and groups, it has been impossible to determine all the reinforcing factors that bind people together in a close-knit community, although several reinforcing factors have been identified by several researchers. One is membership *status* (Kelley, 1951; Zander & Cohen, 1955). Research have shown that once a group is successful, it brings group members closer together because people are attracted to others whose skills or competence can benefit the group in some way. (Berkowitz, 1956; Peterson & Martens, 1972).

Another concept that drives reinforcement is *shared values*. Once people who share values come together, they discover that they have similar priorities, needs and goals, which encourages the belief that by coming together they will be better able to meet these needs and obtain the reinforcement they are looking for. Shared values are thus the integrating force for cohesive communities (Cohen, 1976; Doolittle & MacDonald, 1978). Groups with a sense of community try to find a way to align people in a way that

people meet the needs of others while meeting their own needs. In the case study of LKTBF, it is interesting to know whether people are more inclined to join the community if they know that they can get something out of it regarding volleyball. However, this concept is very ambiguous and very personal. Everyone has different needs, depending on where they stand in Maslow's hierarchy of needs pyramid (1943). The importance of this factor in the intention to become a member of the LKTBF community will be measured. Therefore, the seventh hypothesis states that the feeling of having shared values with other members leads to a higher intention to join the LKTBF community.

H7: The satisfaction of personal needs together with other members leads to a higher intention to become a member of the LKTBF community.

2.3.4 Shared emotional connection

The fourth and last component of the definition of a sense of community, according to McMillan & Chaves (1986) is a *shared emotional connection*. The basis of shared emotional connection is experience. According to McMillan (1996), members of a community need to have contact with each other in order to gain experience. McMillan (1996) pointed out that contact is essential for the development of community spirit. McMillan & Chaves (1986) stated that "it is not necessary that group members have participated in the history in order to share it, but they must identify with it" (p. 13). The strength of a group or community can be facilitated by the interactions of members in a group. Hagel and Armstrong (1997) state that it is important for (virtual) communities to have relationships between people with similar interests and passions in a wide variety of areas. According to them, relationships are formed by individuals who like to share a certain experience.

Based on the information above, hypothesis 8 states that the feeling of a shared emotional connection with other members leads to a higher intention to become a member of a community.

H8: The feeling of a shared emotional connection with other members leads to a higher intention to become a member of the LKTBF community.

2.4 Additional variables

In addition to the Theory of Planned Behaviour and the Sense of Community Theory, three other variables such as *affinity*, *trust in the organization*, and *trust in the website* are explored that contribute to a person's intention to become a member of a community.

2.4.1 Affinity

The characteristics of a foundation, what it stands for and where it operates in the world can be factors that determine whether people become donors to a foundation. It seems quite logical that a prospective member will only join a community when he or she has affinity with the community. Having affinity with someone or something means an individual has a strong liking for attraction to that person or thing because of shared characteristics (Cambridge Dictionary, 2022).

According to Sargeant & Woodliffe (2007), the same applies to an individual who will only donate money when the individual has affinity with the cause or mission of the organization, and thus supports the organisations goals. Furthermore, Sargeant and Woodliffe (2007) examined the antecedents of donor involvement, commitment, and loyalty to charitable organisations. They discovered that the extent to which a person shares the beliefs of the charitable organisation is an important determining factor of active involvement and commitment to the organisation. Therefore, *affinity* with the purpose of a charitable organisation could have a significant positive effect on the intention to continue donating to that charitable organisation.

It is very likely that the objective of the charitable organisation influences people's intention to donate to the organisation. Some people may be more willing to donate money supporting medical research, while others would support an organisation that cares of children in warzones. Based on other existing literature, we see that Bennet (2003) has shown in his research that personal values can influence the type of charity someone decides to donate to. Hibbert and Horne (1997) also recognise the importance of the charity being close to the heart of the donors.

Since LKTBF uses the sport of volleyball to drive social development and impact around the world, it appeals primarily to the volleyball community. The foundation hopes that affinity with the foundation's purpose will be an important factor in joining the LKTBF community. In line with the findings of the authors mentioned earlier, the ninth hypothesis states that people's affinity with the purpose or mission of the foundation, leads to a higher intention to become a member of the community.

H9: Affinity with the foundation will lead to a higher intention to become a member of the LKTBF community.

2.4.2 Trust in the organisation

Trust in an organisation is one of the most important cornerstones of its existence and its ability to succeed at all. Trust is the believe that someone is good and honest and will not harm you, or that something is safe and reliable (Cambridge Dictionary, 2022)

According to Sargeant and Lee (2004), trust is the basis of charity and voluntary organisations. There is no legal contract that requires people to donate either money or time, therefore, donating is a voluntary act and there are no guarantees that the money or time given will be used appropriately by foundations. Without people's trust in a foundation, the organisation will not be able to raise sufficient funds to help the beneficiaries and will therefore not be able to continue its activities. Apart from the lack of guarantees, there are also no legal rights when donors find out that their money is not used for the purposes that motivated them to donate. Donating money to a foundation can therefore be risky, as the

money may not be used as the donor intended (Bekkers, 2003; Sargeant & Lee, 2004). In other words, perceived risk justify people's trust. Gefen and Straub (2004) pointed out that people reduce uncertainty by relying on the trust they have in a person or organisation. This is mainly the case in situations where there are no guarantees and rules to ensure an expected outcome, which is the case when donating money to foundations. Uslaner and Brown (2005) consider donating to a foundation as a form of civic participation or engagement. The authors also indicate that there are various factors that influence civic engagement, and state that trust is one of the most important factors in donating to a foundation.

Sargeant and Lee (2004) acknowledge that trust is the basis for any long-term relationship between an organisation and its customers and that this is certainly true for foundations and their donors. Sargeant and Woodliffe (2007) further add that trust in foundations can lead to loyalty and commitment to the foundation. When donors are loyal and committed to the organisation, they are more likely to give regularly, thus ensuring that the organisation receives a regular income.

This last statement is very important to LKTBF because once an individual becomes a member of the community, the individual will also start donating monthly. Therefore, in accordance with the findings of the aforementioned authors, hypothesis 10 states that when the perceived trust in the foundation leads to a higher intention to become a member of the foundation.

H10: Trust in the foundation leads to a higher intention to become a member of the LKTBF community.

2.4.3 Trust in the website

A lot of research has been done in the past on trust in websites and, as a result, the intention to purchase. From the literature, the two most common effects of trust emerged as follows: perceived risk and purchase intention. Perceived risk refers to the extent to which a purchaser feels he is taking a risk when purchasing a product. And therefore, trust could also negatively influence risk perception. Purchase intention refers to the likelihood of buying products online.

Purchase intention is the ultimate consequence of a number of signals for the e-commerce customer. Jarvenpaa and Tractinsky (1999) have argued that a customer's willingness to buy from the online shop increases if the retailer is able to elicit the customer's trust.

Several studies (Gefen et al., 2003; Kim and Kim, 2005; Salam et al., 2005; Suh and Hun, 2003; Sultan et al., 2005) have empirically shown that an increase in the customer's trust in the online seller increases purchase intention. The same may apply to foundations that aim to attract members, through their website, and which are also asked for a payment, through the same website.

Therefore, the eleventh and last hypothesis states that people's trust on the website of LKTBF leads to a higher intention to become a member of the community.

H11: A higher trust in the website will lead to a higher intention to become a member of the LKTBF community.

2.5 Research Model

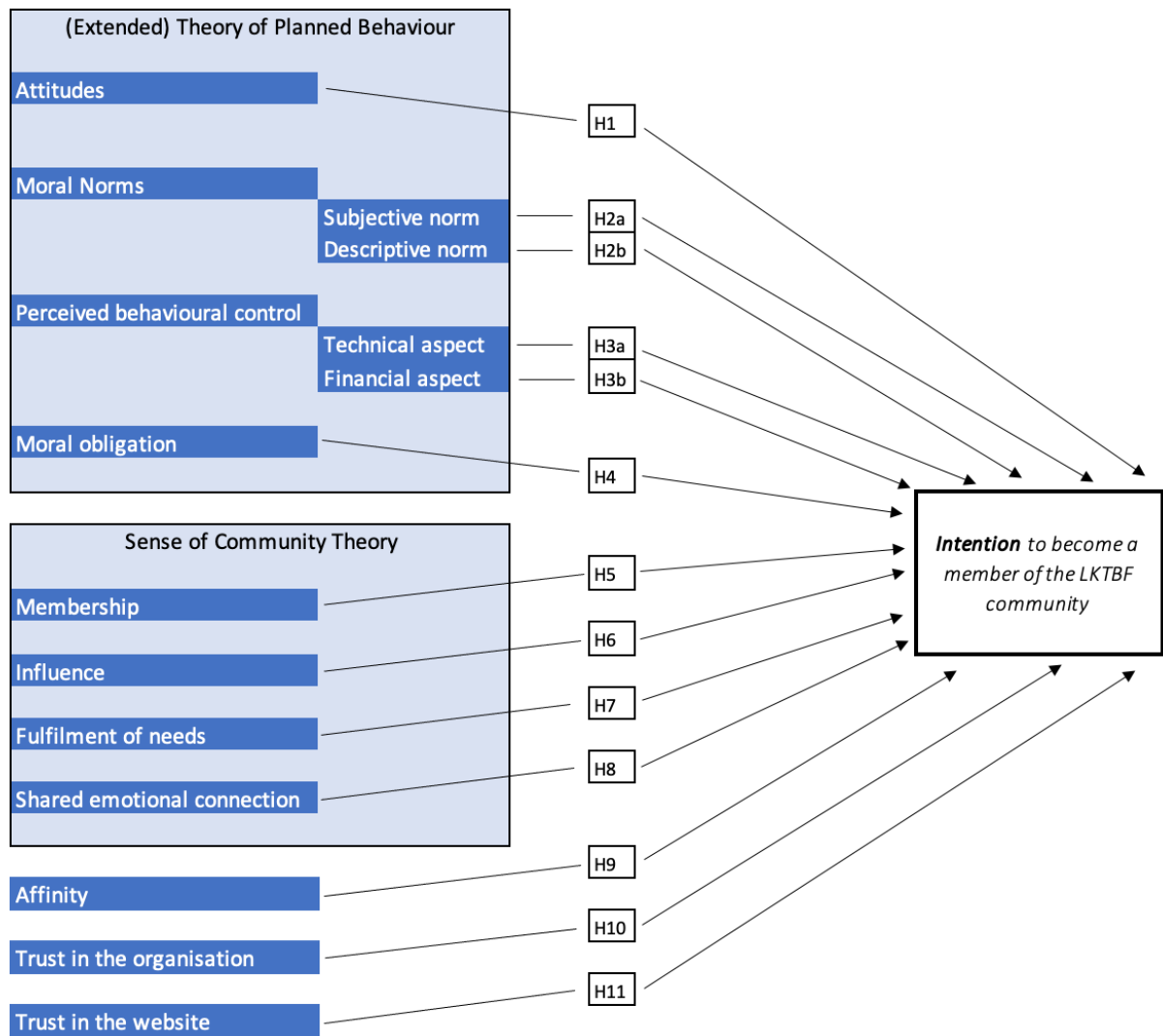


Figure 2: Research model

3. METHOD

For this research, relevant data to test the research model was collected by conducting an online survey. The survey included items to measure the constructs of the model as well as items to collect various demographic data. The gathered data was used to test the formulated hypotheses and answer the research question. The next chapter presents the research design, the procedure, the participants, the measurements, the construct validity, and the reliability of this study.

3.1 Research design

To test the research model and the corresponding hypotheses an online survey was distributed among volleyball fans in the Netherlands. The research instrument was developed and implemented with Qualtrics software (Appendix B). In different phases, data collection was conducted from February 7, 2022, until April 10, 2022.

In the first phase, the link to the questionnaire was sent to volleyball trainers throughout the Netherlands via WhatsApp. These trainers were asked to forward the questionnaire to their own volleyball network. In this way, the questionnaire kept on spreading among the target group, which is also called snowball sampling. In the next phase, the Dutch Volleyball Association (NEVOBO) was used to distribute the link to the questionnaire among its employees. In the third phase, the survey link was posted on the Instagram and LinkedIn page of Let's Keep The Ball Flying. The final phase of data collection was at a symposium at the University of Twente, where all representatives of student volleyball clubs in the Netherlands were invited. During this event, all participants were asked to fill in the questionnaire.

The final sample consist of 125 participants. The four-phase data collection approach resulted in 320 filled out questionnaires, of which 175 were discarded because not all questions were answered. Another 7 respondents were discarded because they did not give their permission to use their data, 6 respondents were discarded because they had no affinity with volleyball and another 7 respondents were discarded because they were younger than 18 years. This resulted in a sample size of 125 respondents. Because this sample size contains a niche, namely Dutch people who have an affinity with volleyball and are 18 years or older, the sample size is large enough for data analysis.

3.2 Procedure

For this study, a certain procedure was followed in order to get the best and clearest result. As already mentioned in the introduction, Let's Keep The Ball Flying is used as a hosting organisation for this research. This means that in the survey, respondents were asked questions about Let's Keep The Ball Flying and its community.

3.2.1 Hosting organization

Let's Keep The Ball Flying (or LKTBF) is a non-profit organization and global community that believes in building a world where everyone has an equal opportunity to play volleyball. LKTBF facilitates social development by the means of volleyball. The foundation collaborates with the global volleyball community to increase social impact for those communities that need it the most. Let's Keep The Ball Flying believes that collectively they can create extraordinary memories and thrive as human beings. The foundation established in 2020 and is still in its infancy. By creating a platform with a community hub, they try to connect volunteers and projects to get involved in their mission.

3.2.2 Business model

Let's Keep The Ball Flying raises money through donations, events, memberships and partnerships. The LKTBF Foundation builds original projects, as well as collaborating with and supporting existing projects. The Foundation is based on 100% volunteers in which individuals can start their own fundraisers and participate as volunteers in projects.

3.2.3 Questionnaire

In the first part of the questionnaire, the nature and objectives of the research were introduced to the participants. It was briefly explained who Let's Keep The Ball Flying is and what they do. Respondents were then instructed to use this organisation as a reference point when answering the questions included in the questionnaire. Furthermore, informed consent was obtained from the respondents.

In order to get the right target group to complete the questionnaire, the choice was made to start directly with the question of how much affinity the respondent has with volleyball. As soon as this question was answered with "no" or "little" affinity, the respondent was guided to the end of the survey and thanked for their participation. The same applied to respondents under the age of 18. In the questionnaire, respondents were explicitly asked to fill in the answer that pops up first. This approach was chosen by the researcher to make the survey less time-consuming and to make it easier for respondents to get to their first instinct instead of thinking too long about it.

The second part of the questionnaire contained four statements related to the different research constructs. The items used to measure the different constructs of the study were measured on a 5-point Likert scale, where 1 representing "strongly disagree" and 5 representing "strongly agree". The last part of the survey was designed to collect demographic information about the respondents, such as gender, age, living situation, income, and level of education. The last questions related to marketing purposes for Let's Keep The Ball Flying itself. This information was ultimately not included in the research but was used by the foundation regarding future marketing activities.

The dependent variable "Intention to become a member of the LKTBF community" was measured by thirteen different factors, or so-called constructs. Each construct is measured by four statements. The internal reliability of the constructs was determined by calculating the Cronbach's alpha scores. All constructs had reliability scores greater than .70, indicating acceptable reliability (Hinton, 2008).

3.3 Participants

Women comprised 58.4% (n=73) of the 125 respondents who completed the survey questionnaire. Respondents between the age 18 to 25 comprised 34.4% (n = 43) of the sample size, while those between 26 and 35 accounted for 35% (n=45) of the entire sample. 96% (n=120) of the 125 respondents are Dutch and born in the Netherlands. Most respondents have a high level of education, 42.4% (n=53) have a completed Bachelor's degree and 32% (n=40) have a completed Master's degree. 44.8% (n=56) of the respondents are financially the same fortunate as the average Dutchman and 40% (n=50) of the respondents are financially more fortunate than the average Dutchman. Table 1 presents complete demographic information of the survey respondents.

Table 1 : Sample characteristics

Demographic construct			
Gender		N	%
	Male	52	41.6
	Female	73	58.4
	<i>Total</i>	<i>125</i>	<i>100</i>
Age		N	%
	18-25	43	34.4
	26-35	45	36.0
	36-45	12	9.6
	46-55	9	7.2
	56-65	12	9.6
	66+	4	3.2
	<i>Total</i>	<i>125</i>	<i>100</i>
Dutch born in the Netherlands		N	%
	Yes	120	96.0
	No, but Dutch born abroad	4	3.2
	No, not Dutch but born in the Netherlands	1	0.8
	<i>Total</i>	<i>125</i>	<i>100</i>
Resident in province		N	%
	Groningen	11	8.8
	Friesland	4	3.2
	Drenthe	27	21.6
	Overijssel	40	32.0
	Gelderland	22	17.6
	Utrecht	6	4.8
	Flevoland	2	1.6
	Noord-Brabant	5	4.0
	Zuid-Holland	2	1.6
	Noord-Holland	2	4.8
	Zeeland	0	0.0
	Limburg	0	0.0
	<i>Total</i>	<i>125</i>	<i>100</i>
Level of education		N	%
	Primary school	0	0.0
	High School (VMBO / MAVO / MULO)	5	4.0
	High school (HAVO)	7	5.6
	High School (VWO)	6	4.8
	Associates Degree (MBO)	14	11.2
	Bachelor Degree (HBO)	53	42.4
	Master Degree (WO)	40	32.0
	<i>Total</i>	<i>125</i>	<i>100</i>
Financial situation		N	%
	Financially much less fortunate than the average Dutchman	2	1.6
	Financially less fortunate than the average Dutchman	10	8.0
	Financially the same fortunate as the average Dutchman	56	44.8
	Financially more fortunate than the average Dutchman	50	40.0
	Financially much more fortunate than the average Dutchman	7	5.6
	<i>Total</i>	<i>125</i>	<i>100</i>
Living situation		N	%
	With parents	22	17.6
	Single	25	20.0
	With partner	50	40.0
	With kids	1	0.8
	With partner and kids	22	17.6
	Other	5	4.0
	<i>Total</i>	<i>125</i>	<i>100</i>

To give a good overview of the extent to which the respondents of the survey are involved in volleyball, an additional table with this information has been added. Table 2 shows that 32.8% (n=41) of the 125 respondents who filled in the survey have a lot of affinity with volleyball and 52% (n=65) of the respondents have very much affinity with volleyball. This is a good reflection of the fact that this research focuses entirely on the volleyball community. Table 2 presents complete information about the volleyball community construct.

Table 2 : Sample characteristics

Volleybal community construct			
Affinity with volleybal		N	%
	A little	19	15.2
	A lot	41	32.8
	Very much	65	52.0
	<i>Total</i>	<i>125</i>	<i>100</i>
Hours involved with volleybal		N	%
	0 hours per week	14	11.2
	1-5 hours per week	31	24.8
	6-10 hours per week	38	30.4
	11-15 hours per week	18	14.4
	More than 15 hours per week	24	19.2
	<i>Total</i>	<i>125</i>	<i>100</i>
Volleybal status		N	%
	<i>(multiple answers possible)</i>		
	Volleyball player	72	30.1
	Volleyball fan	57	23.8
	Volleyball coach	27	11.3
	Volleyball trainer	25	10.5
	Involved with volleyball in other ways	50	21.0
	None of the above	8	3.3
	<i>Total</i>	<i>239</i>	<i>100</i>

3.4 Measurements

The survey comprised 56 statements that provided the measurements for all fourteen constructs. According to the model in figure 2 there were eleven different factors that could potentially influence people's intention to become a member of the LKTBF community. These eleven factors are: attitude towards Let's Keep The Ball Flying, social norms (both subjective and descriptive norms) regarding a membership of the LKTBF community, the perceived behavioural control (both technical and financial) regarding a membership of the LKTBF community, moral obligation to become a member of the LKTBF community, the feeling of belonging in the LKTBF community, the feeling of having influence in the LKTBF community, the feeling of having needs fulfilment in the LKTBF community, the feeling of a shared emotional connection with other members in the LKTBF community, affinity with the cause of Let's Keep The Ball Flying, trust in Let's Keep The Ball Flying and trust in the website of Let's Keep The Ball Flying. The measurement of the dependent variable "*intention* to become a member of the LKTBF community" was conducted with four statements. All these statements were initially constructed for this research. Two examples of statements are "I see no problem in becoming a member of the LKTBF community" and "I plan to become a member of the LKTBF community in the near future".

Regarding the research of Smith & McSweeney (2007), attitude, social norms, perceived behavioural control, and moral obligation are predictors for people's intention to donate to charity and these 5 independent variables were each measured with four statements, inspired by the scale constructed by Smith & McSweeney.

The independent variable *attitude* was measured with four statements. Two examples of statements are "I am positive about joining the LKTBF community" and "Becoming a member of the LKTBF community feels like the right thing to do".

The independent variable *social norms* were measured with four statements. Two examples of statements are "The people whose opinions I value very much expect me to become a member of the LKTBF community" (*subjective social norm*) and "I know people who are members of the LKTBF community" (*descriptive social norm*).

The independent variable *perceived behavioural control* was measured with four statements. Two examples of statements are "Becoming a member of the LKTBF community seems like an easy process" (*technical*) and "Becoming a member of the LKTBF community is affordable" (*financial*).

The independent variable *moral obligation* was measured with four statements. Two examples of statements are "It feels like my duty to become a member of the LKTBF community" and "If I do not become a member of the LKTBF community, I will feel bad".

According to Peterson, Speer & McMillan (2008), Sense of Community Theory and its four elements membership, influence, fulfilment of needs and shared emotional connection, should be positively related to community engagement. The statements used for this research were inspired by their study.

The independent variable *membership* was measured with four statements. Two examples of statements are "Being a member of the LKTBF community makes me feel part of a group" and "Being a member of the LKTBF community makes me feel part of the volleyball community".

The independent variable *influence* was measured with four statements. Two examples of statements are "Becoming a member of the LKTBF community enables me to influence decisions taken by the organisation" and "Becoming a member of the LKTBF community allows me to have a voice in what happens in the organization".

The independent variable *fulfilment of needs* was measured with four statements. Two examples of statements are "If I become a member of the LKTBF community, I expect that my needs will be met" and "I expect that my personal needs will be fulfilled by becoming a member of the LKTBF community".

The independent variable *shared emotional connection* was measured with four statements. Two examples of statements are “Becoming a member of the LKTBF community enables me to feel connected to other members” and “Being a member of the LKTBF community gives me a sense of belonging to volleyball fans around the world”.

The research of Sargeant & Woodliffe (2007) explained that affinity and trust is the basis of charity and voluntary organisations. The statements used for this research were adapted by their research.

The independent variable *affinity* was measured with four statements. Two examples of statements are “I feel connected to this foundation and the things they do” and “LKTBF's goals are important to me”.

The independent variable *trust in the organisation* was measured with four statements. Two examples of statements are “This foundation seems reliable to me” and “I am confident that LKTBF will use members' donations in the right way”.

Jarvenpaa and Tractinsky (1999) have argued that a customer's willingness to buy from the online shop increases if the retailer is able to elicit the customer's trust. The statements used for this research were based on their research.

The independent variable trust in the website was measured with four statements. Two examples of statements are “I trust the LKTBF website” and “I feel that my monthly transaction is safe”.

3.5 Construct validity and reliability

Before the created model for this study could be tested, the reliability and validity requirements of the instruments had to be met. An exploratory factor analysis was conducted to determine the discriminant and convergent validity of the applied scales and to determine the validity of the constructs. The exploratory factor analysis assisted in deciding whether the 56 items selected for the fourteen constructs of the research measured their respective constructs. According to Kaiser (1974), factor loadings greater than 0.5 can be accepted as mediocre, loadings between 0.7 and 0.8 as good, loadings between 0.8 and 0.9 as great, and loadings more prominent than 0.9 as excellent.

After conducting four factor analyses of 56 original items, 41 items remained. All items that had a score below 0.50 for the final analysis were removed. All remaining constructs had reliable scores above 0.50, indicating acceptable reliability. Of the original fourteen constructs, 11 remained. The two constructs that have been removed were *affinity* and *attitude*. *Affinity* cross-loaded with the items measuring *shared emotional connection* and *attitude* cross-loaded with the items measuring *trust*. Therefore hypothesis 1 “A positive attitude towards the Let’s Keep The Ball Flying foundation will lead to a higher intention to become a member of the LKTBF community” and hypothesis 9 “Affinity with the foundation will lead to a higher intention to become a member of the LKTBF community” were excluded from the analysis. The two constructs *trust in the organisation* and *trust in the website* are combined, because the factor analysis indicated that both constructs actually measure the same thing. Besides that, a number of statements from different constructs were removed to increase the construct reliability. The final version of the exploratory factor analysis including the two removed constructs and few removed statements are shown in Table 3.

Furthermore, the internal consistency of the constructs was determined by calculating the Cronbach's alpha scores. All constructs had reliability scores greater than .70, indicating acceptable reliability (Hinton, 2008). The exact Cronbach's Alpha scores for each construct is also shown in Table 3.

Table 3: Results of exploratory factor analysis with Varimax rotation and Cronbach's Alpha

Construct	Cronbach's Alpha	Statement	Component									
			1	2	3	4	5	6	7	8	9	10
Membership	α: .91	Being a member of the LKTBF community makes me feel part of a group						.74				
		Being a member of the LKTBF community gives me a sense of belonging						.70				
		Being in the LKTBF community gives me a feeling of belonging together with volleyball fans						.73				
		Being a member of the LKTBF community gives me a feeling of being part of the volleyball community						.74				
Influence	α: .93	Becoming a member of the LKTBF community enables me to influence decisions made by the organization	.86									
		By becoming a member of the LKTBF community, I can make have a voice within the organisation	.81									
		By joining the LKTBF community, I can influence how the organisation uses donations	.83									
		By becoming a member of the LKTBF community, I can have a say in what happens in the organization	.85									
Fulfillment of needs	α: .90	I can get what I need by joining the LKTBF community									*	
		This foundation and its members help me to meet my needs								.68		
		If I become a member of the LKTBF community, I expect my needs to be met								.80		
		I expect that my personal needs will be fulfilled through membership of the LKTBF community								.78		
Shared emotional connection	α: .92	Being a member of the LKTBF community enables me to feel connected to other members				.77						
		Being a member of the LKTBF community enables me to feel connected to volleyball fans around the world				.77						
		Being a member of the LKTBF community allows me to feel connected to other members				.76						
		I will feel connected to members of the LKTBF community when I become a member of this community				.71						
Affinity **	x	I feel connected to this foundation and the things they do*					*					
		I feel connected to the purpose of LKTBF *					*					
		The LKTBF goals are important to me *					*					
		The purpose supported by LKTBF is close to my heart *					*					
Trust in the organization	α: .91	This foundation seems reliable to me	.77									
		I find that LKTBF is transparent about their expenses	.66									
		I feel confident that LKTBF will use members' donations in the right way	.74									
		I think LKTBF is honest about how it uses members' donations	.72									
Trust in the website	α: .91	I trust the LKTBF website	.78									
		I feel that my monthly transaction is safe	.72									
		Joining the LKTBF community through this website is safe *	*									
		Making a donation through the LKTBF website feels unsafe *	*									
Attitude **	x	I believe that becoming a member of the LKTBF community is a good thing *	*									
		I believe that becoming a member of the LKTBF community is not a good thing *	*									
		I feel positive about joining the LKTBF community *	*									
		Becoming a member of the LKTBF community feels like the right thing to do *	*									
Subjective Norm	α: .96	People who are important to me expect me to become a member of the LKTBF community					.89					
		People whose opinion I value greatly expect me to become a member of the LKTBF community					.87					
		Being a member of the LKTBF community is appreciated by people around me *					*					
		People who are important to me think that being a member of the LKTBF community is a good thing *					*					
Descriptive Norm	α: .87	I know people who are members of the LKTBF community									.81	
		I do not know people who are members of the LKTBF Community ***									.79	
		I am aware that people in my social network are members of the LKTBF community									.75	
		Being a member of the LKTBF community is popular among people in my social network *									*	
Perceived behavioural control (Technical)	α: .81	It is easy to become a member of the LKTBF community							.69			
		Making a monthly contribution to LKTBF through the website is easy							.66			
		Becoming a member of the LKTBF community seems like an easy process							.74			
		I see no difficulties in joining the LKTBF community							.70			
Perceived behavioural control (Financial)	α: .76	Becoming a member of the LKTBF community is affordable									.60	
		Being a member of the LKTBF community is cheap									.64	
		The monthly fee to become a member of the LKTBF community is high ***									.73	
		Becoming a member of the LKTBF community is wallet-friendly ***									.78	
Moral obligation	α: .78	It feels like my duty to become a member of the LKTBF community					.70					
		If I do not become a member of the LKTBF community, I will feel bad					.70					
		Joining the LKTBF community is the right thing to do *					*					
		Joining the LKTBF community is in accordance with my principles *					*					
Intention	α: .94	I see no problem in becoming a member of the LKTBF community			.85							
		I am likely to become a member of the LKTBF community in the near future			.82							
		I plan to join the LKTBF community in the near future			.86							
		There is nothing to prevent me from becoming a member of the LKTBF community in the near future			.81							
		* Deleted statements										
		** Deleted constructs										
		*** Reversed coding										

4. RESULTS

The main goal of this research was to study which factors of the extended version of the Theory of Planned Behaviour, the Sense of Community Theory, and three other factors influence Dutch volleyball fans' intention to become a member of the Let's Keep The Ball Flying community, and consequently, become a donor of the foundation. Chapter four contains the interpretation and analysis of the results. A hierarchical regression analysis was performed to test the different hypotheses.

4.1 Self-reported perceptions of respondents

Table 4 presents both the mean scores and the standard deviations of the respondents' measured constructs. This overview gives an indication of the respondents' self-reported perceptions and beliefs. The results in table 3 show that the means for the constructs trust, perceived behavioural control (technical), and perceived behavioural control (financial), in terms of self-reported beliefs and perceptions are high. The construct that scores lowest in terms of self-reported behaviour is moral obligation.

Table 4: Overview of constructs, mean, standard deviation and Cronbach's Alpha

Construct	Mean	Std. Deviation	Cronbach's Alpha
Subjective social norm	2.50 *	1.02	0.96
Descriptive social norm	3.49 *	1.17	0.87
Perceived behavioural control (technical)	3.89 *	0.55	0.81
Perceived behavioural control (financial)	3.87 *	0.63	0.76
Moral obligation	2.16 *	0.89	0.78
Membership	3.48 *	0.92	0.91
Influence	3.55 *	0.80	0.93
Fulfilment of needs	3.10 *	0.84	0.90
Shared emotional connection	3.66 *	0.82	0.92
Trust (in the organisation and website)	4.15 *	0.54	0.91
Intention (to become a member of the LKTBF community)	3.71 *	1.25	0.94

* Likert-scale for each statement: 1: (strongly disagree) to 5 (strongly agree)

4.2 Relationships among constructs

Before investigating the correlation between the different factors, it is very important to check for multicollinearity. Multicollinearity occurs when there are high correlations between predictor variables, leading to unreliable estimates of regression coefficients. The most commonly used diagnostic for multicollinearity is the variance inflation factor (VIF). Although there is no general rule, the VIF is generally considered harmful when it is greater than 10 (Yoo, 2014).

The VIFs calculated for each predictor were in the range between 1.25 and 2.45. It is therefore highly unlikely that the data are significantly affected by multi-collinearity.

The different constructs were scaled and examined for correlation. The scores of the different constructs in terms of Pearson's correlation are shown in Table 5. The majority of the correlation values shown in table 5 show a weak upward positive linear relationship. Some of the different constructs show a moderate upward positive relationship. The most prominent of these constructs is the correlation between membership and fulfilment of needs, with a score of 0.68. Other moderate correlations can be found between membership and shared emotional connection (0.65) and fulfilment of needs and shared emotional connection (0.65), membership and influence (0.60) and moral obligation and subjective social norm (0.58). The strongest correlation between the independent variable and dependent variable is the correlation between descriptive social norm and the intention to become a member of the LKTBF community.

Table 5: Correlation between the different constructs

Construct	SCN	DSN	PBCT	PBCF	MO	M	I	FoN	SEC	T	I
Subjective social norm	1										
Descriptive social norm	.16	1									
Perceived behavioural control (technical)	.33 **	.37 **	1								
Perceived behavioural control (financial)	-.11	.33 **	.32 **	1							
Moral obligation	.58 **	.22 *	.37 **	.04	1						
Membership	.23 **	.44 **	.42 **	.33 **	.32 **	1					
Influence	.17	.22 *	.39 **	.28 **	.24 **	.60 **	1				
Fulfilment of needs	.25 **	.41 **	.40 **	.35 **	.35 **	.68 **	.45 **	1			
Shared emotional connection	.27 **	.39 **	.39 **	.30 **	.40 **	.65 **	.49 **	.65 **	1		
Trust (in the organisation and website)	.23 *	.53 **	.54 **	.47 **	.30 **	.48 **	.41 **	.54 **	.53 **	1	
Intention (to become a member of the LKTBF community)	.32 **	.51 **	.47 **	.33 **	.39 **	.49 **	.25 **	.45 **	.45 **	.44 **	1

* Correlation is significant at the .05 level (2-tailed)
 ** Correlation is significant at the .01 level (2-tailed)

4.3 Hierarchical regression analysis on the intention to become a member of the LKTBF community

The various hypotheses were tested in a hierarchical regression analysis. Regression analysis is used to determine the effect of one or more explanatory variables. The regression analysis was conducted in three separate blocks. Table 6 shows two different models in three blocks and includes path coefficients (β), the significance levels (p), and the explained variance (Adj. R Squared).

The first model of the multiple regression analysis in table 6 contains the five predictors of the extended Theory of Planned Behaviour that were reliably measured, namely, subjective social norm, descriptive social norm, perceived behavioural control (technical), perceived behavioural control (financial), and moral obligation. The measured F-value for this model is 16.90 and a significance of $p = 0.062$. The explained variance for this model is 0.39, which means that 39 % of the variance for the factors which determine intention to join the LKTBF community, can be explained by the five remaining variables of the extended theory of planned behaviour.

The second model of the multiple regression analysis in table 6 includes the predictors of the Sense of Community Theory that were additionally added to research model, namely, membership, influence, fulfilment of needs, and shared emotional connection. This measured F-value for this model is 10.60 and a significance of $p = 0.075$. The model results in an explained variance of 0.41 which implies that a 2% increase in explained variance for the factors determining intention to join the LKTBF community can be attributed to the addition of the factors of membership, influence, satisfaction of needs and shared emotional attachment.

The third model of the multiple regression analysis in table 6 includes the predictor trust. The explained variance remained on 0.41 with an F-value of 9.47 and a significance of $p = 0.121$. The explained variance indicated that 41% of the variance for the factors influencing intention to join the LKTBF community could be explained by the different independent variables represented in the research model.

Table 6: Hierarchical Regression Analysis

Model	Predictor	Unstandardized Coefficients				Standardized Coefficients	Adj. R Squared	F	p
		B	SE	β	p				
1							.39	16.90	.062
	Subjective social norm	.15	.11	.12	.185				
	Descriptive social norm	.35	.08	.33	<.001 **				
	Perceived behavioural control (Technical)	.45	.19	.20	.018 *				
	Perceived behavioural control (Financial)	.32	.16	.16	.043 *				
	Moral obligation	.23	.13	.16	.077				
2							.41	10.60	.075
	Subjective social norm	.13	.11	.11	.231				
	Descriptive social norm	.27	.09	.25	.003 *				
	Perceived behavioural control (Technical)	.41	.19	.18	.036 *				
	Perceived behavioural control (Financial)	.25	.16	.13	.121				
	Moral obligation	.16	.13	.12	.208				
	Membership	.28	.15	.20	.063 ***				
	Influence	-.20	.14	-.13	.152				
	Fulfilment of needs	.07	.16	.04	.681				
	Shared emotional connection	.11	.16	.07	.489				
3							.41	9.47	.121
	Subjective social norm	.13	.11	.11	.228				
	Descriptive social norm	.28	.09	.26	.003 *				
	Perceived behavioural control (Technical)	.42	.20	.19	.038 *				
	Perceived behavioural control (Financial)	.26	.17	.13	.121				
	Moral obligation	.16	.13	.12	.211				
	Membership	.28	.15	.20	.067 ***				
	Influence	-.20	.14	-.13	.160				
	Fulfilment of needs	.07	.16	.05	.661				
	Shared emotional connection	.11	.16	.08	.472				
	Trust	-.06	.24	-.03	.815				

* Correlation is significant at the .05 level (2-tailed)
 ** Correlation is significant at the .01 level (2-tailed)
 *** Correlation is marginally significant at the .10 level (2-tailed)

The final research model has no acceptable fit to describe the intention to become a member of the LKTBF community. Although the model supports a few of the formulated hypotheses, it also shows that many hypotheses are not supported. In the final model, the descriptive social norm, i.e. the social norm that describes how people typically behave, feel, and think in a given situation concerning a community, is a vital factor influencing the behavioural intention to join the LKTBF community, thus supporting Hypothesis 2b. Furthermore, perceived behavioural control in the technical aspect, i.e. perceived ease of joining a community, also stands out as having a strong positive influence on the behavioural intention to join the LKTBF community, thus supporting Hypothesis 3a. Last but not least, membership, i.e. the sense of belonging to a community, is marginally significant in influencing the intention to become a member of the LKTBF community. And therefore, supporting Hypothesis 5. All other measured factors do not significantly support the hypotheses and are not key factors influencing the behavioural intention to join the LKTBF community.

5. DISCUSSION

This study investigated which factors of the extended model of the Theory of Planned Behaviour, the model of the Sense of Community Theory, and the additional factors such as affinity and trust influence the intention of Dutch volleyball fans to become members of the LKTBF community and therefore become a donor of the foundation. The study used an online survey with 56 items to measure the fourteen different constructs and thirteen hypothesis questions to measure demographic and context variables. The collected data was used to perform a three-step hierarchical regression analysis to test the research hypotheses. This chapter discusses the main findings, theoretical and practical implications, limitations of the research, recommendations for future research, and provides a conclusion to answer the research question.

5.1 Main findings

In a rapidly changing and uncertain world, more and more people long for something to hold on to; togetherness and meaning (Blijleven, 2020). Communities with like-minded people who share the same passion and can be trusted are an example of this and are becoming increasingly important. Let's Keep The Ball Flying is a foundation dedicated to using the power of volleyball to create social impact. They focus on the global volleyball community to contribute to this common goal. By making a small donation, volleyball fans become members of the community and, in addition to being easily connected, can join projects to use their beloved sport for social development.

It is known that various factors influence people's intention to set something in motion. This study looked more closely at what factors influence people's intention to join a community. This study examined 13 different factors from which a conclusion was drawn.

The first block of this research' main findings is related to the extended Theory of Planned Behaviour's model. The factor *attitude* is removed from this research since this construct is invalid and cross-loaded with the factor *trust*. The results of the data analysis show that the factors *descriptive social norm* and *perceived behavioural control* (both the technical and financial aspect) significantly predict people's intention to become a member of the LKTBF community. This means that these two constructs have a significant impact on the dependent variable *intention*. The findings concerning the construct *moral obligation* is quite interesting. The data analysis results show that there is no significant effect of *moral obligation* on the *intention* to become a member of the LKTBF community. The last main finding regarding the extended Theory of Planned Behaviour model is that *subjective social norm* is the weakest predictor of the dependent variable *intention* in this model. In conclusion, it must also be stated that the model shows a high explained variance of 39%.

The second block of this research' main findings include the constructs of the Sense of Community Theory model, namely, *membership*, *influence*, *fulfilment of needs* and *shared emotional connection*. Results show that three out of four predictors have no significant effect on the dependent variable *intention* in this model. Only the predictor *membership* from the SOC model influence people to join a community. This model shows an explained variance of 41%.

The last construct added to the extended Theory of Planned Behaviour model is *trust*. The results of the data analysis show that also this factor has no significant effect on people's *intention* to become a member of the LKTBF community. However, it must be stated that the model with all the 10 factors determines in this research with this sample size for 41% the effect on the intention to become a member of a community. In conclusion, the feeling of really belonging to the community, the ease of joining the community and the participation of like-minded people with the same interests in the community are determining factors for individuals to join a community.

5.2 Theoretical contribution

Although various studies in the past have examined how charitable organizations can raise more money (Smith & McSweeney, 2007; Van der Linden, 2011; Knowles, 2015; Kashif & De Run, 2015; Veludo-de-Oliveira et al., 2016; Mittelman & Jose-Mendez, 2018; Chen et al., 2019) and how donor behaviour can be repeated (Beldad et al., 2015), most studies focus only on people's intention to donate instead of looking at a broader perspective and being aware and in accordance with the time we live in. No studies can be found which consider a particular target group that is willing to become a member of a community and therefore donate money. And that is precisely what is in demand today in a rapidly changing and uncertain world. The desire for something to hold on to; togetherness and meaning (Blijleven, 2020).

The theoretical model of the extended Theory of Planned Behaviour appears to significantly predict people's intention in terms of donating to charities. However, the model has never been used to explain people's intention to become a member of a community and therefore become a donor of a charitable organisation. In addition, the model has not yet been supplemented with factors that can predict community building. The operationalization and extension of the model therefore adds knowledge to the research field. The research results can be used as a starting point for a more focused exploration of the determinants of community building within non-profit organisations.

The first factor in this construct, *subjective social norm*, is not significant in predicting volleyball fans' intention to become a member of the LKTBF community. This is not in accordance with the research of Smith & McSweeney (2007), where subjective norm is a significant predictor of people's intention to donate to charities. Also van der Linden (2011) showed in his study that moral norms accounted for a significant portion of the overall variance and were in fact identified as the strongest predictor of intentions to engage in charity. However, in the study of Chen et al. (2019), regarding the dependent variable of money donations, only subjective norm has a non-significant effect. Compared to that study, this research has the same outcome on this factor. Thus, hypothesis 2a is rejected which means that people's belief that significant others approve of joining LKTBF community will apparently not lead to a higher intention to become a member of the LKTBF community. An explanation can be that people chose for themselves if they want to join a community of their interest, and opinions of significant others do not matter, because it is a feeling that comes from within. In comparative studies on money donations, it is perhaps the case that individuals like it when significant others approve their intention in donating. Joining a community that is important to the individual is a different matter.

According to the study of Smith & McSweeney (2007), *descriptive social norm* was not a significant predictor to influence people's intention to donate money. However, in this research, the factor descriptive social norm is in this model a significant predictor to influence people's intention to become a member of the LKTBF community and therefore become a donor. This factor determines 33% of the intention to become a member of the LKTBF community. Therefore, hypothesis 3b is confirmed, the participation of the volleyball community will lead to a higher intention to become a member of the LKTBF community. An explanation could be that this study is more about joining the community and donating together, while previous studies such as Smith & McSweeney's (2007) are more about donating individually. Being part of the same community with likeminded people is a strong determinant factor in people's intention to become part of the community.

Within this research, the factors *perceived behavioural control* (both technical and financial) are operationalized to measure the perceived ease and perceived financial costs to become a member of the LKTBF community. They are both, just as in the study of Smith & McSweeney (2007), significant predictors in the model to influence people's intention to become a member of the LKTBF community and therefore become a donor. The technical aspect determines for 20% the intention to become a member and the financial aspect determines for 16% the intention to become a member of the LKTBF community. An explanation for this could be that many people find the costs of joining less important once they have the

feeling of belonging to the community. The perceived ease of becoming a member is then more important. However, based on the last model where all factors are taken into account, the financial aspect of *perceived behavioural control* has no significant effect on the intention to become a member of the community. Only the technical aspect, the perceived ease of becoming a member, has a significant role in joining the LKTBF community.

Compared to the results of the studies of Cheung & Chan (2000) and Smith & McSweeney (2007), the factor *moral obligation* in this research, does not significantly contribute to Dutch volleyball fans' intention to become a member of the LKTBF community. It might be that a sense of moral obligation is less important when joining a community and donating afterwards compared to donating directly to a foundation. One explanation may be that people benefit from joining a community, and that this is less the case with a single donation. It is precisely the feeling of morality that is important in this case.

According to Peterson, Speer & McMillan (2008), Sense of Community Theory and its four elements membership, influence, fulfilment of needs and shared emotional connection, should be positively related to community engagement. However, in this research, three of the four factors of the model of the Sense of Community Theory, are not significant factors that contribute to explaining volleyball fans' intention to become a member of the LKTBF community. The only factor that is marginally significant, and therefore a deterrent predictor of the intention to become a member of the LKTBF community, is *membership*. An explanation could be that this factor reflects the feeling of belonging which is important when joining a community. In addition, the variable *membership* includes a number of components such as boundaries, emotional safety, sense of belonging, personal investment and a common symbol system. These components are very important in the expression of a community. According to the data results, the factor *membership* determines for 20%, (behind the factor *descriptive norm* that determines for 26%) the intention to become a member of the LKTBF community in this model. This means that hypothesis 5 is confirmed, the feeling of membership and belonging to a community leads to a higher intention to become a member of the LKTBF community.

Having *influence* in the community has a negative contribution in Dutch volleyball fans' intention to become members of the LKTBF community. Based on these results, it seems that the feeling of having influence is not important in the intention to become a member of the LKTBF community. Therefore hypothesis 6 is rejected. An explanation for this might be that people feel they have no influence instead of assuming they do have influence within the community.

The factor *fulfilment of needs* is also not a significant predictor to the intention of becoming a member of the LKTBF community. The results show that this factor for only 4% contributes to the intention to become a member of the LKTBF community. An explanation for this result might be that people do not recognize (yet) that needs fulfilment will be felt by means of being meaningful and feeling good about it. The satisfaction of personal needs together with other members will not lead to a higher intention to become a member of the LKTBF community. Hypothesis 7 is thus rejected.

The last factor of the Sense of Community Theory, *shared emotional connection*, is also not a significant predictor to volleyball fans' intention to become a member of the LKTBF community. And therefore, hypothesis 8 is rejected. The results show that this factor for 7% contributes to the intention to become a member of the LKTBF community. This is quite remarkable because according to McMillan & Chaves (1986) is the basis of shared emotional connection experience. In order to gain experience, members of a community need to have contact with each other. However, the results of this study show that this factor is not a determining factor for Dutch volleyball fans to become members of the LKTBF community. An explanation may be that volleyball fans in the Netherlands have not yet realised what the LKTBF community and its members can bring them.

The last factor in this model is *trust*. This factor is a creation of the factors *trust in the organisation* and *trust in the website*. Both factors were combined with each other because the factor analysis showed

they measure the same thing. Compared to the findings of Sargeant & Woodliffe (2007), trust is not a significant factor explaining the intention of becoming a member of the LKTBF community. It only contributes to explaining volleyball fans' intention to become a member with 3% and has a negative effect on the intention to become a member of the community. This means that hypothesis 10 and 11 is rejected. Trust in the organisation and trust in the website will not lead to a higher intention to become a member of the LKTBF community. This is noteworthy, due to the fact that Sargent & Lee (2004) stated trust is the basis of charity and voluntary organisations. However, these studies focused on money donations instead of community building within a voluntary organisation. By becoming part of the organisation (i.e. being a member of the community), individuals may feel more comfortable trusting the organisation rather than just donating to it.

5.3 Practical contribution

In addition to the theoretical implications already discussed, the results of this research also offer some practical implications. The practical contributions of this research are most relevant for non-profit organisations that focus on a particular target group and want to connect them to a community to achieve their goals. The results of this research will give a more comprehensive understanding of which predictors influence people's intention to join their community and enable them to attract more members in a targeted way. Besides that, the findings can provide practical guidance on the unique aspects of donation to managers of crowdfunding platforms and fundraisers.

Besides other non-profit organisations can benefit from the outcome of this research, the foundation Let's Keep The Ball Flying can benefit the most from the results of this research. This research focused on the target group volleyball fans in the Netherlands. This target group probably behaves in a different way than other target groups.

The findings within this research show that *membership*, *descriptive social norms* and *perceived behavioural control* (technical aspect) are three significant predictors towards the intention to become a member of the community. This is important information for Let's Keep The Ball Flying. According to McMillen & Chaves (1986), a sense of belonging, having emotional security, boundaries, personal investment, and a common symbol system all serve important functions in establishing and maintaining a sense of community. Non-profits should take all these characteristics into consideration when building a community. Every aspect of 'membership' should be carefully thought through.

Smith and McSweeney (2007), stated that individuals who believed that important others would approve their behaviour were more likely to intend to engage in charitable giving. In other words, the intention to become a member of the LKTBF community is affected by the influence of others, such as family, friends or (volleyball) teammates. It is hypothesized that the participation of the whole volleyball community will lead to a higher intention for people to also join the LKTBF community. This means that both Let's Keep The Ball Flying and other non-profit organisations should focus its marketing communication on the fact that various role models from a particular target group have already joined the community. If this is communicated properly and recognized by the target group, it is more likely that more people will join the community in question.

The term "perceived behavioural control" is conceptualized as the perceived ease or difficulty of performing the behaviour and reflects past experiences and anticipated obstacles (Fishbein & Ajzen, 1975). Much literature shows that perceived behavioural control is positively correlated with intentions in several areas, such as blood donor intention (Saha & Chandra, 2018). In the context of the case-study of LKTBF, this factor consists of two sub-dimensions, namely, the technical aspect and the financial aspect. The technical aspect involves the perceived ease of becoming a member via the website and the financial aspect involves the perceived accessibility of the monthly contribution to become a member of the community. When

potential members perceive that becoming a member of the LKTBF community via the website is easy, and they can join the community for as little as 3 euros per month, they are more likely to adopt this behaviour. Both factors are significant factors in people's intention to become a member of the community in the first model. However, in the second and third model, only the technical aspect is significant. It must therefore be considered that people want to be able to join a community easily. People don't want to take time-consuming steps to do so. The website of the non-profit organisation must be easy to find and the process of becoming a member must be simple. Advertising through social media with a simple link where people can click on to join is therefore a great way to do this.

5.4 Limitations and future research recommendations

This research shows some interesting and surprising results regarding people's intention to join a community. However, there is still much potential for more research to deepen and broaden the understanding of what motivates people to join a community when the organisation has been in existence for a longer period. Let's Keep The Ball Flying is an organisation that is still in its infancy and was founded in 2020. Awareness of this organisation within the volleyball community is slowly beginning to grow. For this reason, the results may be different if other foundations that have been in existence for some time conduct research similar to this one.

What could be a potential future research direction is to better respond to people nowadays who want to be meaningful and do something out of passion (Blijleven, 2020). In this research, the factor *needs fulfilment* was included, but in retrospect, the intention to give something back to the world and the sense of purpose should have been more clearly expressed in this aspect. The same applies to *moral obligation*. This factor also does not significantly contribute to people's intention to join a community, while it does in many other studies (Smith & McSweeney, 2007) that have been conducted previously. It may be related to this research being focused on the intention to join a community and donate afterwards rather than the focus on donating to charity. In the future, the survey can be divided into people who are already members of a community and people who are not yet members of the community to further investigate the difference in moral obligation.

Another research direction for future research is to switch of focus from the intention to become a member of the community to continuing being a member and do some voluntary work for the foundation. In this way, not only money but also time will be donated. Chen et al. (2019) determined both money and time donation in their research. Their study combined a framework with the Theory of Planned Behaviour and Norm Activation Theory with Social Presence Theory to measure donation intention. Their study showed that the dependent variable of time donations is significantly influenced by social presence, trust, and perceived behavioural control. It is interesting to include this dependent variable in a follow-up study.

Lastly, it is interesting to investigate whether there is a difference in gender or age of a certain target group, to become a member of a community. The results can be taken into consideration in the way of advertising.

6. CONCLUSION

This research explored which factors of the extended Theory of Planned Behaviour, including attitudes, social norms, perceived behavioural control, Sense of Community Theory, including membership, influence, needs fulfilment and shared emotional connection, and three additional factors such as affinity, trust in the organisation and trust in the website, influence Dutch volleyball fans' intention to become members of the LKTBF community and therefore donate money on a monthly basis. This research used an online survey with 56 items to measure fourteen different constructs and eight questions to measure demographic information and context variables. The collected data of 125 participants from the target group who completed the survey from the beginning till the end was used to conduct a three-step hierarchical regression analysis to answer the research question.

The practical contribution of this research is most relevant for non-profit organisations that focus on a particular target group and want to connect them to a community to achieve their goals. The results of this research give a comprehensive understanding of which predictors influence people's intention to join a community and enable them to attract more members in a targeted way.

The significant findings concerning the research question are that membership, descriptive social norm and perceived behavioural control (technical aspect) have a significant effect on people's intention to become a member of a community. This means that when non-profit organisations want to set up a community, they should focus on the characteristics that support these constructs. Therefore, priority should be given to changes that improve the intention to join the community in terms of membership, descriptive social norms and perceived behavioural control. In other words, the intention to become a member of a community is affected by the sense of belonging, the influence of others, such as family, friends, or influencers. Besides that, the process of becoming a member of a community should be very easy and not time-consuming. Non-profits should take all these characteristics into consideration when building a community.

Surprisingly, factors such as subjective social norm, moral obligation, influence, needs fulfilment, shared emotional connection and trust do not influence people's intention to become a member of a community. This means that people are not influenced by the approval of a significant person or group of people when becoming a member of a community. The feeling of social pressure of others is not influencing people to become a member. Also, the personal value that indicates how important moral behaviour is for a person is not influencing people's intention in joining a community. The sense of having influence in the community, the feeling of needs fulfilment, and the emotional bond with other community members do also not influence people's intention to join. Lastly, trust is not an indicator for people to become a member of a community.

Combining the desire to donate with being part of a community to which people want to belong is a new market to explore. Nowadays, it is increasingly important for people to be meaningful and to do things from their passion. Non-profit organisations need to respond to this more. For future research, it is interesting to take these factors into account, especially in organisations that have been in existence for some time.

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APPENDICES

Appendix A: Survey Questions in English

Measuring independent variable *Membership*

Being a member of the LKTBF community makes me feel part of a group
Being a member of the LKTBF community gives me a sense of belonging
Being in the LKTBF community gives me a feeling of belonging together with volleyball fans
Being a member of the LKTBF community gives me a feeling of being part of the volleyball community

Measuring independent variable *Influence*

Becoming a member of the LKTBF community enables me to influence decisions made by the organization
By becoming a member of the LKTBF community, I can make have a voice within the organisation
By joining the LKTBF community, I can influence how the organisation uses donations
By becoming a member of the LKTBF community, I can have a say in what happens in the organization

Measuring independent variable *Fulfilment of needs*

I can get what I need by joining the LKTBF community
This foundation and its members help me to meet my needs
If I become a member of the LKTBF community, I expect my needs to be met
I expect that my personal needs will be fulfilled through membership of the LKTBF community

Measuring independent variable *Shared emotional connection*

Being a member of the LKTBF community enables me to feel connected to other members
Being a member of the LKTBF community enables me to feel connected to volleyball fans around the world
Being a member of the LKTBF community allows me to feel connected to other members
I will feel connected to members of the LKTBF community when I become a member of this community

Measuring independent variable *Affinity*

I feel connected to this foundation and the things they do
I feel connected to the purpose of LKTBF
The LKTBF goals are important to me
The purpose supported by LKTBF is close to my heart

Measuring independent variable *Trust in the organisation*

This foundation seems reliable to me
I find that LKTBF is transparent about their expenses
I feel confident that LKTBF will use members' donations in the right way
I think LKTBF is honest about how it uses members' donations

Measuring independent variable *Trust in the website*

I trust the LKTBF website
I feel that my monthly transaction is safe
Joining the LKTBF community through this website is safe
Making a donation through the LKTBF website feels unsafe

Measuring independent variable *Attitude*

I believe that becoming a member of the LKTBF community is a good thing
I believe that becoming a member of the LKTBF community is not a good thing
I feel positive about joining the LKTBF community
Becoming a member of the LKTBF community feels like the right thing to do

Measuring independent variable *Subjective social norm*

People who are important to me expect me to become a member of the LKTBF community
People whose opinion I value greatly expect me to become a member of the LKTBF community
Being a member of the LKTBF community is appreciated by people around me
People who are important to me think that being a member of the LKTBF community is a good thing

Measuring independent variable *Descriptive social norm*

I know people who are members of the LKTBF community
I do not know people who are members of the LKTBF Community
I am aware that people in my social network are members of the LKTBF community
Being a member of the LKTBF community is popular among people in my social network

Measuring independent variable *Perceived behavioural control (technical aspect)*

It is easy to become a member of the LKTBF community
Making a monthly contribution to LKTBF through the website is easy
Becoming a member of the LKTBF community seems like an easy process
I see no difficulties in joining the LKTBF community

Measuring independent variable *Perceived behavioural control (financial aspect)*

Becoming a member of the LKTBF community is affordable
Being a member of the LKTBF community is cheap
The monthly fee to become a member of the LKTBF community is high
Becoming a member of the LKTBF community is wallet-friendly

Measuring independent variable *Moral Obligation*

It feels like my duty to become a member of the LKTBF community
If I do not become a member of the LKTBF community, I will feel bad
Joining the LKTBF community is the right thing to do
Joining the LKTBF community is in accordance with my principles

Measuring dependent variable *Intention*

I see no problem in becoming a member of the LKTBF community
I am likely to become a member of the LKTBF community in the near future
I plan to join the LKTBF community in the near future
There is nothing to prevent me from becoming a member of the LKTBF community in the near future

Appendix B: Qualtrics online survey (in Dutch)

Community Building Let's Keep The Ball Flying

Survey Flow

Block: Factors (29 Questions)
EmbeddedData clicked = 0
Standard: Demographics (9 Questions) Standard: Thank you (1 Question)

Page Break

Start of Block: Factors

Introduction Beste respondent,

Bedankt dat je even de tijd wilt nemen om deze anonieme enquête in te vullen.

Ik doe voor mijn Masterscriptie onderzoek naar de factoren die invloed hebben op de intentie om lid te worden van een community. Mijn case-study is gericht op de stichting Let's Keep The Ball Flying (LKTBF), een organisatie die zich inzet om sociale impact te bereiken door middel van sport.

LKTBF richt zich met name op de volleybal community (inclusief beach- en zitvolleybal) en probeert volleybal fans aan zich te koppelen om samen een verschil te maken in de wereld.

De doelgroep van deze enquête zijn volleybalfans in Nederland. Lid zijn van Let's Keep The Ball Flying is niet nodig om deze enquête goed te kunnen invullen. Lees goed de aanvullende tekst en bekijk de fotos die worden getoond en probeer de daaropvolgende vragen zo goed mogelijk te beantwoorden. Het gaat om de eerste reactie die bij je opkomt. Denk dus vooral niet te lang na over je antwoord.

De gegevens zullen worden geanalyseerd met behulp van het statistische programma SPSS.

Deelname aan dit onderzoek is geheel vrijwillig. Je kunt als deelnemer jouw medewerking aan het onderzoek te allen tijde stoppen, of weigeren dat jouw gegevens voor het onderzoek mogen worden gebruikt, zonder opgave van redenen.

Toestemming Ik geef toestemming om de gegevens die gedurende het onderzoek bij mij worden verzameld te verwerken en analyseren.

☐ Ja (1)

☐ Nee (2)

Skip To: End of Survey If Toestemming = 2

Q108 De eerste vraag gaat over affiniteit met volleybal. Met volleybal worden ook de varianten beach- en zitvolleybal bedoelt. Verder in de enquête zal voornamelijk de term 'volleybal' in de breedste zin van het woord gebruikt worden.

	Geen enkele (1)	Helemaal geen (2)	Een beetje (3)	Veel (4)	Heel erg veel (5)
Hoeveel affiniteit heeft u met volleybal? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip To: End of Survey If Q108 = 1 [1]

Skip To: End of Survey If Q108 = 1 [2]



Q109 Wat is uw leeftijd?

Skip To: End of Survey If Condition: Wat is uw leeftijd? Is Less Than 18. Skip To: End of Survey.

Page Break

Intro Membership Let's Keep The Ball Flying gelooft in het bouwen van een wereld waarin iedereen, in elk land, gelijke kansen heeft om te volleyballen. Door volleybal willen ze iedereen laten genieten van geweldige ervaringen en laten groeien als mens.

Het doel van LKTBF is om de wereldwijde volleybal familie met elkaar te verbinden en uit te breiden. Ze willen de kracht van volleybal benutten als aanjager van sociale ontwikkeling voor de gemeenschappen die dit het meest nodig hebben.

Door lid te worden van de LKTBF community doneer je een maandelijks bedrag dat bijdraagt aan het behalen van dit doel en behoort je tegelijkertijd tot de grootste volleybal community die zich inzet voor een mooiere wereld. Door volleyballers wereldwijd, voor volleyballers wereldwijd!

Membership Het gaat om de **eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)
Lid worden van de LKTBF community geeft me het gevoel dat ik deel uitmaak van een groep (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid zijn van de LKTBF community geeft mij het gevoel erbij te horen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van LKTBF community geeft mij het gevoel samen lid te zijn met volleybalfans (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community geeft mij het gevoel deel uit te maken van de volleybal community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Intro Influence Door lid te worden van de LKTBF community word je toegevoegd aan de **Let's Keep The Ball Flying Telegram groep**. In deze groep kom je in **contact met andere leden** en heb je **inspraak naar welke projecten donaties gaan**. Ook ben je als eerste op de hoogte van **nieuwe projecten waar je als vrijwilliger heen zou kunnen gaan**.

Influence Het gaat om de **eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Lid worden van de LKTBF community stelt mij in staat invloed te hebben op beslissingen die door de organisatie worden genomen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door lid te worden van de LKTBF community kan ik mijn stem laten horen binnen de organisatie (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door lid te worden van de LKTBF community kan ik invloed uitoefenen op de manier waarop de organisatie donaties gebruikt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Door lid te worden van de LKTBF community kan ik inspraak hebben op wat er binnen de organisatie gebeurt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fulfilment of Needs Het gaat om de **eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Ik kan krijgen wat ik nodig heb door lid te worden van de LKTBF community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze stichting en haar leden helpen mij mijn behoeften te vervullen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als ik lid word van de LKTBF community verwacht ik dat mijn behoeften vervuld zullen worden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat mijn persoonlijke behoeften vervuld zullen worden door lid te worden van de LKTBF community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Intro Shared Emo con Veel top volleybalspelers en -coaches zijn al lid van de LKTBF community. De community is dus voor iedereen. Samen met volleybal fans over de hele wereld werkt LKTBF aan één gezamenlijk doel, namelijk: Bouwen aan een wereld waarin iedereen gelijke kansen heeft om te volleyballen, te genieten van geweldige ervaringen en te groeien als mens.

Shared Emo Con Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Lid worden van de LKTBF community stelt mij in staat mij verbonden te voelen met andere leden (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community geeft mij een gevoel van verbondenheid met volleybalfans over de hele wereld (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community maakt het mogelijk om een band te hebben met andere leden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zal me verbonden voelen met leden van de LKTBF community als ik lid word van deze organisatie (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Intro Affinity LKTBF gelooft in het bouwen van een wereld waarin iedereen, in elk land, gelijke kansen heeft om te volleyballen. Door middel van sport willen ze buitengewone herinneringen creëren en als mens gedijen. Het doel van LKTBF is om de wereldwijde volleybalfamilie met elkaar te verbinden en uit te breiden, door de kracht van volleybal te benutten als aanjager van sociale ontwikkeling voor die gemeenschappen die dit het meest nodig hebben.

Het logo-ontwerp van LKTBF is een vingerafdruk die is verbonden met een volleybal omdat de wens van LKTBF is om impact te maken én een erfenis achter te laten en die erfenis door middel van sport te versterken.

Affinity Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)
Ik voel me verbonden met deze stichting en de dingen die ze doen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me verbonden met het doel van LKTBF (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De doelen van LKTBF zijn belangrijk voor mij (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het door LKTBF ondersteunde doel ligt mij aan het hart (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Intro Trust Bij Let's Keep The Ball Flying kun jij zelf weten aan welk project jij je geld doneert. Dit bepaal je heel gemakkelijk op de website onder de 'donate-knop'.

Trust Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Deze stichting lijkt mij betrouwbaar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dat LKTBf transparant is over hun uitgaven (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb er vertrouwen in dat LKTBf de donaties van de leden op de juiste manier zal gebruiken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dat LKTBf eerlijk is over de manier waarop zij donaties van leden gebruikt (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intro Trust Website Door een maandelijkse donatie te doen word je lid van de LKTBf community. Deze betaling kan worden gedaan via een bankoverschrijving, creditcard of PayPal.

Trust website Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Ik vertrouw de website van LKTBf (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het gevoel dat mijn maandelijkse transactie veilig is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBf community via deze website is veilig (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een donatie doen via de website van LKTBf voelt onveilig (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check Ben je nog wakker?

☐ Ja (1)

☐ Nee (2)

☐ De enquête duurt lang! (3)

Page Break

Intro attitude Let's Keep The Ball Flying vertelt haar leden wat er speelt en waar ze zich voor inzetten door middel van het delen van Impact Stories.

Attitude Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding.**

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)
Ik vind dat LKTBf goede dingen doet (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geloof dat de projecten van LKTBf effect hebben (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een goed gevoel bij LKTBf (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een positief gevoel bij de community van LKTBf (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q117 Hieronder zie je een aantal volleybalspelers die al lid zijn van de LKTBF community.

Subjective norm Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.
Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Lid worden van de LKTBF community wordt gewaardeerd door mensen om mij heen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mensen die belangrijk voor me zijn vinden dat lid zijn van de LKTBF community een goede zaak is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mensen die belangrijk voor mij zijn verwachten dat ik lid word van de LKTBF community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mensen van wie ik de mening erg waardeer verwachten dat ik lid word van de LKTBF community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Descriptive norm Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.
Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Ik ken mensen die lid zijn van de LKTBF community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ken geen mensen die lid zijn van de LKTBF community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben me ervan bewust dat mensen in mijn sociale netwerk lid zijn van de LKTBF community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid zijn van LKTBF community is populair onder mensen binnen mijn sociale netwerk (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intro PBC: Technical Lid worden van de LKTBF community kan via de website, direct op de homepage.

PBC: Technical Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.
Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Het is gemakkelijk om lid te worden van de LKTBF community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het geven van een maandelijke bijdrage aan LKTBF via de website is gemakkelijk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community lijkt me een eenvoudig proces (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie geen moeilijkheden om lid te worden van de LKTBF community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intro PBC: Financial Je kunt al vanaf 3 euro per maand lid worden van de LKTBF community.

PBC: Financial Het gaat om **de eerste reactie die bij je opkomt na het zien van de vorige tekst en afbeelding**.
Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeet mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeet mee eens (5)
Lid worden van de LKTBF community is betaalbaar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community is goedkoop (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het maandelijke bedrag om lid te worden van de LKTBF community is hoog (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community voel ik in mijn portemonnee (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Moral Obligation Het gaat om **de eerste reactie die bij je opkomt**.
Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)
Lid worden van de LKTBF community is het juiste om te doen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het voelt als mijn plicht om lid te worden van de LKTBF community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als ik geen lid word van de LKTBF community zal ik me slecht voelen (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lid worden van de LKTBF community is in overeenstemming met mijn principes (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intention Het gaat om **de eerste reactie die bij je opkomt**.

Kies hieronder in welke mate je het eens bent met de volgende stellingen:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)	Ik ben al lid (6)
Ik zie geen probleem om lid te worden van de LKTBF community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De kans dat ik in de nabije toekomst lid word van de LKTBF community is groot (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan om in de nabije toekomst lid te worden van de LKTBF community (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er staat niks in de weg om in de toekomst lid te worden van de LKTBF community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Factors

Start of Block: Demographics

Geslacht Mijn geslacht is:

- ☐ man (1)
- ☐ vrouw (2)
- ☐ Zeg ik liever niet / anders (3)
-

Woonachtig Ik ben woonachtig in:

- ☐ Groningen (1)
- ☐ Friesland (2)
- ☐ Drenthe (3)
- ☐ Overijssel (4)
- ☐ Gelderland (5)
- ☐ Utrecht (6)
- ☐ Flevoland (7)
- ☐ Noord-Brabant (8)
- ☐ Zeeland (9)
- ☐ Limburg (10)
- ☐ Zuid-Holland (11)
- ☐ Noord-Holland (12)
-

Nederlander Bent u een in Nederland geboren Nederlander?

- ☐ Ja (1)
- ☐ Nee, wel Nederlander maar niet geboren in Nederland (2)
- ☐ Nee, geen Nederlander maar wel geboren in Nederland (3)
-

Gezinssituatie Wat past het beste bij jouw situatie?

- ☐ Woonachtig bij ouders/verzorgers (1)
- ☐ Alleenstaand (2)
- ☐ Met partner (3)
- ☐ Met kinderen (4)
- ☐ Met partner en kinderen (5)
- ☐ Anders (6) _____
-

Volleybal tijd Hoeveel uur bent u in de week bezig met volleybal als kijker, speler, coach of anderszins?

- ☐ 0 uur per week (1)
- ☐ 1-5 uur per week (2)
- ☐ 6-10 uur per week (3)
- ☐ 11-15 uur per week (4)
- ☐ Meer dan 15 uur per week (5)
-

Volleybal fan/coach Ik ben ... (meerdere antwoorden mogelijk)

☐

Volleyballer (1)

☐

Volleybal fan (2)

☐

Volleybal coach (3)

☐

Volleybal trainer (4)

☐

Andere manier betrokken met volleybal (5)

☐

Geen van allen (6)

Opleidingsniveau Mijn hoogst genoten afgeronde opleiding (of een vergelijkbare variant)

☐

Basisschool (1)

☐

VMBO, MAVO, MULO (2)

☐

HAVO (3)

☐

VWO (4)

☐

MBO (5)

☐

HBO (6)

☐

WO (7)

Financiële positie Kunt u een oordeel geven over uw financiële positie?

	Veel slechter af (1)	Slechter af (2)	Hetzelfde af (3)	Beter af (4)	Veel beter af (5)
Ik ben voor mijn gevoel dan de gemiddelde Nederlander (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Marketing purposes Ten aanzien van marketingdoeleinden ben ik van mening dat:

	Zeer mee oneens (1)	Oneens (2)	Niet eens, noch oneens (3)	Eens (4)	Zeer mee eens (5)
Ik vind het leuk om een cadeautje te krijgen als lid van de LKTBF community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donaties horen voor 100% naar de projecten te gaan (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het lijkt mij leuk om als vrijwilliger bij LKTBF aan de slag te gaan (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20% van de opbrengsten mag naar organisatieontwikkeling gaan (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donaties moeten <u>niet</u> voor marketingdoeleinden gebruikt te worden (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zodra LKTBF een eigen kledinglijn gaat ontwikkelen in samenwerking met Ninesquared ben ik bereid een t-shirt aan te schaffen (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Demographics

Start of Block: Thank you

Q76 Heel erg bedankt voor jouw deelname aan deze enquête!

Ik heb heel veel aan de uitkomsten van dit onderzoek.

De resultaten van dit onderzoek zullen in de toekomst gedeeld worden in een blogpost op de website van Let's Keep The Ball Flying.

Je kunt mij helpen door deze enquête door te sturen naar jouw volleybal vrienden!

Groetjes,

Liz

PS: **Klik** een laatste keer op het **pijlje onder de foto**, dan wordt de enquête verstuurd.
Dankjewel!

End of Block: Thank you