

Abstract

This study focuses on the fit between young adults' motives for volunteering (Clary et al., 1998) and the corresponding environmental affordances of one-time volunteering activities in Hong Kong. I hypothesized that more motive-affordance fit would predict better volunteering outcomes, including flow experience, satisfaction, and intentions to volunteer in the future. Fifty-four participants aged from 18 to 28 were recruited, and they completed two questionnaires before and after the one-time volunteering activities they attended. The total match index (TMI; Stukas et al, 2009) was used to measure the motive-affordance fit, and it was found to significantly predict the three volunteering outcomes. By further inter-dimensional analysis of the motive-affordance fit, it was found that the enhancement index and affordances, protective index and affordances, and values index and motives predicted volunteering outcomes better than any other kinds of index, motives, and affordances among the six volunteering functions. Results showed that the TMI was an important predictor on the outcomes in one-time volunteering activities. Flow experience (Csikszentmihalyi, 1990), which was seldom examined in volunteering activities, was also shown to be a positive outcome of volunteerism. The findings highlight the importance of motive-affordance fit on promoting the recruitment and retention, as well as the well-being of young adult volunteers in Hong Kong. The limitations and further research directions are discussed.

Keyword: volunteerism, one-time volunteering, motive-affordance fit, total match index, flow