



The Research on the Participants' Motivation to Explore the Sports Association Future Activities

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ABSTRACT

The purpose of this study was to 2016 annual the participants' participation motivation and happiness of the marathon. In this study, the self of the marathon participants inscape of participation motivation and the scale of sense of happiness as the research tool; In 2016 annual Taiwan marathon participants for the study, for sample using the internet sampling survey methods, Researcher send out 500 questionnaires, here were 370 valid questionnaires and valid response rate of 74%. Statistics analysis method included descriptive statistics, factor analysis, item analysis, correlation analysis, reliability analysis, validity analysis, partial least squares and other statistics method were analyzed the questionnaires, after statistics analysis of the resulting data, the study found: The marathon participants' participated motivations for happiness were highly influential.

Keywords: Marathon, Sports Management, Motivation

JEL Classifications: C30, I30, O13

1. INTRODUCTION

Exercise is an important content of leisure activities, as well as the main route for balancing teenagers' leisure life and improving physical and psychological health. Regular exercise has long been regarded as an important element of healthy life, and has a substantial benefit to human psychology and physiology, such as alleviation of pressure, establishment of self-esteem and self-confidence, promotion of physical fitness, improvement of interpersonal relationship, and extension of healthy vitality (Kujala et al. 1998; Fang 1997). If individuals can develop different habits by participating in leisure activities, they can expand social circle, provide new role-positioning and sufficient social support, and develop positive emotions to increase sense of happiness (Argyle 1987). Lu and Argyle (1994) conducted a study on leisure activities of community residents, and discovered that participation in leisure activities is highly correlated with sense of happiness. The higher the level of individuals' participation in leisure activities is, the higher the sense of happiness perceived by them is.

This study enrolled participants in the marathon as the research subjects to investigate the influence of participation motivation of marathon runners on their sense of happiness.

2. METHODS

2.1. Research Structure

This study referred to relevant literature to design questionnaire and investigate and analyze the influence of the participation motivation and sense of happiness.

2.2. Research Subjects

This study used quantitative questionnaire survey to enroll participants in The Kinmen Marathon in Taiwan on February 28, 2016 as the research subjects. This study distributed online questionnaires to participants in The Kinmen Marathon in Taiwan as the subjects from March 1 to March 31, 2016 to conduct the formal questionnaire survey online. This study distributed a total of 500 formal questionnaires. After 130 incomplete questionnaires were excluded, 370 valid questionnaires were returned, with a valid return rate of 74%.

2.3. Data Analysis Steps

This study used statistical package software SPSS for Windows 12.0 and SmartPLS 2.0 to analyze various data of returned valid questionnaires. In order to measure the reliability and validity of potential variables proposed in this study and verify the research

Table 1: Content validity of Sub-dimensions

Dimension	Item	Factor loading	t-value	CR	AVE
Participation motivation	Social interaction	0.828	26.728	0.890	0.669
	Novel experience	0.792	27.152		
	Physical and psychological relief	0.871	41.972		
	Sports fitness	0.778	17.599		
Sense of happiness	Life satisfaction	0.877	38.212	0.948	0.822
	Self-affirmation	0.915	72.612		
	Physical and psychological health	0.922	80.216		
	Interpersonal relationship	0.911	68.667		

AVE: Average variance extracted

model. The analysis used structural equation models (SEM) to investigate the correlation of participants' motivation and well-being.

2.4. Research Tools

This section mainly explains the content of research tools. Part 1 was the scale on "participation motivation", while Part 2 was the scale on "sense of happiness" where Likert 7-point scale was used for scoring.

3. RESULTS AND DISCUSSION

3.1. Analysis of Measurement Model

During the analysis of measurement model, partial least squares (PLS)-SEM could concurrently generate weights and loadings. In general, weights are more suitable for interpretation of formative indicators, while loadings are more suitable for interpretation of reflective indicators (Chin 1998). This study estimated the parameters of various measurement models, and tested the validity and reliability of various variables and dimensions.

Factor loading should be >0.5 , suggesting that the reliability of measurement indicators in this study was good. In general, CR value should be >7 (Hair et al. 1998). The composite variable of latent variables in this study is >8 , suggesting that the consistency of dimensions in this study was good (Table 1).

Fornell and Larcker (1981) suggested that 0.5 should be used as threshold standard of "convergent validity." In this study, the average variance extracted (AVE) of this study was 0.669-0.822. AVE of each dimension was greater than the shared variance among dimensions, suggesting that the square root of AVE of latent variables of dimensions in this study was greater than correlation coefficient. Therefore, each dimension should be different, and there was "discriminant validity" (Table 2).

3.2. Analysis of SEM

As shown in Table 3, "social interaction", "novel experience", "physical and psychological relief" and "sports fitness" had a significant influence on "participation motivation" and the significance level was >0.001 . The estimated value was 0.828, 0.792, 0.871, and 0.778, respectively. "Life satisfaction", "self-affirmation", "physical and psychological health" and "interpersonal relationship" had a significant influence on "sense of happiness", and the significance level was >0.001 . The estimated value was 0.877, 0.915, 0.922, 0.911, respectively. The research results are shown in Figure 1. "Participation motivation" had a positive influence on "sense of happiness" was 0.745.

Table 2: Testing of discriminant validity of dimensions

Dimension	AVE	Participation motivation	Sense of happiness
Participation motivation	0.669	0.818	-
Sense of happiness	0.822	0.786	0.907

Square root of AVE is slash, while latent variable correlation is correlation matrix, AVE: Average variance extracted

The research results are shown in Figure 1. "Participation motivation" had a positive influence on "sense of happiness" (0.745). The explanatory power of "participation motivation" for the latent variable "sense of happiness" was 60.2%, suggesting that the model could well explain the latent variables.

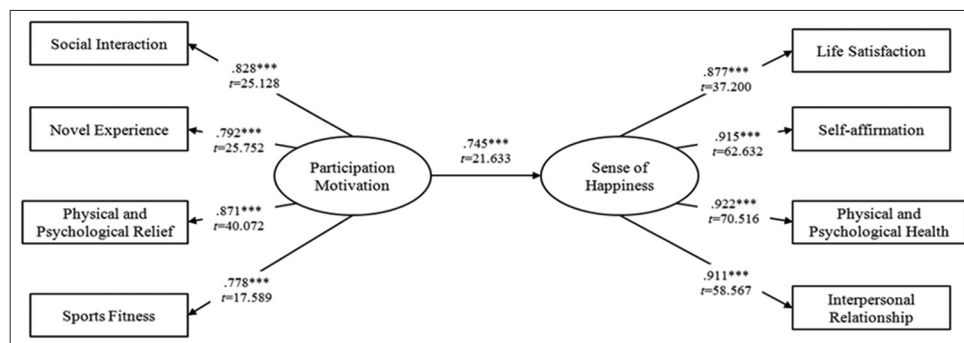
3.3. Goodness of Fit Index

In the PLS-SEM, the index used to measure goodness of fit of model is goodness of fit (GOF). The purpose of assessment on goodness of fit of model is to assess whether the theoretical model is sufficient to explain the actually observed data. The better the goodness of fit is, the higher the usability the model is and the more meaningful the estimated parameter is. The assessment standards of GOF were: 0.1 is weak goodness of fit; 0.25 is moderate goodness of fit; 0.36 is strong goodness of fit (Akter et al. 2011). According to the calculation, the GOF of the model was 0.670 (Table 4), which was higher than the strong goodness of fit standard 0.36. Therefore, the overall goodness of fit of this study was high.

4. CONCLUSION

According to various research questions and analyses of research results, this study reached the following conclusions: "Participation motivation" of participants had a positive influence on "sense of happiness" (0.745). The four assessment indicators of "participation motivation": "social interaction", "novel experience", "physical and psychological relief", and "sports fitness" had a significantly positive influence, and the level of influence were 0.828, 0.792, 0.871, 0.778, respectively. The influence of "physical and psychological relief" on "participation motivation" was most significant. The four assessment indicators of "sense of happiness": "Life satisfaction", "self-affirmation", "physical and psychological health", and "interpersonal relationship" had a significantly positive influence, and the level of influence were 0.877, 0.915, 0.922, 0.911, respectively. The influence of "physical and psychological health" on "sense of happiness" of participants was most significant. This study is intended to assist athletic associations to advice on the management of future events through the feedback of participants.

Figure 1: Overall path model



Note: $t > 1.96$, $P < 0.05$; $t > 2.58$, $P < 0.01$; $t > 3.29$, $P < 0.001$

Table 3: Path coefficient of dimension

Regression	Sample mean	Standard error	t-statistics	P value
Social interaction←Participation motivation	0.828	0.030	25.128	0.000
Novel experience←Participation motivation	0.792	0.039	25.752	0.000
Physical and psychological relief←Participation motivation	0.871	0.021	40.072	0.000
Sports fitness←Participation motivation	0.778	0.055	17.589	0.000
Life satisfaction←Sense of happiness	0.877	0.023	37.200	0.000
Self-affirmation←Sense of happiness	0.915	0.012	62.632	0.000
Physical and psychological health←Sense of happiness	0.922	0.011	70.516	0.000
Interpersonal relationship←Sense of happiness	0.911	0.013	58.567	0.000
Participation motivation→Sense of happiness	0.745	0.048	21.633	0.000

Table 4: Overall GOF of model

Dimension	AVE	CR	R ²	Cronbach's α	Communality	GOF
Participation motivation	0.669	0.890	-	0.794	0.622	0.670
Sense of happiness	0.822	0.948	0.602	0.922	0.811	

GOF: Goodness of fit, AVE: Average variance extracted

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