

**Maja Pori,**  
**Primož Pori**

*University of Ljubljana, Faculty of Sport*

## **MOTIVES FOR PARTICIPATION IN SPORT ACTIVITIES**

### **1. Introduction**

The objective of the research was to establish the rankings of motives for participation in sport activities in Slovenia. Sport is one of the important segments of human culture. The sports culture is anthropologically conditioned by participation of an individual, irrespective of the role they play in a cultural context. In each role, participation of an individual depends on their values and needs which in a specific manner trigger their motivated behaviour and activity. According to Kluckhohn (1951) values (motives) are defined as the interpretation of what is considered desired and they have influence on how people decide on action and how they evaluate phenomena (sport activity). In valuation of sport, individuals ascribe different weight to individual motives. Many researchers tried to find out why people participate in sport (Gill, Gross, Huddelston, 1983; Gould, Feltz, Weiss, 1985; McCarthy, 1994; Tušak, 1997; Kolt, Kirby, Bareli, Blumenstein, Chada, Liu and Kerr, 1999). They pointed out some major motives such as Achievement, Team work, Friendship, Physical fitness, Development of motor abilities and Pleasure.

The motives which are more important to women are Leisure, Aesthetic impression, Truth, Privacy, Security, Altruism, Hope (Apollonian values: Moral and Implementer Values; according to Musek, 1993). Men are guided mostly with motives such as Pleasure, Creation, Improvement, Health, Sociability, Physical impression and Money (Dionysian values: Hedonistic and Potential values; according to Musek, 1993).

Therefore, the purpose of this survey was to evaluate the motives for participating in sport activities and how they depend upon gender of subjects. It is the knowledge of the basic motivational dimensions that enables a positive value transformation of sports culture, increasingly impacting the modern way of life.

### **2. Materials and methods**

#### **2.1. The subject sample**

The subject sample consisted of 1685 randomly selected adult inhabitants of Slovenia who were divided evenly into 8 constituencies according to the electoral system scheme (Election Regulations, 2. amended edition, Official Gazette of the Republic of Slovenia, Ljubljana, 1996). To attain as representative opinions of the Slovenes as possible, we used an adjusted quota sample, corresponding to the Slovene population with respect to the place of residence, gender, age, and education. The sample consisted of 52% men and 48% women, aged from 18 to 75 years.

#### **2.2. Variables**

The data was obtained with direct surveying. The subjects were asked the question of importance of individual motives for participation in sport activity. On a scale from

1 to 5 (1 standing for “absolutely unimportant factor” and 5 for “very important factor”) the respondents in terms of importance ranked the proposed motives.

### 2.3. Methods

For each motive the mean values were calculated and the scale of motives by importance was drawn up. With analysis of variance Oneway we tested the differences between men and women in ranked motives.

### 3. Results and discussion

The most important motives for participating in sport activity were ”preservation and development of health” (4.26), ”development of motor abilities” (4.12) and ”development and preservation of working abilities” (3.87). The less important motives were ’sport stardom” (2.74) and ”gaining political position through sport” (2.04) (Table 1).

*Table 1. Rang of motives for participation in sport activities*

		Mean all	S.D. all	Mean men	Mean women	Sig.
1	Preservation and development of health	4.26	0.91	4.23	4.30	0.10
2	“Fair play”	4.15	1.00	4.15	4.16	0.85
3	Development of motor abilities	4.12	0.95	4.16	4.08	0.07
4	Development and preservation of working abilities	3.87	1.02	3.87	3.87	0.97
5	Personal satisfaction	3.84	1.03	3.83	3.85	0.73
6	Quality of life	3.80	1.06	3.79	3.83	0.45
7	Development of own personality	3.80	1.08	3.79	3.81	0.69
8	Awareness and knowledge of sports	3.78	1.01	3.79	3.77	0.58
9	Competitiveness	3.69	1.05	3.82	3.54	<b>0.00</b>
10	Pleasure, enjoyment	3.68	1.02	3.67	3.69	0.58
11	Formation of sports collective	3.51	1.11	3.52	3.49	0.67
12	Preservation of Olympic idea	3.50	1.13	3.49	3.51	0.66
13	Quality of sports facilities	3.48	1.17	3.52	3.44	0.18
14	Play, playfulness	3.47	1.03	3.49	3.45	0.51
15	Peace and harmony	3.45	1.08	3.40	3.51	<b>0.04</b>
16	Media apeal of sport	3.42	1.09	3.44	3.39	0.31
17	Attractiveness, excitement that sport offers	3.38	1.06	3.52	3.22	<b>0.00</b>
18	Beauty of movement expression	3.37	1.03	3.30	3.44	<b>0.01</b>
19	Care of technical aids in sport	3.26	1.11	3.26	3.26	0.89
20	Asserting oneself in company	3.11	1.09	3.19	3.03	<b>0.00</b>
21	Earning money, profit	2.97	1.14	3.04	2.90	<b>0.01</b>
22	Suspense of not knowing the sport result	2.89	1.07	3.07	2.69	<b>0.00</b>
23	Development of defence abilities	2.86	1.20	2.88	2.84	0.50
24	Domination, superiority, triumph	2.82	1.16	2.96	2.68	<b>0.00</b>
25	Sport stardom	2.74	1.18	2.80	2.67	<b>0.02</b>
26	Political power, gaining political position	2.04	1.00	2.12	1.96	<b>0.00</b>

The results have shown that Slovenes are aware of positive impacts of sport activities to the body, as well as proper care for their health and well being. Motive "preservation and development of health" shows awareness of the importance of being active for health. Medical motive were also in the foreground in some previous researches (Burnik and Doupona Topič, 2003). People are participating in sport activities because they believe that it enables higher quality of life. They could develop their motor abilities and they could achieve higher level of working abilities.

The results indicate that people are aware of important role of physical activity on humans body, but more than 40 % adult Slovenes are not active at all (Special Eurobarometer 213, 2004). It says that they do not practice sport for lack of time. With further analysis and by putting the sports culture in a broader social context, it would be interesting to correlate the level of socio-economic development of the country with the frequency of practicing sport.

Higher values of most proposed motives were given by men (Table 1). The source of gender differences could be found in natural and biological differences between women and men. The socialization and behavioral patterns (men's role; women's role) could lead into gained results. Participating in sport activities could probably still is treated as "masculine", which could be a reason for men's higher values of most motives in our research.

The results of analysis of variance show that women and men differ statistically significant in 10 values of motives (Table 1). Women found the motives "Beauty of movement expression" and "Peace and harmony" (Apollonian values: Moral and Implementer Values; according to Musek, 1993) statistically more important than men, while motives including competitiveness, attractiveness, domination, friendship, triumph and earning money were placed higher with men (Dionysian values: Hedonistic and Potential values; according to Musek, 1993). Similar findings were reported by some other researchers. Bond (1988) stated that men are guided mostly with motives such as Competition, Success and Achievement what has shown also in our research. Men find motives Pleasure, Freedom and Friendship most important (Pogačnik, 1987). Kwon (1999) established that major gender differences have been in motive "To conquer, to beat others", which coincide with motives "Competitiveness", "Attractiveness, excitement that sport offers" and "Domination, superiority, triumph" in our case.

#### **4. Conclusion**

It could be concluded that highest evaluated motives in our research are ascribed in literature as the Apollonian type of values (Musek, 1993) or Well-being factor (McCarthy, 1994). The less important motive was "gaining political position through sport". There were 10 statistically significant differences between men and women in values of motives. Men placed higher some motives which are in the category of Dionysian values and women gave higher values to some motives which are in the category of Apollonian values (Musek, 1993).

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## SUMMARY

### MOTIVES FOR PARTICIPATION IN SPORT ACTIVITIES

*The objective of the research was to establish the rankings of motives for participation in sport activities in Slovenia. In order to attain as representative opinions of the Slovenes as possible, we used an adjusted quota sample (n = 1685), corresponding to the Slovene population with respect to the place of residence, gender, age, and education. The data was obtained with direct surveying. The subjects were asked the question of importance of individual motives (n = 25) for participation in sport activity. On a scale from 1 to 5 (1 standing for “absolutely unimportant factor” and 5 for “very impor-*

tant factor”) the respondents in terms of importance ranked the proposed motives. For each motive the mean values were calculated and the scale of motives by importance was drawn up. According to the results the most important motives were "preservation and development of health" (4.26), "development of motor abilities" (4.12) and "development and preservation of working abilities" (3.87). The less important motives were 'sport stardom' (2.74) and 'gaining political position through sport' (2.04).

**Key words:** motives for participation in sport activities, adults Slovenes

“Dan”, 24. mart 2008.

У СУСРЕТ ЧЕТВРТОМ КОНГРЕСУ И ПЕТОЈ НАУЧНОЈ КОНФЕРЕНЦИЈИ ЦРНОГОРСКЕ СПОРТСКЕ АКАДЕМИЈЕ

## Припреме у завршној фази

Припреме за организацију четвртог Конгреса и пете научне конференције Црногорске спортске академије, који ће се одржати од 3. до 6. априла у Бијелој уише су у завршну фазу. На адресу организатора пристигло је преко 180 научних радова, у чијој припреми је учествовало око 300 аутора и коаутора, што је рекордан број у до сада одржаним научним скуповима на овим просторима. До сада смо објавили наслове и ауторе 119 пристиглих радова, а у данашњем објављујемо још десет: 120. Димитрије Рашовић (Црногорски олимпијски комитет): „**Нове олимпијске игре и њихов утицај на спорт у Црној Гори**“; 121. Горан Шекељић, Милован Стаматовић (Учитељски факултет, Ужице): „**Хинотетски петодимензионални простор базичних фактора екстраховаш факторском анализом из скупа примарних и скупа базичних вектора морфолошких, моторичких и манифестних варијабли након имплементације алтернативног наставног програма са елементима кошарке**“; 122. Игор Јукић, Цвита

Грегов, Сања Шимек, Лука Милановић (Кинезиолошки факултет Свеучилишта у Загребу): „**Претварајући подражаји: Акутни ефекти примјене експлозивних контракција на манифестацију експлозивне снаге типа бацања**“; 123. Владимир Цвијан (Факултет спорта и физичког васпитања, Нови Сад): „**Развој експлозивне снаге доњих екстремитета у рукомету**“; 124. Амра Ножиновић Мујановић, Зумрета Ножиновић (Факултет за тјелесни одгој и спорт, Универзитет у Тузли), Лејла Салихамидић (Наставнички факултет, Универзитет у Мостару): „**Предикција резултата критеријске варијабле друштвени плесови на основу морфолошких карактеристика**“; 125. Стево Поповић, Блажо Јабучанин (Спортска асоцијација Будве): „**Улога маркетинга у савременим спортским токовима на примјеру смучања**“; 126. Зоран Радић, Александар Симеонов: „**Повезаност и утврђивање латентне структуре морфолошких карактеристика и моторних способности са резултатима бацања кугле**“; 127. Зоран Ра-

дић, Александар Симеонов: „**Повезаност и утврђивање латентне структуре морфолошких карактеристика и моторних способности са резултатима скока удаљ**“; 128. Владимир Цвијан (Факултет спорта и физичког васпитања, Нови Сад), Дејан Јаковљевић (Саве-

зна управа царина, Суботица): „**Селекција голмана у рукомету**“; 129. Зоран Машић (Факултет за менаџмент у спорту, Београд), Владислав Илић, Филанти Ангелу (Висока школа Академија фудбала, Београд): „**Спортски објекти –хардвер спортских активности**“... 1.Б.