

The Effect of Sports Club Membership Lifestyle on Choice Behavior

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Abstract

The purpose of this study is to investigate the influence of sports center members' lifestyles on participation promotion and choice behavior. To this end, more specifically, we intend to establish and clarify a hypothetical model based on the preceding studies of facilitating factors and factors that continue to participate according to the lifestyle of sports center members. In order to achieve this research purpose, the study subjects were set as the population of male and female adults over 20 who are using sports centers in Gwangju Metropolitan City and Jeollanam-do in 2021. As for the sampling method, the sample was extracted using cluster random sampling, and 300 people were used for the actual analysis, excluding 60 copies of double-entry and insincere or unreliable questionnaires. The survey tool was modified and supplemented according to this study based on the questionnaire that had been verified for reliability and validity in previous studies, and all questionnaire items were composed of a 5-point scale. The statistical analysis used for data analysis was frequency analysis, exploratory factor analysis, reliability analysis, and multiple regression analysis using SPSS Windows 21.0 Version. The conclusions obtained in this study through data analysis by such methods and procedures are as follows. First, according to the lifestyle of sports center members, participation promotion factors were found to have a partial influence. Second, according to the lifestyle of sports center members, the selection behavior was found to have a partial influence. Third, it was found that the participation promotion factors of sports center members partially affected the choice behavior.

Keywords: sports center, lifestyle, choice behavior, Participation promotion factors

1. INTRODUCTION

Modern society can be said to be the era of mass leisure. In other words, if we look at human history from the perspective of leisure, the recreational function that was created for the recovery of mental fatigue and tension of mankind in the past is shifting to a leisure function that pursues self-development. It can be said to be a society [1, 2]. As such, it is no exaggeration to say that leisure is a part of human beings. And the leisure industry created consumers for leisure products and services. Therefore, in modern society, sports are an important form of leisure activity, and play a role in providing physical dimensions of physical strength and health promotion, change of mood, and enjoyment of life. In relation to the role and significance of these sports, the sports center plays an important role in the popularization and generalization of sports [3, 4]. However,

Manuscript received: May 30, 2023 / revised: June 8, 2023 / accepted: June 12, 2023

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looking at the reality of the current sports center, the basic principle of customers' demand for the services provided by the center has deepened, and the existing sports center consumers have moved to other leisure sports, it is reported in many studies that it is insufficient to satisfy the diversified needs of consumers due to narrowness, etc., which leads to management difficulties of sports centers [5, 6]. Because of the diversity of society and the diversification of needs, behavior patterns are very different. Therefore, it is difficult to classify consumers by a uniform demographic variable until now [7, 8]. In addition, it was said that lifestyle is derived from the personal value system of the consumer and the personality of the individual because it is influenced by the culture, social class, reference group, and family members to which the individual belongs. In other words, it is a concept that comprehensively takes a multifaceted life system such as life, behavior, and thinking style, which is shared by a specific group or class. Therefore, through the analysis of consumers' lifestyle variables, it is necessary to understand the behavior of sports center consumers and identify factors of continuous participation at the same time. It can be said that it is a very valuable study. In other words, the most basic stage, biological tendency, is a state that is almost unconscious of the individual, and the next stage, optimal arousal demand and perceived freedom and efficacy, can be factors that generate leisure behavior, and the final stage, called leisure demand, is These are the reasons for leisure activities that are directly recognized in the individual's consciousness [9, 10]. On the other hand, in the previous study, for the overall participation restrictions that are given up in the course of participating in sports activities, the constraints were analyzed in terms of technical aspects, facility use, home, work, and participation type. Also, lack of time, deterioration of health, and loss of interest Report the reason for discontinuation [11, 12]. Therefore, in this study, the relationship between the facilitating factors and choice behaviors that activate sports center participation according to the lifestyle of sports center members was investigated. There is a need for this study to present data for service provision and efficient member management.

2. ANALYSIS METHOD AND SURVEY TOOL

2.1 Study Subjects

The study subjects were male and female adults aged 20 years or older using sports centers in Gwangju Metropolitan City and Jeonnam in 2021, and adults were set as the population. The sample was extracted using cluster random sampling, and 300 people were used for the actual analysis, excluding 60 double-entry and insincere or unreliable questionnaires. The details of the study subjects are shown in <Table 1>.

Table 1. Study Subjects

Variable		N	%
Gender	Male	160	53.3
	Female	140	46.7
Age	20's	120	40
	30's	100	33.3
	40+	80	26.7
Household income (won)	200 ↓	90	30
	200 ↑ -300 ↓	120	40
	300 ↑	90	30

2.2 Research Tool

The survey tool was modified and supplemented according to this study based on the questionnaire that had been verified for reliability and validity in previous studies, and all questionnaire items were composed of a 5-point scale.

First, lifestyle refers to a lifestyle scale that refers to behavioral patterns based on one's values or outlook on life during leisure time and daily life, and the content consists of four sub-factors: achievementism, traditionalism, and complaints. It was composed of attention and social activism. In addition, participation promotion factors include the satisfaction of physical needs that can induce continuous participation in sports centers, the sense of freedom and confidence to make one's own decisions [13]. The content consisted of three high factors: physical efficacy, physical needs, and physical attitudes. In addition, participation promotion factors include the satisfaction of physical needs that can induce continuous participation in sports centers, the sense of freedom and confidence to make one's own decisions [14]. The content consisted of three high factors: physical efficacy, physical needs, and physical attitudes. Lastly, selection behavior refers to the actual process of product purchase, and it means selection behavior that means the process from the psychological and social process of making a user's decision to the post-use process for post-use behavior [15]. It was composed of a single factor. The detailed composition of the questions on the test paper is shown in <Table 2>.

Table 2. Questionnaire Composition Indicator

Factor	Sub-factor	Number of questions
Demographic characteristics	Gender	1
	Age	1
	Household income	1
Lifestyle	Achievement	6
	Dissatisfaction	6
	Traditionalism	6
	Social activism	5
Participation promotion	Physical efficacy	7
	Physical desire	7
	Physical attitude	7
Choice behavior	-	5

3. VALIDITY AND RELIABILITY OF THIS STUDY

3.1 Exploratory Factor Analysis

The results of the exploratory factor analysis on lifestyle are shown in <Table 3>. Items showing high factor load (0.680 or more) in scientific factor 1 for <Table 3> are 5 items (item 1, 5, 3, 4, 2), all of which are related to achievement attention, and item 6 is the causal load value. Removal of this sensor is complete. The items showing a high factor load (0.726 or more) for factor 2 are four items (items 7, 8, 10, and 9), all of which are related to accualism, and factor 3 shows a high factor load (0.515 or more). The five items of items 11, 15, 13, 14, and 12 must all be related to traditionalism. Items showing a high factor load (0.693 or more) on voltage 4 are four items, items 19, 18, 17, and 16, all of which are related to social activism.

And the surface explaining the four sub-factors of achievementism, endism, traditionalism, and social

activism of lifestyle is clear at 66.314%. These analysis results show a relatively reasonable increase in electrical properties.

Table 3. Exploratory Factor Analysis on Physical Education Class Participation

Question		Factor 1	Factor 2	Factor 3	Factor 4
Achievement	Q01	0.827	0.109	0.168	0.182
	Q05	0.819	-0.021	0.211	0.230
	Q03	0.794	0.090	0.228	0.186
	Q04	0.739	0.126	0.101	0.279
	Q02	0.680	0.141	0.172	0.287
Dissatisfaction	Q07	-0.008	0.851	0.144	0.106
	Q08	0.014	0.847	0.128	0.106
	Q10	0.034	0.742	0.218	0.104
	Q09	0.155	0.726	0.128	0.052
Traditionalism	Q11	0.162	0.126	0.798	0.081
	Q15	0.036	0.262	0.778	0.214
	Q13	0.116	0.116	0.737	0.014
	Q14	0.044	0.146	0.588	0.301
	Q12	0.082	0.155	0.515	0.270
JSocial activism	Q19	0.354	0.082	0.201	0.756
	Q18	0.108	0.081	0.105	0.738
	Q17	0.342	0.196	0.187	0.713
	Q16	0.347	0.047	0.145	0.693
Characteristic value		3.872	3.622	3.402	3.030
Dispersion %		18.437	17.246	16.202	14.429
Accumulation %		18.437	35.683	51.885	66.314

The results of an exploratory factor analysis on participation promotion factors are shown in <Table 4>. According to <Table 4>, the items showing a high factor load (0.556 or more) for factor 1 are items 1, 7, 6, 5, 4, 3, and 2, all of which are related to physical efficacy. Items showing a high factor load (0.718 or more) in factor 2 are four items (items 11, 12, 14, and 8), which are all related to physical needs, and items 9, 10, and 13 were removed because they had low factor load values. Items showing a high factor load (0.663 or more) in factor 3 are three items (items 16, 18, and 21), which are all related to physical attitude, and items 15, 17, 19, and 20 are removed because they have low factor load values. And the cumulative ratio explaining the three sub-factors of participation promotion factors, physical efficacy, physical need, and physical attitude, was 53.673%. This analysis result shows that the factors promoting participation were measured relatively reasonably.

Table 4. Exploratory factor analysis of stress

Question		Factor 1	Factor 2	Factor 3
Physical efficacy	Q01	0.720	0.146	0.137
	Q07	0.696	0.135	0.183
	Q06	0.681	0.120	-0.122
	Q05	0.672	0.183	0.265

	Q04	0.632	0.116	0.172
	Q03	0.609	0.066	0.143
	Q02	0.556	0.123	-0.066
Physical desire	Q11	0.241	0.833	0.064
	Q12	0.118	0.769	0.230
	Q14	0.189	0.742	0.129
	Q08	0.285	0.718	0.175
Physical attitude	Q16	0.135	0.195	0.766
	Q18	0.058	0.105	0.761
	Q21	0.107	0.032	0.663
Characteristic value		4.913	3.772	2.586
Dispersion %		23.394	17.963	12.315
Accumulation %		23.394	41.357	53.673

3.2 Reliability Analysis of This Study

The results of the questionnaire reliability analysis in this study are shown in <Table 5>. Looking at <Table 5>, Cronbach's α value of lifestyle was 0.67-0.80, and Cronbach's α value of participation promotion factor was 0.72-0.93. In addition, Cronbach's α value of choice behavior was found to be 0.77. In this study, the Cronbach's α value, which is the reliability coefficient for all factors, appeared at a high level, which is judged to be a reliable item.

Table 5. Reliability analysis

Factor	Sub-factor	Cronbach's α
Lifestyle	Achievement	0.80
	Dissatisfaction	0.67
	Traditionalism	0.70
	Social activism	0.77
Participation promotion	Physical efficacy	0.93
	Physical desire	0.88
	Physical attitude	0.72
Choice behavior	-	0.77

4. STATISTICAL ANALYSIS

The survey procedure of this study was collected in such a way that the researcher and assistant directly visited the sampled subjects and distributed and collected questionnaires. First, after explaining the method of answering the questionnaire and precautions, the questionnaire was collected after answering in the self-written form. Answered questions were collected for data analysis, and valid samples were coded according to the coding guidelines, excluding double or non-entry data. After inputting the coded data individually into the computer, frequency analysis, exploratory factor analysis, reliability analysis and multiple regression analysis were performed using the SPSS Windows 20.0 statistical program. The statistical significance level was set at $P < 0.05$.

5. RESULTS

5.1. Influence of Lifestyle on Participation Promotion Factors

<Table 6> shows the results of multiple regression analysis on the effect of lifestyle on participation promotion factors.

Table 6. Multiple Regression Analysis on the Effects of Lifestyle on Participation Promotion Factors

Variable	Physical efficacy		Physical desire		Physical attitude	
	β	T	β	T	β	T
Constant		2.040		4.364		9.641
Achievement	0.349	7.084***	0.212	3.730***	0.242	3.966***
Dissatisfaction	0.081	2.106*	0.076	1.732	0.428	9.083***
Traditionalism	0.126	2.876**	0.205	4.036***	-0.077	-1.415
Social activism	0.401	8.716***	0.319	6.044***	0.147	2.594**
R ²	0.528		0.351		0.263	
F	91.248***		45.725***		25.725***	

***P<0.001

Looking at <Table 6>, in the final regression, it was found that the lifestyle of the sports center member had a statistically significant effect on the physical efficacy, physical desire, and physical attitude of the participation facilitating factors at the 0.1% level. Looking at this in detail, achievementism and social activism of lifestyle have a statistically significant effect on the physical efficacy of participation promotion factors at the 0.1% level, traditionalism at the 1% level, and complaintism at the 5% level. Looking at the beta value, which is a relative contribution, social activism (0.401), achievementism (0.349), traditionalism (0.126), and complaintism(0.081) appeared to be affected in the order. This shows 52.8% explanatory power. In other words, it means that the more achievement-oriented, complaint-oriented, traditionalist, and socially active-oriented in lifestyle, the higher the perception of physical efficacy.

In addition, it was found that achievement, traditionalism, and social activism of lifestyle had a statistical effect on the physical needs of participation promotion factors at the 0.1% level. Looking at the beta value, which is a relative contribution, social activism (0.319), achievementism (0.212), traditionalism (0.205), and traditionalism (0.076) appeared to be affected in the order. This shows an explanatory power of 35.1%. In other words, it means that the higher the level of achievement, traditionalism, and social activism in lifestyle, the higher the recognition of physical needs.

Finally, it was found that achievement, complaint, and social activism of lifestyle had a statistical effect on the physical attitude of participation promotion factors at the 0.1% level. When looking at the beta value, which is a relative contribution, it was found to have an effect in the order of complaintism (0.428), achievementism (0.242), social activism (0.147), and complaintism (-0.077). This shows an explanatory power of 26.3%. In other words, it means that the higher the level of achievement, complaint, and social activism in the lifestyle, the higher the perception of physical attitude.

5.2. Effects of Lifestyle on Choice Behavior

The results of multiple regression analysis on the effect of lifestyle on choice behavior are shown in <Table 7>.

Table 7. Results of multiple regression analysis on the effect of lifestyle on choice behavior

Variable	B	SE B	β	T
Constant	1.039	0.190		5.458
Achievement	0.277	0.043	0.245	6.378***
Dissatisfaction	0.017	0.053	0.011	0.320
Traditionalism	0.168	0.046	0.140	3.646***
Social activism	0.109	0.049	0.086	2.213*
R ²	0.164			
F	48.462***			

p<0.01, *P<0.001

Looking at <Table 7>, in the final regression equation, it was found that the lifestyle of sports center members had a statistically significant effect on choice behavior at the 0.1% level. Looking at this in detail, achievementism and traditionalism of lifestyle have a statistically significant effect on choice behavior at the 0.1% level, and social activism at the 5% level. When looking at the beta value, which is a relative contribution, achievementism (0.245), traditionalism (0.140), social activism (0.086), and complaintism (0.011) appeared to be affected in the order. This shows an explanatory power of 16.48%. In other words, it was found that the more the achievement, complaint, and social activism of the lifestyle, the higher the choice behavior of re-participating in the sports center.

5.3. The Effects of Engaging Factors on Choice Behavior

Table 8 shows the results of multiple regression analysis on the effect of participation facilitating factors on choice behavior.

Table 8. Multiple Regression Analysis on the Effects of Encouraging Participation Factors on Choice Behavior

Variable	B	SE B	β	T
Constant	1.292	0.130		9.945
Physical efficacy	0.244	0.030	0.294	8.256***
Physical desire	0.263	0.036	0.234	7.239***
Physical attitude	0.154	0.031	0.175	4.897***
R ²	0.277			
F	92.275***			

*p<0.05, **p<0.01, ***P<0.001

Looking at <Table 8>, in the final regression, it was found that the participation promotion factors of sports center members had a statistical effect on the choice behavior at the 0.1% level. Looking at this in detail, it was found that the hull efficacy, physical desire, and physical attitude of the participation facilitating factors had a statistical effect at the 0.1% level in the choice behavior. Looking at the beta value, which is a relative contribution, physical efficacy (0.294), physical desire (0.234), and physical attitude (0.175) were found to have an effect in the order. This shows 27.4% explanatory power. In other words, the physical efficacy and physical needs of participation promoting factors. It was found that the higher the physical attitude, the higher the choice behavior of re-participating in the sports center.

5. CONCLUSION

The purpose of this study is to identify the influence of participation promotion factors and choice behavior according to the lifestyle of sports center members. The results obtained to identify the purpose of this study are as follows.

First, it was found that the lifestyle of sports center members partially affects the factors promoting participation. In other words, it was found that the more achievement, complaint, traditional, and social activism in lifestyle, the higher perceived physical efficacy. In addition, it was found that the higher the level of achievement, complaint, and social activism in the lifestyle, the higher the perception of physical attitude.

Second, it was found that the lifestyle of sports center members partially influenced the choice behavior. In other words, it was found that the more the achievement, the complaint, and the social activism of the lifestyle, the higher the choice behavior of re-participating in the sports center.

Third, it was found that the participation promotion factors of sports center members had a partial effect on the choice behavior. In other words, the physical efficacy and physical needs of participation promoting factors. The higher the physical attitude, the higher the choice behavior of re-participating in the sports center.

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