

# Motivation for participating in leisure activities: a survey amongst individuals within a corporate environment

Professor C H van Heerden  
HoD: Marketing, Logistics and Sport Management  
Tshwane University of Technology  
Email: [VanheerdenCH@tut.ac.za](mailto:VanheerdenCH@tut.ac.za)  
Office: (012) 382-5411  
Fax: 0866381545

## Abstract

Since individuals within the working population represents a great purchasing power, it is important for the marketer to know what motivate these individuals to participate in leisure activities. The main aim of the study is to determine whether the level of activity present in leisure, the age or the gender of individuals play a role in their motivation to participate in leisure activities. This is especially useful from a South African perspective. A self-administered survey was conducted amongst individuals working in a corporate company in Johannesburg and Sandton in the Gauteng Province.. Contrary to previous academic research, neither the level of activity in leisure, neither the age nor the gender of an individual plays a significant role in their motivation (either intrinsic or extrinsic) to participate in leisure activities. It may therefore indicate that whether an individual participates in leisure is dependant on other factors. This might implicate that marketers need not adjust their marketing communication with prospective clients to incorporate these difference (gender and age).

**Keywords:** Leisure, motivation, gender, age, activity-level, corporate, South Africa

## INTRODUCTION

In a fast paced lifestyle where quick fixes and hurried errands has become the norm, it is essential to know how an individual is motivated to participate in their chosen activity. The role that age and gender play in this motivation process also needs to be studied. By analysing the results of such a study a marketer in the leisure industry will be able to alter marketing communication to better suit the needs and preferences of their target market. Leitner and Leitner (2004:84-98) gave several examples of activities that can be seen as leisure including physically exerting activities, activities that allow an individual to improve certain skills, activities that allow an individual to build social relationships as well as total passive leisure like getting a massage. Activities can therefore either have a high level of activity; a lower level of activity or it can be absolutely passive.

Motivation to participate in leisure can either originate from an internal or external source.

An internal source gives rise to intrinsic motivation and indicates that an individual performs the activity for the feeling of satisfaction derived from it. Motivation from an internal source on the other hand gives rise to extrinsic motivation where an individual participates in their leisure activity in order to receive external reward or avoid negative consequences (Kingston, Horrocks & Hanton, 2006:53).

The generally accepted difference between males and females regarding their motivation to participate in leisure activities is that males prefer an activity where they can be competitive, compare strength and be more active. Females on the other hand are believed to prefer more social leisure activities and that their motivation springs from an internal source more than that of men (Kerr & Mowen, 2004:1246; Kingston *et al.*, 2006:56; Mota & Esculcas, 2002:117). Greene and DeBacker (2004:92) argue that these differences between male and female are on the decline and therefore become less

important. Little information could be found that deals with the issue of age and motivation for participating in leisure that is not focused towards the elderly. One such recent example is a study by Ferreira, Owen, Mohan, Corbett and Ballard (2014:1) who argue that cognitive health over time is maintained by stimulating participation in leisure activities. Social and competitive motivation is however believed to decline with age. Regarding age and the level of activity in leisure, most literature mainly deals with the level of activity experienced by elderly individuals (Mota & Esculcas, 2002:119). One reason for this is because being healthy may be regarded as an important driver to participate in leisure for the aged (Liang-Chih Chang & Ping Yu, 2013). Recently Gun-Sang Cho & Eun-Surk Yi (2013:438) argued that leisure activities can be regarded as an important element for pre-elders' preparation for their old age.

The difference between the leisure of motivation within several sub-groups found in the working population is relevant due to the fact that this group is believed to have the most substantial purchasing power. The main aim of the study is to determine whether there is a correlation between how an individual is motivated to participate in leisure and the level of activity he/her prefers, depending on gender and age. An attempt to answer this research question will be performed within a corporate environment amongst individuals that work in a company that is based in Sandton, Johannesburg. These individuals will be the units of analysis in this study.

Ajibua, Orunsola, and Alla (2013) state that the wealth of a nation depends on the health of her workforce. Therefore a study on leisure participation in a corporate environment can contribute to our thinking on how to improve corporate wellness. In a recent study Valeri, Baez, and Casati (2013: 218) found that motivating people to participate depends on having knowledge on their preferences. But at first, definitions of leisure and subsequent motivation to participate in leisure need to be discussed.

## LITERATURE REVIEW

### DEFINITIONS OF LEISURE

Research in the field of leisure studies can be traced back to the nineteenth century where it was associated with the higher class in society according to Esteve, San Martín and López (1999:79). During this time in history it was also defined as a non-productive use of time. According to Esteve *et al* (1999:79) it was only in the twentieth century that leisure was first associated with the role it plays in an individual's personal growth.

In more recent academic sources there is still a great amount of definitions for leisure available. In its most simplistic form Leitner and Leitner (2004:3) defines leisure as free time in which an individual is not working or carrying out activities in order to sustain life. Life sustaining activities include eating and sleeping (Feldman & Hornick, 1981:410).

More complex definitions also indicate that leisure can be either active or inactive. The definition of Ragheb and Tate (1993:62) includes activities such as sports, outdoor activities, social activities and hobbies. Stebbins (2005:350) defines leisure as an activity that an individual is not coerced into. He argues that it is something an individual wants to do and that personal abilities and resources are utilised.

### CLASSIFICATION OF LEISURE BASED ON THE LEVEL OF ACTIVITY INVOLVED

Leitner and Leitner (2004:84-98) gave several examples of activities that may be seen as fitting the leisure definition. These include physically exerting activities, activities that allow an individual to improve certain skills, activities that allow an individual to build social relationships as well as total passive leisure like getting a massage.

Based on the definitions of leisure and the examples given by Leitner and Leitner (2004:84-98) above, the classification of leisure activities in the following categories can be made.

### **Active leisure: High impact activities**

This category of leisure is rather competitive and a great amount of mental or physical effort is exerted. Examples include cycling, squash, canoeing and also chess due to the great amount of mental energy involved.

### **Active leisure: Low-impact activities**

Low impact activities are also physical in nature but require the exertion of less mental or physical energy and are also not competitive in nature. Examples include yoga, painting, meditation and reading.

### **Passive leisure**

Passive leisure involves a minimum amount of mental or physical effort. This includes visiting a cinema, eating out and listening to music. Whether the level of activity of the leisure an individual participates in has a correlation with their motivation will be determined by testing the following hypothesis.

$H_{1(alt)}$ : There is a correlation between an individual's motivation to participate in a leisure activity and whether the leisure activity is an active: high impact, active: low impact or passive leisure activity.

## **MOTIVATION FOR PARTICIPATING IN A CHOSEN LEISURE ACTIVITY**

Motivation is defined by Wilson (n.d.:1) as "...the intensity and direction of effort". According to him intensity is associated with the amount of effort used to perform an activity while direction refers to the type of activity you are interested in. Ragheb and Tate (1993:62) define motivation as the "...psychological and social reasons to engage in leisure".

According to Kyle *et al.* (2003:330), the motivation for leisure participation can be affective (where an emotional relationship with the chosen leisure activity exists), cognitive (where certain beliefs, knowledge and thoughts regarding leisure activity is

evident) and conative (which emphasises the commitment and intentions regarding leisure activity behaviour). Ragheb and Tate (1993:62) did a similar classification although they did not include the conative component.

In a study by James and Ross (2004:17), respondents deemed aspects such as entertainment value, skill and drama higher than self-actualisation and other personal benefits such as the building of social relationships and empathy. This is consistent with the findings of Ragheb and Tate (1993:68) who state a person is more motivated by the extent to which they like or dislike the leisure activity that they participate in rather than the impact that activity is believed to have on the individual's life.

From the above discussion as to what motivate individuals to participate in leisure, the conclusion can be drawn that some individuals may be motivated by aspects that influence them from an external source while the motivation of other individuals may have a more internal focus. According to Brière, Vallerand, Blais and Pelletier (1995) individuals can therefore be motivated either intrinsically or extrinsically. Another aspect is amotivation. The discussion of motivation in this article will be structured according to the above three classifications. Most attention will however be given to intrinsic and extrinsic motivation in the context of leisure participation.

### **Intrinsic motivation**

Intrinsic motivation has an internal focus. Individuals participate in their preferred leisure activity for the pleasure they experience while engaged in the activity. They also need to feel a sense of pride and accomplishment while doing it. For these individuals it is important to improve their skills and abilities in order to enhance their self image (Wilson, n.d.:2). When an individual is intrinsically motivated a genuine interest in the activity will be displayed. The activity is performed for the sake of performing the activity and nothing else (Kingston, Horrocks & Hanton, 2006:53).

The dimensions for intrinsic motivation in the scale by Brière *et al.* (1995), which is also the basis for this study, include to know, to accomplish and to experience stimulation. These terms are explained by Kingston *et al.* (2006:54) as follows:

- *To know.* This implies a desire for learning or understanding something an individual was not familiar with previously. This experience gives such an individual immense satisfaction and pleasure. An individual that studies a subject unrelated to their work for the sake of interest might be an example of this.
- *To accomplish.* Pleasure is derived from accomplishing or improving a skill or creative element after a great amount of effort was exerted. Learning a craft like photography or learning how to shoot with a bow and arrow might be examples.
- *To experience stimulation.* Some leisure activities may have a certain stimulation associated with it. Swimmers might for example like the feel of water on their skin while skydivers might enjoy the sensation of weightlessness.

### **Extrinsic motivation**

Extrinsic motivation has an external focus. Externally motivated individuals are more focused on external factors such as rewards, positive feedback, recognition and social status. Due to the importance an individual attaches to these external factors, an activity that is not genuinely enjoyed may become extremely important to such a person (Wilson, n.d.:2). An extrinsically motivated individual will engage in a leisure activity as a means to an end. Generally, it will be for some or other external reward or in order to avoid a negative consequence (Kingston *et al.*, 2006:53).

The dimensions for extrinsic motivation according to Brière *et al.* (1995) include three sub dimensions, namely to identified regulation, introjected/identified regulation and external regulation. These terms are

explained by Kingston *et al.* (2006:54) as follows:

- *Identified regulation.* An individual will participate in activity out of choice because they deem it as important. Although the perception is relatively internal, it is the outcome expected from participation that acts as motivation. An example is an individual that goes to the gym in order to stay healthy.
- *Introjected regulation.* In order to avoid feelings of guilt or anxiety an individual may choose to take part in a specified leisure activity. Another reason for doing this is for the human ego, thus in order to feel good about aspects of oneself. If the beautiful body that might immerse motivates the gym attendant in the example above he/she experiences introjected regulation.
- *External regulation.* This is the form of motivation with the least amount of internal regulation. Such an individual will participate in a specified leisure activity because of the material reward, social status, recognition or other external award associated with such an activity. An example is a businessman that will play golf in order to secure a business deal.

### **Amotivation**

According to Kingston *et al.* (2006:54-55), someone who is amotivated isn't motivated at all. Such an individual has no self-government and can't see the correlation between his/or her efforts and the outcome experienced. An amotivated individual will not be able to give any good reason for participating in an identified leisure activity.

### **THE EFFECT OF GENDER ON LEISURE MOTIVATION**

The question to be asked when considering leisure motivation and gender is whether different aspects motivate males and females.

Kerr *et al.* (2004:1246) suggest that men are more inclined to participate in a sensation seeking activity than women are. Together with this tendency, males are also more attracted to activities that involve a level of competitiveness where winning or achieving a goal is the objective. This might imply that when intrinsic motivation is considered, men are more inclined to motivation to accomplish and to experience stimulation than motivation to know. Kingston *et al.* (2006:56) however state that overall, women are more inclined to be intrinsically motivated than men are.

Mota and Esculcas (2002:117) stated that males prefer activities that involve strength; achievement, status as well as team sports while women prefer less vigorous activities like dance, yoga and walking. Greene and DeBacker (2004:92) argue that these differences between male and female are on the decline and therefore become less important. To investigate the validity of this finding, the following hypothesis will be tested. Whether gender correlates with the motivation an individual experiences to participate in leisure activities will be tested by making use of the following hypothesis.

$H_{2(alt)}$ : A correlation between an individual's gender and their motivation to participate in leisure activities exists.

## **THE EFFECT OF AGE ON LEISURE MOTIVATION**

There is not much literature available that deals with the role that age plays in the motivation of individuals to participate in a certain leisure activity. Most literature found mainly deals with the level of activity experienced by elderly individuals.

Social and competitive motivation is however believed to decline with age (Mota & Esculcas, 2002:119). This study will aim to investigate whether the age of a working individual has any relationship with their motivation to participate in their chosen leisure activity. The following hypothesis was used:

$H_{3(alt)}$ : There is a correlation between the age of an individual and their motivation to participate in leisure activities.

## **METHODS**

### **SAMPLING**

The target population for this study consisted of all managerial and non-managerial adults older than 18 working in the corporate division of a company that is based in Sandton, Johannesburg. The units of analysis are the individuals considered to be part of the permanently employed working population of the corporate division of the aforementioned company. The main reason for choosing this target population is that these individuals represent the biggest purchasing power for leisure products and services available for consumption. A clearer understanding of their motivation for participating in leisure will allow marketers to adjust offerings to better suite their needs.

Since there was no trusted sample frame available to the researcher, it wasn't possible to make use of probability sampling in this study. This forced the consideration of a non-probability sampling method.

The target population analysed consists of both males and females. Since the difference in motivation between genders were to be analysed, a sample drawn from this population needed to take this into account. In an attempt to do so, the non-probability sample that was used in this study was quota sampling. This sampling method suggests that the same proportion of the unit of analysis that are present in the target population i.e. male and female, also needed to be present in the sample (Welman, Kruger & Mitchell, 2005:60). In the company analysed there is a policy stating that 55% of all employees should be female. Therefore, the aim was to retrieve a sample consisting of 60% female and 40% male respondents.

Since quota sampling is a modification of convenience sampling, a benefit of quota sampling is the convenience with which it can

be used (Leedy & Ormrod, 2005:206). Another benefit is the fact that the sample drawn is representative of the socio-demographic compilation of the target population. This may not be the case in random sampling since the gender of an individual can't be specified before selection.

Various leisure studies that made use of non-probability sampling were found (Cuaderes, Parker & Burgin (2004:5), Kingston *et al.* (2006:57) and Edwards, Ngcobo, Edwards & Palavar (2005:80).

The major disadvantage of non-probability sampling according to Cooper & Schindler (2006:423) is that sample results can't be generalised to be representative of the characteristics of the population. This study

aimed to achieve a minimum sample size of 200 respondents who participate in a leisure activity at least once a week.

In order to ensure a sufficient number of useable questionnaires, 240 questionnaires were distributed. The final realised sample included a total number of 201 useable questionnaires. This represents a response rate of 84%. Since the incidences of missing responses (18 missing responses) were only found in question 1 and not in question 2 (the main construct of the study), all 201 questionnaires were analysed.

Table 1 depicts the demographics of the individuals that answered the questionnaire. Of the 201 respondents 39.8% were male while 60.2% were female.

**Table 1: Demographics of respondents in survey (n=201)**

		Frequency	Percent
Valid	Male	80	39.8
	Female	121	60.2
	Total	201	100.0

**DATA COLLECTION**

The initial questionnaire was pre-tested with a quota sampling of 12 females and 8 males in order to be consistent with the 60:40 ratios within the target population as mentioned in the sample section earlier. The collaborative pre-testing method as discussed by Cooper and Schindler (2006:396) was used and necessary changes were made to the instrument.

Data was collected within the workplace of the target population by making use of a self-administered questionnaire over a period of one work week, thus Monday to Friday. Questionnaires were handed to individuals in the beginning of their workday and they were asked to complete the questionnaires in their own time. The contact details of the researchers were given to the individuals in

case they had any queries regarding the completion of the questionnaire. The questionnaires were collected from the respondents at the end of the day. If additional time was required, collection was made at the end of the following day. Any questionnaires not received back at the end of the Friday were considered to be non-respondents. This data collection was chosen because it allows the collection of data to be executed in a short amount of time. They are also efficient and not expensive (Zikmund, 2003:175). No incentives were used to encourage responses from participants.

**MEASURES**

The grouping variables that were used were the level of activity experience in leisure participation. These included active: high impact, active: low impact and passive

leisure. Another grouping variable was that of age and the demographic variable used was that of age.

In order to determine the factors that motivate an individual to participate in a chosen leisure activity, the Motivation Scale (Brière *et al.*, 1995) was used. Kingston *et al.* (2006) used this scale in a study and calculated that the Motivation Scale has an acceptable internal consistency with a Cronbach's Alpha value of 0.75. The original Motivation scale was a seven point Likert scale, consisting of 28 statements. A few adjustments to the original scale were made. The seven-point Likert-type scale was converted into a five point Likert scale. Statements were also rephrased where necessary in order to reflect the context of leisure. As with the previous scale, agreement with statements is indicated by the respondent's choice between 1 (Strongly disagree), 2 (Disagree), 3 (Neither agree nor disagree), 4 (Agree) and 5 (Strongly agree).

Statements regarding motivation are subdivided into intrinsic motivation, extrinsic motivation and amotivation. Intrinsic motivation measures intrinsic motivation to know, intrinsic motivation to accomplish and intrinsic motivation to experience stimulation. Extrinsic motivation includes extrinsic motivation through identified regulation through introjected motivation and through external regulation. No items were reverse scored. An individual with a high summated score indicates an individual that are highly motivated to participate in leisure activities.

The Cronbach's Alpha for the sub dimensions of intrinsic motivation were calculated for intrinsic motivation – to know ( $\alpha = 0.50$ ), intrinsic motivation – to accomplish ( $\alpha = 0.57$ ) and intrinsic motivation – to experience stimulation ( $\alpha = 0.48$ ). Since Cronbach's Alpha is below the required result of ( $\alpha = 0.70$ ) the overall Cronbach's Alpha for intrinsic motivation was tested. The result shows a measurement of  $\alpha = 0.77$ . Statistical results on the sub dimensions will therefore not receive that much attention. Instead the focus will only be on the total score for intrinsic motivation.

The Cronbach's Alpha for the sub dimensions of extrinsic motivation were calculated for extrinsic motivation – identified regulation ( $\alpha = 0.47$ ), extrinsic motivation – introjected regulation ( $\alpha = 0.44$ ) and extrinsic motivation – external regulation ( $\alpha = 0.65$ ). Since Cronbach's Alpha is below the required result of ( $\alpha = 0.70$ ) the overall Cronbach's Alpha for extrinsic motivation was tested. The result shows a result of  $\alpha = 0.74$ . Statistical results on the sub dimensions will therefore not receive that much attention. Instead the focus will only be on the total score for extrinsic motivation. The Cronbach's Alpha for amotivation was calculated at  $\alpha = 0.63$  which is below the required  $\alpha = 0.70$ . For this reason the amotivation aspect was excluded from further test results.

## RESULTS

### DESCRIPTIVE STATISTICS

#### Level of activity and gender

The compilation of the useable questionnaires consisted of 39.8% (n=80) males and 60.2% (n=121) females. This is consistent with the intended sample of 40% male and 62% female. The results indicate that of the 201 respondents, 183 respondents answered all the questions. The two sample sub groups were (males and females).

Since question 1 had a missing incidence of 18, the 183 respondents that did answer the question were used as a basis for all calculations. Of the total respondents considered, most (43.17%) participate in an active: low impact activity. The percentage of individuals that participates in active: high impact leisure is 36.69%, while 25.14% of respondents participate in passive leisure. Although differences in the choice of activity level exist, it does not seem to be that significant.

Regarding gender and level of activity, (48.75%) males and (18.45%) females took part in active: high impact leisure, (40%) males and (45.63%) of females took part in active: low impact leisure, (11, 25%) of male

and (35, 92%) of female took part in passive leisure. The highest value reported for this study is the 48.75% of males that take part in active high impact leisure activities. The main aim was to see if there is a significant difference in the type of leisure males and females participate in. The difference may not be that significant but it is suggested that men prefer to take part in active: high impact leisure activities more than females do.

### **Motivation for participation in leisure**

Descriptive statistics for intrinsic motivation in total showed a mean of 3.89 for all 12 questions. The standard deviation for this category was 0.80.

Descriptive statistics for extrinsic motivation had a mean score of 3.46 and a standard deviation of 1.01. Therefore this is non significant as there is not a real difference in the mean of intrinsic and extrinsic motivation. The standard deviation of intrinsic motivation is slightly lower than that of extrinsic motivation.

### **Univariate descriptive statistics on the age variable**

In this study the respondents were divided in four categories: 18-31 years; 31-40 years; 41-50 years and 51 plus years. On analysing the age groups 18-30 realised a frequency of 76 respondents and this was 37.8% of the total answered questions. The second age group 31-40 had a frequency score of 55 and this was 27.4 % of the total answered questions. The third age group was 41-50 and in this group 50 respondents amounted to 24.9% of the total answered scores. The last age group accounted for 20 respondents of which contributed to 10% of the total answered scores.

## **HYPOTHESIS TESTS**

### **Hypothesis 1**

Since leisure can be classified as either being an active: high impact activity, active: low impact activity or passive activity, the

question arises whether there is any correlation between a specific type of leisure activity and an individual's motivation to participate in such an activity. Making use of the following hypothesis tested this question:

$H_{1(\text{null})}$ : There is no correlation between an individual's motivation to participate in a leisure activity and whether the leisure activity is an active: high impact, active: low impact or passive leisure activity.

$H_{1(\text{alt})}$ : There is a correlation between an individual's motivation to participate in a leisure activity and whether the leisure activity is an active: high impact, active: low impact or passive leisure activity. This is a two-tailed (non-directional) hypothesis and was tested at a significance level of 5% ( $\alpha=0.05$ ).

The descriptive statistics in Table 2 below show the results of the relationship between level of activity in leisure and motivation to participate in leisure. Individuals that are internally motivated show no significant difference (not more than 0.23) as to whether they prefer an active: high impact activity ( $M = 3.98$ ,  $SD = 0.33$ ), an active: low impact activity ( $M = 3.89$ ,  $SD = 0.32$ ) or a passive activity ( $M = 3.75$ ,  $SD = 0.55$ ). The same seems true for individuals that are externally motivated with no significant difference (no more than 0.13) between individuals that prefer active: high impact leisure ( $M = 3.53$ ,  $SD = 0.36$ ), active: low impact leisure ( $M = 3.40$ ,  $SD = 0.54$ ) or passive leisure ( $M = 3.40$ ,  $SD = 0.56$ ). Across all respondents it seems as though an active: high impact leisure is preferred to an active: low impact or passive leisure.

Since the scale on which motivation for participating in leisure was measured by making use of an interval level of measurement where more than two groups are compared on the same variable, the appropriate parametric test to be used was the one-way ANOVA. If the assumptions necessary for the use of this test can't be satisfied, the non-parametric Kruskal-Wallis one-way ANOVA test can be used (Pallant, 2005:161).

**Table 2: Descriptive statistics for the level of activity on the motivation to participate in leisure scale (n=183)**

Level of leisure activity				Statistic
<b>Intrinsic Motivation</b>	Active leisure -high impact	Mean		3.98
		Std. Deviation		0.33
	Active leisure-low impact	Mean		3.89
		Std. Deviation		0.32
<b>Extrinsic Motivation</b>	Passive leisure	Mean		3.75
		Std. Deviation		0.55
	Active leisure -high impact	Mean		3.53
		Std. Deviation		0.36
<b>Extrinsic Motivation</b>	Active leisure-low impact	Mean		3.40
		Std. Deviation		0.54
	Passive leisure	Mean		3.40
		Std. Deviation		0.56

The assumptions that need to be met in order to use the one-way ANOVA test are that firstly, each of the groups must be a random sample from a normal population, secondly, the variances of the groups must be equal and lastly that the cases represent random samples from the populations and that the scores on the test variable are independent of each other (Pallant, 2005:161).

Making use of the Kolmogorov-Smirnov test for normality assessed these assumptions for normality (Table 3). There was also visual inspection of histograms (Pallant, 2005:161. Departures from normality were found in all sub-groups). Due to these departures the decision was made to use the non-parametric Kruskal-Wallis one-way ANOVA test. The result of this test is shown below in Table 3

**Table 3: Kolmogorov-Smirnov test of normality results**

	Internal Motivation	External Motivation
Chi-Square	4.34	2.18
df	2	2
Asymp. Sig.	0.11	0.34

a Kruskal-Wallis Test

b Grouping Variable: 1. High impact/low/passive

The p-value for the table shows a p-value of  $p = 0.11$  and  $p = 0.34$  for internal motivation and external motivation respectively. Since these results do not conform to the 5% level

of significance ( $p = <0.05$ ), the null hypothesis can therefore not be rejected. The implication is that there is no correlation between the way in which an individual is

motivated (either internally or externally) and the chosen level of leisure activity (active: high impact, active: low impact or passive).

**Hypothesis 2**

Hypothesis 2 was formulated in order to determine whether a relationship between gender and motivation for participating in a chosen leisure activity exists. The formulation is as follow:

$H_{2(null)}$ : There is no correlation between the gender of an individual and their motivation to participate in a chosen leisure activities.

$H_{2(alt)}$ : A correlation between an individual's gender and their motivation to participate in a chosen leisure activities exists.

The descriptive statistics in Table 4 below don't show a significant difference ( $3.94 - 3.85 = 0.09$ ) between the internal motivation experienced by males ( $M = 3.94, SD = 0.32$ ) and females ( $M = 3.85, SD = 0.48$ ). There is also no significant difference ( $3.53 - 3.40 = 0.13$ ) between the external motivation experienced by males ( $M = 3.53, SD = 0.42$ ) and females ( $M = 3.40, SD = 0.57$ ). Gender may therefore not play a part in the manner in which an individual is motivated to participate in their chosen leisure activity.

**Table 4: Descriptive statistics for the male and female sub-samples on the overall motivation to participate in leisure activities scale**

Gender			Statistic	Std. Error
<b>Intrinsic Motivation</b>	Male	Mean	3.94	0.04
		Std. Deviation	0.32	
	Female	Mean	3.85	0.04
		Std. Deviation	0.48	
<b>Extrinsic Motivation</b>	Male	Mean	3.53	0.05
		Std. Deviation	0.42	
	Female	Mean	3.40	0.05
		Std. Deviation	0.57	

Since the motivation for participating in a chosen leisure activity was measured on an interval level of measurement where two groups were compared on one variable, the parametric two-sample t-test should be used. However, if the assumption that the variances in the two groups of the population are the same is not satisfied, the non-parametric Mann-Whitney U test (Wilcoxon Rank Sum Test) can be used to test the hypothesis (Diamantopoulus & Schlegelmilch, 2000:187):

The assumption as stated by the parametric two-sample two-test was once again tested by the Kolmogorov-Smirnov test for normality as well as through histograms and normal probability plots. Once again departure form normality was detected which necessitated the use of the non-parametric Mann-Whitney U test (Diamantopoulus & Schlegelmilch, 2000:187): The results of are shown in Table 5 below.

**Table 5: Results of a Mann-Whitney U test for differences in the mean scores of the male and female sub-samples on the motivation for participating in leisure scale**

	Intrinsic Motivation	Extrinsic Motivation
Mann-Whitney U	4224.00	4075.00
Wilcoxon W	11605.00	11456.00
Z	-1.53	-1.9
Asymp. Sig. (2-tailed)	0.13	0.06

a Grouping Variable: 3. Gender (*p* is close to 0.05)

As can be seen in Table 5 above, the p-values for the table show a p-value of  $p = 0.13$  and  $p = 0.06$  for internal motivation and external motivation respectively. Since these results do not conform to the 5% level of significance ( $p = <0.05$ ), the null hypothesis cannot be rejected. The implication is that there is no correlation between the way in which an individual is motivated (either internally or externally) and their gender. However, external motivation is close to (0.06). This may indicate that the greatest difference between males and females lies in the manner in which they are motivated from an external source.

### Hypothesis 3

The third hypothesis focuses on the correlation that exists between the age of an individual and their motivation to participate in

a chosen leisure activity and is formulated as follows:

$H_{3(\text{null})}$ : There is no correlation between the age of an individual and their motivation to participate in leisure activities.

$H_{3(\text{alt})}$ : There is a correlation between the age of an individual and their motivation to participate in leisure activities.

Since the scale on which motivation for participating in leisure was measured by making use of an interval level of measurement where more than two groups are compared on the same variable, the appropriate parametric test to be used was the one-way ANOVA. If the assumptions necessary for the use of this test can't be satisfied, the non-parametric Kruskal Wallis one-way ANOVA test can be used (Pallant, 2005:161).

**Table 6: Descriptive statistics for working individuals of different ages sub-samples and the overall motivation to participate in leisure scale**

Age Grouping		Intrinsic Motivation	Extrinsic Motivation
18-30	N	76	76
	Mean	3.86	3.48
	Std. Deviation	0.42	0.50
31-40	N	55	55
	Mean	3.87	3.36
	Std. Deviation	0.44	0.57
41-50	N	50	50
	Mean	4.00	3.62

51+	Std. Deviation	0.40	0.44
	N	20	20
	Mean	3.76	3.21
Total	Std. Deviation	0.45	0.52
	N	201	201
	Mean	3.89	3.46
	Std. Deviation	0.43	0.52

The assumptions that need to be met in order to use the one-way ANOVA test are that firstly, each of the groups must be a random sample from a normal population, secondly, the variances of the groups must be equal and lastly that the cases represent random samples from the populations and that the scores on the test variable are independent of each other (Pallant, 2005:161).

Making use of the Kolmogorov-Smirnov test for normality assessed these assumption for normality. There was also visual inspection of histograms and normal probability plots. Departures from normality were found in all sub-groups (Pallant, 2005:161). Due to these departures the decision was made to use the non-parametric Kruskal Wallis one-way ANOVA test. The results of this test are shown below in Table 7.

**Table 7: Results of a Kruskal-Wallis test for differences in the mean scores of the individuals in sub-samples based on age regarding the motivation for participating in leisure scale**

	Intrinsic Motivation	Extrinsic Motivation
Chi-Square	8.69	12.13
df	3	3
Asymp. Sig.	<b>0.03</b>	0.007

a Kruskal Wallis Test

b Grouping Variable: age2

The results of the Kruskal-Wallis test indicate a p-value for internal motivation of  $p=0.03$  and a p-value of 0.007 for external motivation regarding their relationship with age. These results do conform to the 5% level of significance ( $p \leq 0.05$ ). The null hypothesis may therefore be safely rejected. In other words, there seem to be a correlation between an individual's age and how the individual is motivated to participate in a chosen leisure activity.

The question that now arises is between which groups this difference can be best observed. For these purposes, a Mann Whitney test was conducted between all subgroups involved. In a Mann Whitney test

only two groups at a time are compared on a specified variable.

The majority of respondents (105 of 201 = 52%) were between the 31 years of ages and 50 years of age. In order to get a clearer understanding of the distribution, however, the respondents were divided into four groups based on their age as grouping variable. These groups are 18-30 years of age.

## DISCUSSION

This study investigated the motivational behaviour of individuals of in a working age within the corporate environment at a

company based in Sandton, Johannesburg. Other objectives were to determine the relationship between variables such as age, gender and level of activity in preferred leisure and the motivation of an individual. This relationship was tested in relation to internal motivation as well as external motivation. This is in line with previous studies done on the effect of intrinsic motivation and extrinsic motivation on the participation in leisure activities amongst various sub groups (Brière et al., 1995 & Kingston et al., 2006). Ajibua et al. (2013) concluded that if management can provide the enabling environment and supports, their employees will be motivated to partake more in regular and gainful physical activities.

### **SUMMARY OF FINDINGS**

The testing of whether a relationship exists between the level of activity involved in leisure and the manner in which an individual is motivated, be it intrinsically or extrinsically, was a bold step and not based on a previous study. The results showed that no such a relationship exists. An adjusted train of thought is that an external element such as level of activity involved in leisure may not have such a great effect on the individual's motivation to participate in that leisure. It may rather be a function of attitude and perception regarding the importance of an active, healthy lifestyle that an individual has. Gender was also not found to correlate with the way in which an individual is motivated.

This is in great contrast to earlier studies that consistently showed the difference between the motivation for male and female (Kerr *et al.*, 2004; Kingston *et al.*, 2006:56 & Mota and Esculcas 2002). Maybe Greene and DeBacker (2004:92) had a point when they stated that the differences between male and female regarding their motivation for leisure participation are on the decline and therefore become less important. This may be especially true in a population like the one tested where a policy states that the majority of employees should be female.

This forces women into the corporate environment in which men used to operate. In some instances the role of provider in families may have swapped which constantly decreases the differences between the thinking and motivation between males and females. Although the results show that a correlation exists between the age of an individual and the way they are motivated, the specific differences were not conclusive. What was evident, however, was that as an individual moves closer to the age of retirement, both their intrinsic motivation and extrinsic motivation towards the participation in leisure changes.

### **LIMITATIONS**

The main limitation of this study is the fact that a non-probability sampling approach was used, which means that the results may not be generalised to a larger population (Cooper & Schindler, 2006:423). Also, the study was conducted within one company and may not be representative of the corporate environment in general.

Another limitation of the study was the low internal consistency reliability showed in the results of the Cronbach's Alpha within the sub-dimension of intrinsic motivation, extrinsic motivation and the motivation dimension. In order to limit this negative effect, a motivation was eliminated from the study whereas only the dimensions of intrinsic motivation and extrinsic motivation and not their sub dimensions were analysed. The limitation that originated from this can't be ignored. The last limitation may be the environment in which the survey was conducted. Although respondents were given ample time to complete the questionnaires, it was still done in working hours at the office, which might have led to hurried responses.

### **RECOMMENDATIONS FOR FUTURE RESEARCH**

Most past research (as well as this article) focus on why individuals participate in leisure based on external variables such as age and gender. The problem is that these sub groups are entering each other's worlds on a more

regular basis than ever before. The role of different genders gets thrown on its head by the new trend that consistently empowers women. Older people try to stop the aging process in an attempt to stay young somehow. Therefore, the question needs to be asked whether it may be possible that the modern-day individual is motivated from a more internal source such as attitude, perception or personality. A future study is proposed to investigate what role these three internal variables play in the extent to which an individual is either intrinsically motivated or extrinsically motivated in a corporate environment.

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