

The effect of sports star image perceived by participants of athletes on psychological desire and athlete satisfaction

Min-Jun Kim¹, Jung-In Yoo², Joo-Hyug Jung³, Yong-Taek Rhim⁴

¹Dept. of Physical Education, Kyonggi University, Korea
154-42 Gwanggyosan-ro, Yeongtong-gu, Suwon, Gyeonggi-do, 16227, Korea
alswns00@naver.com

²Dept. of Physical Education, Korea University, Korea
145 Anam-ro, Seongbuk-gu, Seoul, 02841, Korea
Corresponding Author: surfyji@korea.ac.kr

³Dept. of Physical Education, Korea University, Korea
145 Anam-ro, Seongbuk-gu, Seoul, 02841, Korea
pedagogy@korea.ac.kr

⁴Dept. of Sports & Health Care, Namseoul University, Korea
91 Daehak-ro Seonghwan-eup Sebuk-gu Cheonan-si Chungcheongnam-do 31020, Korea
ytrhim@nsu.ac.kr

Abstract. The purpose of this study is to clarify the relation between sports star image perceived by athlete participants and psychological desire and athlete satisfaction. Data were collected to perform various statistical analysis utilizing criteria for athlete satisfaction, psychological desire, sports star image in order to accomplish this study purpose. It was shown that sports star image perceived by athlete participants has indirect influence over athlete satisfaction through psychological desire not to mention the direct influence over athlete satisfaction.

Keywords: Sports Star Image, Psychological Desire, Athlete Satisfaction

1 Introduction

The modern society has increasing attention on sports such as enjoying or participating in the sports thanks to the influence from various media sources. This attention on these sports not only let sports settle down in popular culture but raises new sports star. These sports stars are changing images to modern people through fan autograph event and their appearance in commercials. It is being reported that these images of sports star affect loyalty and intention to purchase the products, advertisement effect of the companies positively as well as having positive influence over various psychological variables of sports participants. (Kim, Kim & Lee, 2007). Likewise, it can be said that sports attitude and formation can differ depending on the way sports participants perceive sports stars' images.

Psychological desire in humans is supposed as a basis for human's maturation and growth, and especially it is reported that it is determined by methods of mutual communication, level of relation, autonomy, personal ability and environment (Ryan & Deci, 2002). This psychological desire contributes enormously to individual behavioral changes not to mention that it affects motives and performance positively. Especially, the report says psychological desire satisfaction not only causes motives and affects psychological well-being and athlete satisfaction positively but also causes or changes positive emotion. (Reimer & Chelladurai, 1995).

Athlete satisfaction in sports situation is defined as 'positive emotional states happening in complex evaluation about sports situation.' Contrary to this, definition of athlete satisfaction of sports participants utilized the concept of leisure satisfaction, life satisfaction at that time and many studies were done through developed criteria related to this. However, numerous studies are being done after criteria that can measure the concept about sports satisfaction of sports participants were developed, and it explains psychological desire as a preceding variable that affects athlete satisfaction.

In conclusion, sports star images not only have positive effects on psychological desire of sports and athlete participants but also this kind of psychological desire satisfaction is being reported to have positive effect on athlete satisfaction. Thus, this study intends to examine some relations between athlete satisfaction and psychological desire and sports star image perceived by sports participants.

2 Research methods

1) Research subject

The targets of this research that provided data using convenience sampling method were adults who regularly participate in sports. Convenience sampling defined accessible targets that suit the purpose of the study, being utilized in many thesis since it is relatively appropriate for generalization or statistical inference about complete collection.

2) Measuring tools

This study collected its data utilizing first, criterion for sports star image, second, basic psychological desire criterion, finally, athlete satisfaction criterion.

3) Data analysis

Collected data in this research were analyzed according to the following methods utilizing SPSS WIN 21.0 and AMOS 21.0. First, correlation analysis for multidimensional relation verification of set research variables. Second, to verify structure model of set research models, structure equation modeling analysis was done and validity of models was confirmed utilizing structure suitability index utilized in confirmative factor analysis.

3 Research result

1. Result of correlation analysis between measured variables

<Table 1> shows the result of correlation analysis performed to examine the relation between set variables. Like shown in <Table 1>, it was shown that there is positive or negative correlation between every sub factor of athlete satisfaction, psychological desire and sports star images. Besides, coefficient of correlation in each variable showed less than .80 which is the standard of multicollinearity, leading to the conclusion that there is no problem in it, securing distinction validity.

Table 1. Result of correlation analysis between measured variables

	1	2	3	4	5	6	7	8	9	10	11
outer appearance	1										
sports executive image	.462**	1									
Ethical image	.218**	.257**	1								
Autonomy	-.003	-.169**	-.020	1							
competence	.101	.137*	.193**	-.127*	1						
relationship	.305**	.317**	.244**	-.232**	.307**	1					
Functional improvement	.255**	.144*	.055	.180**	.042	.070	1				
physical ability	.388**	.241**	.248**	-.143*	.194**	.167**	.409**	1			
social enhancement	.428**	.263**	.337**	-.006	.138*	.376**	.296**	.464**	1		
Psychological stability	.470**	.269**	.311**	-.152**	.221**	.400**	.205**	.547**	.502**	1	
Healthy life	.122*	.101	.127*	-.065	.087	.285**	.279**	.220**	.326**	.376**	1

2. Course model analysis between sports satisfaction and psychological desire and sports star images

It was verified after setting structural relation of athlete satisfaction and psychological desire and sports star images perceived by sports participants. Set variables (specification search: course between variables) were decided by researchers based on theoretical basis and pilot studies. Suitability verification of research structure model set was verified through structure equation utilizing Amos 21.0 and the result is as follows as <Figure 1>.

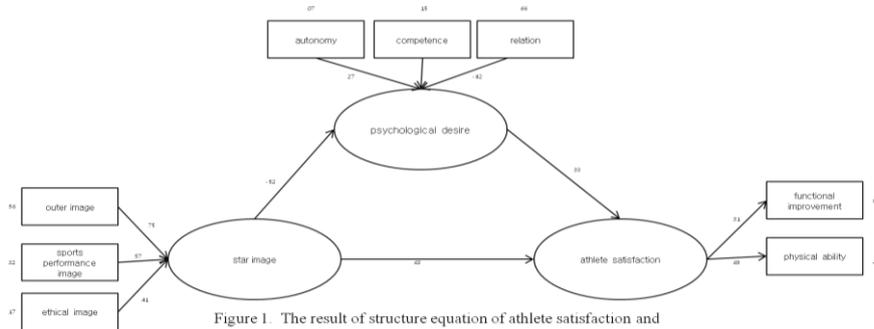


Figure 1. The result of structure equation of athlete satisfaction and psychological desire and star images. Q: 2.424, RMR: .025, CFI: .936, NFI: .898, GFI: .955.

Like proposed in <Figure 1>, structure equation model of psychological desire, athlete satisfaction and sports star images was confirmed to be valid. Q value that shows overall suitability of the model specifically was below 3, structure suitability approval index such as CFI and NFI showed index higher than valid standard which is .9. From these results, model set in this study can be said to be effective in explaining athlete satisfaction, psychological desire and sports star images of sports participants. Besides, the result of course coefficient of set study model is shown in <Table 2> below.

Table 2. The result of course coefficient of study model

Standard variable	Course	predictor	Estimate	S.E.	C.R.	P
psychological desire	<---	sports star image	-.291	.100	-2.928	***
athlete satisfaction	<---	psychological desire	-.343	.151	-2.267	**
athlete satisfaction	<---	sports star image	.366	.109	3.356	***

<Table 2> proposes that it was shown first sports star image perceived by sports participants affect psychological desire (C.R.=-2.928***). Second, psychological desire was shown to affect athlete satisfaction. (C.R.=-2.267**). Finally, sports star image was shown to affect athlete satisfaction (C.R.=3.356***). Combination of these results shows that sports star image perceived by sports participants not only have direct effect on athlete satisfaction (.63) but also indirect effect on athlete satisfaction through psychological desire.

4 Discussion and conclusion

This study verified structure model after setting it to clarify the effect of sports star images on psychological desire and athlete satisfaction targeting sports participants. Studies related to sports star image were mainly done in the aspect of sports sociology and sports marketing and only few researches were done in the field of sports psychology and education. Studies performed in this way as well were only in the mainstream of studies clarifying sports star image on sports participation and attitude, and yet, studies that clarify the relation between social, cognitive psychological variables and sports star images are not being done in the present (Chung, Jung & Park, 2013). Therefore, there existed limits in discussing, comparing with pilot studies based on the result of this study.

Sports star images perceived by sports participants were shown to have direct effect on athlete satisfaction while it has indirect effect on athlete satisfaction through psychological desire. These results support the result of pilot studies by showing similar trend with pilot studies of (Park & Ju, 2010; Lutz, Karoly & Okun, 2008) that reported sports star image positively affects consistent behavior in exercising not to mention the positive effect on sports attitude formation since sports star images positively affect sports participation. Moreover, pilot studies (Yoo, Choi & Rhim, 2012) support and underpin the result of this study by clarifying that psychological desire is the variable that leads to exercise satisfaction or continuous exercise. Conclusively, study model set in this study was shown to be appropriate in explaining relation between sports star images and psychological desire, athlete satisfaction of sports participants.

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