

## DETERMINANTS OF INSTITUTIONAL CHOICE IN MASS SPORT

Author:  
Christoph Breuer

email:  
Breuer@dshs-koeln.de

Co-authors:  
Feiler, Svenja Hallmann, Kirstin

University:  
German Sport University Cologne

Faculty:  
Institute of Sport Economics and Sport Management

### Abstract

Aim of abstract - research question

Sport participation is a well researched phenomenon and studies on general sport participation or on participation in different sports have analysed different demographic-economic indicators of that phenomenon. Yet, it is still unclear what fosters participation in different organisational forms such as a sport club or a commercial sport provider. There are different theoretical approaches that explain the choice for a sport organisation such as for instance trust-related theories (Anheier, 2005) or failure theories (Heinemann, 1995). However, little empirical work in this area concerning sport participation has been undertaken until now. The purpose of this research is therefore to examine the determinants of sport participation in a sport club and a commercial sport centre, i.e. the key drivers of institutional choice.

### Theoretical background

With regard to economic models of sport participation, a demographic-economic model (Breuer, 2006) based on the new household theory was used to analyse the determinants of institutional choice in mass sports. According to this study, constraints in time, income, and human capital influence sport-related choices besides demographic variables which in turn are correlated with preferences (Pawlowski & Breuer, 2011). Moreover, crucial socio-economic drivers of sport participation such as the body concept (Mrazek, Fialova, & Bykhovskaya, 2004) were additionally integrated into the model which are also correlated to preferences. Since failure theories (Heinemann, 1995) argue that market organisations show different performance patterns than non-profit organizations and some of them are related to individuals constraints, it is assumed that institutional choice in mass sports is determined by demographic and economic factors.

Methodology, research design, and data analysis  
The data were derived from two sport participation surveys

in Germany in 2009 using a Computer Assisted Telephone Interview (CATI). The selection of the sample was carried out using the Gabler-Herder approach to also include people that cannot be found in the telephone book. Moreover, the last-birthday method was used as a second quality measure. A questionnaire asked for information on general sports participation and about the sports played, including the first and second sports played most often within a week. A total of  $n = 3,026$  interviews were conducted. As the respondents were also asked about the sport participation of their children, 848 cases for children were added so that the overall sample was comprised of  $n = 3,874$ . Logistic regression analyses were applied to analyse the impact of the broadened demo-economical model on sport participation in a sport club and in a commercial sport centre.

### Results, discussion and implications/conclusions

The first estimated regression model for sport participation in a sport club reveals a significant influence of the demographic-economical model and body image on being active in a sport club ( $\beta = 326.525$ ;  $-2LL = 1,785.541$ ;  $p = .000$ ) with  $R^2$  Mc Fadden of 15.5 %. Thereby, income, human capital, and the importance of being physical active are significant positive predictors while being female and having a migration background are negative predictors for being active in a sport club. Age and  $\text{age}^2$  are also significant predictors, forming a u-shaped curve with age having a negative influence and  $\text{age}^2$  a positive impact. The second model for sport participation in a commercial sport centre shows a significant impact of the predictors ( $\beta = 88.280$ ;  $-2LL = 1,352.718$ ;  $p = .000$ ) with  $R^2$  Mc Fadden of 6.1 %. Human capital, being female, working time, and importance of being physically active have a significant positive impact on doing sports using a commercial provider.

The results suggest that the importance of being physically active is a decisive criterion for one's sport participation, indicating an interrelationship between sport participation and body image. Yet, the responsibility for one's bodily abilities had no impact. The influence of the demographic-economical indicators is generally congruent with previous findings on general sport participation, although clear differences between choosing a sport club or a commercial sport centre are shown. Long working hours have for instance a significant positive impact on choosing a commercial sport centre whereas having a migration background negatively influences the choice of sport clubs. Thus, the economic and demographic change of societies in most Western European countries will most likely influence the structure of mass sport markets.

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