

## A study on the motivations of students when participating in sport management's program

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**Aim of paper - research question.** The purpose of this study was to explore and determine relevant choice factors of participating motivations among under-graduate students of sport management program at Ho Chi Minh City University of Sport (HUS), along with collecting specific demographic information from the respondents. This study addressed the following questions such as 1) Which motivations did affect students when they choose sport management program? and 2) Were there statistically differences among undergraduated students when classified by gender, living place and academic year? Since little was known about these motivations for undergraduate sport management students, this study would be exploratory in nature and employ a non-experimental design to understand insight into influential university choice factors.

### **Methodology, research design and data analysis.**

For surveying purposes, a modified version of the questionnaire used in a college choice study of sport management majors at the Florida State University (United States) was used for data collection (Crockett, 2005). In this study, 150 subjects were randomly selected from sport management programs listed in Department of Sport Management at HUS. The data were input and analyzed by using the SPSS for Windows version 16.0. Parametric statistics produced analyzable results using descriptive statistics and infered statistics such as factor analysis, t-test and one-way ANOVA.

### **Results and conclusions.**

The results of this study were included

Characteristics of respondents. There were more than two-third of respondents was male (73.2%) who attended in this study. In the academic year, the biggest group was freshmen who accounted a third of participants and the most of them (36.2%) came from the Middle area of Vietnam.

1) The important level on students' motivations. By factor analysis of the important level on students' motivations, there were 3 categories of motives including (1) Field motives (mean = 4.14) involved the issues such as "Desire to work in the sport management industry", "Opportunity for advancement in sport management", and "Opportunity to work in the Sport Industry", (2) Academic motives (mean =

4.09) involved the issues such as "Desire to have a college degree" and "Parent's expectation that you acquire a college degree", and (3) Personal motives (mean = 3.04) involved the issues such as "Family/Friend works in Sport Industry", "Recommendation of a high school counselor", "Recommendation of someone in Sport Industry", and "Proximity to home".

2) The differences among demographics on factors of motivation. Regards to Gender, throughout t-test analysis, there were no any statistically significant differences on three categories of motivations. In term of Living place, after analyzing one-way ANOVA, there were also no any significant differences on three categories of College Choice. Turning to Academic year, after analyzing one-way ANOVA, there were statistically significant differences among three classes of students and categories of motivations (p value < .05).

In this study, the factors that influenced sport management students when they choose this program were addressed. The descriptive statistics of all the participating motivations that were tested in the first research question revealed the importance of the factors in each category. Therefore, these findings can be extremely useful to professors, administrators, and faculty with in the field of sport management not only at HUS but also in Vietnam. Of the three demographic variables tested, only Academic year produced statistically significant results in determining motivation factors, which uncovered several interesting implications. Overall, the findings were productive in contributing to the growing body of knowledge in both motivations and sport management.

In conclusions, the current study successfully brought some insight into college choice from students. And the faculty's academic managers can use these results to re-construct and make developing plan to provide an effective and quality undergraduate sport management program. Moreover, the information can be the guide for sport management universities to attract more suitable students.

This exploratory study offered much insight into college choice among undergraduate sport management students such as students are not highly influenced by recommendations from their high school counselors as far as the sport management major is concerned. Therefore, research needs to be conducted to determine if high schools are even aware of sport management programs and then determine ways to educate the counselors about the field.

### **References:**

- Crockett, S.S. (2005). *Why understand students choose sport management as a major: Factors influencing college choice decisions*. A Thesis submitted to the Department of Sport Management, Recreation Management and Physical Education, The Florida State University.