

Factors Influencing Participation in Swimming: A Study of Tertiary Students in Hong Kong

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Background

- Find out the influential Extrinsic and Intrinsic factors in swimming participation for **promoting an active lifestyle** culture
- Understand tertiary students' value of sports services for **effectively enhancing sport service quality**

Purposes

- To answer two research questions:
- Do **extrinsic factors** influence tertiary students' participation in swimming?
 - Do **intrinsic factors** influence tertiary students' participation in swimming?

Methods

- **Online Quantitative** Questionnaire, distributed face-to-face and via QR-code scanning in Institutes of Hong Kong
- Question design using **QUESC, SERVQUAL model, and past studies**, limited to **10 extrinsic factors and 10 intrinsic factors**
- **Convenience sampling**, N=114, 3 participants (3%) were oversea students or teachers, 91 questionnaire participants (80%) chose the Chinese version, **5-point Likert scale**
- Data was analyzed using SPSS, calculating the **Mean score**

Results

Top 3 Extrinsic and Intrinsic Factors (**Mean score, 5= max**):

- Cleanliness (**4.56**)
- Price (**4.35**)
- Safety (**4.32**)



- Maintaining Healthy (**4.31**)
- Releasing Stress (**3.99**)
- Achieving Goal (**3.85**)



Cronbach's Alpha (1= Max)

- 10 Extrinsic Factors (**0.817**) (Good)
 - 10 Intrinsic Factors (**0.862**) (Good)
- (0.7 is Acceptable Reliability)

Discussion

- Managerial staff of the Leisure and Cultural Services Department should focus on maintaining **locker room and water cleanliness**
- Swimming sports organizations should set an **affordable price** for swimming classes
- Hong Kong Life Saving Society should actively **promote water safety** by organizing water safety events
- The Education Bureau should consider putting swimming sports as part of a key learning area in physical education
- Swimming equipment suppliers can **organize more leisure swimming activities**, such as parent-child water carnival
- Swimming coaches should assist athletes in **setting smart goals** for motivation
- **No statistically significant difference** between any background and factors



Practical application

- **Clarifying** the study is for affordable swimming pools. Swimmers' sport service expectations **differ** in **affordable and private clubhouse** swimming pools as shown by an increased Cronbach's Alpha if the factor "Receptionist can recognize users and know your name" is deleted.
- **Invest** more resources in swimming participation **research** because of **insufficient** past related **studies**. People living in America, Germany, and Turkey have a low chance to participate in swimming due to no available or affordable swimming pools
- **Use Qualitative methods** to understand factors influencing sport participation. **Quantitative** studies have **limitations** in understanding **intrinsic factors**; questionnaires cannot explain their reasons when ranking factors.



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