

MOTIVATING FACTORS OF NATIONAL SENIOR GAMES STATE
PARTICIPANTS

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To the Dean of the Graduate School:


I am submitting herewith a dissertation written by Sandra K. Shawver entitled "Motivating Factors of National Senior Games State Participants." I have examined this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy with a major in Kinesiology.


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DEDICATION

For my husband, David, our daughter, Charlotte, my mother-in-law, Nelda Shawver, and Miss Jean, I could never have taken on and completed this journey without your unwavering love, support, patience, and continual help, thank you for everything you've done, and invested in me to help *us* accomplish this goal.

In memory of my parents, Dr. John W., and Charlotte Eppert, my cousin, Christy Eppert, and my father-in-law, Bruce Shawver, I could not be prouder to be related to anyone at this time as I am with you. You have been in my heart, and my thoughts more times than anyone will ever know through the highs and lows of this past six years.

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ABSTRACT

SANDRA SHAWVER

MOTIVATING FACTORS OF NATIONAL SENIOR GAMES STATE PARTICIPANTS

DECEMBER 2015

The purpose of this study was to identify motivating factors affecting senior adults who competed in the 2015 National Senior Games Association (NSGA) state games. Three hundred and ninety-three individuals aged 50-94 years participated in the study by completing an online survey. The survey included demographic, psychographic information and the Sport Motivation Scale-6 to determine specific motivation levels based on gender and the state of participation. Scores for the SMS-6 questionnaire were on a 7-point Likert scale separated by intrinsic, extrinsic, and amotivation subscales.

Results revealed that word of mouth marketing is the primary way individuals learn about the NSGA events, with the majority of respondents participating because they like to compete and challenge their abilities. Women reported a higher mean score for identified regulation ($F = 7.1, p = .008$) when evaluating motivation based on gender. A significant main effect of state was found for the motivation levels of external regulation ($F = 3.5, p = .008$), introjected regulation ($F = 3.2, p = .013$), and integrated regulation ($F = 3.0, p = .019$).

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CHAPTER I

INTRODUCTION

Time passes, aging happens, and people grow older every day. Participating in sports has the ability to influence an individual's life in a number of ways. These influences include social connections, health and well-being, and the individuals' perceived identity (Beaton & Funk, 2008). Sport provides many benefits to all who participate, from being socially mobile, interacting with other populations, and/or to challenging one's physical abilities against themselves or others. Sport allows integration of people across varying age ranges, physical abilities, and socio-economic levels while offering opportunities for individual improvements in one's quality of life, self-confidence, and socialization (Blichfeldt & Nicolaisen, 2011).

There are many opinions of what constitutes a senior adult according to age. The Young Men's Christian Association of the USA (YMCA) defines a senior adult as an individual who is 55 years of age and older (YMCA, 2000). The American Association of Retired Persons (AARP) is a nonprofit organization that assists individuals starting at age 50 to live a better quality of life (Koppen, 2010). United States Professional Golf Association of America (PGA), Professional Bowlers Association (PBA), and National Senior Games Association (NSGA) host events for seniors who are described as athletes age 50 and older (Miller & Washington, 2011). For the purpose of this study a *senior* is an individual who is 50 years and older. Seniors today include everyone within the

“traditional” and “baby boomer” generations. “Traditionals” are individuals born before 1946, and “baby boomers” are those born between 1946 and 1964 (Comfort, 2015; Milner, 2014). Seniors are more active and self-reliant, and prefer to take longer vacations to a wide variety of destinations (Dionigi, 2006). This lifestyle allows organizations to offer numerous physical and leisure activities to them that encourage enhancing ones’ physical fitness and ability to live independently longer. As a demographic, seniors are expected to continue growing in numbers as a direct result of better eating, and lifestyle choices along with medical advancements (Dionigi, 2006; Grant & Stothart, 1999). Additionally today’s “baby boomers” are more active than their parents, plan to work longer, and have a strong desire to maintain their overall health and independence longer (Ferrell & Hartline, 2011).

Although *sport consumer* can mean a person who views’ sporting events, and/or reports on sports, the term is also used to identify individuals who play or compete in sports (Mullen, Hardy, & Sutton, 2014a). Competing or participating in sport may be motivated by physical, social, or emotional desires or needs of the individual (McLean & Hurd, 2012; Penderson, Parks, Quarterman, & Thibault, 2011). For the purpose of this study a *consumer* is an individual that participates and/or competes in sporting events.

Communities and organizations benefit from opportunities to use sports in attracting spectators and participants as one of their marketing and branding tools (Funk, 2008). Individuals consume sport in an effort to quench a need or gain a benefit of some sort. Whether a sport consumer is doing so to participate in sport, escape from his or her

everyday life responsibilities, gain self-esteem, or socialize, these factors must be considered by those promoting and marketing sport products. Identified as a community sport organization, one of the NSGA's primary management concerns is to provide events that will keep their present participants and members involved, but to also attract new participants (Penderson & Thibault, 2014).

The NSGA exists to assist seniors (50+) in achieving greater value and quality of life through activity and healthy lifestyle opportunities (NSGA, 2015a). A recognized multi-sport organization of the United States Olympic Committee (USOC), "the NSGA is comprised of 49 Member Organizations and two Associate Member Organizations who conduct local and/or state multi-sport competitions, which serve as qualifiers for the National Senior Games" (NSG) which are held biannually (NSGA, 2015b, para 1; USOC, 2015, p. 7). Multi-sport organizations "provide more opportunities for international, national, and grassroots participation and competition" (Penderson & Thibault, 2014, p. 151). Every year more than 250,000 seniors compete in 26 sporting and recreation events throughout the country.

Due to the numerous reasons people participate in sport, categories have been developed to help organizations and marketers meet these needs more effectively (Mullen, Hardy, & Sutton, 2014b). How individuals engage in sport is influenced by motivation which has an effect on the quality and outcomes of their efforts (Ngien-Siong, Khoo, and Wah-Yun, 2012). Reasons for participation have been grouped into three motivation categories that include: social motivations, where individuals may participate

because they want to meet people; achievement motivations, where individuals want to be recognized for their abilities; and mastery motivations, where individuals want to develop their physical skills and abilities (Mullen, Hardy, & Sutton, 2014b). De Pero et al. (2009) refer to these same categories within the self-determination theory as “amotivation, extrinsic motivation, and intrinsic motivation” (p. 61). These categories may be delineated more deeply to account for the multiple reasons or motivators individuals employ when deciding to participate.

NSGA local and state games run on average over a 4 to 6 day period and marketing is done year-round albeit heavier within the 3 months prior to a local or state game (C. Potorrf, personal communication, June 5, 2014). The marketing of NSGA and state games has to be presented to the consumer, and potential participant in an experiential representative way (Serarsian, 2014). While creating an image of the organization to the public, the NSGA member organizations have the challenge of selling their activities by way of the benefits of competing and socialization with others who share the same interests. The image of the member organization and the parent NSGA is dependent on the history of the organizations’ success or failure, where they are in the present, and their future agenda or vision (Ferrell & Hartline, 2011). The product that the NSGA and its members have is unique to the participants in that it is the largest multi-sport event targeted at people over the age of 50 in the United States. Providing information that allows individuals to make an informed decision is just one factor that affects the marketing of an event and the participants’ motivation to compete.

Conceptual Framework

An individual's actual participation in an activity is predicated on his or her behavior. Behavior then is influenced by one's choices and motivations. Depero et al. (2009) found that through actively participating in competitive sports older adults adapted better to the continuous aging processes while maintaining a higher level of overall fitness.

Athletes of all ages are motivated differently; some externally, others internally, and some not at all. Self-Determination Theory (SDT) addresses motivation based on relationships between one's participation in a selected activity and the motivation to engage in that activity (Stephan, Boiche', & Le Scanff, 2010). Categorically SDT is comprised of intrinsic motivation, extrinsic motivation, and amotivation which accounts for why individuals choose to participate or not in selected activities (Deci & Ryan, 1985). Self-Determination Theory contends that individuals are motivated based on the psychological needs of competence, relatedness and autonomy (Deci & Ryan, 1985). Simon, Aulls, Dedic, Hubbard, and Hall (2015) stated that "Motivated actions are understood as self-determined when they are engaged in volitionally and driven by personal values, as opposed to being mandated or solicited by the social environment" (p. 8). For a person to have a positive experience in an activity all three needs (i.e., competence, relatedness, and autonomy) must be met (Shaw, 2001). Competence is gained when athletes seek out opportunities to challenge their abilities, and receive positive feedback. Relatedness is achieved through belonging, and connecting with others

with similar interests and activities. Acting on a freedom of choice is known as autonomy, and is expressed when the individual acts according to their values and personal interests (Pelletier, Rocchi, Vallerand, Deci, & Ryan, 2012; Ngien-Siong et al., 2012). Individuals that experience autonomy show more intrinsically motivated behaviors and exude more interest and persistence in an activity (Simon et al., 2015). Extrinsically motivated individuals engage in an activity as a means to an end (i.e. following doctor's orders). Amotivation refers to a lack of control or incompetence on the part of the participant (Ngien-Siong et al., 2012; Ryan & Deci, 2000).

This study will use Self-Determination Theory (SDT) as the conceptual framework to identify factors that NSGA participants deem as motivation to compete in NSGA state games. Evaluation of the pattern between the subscales of motivation will be done using the self-determination index (Sarrazin, Vallerand, Guillet, Peletier, & Cury, 2002).

Purpose

The purpose of this study is to identify motivating factors affecting senior adults who compete in National Senior Games Association (NSGA) state games. Demographic and psychographic information will be analyzed for variables within the motivating factors for competition.

Significance

With the senior population still growing in the United States and an anticipated record number of competitors at the 2015 National Senior Games, gathering and

evaluating behavior motivation relative to participants can be shared with and benefit the NSGA at the grassroots level. Since 1999 the number of competitors at the National Games representing five regions of the United States has not grown. Gaining a better understanding of the motivating factors specific to participants of the NSGA state games will contribute to the continued development of event management and marketing strategies within the organization that may positively impact growth.

Research Questions

Research Question 1: How were participants originally introduced to NSGA events?

Research Question 2: What are the motivating factors for seniors competing in the National Senior Games Association state games?

Research Question 3: Are there different levels of motivation between male and female competitors participating in NSGA state games?

Research Question 4: Are there different levels of motivation between NSGA states?

Assumptions

1. Men and women participate in NSGA state games to challenge their skills, be a part of a community, and maintain their independence.
2. All participants in this study have access to the internet for completion of the survey used for gaining demographic, psychographic, and individual motivating factors.
3. All participants taking part in this study will provide honest answers when completing the survey.

Limitations and Delimitations

1. The participants of this study are individuals 50 years of age and older.
2. The participants of this study are individuals who have registered and participated in a NSGA state game in the summer of 2015.
3. The results of this study may not be reflective of all NSGA participants.
4. Results extrapolated from this study are dependent on the honesty and candidness of the participants.

Definition of Terms

American Association of Retired Persons (AARP) - A nonprofit, nonpartisan membership organization for people age 50 and over.

(www.aarp.org/_promotions/sem/member01.html?cmp, para. 1).

Community Sport - “Is conceptualized as organized physical activity that is based in community, school, and local sport organizations that encompasses both recreational and competitive sport ... Further community sport may, but does not necessarily have to, culminate in high-performance sport (Pederson & Thibault, 2014, p. 146).

Consumer - A person or organization that acquires goods or services for direct use rather than for resale or use in a manufacturing process (Wienclaw, 2015).

Consumer Behavior - The study of the acquisition, consumption, use and disposal of products, services, experiences, or ideas, by consumers (Tetteh, 2015).

Customer Relationship Management - The process of identifying prospective customers,

acquiring data concerning these prospective and current customers, building relationships with customers, and influencing their perceptions of the organization and its products or services. (Wienclaw, 2015).

Marketing - “Is the process of planning and executing the concepts, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives” (Ferrell & Hartline, 2011, p. 7).

New Media - Anything presented to the consumer via “web, internet, digital, network, and online media platforms” (Vukanovic, 2011, p. 53).

National Senior Games Association (NSGA) - A nonprofit organization dedicated to motivating active adults to lead a healthy lifestyle through the senior games movement. The host of the largest multi-sport event in the world for men and women age 50 years and older (NSGA, 2015a, para. 1).

National Senior Games (NSG) - The premier biannual competition for seniors who qualify at state games in 19 competitive sports making it “the largest multi-sport event in the world for seniors” hosted by the NSGA (NSGA, 2015a, para. 4 & 6).

Niche Sport - A sport that is grassroots or an offshoot of a mainstream sport. These sports are supported and consumed by a sub-segment of a target market that is passionate in their participation and support (Miloch & Lambrecht, 2006).

Professional Bowling Association (PBA) - A professional membership organization for people over 18 that provide a means for high caliber bowlers to sharpen their skills, and the opportunity to compete at the professional level (www.pba.com/Tours/Regional/About).

Professional Golfers Association of America (PGA) - The largest working sports organization in the world, promoting the game of golf to everyone, everywhere (www.pga.com/pga-america/pga-information/pga-america-history, para. 2).

Segmentation - “Breaking consumers into smaller clusters or groups identified by certain characteristics” (Newland, 2016a, p. 149).

Senior - An individual age 50 or older.

Sport Tourism - A niche segment of the travel industry involving people traveling in order to participate in sporting events (Gibson, 1998).

Target Market - “The consumer most likely to purchase the product or service” (Newland, 2016a, p. 148).

Traditional Media - “The production of music, films, printed books, newspapers, magazine, broadcast, and cable television programs, radio programs and satellite television and radio programs” (Adilov & Martin, 2013, p. 1).

US National Senior Sports Organization - The organization created in 1985 by likeminded individuals that wanted to “promote healthy lifestyles for adults through education, fitness and sport” (NSGA, 2015a, para 1).

United States Olympic Committee (USOC) - The coordinating body for all Olympic-

related athletic activity in the United States, which promotes and supports physical fitness and public participation in athletic activities by encouraging developmental programs in its member organizations (www.teamusa.org/About-the-USOC/In-the-Community/Partner-Programs, para 1).

Young Men's Christian Association (YMCA) - The nation's leading nonprofit committed to strengthening communities through youth development, healthy living, and social responsibility (www.ymca.net/news-media/fact-sheet/, para 2).

Summary

Sport participation provides opportunities for positively affecting individuals' health, personal identity, social connections, and ability to cope with life changes. People of all ages, ethnicities, socio-economic status, and physical abilities participate in sports. Seniors today are more physically active in sports than their parents' generation. This lifestyle change encourages better overall health and an ability to live independently longer. Today's seniors include those born before 1946 (traditional) and between 1946 and 1964 (baby boomers).

Competing in sport involves motivation and behavior. These motivations may be internal or external and include satisfying an individual's psychological, physical, social and/or emotional desires or needs (Deci & Ryan, 1985, McLean & Hurd, 2012; Penderon et al., 2011).

The National Senior Games Association provides multiple opportunities for seniors to participate in competitive and recreational events each year for seniors that are

age 50 and older. Each year more than 250,000 seniors compete in events throughout the United States and Canada. These events are organized and managed by volunteers and include up to 26 different sports or events. The number and type of events are decided by a committee for the individual state. State games are held each year to bring together individuals who have the desire to compete at a higher level and against individuals outside their local or regional area.

Self-Determination Theory (SDT) will be used as the conceptual framework due to the proposed relationship it addresses between an individual's motivation to participate and their actual participation in the selected activity. Reviewing amotivation, extrinsic motivation and intrinsic motivation in meeting an individual's innate need for competence, relatedness, and autonomy using the Sport Motivation Scale-6 is the intent of the principle investigator for this study.

CHAPTER II

REVIEW OF LITERATURE

People become involved in sport for many different reasons, and at different stages in their lives. Once involved in the sport(s) of their choice it is important to find ways to retain them and increase their involvement through the different avenues that meet both the individual, and organizational needs (Green, 2005). Part of understanding how to retain participants involves investigating the motivation of the individuals, and processes involved in their decision to stay in sport (Lim et al., 2011). If no value is perceived by the participant then the motivation to continue participating is diminished (Green, 2005).

Researching just the different motivating factors associated with attitudes and behaviors of participants of the National Senior Games state games, is the first step to gaining a full understanding of this demographic and their involvement in competitive sport. Additional information on the socialization and commitment can add to the overall picture in the future of participant retention in the future. This review of literature will highlight and focus on senior's participation in NSGA state games. More specifically topics areas include participation in sports, niche sports, history of the National Senior Games Association (NSGA), Self-Determination Theory (SDT), and marketing to seniors.

Sudbury and Simcock (2009) stated that the world's older population is anticipated to reach an unprecedented milestone by 2050; there will be more people living that are over the age of 50 than those under the age of 50. For the purpose of this study a senior is defined as someone aged 50 years and older. Additionally the terms "senior" and "older adult" may be used interchangeably when referring to this population. By definitions used in this research everyone born during or before 1965 is a senior. That term is divided further into "traditional" and "baby boomer" seniors. Those born before 1946 are considered traditional, and baby boomers include people born between 1946 and 1964 (Comfort, 2015; Milner, 2014; Woods, 2007).

Seniors are more involved and active than their parents' generation (Ferrell & Hartline, 2011). They enjoy extended vacations, plan on remaining in the workforce, and intend to live independently longer because of better overall health and advances in medicine (Dionigi, 2006; Ferrell & Hartline, 2011). Sudbury and Simcock (2009) concluded that there is little homogeneity within the senior population relative to lifestyle and consumer habits. Through their research on senior consumers Sudbury and Simcock (2009) utilized a number of scales and definitions with 650 seniors between the ages of 50 and 79 from senior clubs, church groups, and retirement communities to look at self-perceived age, social relations, and consumer behavior within this demographic. Biological factors, psychological factors, marketing, and consumer behavior variables were included in a self-administered questionnaire that utilized a cluster analysis (Sudbury & Simcock, 2009, p. 254). Seniors in the study were categorized into five

segments: “solitary skeptics (66 years), bargain-hunting belongers (70 years), self-assured sociables (59 years), positive pioneers (56 years), and cautious comfortable (58 years)” based on cognitive age, economic status, consumer attributes, and life stage (Sudbury & Simcock, 2009, p. 254-259). This information is vital to marketers and event organizers wanting to pursue this population, in part because of the differences in real and perceived age as well as other socio-demographic factors (Medic, Young, Starkes, Weir, & Grove, 2009; Sudbury & Simcock, 2009). Consumers within the baby boomer generation are keenly aware of pricing and sales promotions associated with products and are more willing to utilize technology to acquire information. Traditionals prefer reading hardcopy information such as the newspaper and direct mail items. They are more likely to purchase something based on cost or discount offers associated with an item and are more cost conscious than their younger peers (Moschis, 2012).

Senior Participation in Sports

General declines in physical activity have been noted to begin in individuals as early as 55 years of age and may be attributed to a variety of factors from physical limitations, to family obligations, major life events, and activity preferences (Koeneman et al., 2012). Their study was done to examine the impact that major life events (retirement and widowhood) had on the physical activity levels of older adults.

Utilizing a stratified sampling of men and women in Amsterdam born between 1908 and 1937 the researchers concentrated on how a change in employment and/or marital status between a baseline, (1992-93) and follow-up (1995-96) report affected their

individual levels of physical activity (Koeneman et al., 2012) The sample was equally weighted within the specific groupings of age and gender in an attempt to have an appropriate number of participants that could be re-examined 10 years later. The sample represented cultural, religious, and regional habitation in the Netherlands. Using data from the Longitudinal Aging Study Amsterdam, individuals indicated the amount of time spent actively participating in physical activities (Koeneman et al., 2012). This information was then assessed in separate linear and logistic regression analysis.

Results from the study showed that 136 of the initial 1,460 participants became widows during the study. Of those reporting, widowhood females reported a higher frequency of symptoms of depression and other health issues versus those who remained married. Analysis done with a multivariate linear regression showed that widowhood was not associated with physical activity ($B = 2.7$ [95%CI: -58.8 to 64.2; Koeneman et al., 2012). Comparisons of the baseline and follow-up participants relative to retirement indicated that 65 people retired out of the initial 187 original research participants. Those identified as retired included more males than females retiring and at a younger age versus those still employed. Retirement did show a significant association with physical activity ($B = 32.5$ [95%CI: 17.8 to 47.1]; Koeneman et al., 2012).

The strength of this study was the use of the longitudinal data which showed that no influence on physical activity was found relative to widowhood (Koeneman et al, 2012). It was inferred that a limitation inherent in this study may have been that widowhood has an acute or short-term effect on physical activity that was not present

during the follow-up assessment (Koeneman et al., 2012). Additionally the increase in physical activity by retirees was expected, especially when the individual was younger when they retired (Koeneman et al., 2012).

Maintaining a healthy and moderately active lifestyle as people age has been found to be a vital link to cognitive and physical longevity in older adults (Stathokostas, Theou, Little, Vandervoort, & Raina, 2013). Additionally, older adults participating in sports (competitive or recreational) and/or other forms of physical activity brings with it opportunities for social interaction and accountability that assists with maintaining the individuals participation longer (Cozijnsen, Stevens, & Van Tilburg, 2013; Siegenthaler & O'Dell, 2003). Barber and Havitz (2001) assert that older adults choose to participate in sport because they enjoy the challenge, want to maintain a desired level of activity, socialize, and improve or maintain their present health status.

Dionigi, Horton, and Baker (2013) reported that by participating in sports individuals were better able to accept the processes of aging. Participating in sports has shown positive levels of “self-actualization, self-enrichment, self-expression, recreation, or renewal of self, feelings of accomplishment, enhancement of self-image, social interaction and belongingness, and lasting physical products of the activity” (Heo, Culp, Yamada, & Won, 2013, p. 106).

The frequency in which seniors participate in sports has been found to be influenced by economic, sociological, and psychological factors (Lera-López & Rapun-Garate, 2011). Their research analyzed “the determinants of sports participation and

attendance in 40 sports and recreational activities in Spain” (Lera-López & Rapun-Garate, 2011, p. 167). They identified that a lower socio-economic status may be a barrier to sport participation and that the higher the level of education a person achieves may bring about a stronger understanding of the benefits of participating in sports (Lera-López & Rapun-Garate, 2011). Incorporating 40 different activities identified as sport in Spain a questionnaire was developed and administered in 2004. More than 700 usable surveys were returned that included information for each of the participants concerning their active participation and attendance for sports over the previous 12 months. Measurements were acquired by intervals for depicting daily or weekly participation, weekly or monthly attendance. Their “survey used a Computer Aided Telephone Interview (CATI) system and a stratified random sample of the population of Navarre, Spain” (Lera-López & Rapun-Garate, 2011, p. 176).

Based on Spearman’s rank correlation, results from this study indicated that there is no relationship between the frequency of sport participation and sport attendance. Presented alongside this is the finding that “sports participation is positively related to age” (Lera-López & Rapun-Garate, 2011, p. 177).

Even with perceptions of gender differences and sport participation changing over the last two decades, women are still perceived as being less competitive, involved, and inferior than men (Barber & Havitz, 2001). For example, occurrences of gender inequity is based on total amount of time spent immersed in leisure or sport, and the type of activity in which the individual participates (Barber & Havitz, 2001; Dixon, 2009;

Henderson, Hodges, & Kivel, 2002; Shaw, 2001). Typically, men participate more frequently and in more types of sport than women at all life stages. Motivations for sport participation also vary by gender. Kilpatrick, Hebert, and Bartholomew (2005) found that when compared with women, men focused more on “challenge, competition, social recognition, and strength and endurance” (p. 91).

Individuals competing in NSGA state games are considered to be serious leisure participants based on their systematic pursuit of amateur physical and sporting activities that are important to them (Heo & King, 2009). Older adults participating in sports do so either through intrinsic or extrinsic motivating factors. Those motivated intrinsically are engaged because they derive pleasure and satisfaction through their personal efforts. Extrinsically motivated individuals are in it for the recognition, and rewards gained from their participation (Shaw, Ostrow, & Beckstead, 2005). Although individuals active in sport participation as older adults have been shown to have had a history of participating earlier in life, women tend to stay involved longer as they age (Smith & Storandt, 1997).

Niche Sports

Consumers are divided into large segments defined by various traits and characteristics for marketing purposes (Mullen, Hardy, & Sutton, 2014c). These segments are then further divided into target markets identified by “consumers with like characteristics who have the ability to purchase the product and are willing to purchase the product” (Penderson, Miloch, & Laucella, 2007, p. 245). Niche markets are even smaller than a general target population and are very specific to the consumers included

in this specialized segment. Niche sport is a sport that began either as an offshoot of a mainstream sport, or a developing new sport. In either instance niche sports are supported and consumed by a sub-segment of a targeted consumer market that is passionate in their participation and support (Miloch & Lambrecht, 2006). Based on the specificity of the product and the demographics of the consumers, the NSGA is considered a niche market within the recreation and competitive sport environment.

History of the National Senior Games Association (NSGA)

National Senior Olympic Organization

The National Senior Olympic Organization began in 1985 in St. Louis, MO with the intent to “promote healthy lifestyles for adults through education, fitness, and sport” (NSGA, 2015a, para 1). The first National Senior Olympic Games were held in 1987 in St. Louis, MO, and the organization elected its first volunteer board of directors and filed their by-laws and articles of incorporation with the state of Missouri during the event (NSGA, 2015a). As the event grew, so did the publicity. At the second National Games registration increased by 1,000 and the event was covered by local news media, as well as, ESPN®, Good Morning America, and the New York Times (NSGA, 2015a).

US National Senior Sports Organization

Due to an objection by the United States Olympic Committee (USOC) concerning the use of the word “Olympic” in the organization’s name in 1990 a corporate name change was submitted and became known as “ the US National Senior Sports Organization” (NSGA, 2015a, para 4). It was during this time that the name NSGA was

being used for marketing and the NSG became the signature event” (NSGA, 2015a, para 4). For states who organized and identified themselves as “The Senior Olympics” at the time of the formal name change, the USOC grandfathered their use of the name and allowed those states to continue being known as The Senior Olympics (NSGA, 2015a, para 4).

National Senior Games Association (NSGA)

Today the NSGA is a nonprofit organization hosting the largest multi-sport event in the world for men and women age 50 years and older. The mission of the organization is to “motivate active adults to lead a healthy lifestyle through the senior games movement” (NSGA, 2015a, para 5). In 2007 the NSGA saw a record number of 12,000 competitors at the NSG. Since that year, participation at the NSG has fluctuated between 10,000 – 11,000 participants (NSGA, 2015b). This year [2015] marks the 15th National Senior Games, and it is estimated that 12,000 plus competitors will travel to Bloomington, MN for 12 days of events and activities (NSGA, 2015a). Couple these numbers with family and friends that will travel to the event in support of the participants, and attendance at the 12-day event could be well over a quarter of a million people participating in the event as either competitors, officials, spectators, supporters, or workers.

Within the NSGA there are 49 state and 2 associate members that host regional and/or state games each year. Most events are multi-day and include individual, dual, and team sports. Nationally the organization has five paid employees. Local, regional, and

state organizations are led and managed by volunteers and community partners such as parks and recreation departments, senior citizen organizations, Jewish Community Centers, and Young Men's and Women's Christian Associations (YMCA and YWCA).

The challenge facing the NSGA at these events is the decline in community and corporate partners. Some states boast six or more local/regional games while others are only hosting the state games (NSGA, 2015a). At state competitions there are special events to recognize athletes, sponsors, and volunteers, as well as clinics, dinners, health fairs, and receptions that allow friends, family, and the public to learn more about the mission and purpose of the organization. Competition is divided into different age divisions based on 5-year increments. Participants may qualify for the NSG that is held biannually in any of the 19 sports offered only at a state competition (NSGA, 2015a).

Self-Determination Theory

Studying motivation and its effect on achievement is actually an investigation of the energy, direction, and regulation of an individuals' behavior (Roberts, 2001). Self-Determination Theory (SDT) is one of the top theories that dominate motivation research associated with cognitive, affective, and value-related variables used to explain how and why people behave (Domuschieva-Rogleva, 2015). Three psychological needs associated with SDT that must be met in order to facilitate motivation are competence, autonomy, and relatedness (Deci & Ryan, 1985).

Athletes of all ages participate in sport for a variety of reasons. These may include earning accolades or rewards, mastering a specific skill or movement, socializing with

friends, and/or maintaining good physical and mental health. Pelletier et al. (2013) assert that “SDT is a theory of motivation that is built on the organismic assumption that humans have innate tendencies to move in directions of greater self-regulation, competence, and integration in action” (p. 329). Competence, autonomy, and relatedness are necessary for motivation to be present. According to Deci and Ryan (2000), motivation is either intrinsic (actions based on satisfaction of the behavior alone), extrinsic (behavior based on reinforcers), or amotivation (no intention to behave or participate at all). Reed and Cox (2007) reported that “competence, autonomy, and relatedness predict motivation (amotivation, intrinsic, and extrinsic), which in turn predicts the consequences of motivation” (p. 310). Their study examined, in part, that reasons to participate in a senior games event should be predicated by internally regulated motivation. Working with the state games of Missouri they gathered demographic information from 981 individuals participating in the 2001 event, used the 28-item inventory Sport Motivation Scale (SMS) to determine motivation for participation by seniors and the Motivation for Physical Activities Measure Revised (MPAM-R; Pelletier et al., 1995). Data analysis was completed by a “canonical correlation analysis (CCA) between the subscales associated with the SMS and MPAM-R” and a MANOVA looking at the relationship between gender and age and the dependent variables in the SMS & MPAM-R (Reed & Cox, 2007, p. 311).

It was found that women were more intrinsically motivated for physical activity, and men were more socially motivated than women. Significant differences in mean

scores from the SMS were extrapolated between genders for identified and external regulation. Amotivation mean scores were low for both genders (Reed & Cox, 2007). Results also provided evidence to support that “motives to participate are more closely associated with autonomous forms on internal regulation” (Reed & Cox, 2007, p. 326). It is important that event organizers provide a wide variety of participatory opportunities to increase an individual’s propensity for participating.

Self-Determination Theory views an individual’s behavior progressing from amotivation, to extrinsic motivation, to intrinsic motivation (Ryan & Deci, 2000). Reed and Cox (2007) further explain that “these three kinds of motivation are on a continuum leading from a lack of self-determination to complete self-determination” (p. 310). If an individual puts no value on an activity or has feelings of incompetence he or she is identified as being amotivated (Ryan & Deci, 2000). Within the levels of extrinsic motivation an individual may move from being less to more self-determined. External regulation is evident when an individual is behaving to please someone else, earn an award, or avoid punishment. It is the least autonomous of all external motivation levels (Ryan & Deci, 2000). Introjected regulation involves someone desiring the prestige of being recognized as an athlete, avoiding feelings of guilt and is more ego centered (Ryan & Deci, 2000). Levels of external regulation considered as more autonomous and self-determined include identified regulation, when the behavior or action is personally important and accepted as valuable; and introjected regulation, where the individual internally accepts the responsibility for the behavior and values it (Ryan & Deci, 2000).

Intrinsic motivation, which is the most autonomous and self-regulated of the levels of motivation, means that the individual takes part in the activity or behavior for the enjoyment of it or the satisfaction of just participating (Ngien-Siong et al., 2012).

Presented in Figure 1 is a self-determination continuum adapted from Ryan & Deci (2000). It depicts how an individual may move from being amotivated to intrinsically motivated over his or her lifespan. Positive and self-determined individuals are shown to be more intrinsically motivated and autonomous as a whole (Ryan & Deci, 2000).

Nonself-Determined

Self-Determined

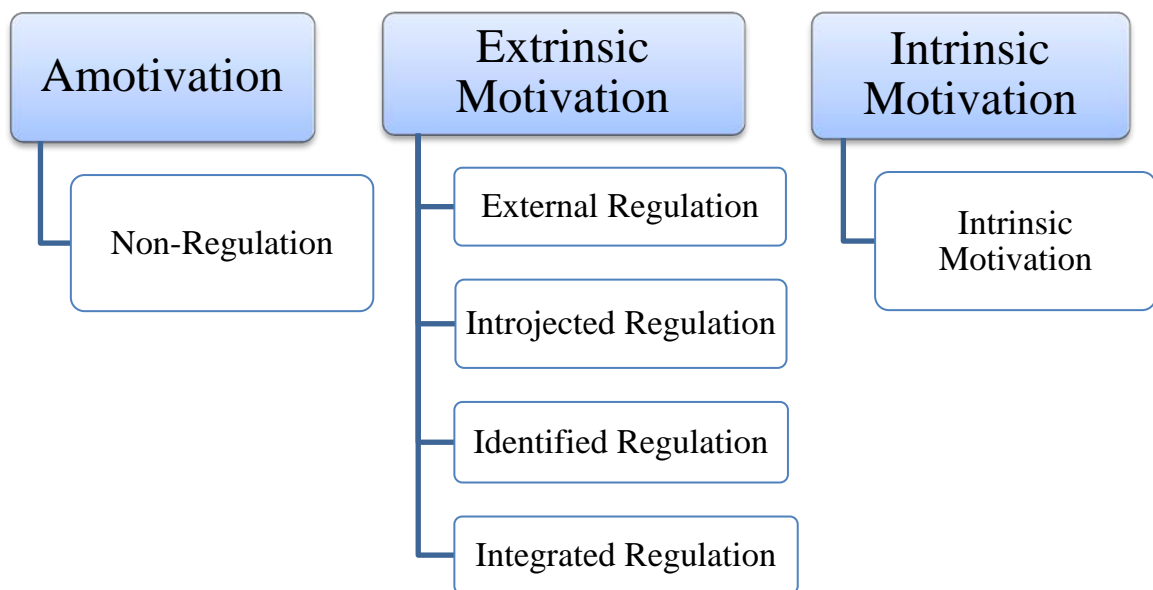


Figure 1: Self-determination continuum. Adapted from Deci & Ryan, 2000.

Motivating Factors for Participation

Traveling to regional and state games is only part of the reason some of the athletes compete. Many enjoy the comradery and social aspect of the events as much as

competing against others and challenging themselves. When individuals of any age travel with the intent of participating in a sporting event they are taking part in sport tourism (Heo, 2007). Local, state, and the national events held by the NSGA and its autonomous membership plays a big role in the sport tourism industry within the United States. Differentiation of events based on organizational and environmental factors play a role in influencing a participant's motivation for attending and/or competing (Newland, 2016b). Many state games are open to nonresidents, meaning that anyone from outside that state may compete in the competition. NSGA games committees have the responsibility and opportunity to share with the 50+ consumers the benefits of staying active, social, and involved in their communities through the promotion of the state, regional, and/or local events offered.

Marketing to Seniors

As the number of senior Americans continues to rise they have become a vital segment within the field of marketing, and more importantly sports marketing. With more time for leisure activities, less debt, and an overall inclination for traveling, individuals over the age of 55 input \$2.4 trillion or more into the United States economy each year (Hall, 2012). Segmentation of the market is when consumers are divided into identifiable groups based on specific characteristics which allow marketers to better understand and meet customer needs (Aicher, Paule-Koba, & Newland, 2016; Ferrell & Hartline, 2011). Within the market segment of seniors the NSGA is a niche sport, meaning it is a smaller segment of the overall population that is interested in improving or maintaining a healthy

and active lifestyle through participating in physical and competitive sporting opportunities (Mullen et al., 2014c; Penderson et al., 2007; Miloch & Lambrecht, 2006).

As baby boomers age there is anticipated an increase in participation in recreation and leisure activities different from their parent's generation (Mullen, Hardy, & Sutton, 2014d). Trends within the sport industry indicate that over the next few decades seniors will continue to turn to recreational activities and lifetime sports (Woods, 2007). The challenge for the NSGA state organizations is being able to communicate through their marketing that their events promote the benefits of remaining physically active and being independent longer, as well as presenting an atmosphere of strong leadership in the community and being a welcoming environment. These are all important caveats for successful marketing to the older generations (Mullen et al., 2014d).

Personal consumption of sport has grown exponentially since 1970 with statistics showing a significant increase in sport participation for people in the over 50 age groups (Mullen et al., 2014d; Tischer, Hartmann-Tews, & Combrink, 2011). Today seniors with more independence, more leisure time, and increased financial resources are becoming and/or staying active through sport whether as a participant or spectator (Gibson & Chang, 2012). Decisions to consume sport at any level or through a given avenue are influenced by family, peers, media, organizations, and personal choices (So Youn et al., 2011). Sport offers opportunities for the development of one's self-concept and physical, emotional, and social abilities as well to gain an awareness of work ethics, social protocol, teamwork, and personal development (Gibson & Chang, 2012; McLean &

Hurd, 2012; Mullen et al., 2014d). Personal development is a continuous process throughout life as a person transitions from one life stage to the next. Education, life events, physical abilities, health, family status, interests, and attitudes all have an effect as individuals transition from one stage to the next (Gibson & Chang, 2012; McLean & Hurd, 2012).

Seniors within the 50-60 age groups begin to realize that their physical abilities begin to decline due to the general aging process (Gibson & Chang, 2012). Activities that were once second nature become more stressful on the body, health issues may surface, and physiological changes occur, while at the same time the individual may be regaining some independence due to children leaving home or becoming more independent (Gibson & Chang, 2012; McLean & Hurd, 2012). Many in this age group continue to stay active and participate in sport through organizations such as USA Masters Swimming and Senior Games (Cardenas, Henderson, & Wilson, 2009; Dionigi, 2002; Stevenson, 2002). These individuals look for sport consumption opportunities; they feel younger than their actual age, value education, and participate in more individual sports than team sports while continuing to work past the traditional retirement age (McLean & Hurd, 2012).

With the onset of retirement, more leisure time and disposable income is available, which allows individuals opportunities to try new activities (Gibson & Chang, 2011). Social groups are important as some may be without partners or friends due to death or relocation closer to their family (McLean & Hurd, 2012). Motivation for participating in sport changes from the desire to compete to staying active, and

maintaining good health so as to be able to live independently longer (Barber & Havitz, 2001). There has been an increase in prescribed exercise to combat the effects of chronic health issues that affect older adults (Holland et al., 2005).

Summary

It is anticipated that by 2050 there will be more people over age 50 than under within the world's population (Sudbury & Simcock, 2009). This group, commonly identified as seniors, is split among two categories. Categorized as traditionals (those born prior to 1946), and baby boomers (those born from 1946-1964), these seniors are more active and involved in their work and leisure activities than their parent's generation (Comfort, 2015; Milner, 2014; Ferrell & Hartline, 2011).

Maintaining physical activity and participating in sports assists with the delay of declining health in seniors. Additionally, being physically active, whether recreational or competitive, allows individuals opportunities for socialization and improved self-image and belonging (Koeneman et al., 2012; Heo et al., 2013). Older adults competing in National Senior Games do so for intrinsic and/or extrinsic reasons and are considered to be serious leisure participants (Heo & King, 2009). How often one participates in sports is linked to economic, sociologic and/or psychological factors (Lera-Lopez & Rapun-Garate, 2011).

National Senior Games Association is considered a niche sport that hosts the largest multi-sport event in the world for seniors (Miloch & Lambrecht, 2006). States hold local, regional and statewide events each year. Each state is autonomous and is

managed by volunteers and community partners to put on their events. The NSGA hosts biannual events for all qualified competitors offering 19 sports to over 11,000 individuals. Competitors at the 2015 NSG in Minnesota represented all 50 states, and ranged in age from 50 – 100+ (NSGA, 2015b). All participants had to qualify at a state game to compete in the 2015 NSG.

Sport Determination Theory looks into the psychological needs of individuals relative to motivation and behavior (Roberts, 2001). Motivation may be categorized as intrinsic, extrinsic and amotivation that move a person from no desire to a desire to participate (Reed & Cox, 2007; Ryan & Deci, 2000).

Seniors are a vital segment of the population that marketers must reach with their individual products. Events hosted by the NSGA are no different and include the sport and sport tourism niche markets. Individuals over age 55 add over \$2.4 trillion dollars into the US economy annually (Hall, 2012). Marketing challenges facing the NSGA state organizations include being able to promote the benefits of regular physical activity, creative opportunities for socialization, and presenting a united effort by the organization and its partners for a quality event (Mullen et al., 2014d). Seniors are more independent with increased financial resources and leisure time which affords them more options relative to consumption of sport. Decisions whether to consume sport or not are often times influenced by family peers, the media, the organization, and personal choices (So Youn et al., 2011).

CHAPTER III

METHODS

The purpose of this study is to identify motivating factors behind senior adults' (50+) desires to compete in NSGA events. An examination of demographic and psychographic variables will aid in the understanding of the influences involved in an individual's intention to compete. This chapter includes an overview of: (a) participants, (b) instrumentation, (c) data collection, and (d) data analysis.

Participants

Participants in this study are a small representation of the five regions within the NSGA. Contact was first made with the executive director of the organization, who contacted the different state directors about working with the principle investigator throughout the remainder of the study. Once permission from the state directors was obtained, participants were recruited with the help of individual NSGA state games organizers through e-mail, electronic newsletters and NSGA state web page. Postcards requesting research participation were inserted into all participants goodie bags for each NSGA state games.

In addition, the researcher attended the Idaho and Nebraska NSGA state games for the purpose of meeting potential participants, handing out recruiting information and being available to answer any questions. A total of 393 participants filled out the online survey that was open to anyone that was registered to any or all of the NSGA state games sites selected for the study. A convenience sampling method was used for recruiting from

the participant registration pools for each NSGA state games. Each participant included in the results analysis met the following criteria: be a competitor at one of the five NSGA state games, and be 50 years of age or older. Informed consent was obtained from all subjects based on their completion and submission of the survey on the provided link as approved by the Texas Woman's University Institutional Review Board (IRB).

Instrumentation

Survey tools included (a) a demographic section collecting information on age, gender, marital status, income, and state of residence; (b) a psychographic section to identify past sport experience, reasons for competing, and how individuals were introduced to the NSGA; and (c) The Sport Motivation Scale-6 (SMS-6). Mallett, Kawabata, Newcombe, Otero-Forero, & Jackson (2007) found that the revised SMS-6 was a model more suited to use with SDT. Using the dispositional flow scale-2, concurrent validity of the six-factor 24-items scale was achieved (Kawabata & Mallett, 2013; Mallet et al., 2007).

Data Collection

Initial contact (see Appendix A) was made to the executive director of the NSGA, who introduced the researcher via e-mail to the coordinators of each NSGA state games. Follow-up communication with desired states was performed to determine the willingness of each organization to participate and to discuss any concerns about the research materials or protocol (see Appendix B). Telephone conversations were held with Michigan, Idaho,

and Maine NSGA coordinators to clarify the research process and timeframe of the researcher's presence at the NSGA event.

Solicitation of participants was through e-mail and personal contact at select NSGA state games (see Appendix C). Request to participate in the research study postcards (see Appendix D) were sent to each NSGA state games coordinator and included in participants' goodie bags at the event. Included in the e-mail and postcard documents were the researcher's general contact information, purpose and procedures of the study, risks associated with participating, and the time commitment for completing the survey (see Appendix C and D). Participants were instructed that the completion of the survey constituted informed consent to participate. Completing the survey was anticipated to take no longer than 30 minutes per participant.

Working with the NSGA state games organizers, an e-mail with the link to the survey was sent to all 2015 NSGA state games participants for the individual states with instructions for completing the survey. Each state had a 21-day window for participants to complete the online survey. Follow-up emails were sent to potential participants 7, 14, and 19 days after the survey timeline began for the individual state participants. No participant names or e-mails were collected by the principle investigator. Any names and/or e-mails provided by the state were stored in a password protected file on the researcher's personal computer for a period of three years. At the end of the three years all identifying information will be destroyed.

Demographic and psychographic information was collected as part of the introduction of the overall survey on the survey platform Survey Monkey. Upon completing the demographic and psychographic information, participants then completed the Sport Motivation Scale-6 (see Appendix E) to determine what each participant's motivation was for participating in NSGA state games. The survey was a 24-question 7-point Likert scale (1 = does not correspond at all, 7 = corresponds exactly) measuring the individuals' motivations for participating.

Data Analysis

Data analysis was done using descriptive analysis such as means and standard deviations to report on participants' responses for demographic and psychographic data from the on-line survey tool for the total number of returned surveys (N = 393). Data from the total number of participants that met the stated assumptions for inclusion in the study using the Sport Motivation Scale-6 survey were analyzed using a one-way Analysis of Variance (N = 307). Separate one-way ANOVAs were used to determine differences in types of motivation (IM, EM, or AM), using the IVs of gender (male/female), and states (Idaho, Kentucky, Maine, Michigan, & Nebraska). Individual responses and the SMS-6 were used to measure the reasons individual participate in the NSGA state games.

Descriptive statistics used to report on motivation, gender, and state participation was based on the 7-point Likert scale of the SMS-6. Alignment to a specific level of motivation is relative to their score. A higher average score indicates a better alignment with that specific level of motivation. There were specific questions that measured

amotivation, the four levels of extrinsic motivation, (external regulation, introjected regulation, identified regulation, and integrated regulation) and intrinsic motivation.

Composite scores of participant responses about motivation based on the Sport Motivation Scale-6 administered to participants represented by the Self-Determination Index (SDI) were used in reporting results. The SDI computes a participant's average score for each level of motivation represented in the SMS-6. Self-determination is identified on a continuum from amotivation to intrinsic motivation. A high SDI is equal to the more self-determined the individual is. SDI scores may range from -18 to 18 with upper end scores identified to intrinsic motivation and lower end scores relating to amotivation (Halbrook, Blom, Hurley, Bell, & Holden, 2012). Scores of -18 to -6 represent amotivation, scores of -5 to 6 represent extrinsic motivation, and score of 7 to 18 represent intrinsic motivation.

Summary

Working with NSGA national and state organizers recruitment materials and information were sent out to each of the five states agreeing to assist with the research. Communication between the researcher and state organizers was achieved through electronic means. Any individual who was registered for a state game was sent an e-mail with an introduction of the researcher, the purpose of the research, and a request to participate with the link to the actual survey tool itself. Attending on-site events in Idaho and Nebraska, the researcher handed out postcards with the same information to participants and answered questions from potential research participants.

States had a 21-day window for individual participants to complete the survey online. Follow-up emails were sent to all registered athletes 7, 14, and 19 days after the 21-day timeframe began. Individual contact and personal information was not collected as part of the research process to protect the anonymity of the participants. Survey Monkey® was the online platform used for the research project which included collection of demographic information, psychographic information, and the completion of the SMS-6. Measuring an individual's motivation, and propensity for sport participation the SMS-6 uses a 7-point Likert scale (1 = does not correspond at all, 7 = corresponds exactly).

Descriptive analysis was done using means and standard deviations to report on demographic and psychographic information. Separate one-way ANOVAs were used to determine differences in types of motivation (IM, EM, or AM), using the IVs of gender (male/female), and states (Idaho, Kentucky, Maine, Michigan, & Nebraska). Sport Motivation Scale-6 was used to measure the reasons individuals participated in the NSGA state games.

CHAPTER IV

PRESENTATION OF FINDINGS

Participation at National Senior Games Association (NSGA) is anticipated to increase in the coming years due, in part, to the continued growth of the senior population in the United States. Examining what motivates individuals to compete in the NSGA state games will be beneficial to the local organizers as they continue to develop their events and marketing strategies. The purpose of this study was to identify motivating factors affecting the senior adults competing in the 2015 NSGA state games. Results and findings of this study will be presented through the headings of: (a) Participant Demographics, (b) Introduction to NSGA Events, (c) Motivating Factors for Senior Participants, (d) Motivating Factors between Genders, and (e) Motivating Factors between States.

Participant Demographics

Participants in this study included men and women who registered for and/or competed in a 2015 NSGA state games event and were contacted by select individual state games organizers via e-mail. Initial demographic and psychographic information was collected on all individuals completing an online survey whether or not they were competitors in one of the five designated state games selected as a part of this research study. The data reported in Table 1 represents all individuals who received an invitation to participate in the study from an NSGA state representative and completed the research survey within the 21-day period ($n = 393$). Completion of the survey meant that the

individual voluntarily answered questions posed by the researcher and on the revised sport motivation scale. Participants were allowed to answer as many or as few questions as they were comfortable completing. All responses are included in the demographic information presented in Table 1.

Table 1

Demographic Sample Information

Demographic Category		N	%
Highest Level of Education n = 391	High School Diploma	33	8.44
	GED	3	0.77
	Some College	38	9.72
	Associated Degree	31	7.93
	Bachelor's Degree	136	34.78
	Master's Degree	108	27.62
	Doctoral Degree	48	12.28
Present Annual Household Income n = 366	<\$15,000	3	0.82
	\$15,001-\$25,000	24	6.56
	\$25,001-\$35,000	27	7.38
	\$35,001-\$45,000	25	6.83
	\$45,001-\$55,000	38	10.38
	\$55,001-\$65,000	36	9.84
	\$65,001-\$75,000	42	11.48
	\$75,001-\$85,000	34	9.28
	\$85,001-\$95,000	25	6.83
	>\$95,001	119	32.51

Table 1 (Continued)

Demographic Category		n	%
Marital Status n = 391	Single	28	7.16
	Married	282	72.12
	Divorced	50	12.79
	Widowed	18	4.60
	Cohabiting	16	4.09
Age Category n = 393	50-54	45	11.45
	55-59	67	17.05
	60-64	77	19.59
	65-69	83	21.12
	70-74	63	16.03
	75-79	46	11.70
	80-84	8	2.04
	85-89	8	2.04
	90-94	1	0.25
Gender n = 391	Male	266	68.03
	Female	125	31.9

Generalized demographic information (n = 393) showed that participants ranged in age from 50 to 94 years, with the majority (72.12%) being married and within the 65-69 age category. Males outnumbered females in this study 2 to 1.

Almost 75% of the initial respondents identified themselves as college graduates with 34.8% earning at least a bachelor's degree, 27.6% a master's degree, and 12.2%

earning a doctoral degree. Forty-nine percent of respondents reported a household income of \$75,000 or higher with 32.5% earning \$95,000 or more per year.

Upon performance of an in-depth examination of all participant answers relative to individual participation in one of the five designated state games for this study a number of individuals were identified as either a noncompetitor or a competitor at state game not designated. These individuals not meeting the research criteria (actual participants in selected state games) were removed prior to specific statistical analysis based on the stated purpose of the study of analyzing motivation by gender and state ($n = 307$). Participants included in the reporting of results met all assumptions and competed in one of five selected state venues (i.e., Kentucky, Idaho, Maine, Michigan, and Nebraska) in 2015. To provide an accurate representation of results to the stated research questions all outliers included in the reporting of demographic information were removed. After adjusting for outliers, results showed that Idaho had the highest participation rate with 143 individuals for 46.8% of surveys collected. Maine accounted for 20% of returned surveys followed by Kentucky (17.7%), Nebraska (12.5%), and Michigan (2%). Figure 2 provides a visual representation of the breakdown of survey participation by state included in the statistical analysis for this study.

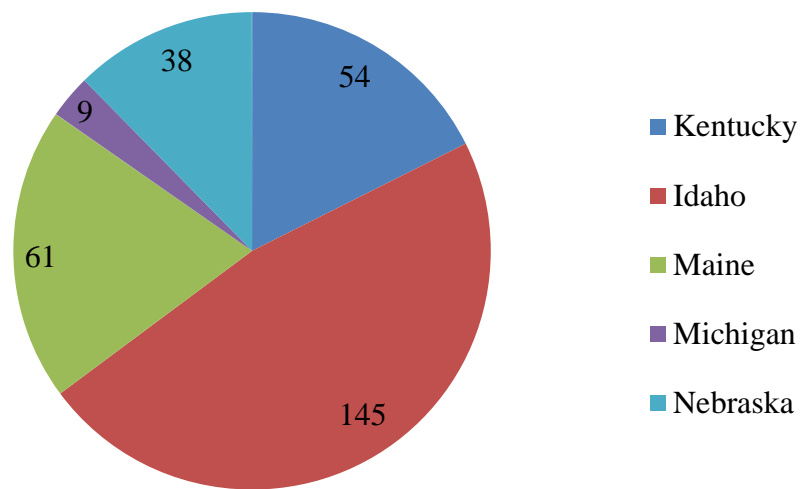


Figure 2: 2015 NSGA state games event participation by state

Introduction to NSGA

Marketing is a large aspect of informing people about opportunities, services, and products. For some recreation/leisure services, marketing budgets are minimal and the use of creative opportunities to get their product out is the difference between providing and not providing for their consumers. Seniors participating in NSGA state games come from a variety of backgrounds and personal situations. As with many activities and hobbies, an individual’s first experience is usually due in part, to the utilization of one or more marketing techniques by the business or organization. The same is true for the NSGA, which uses multiple marketing platforms to reach their target population.

To answer the first research question (How were participants originally introduced to NSGA events?) participants in the study reported the different avenues in which they were introduced to the organization. Introduction could be at the local, state, regional, or

national level. There were seven choices, and individuals were allowed to mark as many as applied to how they learned of the games. As seen in Figure 3, ‘word of mouth’ (WOM) (56%) was identified as the most prominent way individuals found out about the events, followed by ‘organizational affiliation’ (15.4%), ‘newspaper’ (11.6%), and ‘other’ (10.3%). Within the category of ‘other’, participants noted that they had connected via electronic sources (i.e., social media, web searches, e-newsletters), through the organization, volunteered, or attended an event in their community prior to becoming a competitor.

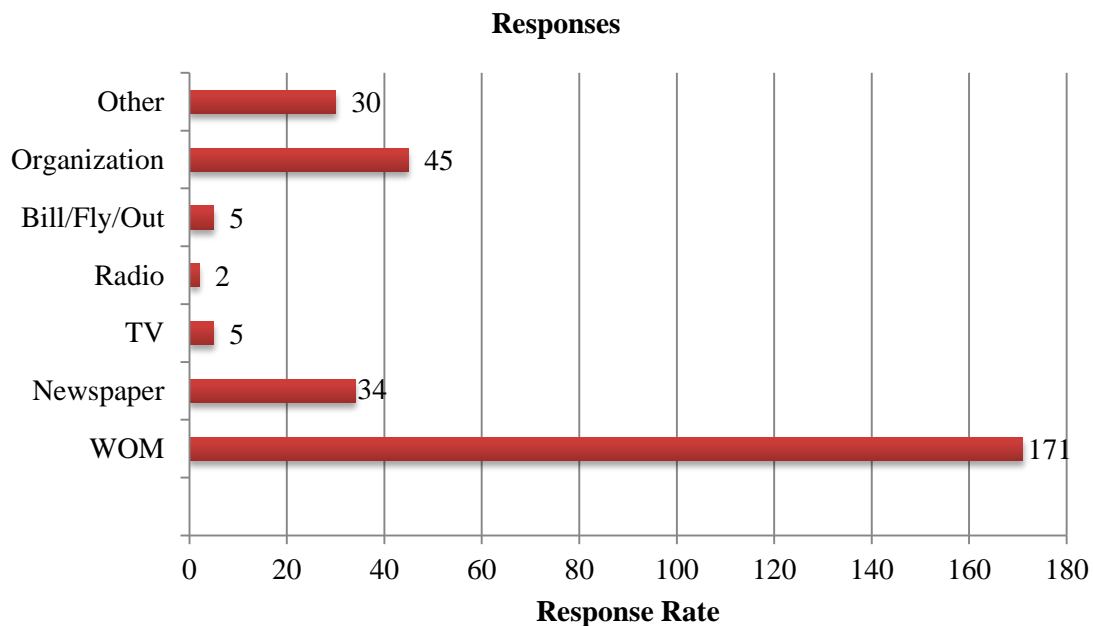


Figure 3: Introduction to NSGA. WOM = word of mouth, Bill/Fly/Out = billboards, flyers, and outside advertising

Motivating Factors for Senior Participants

As part of the psychographic information collected from the sample (n = 307), a frequency analysis was conducted on individual factors identified as part of the decision

making process for participation in the NSGA state games. Relative to research question two (What are the motivating factors for seniors competing in the National Senior Games Association state games?), Figure 4 shows that a majority of seniors (75%) take part in the senior games to compete and challenge their abilities, while 64% participate for the enjoyment they experience. Health reasons (47%), and socialization (42%) also scored high with participants.

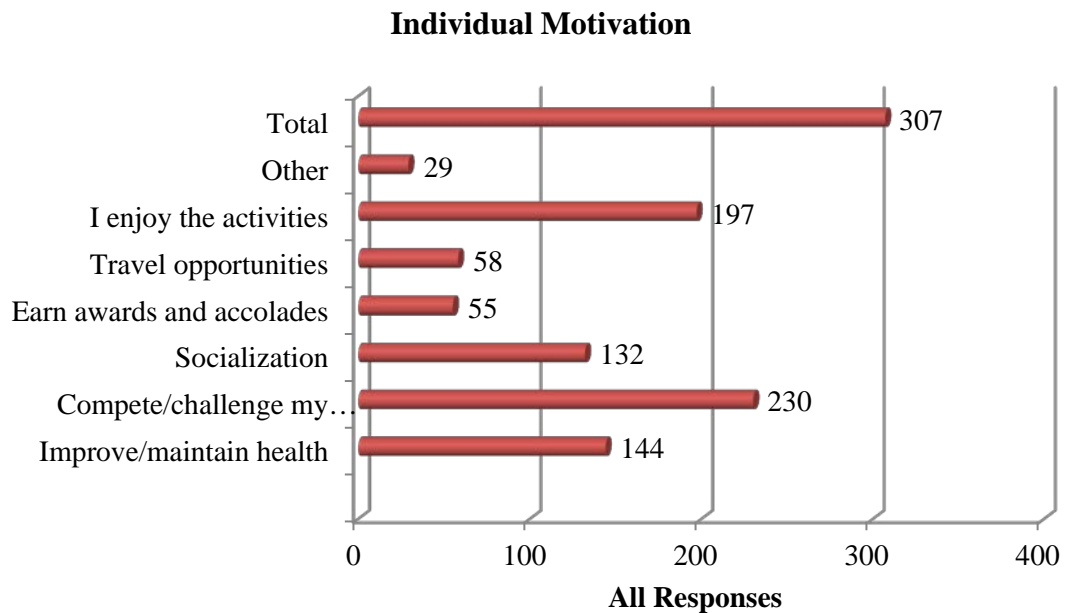


Figure 4: Why individuals compete in the NSGA state games

Motivating Factors by Gender

To examine if there were different levels of motivation between male and female competitors participating in NSGA state games, as asked in research question three, a one-way analysis of variance (ANOVA) was conducted. Investigation of motivation levels using descriptive statistics of means and standard deviations for each of the six

levels of motivation based on gender by the SMS-6 are reported in Table 2 and Table 3. Analyzed factors include amotivation, intrinsic motivation, external regulation, introjected regulation, identified regulation, and integrated regulation. Further examination of results presented a significant main effect of gender for identified regulation [$F = 7.10, p = .008$] as shown in Table 3. Females reported a higher mean score ($M = 15.3$) versus males ($M = 13.4$) on identified regulation, meaning they place a higher personal importance and value on participating than the males do, as shown in Table 2.

Table 2

Means and Standard Deviations of Six Levels of Sport Motivation of State Senior Games Participants by Gender.

	Males		Females	
	M	SD	M	SD
Amotivation	5.2	3.4	4.8	3.2
External Regulation	11.3	6.0	11.9	6.3
Introjected Regulation	12.9	6.4	13.0	7.1
Identified Regulation*	13.4	6.1	15.3	6.4
Integrated Regulation	16.1	6.7	17.1	7.1
Intrinsic Motivation	17.6	6.5	17.8	7.3

*Significance by gender $p = .008$

No significant difference was found between males and females for any of the other five factors. Post-hoc analysis was not conducted because of the dichotomous nature of the independent variable.

Table 3

Analysis of Variance Motivation by Gender

		Sum of Squares	df	Mean Square	F	<i>p</i>
Amotivation	Between Groups	14.087	1	14.087	1.236	.267
	Within Groups	3452.130	303	11.393		
Intrinsic	Between Groups	10.780	1	10.780	.235	.628
	Within Groups	13914.682	303	45.923		
External Regulation	Between Groups	27.405	1	27.405	.724	.396
	Within Groups	11472.058	303	37.862		
Introjected Regulation	Between Groups	.166	1	.166	.004	.951
	Within Groups	13455.820	303	44.409		
Identified Regulation	Between Groups	2743.992	1	273.992	7.104	.008
	Within Groups	11686.848	303	38.570		
Integrated Regulation	Between Groups	69.062	1	69.062	1.463	.227
	Within Groups	14299.050	303	47.192		

Motivating Factors by State

A one-way ANOVA was conducted to explore if levels of motivation differ between states as presented in research question four. Utilizing the SMS-6, factors of amotivation, intrinsic motivation, external regulation, introjected regulation, identified regulation, and integrated regulation were measured. Participants self-selected which state they represented based on where they competed in 2015 (Kentucky (n = 54); Idaho (n = 145); Maine (n = 61); Michigan (n = 9); or Nebraska (n = 38)). A significant statistical effect between the state of participation and level of motivation was found for external regulation ($F = 3.52, p = .008$), introjected regulation ($F = 3.21, p = .013$), and integrated regulation ($F = 3.00, p = .019$), as represented in Table 4. These results infer that participation for external rewards, being recognized as an athlete, and participating because it is personally important to the individual differ between states. The effect of state of participation on amotivation, intrinsic motivation, and identified regulation was not significant ($p > .05$).

Table 4

Analysis of Variance Motivation by State

		Sum of Squares	df	Mean Square	F	<i>p</i>
Amotivation	Between Groups	102.486	4	25.621	2.265	.062
	Within Groups	3416.179	302	11.312		
Intrinsic	Between Groups	410.658	4	102.665	2.214	.067
	Within Groups	14003.309	302	46.369		
External Regulation	Between Groups	519.921	4	129.980	3.526	.008
	Within Groups	11132.828	302	36.864		
Introjected Regulation	Between Groups	564.000	4	141.000	3.219	.013
	Within Groups	13228.124	302	43.802		
Identified Regulation	Between Groups	345.172	4	86.293	2.205	.068
	Within Groups	111820.502	302	39.141		
Integrated Regulation	Between Groups	562.006	4	140.502	3.003	.019
	Within Groups	14131.714	302	46.794		

Investigation of motivation levels using descriptive statistics of means and standard deviations for each of the six levels of motivation based on state of participation by the SMS-6. Mean differences for three of the six levels are evident between the state of Idaho and Maine as identified in Table 5.

Table 5

Means and Standard Deviations of Six Levels of Sport Motivation of State Senior Games Participants by State

	Kentucky		Idaho		Maine		Michigan		Nebraska	
	N = 54		N = 145		N = 61		N = 9		N = 38	
	M	SD	M	SD	M	SD	M	SD	M	SD
Amotivation	5.4	3.4	5.0	3.8	4.4	1.8	7.6	2.8	5.5	3.1
External R*	12.0	5.6	10.3	6.2	13.5	6.5	13.3	4.8	11.5	5.6
Introjected R*	13.1	6.2	11.7	7.03	15.0	6.7	16.3	5.4	12.9	5.4
Identified R	14.6	5.3	12.8	6.6	15.1	6.5	14.8	5.9	15.0	5.5
Integrated R*	17.0	5.9	15.0	7.3	17.9	7.1	17.8	4.1	18.0	5.6
Intrinsic R	18.3	5.6	16.3	7.3	19.2	6.9	18.3	6.0	17.4	5.8

*Significant difference between Idaho and Maine, $p < .05$

Post-hoc comparisons using the Tukey HSD test indicated a significant difference between the states of Maine and Idaho in three of the four levels of extrinsic motivation [external regulation ($p = .004$); introjected regulation ($p = .013$); integrated regulation ($p = .041$)] as shown in Table 6.

Summary

Review and analysis of demographic information, psychographic information and the SMS-6 survey revealed that the participants in this study ranged in age from 50 – 94, with 72% identified as married, 82% holding a minimum of a two-year college degree, and an annual household income of \$65,000 or more for 60% of the respondents. Idaho had the highest overall participation rate with 145 respondents, whereas Michigan had the smallest response rate with 9 individuals. Word of mouth is the primary avenue that individuals were introduced to the games, and most competing at the state level do so for the opportunity to compete and challenge their abilities followed by enjoyment of the activity itself and maintenance of their present health status.

Specific to the SMS-6 survey males presented a higher mean score (although not significant) for amotivation than females ($F = 1.24, p = .27$). A significant main effect of gender for identified regulation was found between males and females ($F = 7.10, p = .008$) meaning that females identify with the personal importance of the activity and accept the actions necessary to participate. Motivation levels as measured between the five states showed a significant effect for external regulation ($F = 3.52, p = .008$), introjected regulation ($F = 3.21, p = .013$), and integrated regulation ($F = 3.003, p = .019$). Using the

Tukey HSD post-hoc test resulted in the identification that the significant difference presented between states was specific to the states of Idaho and Maine such that Maine had higher scores on each of these three variables than did Idaho.

CHAPTER V

DISCUSSION AND CONCLUSION

After receiving an introduction to the research study, guidelines, and risks from the individual state offices via e-mail and/or recruitment postcards, 393 individuals submitted a survey via Survey Monkey®. Instructions for the survey did state that individuals could answer all or just some of the questions posed and still be part of the project, as long as they met the qualification criteria set. Demographic and psychographic information shared gave an overall picture of the seniors that compete at the NSGA state games within the five different regions (i.e., Pacific-Idaho, West-Nebraska, Great Lakes-Michigan, Northeast-Maine, and Southeast-Kentucky). Initial participants included 266 males (66.8%) and 125 females (38.2%), with 160 of those in the 60-69 age category, 282 married, 119 with an annual household income of \$95,000 or more per year, and 292 individuals holding a bachelor's degree or higher.

Prior to running the statistical analysis individual responses were reviewed for the purpose of matching individuals to the stated criteria for inclusion based on research questions three (Are there different levels of motivation between male and female competitors participating in NSGA state games?), and four (Are there different levels of motivation between NSGA states?). Out of the initial 393 respondents 86 did not meet the criteria of competing in one of the five state games identified for this study. Thus the

total number of participant responses used for the quantitative statistical analysis was 307.

Each of the five states included in this study held their annual NSGA state games during the late summer to early fall of 2015, with the majority (i.e., Idaho, Maine, Michigan) hosting individual events over multiple weeks. Nebraska and Kentucky held their games in a consecutive day format not exceeding five days. Participation numbers varied between the states with Idaho ($n = 145$) having the highest and Michigan having the smallest ($n = 9$) number of surveys returned. It was anticipated that the highest number of survey participants would be from Nebraska since the researcher attended three days of the four-day event. Idaho was not a surprise leader in number of surveys returned, though, because the researcher attended the first full day of activities (track and field), which is the largest participatory sport for that state game. Initially the researcher anticipated participation numbers at each state games to be between 600 and 900 individual participants. In reality each of the individual state games had 600 or fewer participants registered. The researcher attended the opening day of the Idaho games and all of the Nebraska state games; this could have had some effect on participation numbers for these states. The researcher personally meeting the directors of the Idaho and Nebraska allowed them to put a face to a name, which could have been positive for recruitment.

Total number of participants from Michigan ($n = 9$) was considerably low compared to the other states. Inference by the researcher is that the low number is due in

part to the fact that the state director was also in charge of all electronic communications to the participants, whereas other states had volunteers designated for that responsibility. It was made known to the researcher that the 14 day follow-up email was sent late, and the final follow-up e-mail was not sent at all. Additionally, the largest participatory event took place the final weekend the survey was available. During an initial conversation Becky, the Michigan State Director, suggested that the researcher offer an incentive for participants to take part in the research study, such as a gift card. The researcher opted not to do the incentive and thus may have had lower participation from Michigan because of that decision. In contrast, Kentucky (n = 54), whose event did not begin until after the survey was closed, had the third highest response rate in the research study. It is speculated that since registered participants are instructed to check their e-mails for start times and any potential changes prior to the start of the games, the initial request to participate and all follow-up requests were received by them.

Participants Initial Introduction to NSGA

Examining demographic results pertaining to the research question of how individuals were introduced to the NSGA was part of the initial data analysis. As anticipated, word of mouth was the primary way participants were originally introduced to the NSGA and subsequent events. It is well known and accepted within the sport industry that satisfied consumers are an organization's best marketing tool (Mullen et al., 2007). They share personal experiences and promote an event or product to those within a specific circle of influence (i.e., common interests, values). Not included as a choice

was electronic media (i.e., e-mail, social media), which could have had an effect on the results. Originally the researcher felt that identifying the organization as the means to introduction included the electronic means. In hindsight, electronic media should have been added as a separate option in the survey. Some form of electronic communication was written in as “other” for 18 of the 30 respondents in the survey, followed by being a first time volunteer at a local event.

Individual Motivating Factors

Gaining personal perspectives for participating in the NSGA state games as posed in the second research question, individuals were allowed to select as many reasons they agreed with when responding to why they compete in the NSGA state games within the psychographic portion of the survey as represented in Table 1. As an overall demographic, the top reasons this sample population (n = 393) competes in NSGA state games is to challenge their abilities, because they enjoy the individual activities, to improve and/or maintain their health, and to be social. These results were in line with studies done by Grant (2001) and Roper, Molnar, and Wrisberg (2003).

Grant (2001) performed interviews with 15 competitors in their 70s from New Zealand, who competed in individual and dual sports. The results were that most had played sports earlier in their lives. The reasons of maintaining present health and social opportunities for competing that were reported in Grant’s (2001) research were also found in this research study, but additionally these individuals felt “competing gave their life purpose, provided a emotional high, and an opportunity to escape from negative life

events” (Grant, 2001, p. 789). Roper et al., (2003) concluded, from their research with a male American runner in his late 80s, that being seen by others as “extraordinary” or “unique” along with the social support he received was the impetus for his competing.

Level of Motivation by Gender

Reporting the descriptive statistics in mean scores, it was noted that the higher the mean score the more aligned the individual was with the specific level of motivation based on the 7-point Likert scale of the SMS-6. Investigating the Individual Motivation Levels by gender the researcher found that women ($M = 15.3$) placed more personal importance on participating than men ($M = 13.4$). At the state level of competition, amotivation would be minimally represented in both genders. This is supported by Beaudoin (2006), who reported that even in a team sport environment females were more intrinsically motivated and task-oriented than males. Another researcher, Eman (2012), reported that older athletes in the same sport showed women being more performance-focused, or integrated in their regulation and men more results- or reward-focused. Self-Determination Theory posits that the more intrinsic the motivation the more self-satisfied one is about performing the skill. Integrated regulation is considered the most internal level of extrinsic motivation, and thus is the most self-determined of the extrinsic levels (Ryan & Deci, 2000). Both genders were presented in the results as very low in amotivation. The only significant main effect of gender on motivation was in identified regulation [$F = 7.10, p = .008$], which coincides with an individual’s ability to personally identify and value the reasons for the behavior as important to him or her. Medic et al.,

(2009) reported that male master athletes (age 45+) in swimming and track and field were more ego centered versus females.

Individual NSGA games at the local level could use this study's results as they secure community and corporate sponsors as well as in their marketing plan. Having an understanding of the goals of potential participants, event organizers could offer specific lead up clinics or events to help introduce the organization and its mission to the key leaders in a community for more resources and awareness. Being able to speak to groups assisting in social advocacy will help NSGA local organization educate their area about the benefits and mission of the organization. The highest level of motivation for both genders was intrinsic motivation (males, $M = 17.6$; females, $M = 17.8$). This result agrees with the psychographic information gained pertaining to the participant's enjoyment of the activities and desire to challenge their own abilities.

Level of Motivation by States

As reported in Table 4, significant differences were found for the motivation levels of external regulation, introjected regulation, and integrated regulation. External regulation ($F = 3.52, p = .008$) suggests a difference between state participants relative to recognition and rewards, and compliance to directives given by an authority figure (Ryan & Deci, 2000). Introjected regulation ($F = 3.219, p = .013$) shows that there is a difference in the number of ego-centered participants from the states included in the study (Ryan & Deci, 2000). Integrated regulation ($F = 3.003, p = .019$) is present when an individual takes ownership of his or her participation and when his or her participation and engagement in

the activity aligns with his or her personal needs and values (Ryan & Deci, 2000). Following up with the Tukey HSD post-hoc analysis the differences were between the states of Idaho and Maine in all three instances. Each level of motivation identified as significant is a sub-category or level of external motivation as identified within the self-determination theory. In all three instances Maine reported a higher mean score than Idaho, which infers that the participants in Maine are more externally motivated overall than Idaho.

Limitations

Within the context of this research study only five state games were used as a sample of the total number of NSGA state games held in 2015; it is to be noted that there was one state representing each region. Minnesota hosted the biannual National Senior Games event in June, which meant that 2015 was not a qualifying year, so participation numbers overall at the state games were lower than anticipated in four of the five states surveyed, with Maine being the only state that had an equal number of participants to what was anticipated by the NSGA committee. Michigan's response rate of nine participants was a concern for this study because it was not a large enough sample to effectively generalize results for that state.

Utilizing only online surveys was a limitation in that only those with computer access had the opportunity to participate in this research. Although many in the senior demographic use computers and other means to access information electronically, this researcher found that 10 to 12 traditional seniors (80+) in Idaho and Nebraska did not want

to participate because they did not have or desire to have access to a computer or the internet. While attending the badminton, pickleball, swimming, and track and field events, the researcher was informed personally by participants of both genders within the 80 and older age categories that they could not participate because “they did not have a computer,” or they had no interest in learning “how to work a computer at my age.” They were willing to fill out a paper copy of the survey, if I had any available.

Enlisting the help of the state director to contact and inform individuals about the research project had a positive impact on the return rate for the online survey in most of the states participating. State directors are the go-to people for questions and information needed by participants as well as volunteers and community partners. An unsolicited e-mail from the researcher may have been delivered to a participant’s spam folder, or the participant may have ignored the request because he or she did not know the origin of the sender. Idaho, Maine, and Kentucky had a designated volunteer who was responsible for the event registrations and connected with all participants via e-mail and other electronic means. Volunteers to do the same task in Michigan and Nebraska were not enlisted; the responsibility for electronic communications was solely the responsibility of the state’s event director on top of the many other tasks that had to be undertaken by the same person.

Attending two of the five events had a positive effect on the end result in that the researcher was able to meet the state directors and their organizing team, and answer any questions participants had about the nature of the research and how it would be used. Inserting postcards in the goodie bags for recruitment purposes was a good way to inform

potential participants, but meeting the researcher at the NSGA state games may have positively influenced individuals to participate. The researcher had her contact information on all recruitment materials, but for this population it could have been more beneficial to answer questions face-to-face rather than e-mail. The personal touch and connection to prospective research participants was a benefit to the overall research project and helped the research gain valuable insight into the senior population also.

The researcher should have made a category specifically for electronically notified, for the question “How individuals were initially introduced to the NSGA.” Since the majority of responses gathered in the category of “other” contained references to electronic media as the inroad to the NSGA. By segmenting new media options (e.g., blogs, e-mail, social networks, and websites) from traditional (e.g., billboards, flyers, radio, and television) for marketing to potential participants, the researcher may have gotten a clearer picture of exactly how the games are promoted and marketed within the participants’ market areas.

Conclusion

Many seniors are still actively competing in sports through the NSGA. Understanding what their motivation is for getting and staying involved will allow the autonomous organizations to better market their product and subsequently positively impact more seniors’ lives. The findings presented in this study may be the initial stepping stone for states to review present practices and consider new or different avenues to introduce more seniors to the NSGA.

Upon review of the overall findings, individual event organizers may be able to work closer with medical professionals, membership organizations, retirement communities, and various other entities that serve this population to help seniors become aware of the benefits of regular physical activity and participation in recreational activities and sports. Staff involved in programs and activities at retirement communities could increase their opportunities to advocate the importance of staying active and maintaining a person's present health. Knowing and understanding why people already participate in classes or events at an organization will allow programmers to individualize activities, classes, or clinics that could spur future participation at future games. Partnering with local medical communities will allow more education to be available about the impact living a more active lifestyle will have overall. Understanding what motivates an individual to behave in a certain way or take part in an activity can be used in the development of educational information, marketing campaigns, and opportunities to learn new skills. With the inclusion of the demographic and psychographic information individual states may have better insight into how to present information and where it can be placed for a higher viewership.

Information gathered from this study has been requested by three of the state organizers that participated in the study. Maine is continuing its push to even out participation numbers between males and females which began four years ago. Gaining a clearer picture of motivating factors important to women will assist them in coordination of lead up events to their annual state games. Idaho and Nebraska both want to know if

offering more clinics or competition opportunities prior to the state games in specific sports would benefit their number of participants. Upon completion of this project a report specific to each state will be developed and presented by the researcher as part of the planning process for the 2016 NSGA state games. This report will include all state demographic information and the motivation analysis between genders. An overview inclusive of demographic, gender, and state analysis will also be sent to the NSGA so that it may be reviewed by the regional representatives.

Recommendations for Further Studies

Although the present study only included 5 of the 49 NSGA state games, the results may be generalized to the senior population within the NSGA as a whole. Future research could include looking further into the relationships between state of residence and levels of motivation within each age category. It is presumed that the younger the senior, the more extrinsically motivated he or she is respective to gender. State of residence and the sport format offered may also play a role in the level of motivation (i.e., individual, dual, team sports). What are the differences in motivation between gender and sport format (i.e., individual, dual, or team)? Exploring the impact of Title IX now that all “baby boomers” have entered the senior demographic is another avenue to consider. Specifically investigating senior females’ response to, how the availability of competitive sports when they were younger has impacted their participation in sports now?

Along that same vein, follow a group of “baby boomer” seniors that are presently competing to find out if or how their motivation changes over 5 and 10 years. What

impact does being employed or taking care of other family members (e.g., their parents, children, or grandchildren) have on seniors participating in NSGA events? Replicating this study with more delineation between ages to see if there is a more concrete age when people become less extrinsically motivated and more intrinsically motivated to participate in NSGA state games. During this study the researcher learned about studies presently being discussed concerning the impact that participating in a specific sport (table tennis) has on dementia and/or Alzheimer's patients. Looking at the number of individuals diagnosed with these two diseases and their participation in the NSGA events would also be interesting to learn about.

Summary

Gaining a better understanding as to why seniors participate in NSGA events is of great interest to those organizing and managing the events at all levels of the organization. The platforms event directors use to reach potential participants are as important as the information provided in the varied marketing pieces disseminated to the masses. Whether offering classes at a local community center to allow for socialization, or at a YMCA to learn specific sport skills or to improve an athlete's present performance, the way an individual is motivated to participate may impact the way activities and events are presented and marketed to the target audience. This study sought to answer the following questions:

RQ1: How were participants originally introduced to NSGA events?

RQ2: What are the motivating factors for seniors competing in the National Senior Games Association state games?

RQ3: Are there different levels of motivation between male and female competitors participating in NSGA state games?

RQ4: Are there different levels of motivation between NSGA states?

As interest in the area of sport motivation for senior adults continues to expand, there is still little information specific to the National Senior Games participants. This research makes a contribution to the sport management literature by providing the basis of generalized information about NSGA participant demographic backgrounds and how they are motivated to participate in the annual state games held each year.

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APPENDIX A
Initial Correspondence

Initial Correspondence

From: Marc Riker [mailto:mriker@nsga.com]
Sent: Saturday, June 06, 2015 4:09 PM
To: Shawver, Sandra
Subject: Re: National Games Research Request

Sandra,

Yes, you should contact the states ASAP and provide them info about the project and exactly what you are asking them to do and the timeline. Plus, provide your background and relationship with senior games.

Note that states would be looking for a turnkey project, therefore all documents and info would need to be provided to them. Including the info about the project that would be sent to athletes.

As you know, each state would make their own decision to participate. NSGA could send them an email to let them know you would be contacting them and it is valid request. However, NSGA would not be requesting or mandating that the state participate. If you like NSGA to send an email to the states informing them you would be contacting them, let me know by Wednesday, June 10th. Also, send a synopsis of the project, and your bio. We could then send a note to the eight states your targeting by June 12th. After June 12th, the NSGA will be solely focused on the final prep for the 2015 Games.

Continued wish on your success.

Marc

Initial Correspondence

From: Marc Riker [mailto:mriker@nsga.com]
Sent: Saturday, June 09, 2015 4:04 PM
To: Shawver, Sandra
Subject: Re: National Games Research Request

Thank you Sandra,

Will send an email today to the states you mentioned informing them to expect correspondence from you in the new few days.

Wish you well and appreciate your support of senior games.

Marc

Marc T Riker | CEO
National Senior Games Association
PO Box 82059 | Baton Rouge, Louisiana | 70884
direct: 225.706.5106 | fax: 225.766.9115 | mriker@nsga.com
facebook.com/seniorgames1 | twitter.com/seniorgames1 | www.nsga.com

Initial Correspondence



Marc Riker, CEO
National Senior Games Association
P.O. Box 82059
Baton Rouge, LA 70884

Dear Marc,

I want to thank you for introducing me to the states I hope to work with as I complete the degree requirements at Texas Woman's University for my Ph.D. in Sport Management. I am entering the final phases of my program which involves collecting information from individuals involved with the NSGA at the state games level. The final phase is the actual analysis of the data and writing of my dissertation. My research topic is looking at the motivating factors of National Senior Games State Event Participants. Specifically I want to include five individual states representing each of the five regions within the organization for data collection.

Once my survey and other information are approved by the TWU Internal Review Board, I will forward all the necessary information for participation in my research study to the appropriate person at the state organizations. I hope to have 300+ individuals, inclusive of all age categories the NSGA recognizes, fill out an anonymous on-line survey that will ask demographic questions about age, gender, state of residence, education level, income range, how people initially learned about the National Senior Games and if they had a history of sport participation prior to competing with the senior games. Additionally there will be a 24 question survey asking about the reasons why they are participating in the 2015 state event. It is a Likert scale instrument that goes from 1 – 7 (1 being no correspondence at all and 7 being corresponds exactly). All in all the whole survey should not take an individual more than 20 minutes to fill out. The survey will be provided via a link that the participants can go to for completing it. Their completion of the survey will also serve as their informed consent (unless I am directed otherwise by my committee). I would like to contact the individual state directors within the next 7-10 days if possible about working with me. I will provide each state all the

information that is necessary to pass along to potential participants and will answer any and all questions or concerns they might have.

Solidifying my recruitment of participants is one of the last steps I need to complete for the university's Internal Review Board paperwork. When that is done I will be able to send out ancillary information and the survey link to the participants or the state contact who could then send it out if that will work better. I am willing to work with each state individually as needed to be able to complete my data collection by mid-August at the very latest.

I have had the privilege of working with the National Senior Games Association, specifically the Texas Senior Games Association for many years prior to beginning my degree. Through my tenure at the YMCA as a program director, associate executive director and finally the CEO I worked with some great volunteers both here in Wichita Falls and at the state level. Ed & Kay Roberts were among the first folks I met as a younger programmer that was asked to help with the facilities for our North Texas Senior Games in the mid 1990's. After earning my M.Ed. and teaching at Texas A & M I came back to Wichita Falls and became re-involved with the games locally and at the state level. I served on the Texas Senior Games State board of directors for 2 terms and look to volunteer again after I earn my degree.

In addition to attending TWU as a doctoral student I teach full time at Midwestern State University here in Wichita Falls in the Kinesiology and Sport Administration programs. Within my position here I am able to teach and watch future professionals in the sport management field develop. We work with local non-profits, public and private schools and other organizations in providing hands-on training via internships and field experiences. If you ever have a need I would love to lend a hand in this area as well. I have been blessed with two very fulfilling careers and enjoy what I do each day. I have presented other research concerning experiential learning, student engagement, and website design for seniors at state, regional and/or national conferences over the past four years.

Once again, thank you for your help and if any additional information is needed, please don't hesitate to contact me at the e-mail, phone and/or address below.

Sincerely,

Sandra

APPENDIX B

State Organizers Request

State Organizers Request

From: Shawver, Sandra [mailto:sandra.shawver@mwsu.edu]

Sent: Wednesday, June 24, 2015 4:44 PM

To: Jo Dill

Subject: Maine State Senior Games Request

Dear Jo,

My name is Sandra Shawver and you should have received an e-mail from Marc Riker introducing me last week. I am in the final phase of my Sport Management program at Texas Woman's University for my Ph.D. I am doing research on what factors motivate seniors to compete at the NSGA state senior games and am requesting your help to administer and collect surveys.

My procedure includes using a secure online survey that will be anonymous and voluntary sent to your 2015 state games participants. The survey should take no more than 20 minutes to complete with no identifiable information about the participants being gathered. Participating in the survey and submitting it will serve as an informed consent to participate. The survey will include demographic, sport participation and motivation questions.

Possible risks to the participants may include discomfort with some questions asked, becoming fatigued while completing the survey. The participant may take a break or stop answering questions at any time. Confidentiality is assured by the anonymity of the participants, the storage of the data after collection on a password protected computer. Individual confidentiality will be protected to the extent possible as allowed by law.

I look forward to the opportunity to work with you and am happy to talk with you over the phone or via e-mail to answer any other questions you may have. If you agree to help, please send me an e-mail stating such with your position and contact information as soon as possible. This information is needed before I can proceed to the next step.

Thank you for your help and if any additional information is needed, please do not hesitate to contact me at the e-mail, phone and/or address below.

Sincerely,

Sandra

Sandra Shawver, B.S., M.Ed.

Instructor, Department of Kinesiology

West College of Education

Midwestern State University

3410 Taft Blvd., Ferguson 301D

Wichita Falls, TX 76308

(940) 397-4941 Fax (940)397-4694

State Organizers Request (Continued)

RE: Maine State Senior Games Request

Jo Dill [jdill@SMAAA.org]

Sent: July 01, 2015 9:03 AM

To: Shawver, Sandra

Attachments: MSG LOGO BLACK. Png (31KB)

Sandra,

Attached, please find our logo. I am very willing to help with your research! Let me know what I can do!!

Thanks,

Jo



State Organizers Request (Continued)

From: i [mailto:fmiklavcic@aol.com]
Sent: Friday, June 26, 2015 9:14 AM
To: Shawver, Sandra
Subject: Re: Kentucky State Senior Games Request

Sandra,

As Kentucky Senior Games president, I am willing to get your surveys out to Kentucky Senior Games participants. Last year we had 650 competitors. Let me know what you need me to do.

Sincerely,

Frank Miklavcic
Kentucky Senior Games
319 Erin Way
Frankfort Ky 40601
Fmiklavcic@aol.com 502-320-2264

United Way Kentucky Senior Games Director
Kentucky Track & Cross Country Coaches Association



State Organizers Request (Continued)

From: Becky Ridky [mailto:becky_ridky@opcseniorcenter.org]
Sent: Friday, June 26, 2015 7:40 AM
To: Shawver, Sandra
Subject: RE: Michigan State Senior Olympic Games Request

Hello Sandra,

The Michigan Senior Olympics would be happy to help in any way we can.

Thank you!

Becky Ridky
Executive Director
Michigan Senior Olympics
650 Letica Drive
Rochester, MI 48307
OFFICE: (248) 608-0252
FAX: (248) 656-3153
EMAIL: info@michiganseniorolympics.org
WEBSITE: www.michiganseniorolympics.org



State Organizers Request (Continued)

RE: Idaho State Senior Games Request

Mike Thornton [idahoseniorgamesinfo@gmail.com]

Sent: Tuesday, June 30, 2015 5:30 PM

To: Shawver, Sandra

Sandra,

I can call you in the morning at 9:00am Idaho time if that will work for you.

Mike Thornton

State Coordinator
Idaho Senior Games
idahoseniorgamesinfo@gmail.com
208-861-8000



State Organizers Request (Continued)

RE: Idaho State Senior Games Request

Mike Thornton [idahoseniorgamesinfo@gmail.com]

Sent: Tuesday, July 1, 2015 1:30 PM

To: Shawver, Sandra

Sandra,

After talking with Marc and you, we are willing to work with you on your project. Contact John Biggs who is our registration guy for the state games and work out the details with him. His information is biggs81@gmail.com or 208-369-0244.

Mike Thornton

State Coordinator
Idaho Senior Games
idahoseniorgamesinfo@gmail.com
208-861-8000



State Organizers Request (Continued)

From: Jade Meads [JMeads@kearneygov.org]
Sent: Wednesday, July 08, 2015 2:15 PM
To: Shawver, Sandra
Subject: RE: Nebraska State Senior Games Request

Sandra,
Will you be sending out these surveys yourself via email? Or how will these be distributed? Will participants be informed that information is kept confidential?

Jade Meads
Recreation Superintendent
City of Kearney Park & Recreation Department Program Coordinator – Nebraska Senior Games
Phone: 308.233.3229 | Fax: 308.233.3608



State Organizers Request (Continued)

From: Shawver, Sandra [mailto:sandra.shawver@mwsu.edu]
Sent: Wednesday, July 8, 2015 4:35 PM
To: Jade Meads
Subject: RE: Nebraska State Senior Games Request

Jade,

Thank you for your e-mail. The survey will actually be accessed through a link on either Survey Monkey or another survey site that Texas Woman's University uses for research. I will be sending each state contact person a Request for Participation e-mail that can be put in a newsletter and as a post card for the goodie bags as soon as I get approval from the school to move forward. This Request for participation has the particulars of what I am doing, why I am doing this, the risks that are associated with participation (this will cover the confidentiality concern) and a link to the actual survey. It is estimated that the actual survey will take folks about 15 - 20 minutes total to fill out.

I will be more than happy to send everything out to your participants, but if you prefer all on-line contact can come from your office so that there is less concern over who has access to their e-mail information. I am not collecting any confidential information on my survey and there will be no identifying information on them other than a number that will be used as I input the data to the analysis program after collections.

If you have any other questions or would like to talk over what I am doing I can call you at your convenience this week to clarify anything.

Thanks again for the consideration & I look forward to working with you.

Sandra

Sandra Shawver, Instructor
West College of Education
Midwestern State University
3410 Taft Blvd., Ferguson 301D
Wichita Falls, TX 76308
(940) 397-4941 Fax (940)397-4694

State Organizers Request (Continued)

From: Jade Meads [JMeads@kearneygov.org]
Sent: Wednesday, July 10, 2015 11:55 AM
To: Shawver, Sandra
Subject: RE: Nebraska State Senior Games Request

Sandra,

I think this is something we could help with. I would be willing to send out a link to my participants.

Jade Meads
Recreation Superintendent
City of Kearney Park & Recreation Department Program Coordinator – Nebraska Senior Games
Phone: 308.233.3229 Fax: 308.233.3608
Website Facebook Recreation Brochure



APPENDIX C
Participant Recruitment Letter

Participant Recruitment Letter

Dear NSGA State Senior Games Participant,

I am a doctoral student at Texas Woman's University, working on my dissertation in the department of Kinesiology as partial fulfillment of the requirements for a Doctor of Philosophy Degree in Sports Management. I am contacting you to request your help by participation in my research.

Purpose: To determine the factors that motivate seniors to compete at the National Senior Games state games.

Procedure: Secure online survey and participation is anonymous and voluntary

Time Commitment: approximately 20 minutes

Confidentiality: No identifiable information about the participant will be gathered by the survey

and confidentiality will be protected to the extent possible as allowed by law.

Potential Risk: Fatigue while completing the survey, discomfort with questions, and loss of confidentiality.

There is a potential risk of loss of confidentiality in all email, internet and downloading transactions.

If you agree to participate in this online survey, please click on www.surveymonkey.com/r/NSGAstategamessurvey to fill out the survey.
Thank you for your assistance with this project.

Sandra K. Shawver, B.S., M.Ed.
Department of Kinesiology
Texas Woman's University
Denton, TX 76204
Phone: xxx-xxx-xxxx
E-Mail: sshawver@twu.edu

APPENDIX D

Participant Recruitment Card

Participant Recruitment Card



Sandra Shawver

Sshawver@twu.edu

(xxx) xxx-xxxx

Survey Link:

www.surveymonkey.com/r/NSGAstategamessurvey

Available Aug. 1—25, 2015

Please consider participating!

I am a doctoral student at Texas Woman's University, working on my dissertation toward my Doctor of Philosophy Degree in Sports Management. Below is an overview of my research and what you are being asked to do. I hope you will

Purpose: To determine the factors that motivate seniors to compete at the National Senior Games state games.

Procedure: Secure online survey and participation is anonymous and voluntary.

Time Commitment: Approximately 20 minutes.

Confidentiality: No identifiable information about the participant will be gathered by the survey and confidentiality will be protected to the extent possible allowed by the law.

Potential Risks: Fatigue, discomfort with questions, and loss of confidentiality.

There is a potential risk of loss of confidentiality in all email, internet, and downloading transactions.

If you agree to participate please click on this website TBD to fill out the online survey.

Thank you for your assistance with this project and Good Luck in your events!

APPENDIX E

2015 NSGA State Participant Survey

2015 NSGA State Participant Survey

Informed Consent: By completing the following survey, you are giving your consent to participate in this research project.

Demographic Information

What is your gender? _____Male _____Female

What is your state of residence? _____

What is your marital status?

- Married
- Single
- Widowed
- Divorced
- Cohabiting

Which age category are you competing in?

- 50-54 55-59 60-64
- 65-69 70-74 75-79
- 80-85 85-89 90-94
- 95-99 100+

What is your present household income?

- | | |
|---|---|
| <input type="checkbox"/> <\$15,000/year | <input type="checkbox"/> \$15,001-\$25,000/year |
| <input type="checkbox"/> \$25,001-\$35,000/year | <input type="checkbox"/> \$35,001-\$45,000/year |
| <input type="checkbox"/> \$45,001-\$55,000/year | <input type="checkbox"/> \$55,001-\$65,000/year |
| <input type="checkbox"/> \$65,001-75,000/year | <input type="checkbox"/> \$75,001-\$85,001/year |
| <input type="checkbox"/> \$85,001-\$95,001/year | <input type="checkbox"/> > \$95,001/year |

What is your highest level of education?

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> High School Diploma | <input type="checkbox"/> GED | <input type="checkbox"/> Some College |
| <input type="checkbox"/> Associates Degree | <input type="checkbox"/> Bachelor's Degree | |
| <input type="checkbox"/> Master's Degree | <input type="checkbox"/> Doctoral Degree | |

Psychographic Information

At what age did you begin competing in the senior games? _____

Did you participate in sports/athletics prior to competing in the senior games for the first time? Yes No

How did you first learn about the senior games?

- | | |
|---|--|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Television |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Billboard, flyers, outdoor ad |
| <input type="checkbox"/> Organization affiliation | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Other: _____ | |

Why do you compete in the senior games?

- Improve/maintain health

- Socialization
 - Travel opportunities
 - Compete/challenge my abilities
 - Earn awards and accolades
 - I enjoy the activities
- Other _____

In 2014 how many senior games state games did you participate in? _____

What event(s) do you normally compete in at the state level?

Sport Motivation Scale–6

Using the scale below, please indicate to what extent each of the following items corresponds to one of the reasons for which you are presently participating in the NSGA state games.

Does not correspond at all		Corresponds a little	Corresponds moderately	Corresponds a lot		Corresponds exactly
1	2	3	4	5	6	7

Why do you compete/participate in the NSGA State Games?

1. For the excitement I feel when I am really involved in the activity	1	2	3	4	5	6	7
2. Because it is a part of the way in which I have chosen to live my life	1	2	3	4	5	6	7
3. Because it is a good way to learn lots of things which could be useful to me in other areas of my life	1	2	3	4	5	6	7
4. Because it allows me to be well regarded by people that I know	1	2	3	4	5	6	7
5. I don't know anymore; I have the impression of being incapable of succeeding in this event	1	2	3	4	5	6	7
6. Because I feel a lot of personal satisfaction while mastering certain difficult training techniques	1	2	3	4	5	6	7
7. Because it is absolutely necessary to do sports if one wants to be in shape	1	2	3	4	5	6	7
8. Because it is one of the best ways I have chosen to develop other aspects of my life	1	2	3	4	5	6	7
9. Because it is an extension of me	1	2	3	4	5	6	7

10. Because I must do sports to feel good about myself.	1	2	3	4	5	6	7
11. For the prestige of being an athlete.	1	2	3	4	5	6	7
12. I don't know if I want to continue to invest my time and effort as much in the senior games anymore	1	2	3	4	5	6	7
13. Because my participation in the senior games is consistent with my deepest principles	1	2	3	4	5	6	7
14. For the satisfaction I experience while I am perfecting my abilities	1	2	3	4	5	6	7
15. Because it is one of the best ways to maintain good relationships with my friends	1	2	3	4	5	6	7
16. Because I would feel bad if I was not taking time to do it	1	2	3	4	5	6	7
17. It is not clear to me anymore: I don't really think my place is in sport	1	2	3	4	5	6	7
18. For the pleasure of discovering new performance strategies	1	2	3	4	5	6	7
19. For the material and/or social benefits of being an athlete	1	2	3	4	5	6	7
20. Because training hard will improve my performance	1	2	3	4	5	6	7
21. Because participation in the senior games is an integral part of my life	1	2	3	4	5	6	7
22. I don't seem to be enjoying the senior games as much as I previously did	1	2	3	4	5	6	7
23. Because I must do sports regularly	1	2	3	4	5	6	7
24. To show others how good I am at my sport(s)	1	2	3	4	5	6	7

APPENDIX F

Motivating Factors by States and Gender

Motivating Factors by Gender and State

A Factorial ANOVA was conducted to explore each level of motivation (amotivation, intrinsic, external regulation, introjected regulation, identified regulation, and integrated regulation) on gender and states as measured by the SMS-6. Participants were divided into five groups according to the state game they competed in (Kentucky, Idaho, Maine, Michigan, and Nebraska). The interaction effect between amotivation, external regulation, and introjected regulation, and state game was significant ($F = 4$, $p < .05$) and represented in Table 6. There was no significant difference found ($p > .05$) for intrinsic motivation, integrated regulation, and identified regulation.

Table 6

Motivation Levels by Gender and State

	Amotivation		Intrinsic Motivation		External Regulation		Introjected Regulation		Identified Regulation		Integrated Regulation	
	<i>p</i>	F	<i>p</i>	F	<i>p</i>	F	<i>p</i>	F	<i>p</i>	F	<i>p</i>	F
Gender	.679	.171	.518	.419	.568	.327	.708	.140	.246	1.34	.695	.154
States	.032	2.67	.165	1.63	.028	2.76	.030	2.71	.257	1.33	.057	2.32

Post-hoc comparisons using the Tukey HSD test indicated to which degree states differed relative to amotivation, external regulation, and introjected regulation. Results show a significant difference for amotivation ($p = .032$) and external regulation ($p = .028$) present between states. This significance was found between Maine ($M = 13.64$) and Idaho

($M = 10.63$). Level of significance for the means was reported as $p = .018$. All other states showed no significant differences with either Maine or Michigan on this motivation level.

Introjected regulation also presented a significant difference ($p = .030$) between states.

With further review again Maine and Idaho were the only states significantly different, with

Maine again reporting a higher mean score ($M = 15.05$) over Idaho ($M = 11.97$). There

were no significant differences between Kentucky, Michigan and Nebraska to either Maine or Michigan relative to introjected regulation.