

The Impact of Professional Sports Industry on Exercise Motivation and Physical Activity Engagement in Young Adult Sports Fans

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Introduction

- This research tries to answer the question **"Does the professional sports industry potentially motivate young adult sports fans to exercise?"**
- There is **lack of study** about the connection of sports industry and exercise motivation.

Aim

Gain a deeper understanding on the **connection** of professional sports industry with exercise motivation and physical activity engagement of young adult sports fans, then, determine the **most motivating sports media content** for young adult sports fans.

Significance

The study is important to **provide evidence** that sports industry could foster exercise motivation and **incentivize sports business** to motivate its fans to exercise.

Method

comparing the

- **current** condition: **often** engage with the sports industry and watch sports
- **past** condition: **rarely** engaged with the sports industry and watched sports

of the young adult sports fans' exercise motivation and physical activity (PA) engagement

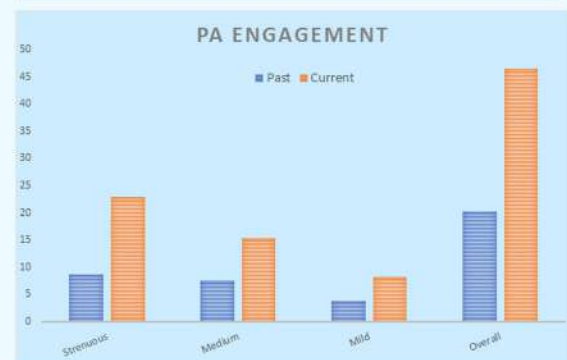
Sample: sports fans age 18-25 years

Measures:

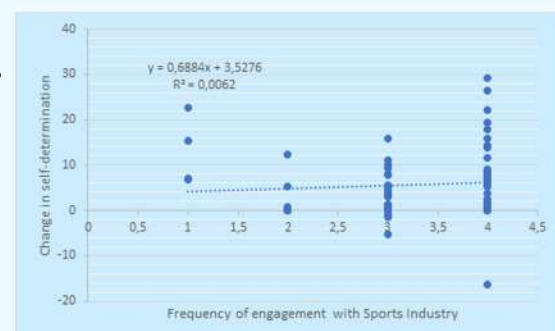
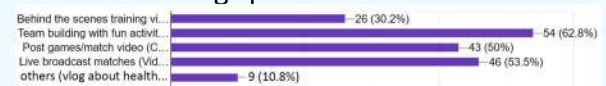
BREQ-2 (based on self-determination theory)

Godin Leisure-Time Exercise

Results



Most motivating sports content



Self determination and PA engagement

in the **present** **often** watch sports on tv and social media **>** in the **past** **rarely** watched sports on tv and social media

Conclusion

Professional sports industry potentially gives positive impact on sports fans self-determination and physical activity engagement.

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