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FULL PAPER PROCEEDING
Multidisciplinary Studies

Full Paper Proceeding ETAR-2014, Vol. 1, 441-450

ISBN: 978-969-9948-23-7

ETAR 2014

Motivation, Task Orientation And Ego Orientation Influence Flow Experience Among Golfer

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Abstract

The popularity of golf sport in Malaysia has been linked to growing demands and this trend is expected to continue. Most of the golfer seeks specific needs and wants to meet their motivation satisfaction. Several studies have explored motivating factors for sports participation among people, but limited data available regarding factors motivating golfer to participate in sports specifically by embracing the flow theory. Therefore, this paper attempts to provide insight into how motivation, task orientation, ego orientation, influences flow experiences of golfers. By using the purposive sampling, a total of 100 (n=100) golfer was interviewed using quantitative method. Three hypotheses were tested, two were significant and one was not accepted (task orientation). Thus, club managers need to manoeuvre the marketing strategy and focus on social aspect for the golfer engaging in golf and create pleasure experience. Future research needs to investigate the differences between ego, goal and task orientation that influence flow experience among other sport setting.

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Peer-review under responsibility of the Scientific & Review committee of ETAR-2014.

Keywords : Motivation, Flow Experience, Golfer, Task Orientation, Ego Orientation.

Introduction

The increased popularity of golf as leisure and competitive sport has created significant impact towards economic, social and environmental on the origin country. Therefore, golf market represents a significant opportunity to grow as well as generating substantial revenues (Chad, 2013, Hennessey, Yun, MacEachern, & MacDonald, 2007). Given golf's capacity to draw higher than average earnings and generate revenues within, it is important to examine the main contributor to the economy that was the golfer's itself. Contritely , (Petrick, Blackman, Bixler, & Norman, 2002) reported that number of golfers decline about 1 % a year, meanwhile the growth of golf course continue to increase approximately 11%. To understand the golfers, ones need to look into the motivation, task orientation and goal orientation because it is a critical variable as the driving force behind all human experience. (Crompton, 1979)

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In sport research setting, motivation has become the main issue of comprehend why sportsman becomes allegiant towards their favorite sport. Studying sportsman motivation has been an important factor for sport marketing. In order to survive in the market place, sport marketers need to know and anticipate changes in the superman particular golfer's motivations that will allow the continuity of lifelong involvement.

Motivation has become a major issue for specialists in many fields such as tourism and consumer products and it was considered for a long period of time as the only one that intervenes between stimulus and responses to consumer behaviour (Catoiu, 2004). In the field of sport management, (Mowen & Minor, 1998) indicates that motivation refers to an activated state within a person consisting of drive urges, wishes, and desires that lead to task and ego-directed behaviour. Precise to golf, there is limited research examining the motives of involvement that create flow of experience (McDonald, Milne, and Hong (2002). Thus, the main purpose of this study is to fulfill the gap by examine the relationship among motivation, task orientation and ego orientation of flow experience.

Golfer Motive

Several past studies have been conducted to examine the relationship between motivation and perceived goal orientation as independent variables and specific components of flow of experience as the dependent variable. (Csikszentmihalyi, & McMannama, 1983) founds that intrinsically motivated activities are more positively experienced than extrinsically motivated activities. According to (Frederick & Ryan, 1993) intrinsic motivation correlated positively with spending several activity hours and days over the course of a week in participation in sports, leisure, or exercise activities, as well as with higher levels of perceived satisfaction, fun, excitement and pleasure for participation in sports, leisure, or exercise activities. These outcomes indicated that various motivational factors lead to differential levels of participation and behavioural consequences for sport and exercise participants (Deci & Ryan, 1991). Therefore, motivation is the factor that needs to understand both behavioural and psychological outcomes in sports and exercises aspect.

Furthermore, a task-oriented sport participant who is more focused on learning and personally mastering a task are keen to adopt more intrinsic motivational elements such as skill development and enjoyment. (Deci & Ryan, 1991) stated that different types of motivation lead to different experiences and outcomes. High motivation to engage in the activity was found by (Jackson, 1995) to be an important flow facilitator for elite athletes. (Jackson, 1995) also stated that a positive relationship was expected between intrinsic motivation and flow. Past researcher, suggests that the perceptions of ego-involving or task-involving motivational climates affect motivation in a different manner and in general, result shows that perceptions of task-involving motivational climates in sport settings, are linked to more enjoyment and level of involvement in sport activities (Duda, 2001).

Task Orientation, Ego Orientation And Flow Experience

Revealing the achievement goal theory, the most crucial dimension was task orientation and ego orientation. Task involvement is referred as a mastery or learning focus (Dweck, 1986), while ego involvement is referred to as an ability or performance focus (Ames, 1984; Dweck, 1986). The task-involved individual uses the undifferentiated conception of ability to judge demonstrated competence, conceives ability as improvement, and is concerned with learning or mastery of the task (Oi,2001;Nicholls, 1984). On the other

hand, the ego-involved individual uses the differentiated conception of ability to judge demonstrated competences, and perceives ability as capacity to others (Nicholls, 1984).

Within the sport's context, task and ego orientation seems most pertinent, as each relates to a person's perception of ability, which is highly valued in athletic environment (Oi, 2001; Duda, 1992). The researchers found that ego-oriented individuals were more likely to report motives associated with competition and recognition status, whereas task-oriented participants stressed on skill development and fitness.

Several studies found that a person high in task orientation reported greater enjoyment and interest (Oi, 2001 : Jackson & Roberts, 1992; Nicholls, 1984). In the past studies, the researcher also examined open ended statements regarding athletes' focus during best and worst performances and included follow-up interviews with selected athletes where is the analysis of these data provided strong evidence that a task involved focus was typically associated with best performance while an ego-involved focus was more characteristic of worst performances (Schuett et al., 2001). Also, those high in perceived ability and task orientation were found to experience flow more frequently that those low in perceived ability and high in ego orientation (Schuett et al., 2001). Of central importance in predicting the behaviour of ego-involved individuals is the level of perceived competence such as for individuals with high perceived competence, the same positive behavioural predictions as for task- involved individuals are made (Schuett et al., 2001). Individuals with low perceived competence, however, are predicted to choose tasks that are excessively high or low in challenge, exert low effort, lack persistence, and have impaired performance (Schuett, Selin, Wang, Branch & Bo, 2001).

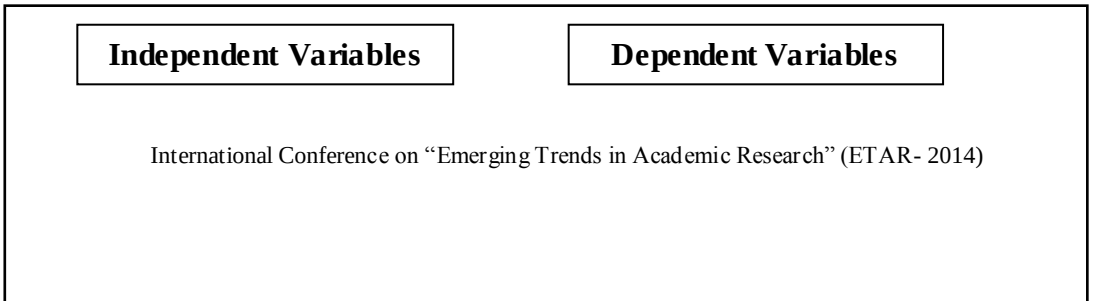
Consequences, (Jackson & Roberts, 1992) found that correlation support for positive association between task orientation and flow in athlete. An athlete with a task orientation may be more likely to experiences flow than athlete with an ego orientation, due to the fact that task orientation focuses the individual on the task rather than on anticipated outcomes. Thus, the "flow experience" is an important part of the enjoyment experience, one set perceptions producing positive effect (Schuett et al., 2001). As several studies indicate, individuals' reports of enjoyment in sport or exercise go considerably beyond the flow condition (Heck & Kimiecik, 1993; Scanlan, Carpenter, Lobel, & Simons, 1993).Hence , three hypotheses was developed as follows:

H1 – There is a significant relationship between motivation and flow experience.

H2 – There is a significant relationship between ego orientation and flow experience

H3 – There is a significant relationship between task orientation and flow experience

Conceptual Frameworks



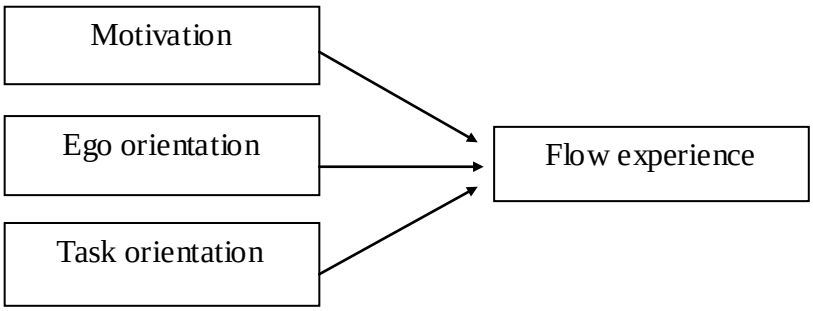


***Figure 1*:** Figure 1 shows relationship between motivation, ego orientation and task orientation between the flows of experience.

Method

Participants

Research participants (n=100) were golfers from Seremban International Golf Club who voluntarily responded to survey questionnaire collected at the golf club. All respondents aged 18 years old and above. Age range from 40-49 years old with N=49 and 49 percent. Furthermore the lowest frequency and percent range age from 70-79 years with N= 4 and only 4 percent only. Therefore the age range from 40-49 were the most heavily represented. The frequency of respondents having played golf during the last year was classified into 10 categories. Those who had played golf around 41-60 times were the most heavily represented which shows that N= 36 and 36 percent. Besides that, the respondents participated in golf shows four categories years which are 5-20, 21-30, 31-40, and 41-50 years. Those who had played golf for 5-20 years were the most heavily represented which shows that N=63 and 63 percent.

Procedure

The researcher used the Sport Motivation Scale (SMS) develop by (Pelletier et al., 1995). The golfers intercept for golf method was used (Hansen & Gauthier, 1993). This method requires administering the survey to golfers while at the resting area. Researcher intercepts and subjects fill in and completed the sets of questionnaire. Before that, the golfers were briefed regarding the questionnaires and it was keep confidential. The procedures were voluntary and were administered. Questionnaires took approximately 15 to 20 min to complete. The selections of golfers were done by using the purposive sampling with a purpose in mind that the sample selected was actual golfers and excluded those who do not compliant with.

Data Analysis

Data were analyzed using Statistical Package for Social Science (SPSS). Descriptive analysis was done to draw conclusion of demographic factors. Finally, correlation analysis is done to measure the relationship between the variables.

Results

The three hypotheses was tested using correlation. This enables to examine the effect of each variable. The result reveals as follow:

Relationship between motivation and flow of experience among golfer

			Motivation	Flow
Motivation	Pearson Correlation		1	.399**
	Sig. (2-tailed)			.000
	N		100	100
Flow	Pearson Correlation		.399**	1
	Sig. (2-tailed)		.000	
	N		100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.1

The motivation and flow experience in table 4.1, N= 100, r = 0.40 and p value < 0.001 (significant). Therefore, the study concluded that golfer motivation will directly influence flow experience.

Relationship between ego orientation and flow of experience

			Ego	Flow
Ego	Pearson Correlation		1	.490**
	Sig. (2-tailed)			.000
	N		100	100
Flow	Pearson Correlation		.490**	1
	Sig. (2-tailed)		.000	
	N		100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.2

Table 4.2 indicates a significant relationship between ego orientation and flow experience with the value of r = 0.50 and p value < 0.001 (significant). Therefore, it can be concluded that ego orientation directly influence flow experience. The result of the third hypothesis was revealed as shown in table 4.2 Relationship between task orientation and flow of experience among golfer

With refer to table 4.3 below, results revealed the conflicting from motivation and ego orientation due to not significant of the p-value. Hence, this can be concluded that task

orientation and flow experience with p-value of 0.25, were not significant. As conclusion, two hypotheses been accepted and one rejected.

		Task	**Flow**
Task	Pearson Correlation	1	.115
	Sig. (2-tailed)		.253
	N	100	100
Flow	Pearson Correlation	.115	1
	Sig. (2-tailed)	.253	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.3

Discussion & Conclusion

The results of the study will be discussed for each of the three hypotheses.

Firstly, it was hypothesized that golfers who were more intrinsically motivated would experience higher levels of flow. Most accomplished factor was a lot of personal satisfaction while mastering certain difficulty training techniques which created pleasure experience. The results of this study supported several previous which stated that people who perceive themselves as having more competence are more intrinsically motivated. Therefore, a higher level of competence should result in a greater flow experience (Oi, 2001).

Secondly, hypothesis 2 of this study which concerned on the relationship between ego orientation and flow of experience. The results of these research shows that the relationship between ego orientation and flow of experience among golfer is positive. This study was support from the past researchers (Stein, Kimiecik, Daniels, & Jackson, 1995) stated that an ego-involved state goal could lead to a more enjoyable experience than a task-involved state goal. Besides that, Epstein & Harackiewiez,(1992) study support this notion and found that people who were concerned to doing well such as in comparison with other people, they were more aroused during competition and end up enjoying the experience more than people who were less concerned to doing well.

Thirdly, the result of this research shows that the relationship between task orientation and flow of experience among golfer is negative. Therefore the researchers conclude that task orientation do not influence flow of experience among golfer. It is difficult to understand why the task experience and flow experience were not to be significant for this study. Many of the past researchers stated that task orientation is mostly related with flow experience compared to ego orientation. Lochbaum (1993) stated that athletes with a task-involved goal orientation may experience flow more frequently when participating in their sport than athletes with an ego-involved goal orientation. Jackson & Roberts (1992) found that correlation support for a positive association between task orientation and flow of experience in college athletes.

Based on the results and discussions, these recommendations will help the golf club to improve their club in terms of profits, the marketing strategies and to help the golf club to

attract more golfers to play and register as the club member. It is important to develop attractive strategies for coaches and also professional golfer to enhance the flow of experience among golfer that come by maintaining or increasing the golfer or athletes' motivation. The result had shown that the task orientation are not related with flow of experience but on the marketing strategy, golf managers should know that the highest task-oriented goals is golfers are playing their round with more stressful. Most of the golfers are leisure players and not for competitions. That mean, manager need to work by building and enhancing ego-oriented goals for their customer as to increase the level of customer enjoyment such as trying many ways to tell the customer on the benefits of having ego-orientation mind when they play golf. In order to increase golfer participation to play golf at the club, sports marketer should focus on social aspect of the golfer engaging in golf such as affiliation with people or other club and friendship opportunities because mostly golfer that play's at Seremban International Golf Club played golf with their friends.

Implication And Direction For Future Research

The findings of the current study recommended few implications to improve understanding of golfer motive and flow experience. All factors and associated items in the current study can be used for continuous study in the area of motivation and sport consumer. However, researcher would not argue if new items are develops to improve the current scale even though majority of the items in the current scale fit very well. Looking into more specific items for social factor would be important as past research found that social factor play a major role in predicting golfer's motive. This study also provides further evidence on golfer's motives and behaviour towards international. The findings might as well provide valuable information for sport practitioners (golfing) in formatting an effective promotion and marketing strategies. It is crucial for sport practitioners to enhance their understanding toward golfer's behaviour and potential customer by studying more of loyalty and to come again.

Future research should emphasize on the needs to investigate the differences between goal, ego and task orientation that influence flow experience among other sports setting. Furthermore, future research effort should also focus on conducting a longitudinal study. This will provide a clearer picture of golfer's motive by studying the pattern of behaviour and consumption.

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