CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

Why people participate in leisure, sport, and fitness activities and the factors which influence their behaviors have always been a matter of special interest to researchers. Leisure research has examined various factors which influence these participations. However, little research has been done to explore the motivation behind the participation in golfing activities.

The importance of motivation has been well established in psychological research within the sports domain (Ames, 1992; Biddle, 1994; Duda, 1992, 1993; Nicholls, 1993; Roberts, 1992a, 1993; Weinberg, 1992; Vallerand et al., 1987; Vallerand et al., 1992). Motivation in sport refers to personality factors, social variables, or cognitions when athletes enter into competition with others, or attempt to attain certain levels of excellence (Roberts, 1993).

Why do some people participate in sport or exercise? The question will be left to the concept of motivation which assists to understand why people invest energy in particular activities. Motivation explores why people choose these particular activities over other activities, and why they persist in the chosen direction or give it up.

In a sense, understanding and awareness of the behaviors and factors that influence motivation and satisfaction of the athlete will play a crucial role in facilitating their success and performance in sport (Beauchamp, 1995).

The present study will seek to analyze the relationship between motivation and satisfaction of golfers. Golf, as a sport, is chosen as the optimal medium to study such...
relationship due to its unique challenge as an individual sport.

Even though golf has a very long history dated back to 1502 when the game was played in Scotland, only recently it has been given wider coverage since the arrival of Tiger Woods. He brought a totally new dimension to this game.

The lone African American golfer on the American tour (McDaniel, 2004), he was currently ranked number one in the world, had numerous corporate endorsements, and his own benevolent Foundation (Tiger Woods Foundation, 2005).

He has singlehandedly changed the landscape of game of golf. Everyone idolized Woods and mesmerized by the way he plays. He is a truly professional player and only discipline and hard work has brought him to where he is today.

In 1998, Unites States saw a record of 485 new golf courses being built. Number of golf players totals around 26.6 million in 1990. Malaysia has about 250 public and private golf courses. The golfing and recreational club industry is becoming increasingly important to the Malaysian economy with 230,000 members investing some RM5.56 billion in fees of last year. Kuala Lumpur alone has 34 golf clubs serving 100,000 golfers.

From the figures above, we can see that while little change has occurred in the total number of golfers, the number of golf courses is increasing worldwide. Therefore there is increasing competition for attracting golfers to individual clubs, thus its becoming more important for managers to identify the variables which attract their golfing clientele. More importantly, managers must find out what are their motivations to play golf and how do these affect their satisfaction. This is going to be the basis of this research.
1.2 PROBLEM STATEMENT

The golf industry is facing both problems and opportunities at the same time. The retiring baby boomers will generate the largest participation increase in golf for years to come. However, recent statistics from the National Golf Foundation showed that the strategy in bringing and nurturing new golfers did not seem to produce the desired results. Thus, industry experts have been calling for changing of the game plan.

The golf industry “has let its eye off the ball” (Newport, 2007, p. R1). Simply put, the industry has lost focus of its core customers, the avid golfers. Instead it is spending lots of money trying to draw in new players. The industry itself has also admitted the need for changing strategy.

The overall participation rates for the sport of golf had continually increased, and the popularity of the sport was greater than ever (Golf 20/20, 2004). The world of golf had become a part of leisure and corporate culture in the United States, and was a social and recreational activity used by middle and upper level management to entertain, reward, and network (Chambers, 1995).

Yet, there was a lack of studies specific to the reasons for motivating individuals to play the game of golf. This study was significant because it provided needed information as to why individuals participated in the game of golf, and analyzes differences related to age, gender, ethnicity, education and income levels.

The golf industry was susceptible to the limits of growth principle given the exorbitant amount of time, money, and energy allocated to diversifying the game in recent years. Efforts must be made to ensure that the golf industry will continue to grow.
1.3 PURPOSE OF STUDY

The purpose of this research is basically to understand and identify factors contributing to golfer’s motivation in relation to satisfaction. It is also to identify if there is any existing relationship between golfer’s satisfaction and demographic variables e.g. age, gender, ethnicity, education level and income.

The aim of the study is to explore the influences of motivation, EUH, golfing destination attributes and demographic factors of satisfaction among golfers in Kuala Lumpur.

The study would assist management of golf courses to gain insight into golfers’ satisfaction level with regards to important destination attributes. This will in turn assist them to improve their resorts. In addition this research intends to examine significant role played by experience use history in influencing golfers’ level of satisfaction.

1.4 SIGNIFICANCE OF STUDY

This study was significant because it provided needed information as to why individuals participated in the game of golf, and analyzes differences related to age, gender, ethnicity, education and income levels.

This study could also be of importance to the managers of golf courses. With the results of this study they will be able to identify the elements of motivational factors to attract their golfing clientele. Hopefully this research can be used to guide golf course’s management in their philosophy, policies, marketing and program planning pertaining to their daily running of the golf courses.
From a marketing perspective, the knowledge of why people participate in an organized sports activity is valuable information that allows management to develop strategic actions to satisfy the consumer’s sought benefits. It is a source for segmentation criteria in order to offer a distinctive selling proposition to the different clusters, and therefore maximizes their satisfaction.

Satisfaction is primarily driven by effective responses and they highly influence the customer loyalty. The more satisfied customer is the more loyal he or she will be towards the organization. However, there is a lack of information in the sport marketing literature pertaining to the relationship between consumer satisfaction and sports motivations. The only work reviewed dealing with this relationship is the study of Luna-Arocas and Tang (2005), whose results showed diverse levels of satisfaction between different clusters grouped by motivations.

1.5 RESEARCH OBJECTIVES

The research objectives were designed:

1. To identify the influence of golfers’ motivation on satisfaction
2. To examine the influence of golfers’ experience use history on satisfaction
3. To explore the relationship between golfers’ demographic factors and satisfaction.
4. To identify the golfing destination attributes on satisfaction
5. To examine the relationship between golfers’ satisfaction and golfers’ loyalty

1.6 SCOPE OF THE STUDY
The subjects of this study included golfers who played at both private and public golf courses in the Klang Valley during a period of two weeks in the month of October 2008. Kuala Lumpur Golf and Country Club (KLGCC) is located at the suburb of Kuala Lumpur. Next to it is the Kelab Golf Perkhidmatan Awam (KGPA). Kelab Golf Negara Subang (KGNS) is the only club for members only. All these courses are standard 18-hole regulation courses, which are considered to be medium range of golf courses. Survey research was conducted to determine the results for the study.

1.7 DEFINITION OF TERMS

For the purpose of this study, the following terms were operationally defined:
Casuals: golfers who play about one to three rounds of golf per month during the golf season

Course Physical Attributes: course condition including three determinants quality of the greens, quality of the tees and quality of the fairways.

Course services: including tee time availability, pace management, staff member, pro shop, and practice facilities

Experience Use History (EUH): used by many leisure and recreation studies to create distinct, identifiable segments of users by examining their past behavior and past experience levels (Williams, Scheyer, and Knopf, (1990).

Frequent: golfers who play one round of golf per week during the golf season

Frequency of play: how often a golfer plays a round of 18-hole golf during the golf season

Green fee: fee that golfers pay to the golf course to play one round of golf

High score: golfers who constantly score 100 or more shots per 18-hole round of golf

Infrequent: golfers who play less than eight rounds of golf per year. According to National Golf Foundation (2007) the “core players” play eight or more rounds a year.

Low score: golfers who constantly score under 80 shots per 18-hole round of golf

Mastery: a term used to describe golfers’ skill levels

Standard course: 18-hole regulation golf course

Very frequent golfers: golfers who play two or more 18-hole rounds of golf per week

Golfographics: variables that relate directly to golfing e.g. handicap, years of play, golf trips taken, golf membership, length of stay, party size
LITERATURE REVIEW

2.1 INTRODUCTION

In the literature review we first address the scholarly literature about the independent variable namely motivation which is considered as the single most important variable in this research.

Other variables which will be addressed include demographic factors, experience use history and destination attributes. This will be followed by incorporating the scholarly literature on dependant variable which is the level of satisfaction in golfers and loyalty. Finally we are going to include the scholarly literature that relates the independent variable(s) to the dependant variable.

Motivation factors will include sport and fitness motivation as well as travel motivation in playing golf. Some golf players like to travel and that has become a motivation in itself to play golf.

Since demographic profile of golfers is an independent variable a literature review will be explored on this topic. The other independent variable is experience use history. Experience use history of a golf player is going to determine golfers’ level of satisfaction.

We are going to explore golf player’s perception and golf satisfaction followed by loyalty. Finally we are going to relate the independent variables namely, motivation, demographic profiles, experience use history and destination attributes to the dependant variables namely the golfer’s satisfaction and loyalty.

2.2 MOTIVATION
Motivation is the most fundamental construct in human behaviors. Essentially, motivation is why people do what they do (Gill, 1986).

The history of motivational research could be traced back to several hundred years ago. However, the first mention of the term, intrinsic motivation, doesn’t appear until Woodworth’s statement in his book in the early part of the twenty century (Deci & Ryan, 1985). Woodworth (1918) believed that any activity could be motivated extrinsically but acknowledged the importance of intrinsic motives in stating: “only when it is running by its own drive can it run freely and effectively” (p. 70).

During the same period, the work of Sigmund Freud, circa 1920, is generally agreed to be the first scientific study of motivation, though was not actively pursued until the early 1940’s (Weiner, 1974, 1985).

In the research literature on motivation in physical activity and sport, motivation refers to dispositions, social variables, and cognitions that come into play when a person undertakes a task at which he or she is evaluated or enters into competition with others, or attempts to attain some standard of excellence (Roberts, 1992a).

During the past twenty years, the dominant theoretical framework for the study of motivation in sport has been the socio-cognitive model based on the achievement goal theory (Ames, 1992; Duda, 1992; Dweck, 1986; Nicholls, 1984a, 1984b; Roberts, 1992, 2001; Roberts & Treasure, 1995).

Motivation is considered a social cognitive process in which the individual becomes motivated, or demotivated, through assessments of his or her competencies within the achievement context and of the meaning of the context to the person (Roberts, 2001).

Motivation also refers to an activated state within a person consisting of drive urges,
wishes, and desires that lead to goal-directed behavior (Mowen & Minor 1998).

It has been stated that motivations are a “a collective term for processes and effects with common parameters: in a particular situation, a person chooses a certain behavior for its expectant results” (Gnoth, 1997, p2228). The analysis of recreationists’ motivations has been shown to be very useful to leisure service practitioners in helping to construct services that people both want and need (Prentice, 1993; Staurowsky et al., 1996).

Prentice (1993) added that a common finding of research related to outdoor recreation motivations is that recreationists often differ in the factors which motivate them to participate.

“Extrinsic motivation refers to the performance of an activity in order to attain some separable outcome and thus, contrasts with intrinsic motivation, which refers to doing an activity for the inherent satisfaction of the activity itself” (Ryan & Deci, 2000, pg 71). Because intrinsic motivation is relatively common during leisure (Graef, Csikszent-mihalyi, & Gianinno, 1983), it has been incorporated into numerous leisure theories (Iso-Ahola, 1999; Kelly, 1978; Neulinger; 1981). Russell (2002), in fact, stated that it is this intrinsic quality “that makes leisure unique among all other human experiences” (p.46).

Cohn (1993) indicated that most participants in sport or physical activities are motivated by both intrinsic and extrinsic reasons. Intrinsically motivated participants are engaging in sport for personal reasons including mastering a skill, feeling competent, having fun and being self-determined. People who are extrinsically motivated are engaging in an activity for external rewards such as money, public recognition, or praise from others.

2.3 TRAVEL MOTIVATION: SPORT TOURISM
Entrepreneurs, operators and managers of the sports tourism industry, without question, appreciate knowing what motivates their consumers. Unfortunately, many consumers are not fully aware of their motives. Oftentimes, the subconscious mind dulls or submerges one’s desires, urges, feelings and emotions. As such, motives and desires may be difficult to identify.

Similar to motivation, decisions to travel could be described as “intrinsic” or “extrinsic” in nature. People behavior stimulated or reinforced by internal satisfactions such as feelings, achievements, successes, enjoyment are intrinsically motivated—that is reasons are personal. (Fridgen-p.55).

External motivators include external rewards, such as money, gifts, media recognition as well as peer prestige. Linked to these intrinsic and extrinsic motivators is the Optimal Arousal Theory whereby a sport traveler tends to seek out a level of stimulation best suited for the person. In essence, if one’s daily life too much is happening (overstimulation), the sports traveler will search for a quieter and more relaxing sports destination. If, on the other hand, daily routine is boring (under stimulation), the sports tourist will find a more adventurous and highly exciting sports milieu.

The concept of sports tourism is problematic due to it resulting from a fusion of two separate terms, both of which are complex in their own right (Weed & Bull, 2004). As a result, attempts to articulate the domain of sports tourism have resulted in a proliferation of definitions. Standeven and De Knop (1999: 12) define sports tourism as: ‘All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons, that necessitate travel away from home and work locality’. Another frequently used definition of sports tourism is travel to play sports (active
sports tourism), travel to watch sports (event sports tourism) and travel to visit or venerate famous sports-related attractions (nostalgia sports tourism) (Delpy, 1998).

Regardless of how sports tourism is defined, it is a rapidly growing market that represents huge revenue at national and international level. Sports facilities and events are now being used by a considerable number of tour operators, accommodation providers and destinations to ‘add value’ to their tourism offering (Standeven & De Knop, 1999). In 2000 a report based on a survey conducted by *SportsTravel* magazine estimated that sports travel in the USA is worth at least US$118.3 billion per year (Higham, 2005). In 2001 a total of 1.8 million overseas visitors to the UK either watched a sporting event or participated in amateur sport during their stay. This is approximately 8 per cent of the total of 22.8 million overseas visitors to the UK in 2001. These visitors spent £1.4 billion during their stay, some 12 per cent of total spending of all overseas visitors (British Tourist Authority, 2003).

Several prominent trends in western societies serve to explain the modern phenomenon of sport-related travel. These include increasing participation in sport, interest in health and fitness and extended active and social participation in sports into middle age and beyond (Glyptis, 1989).

According to Jackson et al. (2001) these trends have been driven by changing social attitudes and values and changing economic and political circumstances. They have also been facilitated by technological advances, such as satellite television broadcasting, that have influenced what Standeven and De Knopp (1999) refer to as the ‘sportification of society’.

In its simplest form ‘sports tourism’ involves sport as part of a general holiday undertaken on a casual, informal basis and this has been part of holidaymaking for many years. However, there is growing evidence to show that sport is now seen as a more important part of
the general holiday, if not the most important part, and as a result many resorts, destinations and
countries are specifically promoting sporting opportunities. Malaysia, China, Korea, Nepal,
Barbados, Brunei, USA, Portugal and Australia are examples of countries that have incorporated
sport into their national marketing plan.

“Motivation to travel or to participate in some form of tourism might also be defined as the set of needs and attitudes which predispose a person to act in a specific goal directed way.” (Pizam-p113). For a sport tourist, the affinity and love of the sport is the prime motive for travel.

In their research “Sport Tourism Consumer Motivation” the researchers summarized it by saying that sport tourists travel for many reasons. In sport tourism, satisfaction of needs is found within five distinct activity categories-events, tours, resorts, attractions and cruises. According to Kahle, “sport has a special role in contemporary society that goes well beyond mere entertainment.” The connection between the people, whether he or she is a participant or a spectator are quite unique to sporting activities.

2.4 SPORT MOTIVATION

McClelland (1958) has defined motives as “affectively toned associative networks arranged in hierarchy of strength or importance with a given individual” (p.322). In turn, behavior is motivated when some cue integrates with an affective situation. People experienced affect when a cue is presented, and then they engage in the behavior to anticipate an affective situation that was previously experienced (Decci, 1975).
Sport motivations are a classical topic in the literature of sport consumer behavior. As mentioned by James and Ross (2002), several authors have studied the motives to explain sport consumption (Sloan, 1989; Trail et al., 2000). Most of the relevant research has focused on the motives for sport attendance (James and Ross, 2002; Sloan, 1989; Trail and James, 2001). It is difficult to find studies on the motivation for participating in an organized sports activity in sport marketing literature. The majority of these studies come from sport psychology and sport sciences (Martens and Webber, 2002; Ogles and Masters, 2003; Wang and Biddle, 2001).

Although much participation in sport and fitness activities is purposive and ongoing, little research has been directed towards understanding the participant’s experience (Dunning, 1996; Gray-Lee and Granzin, 1996). But later in 1997 Raedeke and Burton explored the meaning of personal investment in a leisure time physical activity. What motivates golfers to continue to participate in golf games over time? Despite its theoretical and practical significance, research on motivations for continued participation in sport and fitness activities has received limited attention historically (Alderman and Wood. 1976; Frederick and Ryan, 1993; Raedeke and Burton, 1997; Sapp and Haubenstricker, 1978).

The study of leisure participation has historically focused on motivations, constraints and outcomes (Frederick et al., 1994). This stream of research has focused on enjoyment and social forces as motivators (Crandall, 1980), common constraints (i.e., time and money), and the physical and emotional benefits of participation (Driver, Brown, and Peterson, 1991). Typically these studies considered only one set of variables in isolation (Gray-Lee and Granzin, 1996).

Gottlieb and Baker (1986) and Gray-Lee and Granzin (1996) have since suggested that it would be beneficial for studies on motives for participation in a sport to take into account the broad range of individual and social factors that influence ongoing sport behavior.
Research has shown that people participate in sport for fun, weight control, stress relief, to feel better, to meet people, and for a challenge (Shepard, 1985). In addition, some seek a sense of achievement, self-control, and self-confidence (Celsi, Rose, and Leigh, 1993). Other participants are influenced by friends and physical and mental benefits (Granzin and Olsen, 1989). This wide range of motives for participation can be divided into intrinsic and extrinsic (Frederick et al., 1996; Frederick and Ryan, 1993). Intrinsic motivation, feelings of freedom, control, and mastery associated with many leisure activities enhance self-determination (Coleman and Iso-Aloha, 1993).

Participation in leisure may influence psychological and physical well-being (Caldwell and Smith, 1988; Coleman and Iso-Aloha, 1993; Iso-Aloha, 1988; Iso-Aloha and Weissinger, 1984; Kleiber, 1985). A potential health benefit, derived from leisure participation, is the ability to cope with stress. In addition, participation leads to social ties related to the activity. These social networks provide support and relief from stress for individuals (Coleman and Iso-Aloha, 1993).

Other research has focused on the “state-of-mind” of the participant as a key to understanding participation in leisure (Neulinger, 1974).

Wiley et al. (2000) used the concept of involvement to explain how consumers develop strong emotional attachment to sport. They identified three factors that influence the strength of involvement with a sport activity. These were attraction, self expression and centrality. Consumers who derive high levels of enjoyment from an activity are deemed to be ‘highly attracted’ to the activity. Self-expression is an indicator of the meaning an activity has for its participants, and the extent to which it contributes to self-image and self-identity.

Millward’s study confirms that consumers whose sport activities provide a strong sense of identity will put a high value on self-expression. Centrality measures the extent to which the activity is integrated into the person’s lifestyle.
The activity is central if other aspects of life are organized around it, if it is a major part of the person's social life, or if it is valued for its health and fitness benefits. The nature of the sport activity itself is likely to be pivotal here. For example, the requirement for travel, its association with the sport object, and the experience of the trip will all affect centrality.

Various motivation theories have been suggested by scholars from social and psychological viewpoints. Sloan (1989) reviewed sports motivation literature and suggested several motivation theories (i.e., salubrious effects, stress and stimulation seeking, catharsis and aggression, entertainment and achievement) for sport spectatorship.

Wann (1995) has developed the Sports Fan Motivation Scale (SFMS) that consists of eight motives (i.e., eustress, self-esteem, escape, entertainment, economic factors, aesthetics, group affiliation, and family needs) based on existing motivation theories of sport sociology (e.g., McPherson, 1975; Sloan, 1989; Gantz and Wenner, 1995). Milne and McDonald (1999) suggested Motivations of the Sport Consumer (MSC), which includes 12 motivation factors (i.e., stress release, skill mastery, aesthetics, self-esteem, self-actualization, value development, social facilitation, affiliation, achievement, risk-taking, aggression, and competition) based on the work of Sloan (1989) and the motivation theory of Maslow (1943).

Trail and James (2001) argued that these limited scales were limited in some aspects with regard to their validity and reliability. They conducted more rigorous statistical tests and then developed a motivation scale called the Motivation Scale for Sport Consumption (MSSC). It consists of 27 items related to nine motivation constructs: achievement, knowledge, aesthetics, drama, escape, family, physical attraction, physical skills, and social.

Many sport or fitness activities can be defined as identities-personalized roles (Shamir, 1992). For example, activities including sport and other fitness pursuit revolve around an identity
(e.g. golfer, hiker, and cyclist). Social identity theory, rooted in the symbolic interaction tradition, focuses on the connection between self, role, and society; thus the theory conceptualizes behavior as it occurs naturally (Stryker, 1968, 1980).

Sport consumption allows consumers to engage in an extraordinary experience unlike other forms of consumption (Arnould and Price, 1993). The sport service holds a strong emotional dimension (Desbordes et al., 2001) and requires the active participation of the consumer.

According to Debra A. Laverie (1998) in her research entitled “Motivations for Ongoing Participation in a Fitness Activity”, she set out to explore the wide range of factors that motivate people to participate in a fitness activity, namely aerobics. To take into account the broad range of individual and social factors that influence participation in a fitness activity, social identity theory is the basis for this qualitative investigation. The findings that show motives for participation are divergent across groups of similar individuals. The motives that emerged were (a) the atmosphere of an aerobics class, (b) the physical and psychological benefits, (c) social ties related to aerobics, (d) social comparisons, (e) obsession with aerobics, and (f) the feelings participants associate with aerobics.

The purpose of this research is to explore what motivates individuals to participate in a fitness activity regularly. Participant motivation is defined as reasons for continued participation, similar to the definition used by Curry and Weiss (1989). To explore a wide range of variables that may influence participation, a qualitative investigation was conducted. Motivations for continued participation are explored with a perspective little used in leisure research – social identity theory.

The study focuses on individuals who participate in aerobics. Aerobics was chosen as the context as it is a fitness activity done with other people, but also has a personal element- much
like golf. Fifteen individuals (14 women and 1 man) participated in this research. They ranged in age from 21 years to 42 years—which is a good range. The data were collected by means of in-depth interviews. The interviews were conducted in an unstructured manner to allow participants to describe their experiences from their own perspectives (Glaser, 1978).

The data were analyzed with the constant comparison method (Glaser, 1978). Analysis by methodological groups shows that aerobics were done for a variety of reasons: friends who participated in aerobics, for health benefits, a switch from different activity, and for their appearances. However, the way aerobics makes them feel psychologically is the major motivator in their continued participation. Another motivating factor was frequently comparing themselves to others especially to the instructor—both in performance and appearance. In golf perhaps the players will subconsciously compare themselves to their idols e.g. Tiger Woods. At the very least they will try to emulate him.

Another group felt that aerobics makes them feel better, eliminates bad moods and “therapeutic”. Social connections were quite important in this group. Social support and companionship were a positive aspect of leisure, as suggested by Iso- Aloha and Park (1996). This finding is similar to Crandall (1980) who demonstrated social interactions serve as motivators. The same group found that social relationships they formed to be an important reason for their continued participation—almost like becoming a member of a cult. These feelings parallel the findings of Celsi et al. (1993) and Rodgers and Brawley (1996), which suggest that feelings of achievement and self-confidence motivate participation in a sport activity.

The findings of this study suggest there are distinct differences in what motivates individuals to participate in aerobics. To retain these varied participants, sports marketers and managers need to be aware of and address these multifaceted motives in their program offerings.
and promotions.

Many factors which emerged as motivators for aerobics participation are similar those found in previous research: enjoyment and socializing (Crandall, 1980); good feelings (Frederick et al., 1996); health and fitness (Mathes and Battista, 1985); sense of achievement (Summers et al., 1983); and a desire to be thin (Maguire and Mansfield, 1998). The results of this study suggest a broad range of complex and situational influences on fitness behavior.

What factors motivate one to continue? The findings suggest feelings associated with aerobics, social connections, the atmosphere, physical and psychological benefits, and addiction all motivate individuals to partake in aerobics. If one finds these factors motivators, they participate frequently and form and maintain an aerobics identity. On the other hand, if these factors do not motivate the individual to participate it is likely they will look for another activity.

From a practical perspective, this speaks to the importance of facility managers effectively managing the physical surrounding and atmosphere. Thus, the aerobics class should provide adequate intensity to afford physiological training and psychological benefits (Boutcher and Owen, 1989).

In summary, the findings speak to the complex nature of participation in fitness and sports activities. By forming groups of like participants, it can be demonstrated that people participate for varied reasons and in different magnitudes. The results demonstrate that both personal and social forces need to be considered to understand continued participation in fitness and sport activities.

Although these conclusions are drawn from a study with a limited number of participants, their varied motivations need not be uncommon. Subsequent studies of this issue will permit a deeper understanding of continued participation in a leisure activity.
2.5 GOLF MOTIVATION

In their article, “The golf player’ motivations: The Algarve case”, Correia and Pintassilgo (2006) investigate the motivations behind golf demand in the Algarve—one of Europe’s most popular golf destinations. The research is based on the results of a survey on the golf demand of Algarve’s golf courses, held in 2002. Four main choice factors were identified to explain the selection of the courses-namely social environment, leisure, golf courses and logistics.

It is also found, through a cluster analysis that the choice factors can be associated with three market segments: the tourist golfer, who is mostly concerned with the golf courses and the game; the householder golfer, essentially centered on accommodation, gastronomy, landscape, weather, price and accessibility; and finally, the sun-beach tourist, who is mostly interested in tourist opportunities.

The paper is focused on the study of the tourist golf demand in the Algarve. It is widely recognized that golf demand depends on socio-economic variables (such as age, academic qualifications and income), on the attributes of golf courses and on local attractiveness. Therefore, a detailed questionnaire was produced to collect data on these variables. A principal component analysis was undertaken to investigate the central factors behind the golf demand. Market segmentation, based on the choice variables, was also explored through a cluster analysis.

The tourist golf players who used Algarve’s golf courses in 2002 were defined as the study population. The overall sampling dimension was 600 golfers. Given the heterogeneity of the players, it was decided to stratify the sample by golf course and golfer nationality. For the
data collection, direct and personal interview was used in order to avoid misunderstandings. A random sample was selected and the interviews were conducted after the end of the golf rounds in the clubhouses.

Results show that golf demand presents a seasonal pattern which has two peaks: March and October. This is clearly related to the weather when in autumn and spring makes it a very attractive destination for golf. Gnoth (1997) stated that motivation is a lasting disposition, an internal drive or ‘push-factor’ which causes the tourist to search for situations, and events, which could satisfy the unmet need.

The segments profile shows that the typical tourist golfer earns a higher income and spends greater amounts on sports than the average tourist in the Algarve. The academic qualification data clearly show a significant predominance of respondents at graduation level. The survey results indicate the majority (67%) of golfers belong to middle and high class.

In conclusion, the driving motivations were found to be typically the social environment associated with golf; the leisure opportunities provided by the region; the golf courses and the game conditions; as well as price and proximity/accessibility.

From the findings, it is appropriate to note that the main market segment, the golf tourist, is fundamentally motivated by golf courses and game conditions. Thus, the golf industry of the region should be very much aware that demands for its products depends more on its level of performance than on the other attractions of the region. There are however, still many possible avenues for research on this topic. A particularly interesting one would be to evaluate if the motivation factors for golf demand in the Algarve differ significantly by country of origin.
2.6 DEMOGRAPHIC PROFILE

In her study; Accounting for Leisure Preferences from Within: The Relative Contributions of Gender, Race or Ethnicity, Personality, Affective Style, and Motivational Orientation, Lynn A. Barnett (2006) contributes to the literature by exploring the unique and combined contributions of gender, race or ethnicity (African-, Asian-, European-, Hispanic-American), personality (Big 5 traits, sensation seeking, self-as-entertainment), affective style (positive and negative effect, affect intensity), and motivational orientation (types of intrinsic and extrinsic motivation) in predicting seven general types of leisure activity preferences.

A total of 999 university students were administered a number of questionnaires and hierarchical regression analyses indicated that variations in activity preferences were largely due to different personality, affective, and motivational constructs. The sole contributions and interaction of gender with race or ethnicity were additional although lesser influences in most types of leisure participation.

Research has consistently identified gender (for reviews see Aitchison, 2001; Henderson, Bialeschki, Shaw, and Freysinger, 1996; Shaw, 1999) and racial or ethnic differences (for reviews see Gomez, 2002; Gramman and Allison, 1999) in the ways in which individuals participate in, allocate time to, assign and derive meaning from, and feel constrained within, their leisure.

These investigations have provided useful descriptive information about leisure, but the contributing factors which might prove salient in shaping these leisure expressions have not been explored. Thus, the relationship between leisure expressions and the individual’s personality is a significant topic which would contribute to our understanding of leisure, as well as how it might
be differentially influenced for individuals of different gender and racial or ethnic groups.

This study was conducted to explore the relationships between personality, affective style, motivational orientation and leisure activity preferences in eight groups of college students. The broad question under investigation was: “To what extent are leisure preferences reflective of the internal attributes of the individual, and to what extent do these interrelationships differ as a function of both gender and race or ethnicity?” Questions about the strength of the representation of personality, affective style, and motivational orientation in predicting leisure preferences were addressed with male and female African American, Asian American, European American, and Hispanic American students.

Undergraduate students from three Midwestern universities volunteered to participate in the study. Of the total sample of students, 57% (n=564) were male and 43% (n=432) were female. A total of 27% self-identified as African American, 10% Asian American, 54% European American and 9% Hispanic American. The mean age of the sample was 20.81 years (SD=2.33), with a range in age of 18-30 years. The questionnaire instruments provided to participants were assembled in a packet and distributed in group settings.

In demographic measures participants were asked to complete a confidential form requesting information about them. Questions asked the respondent to provide their age, gender, racial or ethnic background, university standing, university major, marital status, number of children etc. Only gender and race or ethnicity was considered in ensuing analyses.

Results of the study show that all of the gender and ethnic or racial student groups reported social activities as a part of their favorite leisure activities. There were differences as to the extent to which social activities were a preferred part of leisure, yet it is significant that, for this age group, not one student group reported an absence of social activities as an integral part of
their leisure.

Beyond the PAM (personality, affect, and motivation) variables, gender was a significant predictor of social leisure, with females surpassing males in social leisure participation. In addition, the race or ethnicity main effect also significantly contributed to the regression equation. In preferences for sports activities, gender differences were found with males being ardent sports participants more than females. Race or ethnicity was also a significant predictor, adding 2.58% to the variance.

The significant gender main effect showed the greater number of male sports players. Race or ethnicity was again a significant predictor of playing sports (adding 2.58% to the variance, with Asian Americans less likely to play sports than the other groups). It was also interesting to find that none of the female, nor any Asian American or Hispanic American males, reported watching sports as a favorite leisure activity; only male African American and European American students showed this preference.

A number of authors have suggested that the explanation for much of leisure lies within the person, and environmental and contextual factors play a secondary role (Hills and Argyle, 1998; Lawton, 1994; Tinsley, et al., 1993). The data indicated that, collectively, between 11 and 31% of the variance in predicting leisure engagement was due to gender, race or ethnicity, personality, motivational orientation, and affective lifestyle.

Clearly, further research is required to sort out the extent to which the environment interacts with more enduring individual characteristics to account for leisure involvement, and to widen the range of person variables that are explored.

The composite look at the individual in relation to his/her leisure was also made more inclusive by considering both the gender and racial or ethnic background of the individual.
Gender was found to predict social and outdoor leisure participation, with females being more active than males, replicating previous findings (Kircaldy, 1990). Race or ethnicity alone was predictive of preferences for five of the seven types of leisure activities, the exception being health/fitness and aquatics/water activities.

In this study, sports involvement and active competitive participation were predicted by race or ethnicity, and previous research has consistently found such differences (Eyler, et al., 2002; Furnham, 1990). These findings also revealed the lower rates of active participation in outdoor, water/aquatics, performing arts, and health/fitness leisure activities by several of the racial or ethnic and gender groups.

While the reasons underlying such differences in leisure activity preferences have been hypothesized but not as yet fully assessed, it is nevertheless clear that gender and cultural influences are evident both individually and compositely, and that modes of leisure involvement can be viewed as richly expressive of one’s gender and cultural experiences in different ways even when personality, affective style, and motivational orientation differences are taken into account.

In conclusion, leisure provides a unique area for revealing the interests, talents, fears, and personality of the individual. There is compelling evidence that as we seek to further explore any constructs related to free time or leisure experience, personality and internal dispositional measures should occupy a central position. The combination of personality, affect, and motivation was consistently found to explain more of people’s leisure participation than gender and/or ethnicity or race.
2.7 EXPERIENCE USE HISTORY

The conceptualization of experience use history (EUH) has been driven by the premise that experienced users should have a substantially greater knowledge base concerning activities and/or resource places, are more place familiar, and therefore have a richer cognitive, and perhaps affective, basis for evaluating resource settings and use (Manning, 1999; Schreyer, Lime and Williams, 1984). Thus, EUH has commonly been used as an independent variable that influences related recreation behaviors, such as place attachment/bonding.

There is a considerable body of evidence indicating that repeated and lasting place interaction fosters emotional ties to place (Buttimer, 1980; Hay, 1998; Relph, 1976; Seamon, 1993; Twigger, Ross and Uzzel, 1996).

Since EUH refers to amount of past use experience, it has been usually operationalized in terms of number of total visits, total years of use, and frequency per year of participation with an activity and/or resource at a specific site and/or other sites (Hammit and McDonald, 1983; Hammit et al., 2004., Schreyer et al., 1984). EUH is usually considered a unidimensional concept, with the individual past experience EUH measures combined to form an index value of past use history.

Experience Use History (EUH) is rooted in cognitive development and information processing theories. These theories posit that the more experienced user, who has accumulated a large information bank, can organize experiences in a more elaborate way. The information gained through experience helps guide the individual’s appraisals and behaviors (Kaplan & Kaplan, 1982). Williams, Schreyer and Knopf (1990) used cognitive development theory to support the construct of experience use history.
“Research based in developmental theory clearly demonstrates that the content and structure of cognitions evolve with development, leading to greater differentiation, complexity, abstraction, and integration of cognitions” (pg. 39). EUH can affect the stress/coping process in outdoor recreation settings.

Other than cognitive and affective components of EUH, behavior has also been recognized as one of its component. EUH has been linked to recreational place bonding and resource substitution behavior. EUH classifications have been shown to be linked to different types and degree of place bonding, and to a lesser degree, with substitution behavior in a study done on trout anglers. (Hammit et al., 2004).

In recreation behavior, similar to consumer behavior, individuals can become very habitual in site and product use, become very committed and loyal to certain sites and products, and be reluctant to use alternative sites and products, respectively (Havitz and Dimanche, 1997).

EUH refers to the amount of past experience, usually measured in terms of total visits, total years of use, and frequency per year of participation with an activity and/or resource at a specific site and/or other sites (Hammit and McDonald, 1983; Schreyer et al., 1984). EUH has been shown to have many dimensions, including past experience with a specific study site and past experience with other similar sites.

Use experience, by definition, is cumulative over time, and some researchers have defined EUH as a spectrum, where recreationists begin as novices and may become experienced veterans (Schreyer et al., 1984). In summary, EUH has been demonstrated in past research to be an indicator variable linked to a number of user perception, behavior, and management preferences. It has also been shown to be linked to other experience-related and behavior constructs such as place bonding.
With an increasing competition for attracting golfers to individual sites, it is becoming more important for managers to identify variables which attract and retain their golfing clientele. The segmentation of golfers into homogenous markets allows for the comparison of consumer variables by groups and can assist management in formulating consumer-oriented marketing strategies.

In their research “Analysis of Golfer Motivations and Constraints by Experience Use History”, James et al. (2001) utilized experience use history (EUH) to create distinct, identifiable segments of users by examining their past behavior and experience levels in order to identify distinct motivations and constraint by segments. This study analyzed differences in the reasons why golfers participate (motivations), and the barriers that must be negotiated in order to participate (constraints).

A common finding of research related to outdoor recreation motivations is that recreationists often differ in the factors which motivate them to participate (Prentice 1993). In order to make the best use of organizational resources it has been suggested that leisure service organizations concentrate on their marketing efforts on specific groups (Kotler, Bowen, and Makens, 1996).

Past experience can be defined as the “sum of accumulated life experience a recreationist has within a particular recreation activity or style of participation” (Virden, 1992). Unfortunately, many leisure service providers fail to consider the importance of the past experience of the consumer. Virden (1992) states that “golf, tennis, fitness facilities and outdoor recreation activities such as hiking, horseback riding and wind surfing provide prime examples for past experience based marketing”.

Experience use history (EUH), was first developed by Schreyer, Lime and Williams
(1984), and has been utilized to create distinct, identifiable segments of users by examining their past behavior and experience levels (Williams et al., 1990). Schreyer and Bealieu (1986) applied experience use history to investigate preferences for various environmental attributes as they influence the choice of specific recreational setting.

Several researchers (Shinew, 1993; Williams et al., 1990) have contended that an individual’s past experiences can mediate their present leisure behavior. Further, the identification of leisure participants’ motivations and constraints has numerous managerial implications. Yet, relatively little is known about how motivations and constraints influence golfer’s participation. Thus, the purpose of this study is to examine how golfers with varying experience use histories differ in their motivations for and constraints to the game of golf.

Golfers (N=1,688) were chosen to participate in this study based on randomly selected tee times stratified by weekday and weekend at all six Cleveland Metro Park municipal golf courses during a six month span. For incentive, golfers were told their names would be entered in a draw, with one chance in five of winning a pass for a 9-hole round of golf. Once a golfer agreed to participate, she/he was asked for a mailing address where a questionnaire would be sent.

In order to measure experience use history, respondents were asked how often they play golf on the study course, the total number of rounds they have played, and the number of different golf courses they have played. The final section included questions focusing on demographics.

Since the identifications of differences among recreation participants has been a major goal of leisure in research (Wellman, Roggenbuck and Smith, 1982) it is believed that results of this study will be useful to leisure researchers and golf course managers. Results show that EUH
can be very useful in segmenting golfers into distinct, homogenous groups. While the segments derived were similar to past research (Schreyer et al., 1984), it was found that unique segments exist within a golf setting.

Further, the motivations to play golf were found to be uniquely different by groups. The study suggests that locals are more likely to be motivated by leisure than collectors and loyal-in-frequents. This suggests that advertisements in local mediums may be more successful if they are based on the leisure aspects of golf, while broad based marketing may be less successful utilizing this strategy.

Results also show some groups are more likely to be motivated by competition than others. This outcome suggests that golfers who have played more courses are more apt to want a competitive setting in which to play, while golfers that generally play just at the local course are less likely to be motivated to play for competitive reasons. This finding suggests that marketing efforts stressing competition will be more successful in enticing more frequent players, while being less enticing for infrequent players.

In regards to constraints, collectors consider green fees to be a larger barrier to playing as often as they like as both locals and loyal-in-frequents. Therefore marketing efforts emphasizing lower prices and/or value should be targeted at collectors.

In conclusion, the fact that there are many new courses being built annually, while the number of new golfers remains stagnant, is disconcerting. To survive this trend, it has become more important than ever for golf managers to identify the factors which motivate and constraint golfers from playing the game. Of further importance to golf course management, is that golfers’ motivations and constraints maybe used to guide marketing strategies by delivering a message which coincides with golfers’ experience use history.
Based on the results of this study, it is believed that EUH has shown its potential as a procedure to segment recreationist. However, further research is needed that continues to incorporate EUH in the study of relationship between leisure behavior and attitudes, feelings and motives. It is recommended that future research be conducted on recreationist in other activities. Also, the range of attitudinal variables that could be examined using EUH is limitless. Finally, it is recommended for future study that a conversion study be utilized to identify the success of marketing strategies developed to respond to golfers’ motivations and constraints.

Whether the goal is to develop and implement marketing strategies that focus on diversity and equity or to maximize usage and revenues, EUH provides commercial, nonprofit and public sector recreation managers with a conceptually sound technique to segment recreationist on their past experience. By improving the understanding of the cognitive systems of the recreationist, leisure service managers can make improved decisions regarding the leisure, resource allocation, new product development, pricing policies and facility operations.

2.8 RESORT DESTINATION ATTRIBUTES

A good understanding of customer satisfaction is essential and yet challenging pursuit for researchers and managers alike. Researchers measure satisfaction with the purpose of providing customer feedback to management in order to improve service performance (Danaher and Arweiler, 1996; Pizam, Neumann and Reichel, 1978) and gain competitive advantage (Peters, 1994). Improved customer satisfaction can lead to higher profitability (Anderson et al., 1994; Oh and Parks, 1997), and this has stimulated empirical research on satisfaction in many contexts, including tourist products or destinations (Chon and Olsen, 1991; Danaher and Arweiler, 1996;
Customer satisfaction is a cumulative measure of total purchase and consumption experience (Anderson et al., 1994, pp. 54). It is a complex and multidimensional phenomenon consisting of many different interdependent parts. For example, a tourist product is a composite of elements such as accommodation, entertainment, excursion and food (Pizam et al., 1978), including both core and secondary attributes.

Core attributes are the key drivers of consumer satisfaction and correspond to performance factors by Kano (1984). They directly influence overall satisfaction by leading to satisfaction, if performance is high and to dissatisfaction, if performance is low; while the attribute performance –overall satisfaction relation tends to be linear and symmetric.

In tourism literature, core attributes correspond to vacation activities/benefits sought by visitors. On the other hand, secondary attributes, corresponding to basic factors by Kano (1984), represent expected elements of the destination. Conceptually, they are the minimum requirements of services (Brandt, 1978). Secondary attributes are necessary but not sufficient for overall satisfaction.

The core and secondary attributes can further be conceptualized in terms of process/outcome satisfaction. Although satisfaction with core attributes is generally considered as the main determinant of overall satisfaction, secondary attributes, too, influence visitors’ overall satisfaction, as well as the choice of vacation destination.

Destination attributes play an important role in tourists’ evaluation of the attractiveness, image and satisfaction of a particular destination. Existing studies have suggested that consumer satisfaction is a function of both expectations related to certain important attributes and judgments of attribute performance.
The importance performance analysis (IPA) was introduced as a useful technique for evaluating the different elements of a marketing program. It is suggested that product/destination attributes or features are first identified; then consumers/tourists are asked to rate how important are the attributes and how well did the product or service perform; finally importance and performance scores for each attributes are calculated and formed into a four-cell typology.

It should be highlighted that the attributes captured by marketing messages are actually important to visitors. However, many IPA studies have not considered potential relationships between importance and performance. The concepts of importance and performance are correlated in the same direction, i.e., consumers tend to generalize their experience (i.e., feelings arising from perceptions of performance) in the direction of their evaluation outcome, especially for important product/service attributes; thus it is indicated that a causal relationship exists between importance and performance.

More recent researchers have addressed this issue on the importance-performance analysis to examine the hotel selection, tour guiding performance, service quality of tour operations, destination competitiveness, and destination image. With regards to destination attributes, studies indicate that the mainstream destination’s attractiveness attributes, together with generic industry level attributes such as human resources, infrastructure and capital, contribute to the overall competitiveness of a destination.

Researchers also suggested that destination competitiveness depends on both destination-specific attributes and factors influencing the competitiveness of tourism products and services providers. In a study of French tourists’ perceptions (pre- and post-visitation) of certain destination attributes in Ireland by using the importance-performance analysis, the following five attributes were rated by the tourists as the highest importance: the beauty of
scenery, the welcome of people, the potential of discovery, good environment, and tranquility.

2.9 SATISFACTION

In their article “Consumer Satisfaction with a Periodic Reoccurring Sport Event and the Moderating Effect of Motivations”, the writers, Caro and Garcia (2007) have focused on the evaluation of the consumer satisfaction process in a sport event. Satisfaction is seen as an emotional evaluation for the highly motivated individuals.

The proliferation of studies in the sport management literature about consumer satisfaction is ample (e.g., Triado et al., 1999; Murray and Howat, 2002; Van Leeuwen et al., 2002) but all of this research have focused on services such as private sports centers, public sport services, or sport attendance.

This research has focused on the measure of consumer satisfaction in a reoccurring sport event; a popular long distance race organized every year by the city council of Cartagena (Spain). In addition, the role of sport motivations has been considered as a moderating factor on the cognitive-affective relationships that drive satisfaction evaluation.

Consumer satisfaction has attracted a lot of attention in the literature because of its potential influence on consumer behavioral intentions and consumer retention (Cronin et al., 2000). The literature on consumer satisfaction has focused primarily on people as cognitive beings, whereby satisfaction is generally modeled as the outcome of a comparison process between expectations and perceived performance (Wirtz and Bateson, 1999).

Recently, however satisfaction is described as “the consumer’s fulfillment response. It is
a judgment that the product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption–related fulfillment, including levels under– or over fulfillment” (Oliver, 1997, p. 13).

The motives for sport activities are highly diverse (Recours et al., 2004), and this has been categorized by different ways. There is ample evidence to suggest that emotional reactions associated with the consumption experience are important in the determination of satisfaction (Matilla and Wirtz, 2000; Jayanti, 1996; Everelles, 1998).

The relationship between pleasure experienced during the consumption process and satisfaction is empirically studied by several authors (Mano and Oliver, 1993; Wirtz and Bateson, 1999). Likewise, Bigne and Andreu’s (2002) study proves that satisfaction is an increasing function of the level of pleasure and arousal. Therefore any element that improves the consumer’s affective state would lead to a higher level of satisfaction.

Finally, the link between customer satisfaction and loyalty has been acknowledged in literature (Nguyen and LeBlanc, 1998) and several researchers have proved that customer satisfaction is a key determinant of future behavior intentions (e.g., Murray and Howat, 2002; Cronin et al., 2000).

From a marketing perspective, the knowledge of why people participate in an organized sports activity is valuable information that allows management to develop strategic actions to satisfy the consumer’s sought benefits. It is a source for segmentation criteria in order to offer a distinctive sell proposition to the different clusters, and therefore maximizes their satisfaction. However there is a lack of information in the sport marketing literature about the relationship between consumer satisfaction and sport motivations.

Sport consumption allows consumers to engage in extraordinary experience unlike other
forms of consumption (Arnould and Price, 1993). The sport service holds a strong emotional dimension (Desbordes et al., 2001) and requires the active participation of the consumer.

The sample was collected from a population of 352 participants. The procedure for obtaining the data was the self-administered questionnaire sent via postal mail. Response ratio was 38% and a total of 137 valid questionnaires were collected. Subjects were predominantly men (94.8%) and ranged in age from 20 to 63 years.

The results showed differences in the significance of relationships between high and low level of motivation with satisfaction. For the high motivated subjects, there is a strong influence of arousal on satisfaction and also a direct relationship between disconfirmation and loyalty. On the other hand, for the low motivated individuals there is a significant effect of arousal and disconfirmation on satisfaction, but there is no relationship between disconfirmation and loyalty.

Final model estimated:

<table>
<thead>
<tr>
<th>Sport motivations</th>
<th>Arousal</th>
<th>Pleasure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disconfirmation</td>
<td>Satisfaction</td>
<td>Loyalty</td>
</tr>
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</table>

Direct effect
Moderator effect

**Figure 2.1 Relationship between sport motivation and satisfaction**
In conclusion, satisfaction is primarily driven by affective responses and they highly influence the customer loyalty. The strength of this link clearly supports the results of other empirical researchers (e.g., Bloemer and DeRyuter, 1998).

Finally, sport motivations have a moderator effect on the cognitive evaluations of consumer satisfaction. For the highly motivated individuals, satisfaction can be explained only by the affective component (arousal). These subjects seek more intensely those benefits associated to emotional states through the sport practice. Motives such as factors positive effect, challenge, or entertainment could drive the consumer to be more sensitive to emotional elements in the sport service consumption. The results of this research support this thought.

The findings in this study involve several implications for the management. This study can help the sports organizers better understand the customer satisfaction process and improve their performance. The following recommendations were proposed by the authors. Firstly, customer satisfaction is driven by cognitive and affective factors where the level of arousal exerts a stronger influence on satisfaction than disconfirmation.

This means that managers not only should make an effort to offer a high quality service, but they should also stimulate the emotions of the runner during the race, adding elements of excitement and surprise in order to enhance the arousal of the runners.

Secondly, arousal also has an indirect influence over customer loyalty through satisfaction. Thirdly, there are different clusters of runners with regard to sport motivations. Managers should segment the market to understand the different motivations of the separate runner groups. Therefore, the study of motivations could be a fundamental strategic tool, in order to know the drivers of runner satisfaction. This could be applied to golf course managers.
This study, however, has one major shortcoming; in the conceptualization of the satisfaction process two important antecedents have not been considered, expectation and perceived quality. Although the disconfirmation measure represents an evaluation between expectations and perceived attributes of quality, authors such as Oliver (1993) or Wirtz and Bateson (1999) have proposed a more comprehensive model integrating these variables in the cognitive-affective satisfaction process.

The inclusion of these antecedents could help to explain variations in the level of emotions and disconfirmation and it could be valuable for managers to evaluate specific attributes of the service.

Regarding sport motivations, future research should delve more deeply into this topic. The study of the relationships between motivations for participating in an organized sports activity and specific motivations for playing a particular sport should be achieved. From the managerial point of view, a more exhaustive segmentation could be accomplished in order to get more precious information of different clusters of customers.

The moderator effect of sport motivations on satisfaction has been tested in this research but further investigations should analyze other variables in sport services, variables such as the familiarity, involvement, or service participation, which have moderated the satisfaction process in other services (San Martin et al., 2004).

Finally, this research has focused on a single event and it has been conceptualized in an exploratory fashion. Replication would be desirable to provide additional support to the final model estimated. Suggestions would include considering a larger sample size in order to avoid statistical problems.
2.10 LOYALTY

Providing a service that result in satisfied customers will generally improve profitability for any organization that operates in a consumer market (Parasuraman, Zeithaml, and Berry, 1998). This is based on the premise that satisfied customers will be more likely to reuse or repurchase the service (Anderson and Sullivan, 1990; Bernhardt, Donthu, and Kennett, 2000; Fornell and Wernerfelt, 1987; Gale, 1997; Howat, Murray, and Criley, 1999; Philip and Hazlett, 1997).

A considerable body of research in the broader marketing literature has focused on the nature of satisfaction and its relationship to service quality and the future intentions of customers (Brady and Robertson, 2001). A clearer understanding of how to produce satisfied customers in a sports or leisure context will help managers to better predict the return or repatronage of customers. Loyalty is the intention to return and recommend.

Several recent studies support the dominant position that satisfaction is a consequence of service quality (Brady and Robertson, 2001; McDougall and Levesque, 2000) and this appears consistent across service contexts. Similarly, relationships between service quality through satisfaction to repurchase intentions of customers were reported by Cronin and Taylor (1992), and Patterson and Spreng (1997).

Many other factors have been shown to influence the satisfaction that a customer experiences with a service. These include affective and emotional attachments with the service, self-esteem or self-concept concerns (Mahony and Moorman, 1999) or even social norms. McDougall and Levesque (2000) recognized the already extensive research on service quality and its relationship to customer satisfaction and argued for more comprehensive models to assist managers in better understanding the key drivers to satisfaction.
Brady and Robertson (2001) proposed that satisfaction as a consequence of service quality has a direct effect on future intentions of customers, as well as an indirect effect which is mediated by value. Improved understanding of such relationships will provide managers of sports and leisure services with an enhanced ability to utilize customer feedback data in a diagnostic manner to improve the potential for repeat patronage and positive word of mouth promotion.

The variability in a dimensional structure is apparent when sports and leisure services are considered (Chelladurai and Chang, 2000). For example, Hill and Green (2000) used four groupings of service quality attributes in their study that linked perceptions of sports cape with future attendance intentions of spectators at rugby league games.

There is evidence to suggest that it is the satisfaction of the customer that ultimately determines their future intentions and behavior towards the service (De Ruyter, Wetzels, and Bloemer, 1997; McDougall and Levesque, 2000; Taylor and Baker, 1994). Bitner, Booms and Tetreault (1990) and Jones and Suh (2000) found that overall satisfaction had a direct influence on how likely customers were to re-use the service.

Similarly, McDougall and Levesque (2000) proposed a causal path, with perceptions of service quality influencing feelings of satisfaction, which in turn influenced future purchase behavior of customers. In a sports and leisure context, Howat et al. (1999) found that satisfaction of customers was positively related to their willingness to recommend the service.

Indicators of customer retention that are invariably used to denote customers’ intended loyalty include: the level of customer repurchase (such as renewed memberships), how willing customers are to recommend the service to other prospective customers, and customers’ intentions to increase their frequency of visitation (Howat et al.).
In their study, Murray and Howat (2002) used a 5-point Likert-type scale ranging from 1 (Not likely at all) to 5 (Extremely likely) to ask customers to indicate their likelihood to recommend the centre to someone else. This single item is consistent with behavioral intention items used in other studies, including those having a sports and leisure centre context. For example, Howat et al. (1999) used a recommendation scale to measure behavioral intentions in their study on repurchase behaviors in sports and leisure centers.

The results of their study support the basic premise that perceptions of service quality influence satisfaction, which in turn affect customers’ future intentions. The findings indicate that service quality is an antecedent of satisfaction in a sports and leisure context. This is consistent with the dominant position in the literature that service quality is one antecedent that contributes to the satisfaction of customers (Brady and Robertson, 2001; Cronin and Taylor, 1994; Hurley and Estelami, 1998; Parasuraman et al., 1994; teas, 1994).

Results also suggest that satisfaction appears to be a dominant antecedent of the future intentions of customers. This reaffirms previous research findings (Anderson and Sullivan, 1990; Backman, 1991; Cronin and Taylor, 1994; Fornell and Wernerfelt, 1987; Patterson and Spreng, 1997; Philip and Hazlett, 1997), which found that satisfaction was the most significant factor influencing the future intentions of customers in service environments.

The profitable achievement of customer loyalty (Rust and Zahorik, 1993) poses special problems for service-providers in view of the complex nature of their products and the inherent risk that consumers perceive them to embody (Crutchfield, 1998). As a result, long term relationships with customers are often tenuous. Consumer satisfaction is an antecedent of loyalty in such contexts (e.g., Fornell et al., 1996; Jones and Sasser, 1995). Ganesh et al. (2000) states that personality is linked to relational benefits, consumer satisfaction and active and passive
Recently, Homburg and Giering (2001) demonstrate that the strength of the relationship between satisfaction and customer loyalty is influenced by the individual’s personal characteristics (e.g., the need for variety).

Several studies have demonstrated that a satisfied customer is more likely to be loyal (e.g., Colgate and Stewart, 1998; Cronin et al., 2000; Hocutt, 1998; Shemwell et al., 1998; etc). Some studies suggest that satisfaction is necessary but not enough to achieve loyalty (Mittal and Lassar, 1998) while others demonstrated that a satisfied customer is not necessarily a loyal customer (e.g., Gierl, 1993; Kordick, 19980).

In line with authors such as Colgate and Stewart (1998) or Cronin et al (2000), studies have found a direct positive relationship between satisfaction and both active and passive loyalty. Satisfied customers will have a higher likelihood of spreading positive word-of-mouth communications and recommending the provider to other people. They will also have a higher intention to stay in the relationship, despite higher prices and/or a better alternative.

With regards to the tourism industry, providing high quality service and ensuring customer satisfaction are widely recognized as important factors leading to the success of the tourism industries (Stevens, Knutson, and Patton, 1995). Quality services and tourist satisfaction develop long-term relationship with tourists and in turn bring about destination loyalty.

There are many practical reasons for studying tourists’ satisfaction levels. Since a customer’s repeated purchase and brand loyalty are closely associated with his or her satisfaction with an initial purchase, the concept of customer satisfaction is of utmost importance because of its influence on repeat purchases and word-of-mouth publicity (Cronin and Taylor, 1992; Fornell, 1992; Halstead and Page, 1992).
Customer satisfaction was found to be a significant determinant of repeat sales and customer loyalty (Anderson and Sullivan, 1993; Lijander and Strandvik, 1995; Anderson, 1998), which in the tourism context would mean tourists’ intention to revisit a country again (Weber, 1997; Kozak and Rimmington, 2000).

Eventually, a tourist’s satisfaction or dissatisfaction with a destination will influence his subsequent behavior (Kotler, Haider, and Rein, 1994). A satisfied tourist has a higher probability of choosing the destination again and he/she is more likely to engage in positive word of mouth behavior.

Customer loyalty is influenced by customer satisfaction (Bitner, 1990). In turn, satisfaction is affected by motivation (Ross and Iso-Aloha, 1991). Similarly, tourists who have enjoyed better than expected experiences are more likely to return in future (Ross, 1993). Kozak and Rimmington (2000) concluded that the level of overall satisfaction with holiday experiences had the greatest impact on the intention to revisit the same destination.

2.11 MOTIVATION IN RELATION TO SATISFACTION

In his study on the “analysis of recreational golfer motivation, constraints, and satisfaction on the mastery and frequency of play in the gulf coast of region of Mississippi”, Mark Lifang Zhang (2007) concluded that it is important for researchers and golf course managers to study golfers’ motivation, constraints, and satisfaction. Using segmentation tools, such as frequency of play and level of mastery, allows golf facility managers to provide quality services that are relevant to core customer satisfaction. These tools also allow for the development of effective marketing strategies to retain frequent users and nurture them into loyal
The purpose of this study was to examine how golfers with different levels of mastery and frequency of playing differed in their motivations for and constraints to participation in the game of golf. This study also attempted to examine how golfers’ levels of mastery and frequency of play influenced golfers’ satisfaction. The results of this study not only provided practical marketing implementations to the three surveyed golf courses in the Gulf Coast region of Mississippi, but it also addressed the call for “best practice” from the golf industry to better retain existing players and improve their experiences.

Based on a review of literature, the structural relations depicted in Figure 2.2 provide a graphic representation of the research model showing the probable relationship between the independent variables (mastery, frequency, and demographics) and the dependant variables of satisfaction, constraints, motivation of recreational golfers.

<table>
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<th>Motivation</th>
<th>Constraints</th>
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<tr>
<td>Mastery</td>
<td>Frequency</td>
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Satisfaction
Golfers at three medium level golf courses in Southern Mississippi and the Gulf Coast region were surveyed during July 2007. Approximately 500 survey questionnaires were distributed with 407 valid questionnaires being received at a return rate of 81.4%. Statistical analysis showed that golfers’ demographics, such as gender, marital status, age, living distance, employment status, income and membership, made significant differences in golfers’ motivation, constraints, and satisfaction variables. Two important segmentation tools, mastery and frequency, showed significant impact on golfers’ motivation, constraints, and satisfaction.

The leisure factor, such as spending time with friends, having fun, and enjoying outdoors, was the best motivation for almost all golfers. Lack of time was the biggest constraint to all golfers. Varimax Rotated Factor Analysis identified that the best predictor for golfers’ satisfaction was course service, including things such as staff, pro shop, practice facility, amenities, and green fees, which explained 57% of the variance of the overall satisfaction (p<.01).

Independent sample t-test identified that golf course members were likely to be motivated by leisure factors than non-members and members were more satisfied in all categories than non-members (p<.01). Non-members demonstrated higher level of constraints than members (p<.01). Younger golfers (under 21) were more likely to be motivated by skill factor than older golfers (40 and above) (p<.01).

One way ANOVA identified that frequent golfers were more overall satisfied than casual golfers (p<.01) and they also gave higher scores on course service factor than casual
golfers (p<.01). Golfers, low in mastery were less likely to be motivated by skill factor than more skilled golfers (p<.01). Lack of time was a bigger constraint to infrequent golfers than frequent golfers (p<.01).

In conclusion, it is important for researchers and golf managers to study golfers’ motivation, constraints, and satisfaction. As mentioned earlier, using segmentation tools, such as frequency of play and level of mastery, allows golf facility managers to provide quality services that are relevant to core customer satisfaction. These tools also allow for the development of effective marketing strategies to retain frequent users and nurture them into loyal customers.

However, the findings of this study might not be able to be generalized to all golf courses because of the sample size limitation and different golf environment in different regions of the country.
CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH FRAMEWORK

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Dependent variables</th>
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<tr>
<td>Motivation</td>
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<tr>
<td>Demographic profile</td>
<td>Satisfaction</td>
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<td></td>
<td>Loyalty</td>
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<td>Experience Use History</td>
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</table>
Resort Destination Attributes

Figure 3.1 Conceptualization of the relationship between golfers’ motivation, demographic profile, Experience Use History and Resort Destination Attributes and golfers’ satisfaction and loyalty

3.2 RESEARCH HYPOTHESES

This study hypothesizes that:

HA1: Golfers’ motivations have significant influence on their satisfaction

HA2: Differences in golfers demographic factors have significant influence on their satisfaction

HA3: Experience Use History (EUH) has significant influence on their satisfaction

HA4: Golfers’ perception on destination attributes have significant influence on their satisfaction

HA5: Golfers’ satisfaction influence golfers’ loyalty
3.3 RESEARCH DESIGN

The study sites comprise of golf clubs in the Klang Valley which are mainly standard 18-hole regulation courses. However the main course study is the Kuala Lumpur Golf and Country Club. This club is chosen due to its central location and all the other golf resorts are in close proximity to this club. It is also popular among golfers and it has hosted golf tournaments of international standard. KLGCC offers a variety of facilities and amenities commonly found in a golf resort.

Other study sites include Kelab Golf Perkhidmatan Awam, Kelab Golf Negara Subang, Saujana Golf and Country Resort and Monterez Golf Club.

The sample frame for this study mainly contains golfers who play at the clubs including members and non-members. A survey instrument for golfers was developed and distributed to golfers either at the golf courses, club restaurants, driving ranges, tournaments and golf fest.

A good diversity is shown with golfers ranging from students at the golf academy, avid and serious players, participants in golf tournaments and golf professionals.

A total of 250 questionnaires were distributed and 160 responses were received for the golfers’ survey, giving a response rate of 64%. Questions asked include golfographic variables e.g. round of golf per year, golf vacations taken, number of years played, handicap and golf
membership. Petrick (2002b) in a related study examined these variables as a mean to predict factors of novelty for golfers and its impact on their future leisure travel.

3.4 SURVEY INSTRUMENT

The survey instrument consisted of six sections: (1) Sports Motivation; (2) Experience Use History; (3) Resort Destination Attributes; (4) Satisfaction Level; (5) Loyalty and (6) Demographic Factors.

Motivation items utilized in this study is based on research done by Petrick, Backman, Bixler, and Norman (2001).

Motivation items were selected from a list of Recreation Experience Preference items by an expert panel (consisting of college professors, golf course management and golf professionals). Beyond this list, an additional item was added in the current research to find out if travelling to a new place is another motivation to play golf.

3.5 SCALE

Motivations were measured with a 16 item, 5-point Likert scale with choices of (1) not important, (2) a little important, (3) somewhat important, (4) very important and (5) extremely important. The question asked of respondents, “People play golf for many reasons. Listed below are reasons why someone might play golf. Please circle an answer to indicate how important
each reason is to you.” (Refer Appendix –questionnaire)

In order to measure experience use history, respondents were asked how often they play golf on the study course, the total number of rounds of golf they played last year and lastly, the number of different golf courses they have played (James et al., 2001).

For resort destination attributes, items were provided based on literature review and were modified from research carried out by Fang Meng, Tepanon and Uysal (2008). A five point Likert scale was used as the response format for the 14 attribute importance variables with assigned values ranging from 1 being ‘not important’ to 5 ‘extremely important’.

Three different questions were adapted from Fang Meng, Tepanon and Uysal (2008) to examine the overall golfers’ satisfaction of the course study. These are; (1) is the game worth your time and effort? (1=definitely not worth, and 5=definitely well-worth); (2) is the value you receive from the game worth the price you are paying? (1=definitely not worth, and 5=definitely well worth); (3) how satisfied are you with your game at the golf course? (1=not satisfied at all and 5=very satisfied).

Loyalty items were modified from research done by Murray and Howat (2002). In behavioral intentions, golfers were asked to indicate their likelihood to recommend the golf club to someone else by using a 5 point Likert scale ranging from 1 (not at all likely) to 5 (extremely likely). Questions asked were: - (1) I will always play here; (2) I will recommend others to join the club; (3) I will recommend others to play golf at this club.

These items are consistent with behavioral intention items used in other studies, including those having a sports and leisure centre context. For example, Howat et al. (1999) used a recommendation scale to measure behavioral intentions in their study on repurchase behaviors in sports and leisure centers.
Finally the respondents were asked on their demographic profile in which the items are adapted from Cooper (2006). His study was significant because it provided needed information as to why individuals participated in the game of golf, and analyzed differences related to ethnicity, age, gender, and income levels.

Further, it contributed to the study of leisure theory with regards to cultural differences; an area deemed necessary for future theory development and research (Mannell, 2005).

3.6 INTERNAL CONSISTENCY RELIABILITY ASSESSMENTS

Cronbach’s Alpha is used to test internal consistency reliability. The acceptable level of reliability coefficient is 0.70 or greater. The higher the value in the column of Cronbach’s Alpha if item is deleted, the more reliable the construct will be. Generally, reliability of less than 0.60 are considered poor, those in range of 0.70 are acceptable and those above 0.80 are good (Sekaran, 2003).

3.7 DATA ANALYSIS

The questionnaire was analyzed using the statistical package for social research (SPSS) version 16.0 software program. Several techniques were used including reliability test, multiple regression, t-test, ANOVA test and Pearson Correlation.

The analysis of this study consisted of a few steps. First, frequency distribution was used to obtain the frequency of each demographic item.

One sample t-test was applied to find out the mean of motivation. Next, 16 motivation
items were factor analyzed utilizing a principal components analysis with Varimax rotation procedure in order to identify the golfers’ motivation dimensions. Mean of each factor was then calculated to find out the most important factor in golfers’ motivation.

The same procedure is done with Resort destination Attributes to find out which item and factor is the most and least important in golfers’ motivation.

Similar to Schreyer et al. (1984), experience use history was operationalized with the use of the three variables: total rounds of golf played, total number of courses played and percentage of rounds played on the study course. Each of the three variables was transformed into simple bivariate categories of “high” and “low”.

Independent t-test sampling was used to find the relationship between experience use history and satisfaction.

Resort destination attributes were identified based on golfers’ rating of their perceived importance on the selected attributes items. The grouping of these measurements was based on the previous relevant literature and adapted to this specific golf resort. The 14 resort destination attributes were factor analyzed to identify golfers’ satisfaction dimensions.

Regression analysis was applied to find the relationships between each independent variable to the dependant variable. One way ANOVA was used to test the relationship between demographic profiles and satisfaction. Independent t-test was used to test the relationship between gender and satisfaction.

Pearson’s correlation analysis was employed to indicate the direction, strength and significance of the relationship of the variables in the study. A correlation coefficient indicates the strength of the relationship and the sign indicate the direction of the relationship, whether it is positive or negative. The correlation coefficient, r, has a range of -1 to +1. Value r=+1.0 shows a
CHAPTER 4

RESEARCH FINDINGS

4.1 RESEARCH RESULTS

A total of 160 responses were collected and analyzed for the golfers’ survey. Demographic characteristics of the golfers were investigated with regards to their age, gender, ethnic group, levels of education, profession, level of income, residency and affinity to travel. The golfers at the study course are mostly local residents i.e. from Klang Valley (93%). A total of 7 % are from other countries mostly European countries.
Table 4.1: Demographic profile of golfers

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>136</td>
<td>85</td>
</tr>
<tr>
<td>Female</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 60</td>
<td>13</td>
<td>8.1</td>
</tr>
<tr>
<td>51-60</td>
<td>49</td>
<td>30.6</td>
</tr>
<tr>
<td>41-50</td>
<td>55</td>
<td>34.4</td>
</tr>
<tr>
<td>36-40</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>31-35</td>
<td>17</td>
<td>10.6</td>
</tr>
<tr>
<td>26-30</td>
<td>5</td>
<td>3.1</td>
</tr>
<tr>
<td>21-25</td>
<td>5</td>
<td>3.1</td>
</tr>
<tr>
<td>Less than 21</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td><strong>Ethnic Group</strong></td>
<td></td>
<td>56.2</td>
</tr>
<tr>
<td>Malay</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Indian</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
The demographic profile of golfers is shown in Table 4.2. The 41-50 age groups were the majority of the sampling group, which accounted for 34.4%, followed by 51-60 years which makes up 30.6% of respondents. This is followed by the age group of 31-35 at 10.6% and more than 60 years at 8.1%. Respondents from age group of 36-40 years and less than 21 accounts for 5%, whereas respondents from 26-30 and 21-25 age groups account for 3.1%. Gender wise 85.0% respondents were male and 15% were females.

For ethnic distribution, the majority is from the Malay golfers which comprises 56.2%, followed by Chinese golfers at 29.4%, Indian golfers at 9%, Caucasian 5% and others (Eurasian, Indonesian, Bidayuh) makes up the other 3.1%. There were more Malay golfers compared to
other races. This could be due to the fact that the Malays are more sociable.

The survey finds that most golfers are well-educated, with 38.8% post-graduates and 37.5% first degree holders. A total of 10.6% respondents are diploma holders while 13.1% are high school leavers or still studying.

In terms of occupation, results show that half of the respondents are professionals at 50%, while the other 50% comprise of self employed/business owners (21.2%), managers (8.8%), executives (8.1%), retirees (5.0%), non executives (2.5%) and students (3.1%).

From the survey it is found that most golfers (38.8%) earn a monthly income in the range of RM10,000-RM49,000. 13% earn RM50,000-RM99,999 per month and 11.2% earn in the excess of RM100,000 per month. Others earn RM5,000-RM9,999 per month (14.4%), RM2,000-RM4,999 (11.9%) and below RM2,000 per month (7.5%).

4.2 SPORT MOTIVATION

Table 4.2: One sample t-test
From the table above, fun is the most important motivation for golfers to play golf followed by exercise and relaxing. This is consistent with previous research. The leisure factor, such as spending time with friends, having fun, and enjoying outdoors, was the best motivation.
for almost all golfers. (Mark Lifang Zhang, 2007).

The lowest mean score of 2.13 belongs to spouse. This could be explained by earlier research that indicates golf provides a self-indulgent “me time”. (What drives their obsession? Brandweek, 2004). Most golfers tend to prefer to play golf with their friends compared to their spouses. In fact it’s a perfect opportunity to be ‘away’ from the spouse.

Table 4.3 FACTOR ANALYSIS FOR SPORT MOTIVATION

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>.882</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Colleagues</td>
<td>.851</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Status</td>
<td>.695</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golfers</td>
<td>.627</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoors</td>
<td></td>
<td>.798</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural</td>
<td></td>
<td>.764</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relaxing</td>
<td></td>
<td>.677</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.874</td>
</tr>
<tr>
<td>Golf Skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competitive Sports</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.695</td>
</tr>
<tr>
<td>Exercise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.748</td>
</tr>
<tr>
<td>Play golf</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.661</td>
</tr>
<tr>
<td>Fun</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.592</td>
</tr>
<tr>
<td>Family members</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.882</td>
</tr>
<tr>
<td>Spouse</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.853</td>
</tr>
</tbody>
</table>

Factor analysis was employed to determine distinct dimensions of golfers’ motivation. Reasons why someone might play golf were assessed using a 16 item, 5 point Likert-type scale anchored by 1 “not important” and 5 “extremely important”. Exploratory factor analysis with a
Varimax rotation was utilized to group the items, since this is the initial examination of the items used.

Five factors were identified from factor analysis done on sport motivation. These are labeled as Network, Outdoor, Skills, Social and Family factor (Refer to Table 4.3)

It should be noted that item Travel and Exercise were dropped due to a low factor loading score thus not enough to be grouped into any factors.

Table 4.4: The mean of each factor

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>3.99</td>
</tr>
<tr>
<td>Social</td>
<td>3.79</td>
</tr>
<tr>
<td>Skills</td>
<td>3.69</td>
</tr>
<tr>
<td>Network</td>
<td>3.01</td>
</tr>
<tr>
<td>Family</td>
<td>2.39</td>
</tr>
</tbody>
</table>

Factor outdoor has the highest score mean which indicates that it is the most important factor to golfers. The lowest mean score is Family which shows that it is the least important factor to motivate golfers to play golf. This could be due to the fact that family could be a distraction to golfers.
Table 4.5: Cronbach’s Alpha score for sport motivation

<table>
<thead>
<tr>
<th>Dimensions/Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1-11,10,8,9</td>
<td>Network</td>
</tr>
<tr>
<td></td>
<td>0.813</td>
</tr>
<tr>
<td>D2-2,13</td>
<td>Outdoor</td>
</tr>
<tr>
<td></td>
<td>0.628</td>
</tr>
<tr>
<td>D3-14,15</td>
<td>Skills</td>
</tr>
<tr>
<td></td>
<td>0.628</td>
</tr>
<tr>
<td>D4-6,7,4</td>
<td>Social</td>
</tr>
<tr>
<td></td>
<td>0.550</td>
</tr>
<tr>
<td>D5-13,12</td>
<td>Family</td>
</tr>
<tr>
<td></td>
<td>0.764</td>
</tr>
</tbody>
</table>

The table above shows the Cronbach’s Alpha reliability test scores for Sport Motivation. Generally, reliability of less than 0.60 are considered poor, those in the 0.70 are ranged acceptable and those above 0.80 are good (Sekaran, 2003). The statements for each attributes or dimensions selected have been tested for its reliability by using internal consistency approach.

The results above show most dimensions to be in the range of 0.628-0.813 which indicates that it has a high reliability with the exception of D4 which shows a value of 0.550. The factor D4 was not deleted because it is still above 0.50. However, in view of weak internal consistency of D4, the results of its further testing must be treated with caution.

Research has stated that alpha coefficients for scales with few items (6 or less) can be much smaller (.60) or higher than scales with more items, and still be acceptable (Cortina, 1993).
Further, it has been even suggested that scales with only two items can be smaller (.50) and still be acceptable (Nunnally and Bernstein, 1994). Thus, all five scales were deemed to have an acceptable degree of liability, as indicated by Cronbach’s alpha.

### 4.3 EXPERIENCE USE HISTORY

For Experience Use History, global experience constructed when added all nine items are divided by three different degrees of experience which is low, medium and high experience.

For the purpose of analysis, only both extreme of degree of experiences are used for further analysis.

From the results it indicates that 25 golfers fall into low category, 73 falls into the medium category and 25 falls into high category. The medium category will be eliminated leaving the mean value of high and low categories to be tested in the regression analysis.
Table 4.6: One sample t-test for RDA

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greens and Fairways</td>
<td>160</td>
<td>4.69</td>
<td>.572</td>
<td>.045</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>160</td>
<td>4.50</td>
<td>.682</td>
<td>.054</td>
</tr>
<tr>
<td>Reservation Personnel</td>
<td>159</td>
<td>4.30</td>
<td>.759</td>
<td>.060</td>
</tr>
<tr>
<td>Facilities Accessible</td>
<td>160</td>
<td>4.29</td>
<td>.806</td>
<td>.064</td>
</tr>
<tr>
<td>Caddies Services</td>
<td>160</td>
<td>4.28</td>
<td>.831</td>
<td>.066</td>
</tr>
<tr>
<td>Office Personnel</td>
<td>160</td>
<td>4.28</td>
<td>.770</td>
<td>.061</td>
</tr>
<tr>
<td>Course Scenery</td>
<td>160</td>
<td>4.26</td>
<td>.746</td>
<td>.059</td>
</tr>
<tr>
<td>Food Quality</td>
<td>160</td>
<td>4.22</td>
<td>.768</td>
<td>.061</td>
</tr>
<tr>
<td>Dining Personnel</td>
<td>160</td>
<td>4.14</td>
<td>.717</td>
<td>.057</td>
</tr>
<tr>
<td>Food Choices</td>
<td>160</td>
<td>4.05</td>
<td>.791</td>
<td>.063</td>
</tr>
<tr>
<td>Course challenging</td>
<td>160</td>
<td>3.99</td>
<td>.861</td>
<td>.068</td>
</tr>
<tr>
<td>Housekeeping Personnel</td>
<td>160</td>
<td>3.84</td>
<td>.977</td>
<td>.077</td>
</tr>
<tr>
<td>Facilities Choices</td>
<td>160</td>
<td>3.74</td>
<td>.947</td>
<td>.075</td>
</tr>
<tr>
<td>Amenities choices</td>
<td>160</td>
<td>3.38</td>
<td>1.092</td>
<td>.086</td>
</tr>
</tbody>
</table>

One sample t-test of Resort Destination Attributes shows green and fairways as having the highest mean score. This indicates that golfers considered the greens and fairways as the most important factor when they play at a golf destination. This is followed by cleanliness which scored the second highest mean score. This shows that cleanliness of the resort is important to golfers. The lowest mean score belongs to choices of facilities e.g. driving range, pro shop, golf academy which indicates that they are not an important motivation for golfers to play at a golf
### Table 4.7 FACTOR ANALYSIS FOR RDA

<table>
<thead>
<tr>
<th></th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Food choices</td>
<td>.849</td>
</tr>
<tr>
<td>Food Quality</td>
<td>.834</td>
</tr>
<tr>
<td>Dining Personnel</td>
<td>.699</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>.664</td>
</tr>
<tr>
<td>Facilities Accessible</td>
<td></td>
</tr>
<tr>
<td>Office Personnel</td>
<td>.848</td>
</tr>
<tr>
<td>Reservation Personnel</td>
<td>.784</td>
</tr>
<tr>
<td>Housekeeping Personnel</td>
<td>.698</td>
</tr>
<tr>
<td>Greens and Fairways</td>
<td></td>
</tr>
<tr>
<td>Course Challenging</td>
<td></td>
</tr>
<tr>
<td>Course Scenery</td>
<td></td>
</tr>
<tr>
<td>Caddied Services</td>
<td></td>
</tr>
<tr>
<td>Facilities Choices</td>
<td></td>
</tr>
<tr>
<td>Amenities Choices</td>
<td></td>
</tr>
</tbody>
</table>

destination.
In order to identify the underlying dimensions of the resort destination attributes and for the purpose of reducing the number of variables in the attributes constructs, factor analysis were performed utilizing principal components analysis with Varimax rotation. 14 variables were selected to apply to the factor analysis.

The data were first assessed for the appropriateness of running factor analysis. The correlation matrix revealed a substantial number of variables correlated at the 0.30 level or above. The Kaiser-Meyer-Olkin value was 0.853, and the Barlett Test of Sphericity was statistically significant at 0.000 levels. Therefore, the data was suitable for the proposed statistical procedure of factor analysis.

Four factors of destination attributes were derived to represent the data and were retained for further analysis. Food and Hygiene (IMP1); Staffing (IMP2); Golf course (IMP3) and Facilities (IMP4) Caddie (IMP3); and Facilities and Amenities (IMP4). All the factor loadings were above 0.50.

Table 4.8: The mean of each factor

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course</td>
<td>4.30</td>
</tr>
<tr>
<td>Food and Hygiene</td>
<td>4.23</td>
</tr>
<tr>
<td>Staffing</td>
<td>4.14</td>
</tr>
<tr>
<td>Facilities</td>
<td>3.56</td>
</tr>
</tbody>
</table>
Factor Course shows the highest mean score which indicates that golf course is an important motivation for golfers to play golf at a golf destination. The least mean score is factor Facilities which shows that it’s not an important motivation for golfers to play golf at a resort.

Table 4.9 Cronbach’s Alpha value for RDA

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Hygiene</td>
<td>0.860</td>
</tr>
<tr>
<td>Staffing</td>
<td>0.790</td>
</tr>
<tr>
<td>Golf Course</td>
<td>0.723</td>
</tr>
<tr>
<td>Facilities</td>
<td>0.715</td>
</tr>
</tbody>
</table>

The table above shows the Cronbach’s Alpha reliability test scores for Resort Destination Attributes. Value at 0.7 is the acceptable level. Cronbach alpha values ranges from 0.715 to 0.860, which are high and signifies good contribution of each item within its factors.

4.4 REGRESSION ANALYSIS

Regression analysis is used to test the strength of the relationship between the
independent variable and the dependent variable. Multiple regressions are chosen because there are more than two independent variables.

4.5 SPORT MOTIVATION AND SATISFACTION

Table 4.10 Sport motivation model summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.479</td>
<td>.229</td>
<td>.204</td>
<td>.583</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), SM_D5_FAMILY, SM_D4_SOCIAL, SM_D3_SKILLS, SM_D2_OUTDOOR, SM_D1_NETWORKING
b. Dependent Variable: TOTAL_SATISFACTION

Table 4.11 Sport motivation and satisfaction ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>15.567</td>
<td>5</td>
<td>3.113</td>
<td>9.169</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>52.293</td>
<td>154</td>
<td>.340</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>67.860</td>
<td>159</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), SM_D5_FAMILY, SM_D4_SOCIAL, SM_D3_SKILLS, SM_D2_OUTDOOR, SM_D1_NETWORKING
b. Dependent Variable: TOTAL_SATISFACTION

The relationship between sport motivation and satisfaction is significantly related at 0.000, which is less than 0.05. So there is a significant relationship between sport motivation and satisfaction.
Table 4.12 Sport Motivation Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>4.040</td>
<td>.046</td>
<td>87.687</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>NETWORKING</td>
<td>.126</td>
<td>.046</td>
<td>.192</td>
<td>2.721</td>
<td>.007</td>
</tr>
<tr>
<td>OUTDOOR</td>
<td>.149</td>
<td>.046</td>
<td>.229</td>
<td>3.232</td>
<td>.002</td>
</tr>
<tr>
<td>SKILLS</td>
<td>.176</td>
<td>.046</td>
<td>.270</td>
<td>3.813</td>
<td>.000</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>.169</td>
<td>.046</td>
<td>.259</td>
<td>3.656</td>
<td>.000</td>
</tr>
<tr>
<td>FAMILY</td>
<td>-.014</td>
<td>.046</td>
<td>-.021</td>
<td>-3.00</td>
<td>.765</td>
</tr>
</tbody>
</table>

a. Dependent Variable: TOTAL_SATISFACTION

Results show that there is a significant relationship between sport motivation and satisfaction. Significance value < 0.05 means that golfers motivated by outdoor, skills and social factors are satisfied. Beta values which are high for skills, social and outdoors show that these factors are important in influencing golfers’ satisfaction.

4.6 REGRESSION ANALYSIS: DEMOGRAPHIC PROFILE

4.7 Independent t-test sample for gender and satisfaction

T-test on gender and satisfaction shows an insignificant value at 0.62, which is > 0.05,
which indicates that there is no significant relationship between gender and satisfaction.

4.8 ANOVA Age and Satisfaction

ANOVA test done on age and satisfaction shows no significance level since the value is >0.05. This means that age of the golfer does not affect his/her satisfaction.

ANOVA tests done on relationship between ethnic group, education level, occupation, income level and satisfaction all shows insignificant values. This means that there is no significant relationship between ethnic group, education level, occupation and income level in relation to satisfaction.

Similarly, ANOVA tests done on ethnic group, education level and occupation show no significant value when compared to satisfaction. This means that ethnic group, education level and income do not affect satisfaction level in golfers.

4.9 T-test for Experience Use History and Satisfaction

From the results of t-test $F = 1.733$ shows that it’s not significant since it’s >0.05. This means that the level of experience in a golfer does not guarantee his/her satisfaction. The more experienced a golfer is, the more unsatisfied he/she is. This may be explained by the fact that a more experienced golfer e.g. a single handicapper will have a high expectation of him/her therefore he/she won’t be easily satisfied with his /her game.

2 –tailed significant value of 0.224 also shows that there is no significant relationship between experience use history and satisfaction.
4.10 REGRESSION ANALYSIS:
RESORT DESTINATION ATTRIBUTES AND SATISFACTION

Table 4.13 RDA and Satisfaction model summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.437</td>
<td>.191</td>
<td>.170</td>
<td>.595</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), RDA_D4_FACILITIES, RDA_D2_STAFF, RDA_D3_COURSE, RDA_D1_FOOD
b. Dependent Variable: TOTAL_SATISFACTION

Table 4.14 RDA and satisfaction ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>12.903</td>
<td>4</td>
<td>3.226</td>
<td>9.110</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>54.531</td>
<td>154</td>
<td>.354</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>67.434</td>
<td>158</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), RDA_D4_FACILITIES, RDA_D2_STAFF, RDA_D3_COURSE, RDA_D1_FOOD
The relationship between Resort Destination Attributes and satisfaction is significantly related at 0.000, which is less than 0.05. This indicates that there is a significant relationship between Resort Destination Attributes and satisfaction.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>4.041</td>
<td>.047</td>
<td>85.630</td>
</tr>
<tr>
<td></td>
<td>FOOD</td>
<td>.010</td>
<td>.047</td>
<td>.016</td>
</tr>
<tr>
<td></td>
<td>STAFF</td>
<td>.143</td>
<td>.047</td>
<td>.219</td>
</tr>
<tr>
<td></td>
<td>COURSE</td>
<td>.229</td>
<td>.047</td>
<td>.351</td>
</tr>
<tr>
<td></td>
<td>FACILITIES</td>
<td>.092</td>
<td>.047</td>
<td>.142</td>
</tr>
</tbody>
</table>

From the coefficient table above we can see that staff has a significant value of 0.003 and course a significant value of 0.000. Both values are significant since they are < 0.05. The other factors are not significant since the significant values are >0.05. This means that staffing and course affect the satisfaction of golfers whenever they visit a golf resort.

Beta values have been used to compare the distribution of each independent variable. The largest positive beta coefficient is factor course (beta=.351) which indicates that golf course has the most positive influence on golfers’ satisfaction. Management should focus on providing the best golf courses for the golfers and well training their staff in order to improve service quality.
4.11 PEARSON CORRELATION

Pearson Correlation is employed to check the correlation between satisfaction and loyalty. Tabachinick and Fidell (1996) suggest that a construct can significantly predict an independent variable if it has a correlation value of more than 0.3 but not more than 0.7 and coefficient significance value of less than 0.05.

Table 4.16 Correlation between Satisfaction and Loyalty

<table>
<thead>
<tr>
<th></th>
<th>TOTAL_SATISFACTION</th>
<th>TOTAL_LOYALTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL_SATISFACTION</td>
<td>Pearson Correlation</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>160.000</td>
</tr>
<tr>
<td>TOTAL_LOYALTY</td>
<td>Pearson Correlation</td>
<td>.378**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>159</td>
</tr>
</tbody>
</table>

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

Results show a correlation value of 0.378 and coefficient significance value of 0.000. This indicates that satisfaction has a positive correlation with loyalty.

CHAPTER 5

DISCUSSION

5.1 MAIN FINDINGS
Main findings show that the majority of golfers are male (85%) as opposed to 15% female. This is consistent with earlier research which stated that gender roles influenced the decision of participation. (Laverie, 1998). Other studies which have more males are among SCUBA divers. According to Mundet and Ribera (2001), diving is a male dominated sport (72%). Musa (2002) finds 35.2% among Sipadan divers are female. Perhaps future research could study the barriers of golfing activities among females.

Several studies indicated that society was more acceptant of male sport competitors; and that female often experienced role conflicts and/or negative social identities as a result of their participation in sporting activities (Barber and Crane, 2003). Research has consistently identified gender (for reviews see Aitchison, 2001; Henderson, Bialeschki, Shaw, and Freysinger, 1996; Shaw, 1999) in the ways in which individuals participate in, allocate time to, assign and derive meaning from, and feel constraint within, their leisure.

Sports and competition were readily accepted as a display of masculinity. Conversely, femininity was often questioned when women chose to regularly compete in sporting activities (Leonard, 1998). And, although the golf industry continued to grow the number of female participants it also continued to be a male dominated sport and industry (Chambers, 1995).

The images of female golfers were questioned in 1995 when a prominent television golf announcer was quoted at an afterhours cocktail party as saying that the ladies golf tour was unpopular because it was dominated by lesbians; and that their large breasts and open homosexuality kept potential sponsors from embracing the sport (Moriarty, 2005). His claims were unfounded, yet damaging. His comments brought a tremendous amount of negative publicity to a problem that was not proven to exist (Moriarty, 2005).
Results suggested that golfers placed outdoor as the highest motivation factor in determining the level of satisfaction. This is consistent with an earlier research (Zhang, 2007) which concluded that the leisure factor such as spending time with friends, having fun, and enjoying outdoors was the best motivation for almost all golfers.

This is followed by social, skills, network and family factors. It has been stated that one motivation for participation in leisure activities is to establish new friendships or strengthen existing relationships.

In leisure and recreation related research, Coleman and Iso-Aloha (1993) theorized that as companionships are founded and fortified while participating in leisure activities, an individual’s perception of available social support increases. This rationale is used to explain that participation in leisure activities may produce friendships and contacts that lead a person to perceive that they will receive social support when necessary.

“Companionship and friendships developed and fostered through leisure engagement help people cope with excessive life stress and thereby help maintain or improve health” (Coleman and Iso-Aloha, 1993, p. 116). Leisure and recreation research is founded on the premise that it should have a theoretical and/or conceptual foundation to guide operationalization of measurement for data collection.

Experience Use History was found not to affect golfers’ satisfaction. Previous research did not relate Experience Use History with satisfaction. However Chi and Qu (2009) identified seven ‘attribute satisfaction’ factors that might affect tourists’ overall satisfaction with their travelling experience.

Petrick (2002) has reported that golfographic variables (rounds of golf played per year, golf vacation taken, number of years played, handicap) were not good predictors of the four
dimensions of novelty (thrill, change from routine, boredom-alleviation, and surprise) and that novelty factors were not good predictors of satisfaction or intentions to revisit a destination.

However, EUH associated with a location and activity may provide an indirect measure of regularized social interaction with other recreationists at the site or in the larger community of recreationists, and embeddings in a recreation social network. Second, Cobb (1976) discusses that as life progresses and one gains life experience, support is derived increasingly from other members of the family, peers, and professionals in the applicable field.

Cobb asserts that acquisition and use of a social support network is a dynamic process that is associated with life stage progression and experience. This explains the finding of this research which shows that most golfers are in the older age group, well-educated, holds a good job position and high income earners.

Earlier research has shown that the typical tourist golfer earns a higher income and spends greater amounts on sports than the average tourist visiting the Algarve. The academic qualification data clearly show a significant predominance of respondents at graduation level. The survey results indicate the majority (67%) of golfers belong to middle and high class (Correia and Pintassilgo, 2006). These individuals have a strong desire for self-determination, feel competent in most areas of their life, and become deeply involved and enjoy a challenge in their leisure pursuits.

For Resort Destination Attributes golfers considered staffing and course to be important in determining their satisfaction. They would consider the feature of golf course to be of utmost important in order for them to be satisfied. This is consistent with the findings from a literature review on “The golf player’ motivations: The Algarve case”, Correia and Pintassilgo (2006) which conclude that the driving motivations were found to be typically the social environment
associated with golf; the leisure opportunities provided by the region; the golf courses and the
game conditions; as well as price and proximity/accessibility.

Zhang (2007) also identified that the best predictor for golfers’ satisfaction was course
service, including such things as staff, pro shop, practice facility, amenities and green fees,
which explained 57% of the variance of the overall satisfaction.

Highest beta value shows golf course as the most positive influence on satisfaction as
found by earlier research done by Correia and Pintassilgo (2006). It could be suggested that
management should focus on providing the best golf course for golfers and well train their staff
to improve their service quality.

It is appropriate to note then that the main market segment, the golf tourist, is
fundamentally motivated by golf courses and game conditions. (Correia and Pintassilgo, 2006).
Thus, the golf industry of the region should be very much aware that demands for its products
depends more on its level of performance than on the other attractions of the region.

5.2 RESEARCH CONTRIBUTION

From the theoretical point of view, leisure and recreation research is founded on the
premise that it should have a theoretical and/or conceptual foundation to guide operationalization
of measurement for data collection.

A considerable amount of research has examined the relationship between golfers’
satisfaction and motivation, as well as the interaction between satisfaction and destination
attributes; however there is limited investigation on the interrelationship among the three
concepts of golfers’ satisfaction, destination attributes and motivation.

The abundance of related studies suggested that destination attributes and motivation could have integrated and/or combined impact on golfers’ satisfaction with a particular destination. It would not present a holistic picture to the destination marketers if satisfaction concept was only investigated with either destination attributes or motivation separately.

This study aims to contribute to existing body of literature in knowledge of golfers’ satisfaction in that it attempts to provide conceptual clarification and linkages between these three constructs in a golf resort.

The objective of the study is to test whether the golf destination attributes, EUH, and golfers’ motivations are distinct indicators that could better measure golfers’ satisfaction and loyalty. The study describes overall satisfaction and loyalty as a function of destination attributes importance, EUH and golfers’ motivation. The major question in this research is to what extent golfers’ evaluation on destination attributes importance and motivation relate to their overall satisfaction and loyalty.

Petrick (2002) reported that golfographic variables (rounds of golf played per year, golf vacation taken, number of years played, handicap) were not good predictors of the four dimensions of novelty (thrill, change from routine, boredom-alleviation, and surprise) and that novelty factors were not good predictors of satisfaction or intentions to revisit a destination.

However this does not imply that golfographic factors were not associated with satisfaction or intention. Petrick and Beckman (2002b) found that golfographic variables are poor predictors of golf travellers’ perceived value, but still may be useful in identifying markets of golfers. The utilization of golfographics as primary variables to segment golf markets has been mostly unexplored.
This study attempts to fill that void by considering whether a golfographic variable, frequency of play, can be used to segment the market for golfers. Is this variable related to satisfaction and intentions to return to golf? Are there differences between golfers based on this golfographic variable, and can it be used to increase visitation to an area?

In response to the concern raised by Glyptis (1991) and Higham and Hinch (2006) that sport and tourism have been treated as separate spheres of activity and that there are unique research questions and directions that should be studied in sport and tourism, this paper recognizes that sport is a major part of the tourism product for many destinations and studies visitors participating in one such sport, golf.

Golfing is a dynamic and growing activity for tourists globally and, if developed and marketed appropriately, can become a very successful and profitable niche tourism product (Hinch and Higham, 2001).

5.3 MANAGERIAL IMPLICATION

Managerial wise, findings in Chapter 4 also suggest that golfers place a relatively high importance on resort destination attributes to determine their level of satisfaction. Generally, destination attributes importance will motivate golfers to come back to the resort. In order to motivate golfers, management of golf resorts must strive to attract golfers to utilize their resorts. Also the importance of staff attributes cannot be downplayed in influencing the satisfaction of
golfers. Training on the delivery of excellent service for example could be very useful in order to improve the satisfaction among golfers.

Furthermore, past research has shown that identification of differing segments motivations (Fodness, 1994) can assist management in formulating consumer-oriented marketing strategies for proper allocation of resources.

The current research would be beneficial to leisure service managers e.g. golf course managers. By improving the understanding of the cognitive systems of the recreationist (golfers), leisure service managers can make improved decisions regarding the leisure experience (e.g. benefits sought), resource allocation (staffing and maintenance), new product development (e.g. type and location of course), pricing policies (e.g. membership versus non-members) and facility operations (e.g. hours of operation, reservation system).

Of further importance to golf course management, is that golfers’ motivation and satisfaction may be used to guide marketing strategies by delivering a message which coincides with golfers’ experience use histories.

From this study, results show that golfers place a high importance on staffing and course factors (tees, greens and fairways) to affect their satisfactions. Based on this study managers of golf resorts should improve their staffing factors e.g. reservation, office and housekeeping personnel to give the best service to ensure golfers’ satisfaction.

Similarly, the management of golf resorts should improvise on their state of golf courses and make sure it's attractive to golfers. It is suggested that managers must maintain current levels of performance (Grisaffe, 1993) otherwise a drop in performance would lead to a drop in overall satisfaction (McLauchlan, 1992).
This study is not free of delimiting factors and limitations. One limitation was that respondents provided answers to the survey questionnaire at one particular point in time; which poses the likelihood that their opinions could change with maturity, lived expectations, and/or mood swings (Glicken, 2003).

By definition, delimitations were the “limitations you have imposed on the study that limit generalization” (Glatthorn, 1998, p.81). Delimitations considered the boundaries of the study related to generalizability, the size of sampling, setting, particular era in which the study was conducted, and any limitations caused as a result of the chosen methodology (Glicken).

This study was delimited to the following:

Firstly, a convenience sample of golfers was drawn from a target population of golfers who played at golf at three medium level golf courses in the Klang Valley. Secondly, golfer’s motivation, Experience Use History, Resort Destination Attributes and demographics were used as variables for marketing segmentation purpose. Thirdly, the survey questionnaire of this study included three instruments, which were used to solicit golfers’ perceived motivation and satisfaction at the studied golf course.

The limitations for this study were confined to the fact that the three golf courses
chosen for this study might have differences in the eyes of the golfers, though they are all considered to be medium level or standard courses. Therefore participants of this study might not understand the objectives and importance of this study and might not respond with accurate and well-thought answers. Finally the findings of this study might not be able to be generalized to all golf courses because of the sample size limitation and different golf environment in different regions of the country.

5.5 SUGGESTIONS FOR FUTURE RESEARCH

McDougall and Levesque (2000) proposed that, in addition to satisfaction, value might be a dominant mediator of future intentions and behavior of customers, with decisions to return to a service based on whether or not the customer received “value”. To this end, Cronin et al. (2000) suggested that there are two dimensions of value: price and service received. Consequently, perceptions of service quality may dive perceptions of value, which, in turn, influence satisfaction judgments and future intentions of customers.

Future research can focus on the role of value as a mediator of satisfaction. Specifically, the models will assess the role that value plays in mediating the relationship between service quality, satisfaction and future intentions.

In a sports and leisure context, Howat et al. (1999) found that satisfaction of customers was positively related to their willingness to recommend the service to others. Zeithaml (1988) suggested that value might be a mediator in perception of service quality.
Expectations

<table>
<thead>
<tr>
<th>Disconfirmation</th>
<th>Overall satisfaction</th>
<th>Likelihood of Recommendation/Revisiting</th>
</tr>
</thead>
</table>

Perceptions/Experiences

**Figure 5.1 Conceptual Model for study of satisfaction**

The conceptualization of experience use history (EUH) has been driven by the premise that experienced users should have a substantially greater knowledge base concerning activities and/or resource places, are more place familiar, and therefore have a richer cognitive, and perhaps affective, basis for evaluating resource settings and use (Manning, 1999).

Therefore future research should consider including the affective behavioral aspect of EUH. For example the researcher can ask golfers how often they watch the Golf Channels or how often they purchase and read golf magazines. In another word the future research will be approached by psychological view which comes under the preview of sociology.

Statistical analysis suggests that travel is not significant in determining golfers’ level of satisfaction even though most golfers do travel to play golf. Future research should include sports tourism and travel motivation as a determinant in golfers’ satisfaction.
5.6 CONCLUSION

The aim of this study was to investigate the relationship between motivation factors and its significance on level of satisfaction in golfers. It further explored the role played by EUH and golfers’ perception towards golfing destination attributes in relation to satisfaction and loyalty.

The study also examined if demographic factors e.g. age, gender, occupation, education and income level determine the level of satisfaction in golfers.

Findings revealed that the majority of golfers (85%) are male which is consistent with the literature review which points out that golf is predominantly a male-dominated game. The significant gender main effect showed the greater number of male sports players. Most golfers are above 40 years old which support earlier research findings that golfers are in the older age group, well educated, high income earners and belong to high and middle class. Basically they are self-determined, feel competent in many facets of their life, become deeply involved and enjoy a challenge in their leisure pursuits.

Statistical analysis shows that Experience Use History does not affect satisfaction in golfers. This is consistent with research findings by Schreyer and Bealieu (1986) which indicated that respondents with varying levels of experience did not appear to differ significantly in the types of attributes they feel are important in selecting wild land recreation environment.

Petrick (2002) also reported that golfographic variables (rounds of golf played per year, golf vacation taken, number of years played, handicap) were not good predictors of the four dimensions of novelty (thrill, change from routine, boredom-alleviation, and surprise) and that
novelty factors were not good predictors of satisfaction or intentions to revisit a destination.

Factor analysis for sport motivation reduced the data to 5 factors namely outdoor, social, skills, network and family. This is consistent with an earlier research (Zhang, 2007) which concluded that the leisure factor such as spending time with friends, having fun, and enjoying outdoors was the best motivation for almost all golfers.

As for Resort Destination Attributes, factor analysis effectively reduced the data to 4 factors namely course, food, staffing and facilities. Regression analysis shows that golf course plays a vital role in determining the satisfaction level in golfers. Previous research has shown that the driving motivations were found to be typically the social environment associated with golf; the leisure opportunities provided by the region; the golf courses and the game conditions.

Demographic factors did not seem to have any contribution towards golfers’ motivation and satisfaction.

This research contributes to existing body of literature in knowledge of golfers’ satisfaction in that it attempts to provide conceptual clarification and linkages between the three constructs in a golf resort namely golfers’ satisfaction, destination attributes and motivation.

The managerial implication would be beneficial to leisure service managers e.g. golf course managers. By improving the understanding of the cognitive systems of the recreationist (golfers), leisure service managers can make improved decisions regarding the leisure experience (e.g. benefits sought), resource allocation (staffing and maintenance), new product development (e.g. type and location of course), pricing policies (e.g. membership versus non-members) and facility operations (e.g. hours of operation, reservation system).

Managers not only should make an effort to offer a high quality service, but they should also stimulate the emotions of the golfers during the game, adding elements of excitement
and surprise in order to enhance the arousal of golfers e.g. water hazards on the greens.

Secondly, arousal also has an indirect influence over customer loyalty through satisfaction. Thirdly, there are different clusters of golfers with regard to sport motivations. Managers should segment the market to understand the different motivations of the separate golfers. Therefore, the study of motivations could be a fundamental strategic tool, in order to know the drivers of golfers’ satisfaction.

In conclusion, the cliché about golf being you against the golf course is only partly true. Ultimately, it is you against yourself. It always comes down to how well you know yourself, your ability, your limitations, and the confidence you have in your ability to execute under pressure that is mostly self-created. Ultimately, you must have the heart and head to play a shot and the courage to accept the consequences (Tiger Woods, 2001).