

Antecedents of Sport Commitment: A Comparison Based on Demographic Factors

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Abstract : Purpose: The primary purpose of this study was to identify the antecedents of sports commitment among cricket players and to understand demographic variables that may impact these factors. Commitment towards one's sports plays a crucial role in determining discipline and efforts of the player. Moreover, demographic variables would seem to play an important role in determining which factors or predictors have the greatest impact on commitment level. Design /methodology/approach: This study hypothesized the effect of demographic factors on sports commitment among cricket players. It attempts to examine the extent to which demographic factors can differentially motivate players to exhibit commitment towards their respective sport. Questionnaire survey method was adopted using purposive sampling technique. Using Multiple Regression, ANOVA, and t-test, the hypotheses were tested based on a sample of 350 players from Cricket Academy. Findings: Our main results from the multivariate analysis indicated that enjoyment and leadership of coach and peer affect the level of commitment to a greater extent whereas personal investment is a significant predictor of commitment among rural background players. Moreover, level of sport commitment among players is positively related to household income, the rural background players participate in sports to a greater extent than the urban players, there is no evidence of regional differentials in commitment but age differences (i.e. U-19 vs. U-25) play an important role in the decision to continue the participation in sports.

Keywords : Individual Sports Commitment, demographic indicators, cricket, player motivation

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