SNS Lifestyle and Leisure Identity of Marine Leisure Sports Participants

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ABSTRACT

Background/Objectives: The purpose of this study was to examine how the SNS lifestyle of marine leisure sports participants affects leisure identity, and to provide basic data that can contribute to the activation of marine leisure sports based on the results obtained.

Methods/Statistical analysis: The subjects of this study were adults over 18 years of age who participate in marine leisure sports. This study conducted a survey of 369 marine leisure sports participants in order to determine the relationship between SNS lifestyle and leisure identity of marine leisure sports participants, and the results are as follows.

Findings: First, the SNS lifestyle showed the partially-positive correlation with the leisure identity of marine leisure sports participants. Second, the communication-oriented type and information acquisition type of SNS lifestyle had positive effects on the respect of marine leisure sports participants while all the sub-variables of SNS lifestyle had positive effects on the identification and emotional attachment.

Improvements/Applications: In conclusion, the SNS lifestyle is a factor that would have positive effects on the leisure identity of marine leisure sports participants. The reason why people participate in marine leisure activities is to increase their social domain and status through communication and information acquisition. Therefore, I think that many people should participate in marine sports as leisure activities to achieve integration in a personalized and heterogeneous society.

Keywords: Leisure Identity, SNS Lifestyle, Communication-Oriented Type, Information Acquisition Type, Hobby Leisure Type, Use Effort Type.

I. INTRODUCTION

The marine leisure sports could be a broad-sense concept of using all sorts of powered or non-powered equipment topographically in the sea, river, and lake[1], As the sports that are enjoyed in nature by getting out of downtown, the marine leisure sports could be called nature-friendly activities. Also, on top of the development of sociality due to the characteristics of the event, especially, this sports activity causes positive results in the aspect of attitude, role, and value of sports socialization. The marine leisure sports activity could be an organized competition activity using individual's complex physical functions or active physical exercise in the ocean[2]. And it has the physical, psychological, and sociocultural values. The marine leisure sports provide various opportunities and environment to enrich individual's

life as leisure activity. Moreover, it has the indispensable functions and significance for enjoying a healthy and cultural life[3]. The marine leisure sports are recognized as a very valuable form of leisure in the aspect of providing a chance to relieve all sorts of stresses through physical activities, and also increasing the health of body and mind and the quality of life[4]. Like this, with the increased interest in marine leisure sports, there have been increased researches related to lifestyle and life patterns. Especially, there are more and more people who pursue a new lifestyle of producing, distributing, consuming, and enjoying information by using various media like smart devices.

The new lifestyle using the media could be called SNS lifestyle. The SNS users' lifestyle is the most used for the acquisition of information from acquaintances in the aspect of information search. In the SNS, the users can produce, share, and spread information for themselves, so they could quickly get various latest information. And they could easily and conveniently use it anytime and anywhere by using their smart devices.

Modern people are receiving lots of information through internet and SNS that could be used in every situation without limitations of time and space. This could be utilized as a convenient method to quickly obtain the necessary information within a short time[5]. There are more cases of exchanging information related to health by using the Social Network Service(SNS) such as blog, cafe, and facebook, and smartphone applications[6]. This is a social phenomenon showing the formation of new lifestyle using SNS. Even though the SNS lifestyle is quickly and diversely spread and utilized like this, it is still rare to find a research that analyzes the SNS lifestyle of marine leisure sports participants, or the SNS lifestyle and leisure identity.

Joining a club and periodically participating in it for marine leisure sports activity are a kind of leisure activity. An individual's expectation and importance of a specific activity could be changed depending on the salience of social role identity related to the activity[7]. Thus, the leisure identity could be considered as an important factor that could make differences in the expectation and importance given to leisure activity by marine leisure sports participants. By performing each given role, each individual identifies oneself with the group related to the role, and then internalizes the expectation related to the specific role.

The leisure provides a situation to perform social roles, and each individual forms the leisure identity which is the social identity related to leisure in the process of continous participation in a certain leisure activity[8]. In other words,

the leisure identity could be defined as the internalized role expectation formed by identifying oneself with a leisure group as a result of continous participation in a specific leisure activity. The leisure identity could be the internalized role expectation formed through the identification with a leisure group as a result of continous participation in a specific leisure activity. The leisure identity is voluntarily selected and formed by one, and in order to continuously maintain it, there should be some efforts into it. Eventually, the leisure identity has no mandatory elements, and it can exist based on individual's attachment.

Because the positive participants in leisure also show the positive participatory behavior or intention, it is necessary to conduct a research for establishing the measures for drawing their continuous participation. There have been active researches targeting the leisure activity participants in physical activities such as outdoor leisure activity or leisure sports in relation to leisure identity. However, there are not many researches targeting the marine leisure sports participants. Therefore, this study aims to provide the basic data helpful for expanding the participation in marine leisure sports by examining the relation between SNS lifestyle and leisure identity of marine leisure sports participants.

II. Research Methods

1. Research Subjects

As the research subjects, the adults in their 18 or up who were participating in marine leisure sports were selected as a population. Using the convenience sampling method, a survey was conducted targeting the marine leisure sports participants who understood the purpose of this study and survey. Total 369 questionnaires were used for the final analysis. The general characteristics of research subjects are shown as <Table 1>.

Table 1. General characteristics of research subjects

Variable	Classification	Number of people(N)	Percentage (%)
Gender	Male	256	69.4
	Female	113	30.6
Age	18-29	67	18.2
	30-39	97	26.3
	40-49	133	36.0
	50s or up	72	19.5
Highest level of education	Graduation of high school or lower	91	24.7
	Enrollment in university	83	22.5
	Graduation of university	138	37.4
	Graduate school or higher	57	15.4
Economic level	High	87	23.6
	Medium	225	61.0
	Low	57	15.4
Occupation	Professional/ management position	73	19.8
		80	21.7
		86	23.3
	Office/service	53	14.4

	position Self-employed Labor/production position Student(Graduate school)	77	20.8
Total		369	100

2. Research Tools

1) SNS Lifestyle

For the questionnaire of SNS lifestyle, this study modified/complemented the items of the information use of food nutrition & nutrition knowledge according to SNS lifestyle by [9], and the items used for the lifestyle tendency and SNS destination information by [10], based on the types of SNS lifestyle of high school girls presented by [11]. In this study, the number of items in each variable was composed as eight items for communication-oriented type, four items for information acquisition type, three items for hobby leisure type, and three items for use effort type. The scale composition of questionnaire was based on the 5-point Likert scale such as "1point for Not At All", "2points for No", "3points for Moderate", "4points for Yes", and "5points for Very Much Likely".

2) Leisure Identity

For the questionnaire of leisure identity, this study modified/complemented the items of the sports leisure activity identity of field soccer participants by [12], and the items used for the leisure identity of dance sports club members by [13], based on a research on the leisure identity presented by [8]. In this study, the number of items in each variable was composed as seven items for respect, five items for identification, and two items for emotional attachment. The scale composition of questionnaire was based on the 5-point Likert scale such as "1-point for Not At All", "2-points for No", "3-points for Moderate", "4-points for Yes", and "5-points for Very Much Likely".

3. Validity & Reliability

To verify the validity of the research tools, the principal component analysis of exploratory factor analysis was used. For the simplification of factor structure, this study used the varimax of orthogonal rotation methods. The method to extract the common factor was based on the Eigenvalue 1.0 or up. The Factor Loading was limited to the items as .50 or up. In order to verify the reliability of the research tools, this study used the Cronbach's α coefficient following the internal consistency criteria.

1) SNS Lifestyle

Table 2. Results of validity & reliability analysis of SNS

lifestyle

Item	Communication-oriented type	Information acquisition type	Hobby leisure type	Use effort type	h²
Item02	.880	.195	-.094	-.071	.808
Item01	.875	.188	-.080	-.032	.827
Item03	.862	.292	-.037	-.100	.694
Item04	.807	.350	.028	-.137	.840
Item06	.786	.375	.015	-.106	.793
Item05	.732	.381	.017	.112	.770
Item07	.624	.513	.105	-.020	.664
Item08	.494	.036	-.019	.303	.508
Item11	.265	.845	-.037	.169	.783
Item09	.314	.825	.004	.059	.765
Item10	.338	.736	-.070	.161	.815
Item12	.359	.610	.008	-.100	.593
Item14	.008	.016	.901	.075	.816
Item13	-.152	-.031	.879	.139	.818
Item15	.057	-.014	.862	.142	.767
Item17	-.182	.063	.084	.830	.669
Item16	-.098	-.055	.131	.800	.733
Item18	.114	.344	.250	.619	.578
Eigenvalue variance% Cumulative%	7.416 41.199 41.199	2.972 16.508 57.707	1.709 9.495 67.202	1.044 5.797 73.000	
Reliability	.840	.797	.903	.902	

Kaiser-Meyer-Olkin=.901

Bartlett's unit matrix(χ^2=4766.083, df=153, p=.000)

Just as shown in <Table 2>, in the results of conducting the exploratory factor analysis on 18 items, total four factors such as communication-oriented type, information acquisition type, hobby leisure type, and use effort type were drawn. Only the factors with loading as .40 or up were extracted while the common variance of the four factors was shown as about 73.0%. In this study, the KMO Measure of Sampling Adequacy was .901, and the Bartlett's test of sphericity also showed the significant difference(χ^2=4766.083, df=153, p<.001), which showed the fitness of the sample. The reliability coefficient of SNS lifestyle was shown as .840 for communication-oriented type, .797 for information acquisition type, .903 for hobby leisure type, and .902 for use effort type.

2) Leisure Identity

Table 3. Results of validity & reliability analysis of leisure identity

Item	Respect	Identification	Emotional attachment	h²
Item3	.891	.068	-.012	.799
Item2	.881	.103	.051	.790
Item4	.854	.030	.022	.774
Item5	.851	.117	.188	.774
Item1	.851	.117	.188	.730
Item7	.851	.016	-.035	.726
Item6	.835	.159	.014	.723
Item9	.078	.878	.047	.778
Item8	.172	.855	.023	.761
Item10	.081	.824	.030	.687
Item11	.082	.814	.177	.700
Item12	.027	.780	-.041	.610
Item13	.073	-.024	.887	.792
Item14	.095	.167	.866	.788
Eigenvalue variance% Cumulative%	5.784 41.312 41.312	3.213 22.947 64.259	1.823 13.020 77.278	
Reliability	.803	.816	.890	

Kaiser-Meyer-Olkin=.818

Bartlett's unit matrix(χ^2=2016.130, df=45, p=.000)

Just as shown in <Table 3>, in the results of conducting the exploratory factor analysis on 14 items, total three items such as respect, identification, and emotional attachment were drawn. Only the factors with loading as .40 or up were extracted while the common variance of the three factors was about 77.3%. In this study, the KMO Measure of Sampling Adequacy was .818, and the Bartlett's test of sphericity also showed the significant difference(χ^2=2016.130, df=45, p<.001), which showed the fitness of the sample. The reliability coefficient of leisure identity was shown as .803 for respect, .816 for identification, and .890 for emotional attachment.

4. Statistical Processing

The SPSS(ver 24.0) Statistical Program was used for the collected data. Among the data collected following the objective of this study, total 369 questionnaires were used for the final analysis after excluding the questionnaires that were judged to be unsuitable for this study. In order to verify the normal distribution, validity, and reliability of the collected data, this study conducted the descriptive statistical analysis, exploratory factor analysis, and reliability analysis by using the SPSS 24.0. This study also conducted the correlation analysis to examine the relation between variables, and the multiple regression analysis to understand the causal relation between variables. At that time, the significance level was set as α=.05.

III. Results

1. Correlation between SNS lifestyle and leisure identity of marine leisure sports participants

Table 3. Results of correlation between SNS lifestyle and leisure identity

Classification	A	B	C	D	E	F	G
Communication-oriented type	-						
Information acquisition type	.713***	-					
Hobby leisure type	-.052	-.035	-				
Use effort type	-.036	.148**	.303***	-			
Respect	.898***	.730***	-.044	-.026	-		
Identification	.227***	.053	.778***	.138**	.203***	-	
Emotional attachment	.234***	.093	.142**	.106*	.167***	.215***	-
***p<.001, **p<.01, *p<.05							

Just as shown in <Table 3>, in the results of analyzing the correlation between variables, the communication-oriented type as a sub-variable of SNS lifestyle showed the positive correlations with the respect(r=.898), identification(r=.277), and emotional attachment(r=.234) in order. The information acquisition type showed a positive correlation with the respect(r=.730). The hobby leisure type showed the positive correlations with the identification(r=.778) and emotional attachment(r=.142) in order. In other words, the SNS lifestyle showed the partially-positive correlation with the leisure identity of marine leisure sports participants.

2. Relation between SNS lifestyle and leisure identity of marine leisure sports participants

In order to understand the causal relation between SNS lifestyle and leisure identity of marine leisure sports participants, this study conducted the multiple regression analysis.

1) Relation between SNS lifestyle and respect of marine leisure sports participants

Table 4. Multiple regression analysis of SNS lifestyle and respect

	B	SE	β	t
(Constant)	.349	.110		3.157**
Communication-oriented type	.732	.031	.760	23.695***
Information acquisition type	.212	.036	.192	5.914***
Hobby leisure type	.010	.021	.011	.495
Use effort type	-.028	.022	-.030	-1.254
F=425.271***, R^2=.824 Adjusted R^2=.822				
***p<.001, *p<.05				

Just as shown in <Table 4>, in the results of analyzing the effects of SNS lifestyle on the respect of marine leisure sports participants, it had significant effects(F=425.271, significance level as p<.001). The explanatory power of regression equation was 82.4%(R^2=.824). In the effects of SNS lifestyle on the respect of marine leisure sports participants, the communication-oriented type(β=.732, t=23.695, p<.001) and information acquisition type(β=.212, t=5.914, p<.001) in order had effects on it.

2) Relation between SNS lifestyle and identification of marine leisure sports participants

Table 5. Multiple regression analysis of SNS lifestyle and identification

	B	SE	β	t
(Constant)	.474	.143		3.303***
Communication-oriented type	.396	.040	.410	9.875***
Information acquisition type	.223	.047	.202	4.788***
Hobby leisure type	.728	.027	.811	27.039***
Use effort type	.058	.029	.063	2.042*
F=217.131***, R^2=.705 Adjusted R^2=.701				
***p<.001, *p<.05				

Just as shown in <Table 5>, in the results of analyzing the effects of SNS lifestyle on the identification of marine leisure sports participants, it had significant effects(F=217.131, significance level as p<.001). The explanatory power of regression equation was 70.5%(R^2=.705). In the effects of SNS lifestyle on the identification of marine leisure sports

participants, the hobby leisure type(β=.811, t=27.039, p<.001), communication-oriented type(β=.410, t=9.875, p<.001), information acquisition type(β=.202, t=4.788, p<.001), and use effort type(β=.063, t=2.042, p<.05) in order had effects on it.

Table 6. Multiple regression analysis of SNS lifestyle and emotional attachment

	B	SE	β	t
(Constant)	2.045	.289		7.064***
Communication-oriented type	.424	.081	.380	5.235***
Information acquisition type	.243	.094	.190	2.582**
Hobby leisure type	.126	.054	.121	2.315*
Use effort type	.119	.058	.111	2.050*
F=10.113***, R^2=.100 Adjusted R^2=.090				
***p<.001, **p<.01, *p<.05				

Just as shown in <Table 5>, in the results of analyzing the effects of SNS lifestyle on the emotional attachment of marine leisure sports participants, it had significant effects(F=10.113, significance level as p<.001). The explanatory power of regression equation was 10.0%(R^2=.100). In the effects of SNS lifestyle on the emotional attachment of marine leisure sports participants, the communication-oriented type(β=.380, t=5.235, p<.001), information acquisition type(β=.190, t=2.582, p<.01), hobby leisure type(β=.121, t=2.315, p<.05), and use effort type(β=.111, t=2.050, p<.05) in order had effects on it.

IV. DISCUSSIONS

In order to understand the relation between SNS lifestyle and leisure identity of marine leisure sports participants, this study conducted the correlation analysis. In the results, the communication-oriented type showed the positive correlations with the respect, identification, and emotional attachment. The information acquisition type showed the positive correlation with the respect while the hobby leisure type and use effort type showed the positive correlation with the identification and emotional attachment. In the results of conducting the multiple regression analysis to examine this in detail, the communication-oriented type and information acquisition type had positive effects on the respect while all the SNS lifestyles had positive effects on the identification and emotional attachment. In other words, this study verified that the SNS lifestyle would be a factor having positive effects on the leisure identity of marine leisure sports participants.

Contrary to the existing internet service that unilaterally delivers information to users, the SNS is composed to provide the platform and also to easily share/use information, so the users could directly create and operate data[14]. The SNS where the users could produce, share, and spread information for themselves, rapidly spread in the aspect of quickly receiving various newest information, and also conveniently and easily using it anytime and anywhere by using smart devices, which was led to the appearance of new lifestyle called 'SNS lifestyle'. In this situation, people are getting lots information within a short time through internet and SNS that could be used in any situation without limitations of time and

3) Relation between SNS lifestyle and emotional attachment of marine leisure sports participants

space. This shows people are forming their new lifestyle using the SNS. This SNS lifestyle is actively performed in various areas such as health, fashion, and food, and the sports are no exception. In relation to this, [15] argues that the lifestyle has direct effects on the leisure attitude, and indirect effects on the leisure activity involvement.

Recently, the elderly is showing a new lifestyle as a subject of leisure, culture, and consumption after getting out of the past traditional lifestyle of the elderly[16]. If the researches that perceive the elderly as a new consumer class, examine the characteristics of their SNS lifestyle, or utilize them as a variable of market segmentation are vitalized, the marine leisure sports would be able to secure more extensive participants, and to achieve the vitalization. Especially, the women, younger generations, and highly-educated people are not just simply enjoying the marine leisure sports, but showing the identification and emotional attachment to their club members, which should be considered for the vitalization of marine leisure sports according to new lifestyle in the future. In this study, the SNS lifestyle was verified as a factor having positive effects on the leisure identity of the adults who participated in marine leisure sports, which suggests the necessity to recommend the active participation in marine leisure sports.

V. CONCLUSIONS

The purpose of this study was to examine how the SNS lifestyle of marine leisure sports participants affects leisure identity, and to provide basic data that can contribute to the activation of marine leisure sports based on the results obtained.

The subjects of this study were adults over 18 years of age who participate in marine leisure sports. This study conducted a survey of 369 marine leisure sports participants in order to determine the relationship between SNS lifestyle and leisure identity of marine leisure sports participants, and the results are as follows.

First, the SNS lifestyle showed the partially-positive correlation with the leisure identity of marine leisure sports participants.

Second, the communication-oriented type and information acquisition type of SNS lifestyle had positive effects on the respect of marine leisure sports participants while all the subvariables of SNS lifestyle had positive effects on the identification and emotional attachment.

In conclusion, the SNS lifestyle is a factor that would have positive effects on the leisure identity of marine leisure sports participants. The reason why people participate in marine leisure activities is to increase their social domain and status through communication and information acquisition. Therefore, I think that many people should participate in marine sports as leisure activities to achieve integration in a personalized and heterogeneous society.

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