

นิพนธ์ต้นฉบับ (Original article)

จิตวิทยาการออกกำลังกายและกีฬา (Sports and Exercise Psychology)

A RELATIONSHIP OF SELF CONCEPT AND PERCEIVED BENEFIT CONGRUITY TO SPORT PARTICIPATION

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ABSTRACT

Sport participation has often been discussed and being positively related to the self enhancement. When perceived benefit of sport is matched with the self-image, its congruity plays an involved role to determine participation with a domination of social self-image. This research adopted a mix methodology of qualitative and quantitative study. An in depth interview of 75 Thai adults was conducted to identify the perceived benefit of sport participation. The relationship of self-concept and perceived benefit congruence to sport participation was further examined with 1460 samples. Statistical analysis used Mean and Standard Deviation, Pearson Product Moment and Multiple Regression. Results showed that concerns on the good health and body fit are the main perceived benefit of participation ($M = 4.43$ and $S.D. = 0.98$). Congruity of good health benefit and social self-image was correlated ($P=0.712$) and related to sport participation with coefficient =1.000. It indicated that the congruence of the perceived benefit and the social self-image determines to sport participation. The findings can be applicable for developing an effective marketing communication when government implements the health promotion campaign to support National Sport Policy. An inclusion of social self-image to the communication of physical health benefit could play a role to convince and motivate people for more participation. This will finally support a success to the National sport policy which aims to drive up participation from Thai people.

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KEYWORDS: Self Concept; Self Congruity; Sport Participation; Thailand

INTRODUCTION

The Thai Government has put through the National Sport Development Plans since 1989 in 4 issues. The 4th issue had been released since 2007-2012. The government set goals to achieve major 6 strategies which are development for basics of sport, sport mass or sport for all, sport league, professional sport, sport science and technology and sport administration. The second strategy of this national plan was focusing on sport for all. The government clearly set a goal to educate, promote and support sport and physical activity for a better quality of life, morality, unity and discipline in Thai society. A number of programs and projects have been implemented through the community. The action plans to support an achievement of 2nd strategy focusing sport mass were funds allocation, communication dissemination and public relation in the community, provision of recreational facilities, and provision guideline and regulation to support the program. The expectations of the programs have been fulfilled at moderate level. Several issues was raise in the evaluation research in 2007 (An evaluation research of the 4th National Sport Development Evaluation and Control. 2007). The evaluation research reported several factors during the execution phase that affected to the non-achieved goals, for example, no clear KPI, a lack of the follow up action, less resources and man power in the community to implement and finally an in-appropriate communication to promote sport participation. Despite an effort of national plan to promote sport and physical activity for all, the evaluation of the 4th issue showed low participation and involvement from Thai people which were less than 38.5% (An evaluation research of the 4th National Sport Development Evaluation and Control. 2007).

Apart from these issues, this research interested to understand a low participation from public which is the opposite site of policy driver. An understanding from Thai people experiences of their participation provides research evidence to identify the needs of participants and promote sport and physical activity participation based on the determinants. The focus should be on increasing the expectancy values and benefit. The findings will fulfill the 4th evaluation research to elaborate issues of low sport participation from an angle of Thai people who are the users of National Sport Plan. This will help government identify overall issues of low participation from both policy driver and the consumers as the policy users.

Sport research suggested that participation in sport help enhance people's thought, feeling, performance, appearance and body image (Marsh. 1986). Sport participation has been discussed to be positively related to the self-concept development (Jackson and Marsh. 1986). Some studies have shown that individual who participates in sport has higher self-esteem (Taylor. 1995 ; Jaffee and Manzer. 1992; and Koivula. 1999). A more link between sport participation and global self-esteem is also supported by Marsh's work with elite athletes (Marsh. 1998). It appears that there is a link between the benefit of physical competencies, self-concept and sport participation. However, this concept becomes less evidence from Thai perspective when it comes to involve with sport. How can we drive up participation rate in sport and physical activity is a challenge?

The purpose of this research study aimed to explore the attitudes and behaviors of Thai people about sport in views of value and benefit for participation. The congruity of the perceived benefit and self-concepts was further examined to find its correlation and relationship to determine sport participation. This work adopted a mix of qualitative research to gain an in-depth from their experiences to participation and a quantitative study to examine a determinant to sport participation.

The findings from this study provided useful information to create an effective communication when implementing the health promotion campaign to support national policy. A better understanding of this determination and how they relate is critical to achieve a high prevalence of participation to sport and physical activity. This will indirectly support to the objectives of National Sport Policy which aimed to drive a higher level of participation among Thai people.

REVIEW LITERATURE

An understanding of the self-concept and the self-congruity

Self-concept is relevant to the study of consumer behavior because the image that a person has about himself or herself frequently dictates specific behavior pattern. As a basis for behavior, self-perception may explain why and how consumers are motivated by revealing how they review reference group, and how they choose to interact with these objects. Some researchers have argued that self-concept should be considered in two dimensions of the “actual self” and the “ideal self” (Belch. 1978; Belch & Landon. 1977; Sirgy. 1982). The actual self reflects who I really am and the ideal self reflects how I would like to be. Both are defined as a private self who focuses on the more on the personal aspect of oneself such as body, belief and personal feeling. On the other hand, other researchers have introduced a public self-consciousness to motivate the self which is a sociological perspective of the looking glass self and involves and awareness of the self as a social object. When in a public situation, people strive to act in a way that will be accepted with other's perceptions which is called, “social self” (Samli and Sirgy. 1982).

A study of self-concept has also been interested and applied in the sport academic research. The following studies have found that participation in physical activity has minimal effect on total self-concept (Trujillo, 1983 & Young, 1981). Other studies have found positive total self-concept changes as a result of physical activity (Alfermann & Stoll. 1999; Brown & Harrison. 1986; Brown, Morrow, & Lavingston., 1982). Although sport participation has often been discussed as being positively related to self-concept development (Hillary. 1987), research has failed to demonstrate a clear relation between these three variables. Moreover, researchers have found athletes have higher self-concept than non-athletes in physical domain of self-concept related to athletic identity, athletic competence, athletic ability and body image. A number of studies have evaluated various specific dimensions of physical self-concept as well as selected sub-set of these specific dimensions and have demonstrated the positive effects of athletic participation.

Self-congruity refers to a process involving the match or the mis-match between a stimulus which represents a perceived self-image and a referent self-image (Sirgy, 1985). A self-congruity process is a comparison between a perceived self-image and a referent self-image. The notion of self-congruity has been evidenced in several researches in consumer orientation towards sport (Pons, Morale & Nyack, 2006). These researches implied that consumer reflects the built in nature or personality of a consumer to speculate sport for social, excitement or cognitive needs (Trail, Fink & Anderson, 2003). It was found that the possibility of consumer engages in sport falls into the human personality dimension. The socialization which includes consumers who use sport to fulfill social interaction needs, has a high social preference and self needs in which it supports congruity to their social needs.

With the premise of these reviews, it would be appropriate for the purposes of this research to apply the notion of self-concept and the self-congruity to further investigate its relationship to sport participation in Thailand, particularly in the adult segment. With the variety of views on the dimensions of self-concept, the relevance and identity of the self-concept model towards sport participation for Thai people is at a nascent stage. To add on, there is currently no conclusion at present on a decision as to which self-concept is the most appropriate.

As the premise of self-concept is well established, the construction of this Paper would involve the study of the principle of self-concept; as to how the consumers view themselves in the context of their own images (a self-image) from amongst the three dimensions of self-concept as in “actual self-image, ideal self-image and social self-image”. To continue, we would subsequently observe its match with the perceived benefit and further evaluate their relationship to sport participation as shown in the conceptual model (Figure 1). The study could be relevant for sport’s marketing communication policy makers so as to assist them in their understanding the influence of self-perception to an individual’s participation in sports and this is able to provide an effective communications and programs to appeal to the targeted consumers so as to encourage better participation.

The Conceptual Model

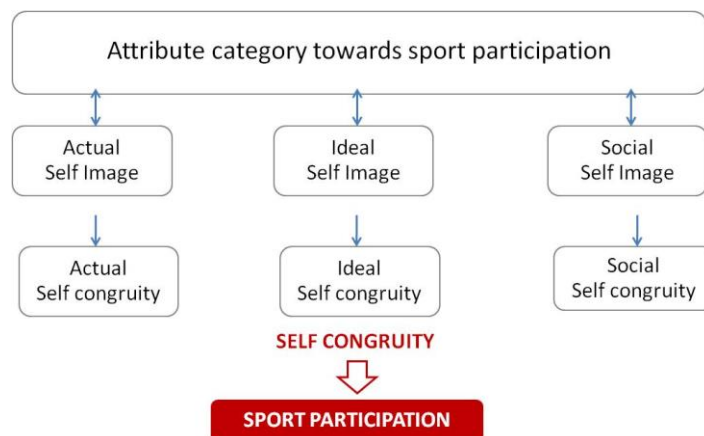


Figure 1: A relationship of the self-concept and perceived benefit congruity towards sport participation

Why do people participate in sport?

People participate in sport and physical activities, the reasons may be manifold, however to highlight the biological, social and psychological reasons may be the main motivators. It may also be added that participation development is considered central to any sport development framework. (Abbott et al, 2004). Moreover, the motivation to participate in sport is a complex yet multidimensional phenomenon and is influenced by numerous factors which may in turn have positive effects on an individual's health and wellbeing. There are many motivations for exercise including improving physical appearance, health and controlling weight; reducing stress, improving mood and mental performance; improving self-esteem; for centering or time to be alone; competition and identity as well as fun and friendship; (Anderson. 2003). The motives for sport are the same as sport is a component of exercise.

From the previous studies, there are several motivations which drive people to participate in sport (Anderson. 2003; Robert et al. 2010; Allender. 2005 & Markland. 1993). Those motives are summarized as below table (Table 1) and are being cited for reasons of endorsement and confirmation of the key findings from our qualitative study.

Motivation for participations	Anderson 2003	Rebert 2010	Allender 2005	Markland 1993
Improve physical appearance	x			x
Health and weight control	x		x	x
Reduce stress	x	x	x	x
Improve cardiovascular / Fitness	x			x
Improve self esteem	x			
Private (time to be alone)	x	x		
Competition	x			
Meet friend / social / network	x	x	x	
Enjoyment / Fun	x	x	x	x
Train for sport level	x			
Improve skill	x	x	x	
Full fill school requirement	x			
Success / achievement		x	x	

Table 1: Motivation for physical activity and sport participation

METHODOLOGY

The research used a mixed methodology of qualitative and quantitative research. A Qualitative methodology was designed to select purposeful sampling of 75 Thai adults. An interview was conducted on a semi structural basis; as in an interview with 7 open questions. The derived data of perceived benefits was further examined in quantitative research to evaluate the correlation between perceived benefits in relation to the self-concepts congruity and then make the deductive analysis on sport's participation.

Data Collection

The survey was conducted with 1460 samples of Thai adults (25-45 years) who currently participate in sport or physical activity. The research selected 5 regions covering Bangkok, Central, North, Northeast and South. Designed questionnaires were verified for both content validity and reliability. The IOC of each item was in between 0.8 -1.0 and the Cronbach's alpha was 0.802 for 35 items of questionnaires which is a reasonable goal.

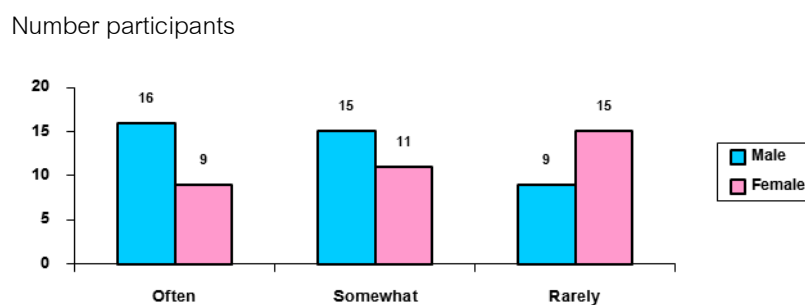
Data Analysis

Data was analysed by using Descriptive statistics. Frequency tables were drawn. The open - ended questions were analysed through quantitative content analysis by the researcher with the aim of quantifying emerging characteristics and concepts. Content analysis is the process of analysing verbal or written communication in a systematic way to measure variables quantitatively (Polit and Hungler. 1999 : 95). Statistical technique used Mean and Standard deviation, Pearson Product Moment and Multiple regression analysis.

RESULTS

In view of participation, male and female participants report different interest and frequency to participate in sport or physical activity. The frequency rate of participation rate for males was higher than that of females in both "often" and "somewhat" participation as shown in Figure 2.

Figure 2: Level of participation of both males and females



Asking participants on their perceived value and benefit to participation, results indicated that the perception on value and benefit of sport participation is significantly dominated by a good health and body fit in both qualitative and quantitative study. In a qualitative study, the perceived benefit for sport participation indicated that “a good health and body fit” is the ‘most mentioned’ with 96% response from all participants (Table 2).

Table 2: Value and benefit that motivate to participate in sport and physical activity

Value and benefit	Number of mentioned	Percentage
Good health and body fit	72	96%
Relieve stress from work	62	83%
Meet friends and for social	45	60%
Have fun and enjoy the games	40	53%
Feel like success from winning the game	33	44%
Take advantage of leisure time	11	14%
Be away from others (privacy)	10	13%
Self discipline	7	9%
Save money and financial	7	9%

These findings provided a richness of information on account of both ‘depth’ and ‘insights’ gained from the participants which indicated their attitude towards ‘sport participation’. An analysis of the findings from this section indicated that the perceived values and benefits in participating to sport and physical activity were a concern on good health and body fit; which is the most top mentioned (overall response 96%). Other benefits indicated are stress release from work, socializing with friends, enjoyment and finally for a feeling of success and achievement. These top five values and benefits were further tested in quantitative research to check for cohesiveness between the qualitative and quantitative data. With the descriptive statistical analysis applied in the quantitative part, it still confirmed that the most value added benefit for sport and physical activity is for good health, good shape and body fit. To elaborate further on the value and benefit, participants were asked to explain with a deliberation of three different self which are actual self, ideal self and social and the results reported differently as below in Table 3.

Table 3: Perceived benefit from three different self-images

Self	Perceived benefit to sport participation	Mean
Actual self-image	reduce stress and release	4.40
Ideal self-image	a good mood, fun and enjoy	4.43
Social self-image	a good mood, fun and enjoy.	4.19

The findings imply that when consider about self-image, the attributes on value and benefits are perceived differently and have been deviated from previous findings of a concern for good health and body fit. They are inclined to be the emotional value and benefit which related to psychological health. When considering with the self-image congruity view, and analyzed with descriptive statistic, the perceived benefit was reported variously. An actual self-image referred the benefit to “release stress”, while the ideal self and social self-referred to the same benefit of “being happy, fun and enjoyment”. In the quantitative study, the three different self-images matching with perceived benefit (self-image congruity) were further tested to predict sport participation to see its relationship (Table 4). The social self image predicted to sport participation with coefficient (b) = 1.00. Results showed that the congruity of social self-image with the perceived benefit's to good health and body fit are correlated (P= 0.712) and it relate to sport participation with correlated coefficient at 1.000. The social self-images reported stronger determinant's to sport participation than the actual self and ideal self-image. The result was statistically significant and correlated in both genders (Figure 3).

Table 4: The regression coefficient (b) in the equation for both genders

	Unstandardized Coefficients			
	b	Std. Error	t	Sig.
(Constant)	3.527	.390	9.036	.000*
ActSelfImg	0.026	.427	.061	.040*
IdeSelfImg	0.352	.114	3.085	.002*
SocSelfImg	1.000	.081	-15.449	.000*
Attr1	0.253	.099	2.542	.011*
Attr2	0.202	.094	2.150	.032*
Attr3	0.002	.098	2.025	.040*
Attr4	0.295	.100	2.951	.003*
Attr5	0.051	.097	2.533	.004*

Dependent Variable : Y * Correlation is significant at the 0.05 level

Good health and body fit and social self image related to sport participation

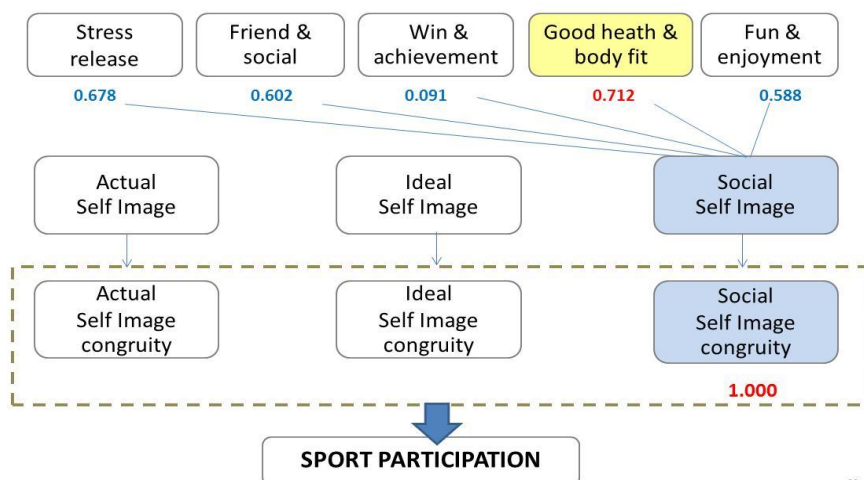


Figure 3: Correlation of Social self and good health to sport participation

DISCUSSION

Physical health benefit was the most recognized reason among the participants. The other psychological health benefits of stress release, fun and social, etc. were also common reasons for participation. Concern about good health and body fit were prime factors to encouraging participation. Along with physical health benefit, the social self-image also worked to predict sport participation. It can be discussed that people engage in self interpretational behaviour and try to behave themselves in front of social interaction. People do this to create a positive impression of themselves in front of others which is consistent with their own view to maintain, restore or enhance their self-image. When the perceived self-image is found to be congruent or matched with the reference self-image, the perceived self-image becomes reinforced for decision. If the perception is different from the person's view about themselves, they will attempt to modify their view of the self in the direction of social feedback. Therefore while the reason for sport participation from this research is strongly weighed from the social self-image it is beneficial to understand that this social self as its application for communication should reach to the needs of people's social self-image rather than a normal self in actual self-image.

Value and benefit to participation

Whilst manifold health benefits of participation in physical activity are acknowledged, the multitude of research has focused on the physical health benefits of participation and less on the mental and social health aspects. The findings imply that when one considers self-image, the attribute on value and benefits are perceived differently and have deviated from previous findings of a concern for good health and body fit.

They are thus more inclined to be focused on the emotional value and benefit's which then related to psychological health.

Although mental health benefits have been referenced in recent guidelines; to date insufficient evidence precludes conclusions about the minimal or optimal types or amounts of physical activity for mental health (Bane and Mc Auley. 1998: 311). This research evidenced that the rest of four attributes are much more related to mental or psychological health which are to relieve stress from work, to meet friends for social, to have fun and enjoy games and finally to have a sense of being successful. The most perceived value and benefit is once again on 'a concern on good health and body fit'. The findings were confirmed on both the in depth analysis in qualitative research and the generalization test in quantitative research. The findings implied that people view the benefit in the angle of functional benefit which has proactive benefits on their body and health. Scientific evidence further supports this finding that increased levels of physical activity bring in a wide range of health benefits; this evidence is compelling. It has been discussed from other research that the regular exercise improves physical health and spice up one's social life. Further, exercise can help improve the self-image, boost the mood and relieve stress (Fox. 1999).

Another extensive research to support this finding has shown a result in clear recommendations of the level of participating in physical activity required to produce health benefits. Regular maintenance of the level of activity can result in increased physical fitness, reduced body fat, favorable cardiovascular and metabolic disease risk profiles, enhanced bone health and reduced symptoms of depression and anxiety (Alfermann and Stoll. 1999: 47).

For the indicated result of participation in different gender, the same is also supported by several studies. This is relevant to the other researches (Jackson and Henderson. 1995: 31). Their researches indicated that men have fewer constraints than women. Examples of constraints on women's participation include: more difficulty finding people to participate with, being too busy with family, a lack of physical ability, not knowing where to participate, not knowing where to learn the activity, not being at ease in social situations, and being physically unable to participate.

Other researches explained that the gender differences are greatly exaggerated in sports. Many men are extremely good at sports that are generally considered women sports. Many women are extremely good at sports that are generally considered men sports. The difference in ability between men and women may not even exist in many cases. Gender differences will always be exaggerated in a situation because it threatens the hold that one gender has on a particular sport. Men may feel that if women are viewed as great football player, they may soon lose their jobs. Likewise, women may feel that if men becoming gymnasts was an accepted norm by all males, then women may lose their dominance of the sport (Smoll and Schutz. 1990 : 360).

Congruity and its relationship to sport participation

The evaluation may be determined by the 'Self-congruity' approach which was involved with comparing the perceived self-image with the reference self-image. People might ask themselves as to how they would see themselves or how others would see them if they are participating in sports. Therefore, the motivation to engage and participate comes partly from the outcome of Self-evaluation. The findings on the self-congruity can be supported by other research (Deci. 2008: 182) that physical body is an important aspect of the self, and a favorable evaluation is desired. When one perceives that he or she is unable to make a favorable impression, one will not have the confidence to present him or herself. As a result, one will have high-level social physical concern.

This research is consistent with the other researches which explained that people exhibited their desires to show their active abilities active abilities, to assume their lovely sport's image, or to present their socially desirable traits in public settings (Conroy and Motl. 2003 : 1). They explained that doing exercise could upgrade a person's expectative image in a kind of body-image management. Some people think that a good body image is linked to a life of happiness, success, social acceptance, etc. Most people want to present a good body image to dissimulate bad body image to others. Therefore, many people who believe that having an attractive image or socially desirable traits is linked to having a good personality that is "physical attractiveness stereotype" (Dion. 1986: 7).

The self - discrepancy theory explains on the three different types of actual self, ideal self and social self image and assumes that people are motivated to reach a condition where our self-concept matches their personally relevant self-guides. It is notable that both directly prompt action and the use of self-evaluation, the social self-will particularly is motivating and arousing emotion for reaction (Higgins. 1987: 319).

The findings are consistent to other researches to connote the social self. The social self reflects the belongingness and can provide people with considerable social support, which directly promotes happiness and health. Many studies have documented that social support has beneficial effects on the cardiovascular system, the endocrine system, the immune system, and even on gene expression (Cacioppo and Patrick. 2008: 103, Williams. 2007: 425). People with greater perceived social support enjoy their greater self-esteem, fewer illnesses, and longer lives. They not only demonstrate better outcomes (e.g., less depression, less loneliness, greater self-esteem, greater happiness) from better quality relationships with people, but that even the quality of interaction with the other people can provide additional benefits above and beyond human social support (McConnell et al. 2009: 66). Social connection is a perception rather than an objective quality, and many sources may play an important role in augmenting one's sense of connection and belongingness.

This also supported by other researches that the self-image suggests that physical activity has positive effects on body weight and body structure, leading to positive feedback from peers and improved self-image, and ultimately improving mental health. The social interaction was indicated by the social aspects

of physical activity - such as social relationships and mutual support among team members – that contribute to the positive effects of exercise on mental health (Vlachopoulos, Karageorghis, and Terry. 2000: 387).

The relationship of congruity and sport participation can be explained by the premise that when people participate in sport or physical activity to express something about themselves, it means that they want to express to other people that they are in good health with body fit. This is supported by other researches which expound that people tend to be more motivated to form new belief's that enhance self-concept and are less motivated to form beliefs that conflict with their self-concept (Sirgy. 1985: 46). Researchers suggested that the daily activities of people involve attempts to convey impressions of who we are and how we present ourselves socially (Scanlan. 1993: 15). People do this with the help of impression management. This ideology is altering the presentation of the 'self' in particular when people are in front of others and they want to protect their good name.

Generally, the results of this research are consistent with other research findings. Several studies have demonstrated that the motives given for sport participation, i.e. the perceived benefits are not only the physical health aspects, but a number of other ones, such as weight control and appearance, stress and mood management, competition and enjoyment, fun and excitement (Flood and Hellstedt. 1991 : 159). Thus, there are differences between individuals in perceived benefits, which might explain some of the differences in sport participation. These perceptions of benefits, or motives to participate, are expected to be influenced by several factors. This research found that if an experience of Sport participation is perceived to be meaningful, a person will be more motivated to participate in such activities.

The determinations of self-concepts (which are actual self, ideal self and social self) are correlated with the same attribute of good health and body fit. The actual self seems to have the most correlation to a benefit of good health. When consideration of sport participation is coupled with an intervention of the 'self-concept', the social self-image becomes dominated the actual self image. The social self-image is way stronger than the actual self and the ideal self image when determined with sport's participation. This implies that Thai adults are concerned to their physical health more than other benefits. When participating in sport and physical activity, there is an effect of sociological perspective involved in their consideration which means that there are motives behind the consideration which drives people to take action. Therefore, their consideration to participate in sport or physical activity is not only for their own health concern but also for their social image to have other people see them as a good health with body fit.

Moreover, the research result contributed to the understanding that social self-image factor becomes part of motive which ultimately drives more weight to support participation. This was supported in other research that what is perceived as meaningful by one individual might not be perceived as such by another. (Gill. 1988: 145). The motives to sport participation differ not only in what they are, but also how they really want to be and importantly how they want others to perceive them to be. Also, social incentives are

valued more to the adults in both males and females (Flood and Hellstedt. 1991 : 161, Gill. 1988 : 145, Markland and Hardy. 1993 : 289, Mathes and Battista. 1985: 719).

Furthermore, there is a general consensus that participation in sport for adults is associated with improved psychological and social health. It is supportive with other studies that it is due to the social nature and its impact that makes the perception of health benefits further enhanced through positive involvement of social self (Donaldson and Ronan. 2006: 369, Brown and Harrison. 1986: 597).

Significance of the study

The implication of this research could be applied as the ground rules to understand insight of Thai adults and exploit these findings to communicate and promote the campaign effectively. The implementation of a National sport policy would not be isolated to deliver message or program generally to cover the aspect of physical health alone. There are other important benefits of psychological health wherein marketing campaign could be integrated to their communication so as to draw an attention for increased participation to support a successful National Sport policy implementation.

The findings from this research are distinguished from other researches that the gender difference in sport participation is relevant to Thai society. Women are less likely to participate in sport and physical activity than men and it was continued to be dominated by males. It should not be completely assumed that women do not wish to participate. Due to a work load of life demands and families, safety concerns, lack of accessible transportation, inadequate sport and recreation facilities, and skill development could be reasons to prevent women's participation in physical activity. The application of this research could be in using the platform of sport's to help increase self-image by giving females the opportunities to learn new skills, engage in positive relationships, acquire achievements, reduce a day to day stress and receive a social self-recognition. Sport programs can help them to build social networks, offer social support, and connect them to health.

To overcome these challenges, and to convince key stakeholders about the benefit of sport programs for both genders, government should consider these factors and underpin it in the National sport plan and program. The National Sport programs can invigorate the empowerment process by challenging the gender norms to benefit both men and women, and provide access to public spaces, and more opportunities for their physical and social development. These beneficial effects are self-reinforcing, and may help proactively raise opportunities for both genders are more participation.

CONCLUSION

The rationale of self-concept to sport participation indicated that the congruity of physical health benefit with the social self image will determine to sport participation. People consider participating in sport and physical activities because of their concern on good health and body fit benefit. Additionally, they want to

present socially the desirable traits which imply that they are concern on how the others see and evaluate them more than their own actual self image. Therefore, people utilize these concepts to enhance their physical self-presentation and continue the physical activity and sport to improve their good physical health in social eyes. The implication of this research can be applied to the broad range of the National Sport Policy. It is thus vital for government to consider the specific challenges when developing policies and implementing programs to convince participants from different genders through a sport participation platform. They should acknowledge the benefits of sport for males and females, by formally designing national sport policies to target both genders and improve the quality of life for both. The policy could be reinforced with appropriate legislation, regulations and funding for sport program to promote not only for a physical health but also a psychological health and consider campaigns for both genders. With this self-concept notion in the context of sport's participation, the policy makers who drive the National sport policy cannot only drive the policy for sport or physical activity program routinely. To assure its successful implementation program, it is essential for the policy makers to modify this self-concept and the gender difference in the communication campaign in order to attract and convince Thai people to participate in sport and physical activity continually.

A contribution to knowledge of this research makes it known that there are several convincing reasons for Thai adults to participate in physical activity and sport. The findings from this research are distinguished from other researches as it finds the perceive values and benefits to sport and physical activity participation are physical benefit, psychological benefit and social benefit. A good health, good shape and body fit is highly perceived for physical benefit from the research finding. There has been no study to date which examined the impact of self-concept and perceived benefit congruity on sport participation in Thailand. With a congruent analysis of self-concept and the value and benefit, it makes this paper useful so as to contribute to understanding the dual aspects of sport's aspect and behavioral attributes of the participants which can be further stimulated to promote National Sport Policy in Thailand.

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