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MOTIVATION FOR PRACTICING AEROBICS AMONG WOMEN IN SERBIA

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Abstract: This investigation, carried out on a sample of 236 women participating in aerobics, during 1991, includes the basic subjects' social status and motivational structure. We used the modified questionnaire MP-M©, by M. Petkovšek, which consists of 48 items each with 5 Likert-type responses. Statistical data processing was done in Computer Center of the Faculty for Physical Culture using Macintosh computer L.C., program "StatView 512⁺™" version 1.01. The factor analysis, Oblimin rotation, in latent (imaginary) space, singled out 8 factors accounting for 68.3% of all given possibilities: influence of propaganda 13.2%, change of life stereotype 10.3%, self-concept 9.5%, esthetic 7.5%, IT IS MORE FUN WITH MUSIC 7.9%, pleasantness 5.0%, erotic 8.6% and fitness 6.3%. At result's analysis each item was treated separately and the more important basic motivation variable is: to improve physical condition, health, physical and mental relaxation, esthetic and vitality.

When addressing general public, or even equipment producers, it is sufficient to state the fact that women go in for a sports and recreational program such as aerobics by the model of Jane Fonda. But when professional and scientific circles are concerned, any detail which would throw light upon the motives for activities is important.

At the end of the sixties, Dr. Kenneth Cooper laid the principles of regular training under aerobic regime. The basic element of this program is cyclic moving: walking, running, swimming, rowing, riding bicycle, as well as certain choice sports game and activity programs which are suitable for checking load below the aerobic threshold.

In the seventies, jogging - a world recreational movement - emerged out of these principles. At the end of the seventies, Jane Fonda promoted exercise to the accompaniment of music which leaned on the Swedish experience of gymnastic and rally exercises. She took the name "Aerobics" for her program. It is indisputable that women far more often assign for the programs chosen by the leaders than men who take a sports game as their choice activity.

The aim of this research was to find out to which level certain manifest motivational variables were revealed as well as to show the latent motivation structure for practicing sports and recreation activities among women.

The tasks were to find out:

- a) the level of revealing manifest motivational variables;
- b) the latent motivation structure for practicing aerobics.

As an instrument, a modified questionnaire MP-M by M. Petkovšek was applied. It contained 48 items of Likert type with the answers on a five grade scale, modified by M. Zagorc (1985).

Survey method (systematic non-experimental research) implied that a phenomenon was examined as it really was. On defining the sample of subjects we did not consider the social or age structure so that this research gave us a social and age profile of the users of such programs.

The research included 236 women who exercised regularly during 1991 (Žarkovo, Novi Beograd, Niš, Kraljevo, Valjevo, Svetozarevo). Concerning the age of the subjects the results were as expected (Table 1): greater number of subjects were young and middle aged while there were less older participants.

Table 1. Age structure of the sample

age group	f	%
under 18 years	43	18.2
19 - 25	48	20.3
26 - 32	38	16.1
33 - 39	57	24.2
40 - 46	33	14
over 47 years	16	6.8
total	235	100

When qualifications of the subjects are concerned (table 2), it could be concluded that these activities were more attractive to women with intermediate, advanced and university-level specialist's training while the number of workers with lower training was irrelevant

Table 2. Qualification structure of the sample

qualifications	f	%
lower training - retraining	0	0
skilled worker	3	1.3
intermediate training	67	28.4
advanced training	41	17.4
university-level training	59	25
pupil-student	65	27.6
TOTAL	235	100

The number of unmarried and married women with children was about the same - 48% respectively, and there were only 4% of married women without children.

Former research

- Motivation for practicing sports and recreation activities: Kenyon '68, Smoll - Schutz - Wood '81, Overman - Prakasa '81, Telama '78, Havelka - Lazarević '80, Petrović '77, '80, '81, Relac '79, Mijatović '86, Strojnik '77, Zagorc '85, Hrčka '75, '78, Volf '75, Mikalački '92, Mitić 91, 92, 93.

RESULTS

In the manifest area we noticed that aerobics was accepted as an ideal means for improving fitness of 98% of the women who exercised (table 3). Next was the conviction that it contributed to their health - 97% of the subjects; after that came harmonious movements, vitality, better figure, etc.

In the second group of manifest motivational variables, with mean grade between 4.06 and 3 there were: the need of mastering one's body, increasing working ability, checking abilities, regulating weight, forgetting current difficulties, keeping company, being successful among friends, being successful with men.

In the third group of less prominent manifest motivational variables fell those that pointed at: the need of changing the stereotype of life, getting rid of duties at home, talking to friends, getting more relaxed with the partner, convincing oneself of the advantages of so much advertised activity.

The least prominent manifest motivational variables - below 2.1 were those pointing at the desire to follow fashion trends, to show new equipment, and being faced with negative attitudes.

In relation to the research by Zagorc (1985) we found certain differences in intensity and order of manifest motivational variables. The average value of the degree of accordance in first ten manifest variables went from 4.77 to 4.28 while that range among women in Slovenia was from 4.55 to 4.12. The order of motives differed, too: while among the Slovenian psychical and physical relaxation was the first on the list, and after that came improving fitness and benefit for health, among the Serbian first came improving fitness, and then a care for health, and psychical and physical relaxation was on the third place. The forth on the list were appearance and harmonious movements, and after that came vitality, better figure, reducing psychical tension, "women who practice sport have better figure", exercise and the pleasure in exercising is agreeable after work. Among the Slovenian the order continued as follows: to reduce psychical tension, to reduce weight, exercise is agreeable after work, beauty and harmony of movements, vitality, pleasure and enjoyment.

The order of manifest motivational variables suggests that there are differences that deserve further statistical and expert analyses. The root of found differences should probably be looked for in different social surroundings and in different time periods of these two studies (8 years).

LATENT AREA

By oblimin rotation in latent area, eight independent factors were separated that explained 68.3% of the variance of the whole system.

THE INFLUENCE OF PROPAGANDA	13.2%
CHANGING A STEREOTYPE OF LIFE	10.3%
SELF ACTUALIZATION	9.5%
AESTHETIC	7.5%
IT IS BETTER WITH MUSIC	7.9%
PLEASANTNESS	5.0%
EROTIC	8.6%
FITNESS	6.3%

The value of the Bartlett's test is 0.837 which suggests its high reliability.

The first independent factor, named "the influence of propaganda", is composed of the manifest motivational variables (14, 11, 5, 43, 29, 25, Picture 1) which suggest that there is a developed need among women of being in trend, of doing what is in general favor, what their friends are doing and what is much written about in the press.

The second factor in latent area named "changing a stereotype of life" is composed of the variables (47, 40, 37, 35, 19) suggesting that exercise is a possibility of changing usual cliché of life, getting rid of home duties and everyday concerns, of talking to friends and forgetting all the difficulties.

The third factor in latent area by the name of "self actualization" is composed of the variables (10, 9, 23, 4) and suggests that every person has a permanent need to be noticed, respected, to stand out among friends and to be successful with the opposite sex.

The fourth latent factor, named "aesthetic", composed of the variables (3, 32, 21, 4) points out that the sense of beauty, of good figure, harmonious movement is highly appreciated among women and that women who practice aerobics have a great need of satisfying their aesthetic calls.

Music is a compulsory part of the program, it stimulates women to exercise more intensely, increases pleasure, improves a sense of rhythm and these manifest motivational variables (7, 39, 36) compose the fifth independent factor in latent area called "it is better with music".

The sixth independent factor throws light on the area called "pleasantness" and is composed of the manifest motivational variables 2 and 8 which suggest that there is a connection between pleasantness after exercise and better working ability after exercise.

The seventh factor in latent area is called "erotic" and it is composed of the manifest motivational variables 28, 46, 45, 5, 6 whose common denominator is more relaxed relation to the partner, increasing sexual attractiveness and stronger erotic experience after exercise.

The least prominent of the independent factors is "fitness" composed of the manifest motivational variables (1, 15, 16, 31, 20, and 17) and it represents a defined interest in exercise to improve fitness, to master one's body, to reduce psychical tension, to relax, to enjoy, and to reduce weight.

In the research carried out by Zagorc (1985) we find similar motives in latent area: Pleasure is dominant, then come the influence of propaganda, good figure, relaxation, affirmation, and at last health-ability. On the sample of women in Serbia only "pleasure" was not formed as an independent motive in latent area, while other motives can be recognized in somewhat different order, and some other motives emerge "it is better with music" and "erotic" which were not differentiated among Slovenian female population.

Further analysis shows that new motives emerge in latent area when the sample is homogenized concerning marriage status so that the percentage of totally explained variance grows and we get more interpretable picture.

Conclusion:

On the sample of 326 women in Serbia who exercised regularly during 1991, the most prominent manifest motivational variances in the manifest area were: improving fitness 4.77, benefit for health 4.69, physical and psychical relaxation 4.67, beauty and harmony of movements 4.53, vitality, better figure, reducing psychical tension... By the

factor analysis of oblimin rotation 8 independent factors were separated in latent area which explained 68.3% of the total variance of the system. We separated factors with draft names as follows: THE INFLUENCE OF PROPAGANDA 13.2%, CHANGING A STEREOTYPE OF LIFE 10.3%, SELF ACTUALIZATION 9.5%, AESTHETIC 7.5%, IT IS BETTER WITH MUSIC 7.9%, PLEASANTNESS 5.0%, EROTIC 8.6%, and FITNESS 6.3%.

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MOTIVACIJA ZA VEŽBANJE AEROBIKA KOD ŽENA U SRBIJI

Na uzorku od 236 žena, koje su u toku 1991. godine redovno vežbale, sprovedeno je istraživanje strukture motivacije za bavljenje aerobikom, i njihov socijalni status. Kao instrument korišćen je modifikovani upitnik MP-MŠ autora M. Petkovšek koji sadrži 48 ajtema Likertovog tipa sa odgovorima na petostepenoj skali. Statistička obrada podataka obavljena u računskom centru FFK Beograd na Macintosh računaru LC, koristeći program "statView 512+tm" version 1.01. Faktorskom analizom oblimin rotacijom izdvojeno je 8 nezavisnih faktora u latentnom prostoru koji objašnjavaju 68.3% ukupne varijanse: UTICAJ PROPAGANDE 13,2%, PROMENA ŽIVOTNOG STEREOTIPA 10,3%, SAMOAKTUELIZACIJA 9,5%, ESTETSKI 7,5%, UZ MUZIKU JE LEPŠE 7,9%, PRIJATNOST 5,0%, EROTSKI 8,6% i FITNES 6,3%. U manifestnom prostoru kao najizraženije manifestne motivacione varijable izdvajaju se : poboljšanje telesne kondicije, zdravlje, telesno i duhovno opuštanje, estetski motiv i vitalnost.