

Social Interaction and Peer Pressure on Desired Healthy Lifestyle and Sport Motivation among the Generation Y

Widjojo Suprpto¹, Dhyah Harjanti¹, Zeplin Jiwa Husada Tarigan² and Bayu Dharma Setiawan¹

¹*Business Management Program, Petra Christian University, Surabaya, Indonesia*

²*Magister Management Program, Petra Christian University, Surabaya, Indonesia*

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Abstract: Generation Y is considered as the most "health conscious generation" due to their extraordinary exposures to health information now readily available online via the internet. This health conscious mindset creates plenty of business opportunities, from sports apparels to sport equipment and healthy food. Meanwhile, Generation Y is seeking to balance lifestyle and work, with more emphasis on lifestyle. This generation is also craving for a relationship with families and friends. Yet, this generation has the lifestyle habits that are damaging their health as they become more addicted to social media platforms and less physically active. Therefore, this research aims to investigate the influence of sports community social interaction and peer pressure on healthy lifestyle and sport motivation among Generation Y. This research is using a quantitative method. The data are collected from 120 respondents who are selected using purposive sampling. The data are analyzed with smartPLS software. The results show that sports community social interaction and peer pressure have a positive significant influence on healthy lifestyle, and a healthy lifestyle has a positive significant influence on sport motivation among Generation Y.

1 INTRODUCTION

Generation Y, also known as the Millennial Generation, is the demographic cohort who was born between the year of 1982 to 2000 (Lloyd et al., 2013). Growing up in an era dominated by technology, Generation Y is adept with smartphones and the internet, and is knowledgeable with digital media and newer communication methods (Valentine & Powers, 2013). The advancement of technology and the internet related interactions bring a huge shift in the value of life to Generation Y, compared to the other previous generation cohorts (Hyllegard et al., 2011). These technological advancements in real-time media and communication drive this generation's expectation for immediacy. They have launched also this generation into an era that is accessible everywhere to anyone (Meier & Crocker, 2010).

Generation Y is seeking to balance lifestyle and work, with more emphasis on lifestyle. This generation is also craving for a relationship with families and friends, and is more interested in jobs that can accommodate their family and personal needs (Lloyd et al., 2013). Besides, Generation Y has high self-esteem; they are the trophy generation that

allows every child to get a medal or praise, leaving no one behind (Meier & Crocker, 2010). Moreover, they are known as the most health conscious generation due to their extraordinary access to health information that is readily available online via the internet (The Nielson Survey, November 2015). Yet, this generation has the lifestyle habits that are damaging their health as they become more addicted to social media platforms and less physically active (Bolton, et al., 2013).

Engaging in sports activities is considered as one factor to promote healthy lifestyles. A survey by the Harvard T.H. Chan School of Public Health reveals that adopting a healthy lifestyle can substantially reduce premature mortality and prolong quality life expectancy (Li, et al., 2018). The healthy lifestyle is often measured by five low-risk lifestyle factors: never smoking, body mass index, moderate to vigorous physical activities, and high quality diets (WHO, 1999). The moderate to vigorous physical activities for a certain continuous period of time is often associated with doing sports, which is an activity declining among Generation Y. This declining activity is now having a serious impact on Generation Y, making them even less active and more

obese than the previous generations.

For many people, engaging in sports is not merely a voluntary activity, because they need strong determinations to drive them to do sports (Vallerand, 2007). These driving forces can be classified as intrinsic motivation, extrinsic motivation, and even amotivation in sports (Pelletier et al., 1995). Intrinsic motivation usually refers to engaging activity for itself and the pleasure and satisfaction derived from participation (Deci, 1971). The extrinsic motivation refers to engaging in an activity as a means to an end and not for its own sake (Deci & Ryan, 1985). Meanwhile, the amotivation refers to the lack of purpose and thus the relative absence of motivation (Vallerand, 2007). This research aims to investigate the role of extrinsic motivations in creating a desired healthy lifestyle. These extrinsic motivations are associated with Generation Y's craving for a relationship with family and friends, therefore, the motivations are reflected through the social interaction and peer pressures.

In Surabaya, the community sports clubs are growing rapidly, along with the increasing trend of desired healthier lifestyle among Generation Y. The popular sports clubs, among others, are running clubs, cycling clubs, and callisthenic street workout clubs. The rising trend of sports engagements among the Generation Y is reflected by the numbers of sports clubs participating in numerous recreational sports events and sports gatherings, such as during the events of Surabaya Marathon 2018, and Sepeda Nusantara 2018 (www.humas.surabaya.go.id). Sport community clubs offer a supportive atmosphere to exercise and an interactive community to support a healthy lifestyle (Robertson, Eime & Westerbeek, 2018). Although the sports clubs are on the rise, the sport participation may be fluctuating among Generation Y as their monotonous sports activities cause boredom. Friends and family pressures are expected to bring new supportive drives to motivate Generation Y to fulfil the desired healthy lifestyle. Therefore, this research is questioning the influence of social interaction and peer pressures in building their sport motivations.

2 LITERATURE STUDIES

2.1 Generation Y

The idea of generation differences was popularized by Howe and Strauss in 1991, who divided the social generations based on the similarity of events or happenings “according to which phase of life its

members occupy at the time” (Howe & Strauss, 2007). Several researchers have different views on the exact dates for each generation cohort, therefore, this research defines the Generation Y as those who were born between 1981 to 1999 (Bolton et al., 2013). This Generation Y has distinctive behaviors that are different from other generation cohorts, as they are group oriented and consider themselves to be “cool”, with a strong sense of identity (Valentine & Powers, 2013). Yet, the members of this generation are described as individualistic, well-educated, technologically savvy, and sophisticated (Syrett & Lammiman, 2003). Generation Y is considered more trustful, more tolerant, and better traveled than their parents (Bolton et al., 2013). In addition, members of this generation are supportive of social causes and socially responsible companies (Furlow, 2011).

2.2 Social Interaction in Sport Community

Social interaction is the process of reciprocal influence exercised by individuals over one another during social meetings, and refers to face-to-face meetings in which people are physically present with one another for a specified duration (Shores, 1987). The social interaction can happen under two conditions: the existence of social contact and the available of communication (Ritzer & Stepnisky, 2018). Social contact is the happening of social relationship among individuals both verbally and nonverbally. Social contact can be positive, which causes collaboration among individuals, or negative, which create tension and friction among individuals (Lee et al., 2016). Meanwhile, communication is a reciprocal transformation of ideas, information, and concepts among communicators and communicants. The purpose of communication is to create a communal understanding by influencing someone's mind and behavior positively or negatively (Geidne et al. 2013).

Community is a small social group consisting of individuals that share communal spaces, interests, values, and identity (Beeton, 2006). Community is also the place to share solidarity, commitment, support, and trust building. Sport community is built by various individuals with similar common goals and interests, such as recreational sports and health. According to Vallerand dan Losier (1999), the interactions within a sports community provide supports to have a healthier life. The spirits of friendship in a sports community can develop the willingness of the members to maintain a desired healthy lifestyle through sports (Daniels & Lawton,

2005). The social interaction in a sports community is measured by the reciprocal relationship among members which causes behavior changes, the friendship values among members, and the spirit of togetherness among community members (Bush et

2.3 Peer Pressure in Sports

Peer pressure is a direct influence on people by their friends that forces them to behave and think in a certain way in order to be accepted in that social group (Santrock, 2003). This can result in either positive or negative effects on their behavior changes, attitude, and values to comply with the social norms (Treynor, 2009). One positive effect of peer pressure is the influence to have a healthier lifestyle through diets and sports (Bush et al., 2004). According to Jõesaar et al. (2008), Generation Y has a greater need to be accepted by the peer, to be connected with friends, and to be able to fit in social networks. Therefore, the pressure to imitate and follow the peer group norms is strong among Generation Y. Peer pressure in doing sports can be evaluated by some pressures to adopt a certain value, some pressures to be accepted in a community, and some pressures to change attitude and behavior to follow a new adopted social norm (Treynor, 2009).

2.4 Desired Healthy Lifestyle

Most healthy lifestyle research has focused on diet and exercise (Kraft & Goodell, 1993). In their research, Reeves and Rafferty (2005) construct a healthy lifestyle with four indicators, such as nonsmoking, healthy weights, eating 5 fruits and vegetables per day, and regular physical activity. Besides exercise activities, Divine and Lepisto (2005) use wider diet indicators for measuring a healthy lifestyle by considering white meat, red meat, fruit and vegetables, snack chips, regular soft drinks, and alcohol consumptions. In this research, a healthy lifestyle is following the Exercise Orientation Questionnaire (EOQ), which is a measurement to assess one's exercise orientation and healthy lifestyle (Yates et al. 1999). The EOQ is grouped into six indicators, such as self-control, orientation to exercise, self-loathing, weight reduction, identity, and competition.

2.5 Recreational Sport Motivation

Engaging in recreational sports activities require strong motivations and determinations coming from the internal and external drives (Alexandris et al.,

2002). One reason to engage in recreational sport activity is to maintain a healthy life. Motivations are what gets someone started, while determinations are what helps someone finish what he or she started (Roberts et al., 2018). In sports, Vallerand (2007) defines the motivation as a construct which is perceived to describe someone's internal and/or external drives to create initiation, direction, intensity, and persistence to join sports. Motivations are grouped into two types, the intrinsic motivation, or doing something for its own sake, and the extrinsic motivation, or doing something as a means to an end and not for its own sake (Deci, 1971). Later, Vallerand (2007) adds another type of motivation, which is called amotivation or the lack of intentionality and thus the relative absence of motivation.

Deci and Ryan (1985) have proposed four kinds of extrinsic motivation: external regulation, interjected regulation, identified regulation, and integrated regulation. External regulation is explained by the behavior that is regulated through external goals, such as rewards and constraints (Alexandris et al., 2002). Interjected regulation is explained when individuals begin to internalize the reasons for their forced actions, meanwhile identified regulation is defined as behavior is done out of choice, not interesting but important to reach certain values (Pelletier et al., 2013). Someone displays identified regulation when doing the activity freely even though no pleasure in doing it. Integrated regulation involves doing an activity out of choice, in this case, the choice is made as a function of coherence with other aspects of the self (Vallerand, 2007).

2.6 Hypothesis Development

A research conducted by Vallerand and Losier (1999) finds out that interactions within a sports community can build the awareness to have a healthy lifestyle and motivate to start exercising. Daniels and Lawton (2003) also discover that the desire of the younger generation to life healthily is influenced by the friendship and the spirit of togetherness inside the sports community. Alexandris et al. (2002) confirm that there is a positive effect on social interaction to the level of participation in healthy living through sports. Therefore,

H₁: sports community social interactions have a significant influence on a healthy lifestyle.

Research by Salvy et al. (2009) discovers that peer pressure can influence the young generation in maintaining a healthy lifestyle through sports, can motivate the young generation in maintaining ideal

body weights, and can motivate the younger generation in obtaining proper body mass through physical exercises. Gil et al. (2017) observe that peer pressure brings a strong influence on the young generation to shape healthy behavior. Kelly et al. (2011) also find that sports participation among the young generation brings a positive impact to the social aspect, in which the need to be accepted in a group becomes the extrinsic motivation to engage sports. Therefore,

H₂: peer pressure has a significant influence on a healthy lifestyle.

Research by Akkonyulu et al. (2017) reports that the motivation for the young generation to do sports can emerge because of the awareness to have a healthy lifestyle. Lewis et al. (2015) prove that a healthy lifestyle with electronic activity monitor system (EAMS) can increase the motivation to exercise and can reduce body weight significantly. Aaron et al. (1995) show that adolescents with the desire to live healthy tend to have a physically active life. Therefore,

H₃: healthy lifestyle has a significant influence on sport motivation.

The research framework can be seen in figure 1.

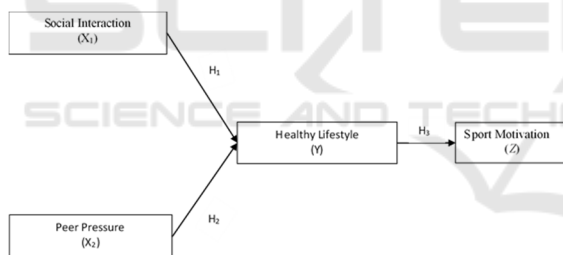


Figure 1: Research Framework Concept.

3 RESEARCH METHOD

The type of this research is quantitative causal research, or often called explanatory research, as it investigates the cause and effect relationships among observed variables (Cooper & Schindler, 2014). This research aims to describe the existing relationships or connections between the independent variables and dependent variables, and then draws a conclusion after hypothesis testing. The population of this research is the Generation Y in Surabaya who are engaged in sports activities. Due to some limitations, samples are drawn from the population. The sampling technique for this research is a nonprobability sampling, as some numbers of the population are not

included in this research, and the sampling method is a purposive sampling or judgmental sampling. Judgmental sampling is chosen because the sample members have to conform to some criterion (Cooper & Schindler, 2014). According to Hair et al. (2006), determining representative samples depend on the numbers of items or indicators.

Data are collected from the respondents using questionnaires. The total respondents expected for this research are 120 respondents. Then, the data are analyzed with the multivariate statistical technique by comparing the exogenous and endogenous variables to estimate the structural equation model, which is often called the Partial Least Square or PLS (Pirouz, 2006). With the help of SmartPLS software, several tests are conducted, starting with the outer model test, the inner model test, then a hypothesis test. The outer model test is used to define the relationship between indicators and their constructs (Ghozali, 2014). There are three tests that construct the outer model test, and they are convergent validity, discriminant validity, and composite reliability. After conducting the outer model test, the next step is the inner model test to ensure the accuracy of the structural model (Ghozali, 2014). This inner model test is to obtain the coefficient of determination (R²) to measure the level of Goodness of Fit (GOF) for a structural model. The last test is the hypothesis test to examine the influence of independent variables of sports community (X₁) and peer pressure (X₂) to dependent variables of a healthy lifestyle (Y) and sport motivation (Z). In the PLS method, the hypothesis tests are using the T-statistic tests, which are obtained through the procedure of bootstrapping to observe the significant level among variables (Sholihin & Ratmono, 2013).

4 DATA ANALYSIS

From 120 questionnaires, the profile of respondents is 66 (55%) male and 54 (45%) female, with the types of sports as following: basketball (27.5%), gym (23.3%), running (19.2%), futsal (3.3%), and others (26.7%). The dominant frequency of the respondents doing sports is twice a week, 55% of the respondents, and only 3.3% doing the sports every day. The number of respondents joining the paid sports community is 71 respondents (59%).

4.1 Outer Model Test Motivation

After the data collection by questionnaires, the data are processed using SmartPLS software for further analysis. In PLS, there are two tests to follow, the

outer model test to examine the validity and reliability of the instrument, and the inner model test to examine the influence of independent variables to dependent variables (Ghozali, 2014). In the outer model test, the validity tests cover the convergent validity and discriminant validity tests, meanwhile the reliability test covers the composite reliability test. The result from the convergent validity test reveals several items with their loading value under 0.70, therefore, those items are discarded (Sholihin & Ratmono, 2013). Then, the value of all items is above 0.70, so all indicators are appropriate for this research. The result of the discriminant validity in this research indicates that all cross-loading values of each construct are higher than other constructs. The next step for the test is to obtain the Average Variance Extracted (AVE) value, which suggests having the value of variables higher than 0.50 in order to be valid (Sholihin & Ratmono, 2013). The values of AVE for all variables are declared valid because all values are higher than 0.50, as shown in Table 1. The final test for the outer model test is the composite reliability test, which is to measure the reliability of a construct shown by the value of the composite reliability higher than 0.70 (Sholihin & Ratmono, 2013). In Table 2, the values of the composite reliability of these variables are higher than 0.70, which affirm all variables as reliable. The reliability of these variables is also proved by the values of Cronbach's Alpha, which are higher than 0.70, as shown in Table 3.

Table 1: The Value of Average Variance Extracted (AVE).

Variable	AVE	Notes
Social interaction	0,697	Valid
Peer pressure	0,541	Valid
Healthy lifestyle	0,513	Valid
Sport motivation	0,534	Valid

Table 2: The Value of Composite Reliability.

Variable	Comp Reliability	Notes
Social interaction	0,932	Reliable
Peer pressure	0,825	Reliable
Healthy lifestyle	0,911	Reliable
Sport motivation	0,850	Reliable

Table 3: The Value of Cronbach Alpha.

Variable	Cronbach Alpha	Notes
Social interaction	0,913	Reliable

Peer pressure	0,719	Reliable
Healthy lifestyle	0,889	Reliable
Sport motivation	0,780	Reliable

4.2 Inner Model Test

The inner model test is conducted to ensure that the structural model is accurate. This test is conducted by observing the value of the coefficient of determination or R² (Pirouz, 2006). R² is used to measure the level of Goodness of Fit between independent variables and dependent variables (Cooper & Schindler, 2014). The result of the R² for a healthy lifestyle is 0.625 and for sports motivation is 0.516. A healthy lifestyle is influenced by social interaction and peer pressure as much as 62.5%, while a healthy lifestyle is influenced by other variables outside this model as much as 37.5%. Sports motivation is influenced by healthy lifestyle as much as 51.6%, and is influenced by other variables as much as 48.4%. Both values of the R² belong to the level of moderate as they are in between 0.50-0.75.

4.3 Hypothesis Tests

The hypothesis tests are based on the value of T-statistic, which is 1.96 with the level of significance of 5%. The summary of the hypothesis test can be observed in Table 4. The T-statistic of sports community social interaction to a healthy lifestyle is 6.845, which is higher than 1.96, so H₁ is accepted. Therefore, sports community social interaction has a positive and significant influence on a healthy lifestyle. The T-statistic of peer pressure to a healthy lifestyle is 4.579, which is higher than 1.96, so H₂ is also accepted. Therefore, peer pressure has a positive and significant influence on a healthy lifestyle. The T-statistic of a healthy lifestyle to sport motivation is 13.670, which is higher than 1.96, so H₃ is accepted, too. Therefore, a healthy lifestyle has a positive and significant influence on sport motivation.

Table 4: The Value of T-statistic.

	Original Sample	Mean	SD	T-Statistic
Social interaction > Healthy lifestyle	0,534	0,542	0,078	6,845
Peer pressure > Healthy lifestyle	0,372	0,365	0,053	4,579
Healthy lifestyle > Sport motivation	0,718	0,726	0,081	13,670

5 CONCLUSIONS

Based on the data results, sports community social interaction and peer pressure have positive and significant influences on healthy lifestyle among Generation Y. The spirit of togetherness in the community and the availability of social interaction in the sports community are the strongest influences for Generation Y to be connected with the sports community. Yet, Generation Y does not consider highly the sports community as a place to develop their social interpersonal skills. Meanwhile, for peer pressure, Generation Y engages in sports activities to follow one life value, that is a healthy lifestyle. The members of this generation feel the pressure from their peer to exercise or do sports in order to be healthy together with their friends. The least consideration from peer pressure is to gain social recognition by altering their behavior. The healthy lifestyle has a positive and significant influence on sport motivation. The desired healthy life among Generation Y is relatively high. The highest reason to maintain a healthy lifestyle is to avoid lifestyle illness, while the lowest reason is to spend the spare leisure time. Meanwhile, the motivation to engage in a sports activity is very high. The highest motivation to do sports is to obtain an ideal healthy life.

This research has some limitations. First, the questionnaires are distributed and collected from limited geographical areas. Other social background may propose different results as the social value, norms, and attitude toward lifestyle may be different. Then, this research does not differentiate the Generation Y in accordance with the family life cycle. Different stages in family life may have different leisure time and personal interest that may give different directions to sports engagement. Finally, this research excludes people with special health issues, such as those with lifestyle related illnesses. As the background of this research is to investigate the influences of social and peer enforcements to personal behavior from the marketing perspective, it is very expected for future researches to dive into each different market segment to discover the needs and wants, so that the motivation to engage in recreational sport activities can open new research topics. This research can also be replicated for other generation cohorts, such as Generation X and Baby boomers.

Although they are considered as the most “health conscious generation”, Generation Y still needs supportive encouragements to motivate to do sports. This research affirms many previous studies that investigate the role of social and peer pressure in

building motivation (Vallerand et al., 1999; Daniels et al., 2003; Salvy et al., 2008; Jõesaar et al., 2011; Robertson et al., 2018). This research also confirms that social support and peer pressure play similarly important roles over time regardless of the generation cohorts. Finally, this paper is expected to bring insight for marketers to incorporate the idea of friendship and social supports when they create their marketing plans for health and sport related goods and services.

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