

SNS Lifestyle and Leisure Specialization 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 specialization, 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 in the Chungnam, Jeonbuk, and Jeonnam regions. Convenience sampling method was used for the sampling of the survey subjects. This study conducted a survey of 286 marine leisure sports participants in order to determine the relationship between SNS lifestyle and leisure specialization of marine leisure sports participants

Findings: The results are as follows. First, it was found that the social media lifestyle of marine leisure sports participants had a partial positive correlation with leisure specialization. Second, as a result of examining the effect of social media lifestyles of marine leisure sports participants on cognitive specialization, it was found that the communication-oriented and information acquisition types had a statistically significant effect on cognitive specialization. It is evident that the social media lifestyle of participants in marine leisure sports has a partial positive correlation with leisure specialization, and has a partial positive effect.

Improvements/Applications: Therefore, it was found that the social media lifestyle of marine leisure sports participants is a factor that has a positive influence on leisure specialization. Marine leisure sports not only broaden the range of choices in personal quality of life, but also affect leisure specialization, and the national government and local governments need to revitalize marine leisure sports and establish an efficient and systematic policy direction.

Keywords: Marine Leisure Sports, SNS Lifestyle, Cognitive Specialization, Behavioral Specialization, Emotional Specialization.

1. Introduction

The purpose of sports is to confirm the presence of life through new vitality. This is also seen in marine leisure sports, which means confirming vitality by coexisting with nature against the natural and adventurous ocean. Marine leisure sports allow people to experience a lively life within the natural coexistence of the sea. These marine environments not only make human life more vibrant, but also play a role in the sports industry. In addition, the evaluation of marine leisure sports is inevitably high, because it is placed in the ranks of the ideal nature-friendly sport [1]. Marine leisure sports are sports that are engaged in, within the special environment of the ocean, which makes many people curious. Since ancient times, because of the perception that water is dangerous, people may have a preconceived notion that it is an adventure sport or a dangerous sport, but nowadays, such leisure activity is equipped with advanced safety equipment, so if the safety rules are followed well, they can engage in a very interesting and beneficial range of sports. Marine leisure sports provide perfect conditions for the socialization of sports, so they can be easily familiarized with, like other sports.

Marine leisure sports is a broad concept that includes both competitive, hobby or systematic and unsystematic sports-type marine leisure sports and leisure-type marine leisure sports activities that are conducted using various of powered and non-powered equipment in river, lake, and ocean [2]. Such sport can be an organized competitive activity using a relatively complex physical function, or simply active physical exercise based on individual motivation [3]. Through these concepts, marine leisure sports can be viewed as a sport where enjoyment can be further increased, because it is a sport that is played on water rather than on land, and is a sport that is played outside the city center through nature-friendly activities.

Marine leisure sports are a sport that develops sociality due to the nature of the sport, and causes positive results in terms of attitudes, roles, and values, especially in sports socialization. Marine leisure sports activities are useful leisure activities with mental and sociocultural values, as well as physical values, and it provides a variety of opportunities and environments to enrich personal life, and has indispensable functions and significance for enjoying a healthy and cultural life. Among these leisure activities, leisure sports are the most common and generalized leisure activities in recent years, and marine leisure sports are recognized as a very valuable form of leisure, in that they provide an opportunity to relieve various stresses through physical activities, and play a role in enhancing mental and physical health and the quality of life [4]. More and more people are pursuing a new lifestyle that produces, distributes, and consumes information by

utilizing various media of smart devices. This change is also true of marine leisure sports participants.

The lifestyle of social network services (SNS) users most often uses information acquisition through acquaintances in information search, but in terms of the reliability of information sources and information that communication activities and information exchange through the Internet are highlighted, but SNS allows users to produce, share, and disseminate information on their own, and to quickly share more diverse and the latest information. SNS has spread rapidly, in that it can be easily used anytime, anywhere by using smart devices, and this has led to the emergence of a new lifestyle called the SNS lifestyle [5].

Modern people obtain a lot of information through the Internet and SNS, which can be used in any situation without time and space constraints, and this has been established as a convenient way to quickly obtain necessary information within a short time [6]. In particular, there are increasing cases of exchanging health-related information through SNS, such as online blogs, cafes, Facebook, and smartphone applications. This shows that people are forming a new lifestyle using SNS. Nevertheless, studies related to the social media lifestyle of marine leisure sports participants or related to SNS lifestyle and leisure specialization are still insufficient.

The leisure specialization process is a process in which individual internal factors, such as actions and the immersion of leisure participants progress with the passage of time, and their involvement in leisure activities deepens. Leisure specialization is a factor that deepens the satisfaction or commitment of the participant, and as a result, the leisure participant has a positive perception of the leisure activities in which they participate. Participants who are positive about leisure also show their participation behaviors and intentions in a positive form. Therefore, it is necessary to conduct research on this in order to come up with a plan to induce the continued participation of the participants [7]. Research related to leisure specialization has been actively conducted for participants in leisure activities where active physical activities, such as outdoor leisure activities or leisure sports, are taking place, but studies related to marine leisure sports are still lacking.

Therefore, there is a need for a study to provide basic data that is helpful in expanding the participation of marine leisure sports participants by examining the relationship between the SNS lifestyle and leisure specialization for marine leisure sports participants. This study aims to examine how the social media lifestyle of marine leisure sports participants affects leisure specialization. In addition, it aims to provide basic data that can contribute to the activation of marine leisure sports based on the results derived through research.

2. Study Methods

2.1. Sub-title

The subjects of this study were adults over 18 years of age who participate in marine leisure sports in the Chungnam, Jeonbuk, and Jeonnam regions. Convenience sampling method was used for the sampling of the survey subjects. A total of 300 marine leisure sports participants who understood the purpose of the survey and the purpose of the study were surveyed, and a total of 286 copies of the data were analyzed, while the responses of 14 subjects, whose responses were judged to be unreliable, were excluded from the analysis target.

2.2. Study tool

The demographic questions consisted of 5 questions based on gender, age, academic background, economic level, and occupation. In specific detail, gender breakdown was composed of men or women, and age breakdown was of 20s, 30s, 40s, or 50s and older. The final academic background breakdown consisted of high school graduation or lower, university attendance, university graduation, or graduate school or higher, and the economic level was composed of upper, middle, or lower levels. The occupation breakdown consisted of professional/managerial, clerical/service, self-employed, work/production, or student unemployed/others.

The questions on the form of SNS use consisted of 4 questions, including the average daily SNS usage time, the purpose of using SNS, the medium using SNS, and the SNS used. In specifics, the average daily SNS usage time breakdown consisted of less than 1 hour, 1–2 hours, 2–4 hours, and more than 4 hours, and the purpose of using SNS breakdown consisted of social networking, self-expression, communication, leisure/hobby, or information/knowledge.

The breakdown of the media for using SNS consisted of smartphones, notebooks, tablet PCs, or computers, and breakdown of the SNS used consisted of microblogs such as Twitter, blogs such as Daum or Naver, email, communities, such as cafes, online platforms, such as Facebook and Instagram, or profile-based services, such as Band and Kakao Story. The scale of the questionnaire was measured in the form of responses, such as 1 point “strongly disagree”, 2 points “disagree,” 3 points “neutral”, 4 points “agree”, and 5 points “strongly agree” on a Likert 5-point scale.

2.2.1. SNS lifestyle

The SNS lifestyle questionnaire is based on the lifestyle types related to SNS use presented by Kim and Park [8]. An and Kim’s[9] lifestyle of SNS users and Choi’s[10] high school student SNS lifestyle questions were modified and supplemented to suit the purpose of this study. In this study, the number of questions for each variable was composed of 8 questions of communication-

oriented type, 4 questions of information acquisition type, 3 questions of hobby and leisure type, and 3 questions of use-effort type

2.2.2. Leisure specialization

The questionnaire of leisure specialization was based on the development of a recreational specialization measurement tool proposed by Lee, Park, & Hwang [11], and the scale used in the leisure specialization of baseball enthusiasts by Kim, Lee, & Kwak [12] and the leisure specialization of winter sports participants by Kang, Lee & Kim [13] was modified and supplemented to suit the purpose of this study. In this study, the number of questions for each variable consisted of 7 questions on cognitive specialization, 5 questions on behavioral specialization, and 2 questions on emotional specialization.

2.3. Validity and reliability

The principal component analysis method of exploratory factor analysis was used to verify the validity of the research tool. Among the orthogonal methods, varimax was used to simplify the factor structure. The common factor extraction method was based on an eigenvalue of 1.0 or higher, and the factor loading was limited to questions of .50 or higher. In addition, Cronbach's α coefficient according to the internal consistency criterion was used to verify the reliability of the survey tool.

2.3.1. SNS lifestyle

As a result of conducting exploratory factor analysis for 18 items, four factors were derived: communication-oriented type, information acquisition type, hobby and leisure type, and use effort type. Each factor was extracted only with a load of .50 or more, and the common variance of the four factors was found to be about 72.5 %. The KMO standard fit in this study was 0.897, and Bartlett's sphericity verification also showed a significant difference ($\chi^2=3,580.051$, $df=153$, $p<.001$), indicating that it was suitable for the sample suitability. The reliability coefficient of SNS lifestyle was 0.802 for the communication oriented type, 0.820 for the information acquisition type, 0.871 the for hobby and leisure type, and 0.914 for the use effort type

2.3.2. Leisure specialization

As a result of conducting exploratory factor analysis for 14 items, three factors were derived: cognitive specialization, behavioral specialization, and emotional specialization. Each factor was extracted only with a load of .50 or more, and the common variance of the three factors was about 77.6 %. In this study, KMO standard suitability was .818, and Bartlett's sphericity verification also showed a significant difference ($\chi^2=2,016.130$, $df=45$, $p<.001$), indicating that it was suitable for sample suitability. The reliability coefficient of leisure specialization was found to be 0.803 for cognitive specialization, 0.816 for behavioral specialization, and 0.890 for emotional

specialization.

2.4. Data processing

In this study, after collecting the data containing the results of the questionnaire survey, data that were judged to be inadequate or difficult to secure reliability for were excluded from the analysis, the data that could be analyzed were used, and SPSS 24.0 statistical program was used. To verify the validity, exploratory factor analysis was performed, and Cronbach's α coefficient was calculated to verify the reliability of factors separated into the same group. For SNS lifestyle and the leisure specialization of marine leisure sports participants, correlation analysis and multiple regression analysis were conducted. At this time, the significance level of all statistical values was set to $p < .05$, and the post-verification of the significance level was performed by the Scheffé method.

3. Results

3.1. Results of correlation analysis

The correlation between social media lifestyle and leisure specialization of marine leisure sports participants was analyzed, and Table 1 shows the results that were obtained:

As a result of analyzing the correlation between each variable, the communication-oriented type, which is a sub-variant of social media lifestyle, showed a positive relationship in the order cognitive specialization ($r = .898$), behavioral specialization ($r = .299$), and emotional specialization ($r = .253$). The information acquisition type showed a positive relationship in the order cognitive specialization ($r = .729$), behavioral specialization ($r = .149$), and emotional specialization ($r = .126$). The hobby and leisure type showed a positive relationship with behavioral specialization ($r = .756$). Thus, it can be seen that the SNS lifestyle of participants in marine leisure sports has a partial positive correlation with leisure specialization.

Table 1: Results of correlation analysis between SNS lifestyle and leisure specialization.

	A	B	C	D	E	F	G
A	-						
B	.706***	-					
C	-.025	.026	-				
D	-.066	.162**	.292***	-			
E	.898***	.729***	-.007	-.034	-		

F	.299***	.149*	.756**	.100	.283***	-
G	.253***	.126*	.090	.111	.193***	.177***

*p<.05, **p<.01, ***p<.001

A, Communication-oriented type; B, Information acquisition type; C, Hobby and leisure type; D, Use effort type; E, Cognitive specialization; F, Behavioral specialization; G, Emotional specialization.

3.2. The effect of SNS on leisure specialization

Multiple regression analysis was conducted to determine the effect of the social media lifestyle of marine leisure sports participants on leisure specialization

3.2.1. The effect of SNS on leisure specialization

Table 2: Results of multiple regression analysis of SNS and cognitive specialization.

	B	SE	Beta	t	tolerance	VIF
Constant	.364	.167		2.179*		
Communication-oriented	.412	.046	.428	8.907***	.469	2.134
Information acquisition	.189	.057	.161	3.317***	.458	2.183
Hobby and leisure	.721	.031	.793	23.066***	.914	1.094
Use-effort	.071	.033	.078	2.160*	.835	1.198

R²=.696, Corrected R²=.692, F=160.926***

*p<.05, ***p<.001.

Analysis of the influence of social media lifestyles of marine leisure sports participants on cognitive specialization showed that F=328.912, the significance level p<.001 had a significant effect, and the explanatory power of the regression equation was 82.4 % (R²=.824). The influence of social media lifestyles of marine leisure sports participants on cognitive specialization was found to have an effect in the order communication-oriented (β=.758, t=20.733) and information acquisition (β=.196, t=5.312).

3.2.2. The effect of SNS on behavioral specialization

Table 3: Results of multiple regression analysis of SNS lifestyle and behavior specialization.

	B	SE	Beta	t	tolerance	VIF
Constant	.364	.167		2.179*		
Communication-oriented type	.412	.046	.428	8.907***	.469	2.134
Information acquisition type	.189	.057	.161	3.317***	.458	2.183
Hobby and leisure type	.721	.031	.793	23.066***	.914	1.094
Use effort type	.071	.033	.078	2.160*	.835	1.198

R²=.696, Corrected R²=.692, F=160.926***

*p<.05, ***p<.001.

Analysis of the influence of the social media lifestyle of marine leisure sports participants on the behavioral specialty culture showed that F=160.926, the significance level p<.001 had a significant effect, and the explanatory power of the regression equation was 69.6 % (R²=.696). The influence of social media lifestyles of marine leisure sports participants on behavioral specialization was found to have an effect in the order hobby and leisure type (β=.793, t=23.066), communication-oriented type (β=.428, t=8.907), information acquisition type (β=.161, t=3.317), and use effort type (β=.078, t=2.160).

3.2.3. The influence of SNS on emotional specialization

Table 4: Results of multiple regression analysis of SNS and emotional specialization.

	B	SE	Beta	t	tolerance	VIF
Constant	2.122	.335		6.329***		
Communication-oriented type	.433	.093	.386	4.657***	.469	2.134
Information acquisition type	.234	.114	.172	2.050*	.458	2.183
Hobby and leisure type	.065	.063	.061	1.033	.914	1.094
Use effort type	.155	.066	.146	2.359*	.835	1.198

R²=.098, Corrected R²=.085, F=7.616***

*p<.05, ***p<.001.

Analysis of the influence of social media lifestyles of marine leisure sports participants on emotional specialization showed that F=7.616, the significance level p<.001 had a significant

effect, and the explanatory power of the regression equation was 9.8 % ($R^2=.098$). The influence of the social media lifestyle of marine leisure sports participants on the emotional specialization was in the order communication-oriented type ($\beta=.386$, $t=4.657$), use-effort type ($\beta=.146$, $t=2.359$), and information acquisition type ($\beta=.172$, $t=2.050$).

4. Discussion

In this study, correlation analysis was conducted to determine the relationship between social media lifestyle and leisure specialization of marine leisure sports participants. As a result, communication-oriented and information acquisition types both showed a positive correlation in leisure specialization, while hobby and leisure type showed a positive correlation in behavior specialization. Multiple regression analysis to examine this in detail found that the communication-oriented and the information acquisition types had a positive effect on cognitive specialization. All of SNS lifestyle was found to have a positive effect on behavioral specialization, and the communication-oriented, information acquisition, and use-effort types had positive effects on emotional specialization.

In other words, it was found that the social media lifestyle of participants in marine leisure sports is a factor that has positive effects on leisure specialization. In this regard, Lee, Yoo & Ha [14] report that lifestyle directly affects leisure attitude, and that lifestyle indirectly affects involvement in leisure activities, supported this study. Recently, the elderly are showing a new lifestyle as a subject of leisure, culture, and consumption, breaking away from the traditional lifestyle of the elderly in the past [15]. If research that recognizes the elderly as a new consumer and reveals the characteristics of their SNS lifestyle or uses them as a market segmentation variable is active, marine leisure sports will be able to secure a wider range of participants, and it is expected that it can see further activation. In particular, women, younger generations, and highly educated people do not simply enjoy marine leisure sports as a hobby, but also recognize specialization and specialize, and it is thought that in the future, activation of marine leisure sports according to a new lifestyle can be considered.

This study confirmed that the social media lifestyle of adults participating in marine leisure sports has effects on leisure specialization. Each factor of leisure specialization according to the SNS lifestyle of marine leisure sports that is increasing in the future should be studied with high explanatory power.

5. Conclusion

The purpose of this study was to examine how the SNS lifestyle of marine leisure sports participants affects leisure specialization, 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 in the Chungnam, Jeonbuk, and Jeonnam regions. Convenience sampling method was used for the sampling of the survey subjects. A total of 300 marine leisure sports participants who understood the purpose of the survey and the purpose of the study were surveyed, and as a result of the test, a total of 286 copies of the data were analyzed, while the data of 14 people whose response was judged to be unreliable were excluded from the analysis target.

This study conducted a survey of 286 marine leisure sports participants in order to determine the relationship between SNS lifestyle and leisure specialization of marine leisure sports participants, and the results are as follows:

First, the social media lifestyle of marine leisure sports participants was found to have a partial positive correlation with leisure specialization.

Second, as a result of examining the effect of social media lifestyles of marine leisure sports participants on cognitive specialization, it was found that the communication-oriented and information acquisition types had statistically significant effects on the cognitive specialization.

In conclusion, it can be seen that the social media lifestyle of participants in marine leisure sports has a partial positive correlation with leisure specialization, and has a partial positive effect. Therefore, it was found that the social media lifestyle of marine leisure sports participants has a positive influence on leisure specialization.

Marine leisure sports not only broaden the range of choices in personal quality of life, but also affect leisure specialization, and the national government and local governments need to revitalize marine leisure sports and establish an efficient and systematic policy direction

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