

Influence of Coaches' Behavior on Athletes' Motivation: Malaysian Sport Archery Experience

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Abstract

Sports remain one of the most recognized activities that bring citizens of different nations together across the globe. In the world of sports today, the athletes' success and failure in games tournament depends on their level of motivation which serve as an essential tool for them to achieve a set goal. This study investigates the influence of Coaches' Behavior on Athletes' motivation, a study on Malaysian sport archery's experience. The study population comprises of 95 male and female archers who took part in the National Archery Circuit III competition in Sabah, Malaysia. Questionnaire was used to collect data from the study. The data collected were analyzed using frequency counts and percentages. It was found that there is a high level of motivation among athletes based on the influence of coaches' behavior which eventually improve their performance to achieve a goal.

Keywords: Athletes, Coaches Behavior, Motivation, Sport.

Introduction

This paper examines the interpersonal fairness and character building that influence athlete's motivation. The strength of coaches to influence the positive attitude in their athlete plays an important role in athlete's motivation. In a study conducted by Lafreniere, Jowett, Vallerand & Carbonneau (2011), they posited that positive attitude motivation is very crucial for athlete to succeed in game tournament. This is because motivation serves as a working instrument for athletes to be dedicated in their sport activities in other to be enthusiastic, determine and proud. It is worthy to note that athlete feels motivated and confident with the treatment and compliment that is offered to them by their respective coaches. Coaches' flows of communication remain one of the key factors that boost the athletes' motivation. Buttressing on this position, Almagro, Lopez & Moreno, (2010) contends that it is very important for the athlete and the coach to have good communication in the field for the sake of their performance, because when the athletes feel there are cordial flow of communication between them and their coach, there is tendency that the athletes will be active in performance towards achieving their set goal in any game tournament.

Problem Statement

This study investigates the influence of coaches' behavior on athletes' motivation with a focus on the male and female athletes in Malaysia. However, motivation is seen as an essential element for athletes to perform in their sport activities. Some coaches' behavior are said to affect athletes' motivation. Some scholars identify certain factors which influence athletes' motivation this includes; character building (Gearity & Murray, 2010), interpersonal fairness (Watson,

2011), and coach-athlete relationship (Jowett, 2009). The journal of Physical Education and Sport Pedagogy further stated that, in sport, athletes learn values and behavior that helps in character development. (Camire & Trudel, 2010). This shows that, the communication of coaches to athletes must be the same without bias issues. This is because, interpersonal fairness of coaches to athletes is important in motivation of athletes. Also, Athletes feel dissatisfied with the coach communication behavior if they get unfair treatment from their coach (Watson, 2011). Coaches is said to speak to the athletes equally and coaches must know not to hurt athletes feeling by throwing harsh word on them. If the athletes received harsh word and unfair interpersonal fairness, the tendency of athlete to be motivated is low.

Finding from the part researches in the world of sports shows that, there are various types of coaches' behavior that are treated to athletes which are justice in team sport setting which explain the interpersonal justice in sports (Jordan, Gillentine, Hunt, 2004). Character development through sport participation (Camire & Trudel, 2010), interpersonal justice in sport states that, coaches must treat their athlete fairly. Coaches must put their self-interest away in treating their athletes. There must be zero favoritism in the field so that athlete is happy and motivated to train. Coach ability to instill positive value toward athletes was intensively discussed in the journal of character development through sport participation. Hence, Positive character building may lead athletes to have positive feedback and trigger their motivation. Coach must train their athlete well and sincerity so that there will be good connection between coach and athletes then, the tendency of athletes to be motivated will be high towards achieving their set goal.

This study becomes imperative because most academic research in this area is done outside Malaysia framework. This shows that, there were lack of studies on relationship on coach's behavior, and athlete's motivation in relation to Malaysia sports activities context. Though, there was a study on archery field, but it does not show the relationship of coach and athletes' motivation (Hafiz & Daliya, 2010). Therefore, this study is to investigate the relationship on athletes' motivation as influenced by their respective coaches' behaviors.

Objective of the study

The main objective of this study is to investigate the influence of coaches' behavior on athletes' motivation by using questionnaire elicit information from the National Archery Circuit III male and female athletes that participated in competition in Likas Sabah, Malaysia. The specific objectives are to:

1. To examine the level of athletes' motivation.
2. To investigate the relationship of character building towards athletes' motivation
3. To know the relationship of interpersonal fairness towards athletes' motivation.

Literature Review

Many researchers have reported the importance of coaches' behavior and motivation (Vroom 1964; Vallerand, 1999; Ryan 2000; Markland & Tobin 2004; Mallet, Kawabata, Newcombe, Forero O., Jackson., 2007; Lei 2010). However, nowadays in the world of globalization the need to motivate workers is highly demand. Today, most employers seek for motivated and potential employees who can contribute significantly to the growth and development of the organization. The past researches shows that, motivation is a factor that contributing to the performance of organization. Workers who are not motivated are below the expected performance.

Vroom (1964) submitted his theory that, the performance of workers is based on the effort and reward that are essential for motivation using the following parameter such as, valence, instrumentality, and expectancy (VIE). The theory explains that, effort towards workers motivation will lead to performance (expectancy), and the performance will lead to reward (instrumentality) and reward will be desirable (valence). This shows that, workers need to perceived expectancy, instrumentality and valence high so that their motivation will be high too. Hence, in the world of athlete, motivation is the key point that can drive them to put their full commitment either in training or competition. The performance of athletes is depends on how far they achieve their goal. Motivation is the element that decides the person on how to act and it play a crucial role for a person to achieve their set out goal.

Furthermore, behavior is said to be the characteristic that individual possess. Every single person has different characteristic, which can be positive or negative and it depends on how individual control their selves. However, a person characteristic and the action of the characteristics appear as behavior. In the manner of Shaver (1975), he suggested that, perception of one person towards another's behavior is important in determining one's actions toward the other person.

According to Smith, Smoll, and Hunt (1977), they identify twelve essential component of coaches' behavior which includes; Reinforcement, Non-reinforcement, Mistake Contingent Encouragement, Mistake Contingent Technical Instruction, Punishment, Punitive Technical Instruction, Ignoring Mistakes, Keeping Control, General Technical Instruction, General Encouragement, Organization and General Communication. Reinforcement is a positive, rewarding reaction, verbal or nonverbal, to a good play or good effort and it can relate to character building because a character building is element that concern on psychology and sociology (Ahmad, 1970). In this study, the reinforcement is similar to character building which is about the positive reaction to a good effort. The general communication is interaction with the player and can be related to interpersonal fairness which is about the interaction in the sense of empathy and coach self-monitoring between players and the coaches.

In sport positive behavior is the element for a person to act properly because study in physical education and sport pedagogy reveals how sport can enhance character development. To buttress on this, Camirre & Trudel, 2010; Rudd 2005, posits that, sport is a tool for young athletes to develop loyalty, teamwork and values. This reflects that people who have good character are easy to apply moral values in any pressure situation in sports. Athletes are commonly attached with their coach and coaches need to play main role in order to have athletes with good characters.

The Interpersonal theory suggested by Weiner (2000), submitted that, social environment such as peers, coach, teachers, parents and others may affect performance of others. On this, people with positive or negative event of experience may lead to their expression either to be happy for good performance and anger for low performance. It is worthy to note that, these theories are overlapped and shortcoming taking into cognizant the thoughts and feeling of individual.

Expectedly, the concept of fairness is the key to the evaluative responses (Weiner, 2000). Coaches need to treat their athletes well so that athletes will feel satisfied. If the athlete not satisfied with the treatment, negative feedback will appear which it is interpreted as unfair. (Greenberg, 1994; Jordan, Gillentine & Hunt 2004), if those athletes are not satisfied by showing the negative feedback, their motivation is said to be decreased (Loiser & Vallerand, 1994). Also, looking at equity theory which was developed to study the workplace situation by

Adams, (1965), the theory further explains that, fairness situation is the interpersonal relationship on how a person is been motivated and treated fairly. However, unfair treatment may result on negative behavior on the affected person. (Akremi, Vandenberghe&Cameran, 2010). In this research, equity was adopted to this study in the sport context. Hence, in sport setting, if coaches treat their athletes' fairly then athletes will be motivated to train and perform effectively and efficiently. This is because; the fairness situation experienced by athletes may lessen the negative perception which then will make athletes feel positive and contributing toward achieving goal. (Chelladurai, 2001; Jordan, Gillentine, & Hunt, 2004)

Proposed Framework Model

The past research is important to act as a guideline in the process of the new study. This study shows that, coaches' behavior is an essential factor that contributes to athletes' motivation. The proposed model below explains the conceptual framework in the study. The independent variables which are interpersonal fairness and character building influence the dependent variable which is athletes' motivation.

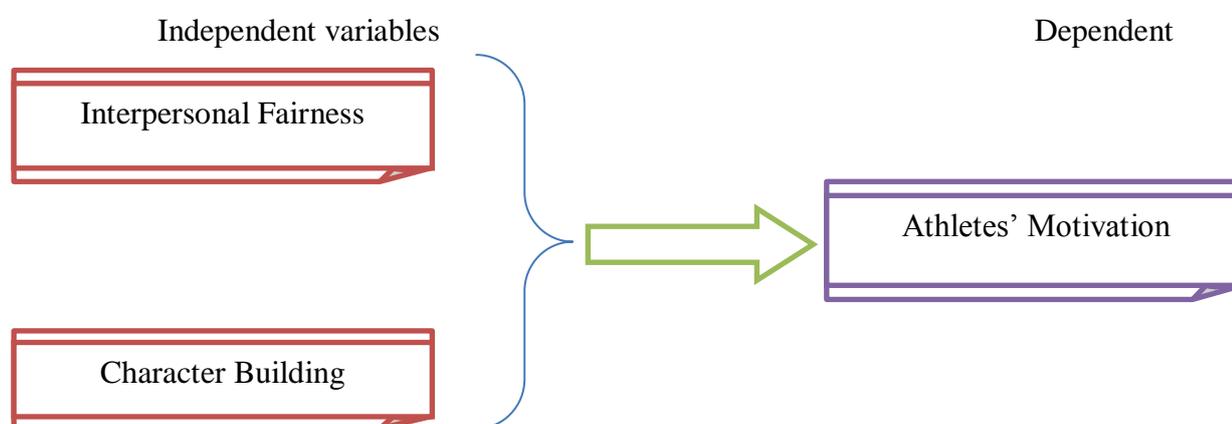


Figure: 1.1: Proposed Model of Coach's Behavior towards Athletes' motivation

Methodology

This research as a descriptive survey, aimed at investigating the influence of coaches' behavior on athletes' motivation. The Population of the study is the male and female archers that participated in National Archery Circuit III competition in Sabah Malaysia. The instrument used in this study is a questionnaire developed through extensive literature and based on the three research objectives.

The unit's sample of the study was among the 95 which participated in archery tournament in National Archery Circuit III competition in Likas Sabah, Malaysia

Finding and Discussion

The study solicited views from 95 archers from the National Archery Circuit III competition in Sabah, Malaysia, on the influence of coaches' behavior on athletes' motivation. The results of the study are presented in the order of the research objectives of the study. Statistical analysis was conducted to answer the three research objectives, descriptive and inferential statistics were used by using SPSS (Version19), to answer the research objectives of the study.

Research Objective One

This sought to examine the level of athletes' motivation. The result is presented below to look at the level of athletes' motivation.

Level of motivation among athletes

	Level	Frequency	Percentage (%)	Mean	SD	
	1.00-2.33	Low	1	1.1	3.64	0.47
Motivation	2.34-3.67	Moderate	46	48.4		
	3.68-5.00	High	48	50.5		

The foregoing shows the analysis of data collected for the study, which shows that there are high motivations among athletes.

Research Objective Two

This sought to investigate the relationship of character building towards athletes' motivation. The results are presented below to investigate the relationship of character building towards athletes' motivation.

Relationship of Character Building towards Athletes' Motivation

Variables	Y	X1
(Y) motivation	1	
(X1) Character building	0.356**	1

**Correlation is significant at $p < 0.01$

The result correlates that there is a positive low relationship between character buildings with athletes' motivation.

Research Objective Three

This sought to know the relationship of interpersonal fairness towards athletes' motivation. The results are presented below to know the relationship of interpersonal fairness towards athletes' motivation.

Relationship of interpersonal fairness towards athletes' motivation

Variables	Y	X2
(Y) motivation	1	
(X2) interpersonal fairness	0.126**	1

Correlation is significant at $p < 0.01^{**}$

The result indicates that there is a negligible relationship of interpersonal fairness with motivation.

Conclusion

Based on the findings of the study, it can be concluded that coaches' behavior have a greater influence on athletes' motivation. The levels of motivation among the archers are at the high level. It means that athletes are highly motivated. The others are at moderate level of motivation and only few athletes have low motivation level. It shows that the archers who involve in the competition are highly motivated. The high level of motivation among the archers shows that they are motivated during that particular time, and there is a significant relationship between coaches' behavior and athletes' motivation.

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