



Impact of sports movies on motivation among sportsmen

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Abstract

Motivation plays a very important role in pushing, inducing, inspiring and stimulating a person to do a job. Movies take the viewers for a journey for around two and half to 3 hours. They carry the customers to a different world. Movies are the third sought after time pass activity after music and sports in the whole world. Movies teach us, makes us to laugh, cry and sometimes afraid by some horror movies. Many directors and film production houses make film for educational purposes and teaching. There are some movies, which inspire people. In those inspirational movies some movies are made for sports people exclusively. There are sports motivational movies in Hollywood and Bollywood. Here the researcher has attempted to study on how the Sports motivation films made in India are motivating the sports persons of India.

Keywords: sports movies, motivation among sportsmen

Introduction

Human resource is of paramount importance for the success of any organization. It is a source of strength and aid. Human resources are the wealth of an organization, which can help it in achieving its goals. Human resource management is concerned with the human beings in an organization. It reflects a new outlook, which views organization's manpower as its resources and assets. Human resource is the total knowledge, abilities, skills, talents and aptitudes of an organization's workforce. The values, ethics, beliefs of the individuals working in an organization also form a part of human resource. The resourcefulness of various categories of people and other people available to the organization can be treated as human resources. In the present complex environment, no business or organization can exist and grow without appropriate human resources. So human resource has become the focus of attention of every progressive organization. Human resource is a resource like any other natural resource. It means that management can get and use the skill, knowledge, ability, etc. through the development of skills, tapping and utilizing them repeatedly. Human resource management is that process of management, which develops and manages the human elements of an enterprise. It is not only the management of skills but also the attitude and aspirations of people. When individuals come to a workplace, they come not only with technical skills, knowledge, experience etc., but also with their personal feelings, perceptions, desires, motives, attitudes, values etc. Therefore, HRM means management of various aspects of human resources. An important element of human resource management is the 'human approach' while managing people. This approach helps a manager to view his people as an important resource. It is an approach in which manpower resources are developed not only to help the organization in achieving its goals but also to the self-satisfaction of the concerned persons. On the other hand, this approach focuses on human resource development, and on the other hand it focuses on effective management of people.

Motivation

A motive is what prompts the person to act in a certain way, or at least develop an inclination for specific behavior. Motivation can be conceived of as a cycle in which thoughts influence behaviors, behaviors drive performance, performance affects thoughts, and the cycle begins again. Each stage of the cycle is composed of many dimensions including attitudes, beliefs, intentions, effort, and withdrawal, which can all affect the motivation that an individual experience. Most psychological theories hold that motivation exists purely within the individual, but socio-cultural theories express motivation as an outcome of participation in actions and activities within the cultural context of social groups. Motivation is literally the desire to do things. Motivation is the reason for people's action's, desires, and needs. Motivation is also one's direction to behavior, or what causes a person to want to repeat a behavior. It's the difference between waking up before dawn to pound the pavement and lazing around the house all day. It's the crucial element in setting and attaining goals—and research shows you can influence your own levels of motivation and self-control. Motivation is defined as the process that initiates, guides, and maintains goal-oriented behaviors. Motivation is what causes you to act, whether it is getting a glass biological of water to reduce thirst or reading a book to gain knowledge. Motivation involves the, emotional, social, and cognitive forces that activate behavior. In everyday usage, the term motivation is frequently used to describe *why* a person does something.

Sports Films and Motivation

Sports movies are a motivation for sports men. It is because of this reason the film industry also promote the making of sports movies. Our country is having many world records in many sports events. Sports movies always aim at providing an entertainment. Moreover it also aims to bring an insight in the minds of viewers and also provides them with awareness regarding sports. Sports

films have won because they were able to give the viewers what they actually wanted. It creates a kind of spirit among common man. If it could do that much to a common man, what all it can do for a sportsmen. It could motivate them much more. It also helps in building confidence in their minds and makes them optimistic. Sports films also succeed in depicting the life of sports legends. It tells people about the circumstances from which they came and how they stepped towards the success. This is all motivation that such films could provide. Motivation is what which drives people to do something. Films like Sachin, Dhoni have portrayed all the important events in the lives of these cricketers. There are many films like Chak de India, Mary com, Dangal, Godha which could really motivate girls. It promotes them and encourages them to dream a lot. Thus, sports films are not only meant for entertainment or commercialization but also to provide motivation and support to sports people.

Statement of Problem

Sports is the second biggest Industry in the world. Sports persons are the people who contribute to the name and fame of a state or country. They toil, sweat, and work hard for their individual benefit as well as for the benefit of the country, which they represent. Sports people are a group of people, where most of them are from poor family background, who create a rag to riches story. They lack money, job, family support, love and affection, appreciation and most of the biggest lacking they lack proper food and infrastructure. Sports movies are a part of the film industry. There are quite a number of films caught on the life history of sports persons and some sports movies on sports motivation. In this study the researcher aims to measure the impact of sports films in motivating the sportsmen. These films whose aims are to provide messages to public. They are a motivation for the sports people and in value inculcation among the sports persons in India.

Objectives of the Study

- To identify the factors that could result in motivating the sports persons.
- To study the effectiveness of motivation that films could provide.
- To find out the problem hindering the success of the sports persons.

Scope of the Study

The study covers the sports persons of Christ College, Irinjalakuda. The students of Christ College are highly talented and have represented many athletic events and games in State, National and International competitions. The college has its own teams for each and every game. Christ College is the only college in India, which fields around 39 team events in sports and games.

Research Methodology

Data Collection: The study includes primary and secondary data. A well-structured questionnaire was used to collect the primary data. Secondary data is also used for the study which is been collected from newspapers, journals, magazines and Internet.

Sample Design

- The *sample population* the study is from the sports persons

of Christ College, Irinjalakuda.

- The *sampling technique* used for the study is Convenient sampling.

The study was conducted among 60 samples taken randomly from the population.

Data Analysis

- Charts,
- Diagrams,
- Histograms,
- Reliability analysis,
- Man Whitney U test,
- Spearman's correlation is used for the study

Hypothesis

H1-the population is not normal

H1-There is significant relationship between gender and factors affecting motivation.

Literature Review

Orpen, (1997)

Revealed that mentoring can improve employee's attitude without necessarily raising the performance.

Okan, V. Safakalia and Mustafa E(2012) The study revealed that most important factors motivating employees are equitable wages and promotion, extended health benefits and working environment.

Insimire Patrica (2011) ^[4]

From her findings it revealed that there were various motivational techniques used by Niko Insurance which could include promotion, delegation of authority, Participation in decision making, bonus and commission to good performers.

Nichorbune Dominic Abonam (2011) ^[5]

Hostile environment within the university are not promoting efficient work.

Since the workers are work, absenteeism and indiscipline hence poorly motivated this result in poor attitude towards poor job performance.

Obiekwe Nduka (2016) ^[6]

It provide an avenue for the organization to gather to organization concerning what employees thinks about their jobs or how employees perceive their present job, the thesis also analyzed various reward system and how can it be used by the company.

Lori Kay Baranek (1996) ^[7]

Intrinsically motivated students experience school success because they display behavior such as choosing challenging activities and spending more time on task.

The use of reward undermines intrinsic motivation and results in a slower acquisition of skills and more errors in the learning.

Charles Gbollie and Harriett Pearl Keamer (2017) ^[9]

The result showed that motivational belief component of extrinsic goal orientation as most preferred and test anxiety was the least possessed belief.

Mark Grinito (2012) ^[10]

The result of the study support the idea that when given the choice of the project, students retain knowledge no matter which project is chosen, traditional or computer based.

Were. M. Susan (2012) ^[11]

The study establishes that there is a strong influence on performance of the regular police officers attributable to units of change in motivation. The study recommended that government and other concerned stakeholders should adequately motivate the police for improved performance /service delivery.

Wilfred U. Lameck (2011)

His findings suggest that non-monetary incentives may have high motivating power in the organization if they were valued highly by the employees and management.

Sangeeth Sahu, (2009) ^[15]

The study analyzed the sixteen motivation related factors like working independently, chances for promotion, contact with people, flexible working conditions, insurance, health, etc., will motivate people more than all other existing factors that could increase motivation and thereby the productivity.

J. Kamanzi, (2011) ^[16]

They were unmotivated as a result of dissatisfaction with remuneration; opportunities for growth; working conditions; recognition; as well as benefits and allowances.

Ehwad Mhammed Jamal Al-Salameh (2014)

The findings of the study revealed that the primary stage teachers in Jordan have relatively good level of motivation. There were significant differences among the work motivation among male and female teachers. The result suggests that female teachers were found to be more motivated to their work than male teachers.

Irumshahzadi (2014) ^[19]

The results of this study show that significant and positive relationship exists between employee motivation and employee performance. It is also concluded that intrinsic rewards has a significant positive relationship with employee performance and employee motivation.

Hashim Sameer (2014) ^[20]

Results from present study suggest that if beverage industry (Coke, Pepsi and Gorment etc.) motivate their employee's by using these tools such as job enrichment, job security, reasonable salary and other additional incentives then the employee's performance automatically increased and industry achieve their goals easily. We can say that if top management put their focus upon motivation of employees then it will leaders toward a positive increase in employee's performance.

Baguza Massudi Mohammedi (2013) ^[2]

The findings indicated that salary increment, promotion, and recognition were important factors for employees of Tanzania postal bank.

Table 1: Sports movies are a motivation for sports men.

Ratings	No of respondants	Percentage (%)
Strongly Agree	31	52
Agree	23	38
Neutral	6	10
Disagree	0	0
Strongly Disagree	0	0
total	60	100

Table 2: Sports films really play a very important role in depicting the life histories of Ex and Current sports legends.

Ratings	No of respondants	Percentage (%)
Strongly Agree	27	45
Agree	25	42
Neutral	6	10
Disagree	2	3
Strongly Disagree	0	0
total	60	100

Films Ranked on The Basis of Motivation Obtained From Them**Table 3**

Films	Ranks
Chak de India	3
Dangal	2
Mary com	5
Bhag milka bhag	1
M S Dhoni: The Untold story	6
Sultan	4
Sachin- A Billion Dreams	7
Irudhi Sutru	9
Godha	8
Karikunnam 6s	10

Reliability Analysis

Reliability Analysis measures the overall consistency of the items that are used to define a scale. As a result, we are given sample size, number of items and reliability coefficients. Model- Alpha (Cronbach) is the most popular.

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable. If alpha is greater than 0.5 then it is unacceptable. If alpha is greater than 0.5 then it can be accepted.

Table 3.2.1

Table 4

Cronbach's Alpha	N of Items
.550	20

Hence the data is reliable and acceptable.

One Kolmogorov-Smirnov Test

H₁-the population is not normal

Table 5

		I watch Movies.	I enjoy watching Sports Movies.	While watching Sports Movies, I feel as if I am acting in that particular role or position.	I have faced the same situations that are faced by heroes in the Movie.	When I watch such Movies, I felt that I should work harder.	I feel that I should improve my level of dedication.	I felt that Sports Movies try to tell that players should be more punctual	The role of coaches plays an important role in the Players life.	After watching such Movies, I came to know about the necessity of team spirit among the Sportsmen.	Sports Movies helps in increasing my confidence level.
N		60	60	60	60	60	60	60	60	60	
Normal Parameters ^{a,b}	Mean	4.65	4.47	3.85	3.75	4.35	4.43	3.78	4.67	3.85	4.22
	Std. Deviation	.547	.676	1.005	.751	.917	.722	.993	.601	.988	.715
Most Extreme Differences	Absolute	.422	.352	.276	.330	.311	.350	.336	.444	.260	.247
	Positive	.261	.215	.174	.253	.239	.216	.214	.290	.156	.236
	Negative	-.422	-.352	-.276	-.330	-.311	-.350	-.336	-.444	-.260	-.247
Kolmogorov-Smirnov Z		3.270	2.724	2.138	2.560	2.407	2.715	2.605	3.437	2.016	1.910
Asymp. Sig. (2-tailed)		0.000	.000	.000	.000	.000	.000	.000	0.000	.001	.001

Table 6

		Watching them made me more optimistic.	Sports Movies taught me how to overcome my failures.	Godha, Dangal & Chak-de-India could motivate girls more.	Sports films are a motivation for sportspersons.	Sports movies made me confident to up challenging tasks.	I felt that their problem-solving situation inspires me.	I felt that the family background of sports men portrayed in the films are pathetic and are similar to that of mine.	Sports films really play a very important role depicting the life histories of Ex and Current sports legends.	Sports films are always a Rags to Riches story.
N		60	60	60	60	60	60	60	60	60
Normal Parameters ^{a,b}	Mean	3.90	4.37	4.20	4.38	3.68	3.58	3.53	4.25	3.18
	Std. Deviation	.706	5.279	.798	.666	.748	.829	.791	.773	.770
Most Extreme Differences	Absolute	.256	.436	.242	.306	.347	.226	.272	.251	.294
	Positive	.244	.436	.199	.234	.269	.226	.200	.210	.294
	Negative	-.256	-.327	-.242	-.306	-.347	-.226	-.272	-.251	-.289
Kolmogorov-Smirnov Z		1.985	3.374	1.873	2.370	2.691	1.749	2.110	1.942	2.278
Asymp. Sig. (2-tailed)		.001	0.000	.002	.000	.000	.004	.000	.001	.000

Mann-Whitney U - Test

H₁-There is significant relationship between gender and factors affecting Motivation.

Table 3.2.3

Table 7

	Motivating sports persons
Mann-Whitney U	328.000
Wilcoxon W	734.000
Z	-1.790
Asymp. Sig. (2-tailed)	0.73

Here gender is the independent sample. Questions were selected on the basis of factors that could lead to motivation. The test revealed that there is significant relation between age and factors that leads to motivation. Hence, accept H₁

Spearman's Rank Correlation

Spearman's rank correlation coefficient or Spearman's rho, named after Charles Spearman and often denoted by the Greek letter (rho) or as, is a nonparametric measure of rank correlation (statistical dependence between the rankings of two variables). The Spearman correlation coefficient is often described as being "nonparametric". This can have two meanings. First, a perfect Spearman correlation results when X and Y are related by any monotonic function. Contrast this with the Pearson correlation,

which only gives a perfect value when X and Y are related by a linear function. The other sense in which the Spearman correlation is nonparametric in that its exact sampling distribution can be obtained without requiring knowledge (i.e., knowing the parameters) of the joint probability distribution of X and Y. If the value is between +1 and +0.81 and between -1 and -0.81, the correlation is high. Respondents ranked the films from 1 to 10. On conducting the Spearman's Rank Correlation, it shown that there is positive correlation between film Ms Dhoni: The Untold Story and Godha (.901) also there is positive correlation between film Karinkunnam 6'S and Godha (.996)

Findings

- The study reveals that more than 68% like to watch movies.
- From the study it is clear that 57% like to watch sports movies.
- After conducting this study, I came to know that 45% agree to the fact that when they watch movies they feel as if they are acting in that particular role or position.
- The study showed that most of the sports person agree to the fact that they faced the situations of heroes of movies in their real life.
- 57% told that sports films helped them to improve their level of dedication.
- Most of the sports men after watching sports movies felt that they should hard work more.

- 55% strongly agreed that sports movies tell them to be more punctual.
- 73% revealed that coaches play a crucial role in the lives of sports men.
- After watching sports movies sports men came to know more about the importance of team spirit among them.
- 45% agreed that sports movies increased their level of confidence.
- Sports movies helped sports men to balance their emotions.
- Sports movies made sports men more optimistic.
- After conducting this study, I found out that sports movies help sports men to overcome their failures.
- The study revealed that there are many films that could increase the level of motivation for women.
- Sports movies motivated sports men to take up challenging tasks.
- After watching sports movies, sports men felt that the ways in which heroes solve their problem have inspired them also.
- Most of the sports men are having a poor and pathetic family background.
- Sports films succeed in the portraying the life stories of Ex and current legends
- Sports films always had rags to riches stories.

Suggestions

In this study I could not examine different aspects that are relevant to make this study more appropriate. Some of my recommendations that could be made use of in future research are given below:

- The study could make use of many more films that could include international films.
- The study could include many other types of scales other than what I used here.
- The study can be conducted by including many more demographic features.
- The commonality of factors among samples can be studied.

Conclusion

Motivation is an important element in human resource management.

It is a crucial factor for every employee. Not only for employees in every human being's life Motivation is what which forces them to act.

It can be used in every spectrum of life from work place to home. It instills many other attributes to one's life.

At certain points it decides the life. This research has attempted to know about the motivation of sports men by sports films. The study revealed that sports men are highly influenced and motivated by sports movies and could result in increasing their level of performance and so on. The sports films have succeeded because it could create great impact in the lives of sports men. Also, it could reach all levels of society.

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