Rationale of Risk-Taking Behaviors in Sports of Taiwan

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Today, most of people realize how important risk management practices are, but many encounter difficulties in putting such policies into practice (Hsiao, 2007). Most accidents have been associated with the absence of risk management plans and the failure to provide proper instruction in sport. For instance, in swimming case, Taiwan has the third highest drowning-accident rate in the world from World Lifesaving Organization's 1990 statistical data on drowning. Moreover, according to Department of Health Executive Yuan, Taiwan, R.O.C (2003) data, the average of 961 people have died in accidental drownings each year over the past 10 years. This is why drowning has always been an important major accidental death in Taiwan. Therefore, due to the swimming incident causes essential risk management negligence, it reflects how important sport risk management is in Taiwan.

People have the choice to choose what they want to do, even when they have no clues to participate in a new activity environment (James, 1974). Most participators in sports know there is a potential risk that they might be injured, thus they are conducting risk taking behaviors. Terror Management Theory was adopted in scuba diving to study the rationales why people still eager to participate in this sport even they have the knowledge of the risks (Byrnes, Miller, & Schafer, 1999; Lopes 1987). According to Kahneman and Tversky's (1979) prospect theory, people like engaging a risky option in a safe and positive way with their choices, but it would shift their preferences when the same choices are presented in a negative way. Biological, behavioral, or cognitive variables are considered and unconscious conflicts related to risk-taking are frequently overlooked (Hunt, 1996). Terror Management Theory deals with the problem that direct cognitions and behaviors (Greenberg et al, 1997). Terror Management Theory (TMT) perspective and this theory used in scuba diving because it has a correlation between the behavior and self-esteem. Most of people love being a risk-taker because they enjoy taking new adventure, so the literature provides several category of theories on risk-taking (Byrnes, Miller, &Schafer, 1999: Lopes 1987). The risk-taking on the literature is vast and diverse. The researchers have discovered the association of risky behavior with serious health problems such as injury from accidents.

The purpose of this research is to discover the rationale of risk-taking behaviors of consumers in a sports setting in Taiwan. TMT explains the rationales of risk taking (i.e. self-esteem,) Based on the undeveloped situation of risk management in Taiwan, and the culture tradition that many physical activities are mandatory, some more rationales (e.g. poor knowledge of risk, mandatory participation, etc.) are developed. This study will also focus on the perception of consumers on importance of risk management and the current situation of risk management implementation in Taiwan.

Methodology
This study will be using questionnaire and targeting on 1000+ consumers in Taiwan of 10 local gyms. The questionnaire will be designed based on TMT and literature review. The survey will be sending out through email, and whoever sends email back will receive a gift card. The first section of the survey will focus on perception of consumers on importance of risk management, including questions on how much hazard consumers know around them, and how they think and feel about hazard. The second situation will focus on the rationale of risk-taking behaviors, the participants will be asked on the IVs why they will still participate in sports knowing the risk. The third section includes the current situation of risk management about the 10 gyms.

This research is still in progress. This study will contribute to the literature of risk-taking behaviors in a sport setting, emphasize the importance of perception consumers' behavior in risk management in response to natural disasters and the general risk prevention from people in Taiwan. Developing practical strategies to those educators/coaches/teacher/parents the proper instruction to educate young generation avoiding injury while
engaging sports and physical activities. In addition, by using marketing plan to implement the best way demonstrating proper way to use sport facility and to make sure everyone has a full understanding of potential risk management knowledge.