Examining Multicultural Youth's Cultural Capital in Sport: Fanship and Competency to Enjoy Sport

Wonyul Bae, Ithaca College
Sungmin Kheel, Ewha Woman's University
Dongyoo Han, Hannam University

Socio-Cultural - Diversity (Physical Activity) virtual asynchronous Poster
Abstract 2020-237

Cultural capital is regarded as the cultural characteristics of a group as a means of maintaining the group’s social class through individuals (Bourdieu, 1974; DiMaggio, 1992). In the context of sports, the individual’s attitude towards watching and participating in sporting events can be a part of his/her cultural capital. This is based on the sense that sports can be classified as a strictly cultural area. Understanding cultural capital, in regard to sports, can explain or predict an individual’s sport related behavior. Analyzing the cultural capital of multicultural families and their youths’ in regard to their participation in sports can grant fundamental strategic advantages for a sport practitioner marketing to this new consumer segment. The outcomes of this study will provide a starting point for creating another micro sport marketing strategy for sport practitioners. It is also expected to contribute to providing a more effective approach by broadening the level of knowledge of multicultural sport participants, which is recognized as a rapidly growing consumer group in Korea (Statistics Korea, 2019), a major market in the Asian sports market.

Prior research has addressed cultural capital with body image, sporting activity participation and sports spectatorship (ward, 2011), with development via sport in disadvantage community (Skinner, Zakus, & Cowell, 2008). Yet, measuring cultural capital of a youth group from multicultural background and explore their relationship to competency to enjoy sports and consumer behaviors not has been studied.

The purpose of this study is: (a) to examine the sport cultural factors which impact the designated sport users; (b) to find the relationship between the demographic factors of participants (e.g., parents' education level) and sport related cultural capital (e.g., parents’ sport preferences, the participants' out-of-school sport activities); (c) to analyze the link between cultural capital and competency to enjoy sports / fanship; (d) to determine possible implications of these findings for attracting the future sport users.

Method:

The survey will be distributed to youth groups who are members of multicultural family centers (n>200) in multiple cities. The survey is composed of five sections: (1) Multicultural Background; (2) The Cultural Capital Scale (DiMaggio,1982); (3) Competency to Enjoy Sport (Sport Literacy) (Choi, 2018); (4) Frequency of Participation in Sports; (5) Sport Fanship Questionnaire (Reysen & Branscombe, 2010). A pre-existing scale will be revised in proper language for internal consistency and concurrent validity will be checked before proceeding statistical analysis. In order to verify directional relationship among factors, the structural equation model (SEM) will be conducted for major statistical analysis. In addition, demographic data (income and education levels of participant parents) will be used to investigate the impact on the main variables of this study (e.g., cultural capital).