
A STUDY ON PARENTS AND KIDS' BEHAVIOR FOR BASKETBALL AS A FITNESS ACTIVITY

^{*1}Aditya Kumar, ²Dr. Vishal Dilip Chavan, ³Prof. (Dr.) Bhawna Sharma

²(Associate Professor)

³(HOI – Amity Business School)

^{1,2,3}Amity University Mumbai Amity Business School.

Article Received: 21 March 2026, Article Revised: 11 April 2026, Published on: 01 May 2026

***Corresponding Author: Aditya Kumar**

Amity University Mumbai Amity Business School.

DOI: <https://doi-doi.org/101555/ijarp.4929>

ABSTRACT

In recent years, growing concerns regarding children's physical health and increasing sedentary lifestyles have encouraged parents and educators to focus more heavily on sports and physical activities. With the rapid growth of technology and screen-based entertainment, sports activities like basketball have become an important way to promote physical fitness and healthy habits among children. This study empirically investigates the behavioural and environmental factors influencing children's participation in basketball. The research focuses on identifying the impact of parental encouragement, children's personal interest, awareness of fitness benefits, and the structural availability of sports facilities. By understanding these dynamics, the research provides actionable insights that may help educators, parents, and community planners improve sports participation and combat sedentary habits in youth.

INTRODUCTION

Physical fitness plays a crucial role in the healthy growth and development of children. In recent years, concerns about sedentary lifestyles and reduced outdoor activity have raised awareness about the importance of sports. Basketball has become one of the most popular and engaging sports for children, involving dynamic movements such as running, jumping, passing, and shooting. These activities help improve cardiovascular endurance, muscle strength, agility, and coordination. In addition to physical benefits, basketball promotes teamwork, discipline, leadership skills, and confidence.

Parents play an increasingly vital role in encouraging their children to participate in sports activities. Their support, guidance, and encouragement often directly influence children's interest in adopting a healthy lifestyle. Understanding how parents and children perceive basketball as a fitness activity is essential for promoting long-term sports participation.

Statement of the Problem

Despite the widely recognized benefits associated with sports participation, many children do not actively engage in activities such as basketball due to modern lifestyle constraints, increased academic pressure, and growing digital device usage. Several factors influence this lack of participation, including negative or indifferent parental attitudes, limited availability of sports facilities, and a general lack of awareness regarding the specific health benefits of the sport. There is a need for a comprehensive empirical investigation to identify, analyze, and quantify how these behavioural and structural challenges affect youth participation in basketball.

Significance of the Study

This study is significant for several reasons. First, it helps in understanding the major behavioural drivers and barriers faced by families when integrating sports into a child's routine. Second, it contributes to the existing literature on youth physical education and parental influence. Third, the findings can assist schools and local authorities in developing better sports infrastructure and educational programs. Ultimately, the study aims to improve fitness awareness and active decision-making among parents and children.

Objectives of the Study

The main objectives of this research are:

- To identify the factors influencing children's participation in basketball as a fitness activity.
- To examine the role of parental encouragement in motivating children to participate in basketball.
- To analyze the level of awareness among parents regarding the health and fitness benefits of the sport.
- To study children's interest and attitudes toward basketball as a physical fitness activity.
- To understand how the availability of sports facilities and opportunities influences participation.

Literature Review

- **Lopes et al. (2024)**

Examined parental involvement in youth basketball and its influence on children's motivation. The study highlighted that positive parental involvement increases children's enjoyment and commitment to sports, while excessive pressure can lead to anxiety. Balanced support is crucial for long-term participation.

- **Post et al. (2021)**

Investigated parents' knowledge and beliefs regarding youth sports. They found that parents strongly influence a child's decision to participate, and that parents who value physical activity are significantly more likely to encourage engagement in organized sports.

- **Danioni (2016)**

Studied the role of sports in value development. The research found that parents perceive sports as vital opportunities for socialization, where children learn teamwork, leadership, discipline, and cooperation.

- **U.S. Department of Health and Human Services (2020)**

Examined the benefits of youth sports on physical and mental health. The report proved that participation improves cardiovascular fitness and muscular strength while simultaneously lowering stress levels and reducing anxiety.

- **Logan et al. (2020)**

Studied the long-term health effects of youth sports. Their findings indicated that individuals who participated in organized sports during adolescence had better cardiometabolic health indicators and sustained active lifestyles into adulthood.

RESEARCH METHODOLOGY

1. Research Design

The present study adopts a descriptive and analytical research design. It describes the characteristics and attitudes of parents and children regarding basketball, and analyzes the relationships between variables like parental support, facility access, and participation rates.

2. Research Approach

The study uses a quantitative research approach, collecting numerical data through structured questionnaires to objectively measure perceptions and identify statistical patterns.

3. Research Type

This research is empirical in nature, relying on real-world primary data collected directly from families rather than theoretical assumptions.

4. Data Sources

- **Primary Data:** Collected through a structured online questionnaire (Google Forms) distributed to parents and children.
- **Secondary Data:** Sourced from academic journals, WHO guidelines, sports psychology literature, and previous empirical studies.

5. Population of the Study

The population consists of parents and children (primarily aged below 18) who are familiar with or have the potential to engage in community or school-level sports activities.

6. Sampling Technique

The study utilizes non-probability convenience sampling, selecting respondents based on accessibility and willingness to participate via digital distribution.

7. Sample Size

Data was collected from 100 respondents (parents and children), providing a sufficient baseline for descriptive statistical analysis.

8. Research Instrument

A structured questionnaire was used, divided into key sections:

- *Section A:* Demographic Profile (Age, Gender).
- *Section B:* Participation Behavior (Frequency of play).
- *Section C:* Behavioural Factors (Parental encouragement, motivation).
- *Section D:* Structural Factors (Availability of facilities, fitness awareness).

9. Scaling Technique

The study primarily uses a 5-point Likert Scale (Strongly Disagree to Strongly Agree) to measure respondents' opinions quantitatively.

10. Data Processing

Responses were edited for consistency, coded for statistical analysis, classified into specific behavioural themes, and tabulated for clear presentation.

11. Tools and Techniques for Data Analysis

Descriptive statistical tools such as percentage analysis, frequency distribution, and graphical representation (pie charts) were utilized to summarize the findings.

12. Reliability of the Study

Questions were structured based on proven behavioural metrics from existing literature to ensure internal consistency in responses.

13. Validity of the Study

Content validity was ensured by aligning the survey directly with the stated objectives and hypotheses of the study under expert guidance.

14. Ethical Considerations

Participation was entirely voluntary, the purpose of the study was clearly communicated, and respondents' identities were kept confidential.

15. Limitations of the Research Methodology

- The sample size of 100 may not represent the entire national population.
- Convenience sampling may introduce some geographic or socio-economic bias.
- Self-reported data is subject to respondent perception bias.

Hypothesis of the Study

- **Null Hypothesis (H₀):** There is no significant relationship between parental encouragement and children's participation in basketball as a fitness activity.
- **Alternative Hypothesis (H₁):** Parental encouragement significantly influences children's participation in basketball as a fitness activity.
- **Null Hypothesis (H₀):** Availability of sports facilities does not significantly affect children's participation in basketball.
- **Alternative Hypothesis (H₂):** Availability of sports facilities significantly affects children's participation in basketball.

DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of Respondents

Table 4.1 Age Distribution of Children.

Age Group	Percentage
Below 10	25%
10–13	40%
14–17	20%
Above 17	15%

Interpretation: The majority of the focus group (40%) belongs to the 10–13 age bracket, followed by those below 10 (25%). This indicates that the core data reflects early adolescence, a critical period for establishing lifelong fitness habits.

Table 4.2 Gender Distribution.

Gender	Percentage
Male	47%
Female	47%
Prefer not to say	6%

Interpretation: The data shows a perfectly balanced gender distribution (47% male, 47% female). This indicates that basketball is viewed equally as a viable fitness activity for both genders, removing potential gender bias from the overall findings.

2. Participation and Behavioural Trends

Table 4.3 General Sports Participation Frequency.

Frequency	Percentage
Daily	15%
Several times a week	45%
Once a week	25%
Rarely	15%

Interpretation: A significant majority (60%) of the surveyed children engage in physical activity either daily or several times a week. Only 15% rarely participate, indicating a generally active sample base.

Table 4.4 Parental Encouragement for Basketball

Response	Percentage
Strongly Agree	30%
Agree	40%
Neutral	15%
Disagree	10%
Strongly Disagree	5%

Interpretation: A massive 70% of surveyed parents actively encourage their children to play basketball (Strongly Agree + Agree). This supports the hypothesis that parental support is highly present and acts as a primary driver for youth participation.

Table 4.5 Perception of Physical Fitness Benefits.

Response	Percentage
Strongly Agree	52%
Agree	33%
Neutral	10%
Disagree	4%
Strongly Disagree	1%

Interpretation: 85% of respondents agree that playing basketball improves a child's physical fitness. The high "Strongly Agree" rate (52%) shows deep conviction and high awareness regarding the specific health benefits of the sport.

3. Structural and Developmental Factors

Table 4.6 Availability of Basketball Facilities.

Response	Percentage
Yes	60%
No	25%
Not Sure	15%

Interpretation: While a 60% majority have easy access to facilities, a significant 25% of respondents lack adequate sports infrastructure in their area. This highlights a structural barrier that directly limits regular participation for a quarter of the population.

Table 4.7 Development of Teamwork and Discipline.

Response	Percentage
Strongly Agree	44%
Agree	34%
Neutral	15%
Disagree	6%
Strongly Disagree	1%

Interpretation: 78% of the respondents believe that basketball actively fosters crucial soft skills like teamwork and discipline, validating the sport's role in psychological and social development beyond just physical health.

FINDINGS, CONCLUSION, AND RECOMMENDATIONS

Major Findings of the Study

1. **High Parental Influence:** Parental encouragement plays a critical role in motivating children. 70% of parents actively support participation, directly correlating to the child's involvement in the sport.
2. **Fitness Awareness is High:** An overwhelming 85% of the sample recognizes basketball as an effective tool for improving cardiovascular health, stamina, and overall physical fitness.
3. **Infrastructure is a Barrier:** While 60% have access to courts, the 25% who lack access highlight that structural availability is a significant determining factor in regular play.
4. **Social Development is Recognized:** 78% of respondents acknowledge that basketball builds essential life skills, including teamwork, communication, and discipline.
5. **Future Intent is Positive:** 64% of respondents state they will actively encourage more participation in basketball for fitness in the future, showing strong community receptiveness.

CONCLUSION

With increasing concerns about sedentary lifestyles and excessive screen time among youth, sports have become a vital tool for promoting overall well-being. This study concludes that children's participation in basketball is heavily influenced by a combination of behavioral support and structural access. When parents actively motivate their children and understand the health benefits, participation rises significantly. However, limited access to safe, well-maintained sports environments remains a hurdle. Ultimately, promoting sports activities like basketball requires a collaborative environment where parental encouragement meets adequate community infrastructure to foster lifelong healthy habits.

Recommendations

1. **Increase Parental Awareness Campaigns:** Schools and health organizations should actively educate families on the specific mental and physical health benefits of sports to convert neutral parents into active encouragers.
2. **Improve Access to Infrastructure:** Local authorities and communities must invest in developing and maintaining safe, accessible basketball courts and play areas.

3. **Integrate with School Curriculum:** Educational institutions should promote balanced routines by organizing dedicated basketball training sessions and intra-school competitions.
4. **Focus on Enjoyment over Pressure:** Parents should be guided to provide balanced support, focusing on the child's enjoyment and skill development rather than performance pressure.

Scope for Future Research

- Expanding the sample size across multiple urban and rural demographics to compare infrastructure disparities.
- Studying the specific impact of academic pressure vs. screen-time addiction as competing factors for sports participation.
- Conducting longitudinal studies to see if childhood basketball participation translates to active adult lifestyles.

REFERENCES

1. Danioni, F. (2016). Importance of parental involvement in children's sports participation and value development.
2. Logan, K., Cuff, S., & Council on Sports Medicine and Fitness. (2020). Organized sports for children and adolescents. *Pediatrics*.
3. Lopes et al. (2024). Parental involvement in youth basketball and its influence on motivation.
4. Post et al. (2021). Parents' knowledge, attitudes, and beliefs regarding youth sports participation.
5. U.S. Department of Health and Human Services. (2020). Physical Activity Guidelines and the benefits of youth sports.