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*Nurturing Hospitality, Tourism & Wellness World*

Universiti Malaysia Kelantan  
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# **NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD**

*TOURISM CLUSTER*

**Editors:**

Velan Kunjuraman, Raja Norliana Raja Omar, Hazyati Hashim, Mazne Ibrahim  
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## The Perception of Work-Life Balance, Fun, And Fitness And its Relationship on Motivation to Participate in Running Events: A Study of Generation Y in Malaysia

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### ABSTRACT

The number of generation Y runners signing up for running event continues to grow although many running events organizers offered an expensive entry fee, unattractive prizes and poor accessibility of the event. Thus, this study aims to study the motivation of generation Y to participate in running events in Malaysia. The study was designed to examine the relationship between work-life balance, fun, and fitness with motivation to participate in a running event. A total of 338 questionnaires had been distributed to respondents who have participated in running event held in Malaysia. Reliability test, descriptive test, and Pearson correlation coefficient are used to analyze the data collected. The results revealed that there is a positive significant relationship between work-life balance, fun, and fitness with motivation to participate in running events. The result will contribute a practical guideline to all event organizers, Ministry of Health, Ministry of Youth, and Health in designing better running events that are preferred by runners.

**Keywords:** *Fitness, Fun, Work-Life Balance, Motivation, Running Events*

### INTRODUCTION

Running event has turned into the most well-known and available game exercises the world over. Running is famous among people who are looking for a functioning and more advantageous way of life (Stamatakis & Chaudhury, 2008; Ottesen et al., 2010). Generally, individuals take an interest and include in run because they considered it as a significant build for grasping recreation action conduct (Beaton, Funk and Jordan, 2011) and their support in a movement has turned out to be significant piece of their life since it can give delight and is representative of their identity (Beaton et al., 2011).

Growth of running event participants continues to rise in Asia. According to Lee et al., (2017), participation in running events has grown throughout the past decade, where exactly 19 million individuals finished a road race of any distance in 2013. The numbers have continuously increased by 2300 in the year of 2014. The same trend can also be seen in Malaysia context. Almost every month in all states in Malaysia has at least one running event taking place (The Edge Markets, 2010). This can be supported by JustRunLah (2019), where the authors discovered that there are around 263 run events that have been held in Malaysia from 1<sup>st</sup> January 2019 until 12<sup>th</sup> October 2019. Among the famous running events held in Malaysia are marathons to half marathons and other in-between distances like 30km, 15km, 12km, and 10km. Moreover, there is also increasing numbers of niche and theme running events such as Fun Run, Charity Run, Snow Run, Zombie Run, and many more.

Generation Y are among the largest population that participate in running event in Malaysia. According to Running Magazine (2016), most generation Y runners participate in running events to maintain their physical, mental, and emotional health. In addition, many generation Y runners also run to experience new and unique run concepts.