



PSYCHOLOGICAL AND STRUCTURAL EMPOWERMENT AND THEIR IMPACT ON PHYSICAL ACTIVITY BEHAVIOR

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Introduction

Over the past few decades, obesity rates in America have climbed dramatically, affecting 40% of the population. Key issue appears - **widespread lack of motivation for physical activity**, which not only fuels the obesity crisis but also feeds into a broader perception of growing laziness, creating a substantial hurdle to regular exercise.

This research aims to explore two primary questions: **1)** the nature of the relationship between structural empowerment and the intention to engage in physical activity **2)** whether psychological empowerment can serve as a mediating factor in the connection between structural empowerment and the intention to partake in physical activity.

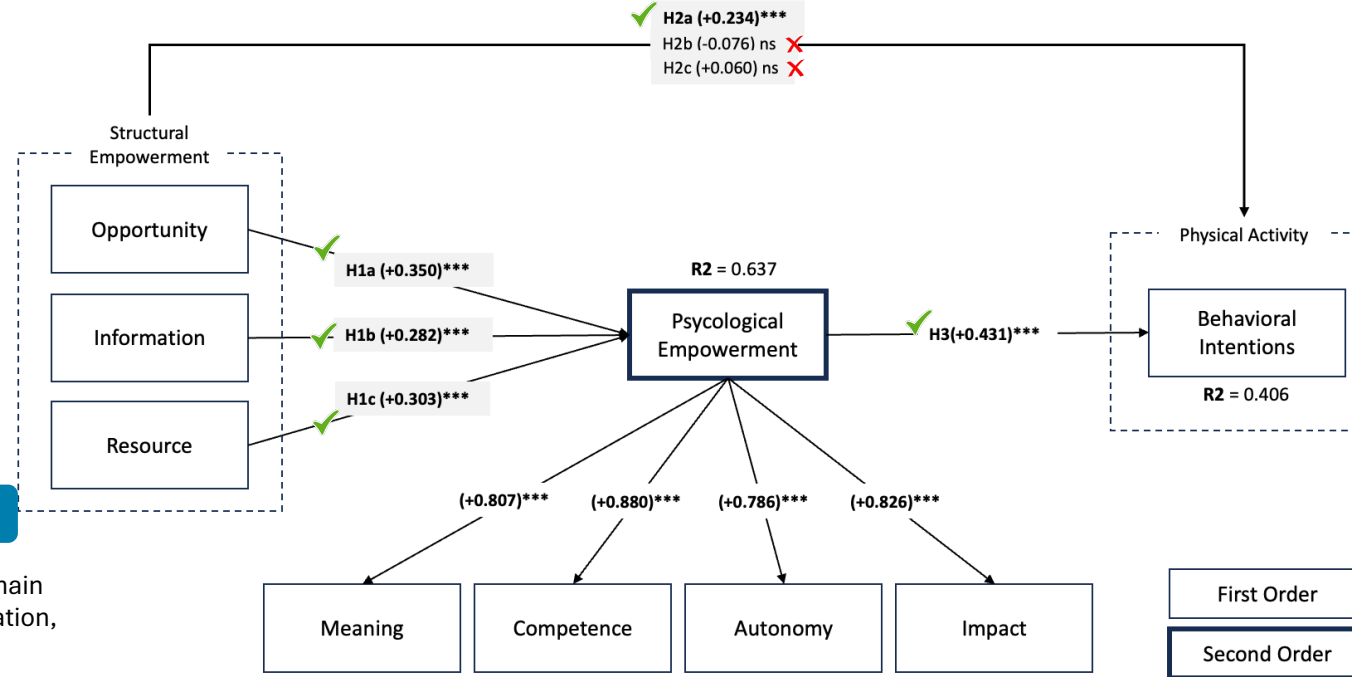
Theory

Structural Empowerment Power emanates from structures with four main constructs - Opportunity, Access to Information, Support, and Resource Availability

Psychological Empowerment Theory deals with intrinsic task motivation with four main constructs – Impact, Competence, Meaning and Choice

Behavioral Intention Behavioral Intention to engage in physical activity is a consequence of empowerment structures, structural and psychological

Results



Note: *** p < 0.01; ** p < 0.05; * p < 0.10; ns: non-significant

Two main theory references: **1)** Kanter, R. M. (1977). Men and women of the corporation. Basic books. **2)** Spreitzer, G. M. (1995). Psychological empowerment in the workplace: Dimensions, measurement, and validation. *Academy of Management Journal*, 38(5), 1442-1465.

Contribution

- Significant relationship between structural empowerment elements (opportunity, information, and resources) and psychological empowerment.
- Importance of opportunity, access to information and resources availability in fostering engagement and empowerment and hence intention to engage in physical activity.
- Impact of structural empowerment on intention to engage in physical activity, although only opportunity to engage in physical activity is significant. Theoretically, this suggests that the opportunity construct may serve as a more critical driver of behavioral change than previously understood.

Methods

H1a. Opportunity to participate in physical activity will positively impact psychological empowerment to engage in physical activity; **H1b.** Access to information about physical activities will positively impact psychological empowerment to engage in physical activity; **H1c.** Access to resources related to physical activities will positively impact psychological empowerment to engage in physical activity; **H2a.** Opportunity impacts intention to engage in physical activities; **H2b.** Access to information impacts intention to engage in physical activities; **H2c.** Access to resources impacts intention to engage in physical activities; **H3.** Psychological empowerment will positively impact an individual's intention to engage in physical activity.

Survey Data from Gen Z (18-26)
Data collection: Prolific / Qualtrics
338 usable responses
PLS-SEM using smartPLS