



When culture speaks: Indian immigrant families’ participation in sport and physical activity in New Zealand

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Background: In sport and physical activity (SPA), cultural features pose a challenge to behaviour change, particularly for South Asian immigrants who anchor to their cultural beliefs and practices within the social and cultural practices across high-come multicultural societies. Conducting research that explores underlying experiences of Indian involvement in SPA can inform a framework aimed at increasing participation in SPA cultures in New Zealand. Most international research investigates high-come communities. Cultural influences are largely unexplored.

Aim To explore what influences the decisions of Indian immigrant families to participate in SPA and understand what values impact their involvement in SPA in New Zealand?

Method

Three Indian families participated in this study. Semi-structured interviews and self-reflection reports were used to gather individual experiences in SPA in both India and New Zealand. Thematic network analysis was used as an illustrative tool to interpret the information collected.

