A validation of femail sport spectator behavior scale

Authors: Chih-Pin Shih, Yu-Lin Lee & Ying-Lien Ni

Background and Literature

Gender stratification of paternal society has long been a common phenomenon in sport culture. Male had also been considered the majority of sport event spectators in the past (Dietz-Uhler, Harrick, End, & Jacquemotte, 2000; Gantz & Wenner, 1995). However, recent researches showed that the number of female sport spectators is on the rise year after year (Shih, 2007; Peng, 2008; McCarthy, 2001; Yerak, 2000). It seems that the growth tends to replace male sport spectators and the female become the main audiences of sport events. It is also discovered from the literature that different genders resulted in different sport event spectator behaviors (Wann, 1995; Hsu, 2003; Li, 2005). Female sport spectator behavior, nevertheless, has not been thoroughly discussed in both local and overseas studies. Neither has the female sport spectator behavior scale been developed so far.

Purpose

From this perspective, the importance of an in-depth study is evident. The study selected Taiwan female sport spectators as the subjects to construct key indexes of female sport spectator behavior and to verify the stability. In the meantime, Laten Growth Curve Model (LGC) was employed to evaluate female sport spectator behavior.

Method

Delphi method was adopted to construct key indexes of female sport spectator behavior. The Chinese Professional Baseball League (CPBL) which began in 1990 is the first professional sport in Taiwan and now female has become the main part of spectators. Thus, on-site female spectators of CPBL regular season in 2011 were the subjects of this study, random sampling being conducted at three different time periods (May, July & September). 1,216 valid samples (419, 378, 419, respectively) were collected and analyzed. LGC Modeling was employed to follow and evaluate female sport spectator behavior.

Results

Findings were as follows: 1. According to literature analysis and the results of Delphi, there were seven key factors of female sport spectator motivation, which were game content, self-realization, personal financial background, social facilitation, emotional connection, aesthetic and pressure relief. Sport spectator identification included team identification, sport item identification and player identification. 2. In terms of sport spectator motivation, the female emphasized self-realization and social facilitation the most; on the part of sport spectator identification, team identification was the most. The highest frequency of watching was 1-2 games monthly (67.7%); daily discussion of professional baseball was within 30 minutes (54.2%), which was the highest among all; 56.6% of the female spectators cared about professional sport; 68.2% of the female spectators liked professional sport; most female spectators did not participate fans clubs of teams or players, 75.6% and 88.2% respectively. 3. Differentiation exited in sport spectator motivation and sport spectator identification among female spectators with different background variables. 4. The scale has been verified for three times. The results showed that the six factors of female spectator motivation–game content, self-realization, personal financial background, emotional connection, social facilitation and pressure relief were stable and fit while aesthetic was deleted owing to its instability. In terms of the female sport spectator identification, three factors–team identification, player identification and sport item identification were found stable and fit. 5. Based on the analysis of LGC Modeling in terms of female sport spectator motivation and sport spectator identification, the validation of the model was fit. However, negative growth (Slop = -.07) were shown in female sport spectator motivation at different time points; female sport spectator identification showed the negative growth (Slope = -.08) as well. It suggested that female spectators were declining regarding sport spectator motivation and spectator identification.

Conclusion

To sum up, since researches about developing scales of female sport spectator behavior and long-term follow-up studies can now rarely be found in both local and overseas studies, it is essential to work on this issue continuously in the future. It will help to thoroughly understand the characteristics of different sport spectator groups and changes in sport spectator behaviors. Hopefully effective strategy will be drawn up accordingly.