

Do innovative sport services open new ways to realise additional motivations? An exploratory study in official public viewing arenas at the UEFA Euro 2008

Contact details

Name author(s): Prof. Dr. Herbert Woratschek (Head of Department of Services Management) & Dipl.-SpOec. Christian Durchholz (Research Assistant and Lecturer)

Institution(s) or organisation(s): Department of Services Management, University of Bayreuth City and country: Bayreuth, Germany

Email address for correspondence: christian.durchholz@uni-bayreuth.de

Aim of paper and research questions

Following the basic model of classic motivation psychology, motivations are antecedents of human behaviour (Rheinberg, 2006). Therefore, motivations are very important in sport's context for explaining and understanding sport consumer behaviour. Throughout the last decades, researchers have attempted to identify the motivations of sport fans and spectators in the stadium and on television. Since the FIFA World Cup 2006, Public Viewing (PV) arenas have been well developed as an innovative technology for watching sports. As PV represents a kind of mixture of stadium and television, it can be seen as an innovative sport service which could open new ways to realize additional motivations through passive sport consumption. As far as we know no study has yet investigated sport spectators' motivations in that context. By conducting a qualitative study at the FIFA World Cup 2006 (Woratschek, Horbel & Popp, 2006) several new motivations have been detected. Our exploratory quantitative survey at the UEFA EURO 2008 included these new motivations and was driven by the following research questions:

- What are the main motivation factors of PV spectators?
- Do motivations derived from the qualitative study in 2006 lead to new motivation dimensions?
- If that is the case, do innovative sport services open new ways to realise additional motivations?

Literature review

Our literature review focused on three contents. Firstly, we analysed studies concerning fan identification, because the degree of identification has an influence on the demand for sport (Matsuoka et al., 2003). To measure identification two instruments are mainly used: Wann's Sport Spectator Identification Scale (SSIS) (Wann & Branscombe, 1993) and Trail's Points of Attachment Index (PAI) (Trail, Robinson, Dick & Gillentine, 2003). Additionally the Sport Interest Inventory (SII) (Funk, Mahony, Nakazawa & Hirakawa, 2001) was considered, as it contains several dimensions which refer indirectly to identification with a sport, a team or a sportsman.

Next to identification we reviewed the motivations of sport fans. Hereby the Sport Fan Motivation Scale (SFMS) (Wann, Melnick, Russell & Pease, 2001) and the Motivation Scale for Sport Consumption (MSSC) (Trail & James, 2001) deliver information how to measure spectator motivations who attend sport events in the stadium.

Finally we analysed the motivations of sport TV viewers. In 1995 a survey was conducted by a German television broadcaster (Aimiller & Kretzschmar, 1995). This survey identified twelve motivation factors which show similarities to general motivations of TV viewers (Rossmann, 2006). By comparing the motivations we detected a big intersection between the studies of Wann et al. (2001) and Aimiller & Kretzschmar (1995). Therefore our questionnaire was based on their findings and was completed by specific PV motivations from our qualitative study in 2006.

Research design and data analysis

381 spectators were interviewed in official PV arenas. A standardised questionnaire including 37 closed-response questions using a 7-point Likert scale was developed.

A principal component analysis of the motivation items was performed. KMO = 0,878. Eleven factors were extracted and explain 69,3 per cent of variance of the items.

Results

The following factors were derived: Team Identification (5,39), Aesthetic (2,46), "Live"-Entertainment (5,41), Social Interaction & Family (3,17), Betting/Economic (2,36), "Freedom" to move around (3,83), Intercultural Contact (4,64), Current Information Seeking (2,09), Escape (3,09), Identification with Players (2,51) and Lack of Stadium Tickets (4,56). In order to derive the importance of each dimension to fulfil motivations and to keep the absolute scale meaning the items of a factor were combined using weighted sum scores (Dillon & McDonald, 2001). The results reveal high values for the additional dimensions.

Discussion and conclusion

Our exploratory study shed light on the behaviour of PV spectators and can be seen as a useful assessment tool. All main factors of the literature were more or less well represented in our data. By using the example of PV we introduced the dimensions "Intercultural Contact", "Freedom" to move around and "Lack of Stadium Tickets". These motivations could not yet be realized by attending live sport events in the stadium or by watching live sports on television. By introducing an innovative sport service through a new technology – in our case PV – new ways are opened to realize spectators' motivations. From the standpoint of economic theory this enables sport spectators to reach higher utility. Or from the standpoint of Relationship Marketing a higher customer value could be (co-)created. Furthermore sport event suppliers create a new distribution channel which means higher RoI.

References

- Aimiller, K., & Kretzschmar, H. (1995). Motive des Sportzuschauers: Umfeldoptimierung durch motivationale Programmselektion (MPS). *Study of German broadcaster "DSF"*. Munich.
- Dillon, W.R., & McDonald, R. (2001). How to Combine Multiple Items into a Composite Score. *Journal of Consumer Psychology*, 10(1/2), 62-64.
- Funk, D., Mahony, D., Nakazawa, M., & Hirakawa, S. (2001). Development of the Sport Interest Inventory (SII): Implications for measuring unique consumer motives at sporting events. *International Journal of Sports Marketing and Sponsorship*, 3(3), 291-316.
- Rheinberg, F. (2006). *Motivation* (6th ed.). Stuttgart: Kohlhammer.
- Rossmann, C. (2006). Uses-and-Gratifications-Ansatz. In G. Bentele, H.-B. Brosius & O. Jarren (Eds.), *Lexikon Kommunikations- und Medienwissenschaft* (pp. 293-295). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Trail, G.T., & James, J.D. (2001). The Motivation Scale for Sport Consumption: Assessment of the scale's psychometric properties. *Journal of Sport Behavior*, 24(1), 108-127.
- Trail, G.T., Robinson, M., Dick, R., & Gillentine, A. (2003). Motives and Points of Attachment: Fans Versus Spectators in Intercollegiate Athletics. *Sport Marketing Quarterly*, 12(4), 217-227.

- Wann, D.L., & Branscombe, N.R. (1993). Sports Fans: Measuring Degree of Identification with Their Team. *International Journal of Sport Psychology*, 24(1), 1-17.
- Wann, D.L., Melnick, M.J., Russell, G.W., & Pease, D.G. (2001). *Sport Fans - The Psychology and Social Impact of Spectators*. New York: Routledge.
- Woratschek, H., Horbel, C., & Popp, B. (2006). *Videographic analysis of Public Viewing Spectators at the FIFA World Cup 2006*. Unpublished working paper from the University of Bayreuth.