

Relationship between spectator's motivations and satisfaction in sporting events at Hochiminh City

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1. Aim of paper - research question.

Managing sporting events has become big business in the world sports and events scene as well as in Vietnam nowadays. The economic and social benefits to the community arising from these events can be significant, with the 1992 Barcelona Olympics being an obvious (Burton, 2003). However, the special characteristics of these events can produce problems for the understanding of spectator's motivations when they participate in the event. The general researches were 1) to measure current situations of spectators' demographics, 2) to study motivations and satisfaction of spectators at these sporting events, and (3) to determine relationships between the spectator's motivations and satisfaction. Based on the above research questions, the hypotheses of this study was defined that motivation is positively related to spectators' satisfaction.

2. Methodology, research design and data analysis.

Subjects were 2,000 spectators which approached to participate in the study. The selection of the participants was based on a continuum consisting of five kinds of sporting events such as the Vietnamese Football League, Division-1 Football Championship, the Table-tennis International Cup, the Vietnamese Taekwondo Open Cup and the World Vovinam Championship at Ho Chi Minh city, with 400 questionnaires for each kind of sport event in order to examine the motivations of spectators. The instrument in this study was the questionnaire which measured demographics, motivations which revised from Fan Motivation Scale (Al-Thibiti, 2004), expenditures and satisfaction. The data analysis in the study included a factor analysis, internal consistency reliability method, descriptive statistics, t-test, one way ANOVA and path analysis (SEM) for the research questions.

3. Results and conclusions.

The results of this study were summarized as follow:

1. After collecting data, there were 1,896 useful feedbacks (the rate of response was 90.3%). In these responses, the majority group was male which occupied 72.4% and almost a half of participants aged from 18 to 25 years old. Around two-thirds of spectators were still single, and approximately a half of participants have received the first degree already. In addition, around 75% of them had the monthly income lower \$US 300, while there was 16% of participants who earned monthly income from \$US 300

to \$US 500. Finally, the largest group of occupation was the self-employed (23.7%).

About the frequency of the participation's level in sport events, the biggest group was "Moderate participant" (44.9%), the second group was "Frequent participant" (30.4%) and the smallest group was "Infrequent participant" (24.7%). On average, customers paid around \$US 5 per day for an event. Table 4.4 provided detailed information about the descriptive statistic of expenditure to participate sporting events.

2. According to the results of means and standard deviations indicated that for the construct of Esteem needs (total mean score = 3.06), all of three items of Esteem needs affected the participant spectators at "Normal" level. For the construct of Safety needs (total mean score = 4.08), all of five items of Safety needs affected the participant spectators at the "Influenced" level. Finally, for the construct of Belongingness and Love needs (total mean score = 4.10), all two items of Belongingness and Love needs affected the participant spectators at the "Influenced" level.

For the construct of Spectator's satisfaction, according to the results of means and standard deviations indicated that the respondents are well-evaluated and felt pleasure in the Sporting events in Hochiminh city.

3. In the final CFA model, Chi-square/df = 2.16 is acceptable. The result revealed the estimated model fit indices and demonstrated a significant with GFI of .936, AGFI of .827, and CFI of .000. Apart from that the RMSEA value is .045. According to fitting indices, it indicates a moderate fit of this model. Therefore the positive relationship exists between Spectators' motivation and satisfaction ($r = .357$, $p\text{-value} = .000$).

Although Hochiminh city is the biggest and the most economic city in Vietnam; however, in order to attract participants to sporting events is the difficult issues because of some reasons. Therefore, throughout these findings in this study, especially the motivations which influenced people to each kind of events, organizers can set up the suitable events to be more attractive with spectators/ participants. These findings are not only useful to design operating plan and marketing strategies, but also helpful for organizations to manage sporting events effectively. In conclusions, in the professional sports, the number of spectators is a core factor to decide the success of each sporting event, so that, this study is the practical and meaningful scientific research to improve the Vietnamese sports movement.

References

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