

A SCALE DEVELOPMENT FOR FEMALE SPORT SPECTATOR MOTIVATION: ANALYSIS OF RELIABILITY AND VALIDITY

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Abstract keywords

female, sport spectator, motivation, confirmatory factor analysis

Aim of abstract/paper - research question

The purposes of this study aimed: (1) to determine the critical factors of female spectators' motive to attend sports events; (2) to develop a scale for measuring female sport spectator motivation; (3) to verify the scale with content validity, construct validity, reliability, and predictive validity.

Theoretical background or literature review*

Significant strides have been made over the past three decades in providing participation opportunities for girls and women in sports (Ridinger & Funk, 2006). Not only more girls and women are playing sports, but also they are more involved as sports spectators. Female sport spectators have become a new and a specific target market. Furthermore, research indicated that men and women might attend sporting events for different reasons (Fink, Trail, & Anderson, 2002). Although research on the motives of sport spectators is accelerating, previous scales to measure motives have not considered gender differences and were not designed for female spectators. Therefore, because research focused on female spectators is scant, this study aimed to focus on the motives of female spectators for attending sporting events. With the increasing female fans base, the growth of women's professional sports (Farrell, Fink, & Fields, 2011), and significant differences between the motives of female and male sport fans, it is important to examine the characteristics and motives of female sport spectators to study why they watch and follow sports. However, a valid and reliable measure assessing the motives of female spectators has been unavailable.

Methodology, research design and data analysis

The study involved three steps largely based on Churchill's (1979) and Park, Mahony, and Greenwell's (2010) stages of scale development. In step 1, the Delphi method was adopted to construct the key factors of female sport spectator motivation and to develop the scale. Data (Sample 1) was collected (N=408) from Chinese Professional Baseball League (CPBL) games in 2011 via paper and telephone surveys to test the reliability and validity of the items by using exploratory factor analysis (EFA). In step 2, the second set of data (Sample 2) was collected (N=410) from the same CPBL games in 2011 via paper and telephone surveys to examine the items of the motivational factors by using confirmatory factor analysis (CFA). In step 3, predictive validity analysis was adopted to assess this scale.

Results, discussion and implications/conclusions**

Findings were as follows: 1. According to literature analysis and the results of Delphi, game content, self-realization, economic, social facilitation, emotional connection, aesthetics and stress reduction were the key factors for female sport spectator motivation. 29 items were developed and the results of EFA showed the existence of seven dimensions explaining 68.05% of the total variances. Factor loadings of the scale items were from .34 to .96. In addition, the internal consistency with alpha coefficient was ranging from .63 to .92. 2. The results of CFA indicated each latent construct in this study has almost reached the standards of preliminary fit, the overall model fit ($\chi^2=762.91$, $df=356$, $p=.00$, $GFI=0.930$, $AGFI=0.920$, $RMSEA=0.049$, $NFI=0.949$, $RFI=0.928$, $CFI=0.988$, $PNFI=0.745$, $\chi^2/df=2.14$), and the fit of internal structure of model (Composite reliability= .68- .93, AVE= .50- .55). It also revealed adequate convergent validity and discriminant validity. 3. A multiple linear regression analysis was performed to examine the predictive validity of the scale. The result indicated that the overall model of female sport spectator motivation scale significantly predicted the degree of preference of Chinese Professional Baseball League for female spectators ($F=30.62$, $p < .05$). It was acceptable for predictive validity.

To sum up, since studies regarding to develop scales of female sport spectator motivation could rarely be found in both local and overseas recently, it is essential to work on the issue continuously in the future. Currently, the scale could be used to access female spectator motivation for future study. It may help thoroughly understand the characteristics of female sport spectator behavior. Hopefully effective strategies will be drawn up accordingly.

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