

A STUDY ON PERCEIVED CONSTRAINTS TO ATTEND SPECTATOR SPORT EVENTS IN TAIWAN

Chen-Yueh Chen, Yi-Hsiu Lin, Chen-Yin Lee, Yen-Kuang Lin
National Chung Cheng University
Aletheia University
National Formosa University
Taipei Medical University

Aim of abstract/paper – research question

Among the related literature in the sport contexts, most investigate individuals' motivation to attend spectator sport events (Kim & Trail, 2010). However, individuals evaluate both positive and negative attributes when making decisions, with more weight given to negative aspects than positive aspects (Howard & Sheth, 1969; Kanouse, 1984). Therefore, it warrants researchers' efforts to examine individuals' constraints to attending spectator sport events. The SBL has had difficulties in attracting spectators to attend the SBL games. As a result, this current study aims to empirically explore the perceived constraints to attending the semi-professional basketball league in Taiwan, called Super Basketball League (SBL).

Theoretical background or literature review

Kim and Trail (2010) suggest that the perceived constraints to attend spectator sport events include internal constraints (lack of knowledge, lack of success, lack of someone to attend with, and no interest from others) and external constraints (lack of commitments, cost, leisure alternatives, location, parking, participant sports, and sport entertainment) to attending spectator sport events. Moreover, Pritchard et al. (2009) indicate that low priority and physical concerns are classified into internal constraints while external constraints also include financial concern, schedule conflicts, limited access, travel, and diminished appeal. Trail et al. (2008) categorize structural constraints into venue constraints (professionalism of staff, concessions, restrooms, seating, cleanliness of venue, and parking) and non-venue constraints (other sport entertainment, games on radio/TV, leisure activities, financial costs, weather, social commitments, work/school commitments, stadium location, and lack of team success). It is important to note, however, that most studies are conducted in the North American or European contexts rather than in the Asian context. As a result, this current study aims to explore the perceived constraints to attending spectator sport events in the Asian context, specifically in Taiwan.

Methodology, research design and data analysis

This research comprised three studies. Study I aimed to eliciting participants' perceived constraints to attending the SBL games using open-ended questionnaires. Study II aimed to reveal the tentative factor structure of the perceived constraints to attending SBL games utilizing the items derived from Study I, and the exploratory factor analysis (EFA). Study III cross validated the factor structure derived from Study II using confirmatory factor analysis (CFA). The mall intercept technique suggested by Li, Pitts, & Quarterman (2008) was utilized for data collection. A total of 685 valid questionnaires were collected for the three studies. Validity and reliability were ensured to be satisfactory. SPSS 18.0 and LISREL 8.51 were performed for data analysis with the level of significance .05.

Results, discussion and implication/conclusions

The perceived constraints to attend SBL games include eight factors. They are as follows: lack of competitiveness, poor perception of the athletes, lack of interest, financial concern, lack of accessibility, lack of sufficient marketing, lack of team identification, and time constraints. The unique aspects of perceived constraints in this research include lack of competitiveness, poor perceptions of the athletes, and lack of sufficient marketing. The findings of the present study add to the discussion in the field of perceived constraints to attending spectator sport events especially in the newly-developed sporting context such as Taiwan.

References

- Alexandris, K., Tsorbatzoudis, C., & Grouios, G. (2002). Perceived constraints on recreational sport participation: Investigating their relationship with intrinsic motivation, extrinsic motivation and amotivation. *Journal of Leisure Research*, 34(3), 233 - 252.
- Kim, Y. K., & Trail, G. (2010). Constraints and motivators: A new model to explain sport consumer behavior. *Journal of Sport Management*, 24, 190-210.
- Li, M., Pitts, B., & Quarterman, J. (2008). *Research methods in sport management*. Morgan, WV: Fitness Information Technology.