

Motivations and Constraints as Predictors of Sport Media Consumption Substitution Intention: A Preliminary Result from Taiwan Perspective

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Aim

Professional sport leagues in the US such as NFL have been facing more and more challenges to main ticket sales revenues (Schwab, 2014). One of the primary reasons is the fans' preference to watch games and events through media (Luker, 2012). This phenomenon is observed in Taiwan. In a recent study conducted by Larkin, Fink, & Trail (2015) revealed that Cost is the primary constraint to attendance; several motivators had a significant relationship with sport media consumption substitution intention. However, this finding was examined in the US context, which means it may not be applicable in Taiwan. As such, this study was to explore the relationship among motivations, constraints, and sport media consumption substitution intention. The purpose of the study was to examine the following hypothesis: both motivators and constraints significantly predict sport media consumption substitution intention.

Theoretical Background and Literature Review

Constraints have been extensively examined in the leisure domain (Crawford & Godbey, 1987; Crawford, Jackson, & Godbey, 1991). In the spectator sport context, constraints to attendance are defined as "factors that impede or inhibit an individual from attending a sporting event" (Kim & Trail, 2010, p.19). Larkin et al. (2015) argued that constraints to attendance can be regarded as aversive stimuli to attendance and their presence can prompt substitution by sport media consumption. Motives are defined as "energizing force that activates behaviors" (Hawkins, Best, & Coney, 2004, p.354). Previous literature has extensively explored the predicting role of motives on sport consumption decisions (Trail, Fink, & Anderson, 2003). Additionally, Kim and Trail (2010) argued that it would be more appropriate to incorporate both constraints and motivators in the model when examining sport consumer behaviors. Furthermore, Larkin et al. (2015) echoed this concept by addressing that it is critical to understand why individuals stay home to consume sport events. Therefore, this study incorporated both constraints and motivators to predict sport media consumption substitution intention in a single model.

Methodology and Data Analysis

This study was a cross-sectional design with self-administered survey method. The franchise called FU-BON BRAVES in Super Basketball League (SBL) was selected as the sport franchise in this study as it has been highly dedicated to marketing operations. Three hundred and four participants were recruited using online survey. Questionnaire contained the measures such as demographics, constraints to attend sport games, motivators to consume sport media, and sport media consumption substitution intention. Demographics include gender, age, education, occupation, and marital status. The measures of constraints to attend sport games, motivators to consume sport media, and sport media consumption substitution intention were adopted from the work of Larkin et al. (2015). Constraints to attend sport games consist of 6 sub-dimensions: Lack of Success, No One to Attend With, Parking, Cost, Weather, and Location. Motivators to consume sport media include 6 sub-dimension: Fantasy, Technological Attributes, Comfort, Safety, Ease, and Enhancement. Fantasy Sport was deemed inappropriate and was removed from this study as it is not as popular in Taiwan The

validity of the measures adopted in the current study was ensured by Larkin et al. (2015). The reliability of the measures used in this study was confirmed with Cronbach's alphas ranging from .89 through .96. Multiple Stepwise Linear Regression was performed for hypothesis testing with sport media consumption substitution intention as the dependent variable along with the motivators and the constraints as independent variables. SPSS 21 was used for data analysis with the significance level of .05.

Results and Implications

The results from regression analysis indicated that Comfort ($t=3.79$, $p<.001$), Safety ($t=4.64$, $p<.001$), Enhancement ($t=3.00$, $p=.003$), and Cost ($t=2.79$, $p=.006$) significantly predict sport media consumption substitution intention. The findings from this study implied that both motivators and constraints significantly predict sport media consumption substitution intention, which supports the proposed hypothesis in this study. This current empirical study enriched the sport management literature in that it provided scientific evidence with respect to motivators and constraints of sport media consumption substitution intention from the Taiwan perspective. This study served as a pilot study for a large scale study in the future. In addition, cross validation is needed to ensure the generalizability of the present study.

References

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