

Sport Fan Motivation: Are You Going To The Game?

Johannes A. Wiid

Professor in Marketing Management at the Department of Marketing and Retail Management, University of South Africa (UNISA). Pretoria. South Africa.
Email: jwiid@unisa.ac.za

Michael C. Cant

Professor in Marketing Management, Department of Marketing and Retail Management, University of South Africa (UNISA), Pretoria
Email: cantmc@unisa.ac.za

DOI Link: <http://dx.doi.org/10.6007/IJARBSS/v5-i1/1440>

Published Date: 29 January 2015

Abstract

Every individual or group consume sporting events for different reasons and are therefore motivated in different ways. People consuming sport events can be referred to as sport fans, someone who is enthusiastic about a particular sport, an athlete or someone who is motivated to make the effort to attend a live sporting event. Research on sport consumption motivation had led to the development of the Sport Fan Motivation Scale (SFMS), which consists of eight motives namely, eustress, self-esteem, escape, entertainment, aesthetic, economic gains, group affiliation, and family. The primary aim of this research study is to gain insight into sport fan motivation from a South African perspective, specifically regarding soccer and rugby. The research followed a quantitative questionnaire using a five-point Likert scale. The study revealed that both male and female rugby and soccer fans are highly motivated by the sport fan motivational factors, however, the results indicated that female soccer fans have a lower importance score towards the entertainment dimension than the male and female rugby and male soccer fans.

Keywords: Sport fans, Sport Motivation, Motivational Profiles, Sport Consumption

1. Introduction

Sport has become the great equaliser all over the world. Governments, nations and organisations worldwide use sport as a means to bring people together and to break down barriers. Sport, and its attraction to hundreds of millions of people, is used to crush cultural resistance, and to heal rifts between people and nations.

Kofi Annan, as quoted by Milano and Chelladurai (2011:24), explained that "... sport is a universal language that can bring people together, no matter what their origin, background, religious beliefs or economic status".

The role and impact of sport worldwide and the influence it has on the economy of most nations through growing financial gain and continuing development, must not be negated. The sponsorship of athletes, teams and major sporting events by large corporations as well as governments has allowed this industry to become extremely profitable within the last few years (Milano & Chelladurai, 2011:24). Buraimo, Forrest and Simmons (2007:205) explains that with regards to market size, "total team revenues, not just gate revenues, are ultimately driven by local fan base as proxied by local population" and therefore national sports teams will typically have a larger fan base and revenue stream than local sports teams. The emphasis placed on sporting merchandise, broadcasting rights and commercial sponsorships has resulted in the finances generated from fans attending live sporting events as not being the main source of income for organisations (Buraimo *et al.*, 2007:205). Therefore, as Buraimo *et al.* (2007:205) indicated that, "market size can be considered a fundamental determinant of revenue".

Robert, Sloane and Rosentraub (2004:172) mentions that "teams that consistently win have been those with access to either the largest markets, revenue sources that are not shared with other teams, or heavily subsidised facilities", which shows how dedicated financial support can impact on the performance of teams and athletes. In turn, it would be safe to assume that positive performances by sport athletes and teams attract the support of sports fans and spectators, and like a continuous circle, creating the opportunity for more revenue streams in the sport industry (Buraimo *et al.*, 2007:205).

2. An overview of sport regulation in South Africa

A Code of Conduct for Sport Movement was preliminary drawn up by the South African Sports Commission in 1998 in accordance with Act No. 109 (Department: Sport and Recreation South Africa, 1998). The focus of this paper was to address "the administration and promotion of sport and recreation in South Africa" and to set policies and standards for participants and athletes in sport. Specific guidelines were also drawn up regarding ethical behaviour expected from practitioners, technical officials and coaches in sport and recreation.

The Department of Sport and Recreation then issued the "The White Paper on Sport and Recreation for the Republic of South Africa" in 2012, explaining government's policy with regards to sport and recreation in South Africa. The paper addresses the code of conduct and ethical behaviour that is expected of all athletes/individuals who participate and spectators who support in South Africa (Department: Sport and Recreation South Africa, 2012). The purpose to the Code of Conduct is to uphold the high values and reputation of the South African sport and recreation industry on a global scale. An ethical framework is provided in which principles such as "fair play" and "the rights of people" are discussed in an attempt to hold athletes and supporters accountable in terms of their actions and behaviour. Disciplinary procedures can also be managed by the policies in the Code of Conduct as it deals with cases of misconduct and unethical behaviour (Department: Sport and Recreation South Africa, 2012). Issues pertaining to sexual harassment and abuse in sport is also being investigated

and policies will be drawn up to aid in dealing with other ethical issues which can affect athletes/players and spectators.

3. Spectator versus sport fan

The word spectator stems from the Latin word, meaning “to see” or “to watch” and emphasises that a sports spectator might be a sophisticated watcher of the event, but will “remain passive in their interaction of the game” (Dobel, 2010). Wann (1995:377) defines a sports spectator as “one who is observing a sporting event” and therefore a spectator is more likely to analyse and examine than become actively involved in sharing their enthusiasm or spending their energy on the sport.

A sports fan is considered to be “one who is enthusiastic about a particular sport or athlete” by Wann (1995:377). Agas, Georgakarakou, Mylonakis and Panagiotis (2012:112) explains that ‘fan’, the shortened form of the word ‘fanatic’, expresses enthusiasm, passion and eagerness and even “moving beyond reason”. The incontestable influence a large group of sport fans have directly translates to the electric atmosphere and excitement at most large sporting occasions. In fact, Dobel (2010) mentions that “fans matter so much that sports often has a ‘home field advantage’ largely created by the fans in the stands”, because enthusiastic sports fans are able to support and uplift athletes and players by transferring their energy and emotional support to them through their cheering and chanting. Also, the opposite is true when sports fans display competitiveness towards their rivals (Dobel, 2010). There is, however, a number of different types of sports fans, and some are discussed below.

3.1. Sport fan groups and level of support

Various types of sports fans can be identified, and the main distinguishing criteria between them are their level of commitment. According to the conceptual model drawn up by Sutton, McDonald, Milne and Cimperman (1997:16), there are three levels of sport spectator/fan commitment and identification. Firstly, “social fans” form part of the first level of low identification; secondly “focused fans” are part of medium identification; and lastly, “vested fans” form part of the highest level of identification.

A level one spectator or social fan is primarily concerned with the “entertainment value” of the sporting event and seem to enjoy the social interactions before and after the occasion a lot more than the actual game (Kwon, 2001:148). These fans have a “passive relationship” with the sport/organisation and exhibit little commitment in terms of emotional and financial investment (Sutton *et al.*, 1997:17). Social fans are satisfied purely by the “pleasure” and “stress-relieving” characteristics and “opportunities for social interaction” (Sutton *et al.*, 1997:17), for example attending parties before and after the event (Kwon, 2001:148). However, focused fans, or level two spectators, have a stronger identification with the organisation/sport due to certain characteristics which they find appealing (Kwon, 2001:148). Nevertheless, this group of fans are also likely to switch teams or retract their support if their sport or team performs poorly or lose commitment (Wann & Brancombe, 1993:3). Finally, as described by Sutton *et al.*, (1997:17), vested fans depict “the strongest, most loyal and longest term relationship” possible with an organisation/sports team, displaying a “very high emotional attachment”. These fans spend a lot of time and money on showing their support to their particular team/sport and because of their high level of identification, they are likely

to attend more events, buy the team/sports uniform/ apparel and make more emotional commitment (Wann & Brancombe, 1993:3).

Hunt, Bristol and Bashaw (1999:442-447) categorised these three levels of identification into five types of sports fans based on “their motivation and fan-like behaviour” (Agas *et al.*, 2012:112). This idea based its foundation on Smith’s (1988) understanding that there are “normal” and “serious” sports fans and their distinction is based on the outcome of the game/event. With this in mind, Hunt *et al.*, (1999:442) were able to identify and describe their new findings on the temporary, local, devoted, fanatical and dysfunctional sports fan.

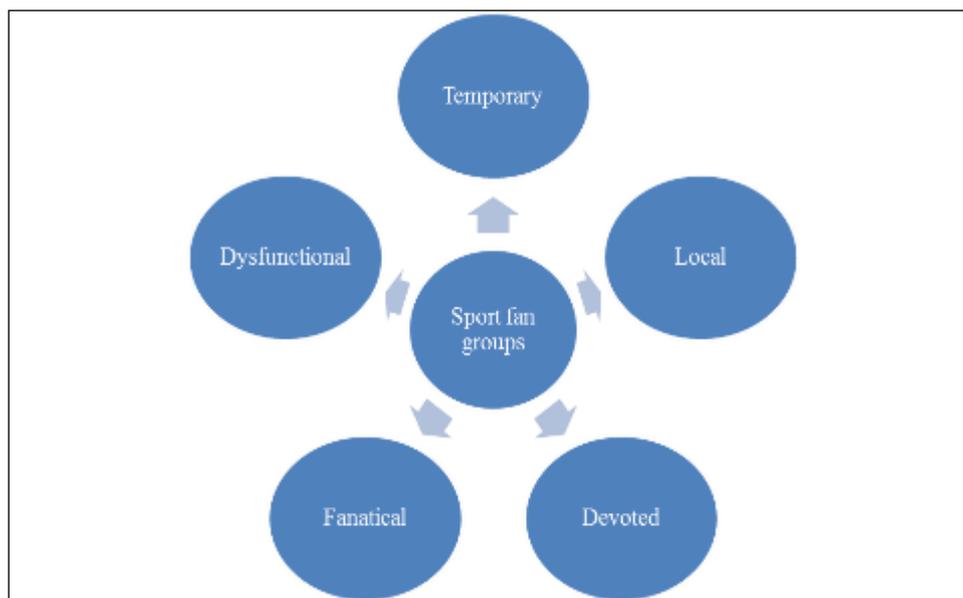


Figure 1: Sport fan groups

The *temporary* sports fan exhibits even less motivation than “a level one spectator” or a “social fan” (Kwon, 2001:148) as their interest in a sport is for a “specific, time-bound event” and their interest can even completely disappear once the specified period/sporting event is over (Hunt *et al.*, 1999:443). The fan resumes his/her normal lifestyle without expressing any commitment or loyalty to the sport or athletes. According to Agas *et al.*, (2012:112), a temporary fan will remain “a fan as long as the benefits of fan-ship outweigh the costs”. In a South African context an individual may temporarily support soccer due to South Africa hosting the soccer world cup.

Local fans are individuals who (some feel obliged to) support a certain local team/athlete or sport because they were born or currently live in a certain region/city (Agas *et al.*, 2012:113). Like the temporary fan, a local fan will retract their support for the team/athlete or sport if they move away from the team/sport’s region (Hunt *et al.*, 1999:443). In a South African context a fan residing in Pretoria may support the Blue Bulls as the team represents a geographical area.

Devoted fans are loyal, committed and have a high level of identification with a team/athlete or sport and are not so easily influenced to withdraw their support of a team/athlete or sport during a season of poor performance or loss. Agas *et al.*, (2012:113) explain that a “devoted follower views his favourite object as a part of himself” and therefore feels personally affected

by a victory/loss. The fan will remain loyal to the team/athlete or sport, despite of performance or the geographical area. In a South African context the Stomers' supporters remain loyal despite their poor performance in the Super Rugby series.

The fourth type of fan, the *fanatical* fan, is characterised by an even deeper commitment and sport spectating allows the "sport consumptive objective to maintain [the individual's] self-concept" and "fan-ship is a crucially important part of self-identification" for the individual (Hunt *et al.*, 1999:446). These fans can become obsessed with spectating and this can lead to the sport becoming like a religious-following (Agas *et al.*, 2012:113). Typical fanatical fans will spend a lot of time and money attending sporting events and wearing the team's apparel or costumes (Wann & Brancombe, 1993:3).

The fifth group, the *dysfunctional* fan, as described by Hunt *et al.*, (1999: 446), uses "being a fan as the primary method of self-identification". Extreme dysfunctional fans typically engage in anti-social and aggressive behaviour and are known for putting their devotion for their team above their family, work and other responsibilities (Agas *et al.*, 2012:114). England's notorious "soccer hooligans" are examples of individuals who express "vulgar" behaviour in support of their local and national teams.

The identification of the consumer groups (fan types) are of essence for selecting target markets at which sport organisations and businesses can aim its marketing efforts and ultimately its merchandise. The effectiveness of marketing efforts are influenced by the kind of desires that a specific target group has that motivates them to become sports fans and consume sport by attending live sporting events. The next section deals with the aspect of sport fan motivation.

4. Sport fan Motivation

Ryan and Deci (2000:54) defines being motivated as "to be moved to do something or feeling impetus or inspiration to act". Sports consumption/fan motivation is therefore defined as "the motives of sports fans and their attitudes and behaviour towards players and teams" (Kwon, 2001:149).

Beech and Chadwich (2004) explains that it is vital to understand the motivation behind, and the benefits individuals receive when attending live sporting events or supporting particular teams or athletes. These perceived benefits are crucial as they encompass the main reasons why people become sports fans (End, 2001). Wasserberg (2009:13) explains that despite the fact that it is only recently that sports consumption motivation research commenced, a number of social and psychological factors have been identified that motivate individuals to not only become sports fans, but to attend live sporting events.

4.1. Classifications of motivations for sport consumption

Wann's (1995) research on sport consumption motivation led to the development of the Sport Fan Motivation Scale (SFMS), which includes eight constructs of fan motivation (Wann, Schrader & Wilson, 1999a:114). The eight common motives are: eustress, self-esteem, escape, entertainment, economic gains, aesthetic, group affiliation, and family (Wann, 1995).



Figure 2: Sport Fan Motivation Scale (SFMS)

The first motive of the Sport Fan Motivation Scale; is *eustress*, which is referred to as “positive stress” and the exciting atmosphere that is felt by the senses when watching a live sports event. Wasserberg (2009:13) refers to it as “creating a feeling of psychological wellbeing” and Wann, Schrader and Wilson (1999b:114) confirms that it encompasses the value of enjoyment and entertainment. The desire excitement from the sporting event plays a major role for the fan motivated by eustress.

The motive of *self-esteem* involves giving individuals a “sense of accomplishment” and boosting their self-esteem when their team/sport does well (Wann *et al.*, 1999b:115). Also, some sports fans are given the opportunity to maintain a positive self-concept, which is referred to by Wasserberg (2009:14) as “basking in reflected glory”. In addition, fans that do not regularly attend sporting events, feel encouraged to attend when their team is performing well and winning (Hunt *et al.*, 1999:446).

Entertainment as a social motive will drive sports fans to attend or watch sporting events for the amusement of watching a contest that will hopefully turn into a victory for the team/athlete they are supporting (Wasserberg, 2009:14). It is the desire to be entertained by sporting event or athlete.

Wann *et al.*, (1999b:115) also clarifies that the *escape* motive aligns closely with the entertainment motive as it provides people with the chance to break away from their daily life and to indulge in a past-time or hobby.

The “high level of skill and competence” demonstrated by athletes and teams is referred to as the *aesthetic* motive for sport consumption (Agas *et al.*, 2012:114). Wann *et al.* (1999b:115) mentions that individuals are attracted to the “grace and beauty” in specific sports, such as ballet or gymnastics.

Benefits offered by activities such as gambling and sport betting is referred to as the *economic gains* motive and is the reason why some people become active sport fans (Wann, 1995:378). However, research has also shown that individuals who are highly motivated in terms of economic gain may not be “fans” of the sport, meaning that they will not identify with the

players or be active in supporting their favourite team (Wann, 2008:7).

Group affiliation is explained by Wasserberg (2009:15) as the need to “strengthen and maintain social links through shared experience of attending sports events.” The need to spend time with a social group or friends can be the main driver for sport consumption.

Family motives, is the desire to spend time with family members and sport consumption is the means fulfil this desire. Activities such as family bonding and spending time with loved ones can be a big motivating factor for families with young children (Wann, 2008:7).

As the popularity of sport and other recreational activities grows, and its impact on society and the economy increases, it is imperative to fully come to terms with the significance of sport fans. The grouping and placement of a sport fan in a fan groups (temporary, local, devoted, fanatic and dysfunctional) is important as it represents a consumer group and a target market. Having a clear understanding of this will enable sport organisations to draw up and implement effective strategies to attract supporters to sporting events and ultimately getting them to buy merchandise such as sport memorabilia and sports team apparel.

A well-defined target market is an important element in marketing decision making and strategy formulation. These aspects deal with what motivates the target market to support sporting events and buy a company’s merchandise such as sport memorabilia and team apparel. The study provides insight into the South African sports fan what can be used in directing marketing strategies and activities.

5. Research Objectives

Every individual or group consume sporting events for a different reason and are therefore motivated in different ways. The primary aim of the research is to gain insight into sport fan motivation in a South African context by applying the sport motivational factors; .entertainment, eustress, self-esteem, escape, group affiliation, economic gains, family motives and aesthetics.

Secondary objectives are:

- to determine whether sport fans’ motivational profiles differ between sport codes; and
- to determine whether sport fans’ motivational profiles differ between genders.

6. Research Methodology

6.1. Participants

The target population for this study consisted of sport fans, which attended a live sporting event. The sporting codes used for research purposes are rugby and soccer. These two sport types are regarded as national sports codes supported by the majority of the diverse population of South Africa. The fans were intercepted prior to the games at the gates of the stadiums. A quantitative survey questionnaire was used and the scale measures the extent to which sport fans are motivated by the eight motivational factors on a five-point Likert scale. A total of 194 correctly complete questionnaires were obtained.

The profile of the participant group is presented in Table 1. The attendance of a live sporting event is more or less evenly split between rugby (53%) and soccer (47%). Almost two-thirds (65%) of the participants who attended these events were male.

Table 1: Gender and sporting event attended by sport fans

	Count	Percentage (%)
Sports code		
Soccer	92	47
Rugby	102	53
Total	194	100
Gender		
Male	126	65
Female	68	35
Total	194	100

6.2. Results

Reliability

Reliability is the consistency of the measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. Cronbach's alpha was used as a measure the reliability of the tested dimension. A reliable Cronbach's Coefficient alpha value validates that the individual items of a dimension measured the same dimension (concept) in the same manner (or consistently). A Cronbach's alpha value above 0.8 have a very good reliability, a value between 0.6 and 0.8 have an acceptable reliability and a value below 0.6 have an unacceptable reliability. Table 2 represents Cronbach's alpha values of each of the eight sport fan motivational factors.

Table 2: Cronbach's alpha values

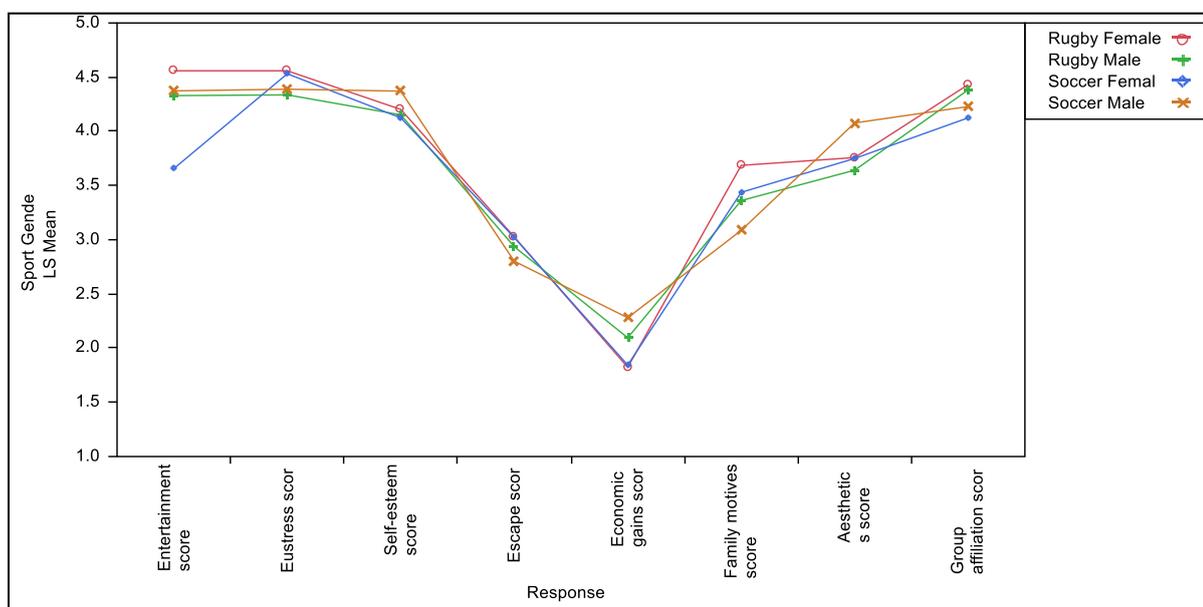
Dimension	Cronbach's alpha value
Entertainment	0.59
Eustress	0.73
Self-esteem	0.74
Escape	0.54
Economic gains	0.60
Family motives	0.86
Aesthetics	0.82
Group affiliation	0.74

The individual Cronbach's Coefficient alpha value of each dimension is used as a measure of the reliability of the tested dimension. The Cronbach's alpha value for the eight sport fan motivational factors (SFMF) all receive a fairly acceptable Cronbach's alpha value, however, the sport fan motivational factors (SFMF) escape and entertainment should be interpreted with caution. The Cronbach's alpha value for each sport fan motivational factor (SFMF) is determined on the average scores.

Comparison of eight factors among the genders of both sports

A multivariate analysis of variance (MANOVA) will be used in order to determine whether there is any differences between the different dimensions' mean scores of soccer and rugby spectators. The purpose of a multivariate analysis of variance is to test if any significant difference between the mean scores of dimensions of constructs occurs. Therefore, a multivariate analysis of variance consists of all the dimensions and to provide a test of the overall difference. A p-value smaller than 0.05 indicates a significant difference between the means of the dimensions tested for the spectator groups at a 95% level of confidence. The MANOVA test have shown a p-value of 0.0001, which is smaller than 0.05 and therefore indicated a significant difference between the dimensions for the spectator groups. Figure 3 below, represents the male and female sport fans' view on the eight sport fan motivation factors (SFMF). It is evident that both male and female rugby and soccer spectators are more or less motivated by the same factors, however, it is clear that soccer females perceive the 'entertainment' factor to be less important.

Figure 3: Sport fans view on eight motivational factors



From Figure 3 it is clear that there is a difference between some of the spectator groups. In order to determine whether these differences between the means are statistically significant, Analysis of Variance (ANOVA) was conducted, which produced a probability value (p-value). A p-value smaller than 0.05 indicates a significant difference between the means of the dimension tested for the spectator groups at a 95% level of confidence.

In order to develop a profile of the different spectator groups, the following descriptive statistics as observed from Figure 3 should be taken into consideration.

From Figure 3, it is clear that the female rugby spectators have a higher entertainment score (4.56), a higher eustress score (4.56), a higher escape score (3.03), a higher family motives score (3.69), higher group affiliation score (4.43) and a low economic gains score (1.82). It can therefore be inferred that the female rugby spectators go to a sporting event for the social 'pleasure' of watching the game as well as to interact with friends and family. The male rugby

spectators, on the other hand, have a lower eustress score (4.34), a lower self esteem score (4.15) and lower aesthetics score (3.64). From this it is clear that the male rugby spectators go to a sporting event purely for the 'love' of the game and not necessarily to reduce stress, to improve on their self-esteem or for the 'beauty' of the event.

The female soccer spectators have a lower entertainment score (3.66), a higher eustress score (4.53), a lower self esteem (4.12), a higher escape score (3.02), a lower economic gains score (1.84) and a lower group affiliation score (4.12). From this it can be inferred that female soccer spectators attend a sporting event in order to release some stress and to escape from the everyday rushed lives. The male soccer spectators on the other hand have a higher self esteem (4.37), a lower escape score (2.80), a higher economic gains score (2.28), a lower family motives score (3.09) and a higher aesthetics score (4.08). It is clear from this that male soccer spectators attend a sporting event for the economic gains (gamble) that they can get out of such an event, as well as to improve their self-esteem.

It is interesting to see that both rugby and soccer females have rated the escape factor (female rugby spectators 3.03 and female soccer spectators 3.02) and the economic gains factor (female rugby spectators 1.82 and female soccer spectators 1.84) as more or less the same. This can be inferred that the overall female spectators attend a sporting event for more or less the same reasons. It is further on interesting to note that both the rugby and soccer male spectators rated the entertainment factor (male rugby spectators 4.33 and male soccer spectators 4.37) and the eustress factor (male rugby spectators 4.34 and male soccer spectators 4.39) as more or less the same, which can imply that they perceive both factors on the same level of importance.

From Figure 3 it is evident that a significant difference had occurred between the spectator groups for the following two dimensions namely entertainment and family motives (Table 2). In order to access the individual differences for each dimension an analysis of variance (ANOVA) test was done. However, a problem occurred with regards to the assumptions of ANOVA (normality and homogeneous variances) and therefore the researchers had made use of the bootstrap methods.

BOOTSTRAP METHOD

Bootstrapping is a method for deriving robust estimates of standard errors and confidence intervals for estimates such as the mean, median, proportion, odds ratio, correlation coefficient or regression coefficient. It may also be used for constructing hypothesis tests. Bootstrapping is most useful as an alternative to parametric estimates when the assumptions of those methods are in doubt or where parametric inference is impossible or requires very complicated formulas for the calculation of standard errors (as in the case of computing confidence intervals for the median, quartiles, and other percentiles).

Table 3 shows the ANOVA table for the three dimensions namely, entertainment, family motives and aesthetics compared to spectator group.

Table 3: Analysis of variance (ANOVA)

Dimension	DF	F	P-value	Significance
Entertainment score	3,188	4.531	0.004	Highly significant
Family motives score	3,188	2.743	0.045	Significant
Aesthetics score	3,188	2.653	0.05	Significant

When looking at the Prob>F value (p-value of the F-test), it should be smaller than 0.05 in order for a significant difference to occur between the spectator groups at a 95% level of confidence. The p-value for the entertainment score is 0.004, which is lower than 0.05, indicating that there is a significant difference between the entertainment mean scores of the different spectator groups at a 95% level of confidence. The p-value for the family motives score is 0.045, which is also lower than 0.05, indicating that there is significant differences between the family motives mean scores of the different spectator groups at a 95% level of confidence. The aesthetics score 0.05 on the other hand, was a border-line case with statistical significance at a 95% level of confidence. The researcher had decided to rather leave the aesthetic dimension; however, it should be investigated in the future. The significant differences of the entertainment mean scores are shown in Table 4 below.

Table 4: Entertainment

Level	Combination A	Combination B	Mean
Rugby female	A		4.5480769
Soccer male	A		4.3750000
Rugby male	A		4.3500000
Soccer female		B	3.6562500

From table 4 it is evident that rugby males and females as well as soccer males feel the same about the entertainment dimension as their scores are very close (A), whereas the soccer females have rated the entertainment dimensions as much lower (B). Table 5 indicates the Bonferroni multiple comparison *Post Hoc* tests for entertainment where the different combinations are shown between the spectator groups.

Table 5: Post Hoc tests for entertainment

Dependant Variable	Comparison	P-value (sig.)
Entertainment	Soccer female vs. Soccer male	.016
	Soccer female vs. Rugby male	.043
	Soccer female vs. Rugby female	.002

From Table 5 it is evident that the significant difference between soccer females and soccer males is 0.016, between soccer females and rugby males is 0.043 and between female soccer spectators and female rugby spectators is 0.002. The reason for this is that female soccer spectators do not necessarily attend sporting events for the entertainment thereof, but rather for the purpose of escaping from their busy and stressful lifestyle.

The significant differences of the family motives mean scores are shown in Table 6.

Table 6: Family motives

Level	Combination A	Combination B	Mean
Rugby female	A		3.6538462
Soccer female	A	B	3.4375000
Rugby male	A	B	3.3673469
Soccer male		B	3.0866667

From Table 6 it is evident that male and female rugby spectators, as well as female soccer spectators feel more or less the same about the family motives dimension, as their scores are close together (A), whereas male and female soccer spectators as well as male rugby spectators also feel more or less the same about the dimension of family motives (B). Table 7 below indicates the Bonferroni multiple comparison *Post Hoc* tests for family motives where the different combinations are shown between the spectator groups.

Table 7: Post Hoc tests for family motives

Dependant Variable	Comparison	P-value (sig.)
Family motives	Rugby female vs. Soccer male	.030

From Table 7 it is evident that the statistical difference between female rugby and male soccer for the family motive is 0.030. The reason for this can be that female rugby spectators attend sporting events in order to spend quality family time, whereas male soccer spectators do not necessarily attend a sporting event for the purpose of family time, but rather to for the economic gains that they can obtain as well as to boost their self-image.

7. Conclusion

A Sport fan is an enthusiastic devotee of sports and can be categorised according to their motivation and fan-like behaviour in five categories: temporary, local, devoted, fanatical and dysfunctional. Sport fans are motivated not only become sports fans, but to attend live sporting events by a number of social and psychological factors, which include eustress, self-esteem, escape, entertainment, economic gains, aesthetic, group affiliation, and family.

The objectives of the study was to determine whether there is a difference between rugby and soccer fans' motivation to be a sport fan, and the extent to which different genders are motivated by the following eight sport fan motivational dimensions namely: entertainment, eustress, self-esteem, escape, group affiliation, economic gains, family motives and aesthetics. The sample was confirmed by the overall Cronbach's alpha of 0.7328. All eight the sport fan motivational factors (SFMF) received a fairly acceptable Cronbach's alpha value, however, the escape and entertainment dimension should be interpreted with caution.

The investigation found that all the spectator groups scored each dimension/factor as more or less the same, however, a statistical significant difference in the mean scores (below than 0.005) was observed within two dimensions namely entertainment (0.004) and family motives (0.045).

The difference in the entertainment dimension occurred between female soccer spectators and the rest. This can possibly be due to female soccer spectators not necessarily attending

sporting events for the purpose of entertainment, but rather for the purpose of escaping a busy and stressful lifestyle.

A difference in the family motives dimension has occurred between female rugby and male soccer spectators. This can possibly be due to female rugby spectators attend sporting events purely in order to spend time with their family, whereas male soccer spectators rather attend sporting events for gambling (economic gains) and to improve or boost their self-image.

It was further observed that the aesthetics' dimension was a border-line case as the mean score was 0.05, thus indicating a statistical significance at a 90% level of confidence. The researcher did not report on this factor, but it is recommended that it should be investigated on in the future.

It can be concluded that sport spectators attend a sporting event in order to gain something, whether it is to release some stress, to escape from a busy lifestyle, to spend time with their families or for the entertainment purposes thereof. Therefore, it is critical that the management of sporting facilities should know what motivate fan in order to provide the best possible service in order to guarantee their satisfaction, which can result in loyal attendance in the future.

8. Reference List

Agas, K., Georgakarakou, C., Mylonakis, J., & Panagiotis, A. (2012). Traveling Abroad internal and external motives toward different sports fan types. *International Journal of Business and Management*, (7)3, 111-126.

Beech, J., & Chadwich, S. (2004). *The Business of Sport Management*. Harlow, UK: Prentice Hall.

Buraimo, B., Forrest, D., & Simmons, R. (2007). Freedom of entry, market size, and competitive outcome: evidence from English soccer. *Southern Economic Journal*, (74), 204-213.

Department: Sport and Recreation South Africa. (1998). *Code of Conduct: Sport Movement*. [Online] Available from: <http://www.srsa.gov.za/MediaLib/Downloads/Home/Miscellaneous/CurrentEvents/Code%20of%20Conduct.doc>

Department: Sport and Recreation South Africa. (2012). *The White Paper on Sport and Recreation for the Republic of South Africa*. [Online] Available from: <http://www.srsa.gov.za/MediaLib/Home/DocumentLibrary/23%20WHITE%20PAPER%20FINAL%20August%202012.pdf>

Dobel, J. P. (2010). *The Difference between Fans, Spectators and Audiences*. [Online] Available from: <http://pointofthegame.blogspot.com/2010/04/spectators-audiences-and-fans.html>

End, C. M. (2001). AN examination of NFL's fans' computer mediated BIRGing. *Journal of Sport Behaviour*, 24(2), 162-181.

Hunt, K. A., Bristle, T., & Bashaw, R. E. (1999). A conceptual approach to classifying sports fans. *Journal of Services Marketing*, 13(6), 439-452. [Online] Available from: <http://0-www.emeraldinsight.com.innopac.up.ac.za/Insight/viewPDF.jsp?contentType=Article&FileName=html/Output/Published/EmeraldFullTextArticle/Pdf/0750130601.pdf>

Kwon, H., & Trail, G. (2001). Sport fan motivation: A comparison of American students and international students. *Sport Marketing Quarterly*, 10(2), 147-154. [Online] Available from: web.ebscohost.com.innopac.up.ac.za/ehost/pdf?vid=5&hid=102&sid=e370c321-d0e1-47d9-9dee-f5190a4fbf98%40sessionmgr102

Milano, M., & Chelladurai, P. (2011). Gross domestic sport product: the size of the sport industry in the United States. *Journal of Sport Management*, 25(1), 24-35.

Robert, S., Sloane, P. J., & Rosentraub, M. S. (2004). *The economics of Sport: An International Perspective*. Basingstoke, UK: Palgrave MacMillan.

Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: classic definitions and new directions. *Contemporary Educational Psychology*, 25, 54-67.

Smith, G. J. (1988). The noble sports fan. *Journal of Sport and Social Issues*, 12(1), 54-65.

Sutton, W. A., McDonald, M. A., Milne, G. R., & Cimperman, J. (1997). Creating and fostering fan identification in professional sports. *Sport Marketing Quarterly*, 6(1), 15-22.

Wann, D. L. (1995). Preliminary validation of the sport fan motivation scale. *Journal of Sport and Social Issues*, 19(1), 337-396.

Wann, D. L., Bilyeu, J. K., Breenan, K., Osborn, H., & Gambouras, A. F. (1999a). An exploratory investigation of the relationship between sport fan motivation and race. *Perceptual and Motor Skills*, 88, 1081-1084.

Wann, D. L. & Branscombe, N. R. (1993). Sports fans: Measuring their degree of identification with their team. *Journal of Sport Psychology*, 24, 1-7.

Wann, D. L., Grieve, F. G., Zapalac, R.K., & Pease, D. G. (2008). Motivational profiles of sport fans of different sports. *Sport Marketing Quarterly*, 17(1), 6-19. [Online] Available from: <http://0-search.ebscohost.com.innopac.up.ac.za/login.aspx?direct=true&db=buh&AN=31459384&site=ehost-live&scope=site>

Wann, D. L., Schrader, M. P., & Wilson, A. M. (1999b). Sport fan motivation: Questionnaire validation, comparisons by sport, and relationship to athletic motivation. *Journal of Sport Behaviour*, 22, 114-139. [Online] Available from: <http://0-web.ebscohost.com.innopac.up.ac.za/ehost/pdf?vid=4&hid=104&sid=d8acef29-b395-4d72-b2aa-ed3a385410ca%40sessionmgr102>

Wasserberg, M. (2009). Understanding sports spectator's motives for attending live events: a study of darts fans in the UK. *Birkerbeck Sport Business Centre Research Paper Series*, 2(3), 2-79.