By using literature review, interviews and focus groups, Gau (2007) found 20 attributes of sport spectating and 27 consequences of spectator sport consumption. The current study adopted and revised Gau’s (2007) measures to apply to watching the World Cup final game broadcasted outdoor in Taiwan’s National Stadium. Sixteen attributes of the watching activity and 16 benefits brought by watching the game were used in a questionnaire. Participants were asked to rate the importance of each attribute and rate the level about how much they agree they might have each of the benefits or feelings by watching the game. A 5-Likert point scale was used.

The questionnaire was distributed to the audience in the outdoor broadcast of the final World Cup game at the National Stadium, Kaohsiung, Taiwan. The audience was divided into four blocks and the questionnaire was spread out in the four blocks to make the sample representative of the audience population. In total, 500 questionnaires were distributed and 427 were returned. A LED pen was given as a gift to people who returned the questionnaire. The profile of the sample was consisted of 53% males, 68% under 28 (included) years old, 73% with at least some college education, and 53% student.

The results showed that respondents rated the highest important attributes were “team work,” “sportsmanship,” and “level of competition.” The highest scores of benefits of watching the game were “good mood,” “exciting experience,” and “supporting my favorite team.”

The mean of the 16 benefits was calculated as a composite benefit score. The Cronbach Alpha of the 16 benefits was .93, indicating the reliability or the consistency among the 16 benefits was acceptable (Nunnally & Bernstein, 1994). The data of the importance of the attributes were used to create two sets of the dummy variable. Because the data were negatively skewed, one set of the dummy variable was obtained by coding 1 (very unimportant), 2 (unimportant), 3 (neutral) to 1 and coding 4 (important) and 5 (very important) to 0. This set was used to measure the impact of unimportance of the attribute on the association with watching benefits. On the other hand, the second set of data was obtained by coding 5 to 1 and coding all other scores to 0. This set was used to measure the impact of importance of the attribute on the association with watching benefits.

The two dummy sets of data were regressed against the composite benefit, resulting in two regression coefficients for each attribute. The two regression coefficients were compared to see whether the impact of the unimportant side of the attribute or the impact of the important side of the attribute was larger on the watching benefit. Absolute values of the two coefficients were totaled to measure the associations of each attribute with the watching benefit.

The results showed that 12 attributes had symmetrical impacts of the unimportant and important sides. The attribute, “star player,” had higher impacts of the unimportant side than the important side on the watching benefit. It seems star players are requisite to attract the audience. If there are no star players, the perceived benefits decrease. By contrast, three attributes, “fashion,” “coach,” and “rivalry,” had higher impacts of the important side than the unimportant side on the watching benefits. This implies that emphases of these attributes might lead to higher benefits.

Further, using the mean score of importance of each attribute in the vertical axis and its association with the watching benefit in the horizontal axis, a two-dimensional space showed the 16 attributes. “Team work,” “sportsmanship,” and “supporting team” in the first quadrant were attractive attributes and also associated highly with the watching benefit in the outside broadcast of the World Cup final game. “Supporting players” could bring benefits but was only in the middle level of importance probably.
because there were so many players in the two soccer teams and Taiwanese was not familiar with the players. In addition, because there was no Taiwanese team, the attribute, “players from my country” was not associated with watching benefits. The attributes, “Fashion,” and “coach,” were in the third quadrant indicating they were not emphasized and were not associated with watching benefits. The World cup final game was seemingly less popular to be a fashion than imagined in Taiwan. Neither did the audience in Taiwan pay attention to the two teams’ coaches. However, these two attributes had higher impact of the important side on watching benefits. In other events, if these two attributes become important, they might lead to good watching benefits.