

A Development of Motivation Scale of Sport Website Users: A Perspective of Motivation Factors on Attitude and Behavioral Intention

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Since the advent of the Internet from the late 1980s, it became a dominant social and technical tool for informational and interactive communication capabilities in our society. The uses of the Internet as an interactive communication method have become an especially important part of the younger generation's life for the last decade (Gemmill & Peterson, 2006; Subrahmanyam & Greenfield, 2008; Subrahmanyam, Reich, Waechter, & Espinoza, 2008). A recent report from the Internet World Stats (2011) reported more than 2 billion people worldwide use the Internet in 2011. People use the Internet for numerous reasons, such as communication, interaction, information, entertainment, and escapism (December, 1996; Eighmey & McCord, 1998; Koraonkar & Wolin, 1999).

Some previous studies have examined several areas of sport websites, such as contents of sport website (Duncan & Campbell, 1999; Smith, Pent, & Pitts, 1999), sport website visitor rates or website visitor demographic information (Brown, 2003; Duncan & Campbell, 1999), and traditional marketing mix content information (Brown, 2003; Filo & Funk, 2005) due to strong influence and importance of Internet usage among sport fans. However, as Beech, Chadwick, and Tapp (2000) stated, these previous studies have provided limited information regarding only visitors' demographics and tracking visitors' movement rather than exploring the sport website users' motives of using the Internet and gratifications of the experience. While motivations of Internet users have been the subjects of a number of communication and mass media paradigms with application of the uses and gratifications (U&G) theory, it is necessary and important to adapt the U&G theory for the greater understanding of sport website users' motivations in sport management literature. Thus, the current study employs the U&G theory to develop a motivation scale of sport website users and consider how the factors influence the formation of attitude towards using the sport websites.

Despite the ever-increasing popularity of sport websites, there has been a dearth of research in development of motivation scale of sport website users. With the aforementioned emphasis on the Internet users' perspectives, applying U&G theory is appropriate to the study of developing a motivation scale of sport website users. In order to develop a motivation scale of sport website users, the items of the scale were adopted and modified from the previous instruments (Ahn, 2010; Ko, Cho, & Roberts, 2005; Papacharissi & Rubin, 2000). Although numerous communication and mass media studies provided a great deal of information about the motives of Internet users, very little informational paradigms exist regarding the motives of sport website users, as discussed in the sport management literature. Hence, the purpose of this study was to develop a motivation scale of sport website users and consider the impact of different factors of motivations on attitude (affective and cognitive) and behavior intention toward using the sport websites.

To collect data, self-administered paper survey comprised 32 separate items and included demographic information, motivation information and attitude information were employed with 7-point Likert scale. To determine the reliability of the proposed factors, a pilot study was conducted to test the items and function of the survey. This sample consisted of faculty and undergraduate students from a large Midwestern university (n=85). The primary data were obtained by using a convenience sampling method at large Midwestern university. After eliminating incomplete or unusable responses, a total of 505 responses (70.1%) were garnered for main analysis. The sample of respondents consisted of 266 males (52.7%) and 239 female (47.3%). A confirmatory factor analysis (CFA) was used to assess the consistency between the hypothesized structure and the structure found in the data. A structural equation modeling was used to develop the motivation scale of sport website users and consider how different factors of motivations impact on attitude (affective and cognitive) and behavior intention toward using the sport websites. The reliability scores (Cronbach's Alpha) for the seven proposed factors (Entertainment=.971, Interactivity=.951, Information=.941, Convenience=.955, Economic=.955, Affective attitude=.966, and Cognitive attitude=.959) were greater than the recommended value of .80 (Nunnally, 1978). Also, the result of CFA indicated

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that the seven factors and 22 items model fit the data acceptable. To be specific, Normed Chi-square was 2.755, SRMR (.0218), RMSEA (.059), CFI (.979) were considered acceptable level based on the previous literature (Hair, Andersen, Tatham, & Black, 1998; Kline, 2005; Browne & Cudeck, 1992; Hu & Bentler, 1999). When it comes to structural equation modeling, the result revealed that the model had acceptable level; Normed Chi-square (2.446), SRMR (.0231), RMSEA (.054), CFI (.979).

The results show that information, interactivity, entertainment, and economic motivation factors significantly influence toward two kinds of attitude (i.e., affective and cognitive) among five motivations. However, convenience motivation negatively influences to those two attitudes. It might imply that since the appearance of social network devices (i.e., smartphone and other portable devices) people might feel comfortable and easy to access to various information sources using the social network devices, convenience motivation is not an important factor. Further, between affective and cognitive attitude, only cognitive attitude has positive influence to the behavioral intention. However, regarding relationship between two attitudes and usage of sport website, they both have positive influence to usage. Additionally, the behavioral intention (i.e., hours of Internet use), has positive influence to usage of sport website. Based on the result, we can realize that Internet users try to get enjoyment and knowledge when they visit sports websites.

The results indicate this study was on the line with previous literatures which explain the relationship among Internet use motivation, attitude, behavioral intention, and usage (Papacharissi & Rubin, 2000; Kang, Lee, & Lee, 2010; Kim, Damon, & Greenwell, 2009; Lee & Armstrong, 2008; Bagozzi, Davis, & Warshaw, 1992; Curran, Meuter, & Surprenant, 2003; Jackson, Chow, & Leitch, 2007; Morris & Dillon, 1997; Sheeran, 2002; Szajna, 1996). Also, we could explore the motivations of sport website users using of the experience. Additionally, it is the first step to develop a motivation scale with U&G theory for the sport website users. Further, we could expect some practical implications for sport website practitioners from this result. First, when they construct their sports website, it is suggested to be aware the goals and features of website operation. In other words, they should consider information, interaction, entertainment, and economic motivations which are connected to affective and cognitive attitude factors for website users. Additionally, enjoyment and knowledge attitude factors might be one of the significant marketing tools for their marketing strategy to increase the rate of website usage.

Based on the limitations of the current study, future studies could be suggested as follow. First, future study might explore to measure the relationship among various motivation factors and attitude and usage of sport website with larger sample to generalize the result of this study. Furthermore, future study might try to find additional motivation factors which influence attitude and behavioral intention.