Mediated Sports Consumption: Scale Development and Initial Validation

Min Jung Kim, University of New Mexico
Luke Mao (Advisor), University of New Mexico
Todd Seidler (Advisor), University of New Mexico
John Barnes (Advisor), University of New Mexico
Hyun-Duck Kim (Advisor), Keimyung University

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One apparent trend impacting spectator sports is the shift in sport fans’ consumption opportunities, having now gained many alternative formats to access sporting events. The consumption occurred through those varied substitute platforms, including home television, online streaming, social networking, sports bars, and movie cinema, is termed as mediated sports consumption (Eastman & Land, 1997; Fairley & Tyler, 2012; Kim & Mao, 2019; Weed, 2007).

A number of scales have been developed to measure motivational factors that impact sport fans’ attendance decision (e.g., Funk & James, 2004; Trail & James, 2001; Wann, 1995) and specific mediated consumption, such as teams’ websites browsing behavior (e.g., Seo & Green, 2008). However, there is a lack of a general scale that measures mediated sports consumption. Prior research indicated that sports viewing experience in different settings may have been impacted by distinct motivation (Chalip, 2006; Eastman & Land, 1997; James, Breezeel, & Ross, 2001; Katz & Heere, 2015; Weed, 2007, 2008). Accordingly, the purpose of this study was to (a) explore what motives influence mediated sports consumption; (b) develop a comprehensive motivation scale for mediated sports consumption (MSMSC), and (c) provide initial validation for MSMSC.

This study was composed of five stages: 1) a semi-structured interview and a free-thought listing survey for creating a motive-based taxonomy; 2) a panel of expert judges for the content validity; 3) EFA based on a sample of 549 participants recruited through M-Turk; 4) CFA based on a separate sample of 622 M-Turks; and 5) SEM for testing nomological validity.

Ten motives with 54 items were formulated through interviews and subsequent expert panel reviews. In the EFA with a Promax with Kaiser-Normalization, seven motive factors with 21 items were retained through an EFA using Principal Axis Factoring method. The seven factors were convenience, sociability, emotional hedge, programming, ownership, team supporting, and security. The seven-factor model was confirmed again on a separate sample and had achieved a good model fit. Both convergent validity and discriminant validity were established using the Fornell-Larcker criterion (Fornell & Larcker, 1981). The internal consistency reliability ranged from .70 to .84. The nomological validity received support within a theoretical framework by integrating self-determination theory (Deci & Ryan, 1985) and the theory of planned behavior (Ajzen, 1985), which suggested that this newly developed MSMSC was adequate to capture mediated sports consumption behavior. Given the findings, managerial implications for sport management practice and future research will be discussed.