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**INTERNAL MOTIVATIONS AFFECTING ATTRACTION OF SPECTATORS TO
TAEKWONDO CONTESTS OF INTERNATIONAL CHAMPIONSHIP OF FAJR CUP**

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ABSTRACT

Understanding spectators' motivation is of great importance because they support their team both mentally and physically via participating in matches. The present study was conducted to identify internal motivations affecting participation of spectators in taekwondo championship games (international championship of Fajr) in 2012. Since population size (number of spectators in each match) was unknown, Cochran method was used to determine sample size which resulted in selection of 652 persons as the sample. DEMATEL and author-synthesized questionnaires including 11 questions on personal characteristics and 18 closed five-option questions were used for data collection. Validity of the questionnaires was approved by specialist professors and reliability was calculated as 0.759 using Cronbach's alpha coefficient; the data were collected on ten issues. Data were analyzed using SPSS and LISREL software. Statistical indices including frequency distribution and mean were used for descriptive analysis; while for inferential statistics, one sample t-test, one factor variance and model fitness tests were applied. Moreover, DEMATEL and structural equation model were used for evaluating the linear relations among direct and indirect variables. Results indicated that the highest rate of spectators' participation occur in the groups of single persons, unemployed individuals, age group ranging from 20 to 30

years, and native persons. Moreover, it was revealed that identified internal factors had influence on spectator attraction. Among the internal factors, knowledge and information had the highest effect on attraction of spectators, followed by motivation and personal emotions with the same weights.

Keywords: internal motivational factors, attraction, spectators, taekwondo

INTRODUCTION

Sport is a major issue in modern industrial societies involving a large part of population of each country via various ways (Jalilian, 2004). Some people themselves participate in matches and another group, unable to directly encounter the opposite, image their dreams in activities of a person or a group of people; and as interested spectators, cheer as their interested team win and cry as the team is defeated (Vladimir et al, 2001). Fundamental changes in economic, industrial, cultural and educational issues has greatly altered sport execution programs, so that execution form and content of sport plans have been fundamentally altered as a reflection of social demands. In this regard, special attention should be devoted to spectators as the main collection of sport and human factors and systematic and organized plans should be set by sport clubs and organizations for attraction and retention of spectators (Azhdari et al, 2011).

Spectators are success factors for sport clubs, federations and societies whose deviation and

participation reduction should never be neglected; in contrast spectators' participation should be promoted by creating variation during match, more enjoyment of spectators, enhancing facilities and recreational dimensions and excellent performance of sport teams (Torkfar, 2009). Motivation is a dynamic task providing a link between need and performance which creates movement by inducing stress and pressure on human and makes him take a behavior for achieving the result that satisfies his demands without creating any change in his modes (Masoumi, 2008). Simply speaking, investigation of motivation means to find out why each person performs the task in a special manner and indeed, what makes people to act (Lee, 2000). Identifying the motivation and understanding the causes of human behaviors is a topic of interest among the scholars, this notion is supported by Mazlu, Muray, Hornay, Herzberg and Mccland's visions who are among the greatest theorists in the field of motivation in psychology (Rahiminik, 1995).

Sport is a scientific achievement which, by creating personal identity, social knowledge and eagerness senses, has very strong motivational force which can gather people all around the world together for watching the matches by apparent attraction and correlation; this important feature of sport as a tool for attraction of spectators should not be neglected (Armstrong, 2004). Implementing every plan including sport programs requires accurate identification of the condition of that society. Ignoring expectations of service users results in losing time, cost and human force. So demand evaluation is an important tool in decision making. All people in their daily life and top people in their scientific and executive life need information for making important decisions and awareness about the needs is very important in current time because without considering the information and demands, performing any executive task won't be fruitful (Atghia, 2007). That which theories and internal and external factors can affect spectators' attraction motivation (Jung, 2006) is a question having attracted attention of sport scholars and market practitioners. According to abovementioned issues, the present study was carried out to identify motivational factors that influence spectators' attraction to taekwondo, the sport course that

gained global honor by its excellent performance and also is an interesting Olympic game. Factors such as personal characteristics, eagerness, recreation, match beauties, players' role, knowledge and information, stress, leaving life problems, personal emotions, players participation in matches, visions and believes are investigated so that strategic plans and comprehensive information are provided and thus, further planning, incoming and benefits are supplied for sport teams, youth and sport organization and taekwondo federation via suitable marketing for clubs, firms, advertising firms, sponsors and private institutes. Considering special importance of spectators and the potential of Iran taekwondo and high diversity of factors affecting spectators' attraction, the present study is trying to find out answers for the following questions: what are internal factors affecting spectators' motivation? What are the major demands and current factors influencing spectators' motivation.

METHODOLOGY

The present study was conducted to identify and investigate internal motivational factors affecting attraction of spectators to taekwondo matches. Therefore, regarding the goal this is an applied investigation. The methodology of the present study is descriptive-correlation in

which causative results are taken by structural equation statistical method. Regarding data collection, this is a field study. According to available resources and questionnaires special to motivation of spectators' attraction, the questionnaire proposed by Torkfar (2009) was used with some modification. Population includes all people participating in international Fajr Cup championship saloons as spectator. Since the number of spectators in each match was not known, data were collected using Cochran's method. Therefore, the questionnaire was distributed among the spectators and 652 usable questionnaires were applied. Two DEMATEL and Torkfar motivation questionnaires (2009) with some modifications were used. For DEMATEL questionnaire, ten taekwondo experts were used and for motivation questionnaire, after identifying factors affecting spectators' attraction, some items were determined for assessment of the main variables. Cronbach's alpha coefficient was used to evaluate items reliability which was calculated as 0.759 indicating high reliability of the questions.

Data analysis

Descriptive analytical methods such as tables of frequency distribution and accumulative frequency tables were used to describe general properties of the respondents.

Inferential statistical methods including Kolmogorov-Smirnov, one sample t-test and one-way ANOVA were also applied. To ensure the suitability of designed scale, factor analysis technique, DEMATEL technique, model fitness tests and structural equation modeling were used. Data were analyzed using SPSS and LISREL software.

RESULTS

Based on Kolmogorov-Smirnov test, test statistic was higher than critical value (0.05) in all the cases, suggesting normality of the data.

Influence of personal characteristics on internal factors

Effect of age on attraction of spectators: age affects interest, escape from life problems, playing the role and knowledge and information.

Effect of marriage status on attraction of spectators: marriage status affects interest, motivation, stress, escape from life problems and recreation.

Effect of education level on attraction of spectators: education level affects interest, escape from life problems, and visions and believes.

Effect job on attraction of spectators: job status affects stress, interest, escape from life problems and recreation.

Effect of dwelling location on attraction of spectators: dwelling location affects escape from life problems.

Relationship pattern among internal factors using DEMATEL

DEMATEL technique was used to reflect the interrelations among the internal factors.

- Sum of elements of each row (D) indicates its influence on other factors of the system. In this regard, interest has the highest influence while beauty, knowledge and information, and escape from life problems with the same weights have the lowest influence.
- Sum of elements of each column (R) for each factor shows its sensitivity to influence of other factors. In this regard, beauty and escape from life problems have the highest sensitivity, while expression of internal emotions and interest have the lowest sensitivity.
- Horizontal vector (D+R) shows influence and sensitivity of the interested factor in the system. In the other word, higher level of D+R shows that the factor has higher interaction with other factors of the system. In this regard, recreation and escape from life problems have the highest interaction with other criteria.
- Vertical vector (D-R) shows influencing power of each factor. In general, if D-R is

positive, then the variable is regarded as a cause variable and if D-R is negative, the variable is considered as effect.

Structural equation modeling

Hypotheses were tested using structural equation modeling and LISREL software.

The relationship between personal emotions and attraction of spectators mediated by stress

In this test, direct correlation between personal emotions and attraction of spectators, correlation between stress and attraction of spectators, and finally the correlation between expression of personal emotions and attraction of spectators mediated by stress was investigated. In the other words, direct, indirect and total influences of expression of personal emotions on attraction of spectators were calculated. Results of structural equation model are presented in **Figure 1**.

Based on the results obtained in this study, the correlation between expression of personal emotions and attraction of spectators was 0.67 showing that it has a strong correlation with attraction of spectators. Correlation between stress and attraction of spectators was calculated as 0.47 showing a mediocre and slight correlation with attraction of spectators. Total correlation between expression of

personal emotions and attraction of spectators with stress as mediator was 0.82 suggesting a strong correlation. Total effect is calculated as follows:

$$\text{Total effect: } 0.67 + (0.33 \times 0.47) = 0.82$$

The value of RMSEA was 0.039 showing that model has a good fitness and t-value in all cases was higher than 1.96 indicating significance or the observed correlations.

The relationship between recreation and attraction of spectators mediated by interest

In this test, direct correlation between recreation and attraction of spectators, correlation between interest and attraction of spectators, and finally the correlation between recreation and attraction of spectators mediated by interest was investigated. In the other words, direct, indirect and total influences of recreation on attraction of spectators were calculated. Results of structural equation model are presented in **Figure 2**.

Based on the results obtained in this study, the correlation between recreation and attraction of spectators was 0.35. Correlation between interest and attraction of spectators was calculated as 0.52 showing a mediocre correlation with attraction of spectators. Total correlation between recreation and attraction

of spectators with interest as mediator was 0.68 suggesting a relatively good correlation.

Total effect is calculated as follows:

$$\text{Total effect: } 0.35 + (0.64 \times 0.52) = 0.68$$

The value of RMSEA was 0.026 showing that model has a good fitness and t-value in all cases was higher than 1.96 indicating significance or the observed correlations.

The relationship between beauty and attraction of spectators mediated by escape from problems

In this test, direct correlation between match beauty and attraction of spectators, correlation between escape from problems and attraction of spectators, and finally the correlation between beauty and attraction of spectators mediated by escape from problems was investigated. In the other words, direct, indirect and total influences of match beauty on attraction of spectators were calculated. Results of structural equation model are presented in **Figure 3**.

Based on the results obtained in this study, the correlation between beauty and attraction of spectators was 0.29 which is not very strong but is significant since t-value was 2.25. Correlation between escape from problems and attraction of spectators was calculated as 0.42 showing a mediocre correlation with attraction of spectators. Total correlation

between match beauty and attraction of spectators with escape as mediator was 0.61 suggesting an acceptable correlation. Total effect is calculated as follows:

$$\text{Total effect: } 0.29 + (0.78 \times 0.42) = 0.61$$

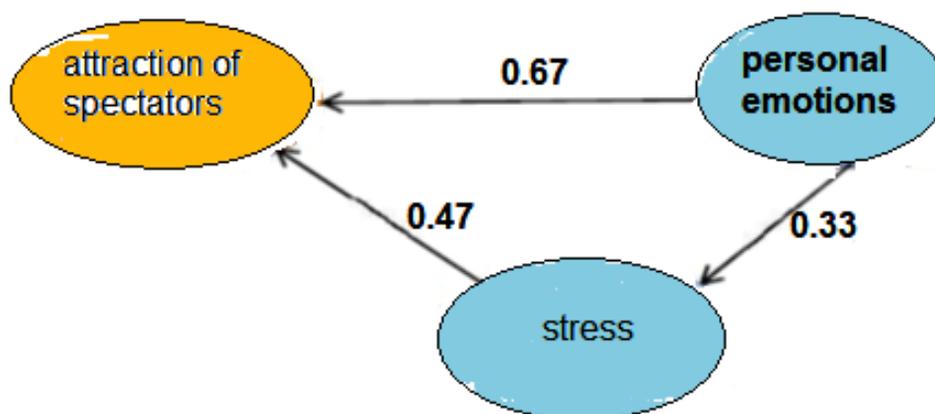
The value of RMSEA was 0.027 showing that model has a good fitness and t-value in all cases was higher than 1.96 indicating significance or the observed correlations.

The relationship between playing the role and attraction of spectators mediated by knowledge and information

In this test, direct correlation between playing the role and attraction of spectators, correlation between knowledge and information with attraction of spectators, and finally the correlation between playing the role and attraction of spectators mediated by knowledge and information was investigated. In the other words, direct, indirect and total influences of playing the role on attraction of spectators were calculated. Results of structural equation model are presented in **Figure 4.**

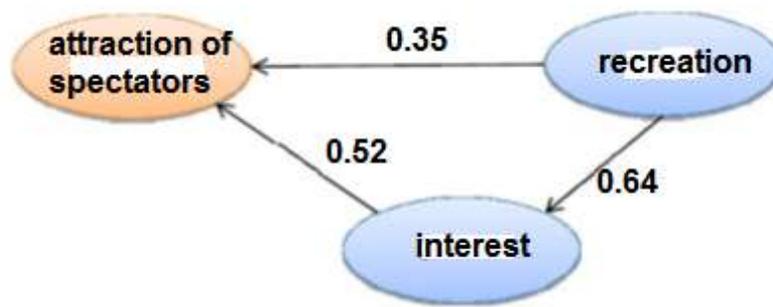
Table1: Cause relation pattern of internal factors of the model

D-R	D+R	R	D	
0.86	2.52	0.83	1.69	Interest
1.42	2.78	2.10	0.68	Beauty
- 0.26	2.53	1.39	1.13	Stress
1.05	2.35	0.65	1.70	Expression of internal emotions
- 0.94	2.90	1.92	0.98	Escaping from life problems
1.41	2.98	1.70	1.29	Recreation
- 0.12	2.68	1.40	1.28	Players' role
0.44	0.78	1.02	0.80	Knowledge and information
1.16	2.26	1.05	1.21	Motivation
- 0.26	2.56	1.15	1.41	Visions and believes



RMSEA: 0.039, GFI: 0.93, AGFI: 0.95, CFI: 0.95, NFI: 0.97

Figure 1: Structural model of correlation between expression of personal emotions and stress with attraction of spectators



RMSEA: 0.026, GFI: 0.98, AGFI: 0.97, CFI: 0.98, NFI: 0.96

Figure 2: Structural model of correlation between recreation and interest with attraction of spectators

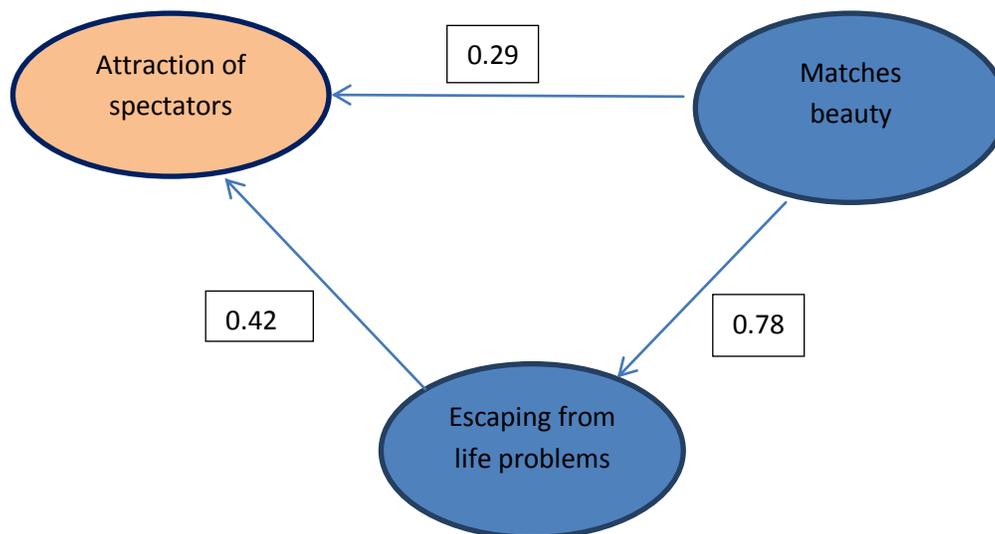
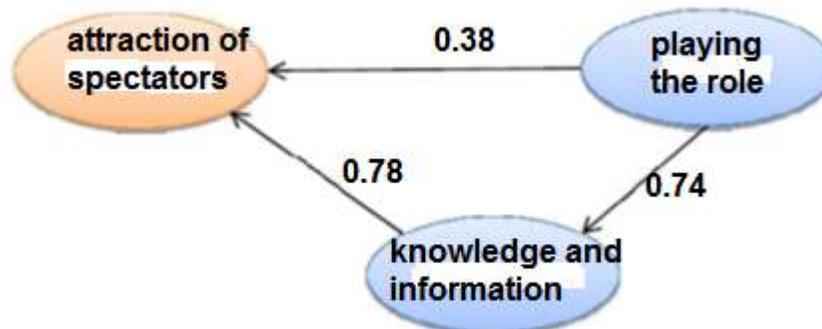


Figure 3: Structural model of correlation between beauty and socialism with attraction of spectators

RMSEA: 0.027, GFI: 0.96, AGFI: 0.95, CFI: 0.96, NFI: 0.98



RMSEA: 0.017, GFI: 0.98, AGFI: 0.97, CFI: 0.97, NFI: 0.98

Figure 4: Structural model of correlation between playing the role and knowledge with attraction of spectators

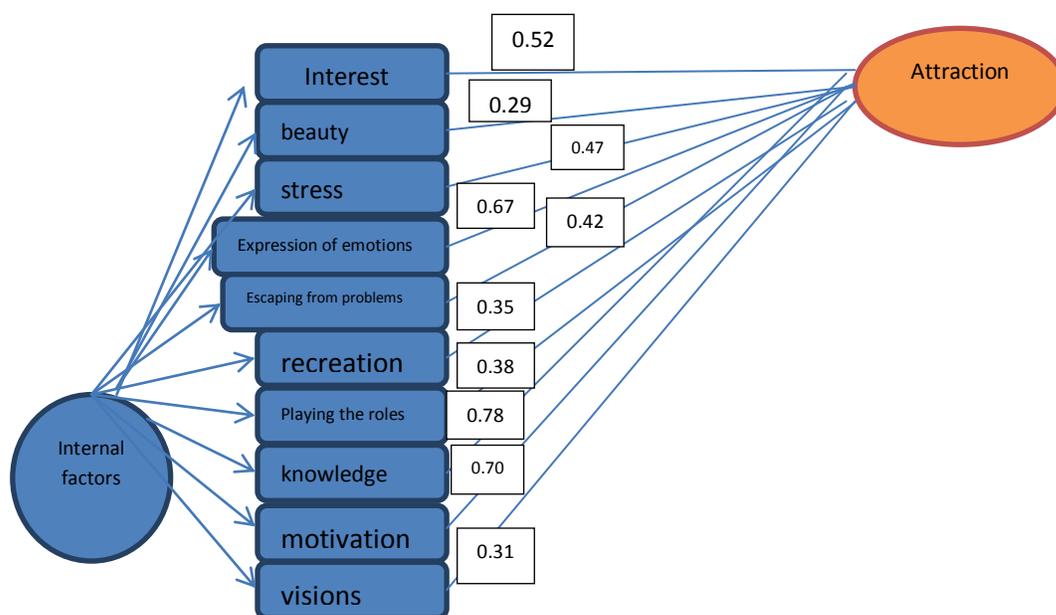
Based on the results, the correlation between playing the role and attraction of spectators was 0.38. Correlation between knowledge and attraction of spectators was calculated as 0.78 showing a strong correlation with attraction of spectators. Total correlation between playing the role and attraction of spectators with knowledge and information as mediator was 0.95 suggesting a strong correlation. Total effect is calculated as follows:

$$\text{Total effect: } 0.38 + (0.78 \times 0.74) = 0.95$$

The value of RMSEA was 0.017 showing that model has a good fitness and t-value in all cases was higher than 1.96 indicating significance or the observed correlations.

Total model of the investigation and correlation matrix

Based on total model of the present investigation, all identified internal factors have influence on attraction of spectators.



Among internal factors, knowledge and information have the highest influence on attraction of spectators with correlation coefficient as 0.78. This implies that by increase in people’s knowledge on the sport of interest, participation of more spectators is

expected. Motivation is another factor in attraction of spectators which is the second main external factor influencing attraction of spectators weighting as 0.70. Expression of personal emotion weighting 0.67 occupies the third place. On the other hand, it seems that

visions and believes and also match beauties have lower influence on attraction of spectators.

DISCUSSION AND CONCLUSION

The relationships and influences of the factors affecting attraction of spectators

Interrelations among the variables affecting attraction of spectators are represented as structural equation model. DEMATEL technique was used for internal factors affecting the attraction. In this regard, interest has the highest influence. Beauty, knowledge and escape from problems with the same weights have the lowest influence. Beauty and escape from problems have high sensitivity to influence of other factors. Expression of internal emotions and interest has the lowest sensitivity. Moreover, recreation and escape from life problems have the highest interaction level with other studied criteria.

Direct correlation between expression of personal emotions with attraction of spectators, correlation between stress and attraction of spectators and finally the correlation between expression of personal emotions and attraction of spectators mediated by stress was evaluated. Based on the results, expression of personal emotions had strong correlation with attraction of spectators. Correlation between stress and

attraction of spectators was mediocre. However, total correlation between expression of personal emotions and attraction of spectators with stress as mediator was moderate. Results concerning the correlation between expression of personal emotions and attraction of spectators are in agreement with those reported by Hol Lee (2006) and Rolinger (1999). The authors have reported that expression of emotions during match time results in enhanced loyalty and attraction of spectators. Participation in matches as a group provide the possibility for expression of emotions by individual spectators so that they can encourage the players; and influence of expression of excitement identified as an influencing factor in the present study is in accordance with previous reports.

Our results concerning the correlation between stress and attraction of spectators accord with those reported by Rilander (2008), Mohiu (2008), Rollinger (1999), Zhang, Pease and Iarn (2001), Xang (2002) and Armstrong (2003). In the present study, the respondents cited escaping from stress as reason for participating in matches.

For evaluating the relationship between recreation and attraction of spectators, at first, direct correlation between recreation and

attraction of spectators and correlation between interest and attraction of spectators, and finally the correlation between recreation and attraction of spectators mediated by interest were investigated. Correlation of interest and attraction of spectators was mediocre. But the total correlation between recreation and attraction of spectators with interest as mediator was relatively good. These results imply that it is less probable that a person goes watching taekwondo matches only for recreation. However, when he is a fan of this sport, the probability that he goes to watch the matches is enhanced. So if we want to attract spectators for recreation, we should make them eager to taekwondo. To create this interest, results of other studies such as application of marketing techniques can be used. Moreover, it was described that recreation mediated by beauty has stronger influence on attraction of spectators.

Results regarding the relationship between recreation and attraction of spectators agree with those reported by Maosumi (2008), Saatchian et al (2011), Rollinger (1999), Lederhen (2000), Morel (2001), Zhang, Pease and Larn (2001), Xang (2002), Armstrong (2003), Hol Lee (2006), James (2006), Rillander (2008). A notable finding in the present study was that spectators' motivation

to follow sport matches is their recreational nature. In the present study most of the respondents were young people possessing more free time compared to adult ones and so seek for an exciting place for recreation. Result concerning the correlation between interest and attraction of spectators is in agreement with those reported by Saatchian et al (2011), Lederhen (2000), Kim (2012), Redinger (2003), Seafung (2004), Wang (2010) and Jean Mohiu (2008).

Direct correlation between beauty and attraction of spectators, correlation of escape from problems and attraction of spectators and finally, the correlation between beauty and attraction of spectators mediated by escape from problems were investigated. In the other words, direct, indirect and total influence of matches' beauty on attraction of spectators was calculated. Results showed that correlation between beauty and attraction of spectators was not so strong. The correlation between escape from problems and attraction of spectators was also moderate. However, total correlation between beauty and attraction of spectators mediated by escape from problems was acceptable.

Moreover, the correlation between beauty of matches and recreation with attraction of spectators and finally the correlation between

beauty and attraction of spectators with recreation as mediator was evaluated. The correlation between recreation and attraction of spectators was moderate. Total correlation regarding recreation as mediator was also moderate. Therefore, the probability that people are attracted to matches by considering taekwondo as beautiful sport is negligible. This can be due to two reasons, the first one is sport beauty nature and it should be investigated if this sport is not so beauty that can attracts the people to an interesting match. If the answer is negative, then it should be investigated that how the beauties of this sport can be introduced to spectators so that more people go watching the matches. Results regarding the correlation between match beauty and attraction of spectators are in agreement with those reported by Torkfar (2009) and Jung (2006). These authors have proposed the beauty as an important factor affecting attraction of spectators to athletic matches. In the present study, respondents regarded beauty as a motivation for attending the matches. In general, aesthetics is human need in top level, so beauty of match regarding the way of holding, competition place, banners, beautiful match and so on are important in attraction of spectators.

Results concerning the relationship between escape from problems and attraction of spectators are in accordance with those reported by Kapla (2001), Sukim and Chelip (2003), Seafung (2004) and John Mohiue (2008). In these cases, the authors proposed escape from problems and achieving calm as a factor for attraction of spectators. Considering the problem young people of society are encountered with such as finding a job, marriage, high living cost and so on, most of them seek for a way to get distant from the problems at least for short term and since the majority of the sample in this study were young, so they cited escaping from problems as a reason for attending the matches.

Direct correlation between playing the role with attraction of spectators, correlation between knowledge and information with attraction of spectators, and finally the correlation between playing the role and attraction of spectators mediated by knowledge were investigated. Correlation between knowledge and information with attraction of spectators was strong. Moreover, total correlation of playing the role and attraction of spectators mediated by knowledge was very strong.

Direct correlation between motivation with attraction of spectators, correlation between

escape from problems with attraction of spectators, and finally the correlation between motivation and attraction of spectators mediated by escape from problems were investigated. Correlation between motivation with attraction of spectators was strong. Correlation between escape from problems with attraction of spectators was good. Moreover, total correlation of motivation and attraction of spectators mediated by escape from problems was very strong.

Direct correlation between expression of personal emotions and attraction of spectators, correlation between stress and visions with attraction of spectators, and finally the correlation between expression of personal emotions with attraction of spectators with “stress” and “visions and believes” as mediator were investigated. The results showed that these factors are moderately correlated with attraction of spectators. However, total correlation between personal emotions and attraction of spectators mediated by “stress” and “visions and believes” was 0.87 suggesting very strong correlation. Results regarding the correlation between playing the role and attraction of spectators are in agreement with those reported by Lederhen (2000), Redinger (2003) and Fung (2004) emphasizing that

good playing by the players is an important factor in attraction of spectators. In the present study, respondents expressed that performing taekwondo skills and good display by the players is an important factor that attracts them to contests.

Results regarding the correlation between knowledge and attraction of spectators are in accordance with those reported by Lederhen (2000), Zhang (2002) and Jung (2006). In the present study, knowledge on taekwondo and understanding its rules have been cited by the respondents as main causes of enjoying from the matches and attending the contests.

Based on the results obtained in this investigation, it can be concluded that much attraction was observed for single people, unemployed persons and age group ranging from 20 to 30 years suggesting that we can attract them more effectively by creating facilities and considering their demands and needs such as more advertising in universities and providing better services.

Moreover, the results indicated that the identified internal factors had influence on attraction of spectators among which, knowledge and information had the highest effect, followed by motivation and personal emotions with the same weights. Visions and believes and also beauty had less influence.

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