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Sport Management Review

journal homepage: www.elsevier.com/locate/smr

Development and validation of the motivation scale for disability sport consumption



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ARTICLE INFO

Article history:

Received 23 May 2012

Received in revised form 6 November 2013

Accepted 8 November 2013

Keywords:

Disability sport

Wheelchair basketball

Consumer behavior

ABSTRACT

While there is a growing body of knowledge on disability sport consumer behavior (Byon, Carroll, Cottingham, Grady, & Allen, 2011; Byon, Cottingham, & Carroll, 2010), these studies used scales explicitly designed for non-disability sport contexts, showing only reasonable model fit and not examining factors specific to the disability sport consumer experience. This publication represents the first attempt to identify specific disability sport motives and develop a scale, the Motivation Scale for Disability Sport Consumption (MSDSC). Newly identified disability sport motives include inspiration, supercrip image and disability cultural education. These were examined in conjunction with factors from Trail and James (2001) and Trail (2010). Data were collected at the 2011 collegiate wheelchair basketball championships; results were collected to conduct exploratory and confirmatory factor analyses. Results indicated that a 9-factor model was most appropriate. Significant motives included physical attraction, drama, escape, inspiration, physical skill, social interaction, violence, and supercrip image. The model fit was improved over the Byon studies and was comparable to relevant non-adaptive motive studies (Lee, Trail, & Anderson, 2009; Trail & James, 2001; Robinson, Trail, & Kwon, 2004). This scale represents a tool for practitioners and academics to effectively examine spectators of disability sport.

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1. Introduction

Globally, the business of sports is booming. The current US sport industry alone totals approximately \$410 billion (Plunkett, 2010), and internationally, the number is even larger. Competition for eyes and dollars from consumers is fierce, and as spectators consume media, live sporting events, and merchandize, sport marketing professionals need to recognize the perspectives of these consumers in order to increase market share in this crowded sport marketplace. In order to

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understand the desires of consumers, researchers have examined various facets of consumption behavior including, but not limited to, spectator attachment to aspects of sport (Trail, Robinson, Dick, & Gillentine, 2003; Wann & Branscombe, 1993), service quality (Theodorakis, Kambitsis, Laios, & Koustelios, 2001), market demand (Byon, Zhang, Connaughton, & Ko, 2010) and consumer motivation (Trail & James, 2001; Wann, 1995). Of these, motivation has been the most studied and is arguably the most well understood determinant of consumer behavior.

Motivation has been examined in the context of disability sport (Byon, Carroll, Cottingham, Grady, & Allen, 2011; Byon, Cottingham, & Carroll, 2010) by way of the Motivation Scale for Sport Consumption (Trail & James, 2001), but both studies showed only reasonable model fit with concerns with the RMSEA. Byon et al. (2011) suggest that better model fit may not be present because specific factors related to disability are not included. Literature in the context of Historically Black Colleges and Universities show that fans of non-traditional sports may have different motivations (Armstrong, 2002). The purpose of this study is to develop and validate the first motivation scale specifically designed for disability sport, the Motivation Scale for Disability Sport Consumption (MSDSC).

Theoretically, the MSDSC adds to the body of sport management literature by identifying and testing context-specific motivation factors in disability sport, a historically underrepresented area of sport within the literature. Practically, disability sport professionals may use the results of this study to better understand motivation factors associated with their prospective audience/fans, thus more effectively tailoring marketing aspects so as to increase market share.

1.1. Motivation

For the purposes of this study, motivation is defined as “the driving force within individuals that impels them to action” (Schiffman & Kanuk, 2004, p. 87) and motives are the specific constructs that aggregately determine motivation. Motivation was initially used to explain investment in sport (Sloan, 1989), but the focus was more heavily geared toward consumer investment, as opposed to participant investment.

Some researchers have developed and advocated scales such as the Sport Fan Motivation Scale (SFMS; Wann, 1995), the Motivation Scale for Sport Consumption (MSSC; Trail & James, 2001) and the Sport Interest Inventory (SII; Funk, Mahony, Nakazawa, & Hiraikawa, 2001) which were designed to be generally applied to a number of sport settings. For example, the MSSC has been applied to intercollegiate sports (James & Ridinger, 2002; Robinson & Trail, 2005; Trail et al., 2003; Woo, Trail, Kwon, & Anderson, 2009), professional baseball (Trail & James, 2001), and professional hockey (Casper, Kanters, & James, 2009). Clearly, the benefit of a single scale which can be applied to a number of contexts is appealing in the provision of simplicity, general application and parsimony.

However, other researchers have noted that while these scales have been shown effective in more mainstream sports, in new sport contexts scales should be substantially modified or created anew. One such example is Funk, Mahony, and Ridinger's (2002) revision to the SII. Funk et al. found that the SII did not provide consideration for unique factors of consuming women's sports. To address this limitation, women's basketball fans were interviewed and four additional factors were identified and included in a study on fans of professional women's basketball. This new model was compared to the previous model by examining the psychometrics of the previous and current scales (Funk et al., 2001).

A similar approach was taken by Armstrong (2002), who developed the Black Consumers' Sport Motivation Scale when she found the SFMS had poor model fit when measuring motivation of consumers of sporting events at historically black colleges and universities. This scale has roots in the SFMS but included new and modified factors explaining previously unaccounted variance in this context. Furthermore, Kim, Greenwell, Andrew, Lee, and Mahony (2008) modified the MSSC substantially and included a unique factor of violence when examining consumer motivation in the context of mixed martial arts.

1.2. Marketing disability sport

Early research on the promotion and support of disability sport put focus on the argument of social justice (Eleftheriou, 2005; Hums, 2002; Hums, Moorman, & Wolff, 2003). This argument states that there is an ethical responsibility to fund disability sport. Arguments such as these have led a number of nations to fund disability sport through national sport development and Olympic programs (Havaris & Danylchuk, 2007; Jones, 2008). While this has increased the funding of some national programs and organizations, governing bodies such as the International Paralympic Committee (2008) and the International Wheelchair Rugby Federation (2008), have stated that additional revenue must be generated. In addition, organizations based in the United States such as the National Wheelchair Basketball Association (NWBA) and the United States Quad Rugby Association (USQRA) do not receive federal funding or non-competitive grants. For all of these disability sport organizations, it is clear that efforts must be made to increase spectator attendance at disability sporting events to both increase additional revenue and attract additional sponsorship.

1.3. Consumer behavior in disability sport

To date there have been very few studies on consumer behavior in the context of disability sport. Byon, Cottingham, et al. (2010) and Byon et al. (2011) used the MSSC to examine the motivation of spectators attending wheelchair rugby nationals. These researchers found that the MSSC had reasonable model fit, but noted that a specific disability motive scale was needed to more effectively understand consumer behavior in this unique context. In addition, Byon et al. (2011) found

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