

The effect of spectators' motivation on spectator behavioural intention in CBA Sichuan match

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Abstract: *The development of China's sports market is gradually growing. More and more spectators enter the sports arenas to watch sports games. CBA, as one of the most influential sports events in China, attracts a large number of spectators to watch the games. However, there is still a lot of room for improvement in the number of spectators watching the games on site. This paper takes CBA spectators in Sichuan as the research object and analyses the influence of spectators' motivation on behavioural intention. The results show that the spectators' motivation to watch games in the CBA Sichuan Match Area has a significant positive effect on behavioural intention.*

Keywords: CBA, motivation, behavioural intention

1. Introduction

The flourishing of Chinese basketball culture is one of the important backgrounds for CBA to attract viewers. Basketball has a long history in China, and it has become one of the favourite sports for Chinese sports fans since the end of the 20th century with the popularity of NBA in China and the improvement of Chinese basketball level. CBA, as the highest level of basketball league in China, attracts a large number of spectators who love basketball. Through CBA games, viewers can feel the dramatic changes of the game, as well as gain knowledge, socialise with friends, and entertain and relax. Therefore, there are many reasons why viewers are motivated to watch CBA games.

On the other hand, the motivation to watch a game is crucial to behavioural intention. If a person is interested in the game or event, they may watch the game more intently and may participate more actively. It directly affects a person's willingness to participate in a match-watching activity and their level of engagement in it. If a person is interested in the match or activity, they may be more attentive to watching the match and may be more actively involved in it. Therefore, studying the effect of motivation on behavioural intention plays an important role in enhancing CBA marketing strategies.

2. The concept of motivation

Motivation, usually expressed as an individual's desire or intention to achieve a goal, is a psychological concept that refers to the conscious awareness that people display in order to achieve a desired end. Needs are the source from which motivation arises and can also be transformed into motivation, which requires a certain level of intensity and the existence of conditions to satisfy the need in order for it to be realised.

Stoner (1995) and others consider motivation to be an activated state that drives or impels an individual to take action to achieve his or her goals. [1]

In his work, Sifman (1997) states that motivation is a psychological process and a subjective factor, usually expressed as an individual's interests, ideals, or aspirations, that plays a motivational role in the generation and maintenance of individual behaviour. [2]

At the beginning of the 20th century, some scholars in the field of psychology (Ye, 1998) first studied motivation, and Guthrie argued that all human behaviours are muscular contractions and glandular secretory responses elicited by stimuli, and that the stimuli are the cause of human beings' making behaviours. As psychological research continued, the humanistic school was gradually formed. The humanistic school stresses that internal factors such as human motivation, needs, and values have a very important influence on individual behaviour. [3]

Lu Jihua et al. (2012) argued that motivation can influence an individual's behaviour, acting as an incentive and a sustainer. In this process, motivation leads individual behaviour towards their specific goals, thus creating unique psychological influences and subjective factors. Taking a modern psychological perspective as an entry point, it can be found that motivation is defined as an intrinsic factor that prompts people to perform a particular behaviour. Specifically, motivation is the intrinsic power that triggers, inspires or even maintains individual behaviour and prompts that behaviour to be gradually oriented towards a particular goal, motivation is a behavioural drive based on the need for a goal as a starting point, with the ultimate aim of achieving the goal. [4]

Some scholars apply the theory of motivation to the study of professional event consumption, trying to explain the motivation of the audience to watch the game, Wann (2001) believes that the audience of sports events will watch the sports competition because of their own internal needs, this internal need is the motivation, the sports event is a kind of social platform to realise the needs of individuals.[5] The study of motivation in the study of the consumption of professional events has been carried out by some scholars. [5]

Neale (2006) argues that sport viewing motivation is the factor behind driving spectators to participate in watching sport events and argues that the focus of sport motivation research is to reveal how to fulfil the needs behind spectators' participation in sport events. [6]

Motivation is the thrust behind driving consumers to participate in watching sporting events. Motivation is the psychological impetus or internal drive that drives a person to perform an activity and is mainly generated by psychological or physiological needs and desires that can initiate, direct, and integrate individual behaviours and activities (Yolal & Uysal, 2009). [7]

Chen Zhibin (2014) and others in their study pointed out that spectator motivation is the motivation of fans to engage in sports consumption to go to live football and other sports events, which interprets the reasons for the emergence of fans' spectator consumption behaviour, as well as the prediction of their subsequent consumption behaviours. [8]

Qingyun Jin (2014) collectively referred to four factors such as cognitive needs, emotional needs, integrative needs, and avoidance needs as the motivational needs of sports fans. [9]

Xian Zhang (2016) argued that spectator motivation is approximately equivalent to consumption motivation, and she researched from the perspective of sports consumption, arguing that spectator motivation manifests itself in the willingness to travel to live spectator matches. [10]

Byon et al. (2013) in their study on the consumption levels of spectators at professional events stated that sports spectators make significant contributions to most sporting events through incentive support or financial support. [11] Wann and James (2018), among others, argued that self-imposed pressure and social incentives are the driving factors for spectators to travel to live sporting events; spectators fulfil their own and social needs in the special social context of live events. [12]

Wasserman (2020) et al. point out that motivation is the reason why a person or animal starts, continues or terminates a behaviour at a certain time, and that motivational states are usually understood as a force within the actor that creates the tendency to engage in goal-directed behaviours, and that there is a competing relationship between the different motivational states, and that the winners in the competition play a decisive role in the emergence of the behaviours. [13]

To sum up, numerous scholars have defined match-viewing motivation in a broadly similar way, although they are not entirely consistent. Combining the definitions of scholars, this paper argues that match-viewing motivation is the drive of spectators with supportive tendencies, combined with their own and group-based needs, driven by intrinsic needs and attracted by extrinsic processes, in order to achieve the goal of watching the game.

3. The relationship between match-viewing motivation and behavioural intention

All human behavioural motivation is to better satisfy their needs. Motivation is a direct driver for people's behaviour and other psychological drivers can drive people's behaviour by converting them into motivation. Tan Chung et al. (2007), in their study on the motivation of football fans in key cities, suggested that the study of fans' motivation to attend matches can give a root explanation for the occurrence of fans' behaviours, a kind of in-depth retrospective causation. The study of motivation can more accurately predict the future behaviour of fans than the study of their past match-attendance behaviour. The analysis of the motives that drive the behaviours makes it easier to understand the

behaviours themselves, so that the managers can formulate the corresponding countermeasures in a targeted manner. [14] Zhang Lei et al. (2017) proposed in the construction and validation of the spectator's motivation model that the spectator's motivation has a positive impact on the actual spectator behaviour, and the stronger the spectator's motivation is, the more likely they are to watch the game in the future, and the more likely they are to care about sports entertainment and sports consumption. [15]

After combing through the literature, many scholars have studied the relationship between spectator motivation and behavioural intention, and it can be found that spectator motivation is a predictive indicator that can be used to predict consumers' future behaviour. The stronger the spectator's motivation is, the more likely it is to generate relevant behavioural intention. Therefore, this paper puts forward the following hypothesis: CBA spectators' motivation has a significant positive effect on the intention to watch the game.

4. Research method

In order to find the relationship between the influence of motivation on behavioural intention in empirical research, out of this paper, the audience of CBA Sichuan Match was selected as the research object, and the audience's motivation to watch the game was investigated through many matches. The study issued a total of 900 questionnaires, and 857 valid questionnaires were recovered. This paper constructs a structural equation model to verify whether the assumptions made in this paper are valid.

5. Reliability Test

Table 1: Cronbach's coefficients for each variable

variable	Dimension	Cronbach's Alpha	N of item	Total Cronbach's Alpha
Motivation	Knowledge	0.868	3	0.914
	Achievement	0.865	3	
	Drama	0.886	4	
	Sociality	0.882	4	
Behavioral intention	Watch the match again	0.849	3	0.860
	Positive comment	0.883	3	
	Recommend to others	0.868	3	

It can be seen from table 1 that the four dimensional reliability of Motivation are as follows: the Cronbach's alpha coefficient of Knowledge is $0.868 > 0.7$, with a total of 3 items, indicating that the consistency of this part of the questionnaire is high. The Cronbach's alpha coefficient of Achievement is $0.865 > 0.7$, with a total of 3 items, indicating that the consistency of this part of the questionnaire is high. 0.7 , with a total of 3 items, indicating a high degree of consistency for this section of the questionnaire. The Cronbach's Alpha coefficient for Drama was $0.886 > 0.7$, with a total of 4 items, indicating a high degree of consistency for this section of the questionnaire. The Cronbach's Alpha coefficient for Sociality was $0.882 > 0.7$, with a total of 4 items, indicating a high degree of consistency for this section of the questionnaire. The overall Cronbach's alpha coefficient for Motivation is $0.914 > 0.7$, which is a more satisfactory overall reliability.

The reliability of the three dimensions of Behavioral intention is as follows: Cronbach's Alpha coefficient of Watch the match again is $0.849 > 0.7$, with a total of three items, indicating high consistency in this part of the questionnaire. Cronbach's Alpha coefficient of Positive comment was $0.883 > 0.7$, with a total of 3 items, indicating high consistency of this part of the questionnaire. Cronbach's Alpha coefficient of $0.868 > 0.7$ was recommended to others, with a total of 3 items, indicating high consistency of this part of the questionnaire. The overall Cronbach's Alpha coefficient of Behavioral intention is $0.860 > 0.7$, indicating a satisfactory overall reliability.

6. Exploratory factor analysis

According to the table 2, it can be seen that the KMO value of motivation is $0.910 > 0.7$. p-value in Bartlett's Test is $0.000 < 0.05$. This indicates that the statistical test of motivation is significant. Combining the above indicators, the variable is suitable for factor analysis.

Through exploratory factor analysis of the sample, the factors were extracted by using the method of principal component analysis, and the cumulative variance contribution rate reached 76.459%, indicating that it can reflect the original data more adequately; the common factors were extracted by the method of maximum variance, and four of them were extracted in the end. The composition of the factors is consistent with the hypotheses proposed in the model, indicating that the motivation has a better structural validity.

Table 2: Factor analysis of motivation

Dimension	Item	Component			
		1	2	3	4
Knowledge	MK1				0.805
	MK2				0.802
	MK3				0.824
Achievement	MA1			0.808	
	MA2			0.868	
	MA3			0.836	
Drama	MD1	0.801			
	MD2	0.781			
	MD3	0.837			
	MD4	0.786			
Sociality	MS1		0.81		
	MS2		0.792		
	MS3		0.782		
	MS4		0.801		
KMO		0.910			
Bartlett's Test	Sig.	0.000			
Total		6.631	1.558	1.393	1.122
% of Variance		47.361	11.132	9.951	8.015
Cumulative %		47.361	58.493	68.444	76.459

Table 3: Factor analysis of behavioral intention

Dimension	Item	Component		
		1	2	3
Watch the match again	biw1			0.818
	biw2			0.839
	biw3			0.858
Positive comment	bip1	0.845		
	bip2	0.83		
	bip3	0.865		
Recommend to others	bir1		0.838	
	bir2		0.835	
	bir3		0.839	
KMO			0.846	
Bartlett's Test	Sig.		0.000	
Total		4.376	1.376	1.244
% of Variance		48.618	15.288	13.824
Cumulative %		48.618	63.906	77.73

According to the table 3, it can be seen that the KMO value of behavioural intention is $0.846 > 0.7$. p-value in Bartlett's Test is $0.000 < 0.05$. This indicates that the statistical test of behavioural intention is significant. Combining the above indicators, the variable is suitable for factor analysis.

Through exploratory factor analysis of the sample, the factors were extracted by applying the method of principal component analysis, and the cumulative variance contribution rate reached 77.73%, indicating that it can reflect the original data more adequately; the common factors extracted by the maximum variance method, and three of them were finally extracted. The composition of the factors is consistent with the hypotheses proposed in the model, indicating that behavioural intention has better structural validity.

7. Structural equation modelling

In this paper, the second-order structural equation model is plotted, and the data are brought into the structural equation model for operation, and the following values are obtained.

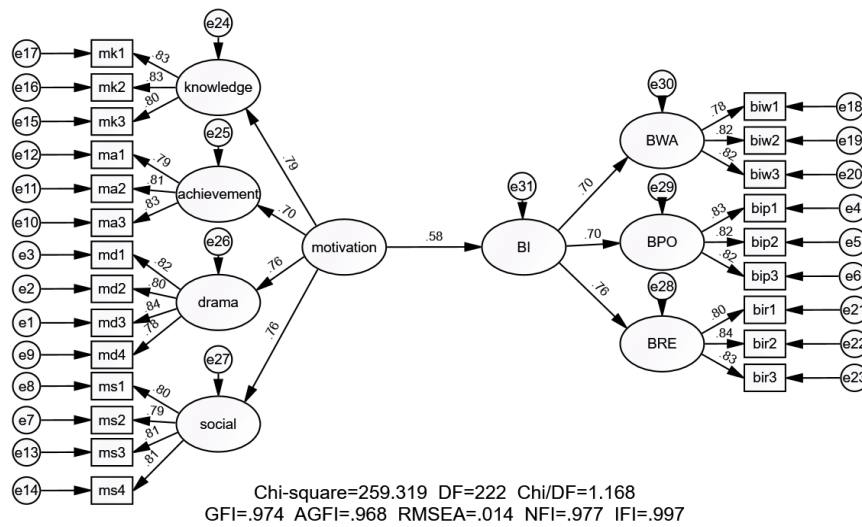


Figure 1: Structural equation model

From the figure 1, it can be seen that the value of chi-square divided by degrees of freedom is 1.168, which is greater than 1 and less than 3; the value of GFI is 0.974, which is greater than 0.9; the value of AGFI is 0.968, which is greater than 0.9; the value of RMSEA is 0.014, which is less than 0.05; the value of NFI is 0.977, which is greater than 0.9; IFI value is 0.997, which is greater than 0.9. This paper compares the model fit values with the model indicators and finds that all the values satisfy the model fit criteria. This shows that the model has good structural validity.

Table 4: Path coefficients between variables

Variable		Std.	Unstd.	S.E.	C.R.	P
BI	<--- motivation	0.583	0.481	0.047	10.209	***

Note: ***<0.001

From the table 4 it can be seen that the p-value in the path of influence of motivation on behavioural intention is less than 0.001. This value is less than the standard value of 0.05 which shows that motivation has a positive and significant effect on behavioural intention.

8. Conclusion.

This paper constructs the survey scales of motivation and behavioural intention, and through the survey of CBA spectators in Sichuan match area, it is found that the spectators' motivation to watch the match in Sichuan match area has a positive and significant influence on the behavioural intention. There is a high degree of agreement between the results of the empirical study and the hypotheses of the literature combing. This phenomenon further suggests that the spectators' motivation for watching the game mainly focuses on the aspects of knowledge, achievement, drama, and socialising. Satisfying viewers' motivational needs from the above aspects has a positive impact on enhancing viewers' intention to watch the game. Therefore, the marketing reform of CBA should closely focus on the audience's motivation to watch the game. This is an important factor to guarantee the sustainable development of CBA.

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