

Factors Motivation Affecting Customers Behavioral to Purchase Sporting Event

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Abstract: *Understanding the concepts motivation attachment and customer desire is a great significance to sport marketers, as it assists them to better tailor events. Thus make sports product more attractive and successful in the marketing strategies. The purpose of this study is to investigate the factors motivation attachment and spectators desire to return at football arena. This research revealed that there is a significant high affected between motivation attachment and spectators' desires to purchase football league tickets. This study revealed that sport marketer should sustain assessment attachment factors for planning marketing strategies and encourage sports customers desire to purchase. Also, sport club managers consider behavioral factors to maximize the level of customers' desire and repurchase sports event.*

Keywords: stadium, customer desire, motivation attachment, sports event, sports industry

1. Introduction

Sport can be classified as a type of consumption because in its simplest terms, sport involves the purchase, use, and or disposition of a good. Customers' choices of sport-related products have been known to employ similar decision-making processes to traditional model cognitive information processing used in consumer research. The enhance development of sports industry in Malaysia, sports marketing strategies should take into account the psychological factors that affecting spectators desire to repurchase sports event. The efforts have been done to develop this sports industry such as the organizing local sporting event such as football league. Ticket sales and attendance of spectator are important revenue factors in conducting successful sporting event. It is important to understand customer behavioral desire to attract customer to their events. Therefore, to sustained football league games for the customer in the sport industry, sport marketers concerned with the attachment of spectators that affect to purchase ticket. The objective of this study is identified factors of attachment spectators' desires to purchase football game at stadium.

Research on how behavioral affect desire to purchase product has been a part of psychological and sociological of sport literature. The effective of factors affecting the spectators' attendance in Volleyball World League [2]. The results stated that game attractiveness, spectators' preferences and the facilities significant positive affect on spectators' attendance. This studies not similar that the pricing issue, which highlighted the presence of opportunistic behavior, was probably as important as the experiential marketing strategy [1]. The factor of stadium environment, stadium security and cleanliness were the most influence spectators' satisfaction attending two Greek

Super League football matches [5]. Meanwhile the results that ticket price of tournaments, game attractiveness, facilities, star players in favorites team had negative effect on spectators' attendance at volleyball arena. In contrast, stated that team success influences spectators' enjoyment. Team loyalty is also the main factor influence spectators' desire to repurchase Korea football league. There is relationship between loyalty and the desire to watch football games. Also, the most significant affect factors of entertainment follow by loyalty, information, aesthetics and vicarious achievement amongst televised sports spectators [6]. Furthermore, there were no significant differences on both gender perceived fitness-oriented motives and social-affective motives and task-oriented motives as the main factors for sports participation. In contrast, results that stadiums facilities, aggressiveness, financial, entertainment, opponent team and team quality affecting football spectators' attendance [1]. The literature shows that various variables explained consumers behavioral to intention to purchase sporting event. However, previous studies not mentioned the attachment variables such as tournament, games, team, community and player affecting spectators' intention to purchase football games.

2. Finding

The attachment factors explained 50% predicted the spectators' desire. Stepwise regression shows that attachment factors such M-League 40% variance followed by R Square Change team attachment 8 % variance, R Square Change community attachment 2% variance, R Square Change player attachment and football attachment less than 2% variance in contributed the M- League spectators' desire to attend games at stadium. Coefficient regression shows that the most Standard Beta is .38 which is M-League. This attachment factor which is most affecting, followed by team

attachment (Beta =.209), community (Beta =.134), football game (Beta =.132) and player (Beta = .118) towards spectators' desire. ANOVA test shows that the affect between predictor variable and criteria variable is $F(5,364) = (49.534)$ at significant level $p = 0.01$. The results revealed that motivation attachment local tournament football M-League Malaysia is the dominant factor on spectator desire to purchase. The five factors attachment explain 50% variance predict spectators' desire. The Durbin Watson analysis shows that there is no independent error with the value 1.84. Present study shows that the spectator attachment has strong relationship towards spectators' desire to watch football games at stadium. The attachment which is M-League factor has strong attachment and player factor has low attachment towards spectators' desire. The spectators' perception, M-League towards their supported team encourage them desire to attend at stadium. The perception of spectators' that motivation attachment is the factor that gives desire to purchase sports event at stadium. It also explained that better M-league could affect higher desire to return at stadium. Sport marketer can apply the sport event marketing strategies to encourage more customers to sustain purchase sporting event'. Customers' satisfaction enjoyment could be elevated if they are constantly informed of the sports league tournament, teams and players' performance.

3. Discussion

Furthermore, high attachment shows that the spectators behavioural desires on sporting events. The spectators' perception, attachment could enhance spectators' frequency to attend at stadium. This is because they are loyalty to the national football league. This study revealed that motivation attachment factors which are teams, community, the player, or football game significantly that affects spectators' desire to attend. Present result is supported finding the effective factors affecting towards spectators' attend such as factor of game attractiveness, spectators' preferences and the facilities significant positive affect on spectators' attendance [4]. The price factor as important of experiential marketing strategy which factors spectator enjoyment and loyalty with sports event [1] & [2]. There were no significant differences on consumers' gender perceived motives, social-affective and task-oriented motives as the main factors for sports participation [6]. Therefore, motivation attachment factors should be given more attention by marketers to enhance sports product more attractive for sporting events consumption such as football industry. The factor attachment towards teams is the most affected predictor towards spectators' enjoyment and frequency to attend games at football arena. The attachment factor towards a team will attract spectators' interest to continue watching the football match. Also, they intended to buy tickets for the upcoming games. These factors are related psychological behavioural sport consumption towards local football league, teams, community, players and football games. In conclusion, motivation attachment to sustain loyalty of sports consumers and technology application could be examining the influence on sports consumption

and need to further study from different product of sports industry.

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