

**Examining the psychological factors that motivate
football fans to interact on Facebook**

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Abstract

In this study, the psychological motives for football fans to use social media are examined through an online survey of 101 respondents. Based on various scales like fanship scale, passion scale, and three sub scales of the Sports Fan Motivation Scale (self esteem, group affiliation, eustress), these motives are examined. The study shows that high degree of fanship results in **voicing opinion** on social media to interact with their favourite team athletes, managers and fellow fans. The findings also reveal that fans who consume football to enhance their self esteem use social media to **learn** more about football, for **socialisation** purposes and to **voice opinion** in order to attain a sense of accomplishment and achievement. Eustress factor motivates the sports fans to interact through the social media for **socialization** as a part of escape from the boredom of the routine activities of everyday life. It is also concluded from the study that the football fans who have a desire for **group affiliation** use social media for socialization purposes rather than the other motives. And finally football fans, who are passively passionate, use social media for **learning** purposes so that they get a sense of acceptance. All these findings have important managerial implications.

Declaration

Copyright Statement

Acknowledgement

CHAPTER I - INTRODUCTION

1.1. Background and Motivation

Football Fans are being increasingly frustrated and with their teams due to the increasing rise in ticket costs, merchandise and mainly due to the rapid commercialization of the sport (Kim and Trail, 2011). Due to this sports fans are looking for new avenues to develop and maintain relationships with their fans. Social media acts as a new and appropriate tool to maintain and develop these relationships with the fans (Williams and Chinn, 2010).

Relationship marketing has become an important marketing technique in most industries in this day and age especially with the developments in information technology and the worldwide web (Hunt and Arnett ,2006). Through relationship marketing, the customers, suppliers and the other partners are integrated into the developmental and marketing activities of the firm (Sheth and Parvatiyar, 1995). The aim of this marketing technique is the development of close relationships, which are highly interactive between the different value chain partners involved in the firm activities and together co create value (Sheth and Parvatiyar, 1995).

The developments in the digital communication field have provided significant chances for sports managers to communicate with sports fans (Witkemper et al, 2012). One main media of communication in this regard is social media where the sports fans and the sports managers can have long lasting relationships through mutual interactions (Hambrick et al, 2010). Effective relationship marketing through social media has become very important in the sports industry (Stavros et al, 2013). This has provided the sports fans an additional channel through which they can consume sports along with the traditional channels. Different studies show this channel of interaction in the sports field as highly effective based on the very high interaction rate of fans with sports and related to sport through the social media (Redden and Steiner, 2000; Williams and Chinn, 2010). The other advantages of interaction through social media include the chances of sharing experiences, which are highly innovative and the

strengthening of the relationships with large number of sports fans across the world (Stavros et al, 2013).

Though many studies have examined the effects of social media interaction in the sports industry, very few studies examined the social media interaction from the perspective of fans (Wang et al, 2011). Studies have shown around only 5 percent focuses on the fans in this regard (Wann, 1995). More specifically, there are only limited studies examining the motives for the fans to interact through the social media. The existing studies in this regard depended on one or more case studies of particular sports fields, countries, or social media platforms, which have generalization problems, when applied to other sports, teams, or countries or social media platforms (Stavros et al, 2013). The motives can also vary based on the psycho demographic characteristics of the fans (Witkemper et al, 2012). There is scope of future study based on the scales developed by various researchers mentioned in the literature.

1.2. Research Question, Aim and Objectives

Given the above background, the objective of this research is as follows:-

- What are the psychological factors that motivate football fans to interact on social media?

The aim of the study is to examine the various psychological factors that motivate the football fans to interact on social media with the sports managers, sports organizations, athletes and fellow fans.

1.3. Scope and Relevance of the Study

Sports fan Motivation is defined “a self- determined and volitional state that energizes a desire to engage in sport goal directed behaviour to acquire positive benefits” (Funk, Beaton, & Alexandris, 2012,). This study tries to fill this gap by focusing on the examination of the psychological motivations of football fans to interact through social media not specific to a particular country not specific social media platforms and also considering the individual differences among the fans. The study also aims at measuring the various motives using appropriate scales developed in the literature.

The findings of this research will enable sports managers to understand these motivations that are identified and have interactions with fans that are meaningful and together co create value. This will be helpful reach out to fans beyond the home market. (Stavros et al,2013).

The findings will aid the sports managers to identify how each motive cause a fan to behave and interact on social media thus the managers can accurately identify this and develop strategies accordingly so that the interactions are meaningful.

1.4. Structure of the Dissertation

There are five chapters in this paper. The first chapter discusses the significance of the study, the second chapter critically reviews the existing studies related to the objectives. In the third chapter, the methodology for the study is discussed. In the fourth chapter, the analysis and findings are discussed. The fifth chapter concludes the study. The recommendations based on the study, limitations of the study and the scope for future research are also discussed in this chapter.

CHAPTER II - REVIEW OF LITERATURE

2.1. Introduction

In this chapter, the theoretical and empirical studies related to the objective of the study are critically reviewed. This chapter consists of five sections. In the next section, the various sports fan motivation theories and scales are discussed. In the third and fourth sections, the studies on social media and interaction are discussed. In the fifth section, the theory on the four major fan motives that are being measured are discussed in depth.

2.2. Sports Fan Motivation Theories and Scales

Sports fan Motivation is defined “a self- determined and volitional state that energizes a desire to engage in sport goal directed behavior to acquire positive benefits” (Funk, Beaton, & Alexandris, 2012,)

According to Sloan (1989) sports fan motivation can be classified into five categories namely emotional and psychological desires, salubrious effects, stress and stimulation seeking, catharsis and aggression, entertainment, and achievement seeking. The salubrious effects theory by Klausner (1968), Sloan (1989) and Wann (1995) suggests the main motivation for the consumption of sports by fans is the need for their wellbeing in mental and emotional terms, known as eustress. The recreation theory suggests the motive for sports consumption as the need to get rid of the boredom in daily life caused by the routine activities (Sloan, 1989). Based on the other set of theories called stress and stimulation theories, positive stresses like excitement and challenge are obtained through the sports to fans and the reason for consumption of sports is the need for eustress(Sloan,1989). Catharsis and aggression theory suggests that the reason for the attractiveness of the sports fans towards the consumption of sports is the aggressive and violent content in the sports (Sloan, 1989). Entertainment theories by Leonard (2001) suggest the main motives for sports consumption as the sports aesthetics and the morals, which sports bring to society. The achievement seeking theories suggest the motives for sports consumption is due to the need for knowledge attainment and success sharing (Zhang etal, 2010).

There are many theoretical models developed explaining the motives for sports consumption. These include the **Sports Fan Motivation Scale** developed by Wann (1995), the **Motivations of the Sport Consumer Scale** by Milne and

McDonald(1999), **the Motivation Scale for Sport Consumption** by Trail & James(2001) and **the Sport Interest Inventory** by Funk et al(2002) . In the Sports Fan Motivation Scale developed by Wann (1995), the various motives based on a 23 liker scale item questionnaire included eustress, self-esteem benefits, escape from everyday life, entertainment, economic factors (related to gambling), aesthetics, group affiliation, and family needs . The Motivations of the Sport Consumer scale by Milne and McDonald(1999) based on the Sloan (1989) and Maslow's (1943, 1968) hierarchy needs identified the motives as risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, and self-actualization. There have been various critiques regarding how reliable and valid these scales are and scholars have since attempted to prove their reliability and validity (Trail and James, 2001).

The Motivation Scale for Sport Consumption by Trail and James (2001) suggests nine fan motives for sports consumption namely achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skill, and social interaction. In spite of strong psychometric properties of this scale, the critiques showed the need for a more generalized scale covering wider aspects for different situations (Funk et al, 2002). Thus, the Sport Interest Inventory by Funk et al (2002) suggested 10 motives for sports consumption namely : (a) sport interest, (b) vicarious achievement, (c) excitement, (d) team interest, (e) supporting women's opportunity in sport, (f) aesthetics, (g) socialisation, (h) national pride, (i) drama, and (j) player interest . However, four factors were additionally included in the modified Sport Interest Inventory by Funk et al (2003) namely escape, bonding with friends, sport knowledge, and customer service . The studies showed sound psychometric properties for this scale and has become widely popular among the studies globally (Neale and Funk, 2006). In the study by Neale and Funk (2006) on the motivations of the spectators of the football events in Australia using the Sports Interest Inventory Scale, the motivations of attitudinal and behavioural loyalty of fans were examined separately. The main SII factors explaining the attitudinal loyalty were obtained interest in team, vicarious achievement, excitement, and interest in player. The main SII factors explaining the behavioural loyalty were obtained interest in player, vicarious achievement, drama, socialisation, and entertainment value. These factors

were obtained explaining 52.5 percent and 18.6 percent of the total variance in attitudinal loyalty and behavioural loyalty respectively, in the study.

Pilus and Hussin(2013) examined the main loyalty factors motivating the fans to consume football in Malaysia based on Model Point of Attachment Index and Behavioural Intentions scale .The analysis based on stepwise regression significant effect of loyalty on the intentions of fans to watch football. The main factors explaining around 54 percent of the variance in the intentions of the football fan to consume football include Malaysia cup football league, team, community, players and football game. The results showed the need for the sports organizations to consider only loyalty attributes in the strategy planning to enhance the identity of one Malaysia through the football activities.

Though the above mentioned scales attempted to explain the motives of the sports fan motivation for sports consumption, they were not trying to explain the motives of the online consumption of sports by sports fans. This limitation can be overcome by using the users and gratification theory combined with the above mentioned scales .

Many studies have been done to examine the differences in fan motives which showed the differences in this regard based on situational factors, country of origin, point of attachment and the differences in culture(Robinson and Trail,2005; Wann et al,2008; Koo and Hardin, 2008) etc. The studies also showed the need to distinguish between psychological and belonging motives of fans since the attraction towards sports is described by the psychological motives and how strong is the identification of the sports object is shown by the latter motive(Chen, 2007). While the psychological motives are emerging inside the minds of individuals , the belonging motives are shaped the interaction of the individuals with the sports object (Chen,2007). The belonging motives make a person in spending on the tickets for sports events and make purchasing decisions as well as the decisions to travel (Madrigal, 1995). The need to differentiate the two types of motives of the sports fans is clearly shown in many studies like Funk et al(2002) and Chenn(2007).

2.3. Media Usage (Gratification Theory)

Though all the above mentioned theories have examined the motives for sports consumption by fans, very few have examined the motives for sports fans for media usage. One main theoretical framework explaining the sports fan motivations to participate in the media is the uses and gratification framework developed by Blumber and Katz (1974). Based on this theory, the assumption is that active consumers participate significantly in the media selection and interpretation in their lives (Blumber and Katz, 1974). Thus, the consumers, based on this theory, actively do the information seeking and gratification through the behaviour of media. This theory suggests the users selecting the media based on specific reasons. Though this theory was used in the traditional media in the initial years, later on this was expanded in the research on the new media forms like video games, cell phones, online media and social media (Kink and Hess, 2008). Based on this theory, it is suggested that the selection of media by the users is done based on personal preferences, which was called the media utility concept (Barton, 2009). Two types of media utility were defined namely personal utility and social utility where the former means media selection for personal needs and the later means media selection for the information on social capital and for engaging in society, and social media due to its user friendly nature acts as an ideal platform to serve both these utilities (Barton, 2009).

2.4. Social Media

Based on the definitions by various studies , social media “is a virtual community where there will be profile building and account creation by the users for communication purposes with their network including friends and others”(Balas, 2006; Boyd and Ellison, 2007; Kasavanam et al , 2010). The rapid increase in the usage of social media sites such as Facebook since 2009, changes the way in how people use the internet (Hennig-Thurau et al., 2010). This rapid increase was evident when for the first time users communicating via social media eclipsed that of users communicating via email (Nielsen Media, 2009).

These consumer preference changes have attracted the attention of the sports teams and managers resulting in the shift in their marketing strategies to include the social media networking in their strategies. Thus, many sports organizations are repositioning their marketing strategies to include social media in their strategies (Wallace et al, 2011). Stravos et al (2013) suggested the main reasons for the rise in

the usage of the virtual communities like social media is due to the rise in the accessing avenues like tablets and smart phones. The main advantages of social media compared with the traditional media forms is due to the simplicity and the user friendliness that enables easy facilitation and interaction as compared to the traditional media, (Hara et al, 2000). Another theoretical framework in this regard is the dialogical self-theory developed by Hermans et al (1992). Based on this theory, self fluctuates between various positions as he or she adapts to change according to different circumstances. Each position is endowed imaginatively with a voice, according to the theory. There can be influence of externalities on the voice and hence the positions change continuously over time, according to this theory. The theory states no established protocol for the dialogue between voices and is based on the inner thoughts and the interpersonal encounters of the individual (Lysaker and Hermans,2007). The dialogical possibilities are escalated by the digital media, based on this theory. The digital media makes the individuals multi voiced and makes the dialogical self-enacted through different channels(Hermans et al,1992). There are three methods through which the digital media affects the dialogical self(Smythe,2013). These include the following. First is the bigger density of different positions which compose an individual and the higher density of positions and voices. Second is the rising heterogeneity of these positions, which get connected together into a single system(Smythe,2013). Third is the possibility of self-proning into large position leaps compared to the earlier positions. Through these three methods, the digital media is assumed to affect the dialogical possibilities of the self, based on this theory(Hermans,1996). Thus, the digital media gives the people various opportunities to express their identity and to change rapidly between different ideological positions, according to this theory. Thus, based on this theory, social media like Twitter allows fans to show an identity, which consists of different, faces, which makes them allow emphasizing their identity aspects that would have been submissive under the traditional media, compared to the online digital media(Jones,2003).

This is seen as very relevant since studies have reported the high enthusiasm shown by the sports fans for these types of innovative experiences other than the regular consumption of sports(Redden and Steiner, 2000; Williams and Chinn, 2010). Moreover, social media enables the sports managers to strengthen the relationship with the fans who are outside the home market of their teams worldwide (Clavio and

Kina, 2010). New technologies and new platforms have made interaction easier and more efficient in the digital era (Yadav and Varadarajan, 2005) due to which consumers are more informed as they have access to information of the firms activities . due to this empasis on identifyng the motives , dialog etc is vital for the firm and the customer to co create value (Arnould and Thompson, 2005) and to provide raw data to organizations which will help for relationship development and maintanance (Baron, Conway, and Warnaby, 2010).

The main challenge however is to find the best way to aid in interactions that add value to relationships and allow meaningful interventions by the firm, Thus to create an effective relationship marketing strategy it is essential to identify motives of fans to interact on the various social media platforms.. In spite of the above mentioned advantages of the social media, only very limited studies have examined the social media usage in a sporting environment especially focusing on the sports fans (Mahan, 2011; Wang, 2013).

In this section, it is shown that in depth study on the motives for the social media interaction by the sports fans is needed since the studies in this regard, especially from the perspective of fans are limited.

2.5. Interaction

The primary component of the relationship marketing process is identified as interaction (Gronroos, 2004). The developments in the digital environment and the new technologies have facilitated interaction with the consumers in an easier and efficient manner. The result is the rise of consumers who are empowered in terms of more access to information related to various organizational activities (Yadav and Varadarajan, 2005). Consequently, there exists the need for consumers to become creative, interactive and motivating for value creation and to make organizations more efficient through data feeding in an efficient manner (Arnold and Thompson, 2005).

Social media enables sports managers to interact with fans (Williams and Chinn, 2010). The potential for the interaction in this platform is promising especially in the sports context as enthusiastic interactions suggests that fans would welcome additional high value experiences both from outside and within regular sports consumption

(Redden and Steiner, 2000; Williams and Chinn, 2010). Fans are seen to be more information seeking about sports and willing to invest in public relations through interactions, discussions etc. than the regular supporters of sports (Tapp and Clowes, 2002). The sports managers need to understand these fan motivations that tempt them

2.6. Fan Motivation for Social Media Interaction

Witkemper et al (2012) examined the main motivations for the fans to use Twitter in relation to following the athletes and teams in sports and its constraints. The study was done by developing a model consisting of 12 items for motivations and constraints each, each consisting of four measures. The four motivation measures included information, entertainment, pass time and fan ship while those for constraints included accessibility, economic factors, skills and social factors. The study using structural equation modelling for a sample of 1124 respondents who were college students showed positive and significant relationship of the motivation factors with twitter consumption. Negative and significant relationship between the constraint measures and twitter consumption were obtained in the study. The study showed the model as valid and reliable. The main limitation with this study is that it focused on only one fan group, which is the group of college students. Hence, there could be generalization problems, when applied to other fan groups. Moreover, it is based only on one social media platform, which is Twitter. This can also be extended to other social media platforms to avoid generalization problems.

Brown (2013) examined the effects of social media on the relationship between the sports fans and athletes based on a survey of 113 participants. Questions regarding the usage of social media by the fans, their preference for sports league and their perceived relationship with the sports participants were asked in the survey. There were both closed ended and likert scale questions in the survey. The relationship between para social interaction, social media and branding was examined through correlation analysis. The analysis showed the rise in the chances of communicating with professional athletes through spending time in social media. The study showed the professional athletes are capable of informing and entertaining the respondents and making comments, which are interesting through the social media. The study however showed the respondents not having the ability to communicate with the online community of the professional athletes while the athletes were able to communicate with the online community of the respondents. The study however, was based on

sample of graduate and undergraduate students. Hence, there can be generalization problems with the study, when applied to other situations. The results were based on correlation analysis, which need not show the causality between the variable used in the analysis. It only shows the co movement between the variables while the effect of one variable on the other cannot be examined by the correlation analysis. It can be understood only using multiple regression analysis in a well-defined framework. The correlation between the variables here can be due to some other variables also which are not captured here. Hence, the results based on correlation analysis can be misleading. Moreover, the interaction of the fans with the sports athletes needs to be examined based on the studies of social media other than face book and twitter like Instagram also. This will provide more valuable insights regarding the effects of social media usage on the interaction between the fans and the sports athletes. The motivations of the sports fans to use social media for interacting with the athletes can be helpful in predicting how to increase the usage of social media by the fans in interaction with the athletes.

In the study by Yoon (2013), the effects of using Twitter in forming the fan allegiance using the psychological continuum model was examined using a survey of students of Clumson University in the 2012 spring season. The study showed only half of the fans were using Twitter while Twitter usage was found effective in forming the team allegiance .The study showed the need for more Twitter usage so that the relationship of the fans with the team could be strengthened. However, this study did not examine the motives towards Twitter usage by the fans. Identifying the motives would have been helpful in suggesting recommendations regarding how to increase the Twitter usage among the fans. This needs a detailed study in the future.

The existing studies on the motives for social media interaction are limited to certain teams or fan groups or countries, which might not be generalizable. This is because the sports fan motives differ substantially across various cultures, countries, sports groups, teams etc and the generalization, in this case becomes problematic (Stavros et al, 2013).

2.7. Motives

2.7.1. Self Esteem

The evaluation of how a person feels about himself or herself is identified as self-esteem (Leary and McDonald, 2003). Based on the social identity theory, it is argued that the need of human beings for positive self-esteem results in the formation of social groups and identifying themselves with something that possesses qualities they desire (Tajfel, 1972).

One motivation for the sports consumption is the need for self-esteem, based on the achievement seeking theories (Sloan, 1989). Based on this motivation sports fans build an identity of their own by showing affection towards a particular team and gets accomplishment and achievement senses when their team wins (Sloan, 1989). Stavros et al (2013), in their study, based on the comments in the online media showed that the fans were reported to have strong identification with the players like disappointment with the past performance of the players, frustration regarding not following the instruction of the coaches by the players etc. These comments showed the identification of the fans with their teams and the players. Experience sharing is reported as an interaction (Cialdini and Richardson, 1980, and the online media provides an ideal platform to share experiences and bring about a sense of esteem and pride when sharing an experience of their football team. This is found related to sharing the experiences of watching the success of the team performance and the excitement associated to watching this performance (Stavros et al, 2013). Though there is very little control by the sports fan over the team, the sports fans are identified demonstrating the knowledge and expertise of their team through the usage of the online media (Toma and Hancock, 2013). The comments on the methods for their team performance improvement clearly show the fans demonstration of their authority on the sports teams (Stavros et al, 2013). Thus, all these show that one motivation for sports consumption by fans is the creation of self identities by the fans towards a particular sports team and experiencing a sense of achievement and accomplishment through the success of the teams or disappointment through the poor performance of the teams (Toma and Hancock, 2013). The need for identifying themselves by some individuals is thus the underlying force behind the self-esteem motive for sports consumption (Kang, 2004). In other words, feeling better about oneself acts as the motive for the sports consumption by some individuals. Based on this motive, there

can be positive or negative effects on the self-esteem of individuals by consuming knowledge of their favourite team (Stavros et al, 2013). The teams success, will positively affect the self-esteem of the fans and the teams failure, will negatively affect the self-esteem of the fans, according to the self esteem motive of sports consumption

2.7.2.Passion

Sports provides an opportunity for fans to have a passionate experience and conveyance (Vallerland et al, 2006). The messages, which express love, encouragement, praise and ardency in the social media, are identified as symbols of passion by studies (Belk et al, 2003; Stavros et al, 2013). Based on this, the main driving force behind consumption is the desire, which is a passion that is embodied within a fan and includes factors like search for otherness, social interaction, anger and inaccessibility (Belk et al, 2003). Passion as a motive for sports can be explained in terms of the entertainment theories, which suggest the main reasons for sports consumption as the aesthetics of sports and the morals they are expected to bring in lives, and not due to lack of any objects(Vallerand et al, 2003).

There are two different positions regarding the passionate consumers. One is the passion making people passive since they have become the slaves of passion. Other is passion, which is in control and thus the passionate consumers becoming active (Vallerand et al, 2003). Thus for reaching higher targets and goals, the passion needs to be active and the behaviour of those affected by passion needs to be in control, as shown by the second view on passion (Paturet, 2001). Studies showed that the main conditions needed for an activity to be denoted as passion are their relevance, the liking for the task and the investment of time and money in the task (Deci et al, 1994). Two types of passions are distinguished namely obsessive and harmonious passion, in the literature (Vallerand et al, 2003). The harmonious passion is the passion arising which is not the result of any pressure and the individuals are free in deciding on their activities (Deci and Ryan, 2000). Obsessive passion is passion, which emerges out of pressure due to some contingencies that force them to do activities (Sheldon, 2002). Thus , based on this distinction of passion into two categories, it is identified that the obsessive passion will lead to negative outcomes as one basis their decisions solely on feeding their passion and are under pressure however possessive passion since individuals can focus on the task fully here due to the absence of any pressure. The difference in the behavioural engagement of the individuals with obsessive and

harmonious obsession is clearly shown in the studies. In the case of individuals with harmonious passion, there will be flexibility with positive emotions regarding engaging in activities or stopping the engagement since there is no pressure (Vallerand et al, 2003). In the case of those with the obsessive passion, no flexibility is there regarding stopping to engage in activities due to the contingency related pressures even though they are with negative emotions (Vallerand et al, 2003).

The items for the Passion Scale are used in the questionnaire to identify the degree to which fans are passionate about their team, and to understand if that effects their interaction on social media.

2.7.3. Eustress

According to Smith and Stewart (2007, p 158), eustress is defined as "the need for positive stress and psychological arousal". Thus, this arouses and stimulates individuals through positive stress. The main indicators used for eustress in the literature are hope, positive affection and meaningfulness (Tepas and Price,2001). Based on the salubrious effects theories and the stress and stimulation theories, desire for escaping from the daily routine life boredom and for pleasure in psychological terms, people are motivated towards sports consumption (Sloan, 1989). In the sports experiences, there will be emotional state expressions like excitement and anxiety, which in turn leads to the arousal of fans (Wann et al, 1999). The physiological body systems are supposed to be stimulated by these emotional states for the adrenalin production and the neuro chemical dopamine production by brain, which is related to pleasure in human beings (Smith, 2006). Moreover, the fans are expected to be stimulated significantly through the significant team action and competition in the sports (Wann et al, 1999). The sports consumption is also found to result in arousing sensory stimulation in a pleasant manner, which, in turn results in the mental wellbeing of individuals (Wann et al, 2001; Smith and Stewart, 2010). Above all these, the sports consumption is supposed to give escape from the boredom and tiredness of the daily routine life, which in turn , again is very good for the mental well being(Smith and Stewart, 2010). Thus, the positive emotions, which the consumers get through the excitement and arousal while viewing the sorts acts as the motive for sports consumption, based on the eustress motive. Since the sports competitions are full of suspense, this positive stress emerges, according to studies like Zillmann (1991). Due to the lack of stimulation and excitement in the routine life for many

people, there exists the chances for looking into other sources of excitement and arousal, which leads to the eustress motive for the sports consumption(Wann et al,2001).

2.7.4. Group Affiliation

Another motivation for the sports consumption by the sports fans is the need for affiliation (Sloan, 1989). Thus for a lonely person suffering with alienation, there will be desire for seeking group contacts to escape from the loneliness feeling (Wenner and Gantz, 1989). The underlying factor behind this motive is the desire for social relationships because of social exclusion (Mead et al, 2011). Various theories have shown that social exclusion motivates people to facilitate social interaction by creating good impression upon others through engaging in consumption activities(Mead et al,2011). Through engaging in activities, which differentiate the socially excluded people from others, they try to create good social appeal, according to these theories (Berger and Heath, 2007). Thus, the online interaction through social media by some sports fans is also seen as a method to create social affiliations for getting relieved from the feelings of alienation, based on the motive of group affiliation.

Based on the review of the motives for sports consumption, the conceptual framework and the hypotheses tested in the study are given in the following section.

2.8. Conceptual Framework and Hypotheses

The combination of the users and gratification theory and the sports fan motivation scale is used as the conceptual framework for the analysis in this study. This is because though the sports fan motivation scales explain the various motives for sports consumption, the social media usage of the sports fans is explained in terms of the users and gratification theory.

The degree of fanship of the football fans and the four psychological motives namely self-esteem motive, eustress motive, group affiliation and the passion motives that make the football sports fans to interact in the social media are examined here.

The users and gratification framework distinguishes two types of media utility namely personal utility and social utility. The former means media selection for personal

needs and the later means media selection for the information on social capital and for engaging in society (Barton, 2009). Social media enables sports managers to interact with fans. The potential for the interaction in this platform is promising especially in the sports context as enthusiastic interactions suggests that fans would welcome additional high value experiences both from outside and within regular sports consumption (Redden and Steiner, 2000; Williams and Chinn, 2010). Fans are seen to be more information seeking about football and willing to invest through interaction and discussion in public relations than the regular supporters of sports (Tapp and Clowes, 2002). Thus, it can be hypothesized **that higher degree of fanship leads to voicing opinion on social media.**

Based on the achievement seeking theories by Sloan (1989), the fans build an identity of their own by showing affection towards a particular team and gets accomplishment and achievement senses when their team wins.

One motivation for enjoying the past time by the fans in the sports consumption is the creation of self identities by the fans towards a particular sports team and experiencing a sense of achievement and accomplishment through the success of the teams or disappointment through the poor performance of the teams (Cialdini and Richardson, 1980). The need for identifying themselves with a particular team by some individuals is thus the underlying force behind the self-esteem motive for the sports consumption (Willemsse et al, 2011). According to the achievement seeking theory fans will boast and share the success of their teams in order to enhance their self esteem (Sloan, 1989). Social media gives a chance to share these successes through videos, photos etc. and cause interaction (Stavros et al, 2013). Thus, it can be hypothesized that **fans interact on social media to enhance their self-esteem use social media to voice opinion, learning and socialization.**

Based on the salubrious effects theories and the stress and stimulation theories, desire for escaping from the daily routine, mental stress and life boredom for pleasure and mental wellbeing, people are motivated towards sports consumption (Sloan, 1989). For a lonely person suffering with alienation and mental stress, there will be a desire

for seeking group contacts to escape from the loneliness and stress (Wenner and Gantz, 1989). Thus, the positive emotions, which the consumers get through the excitement and arousal while consuming sports acts as a source of relief for this stress, based on the eustress motive(Wann,1995). This can be hypothesized as **fans seeking eustress interact on social media for socialization.**

For a lonely person suffering with alienation, there will be desire for seeking group contacts to escape from the loneliness feeling because of social exclusion (Wenner and Gantz, 1989). .Various theories have shown that social exclusion motivates people to facilitate social interaction by creating good impression upon others through engaging in consumption activities(Barnes,2005). Fans use social media to interact, share experiences etc., with each other with the intention to also develop non sport based relationships due to various reasons such as isolation, humiliation, frustration of daily life (Stavros et al, 2013)

Thus, the online interaction through social media by some sports fans is also seen as a method to create social affiliations for getting relieved from the feelings of alienation, based on the motive of group affiliation. This can be hypothesized as **Fans seeking group affiliation interact on social media for socialization.**

Passion as a motive for sports can be explained in terms of the entertainment theories, which suggest the main reasons for sports consumption as the aesthetics of sports and the morals they are expected to bring in lives, and not due to lack of any objects (Vallerand et al, 2006). There are two types of passion namely harmonious and obsessive passion based on the internalization method of an activity in the identity of a person , according to the self determination theory(Deci and Ryan,2000). The passion becomes more obsessive or passive when the activity is internalized tied to the excitement desire or sense of acceptance or other forms of personal contingencies, and thus becomes his own identity symbol(Vallerand et al,2003). Harmonious passion is when an individual chooses to do an activity but will be engaged in other activities also and has complete control of his actions and decisions (Vallerand et al,2006) . Thus it can be hypothesized as **fans who are passively passionate use social media**

for learning about football.for the desire of excitement and sense of acceptance, based on the various motivation theories for the sports consumption put forward by Sloan(1989) .

CHAPTER III - RESEARCH METHODOLOGY

3.1. Research Method

For examining the conceptual framework described in the previous chapter, detailed research design is decided. There are two types of research designs widely namely exploratory and conclusive (Malhotra and Bricks, 2007). While the former one understands and discusses a phenomena the later is useful in testing of hypotheses and deriving relationships (Malhotra and Bricks, 2007). In this study, conclusive design is used for testing our hypotheses developed based on the conceptual framework. The hypotheses for this study are as follows:-

Table 1: Hypothesis

Hypothesis 1	Higher degree of fanship leads to voicing opinion on social media.
Hypothesis 2	Fans interact on social media to enhance their self-esteem use social media to voice opinion, learning and socialization.
Hypothesis 3	Fans seeking Eustress interact on social media for socialization.

Hypothesis 4	Fans seeking group affiliation interact on social media for socialization.
Hypothesis 5	Fans who are passively passionate use social media for learning about football.

for this research positivism has been chosen as the philosophy, a deductive approach is used, survey for data collection, mono method as the source of data all of these are further discussed below.

3.1.1. Positivism

The approach used in the study is positivism with quantitative approach. The two popular methodologies commonly used are positivism and interpretivism. Positivism is based on the observed facts and reasoning and does not consider the ideological positions of the individuals (Ryan, 2006). The results can be replicated under alternative situations. The results are analyzed using empirical methods (Weber, 2004). This is deductive in nature. The main advantage of this methodology is the possibility of the verification of the results using various reliable and valid empirical methods (Cochran, 2012). Tools such as Pearson's correlation, Chi Square and Cronbach's Alpha used will help identify if a relationship exists between the variables.

Positivism with quantitative approach is used here since the results need to be verified using reliable empirical methods and the results are derived based on observed facts and reasoning rather than the ideological positions of the researcher in this study (Walsham, 2006). Moreover, it is an objective and scientific method used for testing many hypotheses (Mahendran and Bircks, 2007).

3.1.2. Deductive (Approach)

The deductive approach involves developing a hypothesis or hypotheses based on a theory and then testing it to check if the theory is valid authentic and reliable. It usually the widely accepted form of research in natural sciences as laws form the basis for the explanation of a phenomena and foresee the future (Saunders et al., 2009).

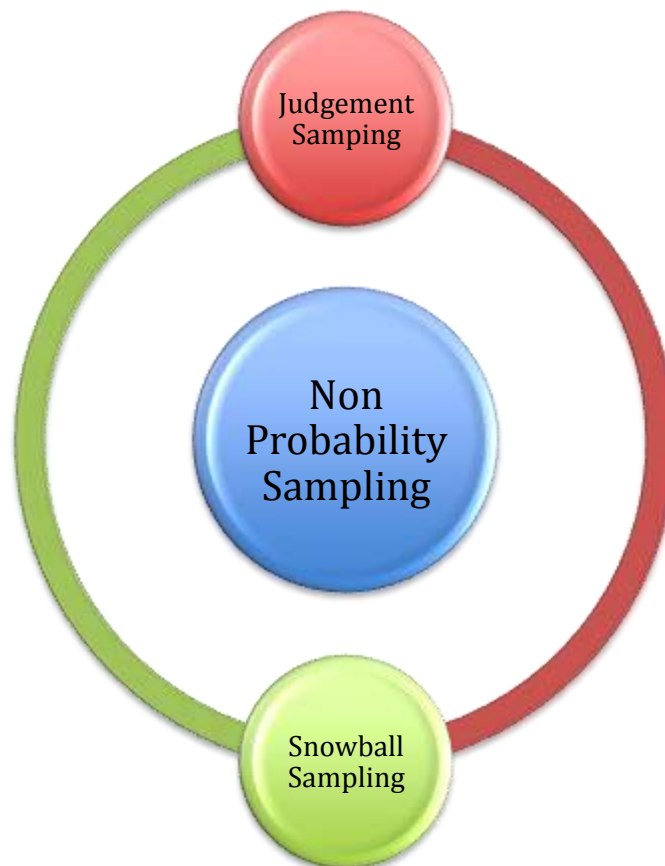
3.1.3. Mono method

Quantitative analysis is used in order to identify fan motivations for social media interaction. Mono method of data collection is when there is only one source of data for the research (Haas and Brownlie, 2001). In this research only questionnaires are used to collect the data to investigate fan motivations for interaction on social media. With tools such as Spearman's Correlation, Cronbach's Alpha Chi Square quantitative analysis is done in order to accept or reject the hypothesis.

3.2. Primary Data

3.2.1. Sampling Method

The sampling method selected for this paper is Non-Probability or Non-Random Sampling. It is called non-probable sampling as the probability of the respondent that is being selected is not known (Haas and Brownlie, 2001). Non-probability sampling technique such as judgement and snowball method is used for the study. Judgement sampling is selected as the sampling method for choosing the respondents of the survey. For judgement sampling, the judgement of the researcher is the basis of the sampling and the units in sampling are selected in accordance with the purposes of the researcher though full representation is not there (Cochran, 2012). This is based on the criteria that those who are above 18 and those who use social media for interaction on football are only considered for the survey. This is one of the most inexpensive and least time-consuming methods (Thompson, 2002). After collecting the initial samples based on the judgement sampling method, the samples are further collected through referrals from the initial respondents and thus, it becomes snowball sampling (Biernacki and Waldorf, 1981). The snowball sampling is used here for ensuring high response rate (Thompson, 2002).



Source: Haas and Brownlie, 2001

The disadvantage of using non probability sampling is that the data that is collected cannot be 100% accurate and could suffer from bias. The data cannot be used to generalise the entire population due to bias again. This method has various advantages however another disadvantage of this method is that if the initial respondent has a certain point of view he or she may distribute the survey to individuals with a similar view and this may not be the general view of the entire population (Haas and Brownlie, 2001). .

3.2.2. Data Collection Method

Online questionnaire was used for primary data collection in the study. The main advantage of online questionnaire is that it can be completed based on the convenience of the respondent at any time and place (Ryan,2006) .This is necessary for ensuring the accuracy of the responses(Malhotra and Bircks,2007). The other main advantages of this is the chance of elimination of any possible personal bias by avoiding meeting

with the respondent and the high speed with which the questionnaires are returned (Webber, 2004).

Qualtrics was used for the questionnaire generation. This online survey program helps to create and distribute questionnaire and analyze the data (Qualtrics, 2012). The main advantages of this are that it is highly inexpensive, easily accessible and the visualization of data through it is very good (Barett, 2012).

3.2.3. Questionnaire Design

The first part of the questionnaire has the cover statement. Then questions on the demographic characteristics of the respondents such as age and gender. Followed by questions from the scales that are discussed above. First questions from the Fanship Scale followed by questions from the passion scale including both harmonious and obsessive or passive passion, then questions from three motives from sports fan motivation scale namely eustress motive, followed by self esteem and group affiliation. All the questions are likert scale questions with scales ranging from 1 to 7. The questions for the fanship scale are designed based on Reysen and Branscombe (2010). The questions for the other scales are developed based on the Sports Fan Motivation scale developed by Wann et al (1999). The last part of the questionnaire consists of single item questions on the main reason to interact on social media.

The reliability and the validity of the questionnaire are examined using confirmatory factor analysis and Cronbach Alpha coefficient. Moreover, the reliability of each scale in the questionnaire are tested separately using the Cronbach Alpha coefficient.

3.3. Scales used

3.3.1. Passion Scale

Passion scale is developed by Vallerand et al (2003). In this he differentiates passion into two categories namely harmonious and obsessive passion. The harmonious passion is the passion arising which is not the result of any pressure and the individuals are free in deciding on their activities (Deci and Ryan, 2000). Obsessive passion is passion, which emerges out of pressure due to some contingencies that force them to do activities (Sheldon, 2002). Four studies which consisted of more than 900 participants confirmed the conceptualization developed in the passion scale here, its subcomponents and outcomes. These studies proved the scale as reliable and valid.

3.3.2. Self esteem, Eustress and Group Affiliation Scales

Self esteem, group affiliation and eustress are the three items in the 23 item sport fan motivation scale developed by Wann (1995). Based on the confirmatory factor analysis by Wann et al (1999), it was proved that the scales were internally consistent, valid and reliable even for heterogeneous samples. Wann et al (1999) examined the links between specific sports preferences and the different subscales in the Sports Fan Motivation Scale. It showed that the fans of individual sports preferences had more aesthetic motivation levels while the scores of those with team sport preferences were higher in the eustress and self esteem scales, according to expectations. Thus all the subscales were obtained internally consistent, valid and reliable.

3.3.3. Fanship Scale

According to different studies a fan is considered an admirer who is enthusiastic, ardent and loyal of an interest (Reysen and Branscombe, 2010). For measuring the degree of fanship a new measure called fanship scale was constructed by Reysen and Branscombe (2010). It has 11 items and is uni dimensional for measuring degree of fanship to a particular sport. For the purpose of this research 7 items were selected as they seem to be most appropriate and accurate to measure fanship. The fanship scale is found correlated with the behaviours in real life, which proves its internal validity. These include significant correlations with the Sport Spectator Identification Scale, the number of hours participated by the fans in their sports interest and close personal distance measure where the correlations were significantly positive. This means that the fanship scale is significantly related with the real life behaviours, and thus the scale is highly consistent and valid. The reason the fanship scale is used is to determine if the degree of fanship plays a role in fan motivations and media section.

3.3.4. Socialization, Voicing Opinion and Learning Scales

These three single item scales are developed by combining the sports fan motivation scales and the uses and gratification theory. These were developed under the guidance of a specialist and thus become valid and reliable.

3.4. Data Analysis

The data analysis methods used here are descriptive measurements and regression analysis.

Before the analysis, the various features of the degree of fanship, the different scales and the motives for using social media are examined using descriptive measurements. The correlation between each scale and the motives for using social media are examined. The five hypotheses developed in the study are tested using measures of association and correlations. After that, the testing of hypotheses developed in the study is done using the regression analysis method.

3.4.1. Correlation

In this study correlation is done in order to check as well as quantify the linear strength that exists between the variables. Correlation not only aids in analysing the strength but also analysing the direction of the same. A negative correlation is when the strength of one variable increases while the other variable decreases (Saunders et al, 2009).

Figure 1: Strength of Relationship in Correlation



Source: Saunders et al. (2009)

3.4.2. Regression

Regression analysis helps in estimating relationships between variables. To be more accurate regression analysis helps to identify if the typical value of the dependent variable gets effected when one of the independent variable is changed and all other independent variables remain constant (Saunders et al, 2009).

3.5. Ethical Issues

The ethical rules by University of Manchester and the MRS Code of conduct are followed by the study. There are no vulnerable and minors in the study. The purpose of the study was informed before hand to the respondents. The questionnaire involves no sensitive issues. The confidentiality of the data is assured for the respondents.

CHAPTER IV - ANALYSIS, FINDINGS AND DISCUSSION

4.1. Questionnaire Validity and Reliability and Sample Characteristics

4.1.1. Reliability and Validity of the Questionnaire

The validity of the questionnaire is examined using factor analysis. Table 1 shows the results of the factor analysis.

Table1: Factor Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.357	37.857	37.857	11.357	37.857	37.857
2	2.907	9.691	47.548	2.907	9.691	47.548
3	1.815	6.052	53.599	1.815	6.052	53.599
4	1.554	5.182	58.781	1.554	5.182	58.781
5	1.370	4.567	63.348	1.370	4.567	63.348
6	1.247	4.156	67.504	1.247	4.156	67.504
7	.990	3.301	70.805			
8	.956	3.187	73.992			
9	.846	2.819	76.811			
10	.778	2.594	79.406			
11	.721	2.404	81.809			
12	.649	2.165	83.974			
13	.587	1.958	85.932			
14	.527	1.756	87.688			
15	.473	1.578	89.267			
16	.427	1.422	90.689			
17	.425	1.416	92.105			
18	.340	1.132	93.237			
19	.278	.926	94.163			
20	.260	.867	95.030			
21	.234	.781	95.811			
22	.228	.760	96.571			
23	.206	.685	97.256			
24	.164	.548	97.804			
25	.150	.499	98.304			
26	.127	.424	98.728			

27	.122	.405	99.133			
28	.099	.329	99.462			
29	.084	.280	99.742			
30	.077	.258	100.000			
Extraction Method: Principal Component Analysis.						

It shows that the first, second and third components together account for 54 percent of the total variance. Hence the questionnaire is considered valid and the validity of the questions included is confirmed. The scale items are considered here multidimensional since the first, second and third factors together account for the majority of the variance here. The reliability or internal consistency of the questionnaire is analyzed using the cronbach's alpha statistics. Table 2 shows the results of the reliability analysis for this questionnaire.

Table2: Reliability Analysis

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	30

It shows that the cronbach's alpha statistics is 0.926, which means that there is very high internal consistency for the questionnaire. Thus, it can be concluded that the questionnaire is highly valid and reliable and the scale items are multidimensional.

4.1.2. Reliability and validity of the scales used.

Table 3: Validity of the Fanship Scale

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.410	48.717	48.717	3.410	48.717	48.717
2	1.162	16.605	65.322	1.162	16.605	65.322
3	.928	13.262	78.584			
4	.548	7.822	86.406			
5	.486	6.949	93.355			
6	.319	4.556	97.912			
7	.146	2.088	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 65.322 percent of total variance. Thus we can conclude the scale is multidimensional and is valid.

Table 4: Fanship Scale Reliability

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.760	7

It shows that the chronbach's alpha statistics is .760 which shows that the questions in the fanship scale are internally consistent and reliable.

Table 5: Validity of the Harmonious Passion Scale

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.801	70.016	70.016	2.801	70.016	70.016
2	.588	14.709	84.726			
3	.393	9.816	94.542			
4	.218	5.458	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 70 percent of total variance. Thus we can conclude the scale is unidimensional and is valid.

Table 6: Reliability of Harmonious Passion Scale

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	4

It shows that the chronbach's alpha statistics .853. The above table shows the harmonious passion scale as internally consistent or reliable.

Table 7: Validity of the Obsessive or Passive Passion Scale

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.820	76.407	76.407	3.820	76.407	76.407
2	.501	10.020	86.427			
3	.280	5.598	92.024			
4	.223	4.459	96.483			
5	.176	3.517	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 76.4 percent of total variance. Thus we can conclude the scale is unidimensional and is valid.

Table 8: Reliability of the Obsessive or Passive Passion Scale

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.923	5

It shows that the cronbach's alpha statistics is .963 which shows that the questions in the **Obsessive or Passive Passion Scale** are internally consistent and reliable.

Table 9: Validity of the Eustress Scale

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.301	76.707	76.707	2.301	76.707	76.707
2	.401	13.366	90.073			
3	.298	9.927	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 76.7 percent of total variance. Thus we can conclude the scale is unidimensional and is valid.

Table 10: Reliability of Eustress Scale

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.848	3

It shows that the cronbach's alpha statistics is .848 which shows that the questions in the Eustress scale are internally consistent and reliable.

Table 11: Validity of the Self Esteem Scale

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.668	55.606	55.606	1.668	55.606	55.606
2	.968	32.254	87.861			
3	.364	12.139	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 55.6 percent of total variance. Thus we can conclude the scale is unidimensional and is valid.

Table 12: Reliability of the Self Esteem Scale

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.787	3

It shows that the cronbach's alpha statistics is .787 which shows that the Self Esteem scale are internally consistent and reliable.

Table 13: Validity of the Group Affiliation Scale

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.847	61.580	61.580	1.847	61.580	61.580
2	.632	21.072	82.653			
3	.520	17.347	100.000			

Extraction Method: Principal Component Analysis.

The table above shows that the first and second component accounts for 61.580 percent of total variance. Thus we can conclude the scale is unidimensional and is valid.

Table 15: Reliability of the Group Affiliation Scale

Case Processing Summary			
		N	%
Cases	Valid	101	99.0
	Excluded ^a	1	1.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	3

It shows that the chronbach's alpha statistics is .778 which shows that the questions in the Greoup affiliation scale are internally consistent and reliable.

Being confirmed the validity and reliability of the overall questionnaire and each scale, the next section discusses the sample characteristics.

4.2. Sample Characteristics

There are 101 respondents for the survey. The following table shows the baseline characteristics of the sample.

Table16: Demographic Characteristics

Gender	Percentage
Male	93
Female	8
Age	
18-25	79
26-35	18
36-45	1

60 and above	2
--------------	---

Table 16 shows the demographic characteristics of the sample. It shows that 92 percentage of the respondents are males while the rest only are females. Among the age of the respondents, majority belong to the age group 18 years to 25 years and next comes those belonging to the age group 26 to 35 years. Only 2 percent belong to the age group 60 and above. Thus, the respondents are mostly males and are young, which can be seen from the above tables. The tables below describe the characteristics of motive scales in detail.

Table 17 describes the fanship scale characteristics based on the likert scale question responses.

4.3. Descriptive Statistics

Table 17: Fanship scale descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Rescheduled my work to accommodate football.	101	1	7	4.83	1.59
Do not devote much energy to football.	101	1	7	5.49	1.55
When football is popular feel great.	101	1	7	2.99	1.69
I want to be friends with people who like football.	101	1	7	4.21	1.7
I am emotionally connected to football.	101	1	7	4.68	1.64
Football is a part of me.	101	1	7	5.51	1.43
I want everyone to know I am interested in football.	101	1	7	4.86	1.68

The above table shows that there are seven questions in the fanship scale based on the fanship scale developed by Reysen and Branscombe(2010). Among these, the average response ratings are higher for the sixth and second questions respectively. Among the different components of the fanship scale, the football is a part of me and not devoting much energy for football have the highest average response ratings. This shows an indication of very high degree of fanship since most respondents consider themselves to be fans.

The next table shows the characteristics of the harmonious passion scale.

Table 18: Harmonious Passion Scale Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Football allows me to live a variety of experiences.	101	1	7	5.17	1.37
The new things that I discover within the confines of football allow me to appreciate it even more.	101	1	7	5.36	1.33
Football is in harmony with the other activities in my life.	101	1	7	5.02	1.43
Football allows me to live memorable experiences.	101	1	7	5.68	1.32

The above table shows that there are four questions in the passion scale (Harmonious). All questions have average ratings greater than 5 and the highest rating is for the last one, which is football allowing to live memorable experiences.. Thus, the need for memorable experiences motivates the consumers most based on the harmonious passion scale in the questionnaire. The next table discusses the passive passion scale descriptive statistics.

Table 19: Passion Scale (obsessive) Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I cannot live without football.	101	1	7	4.79	1.79
The urge is so strong that I cannot help myself from being involved in football discussions and interactions.	101	1	7	4.94	1.65
I have difficulty in imagining my life without football.	101	1	7	4.7	1.74

I am emotionally dependent on football.	101	1	7	4.19	1.71
I have almost an obsessive feeling towards football.	101	1	7	4.47	1.7

The above table shows that there are five questions in the passion scale. Among these, all have average response ratings higher than 4 and the. The highest average rating is for the second question which is the urge for the football consumption related interaction and discussion. Next comes that the difficulty to live without football. Thus, the above table shows these two factors motivating the football consumption, based on the obsessive passion scale.

Table 20 : Eustress Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I get pumped up when I am watching my favorite teams.	101	1	8	6.58	1.67
I enjoy the positive stress of the competition.	101	1	8	6.4	1.61
I like the stimulation I get from watching football.	101	1	8	6.5	1.63

The above table describes the characteristics of the eustress scale. It shows that all the questions have ratings higher than 6 .. Among the three questions in this scale, the first question has the highest average response rating followed by the third question. Thus, the pumping up factor and stimulation factor have the highest average response ratings based on the likert scale questionnaire, among the three factors involved in the scale.

Table 21: Self Esteem Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
It makes me feel good when my team wins.	101	1	8	7.09	1.42
I enjoy watching football because it increases my self-esteem.	101	1	8	4.84	2.26
my favorite team's successes are my successes and their losses are my losses.	101	1	8	5.98	2.15

The above table shows that the three questions involved in the self-esteem scale have average response ratings higher than 4. Among the three questions, the first one has the highest average rating, which is the feel good factor for the favourite team, followed by the last one, which is the identity formation factor with the favourite teams.

Table 22: Group Affiliation Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Most of my friends are football fans.	101	1	8	5.33	1.817
I am the kind of person who likes to be with other people.	101	2	8	6.20	1.556
I enjoy watching football more when I am with a large group of people.	101	1	8	5.75	2.051
Valid N (listwise)	101				

The above table shows that the ratings for all the questions are above 5. Among the three questions, the first one has the highest average rating which is the need for social affiliation factor.

Table 23: Main Reasons of Using Social Media for Football Consumption

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
To gain knowledge	101	1	7	5.30	1.700
Voice opinion	101	1	7	4.70	1.852
Socialisation	101	1	7	4.66	1.851
Valid N (listwise)	101				

The above table shows that the highest average response rating is for gaining knowledge followed by voicing opinion. The least average response rating is for socialization.

4.4. Findings and Discussion

Testing of hypothesis 1 - Higher degree of fanship leads to voicing opinion on social media

Table 24 shows the relation between fanship scale and voicing of opinion in social media based on the survey responses. The questions involved in the fanship scale are combined together to get an aggregate measure of fanship using factor analysis. The association of this single measure with the voicing of opinion in social media is tested using correlation measures. The result shows significant correlation between the two. This shows a preliminary indication that higher degree of fanship results in voicing of opinion in the social media. However, these measures only show movement among the variables. The effect of degree of fanship on the voicing opinion can be examined in more detail using a regression analysis.

Table 24: Correlation between Fanship and Voicing of Opinion

Symmetric Measures					
		Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.459	.087	5.141	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.425	.093	4.673	.000 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

The results of regression analysis are given in table 25. It shows the significant effect of the fanship factor on the voicing of opinion in social media. The model is statistically significant also as shown from the table. Thus, our first hypothesis is accepted, based on this result.

Table 25: Results of Regression Analysis

Model Summary					
Model	R	R Square	Adjusted Square	RF	Significance
1	.459 ^a	.211	.203	25.43	0.00
a. Predictors: (Constant), Fanship factor					

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.703	.165		28.578	.000
Fanship factor	.850	.165	.459	5.141	.000
a. Dependent Variable: What are the main reasons you use social media to consume football?-Voice opinion					

This means that as a result of higher degree of fanship, the football fans voice their opinion in social media to interact with their favourite team athletes and managers for fulfilling a satisfaction, according to the uses and gratification theory. This is consistent with the findings of studies like Wysocki (2012).

Testing of Hypothesis2 - Fans interact on social media to enhance their self-esteem use social media to voice opinion, learning and socialization.

In this section, the testing of the second hypothesis namely self-esteem motive resulting in using social media for learning, voicing opinion and socialization is done.

Table 26.1: Correlation between Self Esteem Motive and learning

Symmetric Measures					
	Value	Asymp. Error ^a	Std	Approx. T ^b	Approx. Sig.

Interval by Interval	Pearson's R	.284	.108	2.952	.004 ^c
Ordinal by Ordinal	Spearman Correlation	.330	.099	3.478	.001 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Table 26.2: Correlation between Self Esteem Motive and voicing opinion

Symmetric Measures					
		Value	Asymp. Error ^a	Std Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.284	.108	2.952	.004 ^c
Ordinal by Ordinal	Spearman Correlation	.330	.099	3.478	.001 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Table 26.3: Correlation Between Self Esteem Motive and socialization

Symmetric Measures					
		Value	Asymp. Error ^a	Std Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.356	.107	3.790	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.352	.100	3.743	.000 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Tables 26.1, 26.2 and 26.3 show the correlation of self-esteem motive with learning, voicing opinion and socialization respectively. These tables show significant correlation of the self-esteem motive with all three of these. However, the testing of the second hypothesis can be done in more detail using regression analysis. The results of regression analyses here are shown in tables 27.1, 27.2 and 27.3 respectively.

Table 27.1: Regression results Self Esteem Motive and Learning

Model Summary					
Model	R	R Square	Adjusted Square	FF statistic	Significance
1	.284 ^a	.081	.072	8.72	0.004
a. Predictors: (Constant), Self Esteem Motive					

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.297	.163		32.494	.000
	Self esteem motive	.484	.164	.284	2.952	.004

a. Dependent Variable: What are the main reasons you use social media to consume football?-To gain knowledge

Table 27.2:Regression results self esteem motive and voicing opinion

Model Summary					
Model	R	R Square	Adjusted Square	FF statistic	Significance
1	.485 ^a	.235	.227	8.628	0.00

a. Predictors: (Constant), Self esteem motive factor

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.703	.162		29.026	.000
	Self Esteem Motive	.898	.163	.485	5.513	.000

a. Dependent Variable: What are the main reasons you use social media to consume football?-Voice opinion

Table 27.3:Regression Results Self Esteem Motive and Socialization

Model Summary					
Model	R	R Square	Adjusted Square	FF statistic	Significance
1	.356 ^a	.127	.118	14.36	0.00

a. Predictors: (Constant), Self esteem motive factor

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.663	.173		26.961	.000
	Self esteem motive factor	.659	.174	.356	3.790	.000

a. Dependent Variable: What are the main reasons you use social media to consume football?-Socialisation

The results of regression analyses show significant effects of self esteem motive on learning, voicing opinion and socialization. Thus, our second hypothesis is also accepted. This means that self esteem motive motivates the individuals to use social media to learn more about football through interactions, more engagement in society and voice their opinion on social media so that they will get a sense of accomplishment and achievement in accordance with the achievement seeking theories by Sloan(1989).

Testing of Hypothesis 3- Fans seeking Eustress interact on social media for socialization.

For testing the third hypothesis that eustress motives motivates sports fans to use social media for socialization, the correlation between eustress factor and usage of social media for socialization are given in the table below. All the measures in the eustress scale are combined to get aggregate measure of eustress using factor analysis. The correlation of this aggregate measure examined with the usage of social media for socialization.

Table 28: Correlation between Eustress Motive and Socialization Through Social Media

Symmetric Measures		Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.302	.104	3.152	.002 ^c
Ordinal by Ordinal	Spearman Correlation	.206	.100	2.097	.039 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

The table shows significant correlation between the two. The hypothesis is tested in detail using regression analysis, whose results are given in table 29.

Table 29: Regression results for eustress Motive and Socialization

Model Summary					
Model	R	R Square	Adjusted Square	FStatistic	Significance
1	.302 ^a	.491	.482	9.934	0.002
a. Predictors: (Constant), Eustress factor					

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.663	.176		26.429	.000
Eustress Motive factor	.559	.177	.302	3.152	.002

a. Dependent Variable: What are the main reasons you use social media to consume football? Socialisation

The table above shows significant positive effects of the eustress motive on the usage of social media for socialization. Thus, our third hypothesis is accepted, according to the above results. This means that eustress factor motivates the sports fans to interact through the social media for socialization as a part of escape from the boredom of the routine activities of everyday life, in accordance with the salubrious effects theories and the stress and stimulation theories.

Testing of Hypothesis 4 (Fans seeking group affiliation interact on social media for socialization).

For testing the fourth hypothesis that group affiliation factor motivates sports fans to use social media for socialization, the correlation between group affiliation factor and usage of social media for socialization are given in the table below. All the measures in the group affiliation scale are combined to get aggregate measure of this using factor analysis. The correlation of this aggregate measure examined with the usage of social media for socialization.

Table 30: Correlation between Group Affiliation Motive and Socialization Through Social Media

Symmetric Measures				
	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.

Interval by Interval	Pearson's R	.349	.105	3.702	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.320	.104	3.363	.001 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

The table above shows significant correlation between the group affiliation factor and usage of social media for socialization. The fourth hypothesis is examined in detail based on the regression analysis.

Table 31: Regression Results for Group Affiliation Motive and Socialization Through Social Media

Model Summary					
Model	R	R Square	Adjusted Square	FF statistic	Significance
1	.349 ^a	.122	.113	13.70	0.00
a. Predictors: (Constant), Group affiliation factor					

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.663	.173		26.882	.000
	Group affiliation factor	.645	.174	.349	3.702	.000
a. Dependent Variable: What are the main reasons you use social media to consume football?-Socialisation						

The table above shows significant positive effects of group affiliation factor for the usage of social media for socialization. Thus, our fourth hypothesis is accepted. It

means that for a football fan who is lonely, the main motivation for using social media is the desire for social relationships because of social exclusion, in accordance with the social identity and the users and gratification theories (Sloan, 1989; Ancu and Cosmo, 2009).

Testing of Hypothesis 4- Fans who are passively passionate use social media for learning about football

For testing the fifth hypothesis, the measures in the passive passion scale are aggregated to get an aggregate measure of passive passion using the factor analysis. Its correlation with the usage of social media for learning is given in table 32. It shows significant correlation between passive passion factor and the usage of social media for learning. The relation is examined in detail using regression analysis.

Table 32: Correlation Results for Passive passion and learning through social media

Symmetric Measures		Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.230	.104	2.347	.021 ^c
Ordinal by Ordinal	Spearman Correlation	.205	.102	2.080	.040 ^c
N of Valid Cases		101			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Table 33 shows significant positive effects of passive passion for learning through social media. Thus, our fifth hypothesis is also accepted. This means that for the football fans with passive passion, their desire is so strong that they cannot avoid the discussions and interactions on football through social media for learning purposes so

that they get a sense of acceptance, based on the various motivation theories for the sports consumption put forward by Sloan(1989) and the users and gratification theory.

Table 33: Regression Results for Passive passion and learning through social media

Model Summary					
Model	R	R Square	Adjusted Square	FF Statistic	Significance
1	.230 ^a	.053	.043	5.510	0.021
a. Predictors: (Constant), Passive Passion Factor					

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.297	.165		32.008	.000
	Passive passion factor	.390	.166	.230	2.347	.021
a. Dependent Variable: What are the main reasons you use social media to consume football?-To gain knowledge						

Thus, it is seen that all the four hypotheses are accepted in the study. The results are the following. For a football fan with higher degree of fanship, social media is used for voicing opinion. The self-esteem motive motivates football fans to use social media for three purposes namely learning, voicing opinion and socialization. Eustress and group affiliation motive motivates fans to use social media for socialization. For football fans with passive passion, social media is used for learning purposes.

4.5. Discussion and Conclusion

In this chapter, the degree of fanship of football fans and the various motives for the football fans to interact through the social media are discussed based on different scales namely fanship scale, passion scale, self-esteem scale, eustress scale and group affiliation scale. The analysis is done based on descriptive statistics, correlation, and regression analysis.

The results of the hypotheses testing shows that all the hypotheses developed in our study are accepted. From the study it is seen that one main motivation for the football users to use social media is the creation of self identities by the fans towards a particular sports team and experiencing a sense of achievement and accomplishment through the success of the teams or disappointment through the poor performance of the teams. This is consistent with the findings of studies like Wan et al (2011) which showed the self esteem motive as a main motive for Chinese baseball consumption. The need for identifying themselves by some individuals is thus the underlying force behind the self-esteem motive for the sports consumption. Based on this motive, the sports fans prefer to share their experiences about the success or failure of their favourite teams. The study here shows that the fans are emotionally attached to their favourite teams and the success or failure of these teams is considered by the fans as their own success or failures. The comments in the social media like how to improve the performance of teams are indications of showing authority on the favourite teams by the sports users due to the high degree of fanship and self esteem. This is in spite of the fact that the sports fans have very little control over their favourite teams. In this study, it is confirmed that the high degree of fanship results in voicing their opinion in the social media regarding how to improve the performance of their favourite teams. This is consistent with the findings of the studies like Stavros et al (2013).

Based on the other findings in the study, the eustress, passive passion and group affiliation are the other motives for the football users to attend the social media. Among the eustress scale questions, the users show the highest average rating for the pumping up factor and the stimulation factor from the football consumption. Thus, the eustress factor motivates the football fans for interacting through the social media for socialization to get an escape from the boredom of routine activities so that they get a sense of stimulation and excitement.

The messages, which express love, encouragement, praise and ardency in the social media, are identified as symbols of passion by studies (Belk et al, 2003; Stavros et al, 2013). Based on this, the main driving force behind consumption is the desire, which is a passion that is embodied which includes factors like search for otherness, social interaction, anger and inaccessibility (Belk et al, 2003). Thus the football fans who are passively passionate use social media for socialization purpose, as shown by the

study. It is also concluded from the study that the football fans who feel lonely use the social media for socialization purposes rather than the other motives.

CHAPTER V - CONCLUSION

5.1. Summary

In the context of the high importance given to relationship marketing through social media in every fields of life, the importance of using social media for relationship marketing in social media also has become very relevant. The sports managers have identified its importance in getting support from the fans outside their home market and n strengthening their teams. Given this, identification of the motives for the sports fans to interact through the social media is very important in developing strategies for improving the interaction of the fans through the social media. However, detailed studies in this regard are very limited. This study tries to fill this gap based on the identification of the motives for football fans interaction through social media taking into account the individual differences between the sports fans. Based on the various scales in the literature namely fanship scale, passion scale, eustress scale, self esteem scale, group affiliation scale and the hope scale , the motives in this regard are identified here through an online survey with 101 football fans all over the world.

In the first chapter, the relevance of the study and the objectives of the study are discussed in detail. After this, the second chapter clearly discusses the existing studies related to the objectives of the study. It shows that though there are many studies examining the motivation of sports consumption by fans, studies on the interaction of the sports fans through social media are limited. The useful theoretical framework in this regard can be the combination of the motivation theories of consumption and the use and gratification framework on the online usage behaviour. Since the interaction of the sports fans through the social media is very important in strengthening the support system of the sports teams outside the home market, it is very essential to examine the motives behind the social media interaction of the sports fans. This will be very useful in developing appropriate marketing strategies for the sports managers for increasing the interactions through the social media by the sports fans. The existing studies on the motives for social media interaction are limited to certain teams or fan groups or countries, which might not be generalizable. Hence, there exists the need for detailed studies in this regard accounting for the individual differences in the motives of different sports fans. This study tries to fill these research gaps focusing on the motives of the football sports fans for their interaction in social media based on the

scales discussed in the literature. The various hypotheses to be tested are also developed here based on the research gaps identified from the literature review.

In the third chapter, the research methodology for the present study is clearly discussed. The discussion shows that positivism with quantitative approach is used for the study using the research tool, online survey. The questions based on different scales are included in the survey. Sample selection is done using judgement and snowball sampling. The data collection and the questionnaire design are also discussed in detail in this chapter.

The fourth chapter discusses the findings of the study. It shows that the football fans use social media for the purposes of voicing opinion, learning and socialization purposes according to the different motives. The self-esteem factor motivates the football fans for all these purposes based on their need for achievement and accomplishment through the creation of self-identities, while getting emotionally attached to their favourite teams. The study shows that high degree of fanship results in voicing opinion in the social media. The football fans who feel lonely use the social media for socialization purposes rather than the other motives. The eustress factor also motivates football fans to use social media for socialization purposes as a part of getting excitement and stimulation from this. The football fans who are passively passionate want to use social media for learning purposes since their urge is very strong so that they cannot avoid the chances for learning about football through interaction in social media.

The next section discusses the recommendations based on the findings of the study.

5.2. Recommendations

The findings from this study have important managerial implications. The sports managers need to improve the facilities for the sharing of experiences regarding football through the social media like Facebook, Twitter and Instagram. The experiences can be regarding the performances of the favourite teams and how to improve the performances of the teams. This needs to be encouraged by the sports managers as this is one of the main motives for the football fans to use the social media, as shown by the study. This gives a feeling of accomplishment and achievement for the fans. Thus, the sports managers need to develop strategies for enhancing the facilities for experience sharing through the social media. Moreover,

strategies need to be developed for increasing the socialization opportunities through social media regarding the sports consumption by the sports managers. This gives relief from the lonely feeling for socially excluded football fans. Thus, there needs to be more opportunities for the football fans to interact with each other in the form of groups regarding their experiences and thoughts. The managers need to develop effective business strategies in this regard for improving the interaction of the football fans to have a feeling of both self and group identities. This will be an effective relationship marketing technique for the sports managers to strengthen and improve their teams and in the improvement of the team performance. This is also supposed to increase the chances for the football fans gaining more knowledge about the football teams, athletes and relevant factors related to the football teams.

The next section discusses the limitations of the study and the scope for future research in this regard.

5.3. Limitations and Scope for Future Research

In this study, the findings are based on the case study of football fans, which can have generalization problems while applied to other sports or other teams. Hence, the same study can be extended to examine the psychological motives for the other sports fans to interact through social media. In addition to these, there can be differences in the results based on the demographic or cultural features of the respondents, which are not clearly captured in this study. Hence, a detailed study, which accounts for the differences in this regard among the respondents for different sports items can provide more detailed insights regarding the psychological motives for the fans to interact through the social media. The study can also be extended through time use surveys of the football fans along with the online survey. The comparison of the motives for different sports items and under different cultural background also can be a field for fruitful research in the future. All these will have significant managerial and public policy implications.

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