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Motivation on Environment Factors among Football Spectators Attendance at Shah Alam Stadium

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Abstract

This study aimed to determine the relationship between motivation and environmental factors among football spectators' attendance at Shah Alam Stadium. A total of 113 respondents were involved in this study. The result showed that the highest mean in the motivation factor is 'identification with subculture', which is 3.98 (SD=0.805). Meanwhile, the highest mean in the stadium environment factor is 'desire to stay with 3.91 (SD=0.777). The result showed a significant relationship between motivation and stadium environment factor with a p-value of 0.00, $p < 0.01$. This empirical data will make a better understanding of the motivation of spectator attendance in stadiums

Keywords: Spectators; Motivation; Stadium Environment factor

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1.0 Introduction

Football, in particular, is perhaps one of the greatest phenomena in terms of its attraction for hundreds of thousands of occasional spectators of every age and gender, who come together in football stadiums around the globe every week to watch the games (Mogajane et al. 2019). Football is the major sport in Malaysia. Football Association of Selangor, commonly known as FAS, is one of the Malaysian professional football clubs competing in the Malaysia Super League and is based at Shah Alam Selangor. This club represents the Selangor state and is one of the most successful football teams in Malaysia. Selangor FA also has various club supporters, such as the Selangor FA fans club, Anak Selangor Fan club, and the prominent supporters are UltraSel Curva. Stadium Shah Alam is the main stadium for Selangor FA, located at Shah Alam, Selangor. Therefore, this study aims to identify the relationship between motivation and stadium environment factors among football spectators' attendance at Shah Alam, Selangor Stadium. Motivation can be defined as an attribute that moves us to do or not do something. Motivation to be inspired to do something or feel a desire or inspiration to act (Ryan & Deci, 2000).

Thus, supporters and sports consumption are characterized as sports fans, motivations, attitudes and behaviour toward players and teams (Johannes & Micheal, 2015). Sports spectators are an essential part of the professional sports landscape. Spectators are important economically, because they generate revenue through ticket and concession sales, and provide ambience for broadcast televisions (Kianoosh Shajie et al., 2020). Stadium Experience is considered 'original' in the field of spectator sport as compared with experiencing it via media. The stadium factor can be considered an essential factor was influencing spectators' attendance levels and satisfaction

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(Wakefield et al., 1996). In football, a positive perception of the sports cap may enhance some spectators' future attendance intentions (Loannou et al 2016). Spectators with a higher degree of satisfaction perceiving sportscape content are more likely to return to the stadium for future events (Wakefield et al., 1996). Customer satisfaction level has been found to affect customer loyalty and repeat business (Lenhart, 2017). Malaysia's main problem is that there is no consistency in the attendance of sports fans at the stadium in Malaysia. While spectators attending stadium statistics decrease when six from eight stadiums for the Piala Malaysia match are attended by less than 3,000 people (Mustaffa 2017). The research objectives of this study are i) identify the motivation among football spectator attendance at Shah Alam, Stadium ii) identify the stadium environment factors among football spectator attendance at Shah Alam, Stadium iii) determine the relationship between motivation and stadium environment factors among football spectator attendance at Shah Alam, Stadium.

2.0 Literature Review

2.1 Motivation Factor

2.1.1 Socialization

Interaction and socialization during the sporting event add to the overall appeal of the event through the interaction; sport consumers' experience is, directly and indirectly, related to the culture (Mathidza, 2011). Socialization can be a social process by which society understands social norms and values and encourages them to create a distinct sense of self. In sports events, this is the opportunity to interact with family, friends and other fans.

2.1.2 Performance

In football, team performance is the most crucial factor in influencing spectators attendance. The poor teams' Performance can lead to a decrease in spectator attendance. A good performance obviously can increase the number of attendances to watch the quality of the game. The player and coach must play an important role in improving the game's skills and qualifications. Spectators are more likely to see success than the defeat of a team.

2.1.3 Esteem

The spectator watching games inspired by vicarious accomplishment is likely to experience feelings of self-esteem, self-fulfilment, and reputation. Such fans claim that they deserve to feel this way because of the time and money at games (Lenhart, 2017). Some of the spectators get the Esteem through watching football games. Through football games, they felt enjoyed and fulfilled their psychological needs. Other than that, the team's reputation can also influence the spectator's attendance.

2.1.4 Diversion

Diversion can be defined as an action or event that attracts spectators from what they usually do. The escape motive is closely associated with the entertainment motive, as it gives people a chance to break away from their everyday lives and indulge in the past (Johannes & Micheal, 2015). The spectator chooses to watch a football match to escape from work or daily life routine. Attending a football match can make people release stress and feel enjoy.

2.1.5 Fan motivation

Spectators are influenced to attend sporting events because of appreciation of the game, quality of the players, benefits of group seating, and parking (Al-Thibiti, 2004). These factors obviously can affect attendance. For example, people are likely to enjoy a football match when the game's quality and player skills are good.

2.1.6 Identification with the subculture

Identification with subcultures has a significant effect on preferences and consumption choices. Identification also leads to choices of activities and products that represent subculture (Mathidza, 2011). A spectator who comes together will share a belief, common fact, and value during sports events. It shows every people have a subculture.

2.1.7 Family appeal

An individual's sports attendance decision is often influenced by their family values, motivations, bonding, needs, and the desire to share the experience with their family members (Mathidza, 2011). Activities such as spending time with loved ones and family bonding can be a major motivation factor for families with young children. The desire to spend time with family members is the means of fulfilling this desire.

2.1.8 Promotion

In a sporting event, people might be attracted by Promotions such as discount prices to attend a sports event. A promotion that involves premium item giveaways, special occasions, and customer incentives positively influences spectator attendance decisions. The promotional activities are also used to place the product and establish an event's image (Mathidza, 2011).

2.1.9 Attendance and pricing

The best, most loyal and longest-term relationship possible with an organization or sports team, showing a very high emotional connection. Cairns (1990) found price has negativity and statistically significant effect on attendance. Thus, the ticket price can affect attendance when the spectator prefers the lower price of the ticket. Not all spectators can buy an expensive ticket. This factor might be led to decreasing attendance.

While motivational factors for achievement, entertainment or social interaction impact the fan's buying decision and may attract more audiences to the stadiums if well studied and worked with specific marketing strategies for each group of sports consumers.

2.2 Stadium Environment Factor

2.2.1 Desire to stay

The desire to stay means not to move away from the place or do something. In the match games, spectators enjoyed the game and liked to stay at the stadium as long as possible. The quality of the game is the main factor to stay for the entire game. The spectator will feel more excited when watching a good game show by the team. Furthermore, the quality of the Service and safety influence the spectators to stay for the entire game.

2.2.2 Stadium Parking

Accessibility is technical and can affect attendance. People deserve to get good facilities and accessibility. Stadium parking plays a vital role during match day. The provision of a wide area makes it easy for the spectators to watch the match. Failure to provide parking space will affect spectator attendance, especially during the final match. The reason is attendance that day is more than the usual match.

2.2.3 Stadium cleanliness

According to Rosenquist (2005), attendees demand a high level of cleanliness in the stadiums' physical environment regarding the standard of sanitation and hygiene. A low-maintenance stadium is often blamed for attendance and revenue shortcomings. The hygiene and comfortable conditions in the stadium will satisfy the spectator.

2.2.4 Fan Control

Fan behaviour is an essential factor need to monitor by the management. Some fans prefer to behave defensively or aggressively according to the strength of the rivalry (Ronald et al., 1999). The failure to control the fans can negatively impact such as abuse, vandalism, and fighting. This negative impact can affect many parties, especially the management team and spectators. Instead, the accident will happen, and spectators will feel not secure at the venue.

2.2.5 Service

Food is one of the attractions and basic needs of the people. Some spectators are likely to attend a football match because they provide and offer good-tasting food and a wide variety of food choices. To attract more people attending a football match is by providing food service. The food service provider will make it easier for the spectator to buy the food and enjoy the match.

2.2.6 Perceived Crowding

Naturally, the stadium capacity is quite large and can load more people during matches or ceremonies. In the final match, the number of spectators will increase more than usual. The element such as crowded, cramped, confined, stuffy, and restricted will happen on that day. The atmosphere is responsible for a sense of excitement resulting from the core product (Lenhart, 2017)

2.3 Attendance at stadiums

For about four decades, attendance at stadiums has been studied (Madalozzo & Villar, 2009). In the 1990s, these studies were intensified due to the increase in sports professionalization in several countries, leading marketers of sports organizations to draw up various strategies for increasing turnover, among them the presence of attendance in stadiums (Hansen & Gauthier, 1989)

3.0 Research Methodology

3.1 Research Design

In this study, the quantitative method is chosen to identify the relationship between motivation and stadium environment factors among football spectators' attendance at Shah Alam, Selangor Stadium. The sampling technique used in this study is convenience sampling. The data collected is through a survey method using google form because of COVID 19 situation. A total of 113 respondents who ever attended Selangor matches at Stadium Shah Alam have been chosen for this study. A sample size between 30 and 500 at a confidence level of 5% is generally sufficient for many researchers, and the size decision will reflect the quality of the sample at this wide interval (Delice, 2010).

3.2 Instrumentation

The questionnaire consists of three (3) sections: the demographic profile, motivations factor, and stadium environment factor. In this study, the researcher used a survey questionnaire self-administrated. Section A is a demographic profile. This section consisted of 5 questions: age, gender, marital status, race, and estimated travel time to watch the game. Section B is the motivation factor. This section contains 33 items. All the item is adopted from Sundu Mathidza (2011). The items are measured using five-point Likert Scales ranging from strongly disagree (1) to strongly agree (5). Section C is the stadium environment factor. This section contains 20 items. All the item is adopted from Lenhart (2017). The items are measured using five-point Likert Scales ranging from strongly disagree (1) to strongly agree (5).

3.3 Data Analysis

The data collected were analyzed and interpreted in this study. The data collected is analyzed using the Statistical Package for Social Science (SPSS) software program version 26. In this study, descriptive statistics were used to identify demographic profiles of age, gender, race, and marital status and estimate travel time to watch the game. Descriptive statistics are used to evaluate the frequency, mean, and standard deviation. This statistic also used Inferential statistics, which is a Pearson correlation, to investigate the relationship between the motivation factor and stadium environment factor.

4.0. Findings

Table 4.1: Respondents demographic profile

Demographic	Category	Frequency (n)	Percentage (%)
Age	18-25 years	105	92.9
	26-33 years	7	6.2
	34-41 years	0	0
	42 years & above	1	0.9
Gender	Male	93	82.3
	Female	20	17.7
Marital status	Single	108	95.6
	Married	5	4.4
	Divorce	0	0
Race	Malay	111	98.2
	Chinese	1	0.9
	Indian	1	0.9
Estimate travel time to watch the game	Within 15 minutes	37	32.7
	15 to 30 minutes	43	38.1
	31 to 60 minutes	18	15.9
	Over 60 minutes	15	13.3

Table 4.2: Descriptive statistic of Motivation Factor

Factor	N	Mean	Standard Deviation
Socialization	113	3.97	.709
Performance	113	3.51	.673
Esteem	113	3.73	.787
Diversion	113	3.81	.750
Fan Motivation	113	3.87	.864
Leisure Motivation	113	3.51	.891
Identification with Subculture	113	3.98	.805
Family Appeal	113	3.20	.958
Promotion	113	3.25	.634
Entertainment	113	3.51	.829
Pricing	113	3.30	.518

Table 4.1 shows the demographic profile in which the highest group age of the respondent is between 18-25 years old, with 105 respondents (92.9%). The lowest group age is among 34-41 years old, with no respondents. It shows the respondent at this age is likely to attend football matches. In terms of gender, males are preferred to attend the stadium rather than females. Next, the majority gender who attends the stadium is male with 83 respondents (82.3%) and female with 20 (17.7%). According to Guttman (1986), in every society, males are even more likely than females to be spectators. The marital status that involves 98.2 % was single, and 4.4% were married. Single respondents choose to attend the stadium because they have less commitment to their families and are likely to fulfil their leisure time. Instead, most of the respondent is Malay, with 111 respondent (98.2%) and followed by Chinese and Indian, with one respondent

(0.9%). For the estimated travel time to watch the game, the highest group is 15 minutes to 30 minutes, with 43 respondents (38.1%). The lowest group is over 60 minutes, with 15 respondents (13.3%).

Table 4.2 shows the mean score for overall motivation in each factor. As shown in the table, the highest mean value that motivates spectators to attend the stadium is Identification with Subculture with a score of 3.98 (SD=0.805). While the lowest mean value is Family Appeal with a score of 3.20 (SD=0.518).

Table 4.3 shows the mean score for the overall stadium environment for each factor. As shown in the table, the highest mean environmental factor that influences spectators to attend the stadium is Desire to Stay with a score of 3.91 (SD=0.777). While the lowest mean value is Service with a score of 3.07 (SD=0.976).

Table 4.3: Descriptive statistic of Stadium Environment Factor

Factor	N	Mean	Standard Deviation
Desire to Stay	113	3.91	.777
Stadium Parking	113	3.51	.840
Stadium Cleanliness	113	3.12	.841
Fan Motivation	113	3.70	.729
Service	113	3.07	.976
Crowding	113	3.09	.747

Table 4.4 shows there is a significant relationship between the motivation factor and stadium environment factor with a p-value of 0.00, $p < 0.01$. The result of the correlation is r value of 0.380 showing there is an average and positive value relationship between the motivation factor and stadium environment factor. According to Cohen (1988), it showed a moderate correlation.

Table 4.4: The relationship between motivation factor and stadium environment factor

		Motivation Factor	Stadium Environment Factor
Motivation Factor	Pearson Correlation	1	.380**
	Sig (2-tailed)		.000
	N	113	113
Stadium Environment Factor	Pearson Correlation	.380**	1
	Sig (2-tailed)	.000	
	N	113	113

** Correlation is significant at the 0.01 level (2-tailed)

4.0 Discussion

These findings are discussed based on the research objectives. The motivation factor indicates the highest mean score is Identification with Subculture, which is 3.98 (SD=0.805) which shows the respondents nearly Agree. During sports events, spectators who come together will share their beliefs and value. According to Mathidza (2011), sport is a common language that can bring people together, regardless of their history, origin, religious beliefs, or economic status.

In a stadium environment factor, the result shows the highest score mean is Desire to Stay with 3.91(SD= 0.777). Most of the respondents nearly Agree with the factor. It shows that the respondent mostly likes to stay for the entire game during match. According to Wakefield et. al (1996), the spectator found that while the sport was unpleasant, a relaxed and pleasant atmosphere like a stadium no longer provided a level of excitement. Next, the lowest mean value is Service, with a score of 3.07 (SD=0.976). Wakefield et. al (1996) suggest that the quality of food service affects the fans remain to stay at the stadium. The lack of providing good-tasting food might affect the attendance of spectators.

The finding of this study also showed there is a significant and positive relationship between motivation and stadium environment factor on football spectator attendance at Shah Alam Selangor Stadium. The stadium environment can affect the motivation factor of the spectator's decision to attend and watch football games at the stadium. Thus, the stadium factor can be seen as a significant factor affecting the level of attendance and satisfaction of the spectators (Wakefield et la.1996)

5.0 Conclusion

Spectators are the key elements in sports matches. Spectators are considered the main asset of a football club. They attend football stadiums to satisfy their inner needs, stimulate players and promote the development of football. Therefore, planning to persuade and motivate spectators to attend stadiums is an important task that should be put on the agenda. The lack of spectators in football matches will undoubtedly irreparably damage the Football Association of Selangor. The planning and implementation of the solutions presented in this study may lead to future success and the development of clubs and national football teams in Malaysia.

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