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Examining the influence of motivational & product factors on  
CBA fans' watching intention

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## **Abstract**

The primary purpose of this study was to develop an academic scale to examine the influence of motives and product factors on spectating intentions of CBA fans in China. This study has categorized the sports product into the core product (actual game) and external product (peripheral services). The study uses the core and external product (product factors) as moderators to examine the moderating effect that each product factor has on the relationship between motivation factors and future intention.

The second purpose was to discover the potential motives and product factors influencing CBA fans' spectating intentions. Five motivation factors for watching CBA games were introduced in this study (knowledge, drama, achievement, escape, and social) based on previous research studies to measure the motives of sports consumers (e.g., Wann, 1995; Trail and James, 2001) and two product factors consist of CBA fans satisfaction with the core and external products (e.g., Kim et al., 2019; Foroughi et al., 2016; Byon, Zhang & Baker, 2013).

The online questionnaire consisted of four parts: demographic information, motives, core, external product, and watching intention. Among the 400 online questionnaires distributed through the Weibo CBA fans community, 40 (10%) were rejected due to under and overtime responses and failed identification questions, which resulted in 360 (90%) valid responses.

The results from the multiple regression analysis showed that all five motivation factors explain 67% of CBA fans' watching intention variance. Among the five motivation factors, knowledge and achievement significantly influenced CBA fans' future watching intention. The rest of the three motivation factors, drama, escape, and social, have no significant influence on CBA fans' future watching intention.

To examine the moderating effect on the relationship between each motivation factor and

CBA fans' future watching intention, PROCESS MACRO was used in this study. Significant interactions were found for core and external products, with every motivation factor predicting CBA fans' future watching intention.

Thus, the results indicated that CBA fans' satisfaction with core and external products has a significant moderating effect on the relationship between all five motivation factors and future watching intentions. The novelty of this research is that this research has used fans' satisfaction with CBA products to examine the moderation effect between CBA fans' motivation and CBA fans' watching intention. Moreover, this study provides valuable information for CBA and online streaming platform marketing executives to understand CBA fans' needs for watching CBA games. Then, the marketing executives can improve and design new features for the CBA product to satisfy the needs of CBA fans.

## **Chapter 1 Introduction**

### **1.1 Basketball Development in China**

Since the late 1980s, when basketball was brought to China, basketball has gained much attention and become one of the most popular sports in China. Tencent Report (2018) showed that there were approximately 625 million basketball fans in China in 2018. In addition, there are more than 650,000 million basketball courts in China (Haitao, 2020). China has a huge fan base for basketball and a great basketball consumption market.

### **1.2 Chinese Basketball Association (CBA)**

The Chinese Basketball Association was known as the CBA league. The league was founded in 1995 and is the top-level professional basketball league in China. The season starts from October to April and consists of pre-season, regular season, and playoff. There are 20 teams within the league. Each team has star players and competes with other teams throughout the regular season.

After the regular season, eight teams will finally go to the playoff based on their winning records the regular season. As for now, many online platforms are broadcasting CBA games, such as Tencent Sports and CCTV sports. These online platforms allow CBA fans to watch the game online. Each online platform provides various services for the CBA fans to improve their watching experience, such as player and team stat board, tactical board, etc. Especially under the COVID-19 situation and Chinese government regulation, CBA fans cannot go to the stadium to spectate the game. Thus, the online platform has become important for CBA fans to be able to watch the CBA games.

According to the latest statistic, approximately 12 million spectators watched the 19-20 season-opening match, and approximately 15 million spectators watched the 19-20 season final match (Xinhua News, 2020). With such a size of the basketball market in China, it will be important to study CBA fans' behavior to help the CBA league develop better in the future.

### **1.3 Purpose of the Study**

Many scholars constantly study one of the questions in sports management: "Why do people spectate sporting events?" It is crucial for researchers and sports marketers must answer this question because it helps sports organizations understand the behavior of sports consumers and contribute values relevant to sports management research.

This study was followed by much research studying sports spectators' behavior. These studies involved influencing factors (Byon, Zhang, & Baker, 2013; Fink, Trail & Anderson, 2002; Kim, Magnusen & Lee, 2019), motives (Sloan, 1989; Trail & James, 2001, Wann, 1995), spectators (Trail, Robinson, Dick & Gillentine, 2003; Van Leeuwen, Quick, & Daniel, 2002), and fans (Ridinguer & James, 2002; Wann et al., 2001).

The primary purpose of this study was to develop an academic scale to examine the influence of motivation factors and product factors on spectating intentions of CBA fans in China.

Then, the study also aims to discover the potential motives and product factors influencing CBA fans' spectating intentions. Specifically, based on previous research (e.g., Trail & James, 2001; Wann, 1995), five commonly used sports fans' motives were identified to measure CBA fans' motivation. In addition, the core product is operationalized as star players, the team record, level of performance of CBA, and level of competitiveness of CBA. The external product is



operationalized as accessibility, cost, and amount of information based on a previous research study to measure the perceived satisfaction of sports consumers (e.g., Mullin et al., 2007; Zhang, Lam, & Connaughton, 2003b).

#### **1.4 Difference between Fans vs Spectators**

According to various research studies (Trail, Fink, & Anderson, 2003; Wann et al., 2001), there are clear differences between sports fans and sports spectators. Since the focus group of this study is sports fans, it is important to distinguish between sports fans and spectators to avoid ambiguity and confusion.

Based on previous studies, sports spectators can be defined as those who merely watch sports games (Sloan, 1989; Wann et al., 2001) or those who watch a game by chance to enjoy the atmosphere or the socialization and enjoy the feeling of victory (Wang, 2015). Opposingly, sports fans are defined as enthusiastic devotees of a given diversion and constantly watch sports to satisfy a particular desire as a fan (Sloan, 1989; Wann et al., 2001). Sports fans have a stronger attachment to the athlete, team, sport, or organization. In addition, they watch the game to satisfy particular desires (Wang, 2015).

In general, sports spectators are people who merely enjoy watching or attending sporting events, whereas sports fans constantly devote their enthusiasm to a particular sport. For instance, sports fans will actively watch sports games and purchase team merchandise. However, sports fans and spectators derive the same benefits from sports consumption; therefore, this study considers all CBA spectators as CBA fans.

The following section will provide a theoretical overview of sports spectator behavior.

## **Chapter 2 Theoretical Background & Hypothesis Development**

### **2.1 Motivation**

Mowen & Minor (1998) defined motivation as an activated state that creates wishes and desires to take a pathway to achieve a goal-directed behavior. Wang (as cited in Chelladurai 1999) refers to motivation as “The complex forces, drives, needs, tension states, or other mechanisms that start and maintain voluntary activity toward achieving personal goals.” Shank & Lyberger (2014, p.146) pointed out that motivation is “an internal force that directs behavior toward the fulfillment of needs,” indicating that motivation factors strongly impact consumers’ decision-making processes. Yoal (2009) indicated that motivation is primarily generated by psychological or physiological needs and desires which could urge individual behaviors and activities.

Based on the given definitions, motivation can be seen as the force that drives individuals to fulfill their personal needs. Furthermore, many theories have been proposed to explain the impact of motivation on people’s behavior, such as Maslow’s hierarchy of needs theory, McClelland’s acquired needs theory, Vroom’s expectancy theory, and Herzberg’s two-factor theory.

### **2.2 Sport Fans Motivation**

In the sports management literature, motives are described as the factors that drive sports fans to watch the game and the personal needs that they satisfy through watching the game (Byon, Cottingham & Carroll, 2010; Matsuoka, 2014; Duan, Liu & He, 2019). Overall, motivation is important in predicting and grasping sports fans’ behaviors.

Although many theories have been applied to the motives of sports fans, Maslow's theory has been the most appropriate theory to study the motivation for sports spectatorship (McDonald, Milne, & Hong, 2002). Maslow's theory categorizes people's needs into deficiency needs and growth needs. McDonald et al. (2002) proposed 13 motives related to sports spectatorship, and Maslow's theory was applied to these motives. For instance, motives such as stress reduction, risk-taking, and aggression are categorized under deficiency needs, while motives such as achievement, aesthetics, and competition are categorized as undergrowth needs.

Research on sports spectator motivation can help improve understanding of the consumer decision-making process and satisfy the needs of sports fans to maintain their interest. Previous studies have indicated that motivation directly predicts the frequency of sports fans' behavior (Funk et al., 2009; Wang, 2014). Spectator motives have been used as drivers of sports spectator behavior (Funk, Mahony & Ridinger, 2002; Trail, Fink & Anderson, 2003)

Kim et al. (2008) stated that it is crucial to understand sports fans' motivation. It reveals why sports fans watch sporting events, which provides key insights for sports organizations to develop effective marketing strategies. Furthermore, satisfying the identified motives is critical for gaining new fans and retaining current fans. Fink et al. (2002) indicated that motivation influenced sports fans' current and future behaviors. As a result, motivation is considered the key to understanding sports consumers (Kahle et al., 2001; Milne & McDonald, 1999; Shank, 2002; Wann, 1995). In particular, many previous research studies found the impact of motivation factors on various sports fans' behaviors, such as the number of games attended, purchase of team merchandise, consumption of team-related media, and level of fan support for a women's sport (Funk et al., 2002; Trail & James, 2001; Wann, Brewer, & Royalty, 1999).

### **2.3 Sport Fans Motivation Scale Development**

Since sports fans watch sports events for various reasons, researchers in sports management have investigated the factors that motivate sports fans to watch sporting events to understand sports fans' spectating intention. Therefore, many scholars (e.g., Fink, Trail, & Anderson, 2002; Funk, Ridinger, & Moorman, 2003; Sloan, 1989; Trail & James, 2001; Wann, 1995) have proposed and designed scales to measure sports fans' motives.

Wann (1995) developed the Sports Fan Motivation Scale, known as the SFMS, to analyze sports fans' motives. The SFMS consists of eight motives: eustress, self-esteem, escape, entertainment, economic factors, aesthetic qualities, group affiliation, and family needs. Then, Milne & McDonald (1999) developed the Motivation of the Sport Consumer scale known as MSC, which includes 12 motives: aggression, affiliation, achievement, aesthetics, competition, self-esteem, self-actualization, social facilitation, stress release, skill mastery, risk-taking, and value development.

Trail & James (2001) proposed the Motivation Scale for Sport Consumption (MSSC). The MSSC consists of nine motives: achievement, aesthetics, acquisition of knowledge, drama, escape, family, physical attraction, physical skill, and social interaction. Funk et al. (2009) developed the SPEED scale to measure sports fans' motivation from five facets: socialization, performance, excitement, esteem, and diversion.

The most used MSSC scale has been adapted to various sports contexts to measure sports fans' motivation. For instance, the MSSC scale has been applied to measure sports fans' motivation in intercollegiate sports (James & Ridinger, 2002; Robinson & Trail, 2005; Trail et al., 2003; Woo et al., 2009), professional baseball (Trail & James, 2001), professional hockey (Casper, Kanters, & James, 2009). Byon et al. (2010) indicated that the MSSC had been proven

stable and valid in various sports settings. This study adopts five factors from the MSSC scale to measure CBA fans' motivation factors because of the high stability and validity.

In the following section, each motivation factor is described in detail.

### **2.3.1 Knowledge**

Knowledge refers to the desire and opportunity to learn about a team, players, and sport, motivating individuals to watch the sports game (Trail & James, 2001). Wang (2014) states that fans can learn the game's rules and techniques, and tactics by watching the game. Fans increase their enjoyment of watching the game by improving their understanding of the game. Therefore, the following hypothesis was formulated:

H1: Knowledge has a positive impact on CBA fans' watching intention.

### **2.3.2 Drama**

Drama refers to the uncertain outcome of a game or excitement that sports fans might experience from a close game (Funk et al., 2009).

Trail & James (2001) defined drama as the pleasant stress sports fans experience while watching a sports game because of its unpredictable outcomes. Some sports fans watch sports games because the uncertainty of the outcome (in other words, the game's drama) will create the positive stress they seek. Due to the sports game's competitiveness, drama explains why sports fans like to attend semi-final and final games more than the regular season games. The number of sports fans attending a sports game is also determined by drama (Wang, 2014). Therefore, the following hypothesis was formulated.

H2: Drama has a positive impact on CBA fans' watching intention.

### **2.3.3 Achievement**

Achievement refers to the desire to seek achievement vicariously through sports team affiliation (Sloan, 1989). Funk & James (2001) stated that achievement motive is the feeling of personal achievement experienced by sports fans when their favorite team performs well. Funk et al. (2003) define achievement motive as the extent to which an individual is interested in the sports team due to strong collective self-esteem based on his/her high-level sense of psychological association with that team. For example, a sports fan will feel proud when his/her support wins a championship.

Moreover, the achievement was one of the most crucial and influential factors in predicting sports fans' future watching intentions (Mahony et al., 2002; Ridnger & Funk, 2006; Zhang et al., 2001). Thus, the following hypothesis was formulated.

H3: Achievement has a positive impact on CBA fans' watching intention.

### **2.3.4 Escape**

Escape refers to sports fans diverting their attention away from the problems and stresses of daily life by watching sports games (Trail & James, 2001; Wann, 1995). Wang (2014) noted that sports games provide relaxation to sports fans which helps them release their stress, regenerate their energies and contribute to their well-being. Sloan (1989) noted that sports fans are seeking to find a diversion to allow them to escape from their "humdrum daily routines" through the experience of watching a game. Thus, the following hypothesis was formulated.

H4: Escape has a positive impact on CBA fans' watching intention.

### **2.3.5 Social Interaction**

Social interaction refers to the opportunity that sports fans have to socialize with others (McDonald et al., 2002; Ridinger & Funk, 2006; Funk et al., 2003). It is common for a sports fan to watch a sports game with friends and family.

A group of friends and family members may share the same interest in the same sport, which grants them the opportunity to comment on the game and discuss the performance of the players and teams.

Wang (2014) noted that social interaction could positively improve sports fans' relationships with each other. Watching a sports game can satisfy sports fans' desire to socialize with others, especially those watching the game and sharing the same sports interests. To some extent, social interaction motivates sports fans to watch sports games. Therefore, the following hypothesis was formulated.

H5: Social interaction will positively impact CBA fans' watching intention.

## **2.4 Sport Product**

Generally, a product is anything that can be provided to a market to satisfy people's desires and needs (Kotler, 1989). There are many research studies on products across a wide range of fields. In the spectator sports context, various scholars have researched sporting events and divided sports products into two product categories: core and external products (or peripheral services) (e.g., Lam, & Connaughton, 2003b; Mullin, Hardy, & Sutton, 2007). Hume (2008) noted that fans' experience of watching a sporting event is combined with the core product (the game itself) and peripheral services (external to the game).

Numerous studies have found that both the core and external products will impact sports fans' future intentions (e.g., Greenwell et al., 2002; Smith, 2000; Zhang et al., 1995). As for the core product, Mullin et al. (2007) refer to the core product in spectator sport as the game itself. Greenstein & Marcum (1981) indicate that the characteristics of the core product are related to team performance, the team record, and star players. Masteralexis et al. (2012) defined the core product in spectator sports as the actual sporting event. Linda & Daniel (2002) refer to the core product as the actual performance of the team and players. Schaaf (1995) refers to the core product as the game-related content, such as the excitement of the sporting events based on the uncertainty of the game outcome, the merchandise, and services related to the actual sporting event.

Furthermore, a core product in sport is described by many scholars as the product with sport-related factors such as the quality of the sports team, the team winning record, the number of star players within a team, players' skills, and team strategies (Braunstein et al., 2005; Ferreira & Armstrong, 2004; Gauthier, 1989; Zhang et al., 1997). Zhang et al. (1995) found that four core service quality factors (home team, opposing team, schedule convenience, and game promotion) impact fans' spectating intention of NBA games. Zhang et al. (1997) found that three core product factors (game attributes, home team, and economic consideration) significantly impact game attendance in Minor League Hockey.

Greenwell et al. (2002) noted that fans' satisfaction with core product quality was related to behavioral intentions for attending minor league hockey games.

Smith & Stewart (2007) found that core product quality factors (game schedule and home team) significantly impact NBA game attendance. Zhang et al. (2003a, 2003b, 2004a) found that two core product factors (home team, opposing team, and economic consideration) can predict



game watching frequency. Byon et al. (2010) collected data from six professional team sports. They found three core product factors (home team, opposing team, and game promotion) revealed approximately 17% variance in future attendance intention.

Based on the previous research, this study will employ 5 question items: star player performance, the team record, level of performance of the league, level of competitiveness, and the total quality of the game to analyze the core product.

Along with the core product, researchers have been studying the external product. The primary difference between the core product and the external product is that the external product can be controlled and improved by the sports organizations. Kim & Kang (2005) defined the external product in spectator sport as the promotions and entertainment activities provided by the sporting events. Besides the game, sports fans are also experiencing various entertainment and promotional activities (Ko et al., 2011).

Zhang et al. (2004) defined external product in spectator sport as the supporting program of the sporting event. An external product is as important as the core product in a sporting event. Brooks (1994) stated that the external product could significantly impact spectator sport consumption behaviors. Hirt & Clarkson (2011) noted that the external product could also enhance sports fans' game experience besides the game itself. Mullin et al. (2007) noted that focusing on the controllable external product is more important than the uncontrollable core product, especially for teams not performing well. Zhang et al. (1998) developed a scale to analyze the external product from five facets: ticket cost, audiovisuals, accessibility, arena staff, and event amenities. Byon et al. (2009) analyzed external products from three factors: game amenities, ticket services, and venue quality.

Kelly & Turley (2001) found that external product factors (employee, facility accessibility, and concessions) positively affect fans' game attendance in college basketball. Tsuji et al. (2007) reveal that external product is positively associated with sports fans' future attendance intention in sports events. Zhang et al. (1998) revealed that event amenities and ticket services positively relate to fans' game attendance in minor league hockey. Zhang et al. (2004a) found that game amenities, venue accessibility, and audiovisuals were positively associated with fans' game attendance.

In this study, due to the current Covid-19 situation, this research cannot analyze the external product provided by the live sporting event at the arena. Instead, this research analyzes the external product provided by live sporting events through online platforms. Based on the above discussion, four-question items relevant to the external product's characteristics (accessibility, cost, the amount of information such as team statistics, and player scoreboard provided by the online platform) is used for the external product as one construct.

## **2.5 Fans Satisfaction with Sport Product**

Although motivation is a crucial factor that impacts sports fans' intentions, it is not the only factor that can significantly impact sports fans' intentions. The quality of the sports product also impacts sports fans' intention. The most direct way to evaluate the quality of a sports product is through the level of satisfaction of sports fans with the sports product. Duan et al. (2020) noted that satisfaction indicates consumers' direct response to the product and service evaluation. Many research studies have shown that satisfaction with the sports product can significantly influence sports fans' intention to watch future sports games (Cronin et al., 1992; Cronin et al., 2000; Kwon, Trail, & Anderson, 2005; Trail, Fink & Anderson, 2003).

Researchers in sports management have investigated two types of consumer satisfaction: satisfaction with the actual game (Kwon, Trail, & Anderson, 2005; Madrigal, 1995; Trail, Anderson & Fink, 2005) and satisfaction with the peripheral services (Wakefield & Blodgett, 1996). From these research findings, scholars noted that satisfaction with the core product and peripheral services might coexist as the predictors of sports fans' behavioral intentions (Mittal, Kumar, & Tsiros, 1999; Parasuraman, Zeithaml, & Berry, 1994). For instance, Trail et al. (2003) found that National Collegiate Athletic Association (NCAA) basketball fans' satisfaction with the NCAA game positively impacts NCAA fans' purchase intention of team merchandise.

Matsuoka, Chelladurai & Harada (2003) discovered that fans' satisfaction with team performance is positively associated with attending future sports games. Ko, Zhang, Cattani, & Pastore (2011) found that fans' satisfaction with game performance enables them to experience the sporting event's esthetics, excitement, and drama.

Many previous studies have examined fans' satisfaction's impact on sports fans' behavioral intention. For instance, Kim, Rogol & Lee (2019) examined core and peripheral service's direct impact on ice hockey fans' revisit intention. Yoshida & James (2010) examined the mediating effect of fans' core and peripheral product satisfaction between product quality and behavioral intentions in Japanese professional baseball and U.S. college football. Duan, Liu & He (2019) examined the mediating effect of fans' satisfaction with the product between motivation and behavioral intention in Chinese marathons.

However, few previous studies examine the moderating effect of fans' satisfaction with sports products between motivation and behavioral intention. Theoretically, core and external products can moderate the relationship between fans' motivation and watching intention. The

reason is that when fans are satisfied with the core and external products, the core and external products will increase fans' motivation, thus resulting in the fans watching more games in the future. For instance, if a sports team has an outstanding team record during the game season, the team fans are satisfied with the team record, which can increase fans' motivation and resulting the fans watching more of the game in the future.

Therefore, this research study will examine whether sports fans' satisfaction with sports products will significantly affect each of the sports fans' motivation and their watching intention. Based on the discussion, this research proposed the following hypothesis:

H1a: CBA fans' satisfaction with the core product will moderate the relationship between knowledge and watching intention.

H1b: CBA fans' satisfaction with the external product will moderate the relationship between knowledge and watching intention.

H2a: CBA fans' satisfaction with the core product will moderate the relationship between drama and watching intention.

H2b: CBA fans' satisfaction with the external product will moderate the relationship between drama and watching intention.

H3a: CBA fans' satisfaction with core products will moderate the relationship between achievement and watching intention.

H3b: CBA fans' satisfaction with the external product will moderate the relationship between achievement and watching intention.

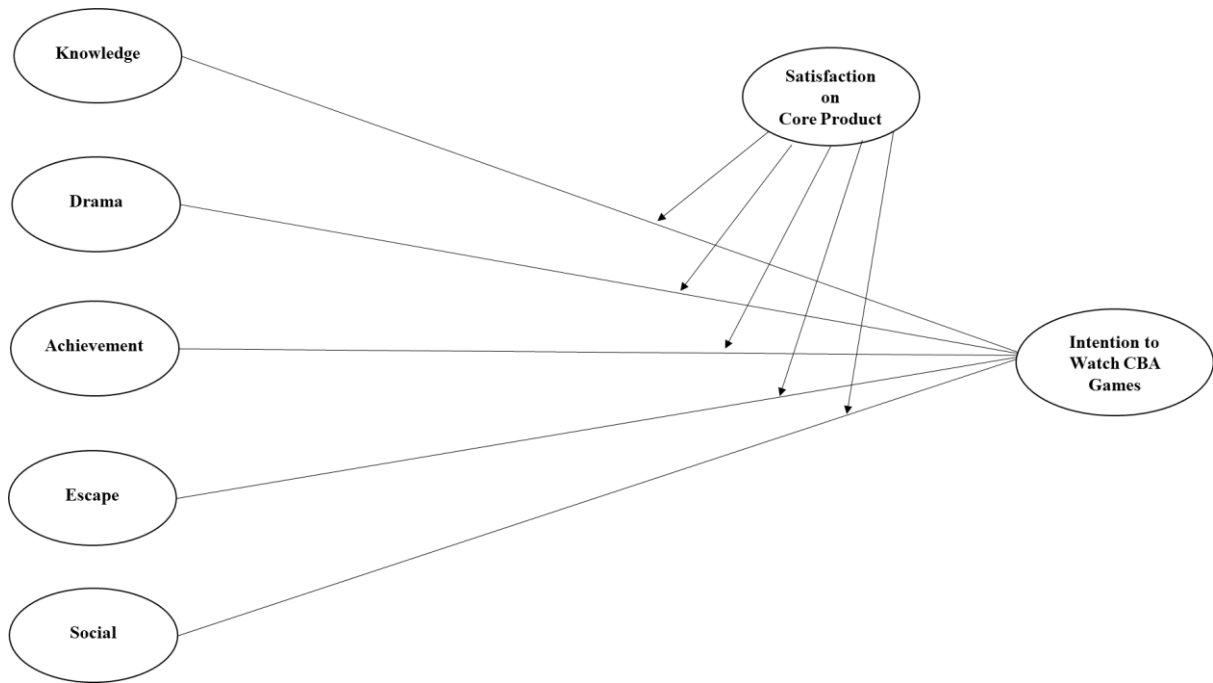
H4a: CBA fans' satisfaction with the core product will moderate the relationship between escape and watching intention.

H4b: CBA fans' satisfaction with the external product will moderate the relationship between escape and watching intention.

H5a: CBA fans' satisfaction with the core product will moderate the relationship between social interaction and watching intention.

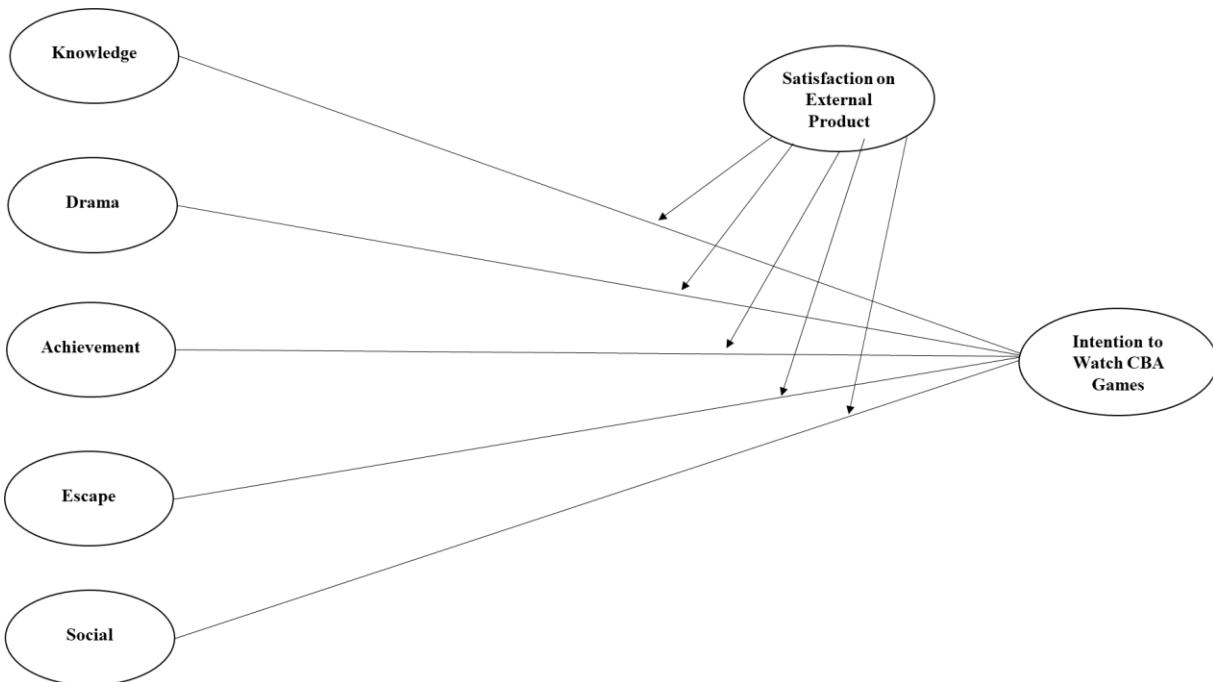
H5b: CBA fans' satisfaction with the external product will moderate the relationship between social interaction and watching intention.

The research model is presented in Figures 1 and 2. As the proposed research model shows, the study selected five motivation factors, knowledge, drama, achievement, escape and social interaction, to examine whether each motivation factor will significantly influence CBA fans' future watching intention. As shown in figure 1, this study will examine whether CBA fans' satisfaction with the core product will have a significant moderating effect on the relationship between each of the CBA fans' motivation factors and their future watching intention. Then, as figure 2 shown, this study will also examine whether CBA fans' satisfaction with the external product will have a significant moderating effect on the relationship between CBA fans' motivation factors and their future watching intention.



**Figure 1**

*Motivation and waching intention with core product as the moderator*



**Figure 2**

*Motivation and watching intention with external product as the moderator*

## **Chapter 3 Methodology**

Due to the COVID-19 situation in China, this study could not distribute questionnaire on the actual stadium. An online questionnaire was used to collect data from the CBA fans.

### **3.1 Data Collection**

Data were collected through the Weibo CBA fans community, a Chinese social media community where all the CBA fans gather to discuss everything related to the CBA league contents. During the collection process, a total of 400 questionnaire were collected. Among the collected questionnaire, 40 (10%) were rejected due to under and overtime responses and failed identification questions, resulting in 360 (90%) valid responses.

### **3.2 Measurement**

In order to test the hypotheses, an online questionnaire using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) was distributed to collect data.

The online questionnaire consists of four parts: demographic information, motives, core and external product, and watching intention. Participants were asked to provide information on their age, gender, educational background, current occupation, and monthly family income in the demographic section. After respondents answered the demographic questions, they were asked to answer five identification questions to identify whether respondents were CBA fans. Then, in the motivation section, respondents were asked to evaluate the motives that drive them to watch CBA games. After that, respondents were asked to rate their satisfaction with the core and external products. Finally, respondents were asked to evaluate their likelihood of watching future CBA games.

To assess motivation, this study used five motivation factors from MSSC (Trail & James,

2001). However, during the process of designing survey question items, some overlaps were discovered between motivation constructs and product factors. For instance, aesthetics question items were highly overlapped with physical attraction question items. Family question items were highly overlapped with social interaction question items. Physical skills question items were overlapped with star player question items. As a result, this study made some adjustments. Instead of fully adopting the MSSC, this study only kept five motives: knowledge, drama, achievement, escape, and social, to avoid ambiguous overlaps between constructs.

To assess fans' satisfaction with the core and external products, the study developed five question items for each product factor to measure the CBA fans' satisfaction with the core and external products.

Since the questionnaire was distributed to Chinese CBA fans, a translated version of the measurement scales was needed. The doctoral program student helped with the questionnaire translation to minimize discrepancies between the original English and the translated Chinese versions. Translation checks were conducted for the measurement scales. The author first translated the English items into Chinese.

Then, four English and Chinese bilingual master students belonging to the sports management lab checked the accuracy of the translated scales. As a result, a few minor changes were applied to the translated scale, and it was confirmed that there is no significant difference in meaning between the two versions of the measurement scales.

The data were analyzed using SPSS 28.0. First, the study computed the descriptive statistics for CBA fans. Second, this research study examined the reliability and validity of each construct. Third, a multiple regression analysis was conducted to predict the influence the five motivation factors have on CBA fans' future watching intention. Finally, a PROCESS MACRO



was conducted to examine whether core and external products will have a significant moderating effect on each motivation factor and CBA fans' future watching intentions.

## Chapter 4 Results

With the data from the online questionnaire, the descriptive information of sports fans, including gender, age, educational background, occupation, and family monthly income, was generated. Then, the mean scores of each motivation, product, and intention construct were formulated to assess the measurement model.

Questionnaire showed that 69.2% ( $n = 249$ ) of the respondents were male, and 30.8% ( $n=111$ ) were female. Most respondents' ages ranged from 26 to 40 (73.9%). In terms of the respondents' educational background, the majority of the respondents (61.7%) have received an undergraduate degree. Regarding the current occupation, most of the respondents were students, corporation employees, and professionals (such as doctors, lawyers, teachers, etc.), occupying 60.8% of the sample population. In addition, the majority of the respondents (67.2%) had a family monthly income ranging from CNY 4001-12000. Detailed demographic information is shown in Table 1.

In addition to demographic information, respondents were asked about their watching frequency and the most frequently used online platform to watch CBA games. Among the 360 respondents, 44.4% watch CBA games every week, 30.8% watch CBA games daily, 13.1% watch CBA games less than once a month, and 11.7% watch CBA games every month. Many respondents use Tencent Sports (23.6%) and CCTV Sports (30.8%).

Detailed information about the respondents' watching frequency and most frequently used platform is reported in Table 2.

**Table 1***Demographic Information (n = 360)*

		<i>n</i>	%
<b>Gender</b>	Male	249	69.2
	Female	111	30.8
<b>Age (<i>M</i>=32.5)</b>	16-20	18	5
	21-25	44	12.1
	26-30	75	20.8
	31-35	97	27
	36-40	94	26.1
	41-46	32	9
<b>Education Background</b>	Junior High and below	8	2.2
	Senior High	72	20
	Undergraduate	217	61.7
	Graduate or above	57	16.7
<b>Current Occupation</b>	Student	50	13.9
	Government/Civil Servant	48	13.3
	Corporation Employee	97	26.9
	Professionals (doctors/lawyers/sports/journalists/teachers,etc)	72	20.0
	Worker	39	10.8
	Agriculture, forestry and fishery workers	8	2.2
	Individual Business	11	3.1
	Freelancer	19	5.3
	Retired	9	2.5
	No occupation yet	4	1.1
	Other	3	.8
<b>Family Monthly Income</b>	0 - 4000 CNY	41	11.4
	4001- 8000 CNY	109	30.3
	8001-12000 CNY	122	33.9
	12001-16000 CNY	73	20.3
	16000 CNY and above	15	4.1

**Table 2***CBA Fans Game Watching Information (n = 360)*

		<i>n</i>	%
<b>Watching Frequency</b>	Less than once a month	47	13.1
	On a daily basis	111	30.8
	On a weekly basis	160	44.4
	On a monthly basis	42	11.7
<b>Most Frequently used online platform</b>	Hupu Sports	25	6.9
	Tencent Sports	85	23.6
	CCTV Sports	111	30.8
	Migu Sports	90	25
	NetEase Sports	25	6.9
	SoHu Sports	24	6.7

Then, confirmative factor analysis (CFA) was conducted to evaluate the reliability of measurement constructs. The results of the CFA revealed that the model adequately fits the data from the respondents. The CFI (.93) and IFI (.93) were both above the .90 benchmark (Bentler, 1999); the SRMR (.05) was less than 0.08 (Kline, 2005); furthermore, RMSEA (.06) was within the .05 -.08 range for a good model fit (Hair et al., 2010). Detailed model fit information is reported in Table 3.

**Table 3***Model Fit Indices*

GFI	IFI	TLI	CFI	RMSEA	SRMR
.83	.93	.92	.93	.06	.05

Tables 4 & 5 show the Average Variance Extracted (AVE), the Construct Reliability (CR), and Cronbach Alpha coefficients for all the constructs. The AVE value for Knowledge (.54), Drama (.50), Achievement (.52), Escape (.52), Social (.50), Core Product (.52), External product (.50), and Intention (.60) all fall within an acceptable range of greater than .50 indicating adequate convergence validity. The CR value for Knowledge (.83), Drama (.83), Achievement (.81), Escape (.81), Social Interaction (.80), Core Product (.84), External product (.80) and Intention (.82) are all greater than .7 which suggests a good reliability.

Furthermore, the Cronbach Alpha coefficients for Knowledge (.82), Drama (.83), Achievement (.81), Escape (.81), Social Intercation (.80), Core Product (.84), External product (.76), and Intention (.82) all ranged from .60 to .88, which indicated a moderate degree of internal validity of the measurement model.

**Table 4***Construct Validity*

Motivation	Items	AVE	CR	$\alpha$
Knowledge	I increase my understanding of basketball knowledge by watching CBA game.	0.54	0.83	0.82
	I deepen my basketball knowledge by watching CBA game.			
	I learn the tactics and moves that are used in basketball by watching CBA game.			
	I learn about the technical aspects of basketball by watching CBA game			
Drama	I like the excitement of CBA games' outcome not being decided until the end	0.50	0.83	0.83
	I enjoy the dramatic turn that CBA game can take			
	I enjoy the unpredicted outcome of the basketball game.			
	I like to watch a close game rather than a one-sided game. A game is more enjoyable to me when the outcome is uncertain.			
Achievement	I will feel a sense of achievement when my favorite teams or players win.	0.52	0.81	0.81
	I will feel I have won the game when my favorite team wins.			
	I will be proud when my favorite teams or players win.			
	I feel proud when my favorite team plays well			
Escape	Watching CBA games will give me the opportunity to temporarily get away from the reality.	0.52	0.81	0.81
	Watching CBA games will let me forget about all of 'life's little problems.			
	Watching CBA games will release my pressure from daily life.			
	Watching CBA games will provide great change of pace from what I regularly do.			
Social Interaction	I enjoy interacting with others while I am watching CBA games.	0.50	0.80	0.80
	It is important for me to interact with others when watching CBA games.			
	I enjoy watching CBA games with my friends and/or families.			
	Watching CBA games will give me the opportunity to interact with others.			

**Table 5***Construct Validity (continued)*

Product Aspects	Items	AVE	CR	$\alpha$
Core Product	How satisfied do you feel about your team's star players' performance?			
	How satisfied do you feel about your team's current records?			
	How satisfied do you feel about the level of performance of CBA league?	.52	.84	.84
	How satisfied do you feel about the level of competitiveness (how close the game is) of the CBA games?			
External Product	How satisfied do you feel about the ease of accessing online platform?			
	How satisfied do you feel about the price for watching the game via online platform?			
	How satisfied do you feel about the amount of information (e.g., teams' and players' stats) provided by online platform during the game?	.50	.80	.76
	How satisfied do you feel about the service quality (e.g. ease of use, cost, information availability) provided by the online platform?			
Future Intention	How likely are you planning to watch CBA games in the future?			
	How likely are you planning to watch CBA games in next season?	.60	.82	.82
	How likely are you planning to watch CBA games in the next 5 years?			

As shown in Table 6, the discriminant validity of each pair of constructs is assessed by comparing the shared variance (squared correlation) between each pair of constructs against the AVEs for these two constructs. The AVE values are shown at the top of every column. Although the shared variance within many pairs of constructs is higher than their AVEs, this study conducted a heterotrait-monotrait (HTMT) ratio of correlation to test the discriminate validity. The correlation matrix values demonstrate that the correlations between constructs ranged

from .41 to .67, which were below .85. The AVE values ranged from .50 to .60, revealing moderate discriminant validity among the eight constructs (Kline, 2005).

**Table 6**

*Discriminant Validity*

Constructs	Know	Drama	Achi	Escape	Social	Core	Exter	Inten
Know	.54							
Drama	.67	.50						
Achi	.55	.62	.52					
Escape	.49	.51	.48	.52				
Social	.54	.55	.47	.57	.50			
Core	.64	.64	.53	.51	.57	.52		
Ext	.53	.57	.41	.53	.59	.65	.50	
Inten	.58	.54	.56	.44	.46	.53	.42	.60

**Notes.** Know = Knowledge; Achi = Achievement; Core = Satisfaction with the core product; Exter = Satisfaction with the external product; Inten = Intention

#### 4.1 Hypothesis Test

A multiple regression analysis was performed to test whether knowledge, drama, achievement, escape, and social interaction significantly influence CBA fans' future watching intention. Table 7 indicates that the  $R^2$  of .67 suggests that all five motivation factors explained the variance of 67 % of CBA fans' watching intention.

Among the five motivation factors, two factors, knowledge ( $\beta = .32, t = 5.46, p < .01$ ) and achievement ( $\beta = .32, t = 5.87, p < .01$ ) were found to positively and significantly influence CBA fans' future watching intention. However, the rest of motivation factors drama ( $\beta = .09, t = 1.37,$



$p = .17$ ), escape ( $\beta = .09$ ,  $t = 1.67$ ,  $p = .09$ ) and social interaction ( $\beta = .09$ ,  $t = 1.83$ ,  $p = .06$ ) have no significant influence on CBA fans' future watching intention. Thus, H1 and H3 were supported. On the other hand, H2, H4, and H5 were rejected.

**Table 7**

*Multiple Regression*

	<i>Coeff (b)</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Constant	-.91	.10		-.88	.38
Knowledge	.37	.07	.32	5.46	<.00*
Drama	.11	.08	.09	1.37	.17
Achievement	.35	.06	.32	5.87	<.00*
Escape	.09	.05	.09	1.67	.09
Social	.12	.06	.09	1.83	.06

*Notes.*  $R = 0.8$ ;  $R^2 = .67$ ;  $Adj. R^2 = .66$ , \* $p < .01$

## 4.2 Moderating Effect

Regarding the moderation analysis within the measurement model, the study used Hayes' PROCESS MACRO V4.0 (Model 1) in SPSS to assess whether CBA fans' satisfaction with CBA products will significantly moderate the relationship between each motivation factor and future watching intention. PROCESS MACRO is widely used by scholars from the social, business, and health sciences realm to assess regression analyses containing various moderators, mediators, and covariates (Hayes, 2017). The study generated the mean for all the measurement constructs (knowledge, drama, achievement, escape, social, core product, external product, and intention) as required to run the PROCESS MACRO.

The outcome variable for analysis was CBA fans' future watching intention. The predictor variable for the analysis was the motivation constructs (knowledge, drama, achievement, escape, and social). At the same time, CBA fans' satisfaction with core and external products each served as a categorical moderator in the model.

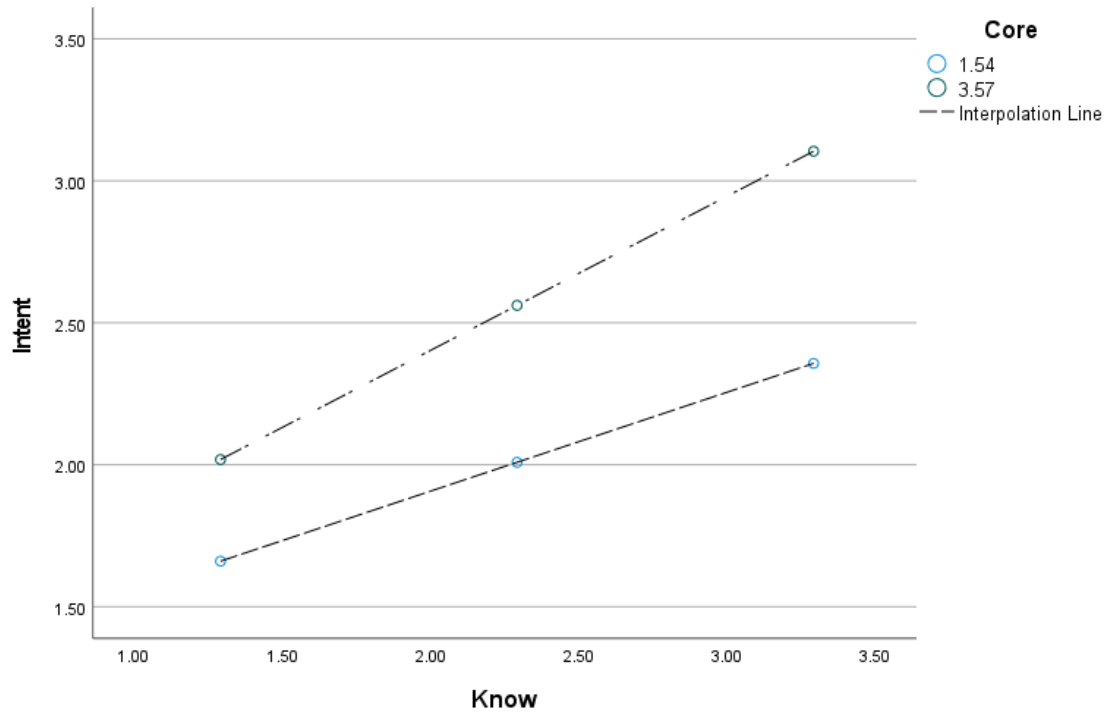
As shown in Table 8, the analysis results revealed that the overall model ( $R^2 = .63$ ,  $F(3, 356) = 204.6$ ,  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the core product and knowledge for predicting CBA fans' future watching intention ( $b = .09$ ,  $t(356) = 3.64$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between knowledge and watching intention, which supported H1a. Figure 3 shows that the interaction effect of knowledge and satisfaction with the core product on future watching intention is significant.

**Table 8**

*Moderating effect of CBA fans satisfaction with core product on the relationship of knowledge and future watching intention ( $n = 360$ )*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.13	.30	3.76	.00	.54	1.72
Knowledge	.19	.12	1.73	.09	-.03	.43
Core	.05	.11	.48	.63	-.16	.27
Int_1	.09	.03	3.64	.00*	.04	.15

*Notes.*  $R^2 = .63$ ;  $F(3, 356) = 204.6$ ,  $*p < .01$ ; Core = satisfaction with core product



**Figure 3**

*Interaction effect of knowledge and satisfaction with core product on the future watching intention ( $n = 360$ )*

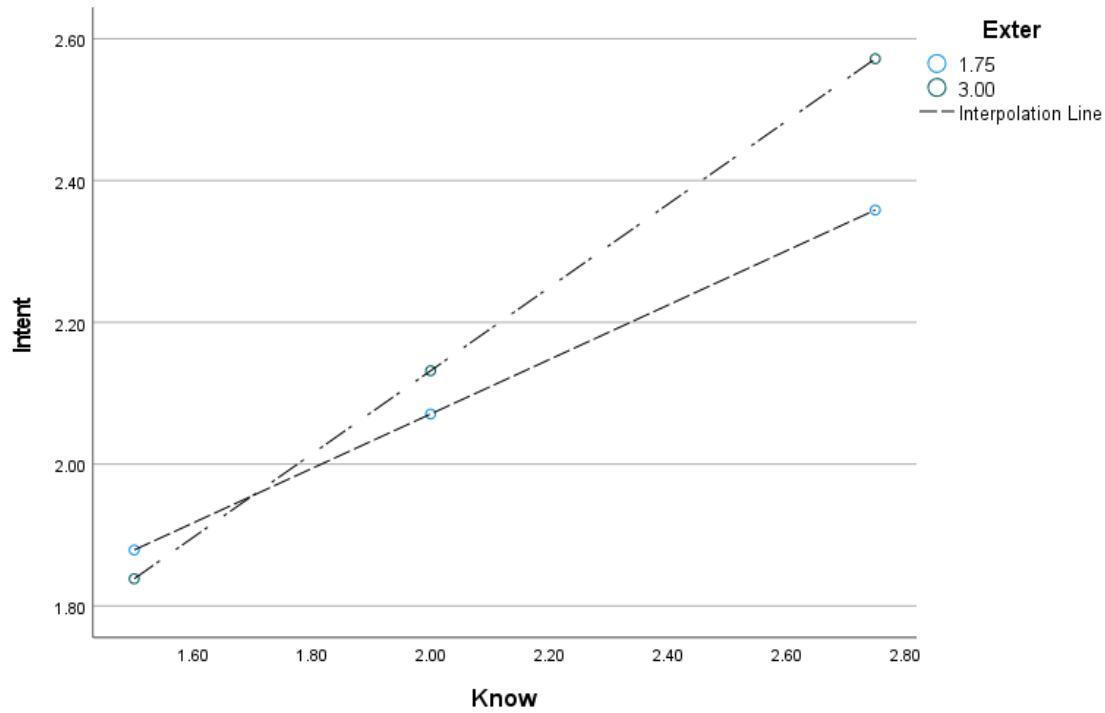
As shown in Table 9, the results of the analysis revealed that the overall model ( $R^2 = .63$ ;  $F(3, 356) = 201.7, p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with external product and knowledge for predicting CBA fans' future watching intention ( $b = .16, t(356) = 5.65, p < .01$ ). The result indicated that CBA fans' satisfaction with the external product has a significant moderating effect on the relationship between knowledge and watching intention, which supported H1b. Figure 4 shows that the interaction effect of knowledge and satisfaction with the external product on future watching intention is significant.

**Table 9**

*Moderating effect of CBA fans satisfaction with external product on the relationship of knowledge and future watching intention (n = 360)*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.79	.32	5.68	.00	1.17	2.41
Knowledge	.09	.12	.84	.40	-.13	.33
External	-.28	.11	-2.48	.01	-.49	-.06
Int_1	.16	.03	5.65	.00*	.11	.22

*Notes.*  $R^2 = .63$ ;  $F(3, 356) = 201.7$ ,  $*p < .01$ ; External = satisfaction with external product

**Figure 4**

*Interaction effect of knowledge and satisfaction with external product on the future watching intention (n = 360)*

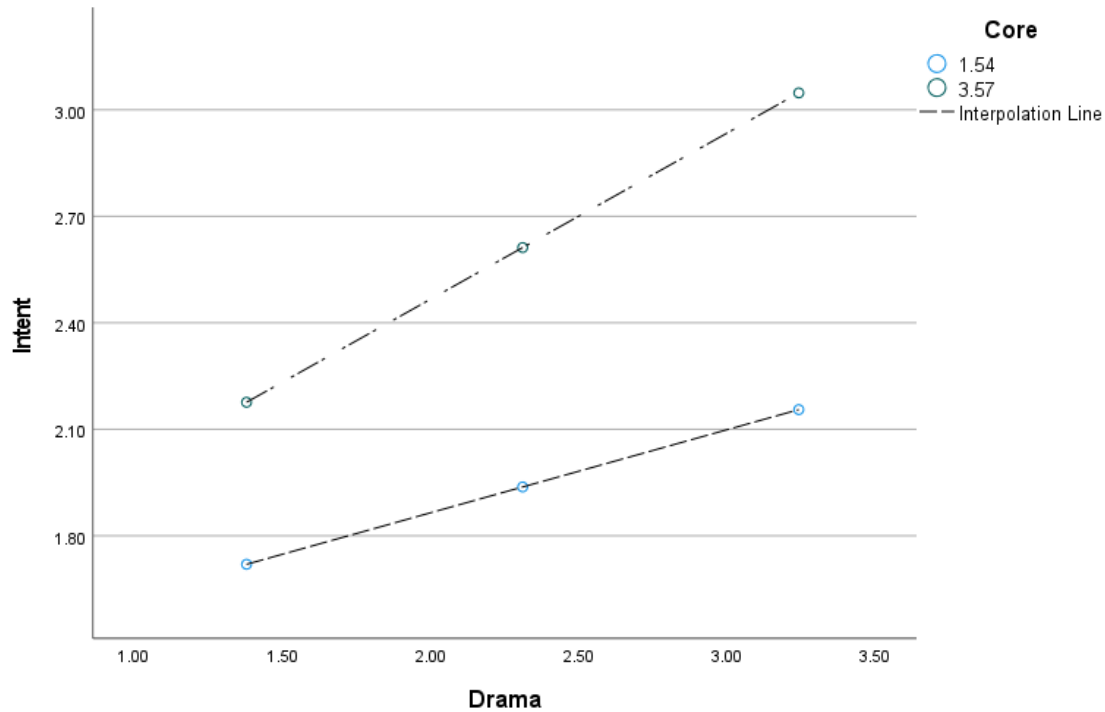
As shown in Table 10, the results of the analysis revealed that the overall model ( $R^2 = .61$ ;  $F(3, 356) = 185.9$ ,  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the core product and drama for predicting CBA fans' future watching intention ( $b = .12$ ,  $t(356) = 3.98$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between drama and watching intention, which supported H2a. Figure 5 shows that the interaction effect of drama and satisfaction with the core product on future watching intention is significant.

**Table 10**

*Moderating effect of CBA fans satisfaction with core product on the relationship of drama and future watching intention ( $n = 360$ )*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.29	.33	3.90	.00	.64	1.95
Drama	.06	.13	.411	.68	-.21	.32
Core	.07	.11	.588	.56	-.16	.29
Int_1	.12	.03	3.984	.00*	.06	.17

*Notes.*  $R^2 = .61$ ;  $F(3, 356) = 185.9$ , \* $p < .01$ ; Core = satisfaction with core product



**Figure 5**

*Interaction effect of drama and satisfaction with core product on the future watching intention ( $n = 360$ )*

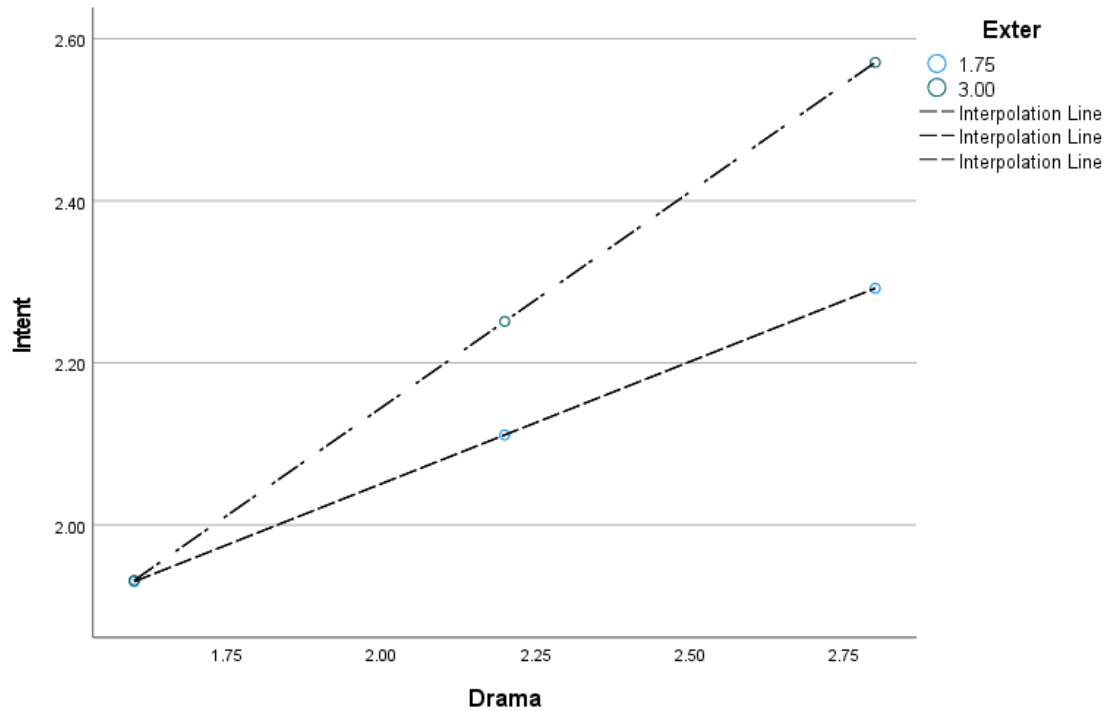
As shown in Table 11, the results of the analysis revealed that the overall model ( $R^2 = .60$ ;  $F(3, 356) = 175.7$ ,  $p < .001$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the external product and drama for predicting CBA fans' future watching intention ( $b = .19$ ,  $t(356) = 5.72$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the external product has a significant moderating effect on the relationship between drama and watching intention, which supported H2b. Figure 6 shows that the interaction effect of drama and satisfaction with the external product on future watching intention is significant.

**Table 11**

*Moderating effect of CBA fans satisfaction with external product on the relationship of drama and future watching intention (n = 360)*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.96	.35	5.58	.00	1.27	2.66
Drama	-.02	.14	-.16	.88	-.30	.26
External	-.29	.12	-2.48	.01	-.53	-.06
Int_1	.19	.03	5.72	.00*	.12	.25

*Notes.*  $R^2 = .60$ ;  $F(3, 356) = 175.7$ ,  $*p < .01$ ; External = satisfaction with external product

**Figure 6**

*Interaction effect of drama and satisfaction with external product on the future watching intention (n = 360)*

As shown in Table 12, the results of the analysis revealed that the overall model ( $R^2 = .64$ ;  $F(3, 356) = 213.5$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with core product and achievement for predicting CBA fans' future watching intention ( $b = .08$ ,  $t(356) = 3.22$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between achievement and watching intention, which supported H3a. Figure 7 shows that the interaction effect of achievement and satisfaction with the core product on future watching intention is significant.

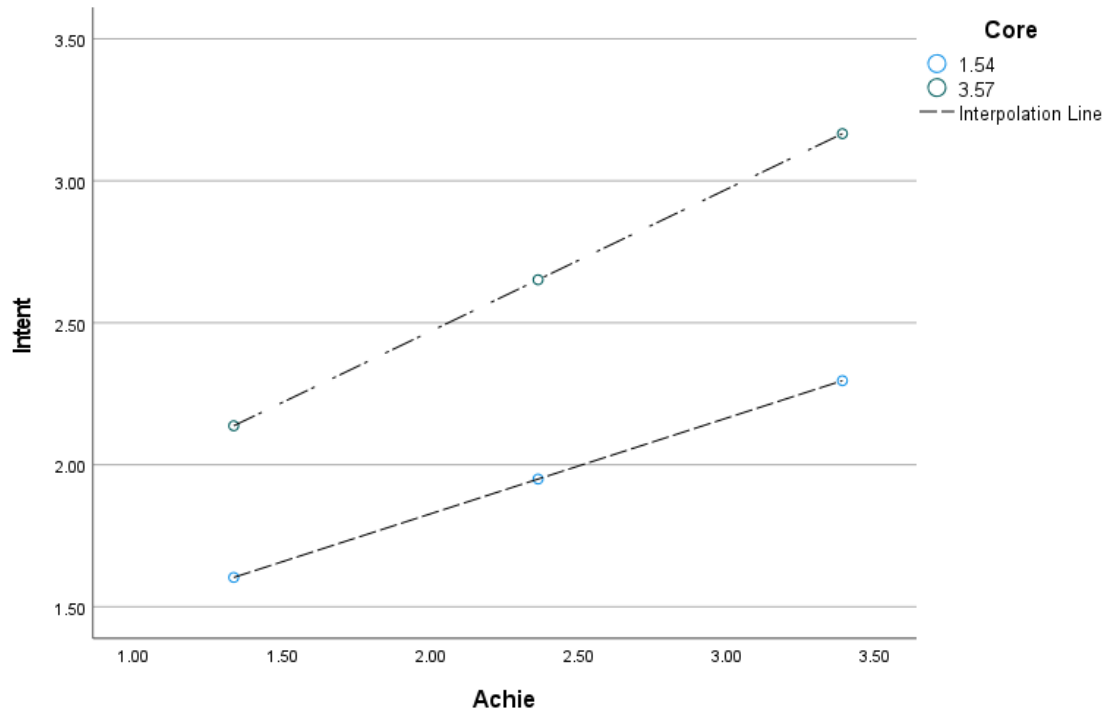
**Table 12**

*Moderating effect of CBA fans satisfaction with core product on the relationship of achievement and future watching intention ( $n = 360$ )*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	.91	.30	3.08	.00	.33	1.49
Achievement	.21	.11	1.95	.05	.00	.43
Core	.16	.10	1.54	.12	-.04	.36
Int_1	.08	.03	3.22	.01*	.03	.13

*Notes.*  $R^2 = .64$ ;  $F(3, 356) = 213.5$ ; \* $p < .01$ ; Core = satisfaction with core product





**Figure 7**

Interaction effect of achievement and satisfaction with core product on the future watching intention (n = 360)

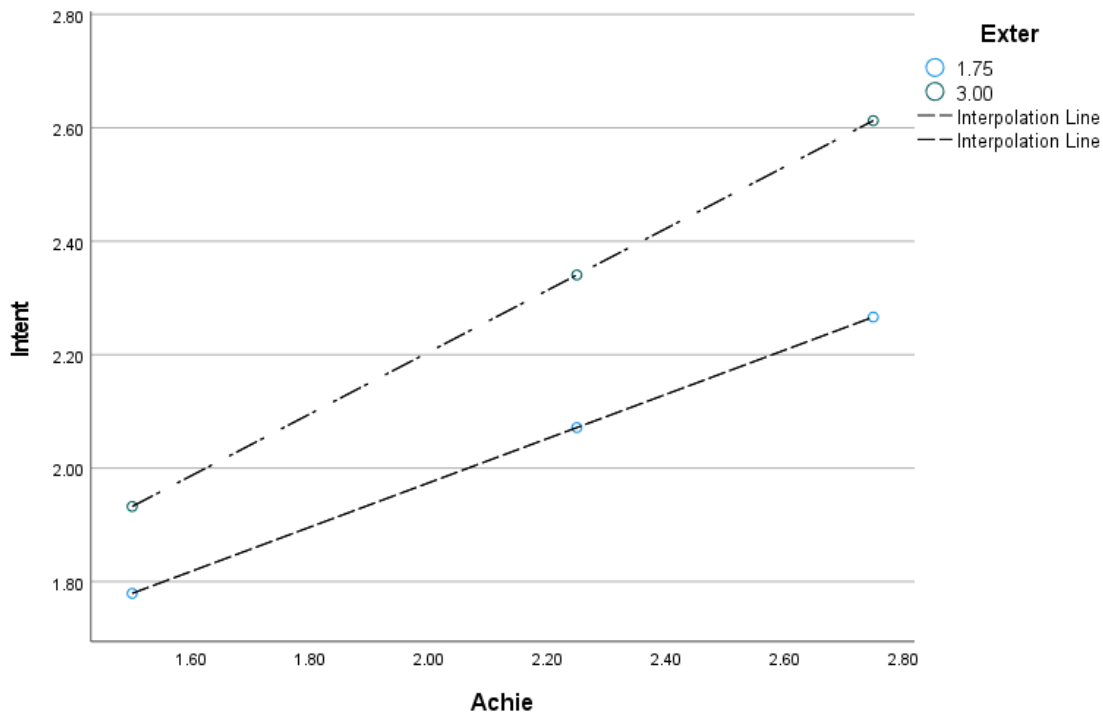
As shown in Table 13, the results of the analysis revealed revealed that the overall model ( $R^2 = .63$ ;  $F(3, 356) = 201.3$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the external product and achievement for predicting CBA fans' future watching intention ( $b = .12$ ,  $t(356) = 4.33$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between achievement and watching intention, which supported H3b. Figure 8 shows that the interaction effect of achievement and satisfaction with the external product on future watching intention is significant.

**Table 13**

*Moderating effect of CBA fans satisfaction with external product on the relationship of achievement and future watching intention (n = 360)*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.31	.33	4.02	.00	.67	1.94
Achievement	.17	.12	1.49	.14	-.06	.40
External	-.06	.11	-.57	.57	-.28	.15
Int_1	.12	.030	4.33	.00*	.07	.18

*Notes.*  $R^2 = .63$ ;  $F(3, 356) = 201.3$ ;  $*p < .01$ ; External = satisfaction with external product

**Figure 8**

*Interaction effect of achievement and satisfaction with external product on the future watching intention (n= 360)*

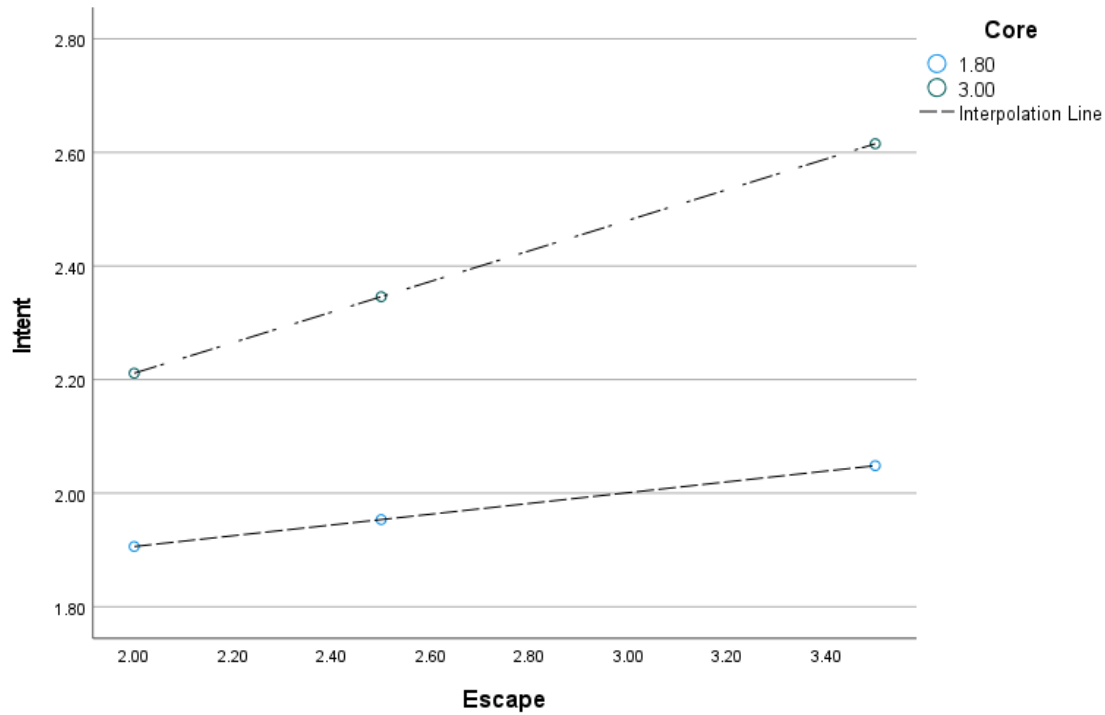
As shown in Table 14, the results of the analysis revealed that the overall model ( $R^2 = .61$ ;  $F(3, 356) = 183.5$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the core product and escape for predicting CBA fans' future watching intention ( $b = .15$ ,  $t(356) = 5.60$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between escape and watching intention, which supported H4a. Figure 9 shows the significant interaction effect of escape and satisfaction with the core product on future watching intention.

**Table 14**

*Moderating effect of CBA fans satisfaction with core product on the relationship of escape and future watching intention ( $n = 360$ )*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	1.78	.34	5.32	.00	1.12	2.44
Escape	-.17	.10	-1.68	.10	-.36	.03
Core	-.04	.12	-.30	.77	-.28	.21
Int_1	.15	.03	5.60	.00*	.09	.20

*Notes.*  $R^2 = .61$ ;  $F(3, 356) = 183.5$ ; \* $p < .01$ ; Core = satisfaction with core product



**Figure 9**

*Interaction effect of escape and satisfaction with core product on the future watching intention (n = 360)*

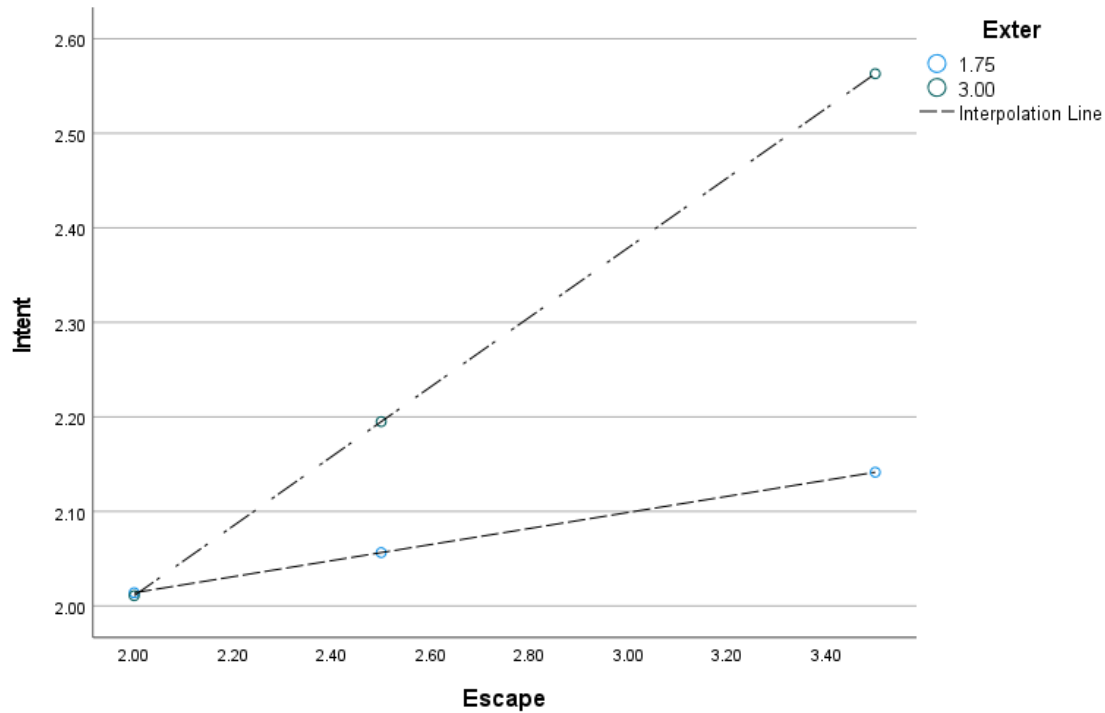
As shown in Table 15, the results of the analysis revealed that the overall model ( $R^2 = .57$ ;  $F(3, 356) = 159.1$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the core product and escape for predicting CBA fans' future watching intention ( $b = .23$ ,  $t(356) = 7.81$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the external product has a significant moderating effect on the relationship between escape and watching intention, which supported H4b. Figure 10 shows that the interaction effect of escape and satisfaction with the external product on future watching intention is significant.

**Table 15**

*Moderating effect of CBA fans satisfaction with external product on the relationship of escape and future watching intention (n = 360)*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	2.64	.35	7.55	.00	.67	1.94
Escape	-.31	.11	-2.84	.01	-.06	.40
External	-.46	.13	-3.49	.00	-.28	.15
Int_1	.23	.03	7.81	.00*	.07	.18

*Notes.*  $R^2 = .57$ ;  $F(3, 356) = 159.1$ ;  $*p < .01$ ; External = satisfaction with external product

**Figure 10**

*Interaction effect of escape and satisfaction with external product on the future watching intention (n = 360)*

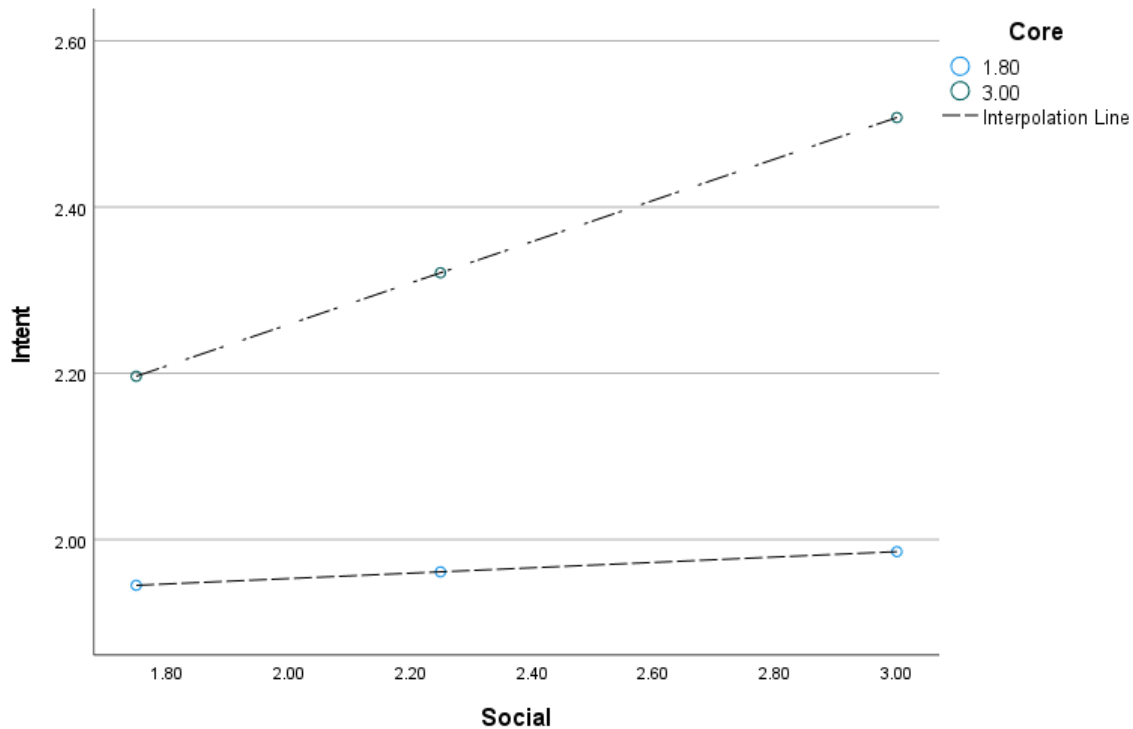
As shown in Table 16, the results of the analysis revealed that the overall model ( $R^2 = .61$ ;  $F(3, 356) = 188.2$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the core product and social for predicting CBA fans' future watching intention ( $b = .18$ ,  $t(356) = 6.30$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the core product has a significant moderating effect on the relationship between social and watching intention, which supported H5a. Figure 11 shows that the interaction effect of social and satisfaction with the core product on future watching intention is significant.

**Table 16**

*Moderating effect of CBA fans satisfaction with core product on the relationship of social interaction and future watching intention ( $n = 360$ )*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	2.08	.35	6.03	.00	1.40	2.76
Social	-.29	.12	-2.45	.01	-.53	.06
Core	-.11	.12	-.88	.38	-.34	.13
Int_1	.18	.03	6.29	.00*	.12	.24

*Notes.*  $R^2 = .61$ ;  $F(3, 356) = 188.2$ ; \* $p < .01$ ; Core = satisfaction with core product



**Figure 11**

*Interaction effect of social interaction and satisfaction with core product on the future watching intention (n = 360)*

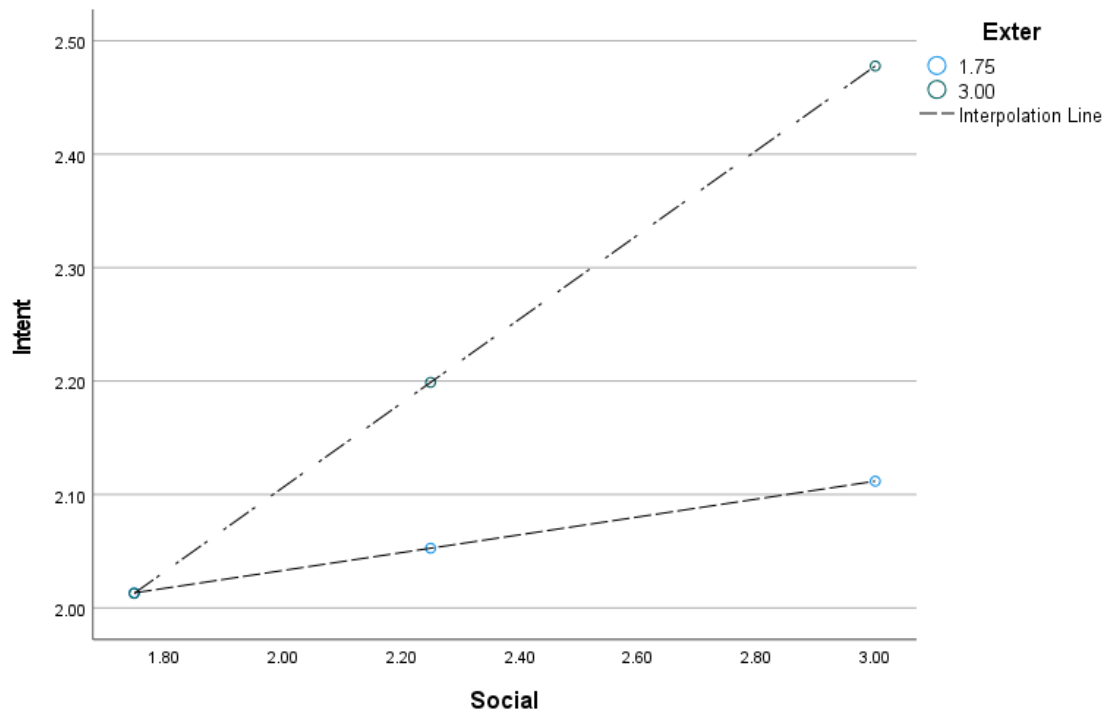
The results of Table 17 revealed that the overall model ( $R^2 = .57$ ;  $F(3, 356) = 160.2$ ;  $p < .01$ ) was significant. In addition, a significant interaction was found between CBA fans' satisfaction with the external product and social for predicting CBA fans' future watching intention ( $b = .24$ ,  $t(356) = 7.81$ ,  $p < .01$ ). The result indicated that CBA fans' satisfaction with the external product has a significant moderating effect on the relationship between social and watching intention, which supported H5b. Figure 12 shows that the interaction effect of social and satisfaction with the external product on future watching intention is significant.

**Table 17**

*Moderating effect of CBA fans satisfaction with external product on the relationship of social interaction and future watching intention (n = 360)*

	<i>Coeff (b)</i>	Std. Error	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	2.59	.34	7.56	.00	1.92	3.27
Social	-.33	.13	-2.61	.01	-.58	-.08
External	-.41	.12	-3.49	.00	-.65	.17
Int_1	.24	.03	7.81	.00*	.18	.29

*Notes.*  $R^2 = .57$ ;  $F(3, 356) = 160.2$ ;  $*p < .01$ ; External = satisfaction with external product

**Figure 12**

*Interaction effect of social interaction and satisfaction with external product on the future watching intention (n = 360)*



## **Chapter 5 Discussion and Conclusion**

### **5.1 Discussion**

The purpose of this study is to develop a motivation scale to examine the influence of different motivation factors and product factors on CBA fans' future watching intentions. First, this study has developed a sports fans' motivation scale based on previous studies on sports fans' motivation scale development (e.g., Fink, Trail, & Anderson, 2002; Funk, Ridinger, & Moorman, 2003; Sloan, 1989; Trail & James, 2001; Wann, 1995). Combined with the previous scale such as MSC, MSSC, SFMS, and SPEED (Wann, 1995; Milne & McDonald, 1999; Trail & James, 2001; Funk, 2009), this scale contains the most commonly appeared motives, which are knowledge, drama, achievement, escape, and social interaction.

Therefore, this scale could study whether each motivation factor significantly influences CBA fans' future watching intention. Besides the influence of motivation factors, this study also used CBA fans' satisfaction with sports products to examine the moderating effect between each motivation factor and future watching intention. Based on previous studies (e.g., Madrigal, 1995; Duan et al., 2020; Cronin et al., 2000; Trail, Fink, and Anderson, 2003; Matsuoka et al., 2005), scholars have found that satisfaction with sports products (actual game and peripheral services) can significantly influence fans future watching intention.

Therefore, this study investigated whether satisfaction with core and external products influences the relationship between motivation and CBA fans' future watching intention. SPSS 28.0 is used to conduct a multiple regression analysis to investigate the potential motivation factors influencing CBA fans' future watching intention. According to the multiple regression analysis, 67% of intentions were explained by five factors. Among the five motivation factors, knowledge and achievement significantly influence CBA fans' future watching intention to

watch more future games. Knowledge significantly influences CBA fans' future watching intention, indicating they have a strong desire to learn basketball moves and techniques to improve their basketball skills. CBA fans can improve their basketball knowledge and skills by watching CBA games. Achievement significantly influences CBA fans' future watching intention, indicating that they have a strong sense of honor towards their supporting team.

The other three motivation factors do not significantly influence CBA fans' future watching intention, indicating that for CBA fans, drama, escape, and social interaction are not the potential motivation factors that drive them to watch CBA games. Drama does not significantly influence CBA fans' future watching intention indicating that CBA fans do not pay attention to games' unpredicted outcomes. Escape does not significantly influence CBA fans' future watching intention, indicating that they cannot release pressure from their daily life by watching CBA games. Lastly, social interaction does not significantly influence CBA fans' future watching intentions indicating that CBA fans do not have a strong feeling to socialize with other sports fans while watching CBA games.

Then, a PROCESS MACRO analysis was conducted to investigate whether satisfaction with the core and external products affects the relationship between motivation and future watching intention. The results showed a significant moderation effect of CBA fans' satisfaction with core and external products on the relationship between each motivation factor and future watching intentions. This result suggests that when CBA fans decide to watch CBA games, the more satisfied they feel about the core and external product, the more their motivation to watch the game will increase and thus increase their intention to watch CBA games in the future.

## **5.2 Theoretical Implications**

From a theoretical perspective, knowledge and achievement can significantly influence CBA fans' future watching intention. As for the influence product factors have on CBA fans' future watching intention, previous studies have found that satisfaction with the core product can impact sports fans' future intention to attend sporting events (Braunstein et al., 2005; Ferreira & Armstrong, 2004; Greenwell et al., 2002; Zhang et al., 1997). In addition, previous studies found that satisfaction with external products can positively impact sports fans' watching intention (Byon et al., 2009; Kelly & Turley, 2001; Kelly & Turley, 2001). Although previous studies have not used core and external products as moderators, the current study used them to investigate their influence on the relationship between motivation and future intention. The results have shown that core and external products can significantly influence the relationship between all five motivation factors and future intention; thus, they could be used as moderators.

## **5.3 Managerial Implications**

From a managerial perspective, the results of this study reinforce the need for CBA and online sports streaming platforms' marketing executives to understand the motives that drive the CBA fans to watch CBA games through online platforms. The primary goal for CBA sports managers is to maintain the current CBA fans who are using the online platform to watch CBA games and, at the same time, increase the number of CBA fans using online platforms to watch CBA games. To strengthen the CBA fans' intention to watch future CBA games through online platforms, these marketing executives must improve the easiness when accessing these online platforms. In addition, it is necessary to implement price promotions to attract more CBA fans to use the online platform to watch CBA games. Moreover, designing a creative and helpful game statistic board is essential to allow CBA fans to track the live game stats.

## **5.4 Limitation**

This study has several limitations. First, this study only focused on CBA fans' future game-watching intentions. The findings of CBA fans' future watching intentions cannot generalize all of the sports fans' future watching intentions. It is more desirable for future studies to examine sports fans from different sports fields.

Second, due to the Covid-19 situation, CBA fans are not allowed to go to the stadium to watch the game; therefore, this study only used fans' satisfaction with online stream platforms as the external product and examined its influence on fans' future watching intention. As a result, the findings are not applicable for future studies that focus on the influence of fans' satisfaction with stadium services on their future intention. This study suggests future research to focus on the influence of fans' satisfaction with the stadium services after the Covid-19 pandemic.

Third, since the fans' satisfaction with core and external products has not been used as moderators in previous studies, there is a lack of empirical evidence to prove the scale's validity. For future research, even though the scale could be used for basketball, it is still necessary further test the scale's reliability and validity for sports other than basketball. It is more desirable for future studies to examine the influence of core and external products on sports fans' future intention between motivation and future intention in other professional sports leagues.

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## Appendix

### The influence of motivational & product factors on CBA fans' watching intention

Dear Respondents,

Hello! This research will explore the potential motivational factors influencing Chinese spectators' intention to spectate CBA events. All the information obtained from the questionnaire will only use for academic research and will not infringe your privacy. Please feel free to fill it out.

This questionnaire will take approximately 3-10 minutes to complete. To ensure the quality of the answers, questionnaires completed in less than 3 minutes might be counted as ineffective. Therefore, please leave enough time to fill out the questionnaires. Thank you for your understanding!

#### Part 1: Demographic Information

Gender	Male
	Female
	Others
Age	
Highest Education Background (Included Currently Enrolled)	Junior High and below
	Senior High
	Undergraduate
	Graduate or above
Current Occupation	Student
	Government/OrganizationCadre/Civil Servant
	Corporation Employee
	Professionals (doctors/lawyers/sports/journalists/teachers, etc.)
	Worker
	Agriculture, forestry and fishery workers
	Individual Business
	Freelancer
	Retired
	No occupation yet
	Other
Family Monthly Income	
	0-4000
	4001-8000

	8001-12000
	12001-16000
	Above 16000
Have you ever watched a CBA game via online platform before?	Yes
	No
How often do you use online platform to watch CBA games?	On a daily basis
	On a weekly basis
	On a monthly basis
Which online platforms do you use the most frequently to watch CBA games?	Hupu Sports
	Tencent Sports
	CCTV Sports
	Migu Sports
	NetEase Sports
	SoHu Sports_
	Others
Do you consider yourself as a CBA fan?	Yes
	No
How many teams are there in the CBA league in this season?	20
	21
	19

## Part 2: Motivation Aspects

This scale will measure what motivation factors motivate you to spectate CBA games while spectating CBA games via the online platform.

Please rate your response on a 1-7 scale, with 1 being “Strongly Disagree”, 2 being “Disagree”, 3 “Somehow Disagree”, 4 being “Neutral”, 5 being “Somehow Agree”, 6 being “Agree”, 7 “Strongly Agree”.

<b>Knowledge</b>	I increase my understanding of basketball knowledge by watching CBA game. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	I deepen my basketball knowledge by watching CBA game. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	I learn the tactics and moves that are used in basketball by watching CBA game.	1	2	3	4	5	6	7

	Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.							
	I learn about the technical aspects of basketball by watching CBA game Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
Drama	I like the excitement of CBA games' outcome not being decided until the end Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
	I enjoy the dramatic turn that CBA game can take Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
	I enjoy the unpredicted outcome of the basketball game. Kim, Y. K., & Trail, G. (2010). Constraints and motivators: A new model to explain sport consumer behavior. <i>Journal of Sport Management</i> , 24(2), 190-210.	1	2	3	4	5	6	7
	I like to watch a close game rather than a one-sided game. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	A game is more enjoyable to me when the outcome is uncertain. Won, J. U., & Kitamura, K. (2006). Motivational factors affecting sports consumption behavior of K-league and J-league spectators. <i>International Journal of sport and health Science</i> , 4, 233-251.	1	2	3	4	5	6	7
Achievement	I will feel a sense of achievement when my favorite teams or players win. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo..	1	2	3	4	5	6	7
	I will feel I have won the game when my favorite team wins.	1	2	3	4	5	6	7

	Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.							
	I will be proud when my favorite teams or players win. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	I feel proud when my favorite team plays well Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
Escape	Watching CBA games will give me the opportunity to temporarily get away from the reality. Kim, Y. K., & Trail, G. (2010). Constraints and motivators: A new model to explain sport consumer behavior. <i>Journal of Sport Management</i> , 24(2), 190-210.	1	2	3	4	5	6	7
	Watching CBA games will let me forget about all of ‘life’s little problems. Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
	Watching CBA games will release my pressure from daily life. Kim, Y. K., & Trail, G. (2010). Constraints and motivators: A new model to explain sport consumer behavior. <i>Journal of Sport Management</i> , 24(2), 190-210.	1	2	3	4	5	6	7
	Watching CBA games will provide great change of pace from what I regularly do. Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the Chinese Super League. <i>International Journal of Sport Management and Marketing</i> , 15(1-2), 57-74.	1	2	3	4	5	6	7
Social Interaction	I enjoy interacting with others while I am watching CBA games. Kim, Y. K., & Trail, G. (2010). Constraints and motivators: A new model to explain sport consumer behavior. <i>Journal of Sport Management</i> , 24(2), 190-210.	1	2	3	4	5	6	7
	It is important for me to interact with others when watching CBA games. Wang, C., & Matsuoka, H. (2014). Motives of sport spectators in China: a case study of the	1	2	3	4	5	6	7

	Chinese Super League. International Journal of Sport Management and Marketing, 15(1-2), 57-74.							
	I enjoy watching CBA games with my friends and/or families. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	Watching CBA games will give me the opportunity to interact with others. Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7

### Part 3: Product Aspects

This scale will measure how satisfied do you perceived about products that are provided by the CBA league.

Please rate your response on a 1-7 scale, with 1 being “Extremely Unsatisfied”, 2 being “Very unsatisfied”, 3 being “Unsatisfied”, 4 being “Neutral”, 5 being “Satisfied”, 6 being “Very Satisfied”, 7 “Extremely Satisfied”.

<b>Core Product</b>	How satisfied do you feel about your team’s star players’ performance?	1	2	3	4	5	6	7
	How satisfied do you feel about your team’s current records?	1	2	3	4	5	6	7
	How satisfied do you feel about the level of performance of CBA league?	1	2	3	4	5	6	7
	How satisfied do you feel about the level of competitiveness (how close the game is) of the CBA games? Apostolopoulou, A., Clark, J., & Gladden, J. M. (2006). From H-Town to Mo-Town: The Importance of Super Bowl Entertainment. <i>Sport Marketing Quarterly</i> , 15(4).	1	2	3	4	5	6	7
	How satisfied are you with the overall quality of CBA games watched through the online platform?	1	2	3	4	5	6	7
<b>External Product</b>	How satisfied do you feel about the ease of accessing online platform?	1	2	3	4	5	6	7
	How satisfied do you feel about the price for watching the game via online platform.	1	2	3	4	5	6	7
	How satisfied do you feel about the amount of information (e.g., teams’ and players’ stats) provided by online platform during the game?	1	2	3	4	5	6	7



	How satisfied do you feel about the service quality (e.g. ease of use, cost, information availability) provided by the online platform?	1	2	3	4	5	6	7
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#### Part 4: Intention Aspects

This scale will measure how likely are you going to spectate the CBA games on the online platforms in the future?

Please rate your response on a 1-7 scale, with 1 being “Highly Unlikely”, 2 being “Very Unlikely”, 3 being “Unlikely”, 4 being “Neutral”, 5 being “Likely”, 6 being “Very Likely”, 7 “Highly Likely”.

<b>Future intention</b>	How likely are you planning to spectate CBA games in the future? Wang, C., & Matsuoka, H. (2015). Motives of sport spectators. In <i>Sports management and sports humanities</i> (pp. 47-60). Springer, Tokyo.	1	2	3	4	5	6	7
	How likely will you continue to watch CBA games next season?	1	2	3	4	5	6	7
	How likely are you planning to watch CBA games in the next 5 years?	1	2	3	4	5	6	7