



Manual for the
Motivation Scale for Sport Consumption
(MSSC)

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SCALES

The development of the Motivation Scale for Sport Consumption (MSSC) and its psychometric properties have been described in:

Trail, G. T., & James, J. D. (2001). The Motivation Scale for Sport Consumption: A Comparison of Psychometric Properties with other Sport Motivation Scales. *Journal of Sport Behavior*, 24(1), 108-127.

Further information can be found in the following:

Kim, Y. K., & Trail, G. T. (in press). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship*.

Kim, Y. K. & Trail, G. T. (2010). Constraints and motivators: A new model to explain consumer behavior. *Journal of Sport Management*, 24, 190-210.

Lee, D., Trail, G. T., & Anderson, D. F. (2009). Motives and team identification of hockey spectators: Relevance to marketing ACHA hockey. *International Journal of Sport Management and Marketing*, 5, 132-150.

Woo, B., Trail, G. T., Kwon, H. H., & Anderson, D. F. (2009). Testing models of motives and points of attachment. *Sport Marketing Quarterly*, 18, 38-53.

James, J. D., Trail, G. T., Funk, D., Wann, D. & Zhang, J. (2006). "Bringing Parsimony to the Study of Sport Consumer Motivations: Development of *The Big 5*." North American Society of Sport Management Conference. Kansas City, Missouri.

Robinson, M., Trail, G. T. Dick, R., & Gillentine, A. (2005). Fans vs. Spectators: An analysis of those who attend intercollegiate football games. *Sport Marketing Quarterly*. 14, 43-53.

Robinson, M., & Trail, G. T. (2005). Relationships among spectator gender, motives and points of attachment in selected intercollegiate sports. *Journal of Sport Management*, 19, 58-80.

Robinson, M., Trail, G. T., & Kwon, H. H. (2004). Motives and points of attachment of professional golf spectators. *Sport Management Review*, 7, 167-192.

Trail, G. T., Robinson, M., Gillentine, A., & Dick, R. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly*, 12, 217-227.

Trail, G. T., Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly*, 12, 8-17.

James, J. D., & Ridinger, L. L. (2002). Female and male sport fans: A comparison of sport consumption motives. *Journal of Sport Behavior*, 25, 260-278.

Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). An examination of team identification: Which motives are most salient to its existence? *International Sports Journal*, 6(Summer), 195-207.

Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1, 154-180.

The items, the subscales, and their psychometric properties are outlined in the following pages.

The Motivation Scale for Sport Consumption (MSSC)

The MSSC originally consisted of nine subscales (vicarious achievement, acquisition of knowledge, aesthetics, social interaction, drama/eustress, escape, family, physical attractiveness, and physical skill; Trail & James, 2001). The MSSC has shown good internal consistency in samples of Division I-A attendees ($\alpha = .72$ to $.93$; Fink et al., 2002; James & Ridinger, 2002; Lee et al., 2009; Trail et al., 2003). In Trail and James (2001), the alpha values were also good ($\alpha = .72$ to $.89$) in a sample of major league baseball spectators. The Average Variance Extracted (AVE) values have also been good, ranging from $.51$ to $.82$ (James & Ridinger, 2002; Trail et al., 2003; Trail & James, 2001). The MSSC has been modified slightly since its original use with the deletion of the family subscale and rewording of the escape subscale. The Family Subscales has been removed from recent versions of the MSSC because we don't think that this dimension is a motive for attendance or for being a fan, it may be a by-product instead. In addition, we have tested several new items in the vicarious achievement subscale (see recent publications listed above). All items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey.

The MSSC has so far been used to measure 1) the motivations U.S. college football, basketball, and hockey fans and spectators, 2) the motivations of professional baseball and basketball fans and spectators, and 3) the motivations of fans and spectators at LPGA, PGA and Senior PGA events. The respondents would indicate the extent to which they disagreed or agreed with each item on a 7-point scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (7).

The items in blue are items that have recently been tested in a couple of data sets, from which we have one paper published and one in press:

Kim, Y. K. & Trail, G. T. (2010). Constraints and motivators: A new model to explain consumer behavior. *Journal of Sport Management*, 24, 190-210.

Kim, Y. K., & Trail, G. T. (in press). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship*.

Motive	Description: Motivated by ...	Alpha^a	AVE^b
Vicarious Achievement	The need for social prestige, self-esteem and sense of empowerment that an individual can receive from their association with a successful team	.85 - .89	.66 - .74
Acquisition of Knowledge	The need to learn about the team or players through interaction and media consumption	.80 - .92	.59 - .79
Aesthetics	The artistic appreciation of the sport due to its inherent beauty	.87 - .89	.70 - .75
Drama/eustress	The need to experience pleasurable stress or stimulation gained from the drama of the event.	.75 - .82	.51 - .61
Escape	The need to find a diversion from work and the normal, unexciting activity of everyday life.	.72 - .85	.51 - .66
Physical attractiveness of the athletes	Watching sports because of the physical attractiveness or “sex appeal” of an individual athlete or group of athletes	.78	.69
Physical Skills of the participants	The appreciation of the physical skill of the athletes or the well-executed performance of the team	.75 - .91	.52 - .78
Social Interaction	The need to interact and socialize with others of like interests to achieve feelings that one is part of a group	.78 - .93	.54 - .82

^a Alpha = Cronbach’s estimate of internal consistency;

^b AVE = Average Variance Extracted

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Motivation Scale for Sport Consumption

We are very interested in your thoughts and feelings about the (Name of team/event). The information you provide will help us understand factors that may motivate people to follow sport.

Dear Participant:

We request your participation in a study that is concerned with the motives related to the level of involvement in following (team name, event or sport). We are conducting this investigation in order to gain a clearer understanding of the influence of sport on individuals. Your cooperation is extremely important and is greatly appreciated. The results of this study are expected to yield insight resulting in more effective management of teams and sporting events.

We ask that you complete this questionnaire, which should take less than 10 minutes to finish. There are no known physical or psychological risks associated with completing this survey; however some questions may be considered sensitive. As such, your assistance is entirely voluntary and you may withdraw from completing the survey at any time. You may be assured of complete confidentiality. Individual responses will not be reported. The published results will not refer to any individual and all discussions will be based on group data.

If you have any questions about the survey, please contact the address below. Thank you for your assistance with this research.

(Address)

We are interested in what motivates you to (insert whatever the focus is here: i.e. watch a Lakers game, attend the Tour de France, etc). The following statements are indicative of specific motives. Please rate the extent to which you DISAGREE or AGREE with each relative to (again the focus; i.e. watching a Lakers game) by indicating the appropriate number in the scale beside each statement.

Strongly
Disagree

Neutral

Strongly
Agree

<i>Motives</i>							
Vicarious Achievement							
Old items							
1. I feel a personal sense of achievement when the team does well	1	2	3	4	5	6	7
2. I feel like I have won when the team wins	1	2	3	4	5	6	7
3. I feel proud when the team plays well	1	2	3	4	5	6	7
New items							
It increases my self-esteem.	1	2	3	4	5	6	7
It enhances my sense of self-worth	1	2	3	4	5	6	7
It improves my self-respect.	1	2	3	4	5	6	7
Aesthetics							
4. I appreciate the beauty inherent in the game	1	2	3	4	5	6	7
5. I enjoy the natural beauty in the game	1	2	3	4	5	6	7
6. I enjoy the gracefulness associated with the game	1	2	3	4	5	6	7
New items							
I enjoy the artistic value.	1	2	3	4	5	6	7
I like the beauty and grace of the sport.	1	2	3	4	5	6	7
It is a form of art.	1	2	3	4	5	6	7
Drama							
7. I enjoy the drama of close games	1	2	3	4	5	6	7
8. I enjoy it when the outcome of the game is not decided until the very end	1	2	3	4	5	6	7
9. I enjoy the uncertainty of close games	1	2	3	4	5	6	7
10. I enjoy the dramatic turn of events that the game can take							
New items							
I prefer close games rather than one-sided games.	1	2	3	4	5	6	7
I like games where the outcome is uncertain.	1	2	3	4	5	6	7
A tight game between two teams is more enjoyable than a blowout.	1	2	3	4	5	6	7
Items to be tested							
I enjoy the drama of the event	1	2	3	4	5	6	7
I enjoy the uncertainty of the outcome	1	2	3	4	5	6	7
I prefer a close/exciting finish	1	2	3	4	5	6	7

Escape							
11. The game provides an escape from my day-to-day routine	1	2	3	4	5	6	7
12. The game provides a distraction from my everyday activities	1	2	3	4	5	6	7
13. The game provides a diversion from "life's little problems" for me	1	2	3	4	5	6	7
New items							
It provides me with an opportunity to escape the reality of my daily life for a while.	1	2	3	4	5	6	7
I can get away from the tension in my life.	1	2	3	4	5	6	7
It provides me with a distraction from my daily life for a while.	1	2	3	4	5	6	7
Acquisition of knowledge							
14. I can increase my knowledge about the activity	1	2	3	4	5	6	7
15. I can increase my understanding of the strategy by watching the game	1	2	3	4	5	6	7
16. I can learn about the technical aspects by watching the game	1	2	3	4	5	6	7
Physical Skill of the athletes							
17. The superior skills are something I appreciate while watching the game	1	2	3	4	5	6	7
18. I enjoy watching a well-executed performance	1	2	3	4	5	6	7
19. I enjoy watching a skillful performance in the game	1	2	3	4	5	6	7
New items							
The skill of the players	1	2	3	4	5	6	7
The performance of the players	1	2	3	4	5	6	7
The athleticism of the players	1	2	3	4	5	6	7
Social Interaction							
20. I enjoy interacting with other people when I watch a game	1	2	3	4	5	6	7
21. I enjoy talking with other people when I watch a game	1	2	3	4	5	6	7
22. I enjoy socializing with other people when I watch a game	1	2	3	4	5	6	7
New items							
I like to socialize with others.	1	2	3	4	5	6	7
I like having the opportunity to interact with other people.	1	2	3	4	5	6	7
I enjoy talking to other people.	1	2	3	4	5	6	7
Physical Attractiveness							
23. I enjoy watching players who are physically attractive	1	2	3	4	5	6	7
24. The main reason I watch (name of the sport) is because I find the players physically attractive.	1	2	3	4	5	6	7
25. An individual player's "sex appeal" is a big reason why I watch (name of sport)	1	2	3	4	5	6	7
Enjoyment of Aggression							
26. I enjoy the fighting and rough play during the game	1	2	3	4	5	6	7
27. I enjoy the strong macho atmosphere found at the game	1	2	3	4	5	6	7
28. I enjoy the aggressive behavior of the players	1	2	3	4	5	6	7
29. I enjoy the hostility and intimidation that are part of the game	1	2	3	4	5	6	7

Novelty							
30. I enjoy the novelty of a new college football team	1	2	3	4	5	6	7
31. I like having the opportunity to watch a new sports team	1	2	3	4	5	6	7
32. The opportunity to attend games with a new team is fun	1	2	3	4	5	6	7

Please tell us a little about yourself by checking the appropriate response:

33. Gender: _____ **Male** _____ **Female**

34. Your age in years _____

35. Marital Status ___Single ___Married

36. Ethnicity

Black/African American (non-Hispanic) **Native American** **Hispanic**
 White/Caucasian (non-Hispanic) **Asian or Pacific Islander** **Other**

37. How many of the games do you plan on attending this year? _____

38. For how long have you been aware of (team name)? _____ years.

39. Do you consider yourself a fan of (team name)? Yes No

40. If so, how long have you been a fan of (team name)? _____ years.

41. How many (team name) games did you go to last year? _____ games

Additional comments and insights on your feelings about the (team or event name) are welcome below.

Thank you for taking the time to complete and return this survey.

Please return to:

(Address)