



Manual for the
Scale for Motivators of Sport Consumption
(SMSC)

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

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

Further information can be found in the following:

Kim, Y. K., & Trail, G. T. (2011). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship, 13*(1), 60-82.

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

The Scale for Motivators of Sport Consumption (SMSC)

The SMSC consists of both internal motivators (of which many have been examined under motivations for sport consumption and points of attachment) and external motivators (of which some have been discussed under motivation and some may be considered market demand variables). The internal motivator dimension consisted of 10 subscales with 31 items: 3 subscales (Vicarious Achievement, Escape, and Social Interaction) from the Motivation Scale for Sport Consumption Behavior (MSSC; Trail & James, 2001), 5 subscales from the Points of Attachment Index (Attachment to the Team, Attachment to the Level of Sport, Attachment to the Sport, Attachment to the Community, Sport Fan; Robinson, Trail, Dick, & Gillentine, 2005), and a slight modification of the 3-item Support of Women's Opportunities subscale from Sport Interest Inventory (SII; Funk et al., 2003). The external motivators dimension was comprised of 6 subscales with 22 items: 2 subscales (Aesthetics and Drama) from the MSSC (Trail & James), a slight modification of the Role Model subscale from the SII (Funk et al., 2003), 2 subscales measuring Media and Promotions derived from Fink, Trail, and Anderson (2002) and a Player Behavior subscale created by Kim and Trail (2006). The SMSC has shown good internal consistency and construct reliability (see below). All items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey.

The SMSC has so far been used to measure the motivators for U.S. college football and basketball fans and spectators.

Dimension	Factor and item	β	α	AVE
Internal Motivators	Achievement		.93	.81
	It increases my self-esteem.	.823		
	It enhances my sense of self-worth.	.952		
	It improves my self-respect.	.926		
	Attachment to the team		.94	.82
	Being a fan of (team name) is very important to me.	.844		
	I am a committed fan of (team name).	.925		
	I consider myself to be a “real” fan of (team name)	.943		
	Attachment to the players			
	I am more a fan of the individual players on the team than of the team			
	I am a big fan of specific players more than I am a fan of the team			
	I consider myself a fan of certain players rather than a fan of the team			
	Attachment to the coach			
	I am a big fan of Coach (name)			
	I would experience a loss if Coach (name) was no longer the coach			
	Being a fan of Coach (name) is very important to me			
	Attachment to the level of sport		.88	.67
	I am a fan of college Men’s Basketball regardless of who is playing.	.820		
	I consider myself a fan of college Men’s Basketball, and not just one specific team.	.703		
	I am a big fan of college Men’s Basketball.	.926		
	Attachment to the sport		.82	.62
	First and foremost I consider myself a basketball fan.	.460		
	Basketball is my favorite sport.	.947		
	Of all sports, I prefer basketball.	.873		
	Attachment to the community		.88	.74
	I feel connected to numerous aspects of the (city name) community.	.886		
	I feel a part of the (city name) community.	.920		
	I support the (city name) community as a whole.	.758		
	Attachment to the university			
	I connect with numerous aspects of the university			
	I feel that I am a part of the university community			
I support the university as a whole				
Sport Fan		.81	.55	
I am a sport fan in general.	.812			
I am a fan of lots of different sports.	.640			
Being a sport fan is very important to me.	.753			
Escape		.92	.80	
It provides me with an opportunity to escape the reality of my daily life for a while.	.878			
I can get away from the tension in my life.	.889			
It provides me with a distraction from my daily life for a while.	.915			
Social		.91	.78	
I like to socialize with others.	.859			
I like having the opportunity to interact with other people.	.918			
The possibility of talking to other people.	.866			
Novelty				
I enjoy the novelty of a new Division I team.				
I like having the opportunity to watch a new Division I team.				
The opportunity to attend a new Division I team’s games is fun				

Dimension	Factor and item	β	α	AVE
External Motivators	Promotion		.88	.57
	Special promotions.	.625		
	Giveaways during the game.	.663		
	Halftime events.	.786		
	Pre-game events.	.876		
	Post-game events.	.801		
	Media Advertising		.90	.64
	Newspaper ads for (Team name) basketball games.	.639		
	(Team name) basketball television commercials.	.765		
	(Team name) basketball billboard ads.	.866		
	Radio ads for (Team name) basketball games.	.876		
	Media publicity about (Team name) basketball Game.	.828		
	Player Behavior		.87	.66
	The conduct on the court of individual players	.779		
	The behavior of individual players in the community	.819		
	The personality of individual players	.834		
	Aesthetics		.89	.73
	I enjoy the artistic value.	.851		
	I like the beauty and grace of the sport.	.857		
	It is a form of art.	.856		
	Drama		.86	.63
	I enjoy the drama of the event	.775		
	I enjoy the uncertainty of the outcome	.798		
	I prefer a close/exciting finish	.809		
	Physical Skill of the Athletes			
	The skill of the players			
	The performance of the players			
The athleticism of the players				
Role Model		.87	.71	
The players provide inspiration for kids.	.816			
The players are good role models for young kids.	.893			
The players should be emulated by young children.	.809			

LOGO GOES HERE

Motivation for Sport Consumption

Dear Participant (Modify instructions as needed):

We request your participation in a study about the (team name, or sport). We are conducting this investigation in order to help the (Team, sport, organization) meet your needs. Your cooperation is extremely important and is greatly appreciated; however there is no compensation for participating. The results of this study are expected to yield insight resulting in more effective marketing and management of the (Team, organization or sport).

We ask that you complete this questionnaire, which should take about 10-15 minutes. There are no known physical or psychological risks associated with completing this survey. As such, your assistance is entirely voluntary and you may withdraw from completing the survey at any time. Your identity will be kept anonymous. 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 individual at the address below. Thank you for your assistance with this research.

Name
Address

Section 1

Please rate the extent to which you DISAGREE or AGREE with each item by indicating the appropriate number in the scale beside each statement.

	Strongly Disagree			Neutral			Strongly Agree
	1	2	3	4	5	6	7
1. First and foremost I consider myself a (name of sport) fan.							
2. Being a fan of (name of team) is very important to me.							
3. I feel connected to numerous aspects of the (City name) community.							
4. I am a big fan of Coach (xxxx).							
5. I am a fan of (level of sport) regardless of who is playing.							
6. I am a fan of the individual players on the team.							
7. I am a committed fan of (name of team).							
8. I am a sport fan in general.							
9. I would experience a loss if Coach (xxxx) was no longer the coach.							
10. (name of sport) is my favorite sport.							
11. I am a big fan of specific players.							
12. I consider myself a fan of (level of sport), and not just one specific team.							
13. I consider myself to be a "real" fan of the (name of team).							
14. I am a fan of lots of different sports.							
15. Being a fan of Coach (xxxx) is very important to me.							
16. Of all sports, I prefer (name of sport).							
17. I consider myself a fan of certain players.							
18. I support the (City name) community as a whole.							
19. I feel a part of the (name of team) community.							
20. I am a big fan of (level of sport).							
21. Being a sport fan is very important to me.							

If you have watched a (name of team) game either on TV or in person, please answer the following questions. If not, please skip to Section 2.

We are interested in what motivates you to watch (name of team) games. The following statements are indicative of specific motives. Please rate the extent to which you DISAGREE or AGREE with each relative to watching (name of team) games by indicating the appropriate number in the scale beside each statement.

	Strongly Disagree			Neutral			Strongly Agree
	1	2	3	4	5	6	7
22. It increases my self-esteem.							
23. The players provide inspiration for girls (or kids)							
24. I enjoy the artistic value.							
25. I prefer close games rather than one-sided games.							
26. I believe it's important to support women's sport							
27. It provides me with an opportunity to escape the reality of my daily life for a while.							
28. I like to socialize with others.							

29. The players are good role models for young girls	1	2	3	4	5	6	7
30. It enhances my sense of self-worth	1	2	3	4	5	6	7
31. I like the beauty and grace of the sport.	1	2	3	4	5	6	7
32. I see myself as a major supporter of women's sport	1	2	3	4	5	6	7
33. I like games where the outcome is uncertain.	1	2	3	4	5	6	7
34. I can get away from the tension in my life.	1	2	3	4	5	6	7
35. The players should be emulated by young women	1	2	3	4	5	6	7
36. I like having the opportunity to interact with other people.	1	2	3	4	5	6	7
37. It improves my self-respect.	1	2	3	4	5	6	7
38. Attending a game demonstrates my support for women's sport in general	1	2	3	4	5	6	7
39. It is a form of art.	1	2	3	4	5	6	7
40. A tight game between two teams is more enjoyable than a blowout.	1	2	3	4	5	6	7
41. It provides me with a distraction from my daily life for a while.	1	2	3	4	5	6	7
42. The possibility of talking to other people.	1	2	3	4	5	6	7

Section 2

Even if you have never attended a (name of team) game, please answer the following questions. Please rate how much the following items would IMPACT your decision to attend a game by indicating the appropriate number in the scale beside each statement.

Has a negative influence on my attendance

Has no influence on my attendance

Has a positive influence on my attendance

	-3	-2	-1	0	1	2	3
43. Newspaper ads for (team name) games							
44. Special promotions							
45. The skill of the players							
46. The conduct on the court of individual players							
47. Giveaways during the game							
48. (Team name) television commercials							
49. The performance of the players							
50. The behavior of individual players in the community							
51. Halftime events							
52. name of team billboard ads							
53. Pre-game events							
54. The personality of individual players							
55. The athleticism of the players							
56. Post-game events							
57. Radio ads for name of team games							
58. Media publicity about name of team games							