

INFLUENCE OF SPORTS FAN MOTIVATION AS THE PREDICTOR OF RE-VISIT INTENTION TOWARDS SPORTS EVENTS (EMPIRICAL EVIDENCE FROM LOCAL SPORTS)

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ABSTRACT:

Sport is one of the best ways to divert the attention of individual from daily life stress. Individuals who attend sports events can reduce their stress and overcome from boredom of workload as being part of a sport event. However, researcher conducted this research to measure the influence of sports fan motivation on spectator re-visit intention towards local sports events. Although results indicate that sports fan motivation including escape knowledge, physical and social factors have positive and significant influence on spectator re-visit intention. In addition, 150 spectators participate in this research. Furthermore, scales were reliable although, validity and reliability were adequate in this research. Similarly, RMSEA indicates an acceptable fit model in this research. Furthermore, correlation analysis indicated meaningful and significant correlation with each other. Additionally, this research suggested that educational sectors like universities have to organize local sports to appeal spectators and create a phenomenon of entertainment to grab the attention of spectators.

Keywords: *Spectator motivation, Intercollegiate local sports and re-visits intention*

Introduction

According to Meng, Stavros and Westberg, (2015) sports marketing is the new context in a marketing perspective applied in a sports industry.

Gitari, (2016) concluded that sport is not just a game but a microcosm for spectators and a source of good economy.

Dick and Kernick, (2016) asserted that sports marketing is unique and on the same time complex arena. According to Nelson Mandela believed; "Sports has the power to change the word".

However, this power is produced by the sports marketing

(Moon, Connaughton and Lee, 2013).

Similarly, being diverse sports marketing has unique merits though corporate are correlating with sports marketing (Mullin, Hardy and Sutton 2007). Strategically sports marketing include marketing of events, sports, facilities and most importantly to attract a spectator on a long-time basis.

Moreover, spectator attracts towards versatile sports event creates a challenging situation for the sports marketer (Karlsson and Skannesting, 2011).

Another researcher has a quite parallel consideration however a sport event depends on spirited competition and unique separation time from daily routine (Chadwick and Beech, 2007).

Furthermore, Lee, (2002) suggested that spectator's feel a level of achievement towards sports whenever attend a sport event.

Choi, (2019) suggested that sports became the eye catching activity to influence spectators in the field of sports marketing.

According to Toder-Alone, Icekson and Shuv-Ami, (2019) most importantly, marketers first priority is to find out the attraction factor of spectator's choice and motivate them towards re-visit in local sports event.

According to numerous researches, spectating sports reduces daily life stress and reenergizes spectators (Wiid and Cant, 2015; Spinda, Wann and Harden, 2015; Nisho, et al., 2016).

Besides, a large number of researches conducted on fan motivation for sports (Wann et al., 2001). However, handsome amount can be generated earned by sports every year (Lee et al., 2013).

Mullin, Hardy, and Sutton, (2000) suggested in their research that marketers are focusing on spectators who are increasingly influencing towards sports events.

Furthermore, strong motivations to sports (Kassing and Sanderson, 2010) influence spectators towards re-visit in local sports events (Cianfrone, Zhang, and Ko, 2011).

However, a number of motives for Spectating appears along with meaningful results (Frederick et al., 2012). Similarly, Spinda, Wann and Hardin, (2015) proposed in their research that marketers are focusing on motivation towards sports among spectators.

Furthermore, sport marketers have to realize the dynamic nature of sport event (Hanai et al. 2008) as well as fan ship motivation of the spectator (Sanderson, 2011) to influence their re-visit intention (Shao, Wang and Long, 2008).

Strategically sport fan motivation diverse spectator from daily life stress though it significantly influences spectators towards a sport event (Telama et al., 2005).

Additionally, spectator attraction towards sports increase motivational factor among spectator which leads to revisit in an event (Robinson and Trail, 2005).

However, re-visit intention can influence by (Alegre and Cladera 2009) adequate motives for Spectating (Prayag and Griv-el, 2014).

Moreover, it is concluded by a researcher that spectators who are attending the sports events are highlighting social factor though social factor represent a sense of social interaction for the sake of higher self esteem (Meng, Stavros, and Westberg, 2015).

Chang and Tsai, (2016) discussed in their research that re-visit intention of a spectator can be influence by different sports fan motivation constructs.

Consequently, concluded by Deloitte, (2015) motivation is a complex factor to engage spectator towards sports for a long time. Indeed, this research is based on local sports of intercollegiate including Shah Abdul University Khairpur Mir's to identify influence of sports fan motivation and its constructs on re-visit intention.

Purpose

Strategically purpose of this research is to examine the influence of various sports fan motivation including (physical, knowledge, social, drama, aesthetic, escape and achievement

factors) on spectator re-visits intention in local sports events.

Research Contribution

Sports is not just a game it became a therapy for those who are suffering from daily life stress, a sense of accomplishment for achievement seekers and a social event for those who are enjoying social gathering with other.

However, this research contributes in the area of sports marketing since schools, colleges, and universities prefer intercollegiate sports activities for providing them entertainment and improving physical health of students.

Furthermore, this research contributes in the literature of sports fan motivation especially in context of intercollegiate sports of Shah Abdul Latif University Khairpur Mir's Sindh.

Literature

Spectator Motivation

Chang, Wann and Inoue (2018) concluded in the research that sports events are grabbing the attention of spectators how-

ever interested spectators influence motivation by attending a sport event.

Whereas Pedersen (2014) concluded in research that spectators attend such events and spectators get a sense of achievement. Entertainment theory asserted that an individual mostly attracted towards attending such sports events for a change from routine life and reduction of their stress (Fotiadis et al., 2016).

According to earlier researchers motivational factors including physical, knowledge, social, drama, aesthetic, escape and achievement (Prayag and Grivel 2014; Cottigham et al., 2014).

Strategically, sport event plays a vital role in the life of dedicated spectator though sports motivation is one of the important factors to divert the attention of spectator from daily route (Hsieh et al., 2011; Naik and Gupta, 2012).

Consequently Wann (1995) suggested that influential reasons for attending sports for spectators are: drama, self-esteem, enter-

tainment, economics, escape, group affiliation, and family.

Trail and James (2001) suggested in their investigation that various motives satisfy psychological and social needs, including aesthetics, achievement, physical skills, drama, escape, social interaction, and acquisition of knowledge of the athletes.

Strategically, Sloan (1989) proposed that sports fans motivated towards any sport to accomplish their associated needs which fall under many different theories; stress and stimulation theories, entertainment theory, achievement seeking theories and salubrious effects theory.

Moreover, Desi (1971) asserted that motivation for spectating shows spectator influence in an event. Strategically, it is also concluded by another researcher that sports fan motivation is an important variable to influence spectator towards a sport event (Trail, Anderson, and, Lee, 2017).

Recent work by Silva and Casas (2017) contributes that spectators have a verity of interests, reasons and motivations for

attending sports and spectators' degree of achievement seeking can be measured by spectators' motivation.

Spectator Re-visit Intention

Additionally, Sung, Shin and Shin (2017) concluded re-visit intention can be evaluated through spectators' attitude towards sports. Re-visit intention can be known as spectator next visit though to attending sports event can reduces daily work life stress and if spectator enjoy the event than they will again attend that particular event (Gounaris and Boukis, 2013; Pedersen, 2013).

It is suggested by numerous researchers that re-visit intentions are related to spectator future intentions of spectating (Oman, Pepur and Arnerić, 2016; Kirkup and Sutherland, 2017).

Furthermore, re-visit intention is one of the most important factors of sports preferences (Kilpatrick, Hebert and Bartholomew, 2005; Boonlertvanich, 2009; Kim et al., 2011).

Re-visit intention is also considered as a spectator's judgment

towards sports preferences on which spectator decide in the future whether to attend sports events or not (Hume and Mort, 2010; Melnick and Wann, 2011).

Similarly, spectators who are willing to re-visit in sports events also consider as spectator re-visit intention (Brown, Assaker, and Reis, 2018).

Apparently, in different researches spectators' re-visit intention relays on sports fan motivation (Woo et al., 2009; Bahar, 2010; Mende, Bolton and Bitner, 2013).

Consequently, another researcher asserted that the spectator who is re-visiting in sports events is more profitable as compared to spectators who are visiting for the first time (Boonlertvanich, 2009).

Strategically, skillful sports fan motivation encourages re-visit intention (Spinda, Solitto and Wann, 2012). Similarly, re-visit intention, consider as the appropriate dependent variable where sports fan motivation provides significant relationship (Hume and Mort, 2010).

Re-visit can be identified by spectator next visit in sports events (Kim, Ko and Park, 2013). However, another research concluded that spectator's re-visit intention depends on their motivation towards sports (Steen, 2016). Moreover, spectators influence towards re-visit when they realize motivation towards sports (Fairley et al., 2011; Foster, 2019).

Consequently, a lot of sports event s are happing around the world every year (Sung-Bae et al., 2017; Artuger and Cetinsoz, 2017) however spectators are the best source of income in such events (Suh, Ahn and Pederson, 2013; Prayag and Grivel, 2018) since sports marketers are keen interested to grab the attention of spectator to motivate them for next visit in a sport event (Deloitte, 2015; Jiang and Chen, 2019).

Indeed, other researchers proposed that 795 spectators of sports event have positive influences spectators re-visit intention (Wiid and Cant, 2015; Hallmann, Zehrer and Müller, 2015).

It is noted that spectator influence their re-visit intention on

the basis of certain motivational factors however spectator re-visit intention can be referring as the next visit in a particular event (Evdokimov, 2018; Harrolle and Klay, 2019).

THEORETICAL FRAMEWORK

Spectator Motivation → Re-visit Intention

Parker (1992) suggested that a variety of sports fan motivation influence spectator towards sports. Intercollegiate sport is an activity to create enthusiasm among spectators who attend events (Gencer et al., 2011; Duan et al., 2019) however spectators attend these sports to release daily life stress and increase social activities with other spectators (Bauer, 2018).

Additionally, earlier researchers concluded that sense of victory enhance achievement among spectators which leads to re-visit intention (Mullin, Hardy and Sutton, 2007).

Further more social factors in which a spectator interacts with other fans, somehow to escape

from routine life activities that directly influence re-visit intention (Pederson, 2013; 2014) since revisit intention can be fluctuates by aesthetic elements of sports events (Silva and Casas, 2017; Cho, Joo and Lee, 2019).

Suggested by different researchers that re-visit intention of a spectator based on spectator next visit therefore it is necessary to measure the factors influence spectator motivation (Cunningham, Fink and Kwon, 2008; Deloitte, 2015).

Different authors define motivation as the intense feeling or an act of inspiration (Farrell, 2010) therefore sports motivation defined as act of inspiration towards sports event (Funk et al., 2000; Parent and Naraine, 2019).

It is also concluded that motivation towards sports discusses as spectator personal intense feeling which influence spectator re-visit intention towards a sport event (Havard, Wann and Ryan, 2013).

Moreover, researcher observed numerous researches to better understand motivation to-

wards sports though researchers measured the influence of motivation on re-visit intention towards a sport event (Kwon, Trail and Anderson, 2005).

However, research on motivation towards sports is still in progress for sports marketers (Bauer, 2018). Researchers observed various studies to understand fan motivation towards sports although spectator re-visit intention influence by numerous motives received in a sport event (Pegoraro, 2013; De Burca, Brannick and Meenaghan, 2015).

Besides, another researcher concluded that fan motivation positively as well as significantly influence re-visit intention towards a sports event by attending live event at the stadium (Kim, Ko, and Park, 2013; Lee and Kang, 2015).

Similarly, spectator next visit or future visit can be influence by different fan motivations (Wann and Grieve, 2008) however escape is the most important factor which give a break from daily life stress (Dwyer, 2013; Trail, Anderson, and Lee, 2017).

Filo, Lock and Karg, (2015) concluded that spectators' re-visit intention significantly influences by sports fan motivation. Strategically, through sports event sports marketer increases re-visit intention of a spectator (Kim, Ko and Park, 2013).

Indeed, researchers concluded seven dimensions of fan motivation including "physical, knowledge, social, drama, aesthetic, escape and achievement" (Trail and James, 2001; Wann and Grieve, 2008; Trail, Anderson, and, Lee, 2017) also influence in intercollegiate level of sports (Kim, Rogol and Lee, 2019).

The first dimension of sports fan motivation is an achievement which includes a sense of victorious celebration while attending sports events that influence spectator re-visit intention towards sports events.

Another predictor of sports fan motivation is aesthetic which demonstrates the visual effects of a game at the event or visual elements that influence spectator re-visit intention. Although a drama is the third predictor of sports fan motivation, however

drama refers as ambiguous outcomes and overall atmosphere of sports events that influence spectator re-visit intention.

Such type of sports events provides an escape from routine boredom though spectator attend sports events to reduce their daily life stress and it influence spectator re-visit intention.

Knowledge is another predictor of sports fan motivation. Attending sports events usually, offer numerous forms of knowledge since spectators gaining knowledge in these sports events that influence their re-visit intention.

Additionally, in the sixth dimension of sports fan motivation spectator motivates by physical skills of players in sports events which directly and significantly influence spectator re-visit intention. Finally, the seventh dimension of sports fan motivation is social interaction.

Strategically spectators feel a sense of pride whenever they interact with others in social events like sports event which influence spectator re-visit intention (Wann

et al., 1999; Trail and James, 2001; Dick and Kernick, 2016).

Hypothesis 1: Sports fan motivation influences spectators re-visit intention.

Hypothesis 1a: Physical influences spectators re-visit intention.

Hypothesis 1b: Knowledge influences spectators re-visit intention.

Hypothesis 1c: Social influences spectators re-visit intention.

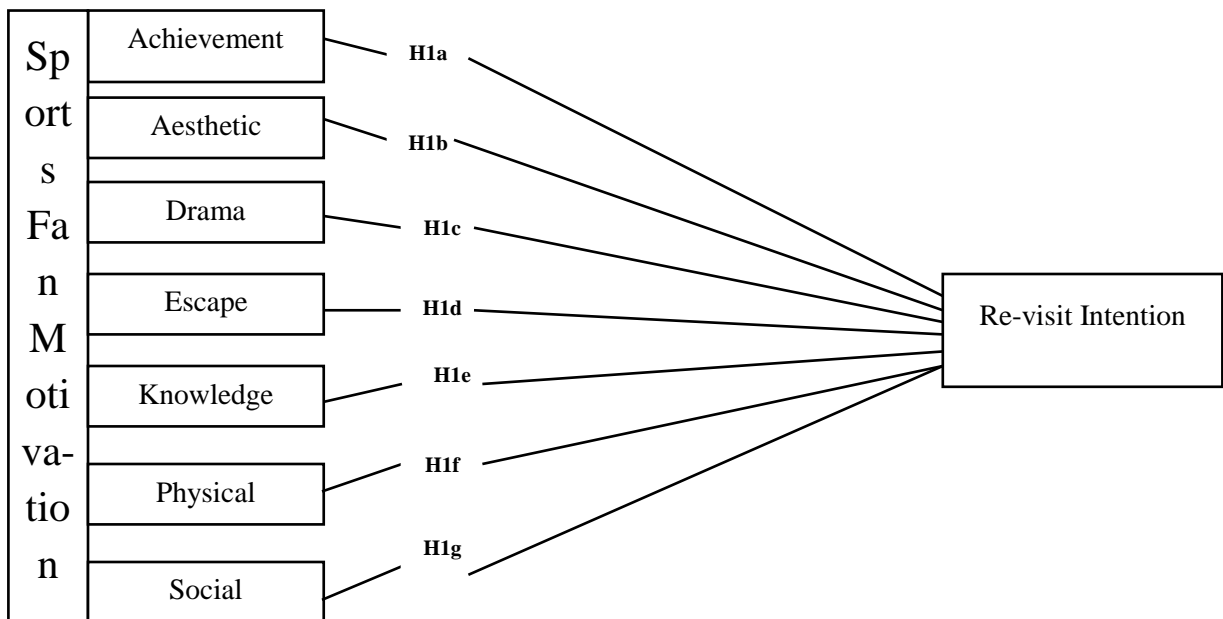
Hypothesis 1d: Drama influences spectators re-visit intention.

Hypothesis 1e: Aesthetic influences spectators re-visit intention.

Hypothesis 1f: Escape influences spectators re-visit intention.

Hypothesis 1g: Achievement influences spectators re-visit intention.

Conceptual Model



Research methodology

Participants

Strategically, a particular sample from a targeted population was selected for this research on a 95% confidence interval (Krejcie and Morgan, 1970). Participants were (n=150) spectators of institute of business administration in (SALU) Shah Abdul Latif University Khairpur on the basis of items used in scale though each item multiplied by five suggested by (Hair et al., 2016).

However, total sample was comprised of 150 respondents since male respondents were 68% (n=102) and female respondents were 32% (n=48) participate in this research.

Instrument

Consequently, the researcher used a structured questionnaire for data collection from the ultimate targeted sample. Indeed, two scales have been used in this questionnaire; sports fan motivation scales (MSSC; Trail and James, 2001) since scales for measuring re-visit intention researcher adopt (Ryu and Han, 2009) scales though a five-point

Likert raking which varies from strongly disagree to strongly agree.

However, sports fan motivation consists of seven subscales and each scale consist of three items. Additionally, sports fan motivation includes (physical, knowledge, social, drama, aesthetic, escape and achievement) scales (MSSC; Trail and James, 2001). In addition, re-visit intentions consist on three more items (Ryu and Han, 2009).

Procedure

According to Asher, (1976) this research is based on a cross-sectional study since, Jankowicz, (2005) in this research the researcher applies a hypothetical deductive approach. However convenient method approach of non-probability technique has been used to collect data from targeted spectators (Bryman and Bell, 2003).

Furthermore, currently enrolled students in an undergraduate program of the department of institute of administration at (SALU) Shah Abdul University

Khairpur Mir's were selected for data collection procedure.

Respondents were asked to fill the scales used in the questionnaire to measure the influence of sports fan motivation and spectators re-visit intention in intercollegiate level.

Data Analysis

This research indicates the re-visit intention of spectators by sports fan motivation towards local sports events. However, the researcher used (SPSS, 23) for analyzing the data collected from respondents.

Additionally, validity of scales used in research indicates that scales are reliable and it validates the scales although reliability and validity measured through Cronbach Alpha, Composite Reliability and Average Variance Extracted for justifying the research tool.

Consequently, a minimum acceptable threshold of Cronbach Alpha and composite reliability would be 0.7 (Steiger, 1989; Nunnally and Bernstein, 1994) since,

AVE would be acceptable on 0.5 (Van, Lugtig and Hox, 2012).

Furthermore, Pearson's correlation also tested to measure the internal consistency of variables between each other (Matthews, Farrell and Bulger, 2010). Descriptive statistics also measured in this research since it shows the mean and standard deviation values of the responses.

Additionally, regression analysis indicates the influence of dependent variables on independent variable regression (Hair, Anderson, Tatham, and Black, 1998) however; this research focuses on influences of sports fan motivation on spectator re-visit intention towards local sports events.

Analysis of Consequences

Respondent Profile

Apparently, in this research table-1 represents the demographic detail of respondent profile. Simultaneously demographic detail has been collected through a survey questionnaire; including gender, age and sports preferences. Indeed, 68% of male from

the total of 150 respondents were filled the questionnaire. Furthermore, 32% female respondents from total of 150 selected samples have participated in this research.

26-32 were engaged in this research. Similarly, 66.7% of respondents prefer cricket from sport preference section, which is the highest ratio of respondents.

Since a highest portion of respondents, 19-25 ages with the percentage of 74% and lowest respondents with the age group of

Table-1 Respondent Profile

| Factors | Profile | Frequency | Percent |
|----------------|----------------|------------------|----------------|
| Gender | Male | 102 | 68.0 |
| | Female | 48 | 32.0 |
| | Total | 150 | 100.0 |
| Age | Below 18 | 12 | 8.0 |
| | 19-25 | 111 | 74.0 |
| | 26-32 | 7 | 4.7 |
| | 33-39 | 11 | 7.3 |
| | 40+ | 9 | 6.0 |
| | Total | 150 | 100.0 |
| Sports | Badminton | 26 | 17.2 |
| | Cricket | 100 | 66.7 |
| | Table Tennis | 24 | 16.1 |
| | Total | 150 | 100.0 |

Validity Analysis

Strategically in this research, researcher has used Cronbach Alpha, CR and AVE to measure the internal consistency of scales. These techniques were applied to measure the consistency among items used in this research.

Furthermore, Nunnally and Bernstein (1994) suggested that

all items for latent variable are only effective when their minimum threshold should be (0.7). In addition, AVE is considered as reliable on ≥ 0.5 value (Van, Lugtig and Hox, 2012). Strategically, all values given in Table-2 have qualified standards of threshold. Similarly, the results of Cronbach Alpha, CR and AVE represents that scales used in this research are highly reliable.

Table 2

| Variables | (a) | CR | AVE |
|-------------------------------|--------------|--------------|-------------|
| Motives for spectating | 0.7 | 0.7 | 0.7 |
| Physical | 0.821 | 0.826 | 0.6 |
| PHY-1 | | | |
| PHY-2 | | | |
| PHY-3 | | | |
| Knowledge | 0.781 | 0.76 | 0.55 |
| KW-1 | | | |
| KW-2 | | | |
| KW-3 | | | |
| Social | 0.837 | 0.812 | 0.64 |
| SC-1 | | | |
| SC-2 | | | |
| SC-3 | | | |
| Drama | 0.769 | 0.731 | 0.55 |
| DRM-1 | | | |
| DRM-2 | | | |
| DRM-3 | | | |
| Aesthetic | 0.813 | 0.784 | 0.62 |
| AES-1 | | | |
| AES-2 | | | |
| AES-3 | | | |
| Escape | 0.788 | 0.748 | 0.56 |
| ESC-1 | | | |
| ESC-2 | | | |
| ESC-3 | | | |
| Achievement | 0.861 | 0.869 | 0.67 |
| ACH-1 | | | |
| ACH-2 | | | |
| ACH-3 | | | |
| Re-visit | 0.863 | 0.81 | 0.68 |
| Re-visit-1 | | | |
| Re-visit-2 | | | |
| Re-visit-3 | | | |

Pearson Correlation

Consequently, Table-3 shows the descriptive statistics and correlation (r) analysis of the constructs of this research however Table-3 shows mean, standard deviation and correlation of constructs. Since, physical skills have comparatively higher mean with (3.85).

Apparently, descriptive statistics show the adequacy in table-3. Although, Pearson correlation was computed to determine the relationship of all variables used in this research model. In addition, result of Pearson correlation analysis proposed that all variables are correlated with each other.

Table-3 Mean, Standard Deviation and Correlation

| CONSTRUCTS | M | SD | AES | DRM | ESC | KW | PHY | SC | Re-visit |
|------------|------|-------|------|------|------|------|------|------|----------|
| ACH | 3.8 | 1.071 | .513 | .644 | .397 | .761 | .619 | .522 | 0.529 |
| AES | 3.63 | 1.009 | | .422 | .641 | .563 | .497 | .450 | 0.391 |
| DRM | 3.59 | .968 | | | .521 | .665 | .695 | .514 | 0.472 |
| ESC | 3.53 | .955 | | | | .651 | .502 | .437 | 0.551 |
| KW | 3.66 | .905 | | | | | .809 | .513 | 0.651 |
| PHY | 3.85 | .853 | | | | | | .661 | 0.63 |
| SC | 3.57 | .960 | | | | | | | 0.578 |
| Re-visit | 3.8 | 1.071 | | | | | | | |

The Structural Equation Model (SEM)

However, researcher used an advance version of IBM-SPSS 23.0 indeed; the Structural Equation Model (SEM) analysis was performed by Analysis of Moment Structure which is usually known as (AMOS). Hence, the researcher applies multi regression and path analysis in this research. Statical-ly, the results of this research in-

dicate the significant influence at P-value < 0.05 of spectator motives and point of attachment on spectator re-visit intention towards local sports event although the Chi square (χ^2) indicates the good fit.

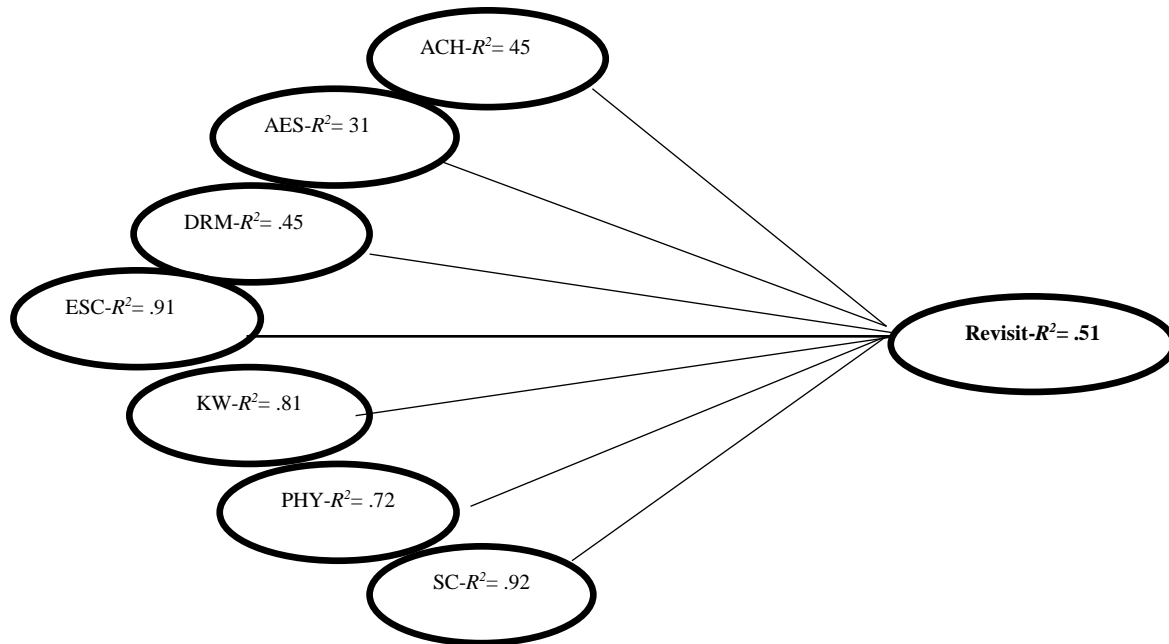
Additionally, researcher applies CFA on constructs although;

lowest χ^2 value indicates a good fit (Van, Lugtig and Hox, 2012). Strategically TLI, CFI and NFI

values are acceptable on ≥ 0.90 since, RMSEA predicted acceptable on ≤ 0.08 (Brown, 2015).

Table-5 Model Fit Index

| Model | Description | (χ^2) | Df | TLI | CFI | NFI | RMSEA |
|-------|-----------------------|--------------|----|-----------|-------|-------|-------|
| Model | Full Conceptual Model | 259.68 | 6 | - 0.15 | 0.309 | 0.311 | .533 |



Thresholds: $\chi^2/df = 2 \leq 1$, IFI ≥ 0.90 , RMSEA ≤ 0.08 , NFI ≥ 0.90 , and CFI ≥ 0.90

Hypothesis Testing

Thus, Table-6 indicates the significant influence of motives for Spectating on re-visit intention. Moreover, Table-6 indicates

that the motives for Spectating including escape, knowledge, physical skills and social factors have a significant and positive influence on spectator re-visit intention. Although escape has pos-

itive and significant influence with $P=0.01$, knowledge with $P=0.01$, physical skills with $P=0.02$ and social with $P=0.000$.

Table-7 Hypotheses Testing

| Path | β eta | t-value | ***P-value | Results |
|------------------------|-------------|---------|------------|---------------|
| Re-visit \square PHY | 0.254 | 2.283 | 0.022 | Supported |
| Re-visit \square KW | 0.297 | 2.427 | 0.015 | Supported |
| Re-visit \square SC | 0.263 | 3.253 | 0.001 | Supported |
| Re-visit \square DRM | -0.002 | 0.08 | 0.983 | Not Supported |
| Re-visit \square AES | -0.073 | 0.076 | 0.336 | Not Supported |
| Re-visit \square ESC | 0.227 | 2.553 | 0.011 | Supported |
| Re-visit \square ACH | 0.066 | 2.427 | 0.418 | Not Supported |

$t \geq 1.96$, *** $p \leq 0.05$

Discussion and Conclusion

Particularly, Harvard, Wann and Ryan, (2013) indicates that multiple motives influence re-visit intentions of spectators. Additionally, local sports fans reported the highest mean value for motives to player (Spinda, Wann and Hardin, 2015).

Furthermore, previous findings indicate that sports fan motivation are in significant and in adequate towards sports event

(Branscombe and Wann, 1991; Wann et al., 2011; Duan, Liu and He, 2019).

Since, physical skill more interestingly (Wann and Grieve, 2008; Trail, Anderson, and, Lee, 2017) influences spectators re-visit intention (Harvard, Wann and Ryan, 2013).

Conclusively, it can be said that motives for Spectating directly

influences spectator re-visit intention towards the local sports event.

In addition, it can be concluded that spectators re-visit intention can get maximum attention through physical, social and aesthetic motives. Although re-visit intention can also be influenced by escape, knowledge, physical skills and social factors as well. Furthermore, it is concluded by different researchers that 40% of spectators prefer sense of achievement (Lee et al., 2013).

Indeed, other researchers concluded an insignificant and unfit model of motives for Spectating (Wann, Schrader and Wilson 1999).

Sports' marketing is a new phenomenon in field of marketing though sports marketers are actively and creatively working for gaining the attention of spectators.

However, these appealing activities influence spectator's sports fan motivation and influence their re-visit intention towards a sport event. This research conducted to seek the influence of motives for Spectating on spectator re-visits intention towards local sports events.

Strategically results indicate that the motives for Spectating have a positive and significant influence on spectator re-visit intention towards local sports events.

Indeed escape, knowledge, physical and social indicators of motives for Spectating have a significant and positive influence on spectator re-visit intention. Strategically, variables are correlated with each other.

However, the acceptable significance level is ≤ 0.05 however this research concluded that fan motivation plays an important role to influence spectator re-visit intention towards a sport event however in this research physi-

cal, knowledge about sports, social interaction, and escape from daily life have positive and significant influence on re-visit intention of a spectator in intercollegiate sports.

Strategically physical ($P=.02$), knowledge ($P=.01$), social ($P=.00$) and escape ($P=.01$) significance values which indicates that there is a positive and significant influence of physical, knowledge, social and escape on re-visit intention of spectators in intercollegiate sports since drama, aesthetic and achievement have not significance values though drama and aesthetic have negative relation with re-visit intention.

Strategically this research concluded that universities arrange these intercollegiate sports events to create an environment of entertainment however fan motivation work as a dominant motivational variable to grab the attention of spectators and influence their re-visit intention.

Limitations and future research directions

Strategically this research is based on spectator's sports fan motivation and spectator re-visit intention however this research only focuses on intercollegiate sports of (SALU) Shah Abdul Latif University Khairpur Mir's thus research cannot be comprehensively generalized on over all spectators.

Another limitation of this research is that researcher use only a single deductive approach to collect data from respondents however deductive approach refine the cause and effect relation between variables.

On the basis of above limitation some of the future directions for scholars and researchers are suggested by researcher of this research.

Researcher may use different sampling methods so research can be further generalized however research may use inductive approach to deeply understand

the sports marketing phenomenon. Research may also work on national and international level of sports to understand the importance of sports fan motivation in sports marketing.

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