Examining Spectator Motivations in Major League Baseball: A Comparison between Senior and Non-senior Consumers

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Abstract

The purpose of this study was to identify the differences in the motives between senior and non-senior sport consumers who attend sport events and to compare the effect of spectator motivation on sport consumption behaviors between senior and non-senior consumers. Multiple regression analyses were conducted to examine the relationship between motivation factors and sport consumption variables for senior and non-senior spectator groups. The results showed that both senior and non-senior spectators were commonly motivated by the following specific motives of escape, social interaction, physical skill and drama for attending a MLB game.

Introduction

Due to better public health, immunizations, nutrition, and medical advances, human life spans are getting longer and longer (Moschis, Ferguson, & Zhu, 2011). One out of every six individuals in the United States will be 65 years of age or older by the year 2020 (Jahn, Gaus, & Kiessling, 2012) and the country's population in this age segment, "reached 37.9 million in 2007, representing 13% of the total population at that time, and is expected to grow up to 88.5 million by 2050, representing approximately 20% of the population" (Lim & Kim, 2011, p. 764). The older consumer segment is often referred to as the senior consumer group or the baby boomer group. Senior consumers can be defined as people who are aged 55 and older (Kim, Kang, & Kim, 2005). According to Littrell, Ma, and Halepete (2005), baby boomers can be defined as people who were born in the years between 1946 and 1964. Jang, Bai, Hu, and Wu (2009) noted that senior population has been increasing tremendously and the baby boomers who were born shortly after World War II are in or entering their senior years.

As a target market, both researchers and practitioners have progressively recognized the importance of the senior consumer market because the population of older consumers is rapidly increasing and those consumers have tremendous economic power (William & Drolet, 2005). Gilmartin (2011) suggested that maturing consumers are the biggest spenders in the market because they are the wealthiest, best educated, and most sophisticated purchasers. Even though many consumer behavior researchers (Ahmad, 2002; Gilmartin, 2011; Kim et al. 2005; Lim & Kim, 2011; Moschis, 1997) have suggested that the senior consumer market has become more important than the young generation market due to their longer life span and superior spending power, limited attention has been paid to these older consumers and their behaviors in the marketplace (Szmigin & Carrigan, 2001; Yoon, Cole, & Lee, 2009).

To attract more senior consumers, marketers need a better understanding of the psychological states of senior consumer and how they differ from younger generations (Moschis et al., 2011). Regarding differences such as this, motivation can be considered as the reason for why individuals exhibit certain behaviors (Philips, Jang, & Canter, 2009). Cohen and Warlop (2001) suggested that the ability to understand consumers' motivations is very important in order to determine reasons why they purchase specific products or services. As such, in the years since Clever, Green, and Muller (2000) attempted to examine the pattern of consumption behavior of the baby boomer tourists, several leisure and tourism researchers have investigated the impact of senior consumers' motivations on consumption behavior in relation with senior consumers' casino gambling (e.g., McNeilly & Burke, 2002; Hope & Havir, 2002; Philips et al., 2009) and traveling (Alexandris, Kouthouris,

Funk, & Giovani, 2009; Boksberger & Laesser, 2009; Clever et al., 2000; Jang et al., 2009). As a common leisure activity, spectator sports have become an important part of everyday life (Trail, Fink, & Anderson, 2003). To attend sporting events, sport fans are annually spending about $11 billion in the United States (Fink & Parker, 2009). To coincide with this, much of the previous research has focused on assessing spectator motivations to better understand which factors influence spectator's attendance within various contexts, including scale development (Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995), cultural or national differences of sport consumers (Kwon & Trail, 2001; Mahony et al., 2002; Won & Kitamura, 2007), and gender differences of sport consumers (Byon et al., 2011; James & Ridinger, 2002; Ridinger & Funk, 2006; Wann et al., 2001).

According to Byon et al. (2011), spectator motivation can be considered as the most influential variable to predict spectators' consumption behaviors. In sport marketing literature, several spectator motivation studies have been conducted to predict sports consumption behaviors such as game attendance (Byon et al., 2011; Funk et al., 2009; Mahony et al., 2002; Pease & Zhang, 2001; Zhang, Pease, & Hui, 1996), media consumption (Andrew et al., 2009; Byon et al., 2011; Gau, James, & Kim, 2009; Kim, Andrew, & Greenwell, 2009), and merchandise consumption (Byon et al., 2011; Funk et al., 2009; Gau et al., 2009). By carefully dividing different segments, marketers are able to expect greater sales increases. According to Foedemayr and Diamantopoulos (2008), market segmentation can be defined as the "process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs" (p. 223). Shank (2005) suggested that "market segmentation is recognized as a more efficient and effective way to market that mass marketing, which treats all consumers the same" (p. 182).

While the scholars above have noted that market segmentation is very important to better predict future consumption behavior, much of the previous research in this area has solely focused on how the motivation of sports fans influence their consumption behavior within the context of the actual team sports environment, including professional sports (Funk, Ridinger, & Moorman, 2003; Pease & Zhang, 2001; Trail & James, 2001) and college sports (Gau et al., 2009). Only a limited number of studies (Andrew et al., 2009; Armstrong, 2002; Byon et al., 2011, Kim et al., 2008) have attempted to compare differences in the effect of spectator motivation on sport consumption behaviors based on demographic segmentation, including gender and race. In addition, even though other fields of leisure activity (e.g., travel, gambling) have been subjected to senior consumer research based on their growing size and increased spending power, much of the spectator motivation and consumption behavior research have solely dealt with the general age population rather than a segmented age population; although there is a strong possibility that different age population segments could have different reasons and motivations related to their consumption behavior (Moschis et al., 2011).

Considering the lack of research on differences between each generation in sport contexts, the present study extends the range of spectator motivation and consumption behaviors research and provides the initial result that depends on age segmentation (i.e., senior vs. non-senior), and whether motivational factors have a different impact on sports consumption behaviors. As for significant findings, this study may contribute to understanding the senior sports fans' psychological and behavioral intentions for both academic and practical purposes. Thus, the purpose of this study is to examine the differences in the motives between senior and non-senior sport consumers who attend sport events and to compare the effect of spectator motivation on sport consumption behaviors between senior and non-senior consumers.

Senior Consumers' Motives and Consumption Behaviors

In consumer behavior research, a few studies, especially those on retail shopping behavior and leisure or tourism research, have attempted to identify the effects of motivation on senior consumption behavior (e.g., Alexandris et al., 2009; Boksberger & Laesser, 2009; Jang et al., 2009; Lim & Kim, 2011; Philips et al., 2009; Sudbury & Simcock, 2009). To examine the relationship among family and social interaction, loneliness, mall shopping motivation, and mall spending of senior consumers, Kim et al. (2005) developed a conceptual framework. In their analysis of senior consumers' motivations, the researchers identified two dimensions: consumption-oriented mall-shopping motivation (i.e., service consumption, value consumption, and eating), and experiential mall-shopping motivation (i.e., diversion and aesthetic appreciation). Kim and colleagues suggested that a shopping mall can be a place to reduce senior consumers' loneliness. Consequently, the scholars found that when senior consumers felt a higher level of loneliness, they had stronger motivation for shopping mall consumption to reduce their loneliness. In addition, the researchers also suggested that the merchants in the shopping mall can make spending money more attractive to senior consumers by emphasizing consumer-oriented mall-shopping motivation such as service consumption and value consumption.

Kumar and Lim (2008) examined the effects of age on perceived mobile service quality. By examining consumers' perceived value, satisfaction, and loyalty toward the mobile service, the researchers compared two different mobile service consumer segments (i.e., Generation Y and baby boomers). As a result, Kuman and Lim found that there were significant differences between the two groups with regard to the effect of perceived economic and emotional value on satisfaction. Sudbury and Simcock (2009) developed a multivariate segmentation model of senior consumers. The researchers indicated that even though the senior

consumer market can be considered a crucial segment of the market, there have been no attempts to justify the senior consumers' consumption behaviors in previous literature. By looking at the major dimensions of aging and behavioral variables (e.g., social support, loneliness, self-esteem, age identity, affect balance), the scholars found that the senior consumer market is heterogeneous and can be divided into the following five distinct segments: solitary skeptics, bargain-hunting belongers, self-assured sociables, positive pioneers, and cautious comfortable. Furthermore, Lim and Kim (2011) examined factors that affected the older consumers' television home shopping. As convenience and emotion-related variables, senior consumers' loneliness, parasocial interaction, and perceived convenience were used to measure senior consumers' TV home shopping satisfaction. The researchers found that parasocial interaction played an important role in resolving senior consumers' loneliness and in leading to their satisfaction.

Following the work of scholars (e.g., Clever et al., 2000) at the turn of the century there has been a concerted effort to understand the consumer behavior of the baby boomer tourists. Over the past 15 years or so leisure, tourism, and hospitality researchers have paid more attention to the senior market. As a leisure activity for the senior population, studies have been conducted on senior consumers' engagement in activities such as casino gambling and traveling (e.g., Alexandris et al., 2009; Boksberger & Laesser, 2009; Hope & Havir, 2002; Philips et al., 2009). For example, Tarras et al. (2000) attempted to find older women gamblers' motivation. The findings of the researchers indicated that the opportunity of social interaction was the most significant factor for older women to engage in gambling. In another study, McNeilly and Burke (2002) suggested that senior consumers go to casinos to get away or escape from their homes and the daily routine. Hope and Havir added that visiting casinos for fun and excitement could be considered among the main dimensions of motivation for senior casino gambling. They found that 36% of senior gamblers visited casinos for fun and excitement. Lastly, Philips and colleagues pointed out the problem that even though there were many gaming motivation studies conducted, those studies focused on finding reasons why people were addicted to gambling rather than examining why people participated in gambling as a leisure activity. Philips et al. suggested that casino gambling had become one of the most popular leisure activities for the older population and the researchers identified five senior casino gambling motivation factors: winning and thrill, socialization, escape, enjoyment, and curiosity.

In the tourism literature, motivation studies have played an important role in understanding why people travel. Among motivational theories, Dann's (1977) "push" and "pull" theory (Goossens, 2000; Crompton, 1979; Jang & Cai; 2002, Jang et al., 2009; Yuan & McDonald, 1990) has been widely accepted in travel motivation literature. Crompton identified seven push factors having an impact on vacation travelers: escape, self-exploration, relaxation, prestige, regression, kinship-

enhancement, and social interaction. Yuan and McDonald suggested people travel based on the following five push factors: escape, novelty, prestige, enhancement of kinship relationships, and relaxation. Jang et al. developed the theoretical model for Taiwan senior consumers' affect, travel motivation, and travel intention. The following motivation factors were utilized to examine the interrelationships among affect, travel motivation, and travel intention: push factors (e.g., novelty seeking, self-esteem, ego enhancement, socialization, rest and relaxation) and pull factors (e.g., there should be no deadline while on vacation). As a result, the researchers found that both positive and negative affective states had significant impacts on travel motivation. Among all the motivational factors, novelty seeking had the most significant impact on future travel intention.

Sport Consumer Motives

The understanding of why people watch or attend sporting events should be a fundamental question in the study of spectators (Won & Kitamura, 2007). According to Sloan (1989), spectator motivations could be explained within one of the following theories: salubrious effects, stress and stimulation, catharsis and aggression, entertainment, and achievement seeking. Based on Sloan's theories, sports marketers and researchers have attempted to identify the motivations of spectators to understand the reason why people attend sports events (James & Ross, 2004; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995). Wann developed a Sport Fan Motivation Scale (SFMS) with eight motivation factors (i.e., eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation, and family) while Milne and McDonald identified 12 sport consumers' motivations (i.e., risk-taking, stress reduction, aggression, affiliation, social facilitation, self-esteem, competition, achievement, skill mastery, aesthetics, value development, and self-actualization).

Trail and James (2001) indicated that previous sport motivation scales had some limitations in relation to validity and reliability issues and by examining the content validity, criterion validity, construct validity, and internal consistency, they developed the Motivation Scale for Sport Consumption (MSSC) which included the following: achievement, acquisition of knowledge, aesthetics, drama, escape, family, physical attractiveness of participants, the quality of the physical skill of the participants, and social interaction. James and Ross (2004) attempted to extend sport consumer motivations by looking at non-revenue multiple college sports. The authors found that sport-related motives (i.e., entertainment, skill, drama, and team effort) were higher than both self-definition motives (i.e., vicarious achievement, empathy, and team affiliation) and personal benefit motives (i.e., social interaction and family).

According to Byon et al. (2011), studies of the relationship between sport consumer motivation and sport consumption behaviors have already been conducted widely in sport marketing literature. Such studies include game attendance (Byon et al., 2009; Funk et al., 2009; Mahony et al., 2002; Pease & Zhang, 2001), media consumption (Andrew et al., 2009; Gau et al., 2009; Kim et al., 2009), and merchandise consumption (Funk et al., 2009; Gau et al., 2009). For instance, Pease and Zhang found that among spectator motivational factors, salubrious effects and entertainment were significantly associated with game attendance behavior particularly for NBA fans. Mahony and colleagues, who examined the impact of motivational factors on J. (Japan) League spectators' behaviors, found that 15% of the variance in frequency of attendance was explained by motivational factors including the following: team attachment, community pride, drama, player attachment, and vicarious achievement.

Ridinger and Funk (2006) found that for men's college basketball spectators, 18% of the variance in game attendance was explained by motivational factors (e.g., university pride, team interest, excitement, escape). For women's basketball spectators, 14% of the variance in game attendance was explained by vicarious achievement, university pride, team interest, and following / pursuing a role model. Ridinger and Funk also examined the intrinsic differences between men and women through the lens of sports spectators in terms of focusing on college basketball fans. Compared to men, women represented higher mean scores in motivational factors with regard to their pride for the university, interaction with other fans, spending time with their family and friends, and escape from their daily routines. A few years later, Funk et al. (2009), in examining the spectators' motives of an Australian Rules Football (AFL) game, found that excitement, esteem, and performance explained 30% of the variance in the frequency of game attendance. In media and merchandise consumption behavior related to spectator sports, previous studies also found that a significant amount of variance was explained by spectator motivation (Byon et al., 2010).

Andrew et al. (2009) examined motives of minor-league hockey fans to understand why spectators are attracted to attend minor league hockey games. The researchers found that for motivational factors, 39% of the variance for males and 41% for females were explained by media consumption. In another study by Kim et al. (2009), the investigation involved a comparison of cross-national differences between American and Korean mixed martial arts fans in terms of exploring the effect of spectator motives on media consumption behavior. The researchers found that sport interest, fighter interest, and drama were the significant motivational factors affecting media consumption for Americans while sport interest, drama, and adoration were the most influential factors affecting media consumption for Koreans. Lastly, Gau et al. (2009) found that highly identified fans were motivated more by self-definitive motives to attend sport events, rather than by motives

of enjoyment and sociability. Also, those self-definitive motives represented a significant impact on media consumption and merchandise consumption.

Few studies (e.g., Andrew et al., 2009; Armstrong, 2002; Byon et al., 2011, Kim et al., 2008) have attempted to compare differences in the effect of spectator motivation on sport consumption behaviors based on demographic segmentation, including gender and race. Armstrong indicated the importance of the relationship between race and sport consumption motivations in his research. As a result, the researcher found that cultural affiliation was a significant motive for African American consumers of college basketball games. As noted above, Kim and colleagues examined the relationship between spectator motives and media consumption behavior in mixed martial arts. In addition to the findings noted above, the scholars found that there was a significantly different impact of motivations on media consumption between male and female spectators. Only sport interest was a common predictor of media consumption for both males and females. For male spectators, vicarious achievement and national pride were significant predictors of media consumption, while drama was the significant predictor of media consumption for female spectators. In the study by Andrew et al., the scholars examined the relationship between spectator motivations and media and merchandise consumption at a professional mixed martial arts event. For males, drama, vicarious achievement, crowd experience, and knowledge were significant predictors of merchandise consumption. Revealed violence, aesthetics, drama, and knowledge were significant predictors of media consumption. For females, adoration was a significant predictor of merchandise consumption. Knowledge, drama, and aesthetics were significant predictors of media consumption.

Byon et al. (2011) examined gender differences in the effect of spectator motivation on sport consumption behaviors at collegiate wheelchair basketball games. The researchers, who found that knowledge and physical skill were significant motives for male spectators while drama and vicarious achievement were significant motives for female spectators, suggested that spectators' motivational factors could be regarded as good predictors of sport consumption behaviors, including attendance, media consumption, and merchandise consumption intentions. Also, between males and females, there are significantly different impacts of motivations on sport consumption behaviors. While demographics such as race and gender have been examined, to date there still has been no known attempt to find age differences with regard to the impacts of motivations on sport consumption behaviors in previous literature. Therefore, the research question undergirding the present study was to determine if different motives exist between senior and non-senior spectators in Major League Baseball (MLB). Based on findings of previous empirical studies related to spectators' motivations and consumption behaviors, the following hypotheses were developed:

H1: Different motives will be positively related to re-attendance between senior and non-senior spectators of a MLB game.

H2: Different motives will be positively related to media consumption between senior and non-senior spectators of a MLB game.

H3: Different motives will be positively related to merchandise purchasing intentions between senior and non-senior spectators of a MLB game.

Method

Participants

The study participants were separated into two groups (i.e., senior spectators & non-senior spectators). Two sets of data collection were conducted separately. For seniors, the study participants were spectators of the Atlanta Braves at Turner Field. Data collection was conducted from 4 hours before, up until five minutes before the game at the entrance of the stadium. Before the survey, respondents were firstly asked for their age. If the respondents' age was younger than 55 years old, they were ruled out the survey. As a result, among 204 responses, 196 responses were successfully completed. For non-seniors, the study participants were college students who majored in mass communication and sport management at a large university located in the southeastern region of the United States. Participants who had never attended an Atlanta Braves game were excluded from the survey. Among 223 responses, 190 responses successfully completed an online survey. The sample of the current study was predominantly female (57.3%) with Caucasians (84.2%) also comprising a large part of the sample. For non-senior spectators, approximately 47.2% of the respondents were 30 years of age or younger. For senior spectators, approximately 13.2% of the respondents were 65 years of age or older. In terms of household income, about 50% reported an annual income below $50,000 because half of the respondents were college students. In the current study, we asked participants about their favorite media to get information about their favorite sports teams. Interestingly, for both senior (46.4%) and non-senior (36.3%) fans, television was their favorite form of media when they seek information about their favorite sports teams.

Table1.

Frequency Distributions for the Demographic Variables (N=386)

Variable	Category	Number	Percentage
Gender	Male	165	42.7%
	Female	221	57.3%
Race	Caucasian	293	84.2%
	Asian	25	7.2%
	African American	19	5.5%
	Hispanic	6	1.7%
	Other	5	1.4%
Annual Household Income	Less than $25,000	128	33.2%
	$25,001 to $50,000	72	18.7%
	$50,001 to $75,000	78	20.2%
	$75,000 to $100,000	54	14.0%
	More than $100,000	54	14.0%
Age	18-30	182	47.2%
	31-54	8	2.1%
	55-64	145	37.6%
	65+	51	13.2%
Favorite Media	Newspaper	72	18.7%
	TV	157	40.7%
	Official Website	17	4.4%
	Social Media	39	10.1%
	Internet News	101	26.2%

Measurement

In order to measure spectator motives, the following eight factors of Trail and James's (2001) Motivation Scale for Sport Consumption (MSSC) were included and modified: vicarious achievement, aesthetics, knowledge, drama, escape,

physical attraction, physical skills, and social interaction. Family factor was not measured because Trail and James found that the family factor did not have a relationship with game attendance behavior. All items were measured using a seven points Likert-Type scale with 1 indicating "Strongly Disagree" and 7 indicating "Strongly Agree." In order to measure spectator's behavioral intentions, three sport consumption variables (i.e., re-attendance intention, media consumption, and merchandise purchasing intention) were measured by using nine items of Kim, Trail, and Ko's (2011) scale. The seven point Likert-Type scale was also utilized with 1 indicating "Strongly Disagree" and 7 indicating "Strongly Agree." An additional section containing demographic questions (i.e., gender, race, age, household income, and religion) was also included in the questionnaire.

Data Analysis

SPSS 20.0 was used to calculate descriptive statistics for demographic and spectator motivation factors. To examine the factor structure of the MSSC, a confirmatory factor analysis (CFA) was conducted by using the Maximum Likelihood (ML) estimation method via Mplus 6.0. According to Hair et al. (2010), the ratio of observations to measured variables should be at least 5:1. This study consisted of 24 items with eight factors of the MSSC and nine items of sport consumption. Thus, this study had a sufficient enough sample size ($n=386$) to carry out the CFA. Cut-off values of less than 3.0 for the $\chi 2/df$ are considered (Bollen, 1989). Based on the cutoff values suggested by McDonald and Ho (2002), root-mean-square error (RMSEA) values less than .05 indicate that a model has a close fit, values of .08 or less would indicate reasonable fit, and values of higher than .10 should not be considered. Further, comparative fit index (CFI) values greater than .9 and standardized root mean square residual (SRMR) values less than .08 are considered a reasonable fit.

To determine construct validity, convergent and discriminant validity tests were conducted. Convergent validity is evidenced if each indicator's loading on its posited underlying construct is greater than twice its standard error (Anderson & Gerbing, 1988). Hair et al. (2010) also suggested that the size of the factor loadings is one important consideration for convergent validity. Standardized loading estimates should be .5 or higher, and ideally .7 or higher. Another dimension of construct validity, discriminant validity, was used to determine the extent to which the constructs were unique. Anderson and Gerbing (1988) suggested that the AVE for each construct should be greater than the squared correlation between that construct and any other. To measure the reliability of the scales, values of Cronbach's coefficient alpha and construct reliability were obtained. Hair et al. suggested that construct validity should be .7 or higher to represent good internal consistency.

After completion of the CFA test of the MSSC, a total of six multiple regression analyses were conducted to examine the relationship between MSSC factors and sport consumption variables for senior and non-senior spectator groups. The eight factors of the MSSC were included as independent variables, while re-attendance intention, media consumption, and merchandise purchasing intention were included as dependent variables. The Durbin-Watson statistic was used to test independent errors. Typically, the residuals are not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Field, 2009). Multicollinearity was detected by examining the Tolerance and Variance Inflation Factor (VIF). Most commonly, Tolerance values should be higher than .02 and VIF values should be less than 10 (O'Brien, 2007).

Results

The results of descriptive statistics indicated that for senior spectators, it was revealed that social interaction ($M=$ 4.70, $SD=$1.47) and escape ($M=$4.42, $SD=$1.02) were two of the most important motivation factors to attend sport events, followed by drama ($M=$4.39, $SD=$1.08), physical skill ($M=$4.26, $SD=$1.20), aesthetic ($M=$3.88, $SD=$1.03), vicarious achievement ($M=$3.84, $SD=$1.17), knowledge ($M=$2.76, $SD=$1.26), and physical attraction ($M=$2.61, $SD=$1.00). For non-senior spectators, escape ($M=$4.62, $SD=$1.58) and physical skill ($M=$4.51, $SD=$1.67) were found to be important motivation factors, followed by drama ($M=$4.48, $SD=$1.54), social interaction ($M=$4.22, $SD=$1.57), aesthetic ($M=$3.93, $SD=$1.71), vicarious achievement ($M=$3.83, $SD=$1.74), physical attraction ($M=$2.70, $SD=$1.14) and knowledge ($M=$2.67, $SD=$1.36). Overall, for senior spectators, both sport-related motives (e.g., drama, escape, physical skill) and personal benefits (e.g., social interaction) were important to attend an MLB game while only sport-related motives was important for non-senior spectators. Self-definition such as vicarious achievement was not an important motive for both senior and non-senior baseball spectators.

Table 2.
Correlations among Factors

Factor	F1	F2	F3	F4	F5	F6	F7	F8
F1 Drama	1.00							
F2 Physical Skill	0.67	1.00						
F3 Vicarious Achievement	0.51	0.70	1.00					
F4 Knowledge	0.38	0.42	0.70	1.00				
F5 Physical Attraction	0.16	0.18	0.23	0.18	1.00			
F6 Aesthetic	0.58	0.79	0.74	0.63	0.21	1.00		
F7 Escape	0.58	0.71	0.64	0.36	0.22	0.71	1.00	
F8 Social Interaction	0.40	0.52	0.53	0.26	0.33	0.46	0.63	1.00

Note: Correlations significant at the 0.01 level.

The eight-factor spectator motive model was evaluated by means of CFA. Examined by multiple model fit indexes, the results of the CFA indicated that the model fit the data reasonably well ($\chi^2/df =2.93, p<.001;$ CFI=.935, RMSEA=.071, SRMR=.043). In the current study, all factor loadings were significant and greater than .70 on the assigned factor, ranging from .745 (physical attraction item 3) to .898 (aesthetics item 2). Table 3 reveals that all of the subscale AVE values exceeded .50, ranging from .654 (social interaction) to .789 (aesthetics). In sum, there was considerable evidence of convergent validity based on values of factor loadings and AVE. The AVE for each construct should be greater than the squared correlation between that construct and any other construct value. None of the squared correlations exceeded the AVE values for any of the constructs (Table 2 & 3), indicating that discriminant validity was good. Cronbach's alpha coefficients represented each factor's internal consistency. The entire factor was greater than the 0.7 cutoff recommended by Nunnally (1978), ranging from .848 (social interaction) to .918 (aesthetics). Overall, the measurement represented sound psychometric properties in an MLB setting (Table 3).

Table 3.

Summary of indicator loadings (β), standard errors (SE), Cronbach's alpha (α), construct reliability (CR), and average variance extracted (AVE)

Items	β	SE	α	CR	AVE
Drama			.867	.869	.689
Drama1	.836	.021			
Drama2	.868	.019			
Drama3	.784	.025			
Physical Skill			.872	.872	.695
Skill1	.830	.020			
Skill2	.842	.019			
Skill3	.829	.020			
Vicarious Achievement			.880	.883	.715
Achieve1	.822	.020			
Achieve2	.834	.019			
Achieve3	.879	.016			
Knowledge			.888	.889	.728
Know1	.873	.017			
Know2	.854	.018			
Know3	.832	.020			
Physical Attraction			.855	.862	.677
Attraction1	.848	.023			
Attraction2	.870	.022			
Attraction3	.745	.028			
Aesthetics			.918	.918	.789
Aesthetics1	.883	.014			
Aesthetics2	.898	.013			
Aesthetics3	.884	.014			

Escape			.869	.873	.695
Escape1	.805	.023			
Escape2	.854	.019			
Escape3	.842	.020			
Social Interaction			.848	.850	.654
Social1	.800	.025			
Social2	.838	.023			
Social3	.787	.026			

The main purpose of this study was to compare the effect of spectator motivation on sport consumption behaviors, including re-attendance intention, media consumption, and merchandise purchasing intentions between seniors and non-seniors. To test three research hypotheses, six multiple regression analyses were separately conducted for each group. Results of the assumption tests (i.e., independent errors, tolerance, and VIF) revealed that none of the regression models violated the assumptions. The Durbin-Watson statistic was used to test for the presence of serial correlation among the residuals. The values of the Durbin-Watson statistic were acceptable, ranging from 1.54 to 2.19. The tolerance values for all of the independent variables were larger than .2 and the values of VIF were not over 10. Thus, multicollinearity was not a problem in this regression analysis.

With respect to the first research hypothesis, multiple regression analyses were separately conducted for each group with eight motive factors as independent variables and re-attendance intention as the dependent variable. The overall model for the senior group was statistically significant (F (8,187) = 20.07, $p<.001$, Adjusted R^2 = .44). For the senior group, the following four motives were significant predictors for re-attendance intention of an MLB game: drama (β = .34, $p<.001$), knowledge (β = .25, $p<.05$), physical attraction (β = .14, $p<.05$), and social interaction (β = .35, $p<.001$). The overall model for the non-senior group was also statistically significant (F (8,181) = 39.44, $p < .001$, Adjusted R^2 = .62). For the non-senior group, the following two motives were significant predictors for re-attendance intention of the MLB game: escape (β = .36, $p<.001$) and vicarious achievement (β = .33, $p<.001$). Overall, *H1* was supported.

With respect to the second research hypothesis, the overall model for the senior group was statistically significant (F (8,187) = 12.92, $p< .001$, Adjusted R^2 = .33). For the senior group, the following four motives were significant predictors for media consumption intention of the MLB game: drama (β = .23, $p<.05$), knowledge

(β = .26, p<.05), aesthetics (β = .19, p<.05), and social interaction (β = .21, p<.05). The overall model for the non-senior group was also statistically significant (F (8,181) = 60.55, p<.001, Adjusted R^2 = .72). For the non-senior group, the following two motives were significant predictors for media consumption intention of the MLB game: knowledge (β = .41, p<.001) and vicarious achievement (β = .43, p<.001). Overall, *H2* was supported.

   With respect to the last hypothesis, the overall model for the senior group was statistically significant (F (8,187) = 24.23, p< .001, Adjusted R^2 = .49). For the senior group, the following three motives were significant predictors for merchandise purchasing intentions of the MLB game: drama (β = .38, p<.001), vicarious achievement (β = .17, p<.05), and social interaction (β = .30, p<.001). The overall model for the non-senior group was also statistically significant (F (8,181) = 32.74, p< .001, Adjusted R^2 = .57). For the non-senior group, the following two motives were significant predictors for merchandise purchase intention of the MLB game: vicarious achievement (β = .50, p<.001) and knowledge (β = .19, p<.05). Overall, *H3* was supported.

Table 4

Results of Multiple Regression Analyses Examining the Relationship between the Spectator Motivation Factors and Sport Consumption Factors

DV	Predictors	B	SE.B	R^2	AR^2	β	T	p
Re-Attendance Intention								
Senior				.46	.44			
	Drama	.49	.10			.34	4.85	.001
	Knowledge	.22	.07			.25	2.98	.003
	Physical Attraction	.16	.06			.14	2.57	.011
	Social Interaction	.33	.06			.35	5.20	.001
Non-Senior				.64	.62			
	Achievement	.38	.09			.33	3.99	.001
	Escape	.45	.09			.36	5.12	.001

Media Consumption							
Senior				.36	.33		
	Drama	.31	.10			.23	3.01	.003
	Knowledge	.21	.07			.26	2.85	.005
	Aesthetics	.27	.12			.19	2.27	.025
	Social Interaction	.18	.06			.21	2.86	.005
Non-Senior				.73	.72		
	Achievement	.53	.09			.43	5.99	.001
	Knowledge	.52	.07			.41	7.51	.001
Merchandise Consumption							
Senior				.51	.49		
	Drama	.68	.12			.38	5.57	.001
	Achievement	.27	.11			.17	2.41	.017
	Social Interaction	.36	.08			.30	4.66	.001
Non-Senior				.59	.57		
	Achievement	.61	.11			.50	5.69	.001
	Knowledge	.24	.09			.19	2.78	.006

Discussion

Despite the increasing size and consumption power of senior consumers, there has been no attempt to understand the differences of spectators' consumption behaviors between senior and non-senior sports fans in previous sports marketing literatures. Consequently, this study should be considered as an initial approach to understand various psychological aspects of sports consumers in terms of specializing and identifying an aging segmentation of the population. Thus, this study makes a significant contribution to the field in terms of providing (a) refinement and further development of existing motivation scales (MSSC)

for examining motives of senior and non-senior spectators, and (b) a more comprehensive understanding of senior and non-senior spectators' characteristics by comparing the motives and their consumption behaviors. This study adapted the MSSC to examine spectator motives. Results of the CFA represented good internal consistency and construct validity. Thus, both academics and practitioners may be able to use the scale to enhance their understanding with regard to the differences of psychological states and behavioral intentions between two different age segmentation groups for spectator sports. This study found that both senior and non-senior spectators were commonly motivated by the following specific motives of escape, social interaction, physical skill and drama for attending a MLB game. These motives were also strong motives in previous spectator motivation studies (e.g., Fink & Parker, 2009; Funk et al., 2009; Mahony et al., 2002; Won & Kitamura, 2007). According to James and Ross (2004), spectator motives can be categorized as sport-related motives (e.g., drama, escape, physical skill), self-definition (e.g., vicarious achievement, team affiliation), and personal benefits (e.g., social interaction, family). The current results suggested that for non-senior spectators, escape was the most influential factor among sport-related motives while social interaction was the most influential motive as a personal benefit for senior spectators. This suggests that to attract more spectators, marketers need to develop different marketing and promotion strategies toward each age segmentation group. For the senior spectators, marketers require more venues for sociability with family members, friends, and other strangers. To attract more non-senior spectators, marketers need to focus on how they can provide more enjoyment derived from the game itself.

This study also examined the effects of motivation on spectator consumption behaviors (e.g., attendance intention, medial consumption, merchandise purchasing intentions). The results of multiple regression analyses indicated that vicarious achievement and escape were significantly related to re-attendance intentions for non-senior spectators, while drama, knowledge, physical attraction, and social interaction were the important predictors of re-attendance intentions for senior spectators. Achievement and knowledge were strong predictors of media consumption for non-senior spectators. For senior spectators, drama, knowledge, physical aesthetic, and social interaction were significantly related to media consumption. The findings of the current study support the results of previous research (e.g., Andrew et al., 2009; Byon et al., 2011; Kim et al, 2009). For instance, Byon and colleagues found that knowledge and vicarious achievement were significant predictors of media consumption of collegiate wheelchair basketball games. Andrew et al. and Kim et al. also found that drama and knowledge were significant predictors of media consumption of mixed martial arts. With regard to merchandise consumption, the results of regression analyses represented that knowledge, achievement, and escape were significant motives for non-senior

spectators while drama and achievement were significant motives for senior spectators. This result was consistent with that found by Byon et al. The authors found that knowledge, physical skill, drama, and vicarious achievement were positively associated with merchandise consumption.

Overall, the results of the regression analyses revealed that even though all motive factors were not important predictors of consumption behaviors for both senior and non-senior spectators, some motive factors were significantly affecting consumption behavior. For senior spectators, drama and social interaction were commonly the most important motives affecting re-attendance intention, media consumption, and merchandise purchasing intentions. The items of drama could be explained as whether the game was close or not. It means that regardless of the game results, senior spectators tend to enjoy a close game. The unique characteristic of sport is the uncertainty of the event's outcome. Thus, the players on each MLB team need to do their best throughout the game, even if the team is losing or eventually loses. Those players on the team who do not give up the team spirit may increase ticket, media, and merchandise consumptions from senior spectators.

This study found that social interaction was a strong predictor of senior spectators' consumption behaviors. As a local community, if a MLB team plays an important role to reduce senior consumers' loneliness in terms of providing sociability venues, those senior consumers' collective expansive spending power may be positively related to increasing sales for the MLB team. For non-senior spectators, vicarious achievement was the most important motive affecting attendance intention, media consumption, and merchandise purchasing intentions. The items of vicarious achievement could be explained as how the fan identifies with the team, which means that the items ask about how people feel about the success of the team or the player. It means that for non-senior spectators, whether the team performance is good or not is the most important part in determining re-attendance, media and merchandise consumption. Thus, to attract more non-senior spectators, each MLB team should pay close attention to their overall team quality and how they can increase team pride for young generations.

There were some limitations in this study. First, due to the unfamiliarity of online setting and time constraints, data collection was conducted separately for senior and non-senior spectators. Even though the MSSC scale revealed a strong internal consistency and construct validity in this study, regarding reliability and validity issues, future data collection needs to be conducted with unification. Also, for non-senior spectators, we used a student sample. To generalize the sample, data should be collected from more fragmented segmentation including young spectators who are 30 and 54 years old and are not students. Second, this study examined the effect of age differences on motivation for sports consumption behavior at an MLB game. However, data collection was conducted only in MLB.

Therefore, the results of the present study should be cautiously interpreted. To generalize the results, more data should be collected from different sports settings, including more MLB teams, other professional leagues (e.g., NBA, NFL), and college sports for future study. Lastly, this study only examined the direct effect of spectator motivation factors on sports consumption behaviors. Gau et al. (2009) found that there were the moderating effects of team identification on spectators' motives and behavioral outcomes. Wang, Min, and Kim (2013) found that spectator well-being significantly mediated the effects of five motives (e.g., knowledge, family, vicarious achievement, aesthetics, escape) on spectator revisit intention and word-of-mouth-recommendations. Thus, future research in this area should be conducted to see whether there exists potential moderating (i.e., team identification) or mediating (i.e., spectator well-being) effects between motivation and consumption behaviors for each age-segment group.

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