

Apply Value Theory to Examine Values Associated With Spectator Sports

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Abstract

This study applied value theories to develop a scale of spectator sport values. A nine-dimensional scale was created. Each dimension had three or four items. The questionnaires were distributed to 884 respondents in Taiwan. They rated the extent of each value that they could acquire through watching professional sports. Confirmatory factor analysis showed that the model fit was acceptable. The reliabilities of all dimensions exceeded the recommended level 0.70. The high values were *Power*, *Enjoyment*, *Sociability*, and *Conformity*.

Introduction

Value theory defined personal values as conceived desirable goals in accordance with the requirements of societal demands (Kluckhohn, 1951; Rokeach, 1973; Schwartz, 1994, 1996; Williams, 1968). Although values are inherited in the perception of a cognizing subject, values can be delivered in relation to an object (Alicke, 1983; Holbrook, 2006) such as spectator sports. Values can be thought of as a guiding principle a person holds for daily living, or thought of as values an object has (e.g., an activity of watching sports) (Alicke, 1983; Holbrook, 2006). In this sense, values involve the interactive experiences between the person and spectator sports. As such, values can be expressed in preference experiences associated with spectator sports by the subject's apprehension (Gau & James, 2013). According to value theories (Kahle, 1983; Rokeach, 1973; Schwartz, 1992, 1994, 1996) and prior value studies in the setting of spectator sports (Gau, 2007; Gau & James, 2013; Lee & Trail, 2011), this study developed a scale of spectator sport values. Then, empirical data were collected to examine the scale. The information on psychometric properties of the scale was provided.

Method

According to value theories and prior research, a nine-dimensional scale of spectator sport values were developed including *conformity*, *power*, *enjoyment*, *achievement*, *sociability*, *stimulation*, *self-direction*, *universalism*, and *benevolence*, each with 3 or 4 items. Participants were asked to rate the extent of each value respondents can acquire through watching NBA (National Basketball League), MLB (Major League Baseball), or CPBL (Chinese Professional Baseball League) (using a 5-point scale ranging from 1 disagree to 5 strongly agree). The questionnaire was distributed to the full-time students from middle, senior-high schools to a college in Taiwan and to nonstudents. Totally, 884 respondents were recruited with 669 students and 580 males.

Results

The reliabilities of the 9 dimensions were between 0.73 and 0.88, exceeding the recommended level 0.70. The values with the highest means were power (3.92), enjoyment (3.87), conformity and sociability (3.83) whereas the value with the lowest mean was self-direction (3.61). The correlation coefficients among the 9 dimensions were between 0.42 and 0.69. Confirmatory factor analyses showed RMSEA, 0.058, less than .07, CFI, 0.93, greater than .90, and PNFI, 0.717, greater than .60, indicating an acceptable model fit.

Discussion

Based on value theories, the nine-dimensional scale of spectator sport values was developed and valid. *Power* in spectator sports means the appreciation of players' capability and ambition to accomplish something successfully when watching sports. *Achievement* in spectator sports indicates to vicariously experience a sense of achievement or fulfillment by supporting a team or player and enhance self-confidence. *Enjoyment* in spectator sports means that people achieve the goal of pleasure and satisfaction by watching sports. *Stimulation* in spectator sports means that drama and uncertainty in spectator sport can cause excitement and bring varied elements in life. *Sociability* in spectator sports means people can have social interaction through sport spectating. *Benevolence* in spectator sports means appreciation of team work, loyalty to team members and integrity within sports. *Conformity* in spectator sports means appreciation of self-discipline to follow the rules and to behave moral conducts within sports. *Universalism* in spectator sports means appreciation of sportsmanship, beauty, and wisdom beyond the win-loss within sports. Lastly, *self-directive* value in spectator sports means learning skills, strategies, or democratically and personally choosing a team or player to support.