



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT MOTIVATE SPECTATORS TO ATTEND LIVE  
MALAYSIAN FOOTBALL LEAGUE AT STADIUM PERAK**

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## **ABSTRACT**

The purpose of this study to identify the motivation factors of the spectators to attend live Malaysian Football League at Stadium Perak in term of gender and age group. Motivation Scale for Sport Consumption by Trail and James (2001) is to measure the motivation of spectators to attend live league match. A total of 444 respondents were spectators in the Stadium Perak. The result showed there is significant differences of factor motivate spectators to attend live Malaysian Football League in term of gender except for social interaction dimension. However, there is no significant difference of factor motivate of spectators to attend live Malaysian Football League in term of age group except escape dimension. In future study, spectator research should be continuing doing research deepens and understanding the factor motivate spectator to attend Malaysian Football League at other stadium.

**Keywords:** factors motivate, spectators, gender, age, Malaysian Football League

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background Of Study

There are many of clubs and firms involved directly or indirectly with sports, especially in football, therefore football now seems a very important industry. While there is a significant amount of research investigating marketing and consumer behavior, in sport which in understanding the various motivations that bring individuals to consume sporting events and related goods and services (Pons, Mourali & Nyeck 2006).

In Malaysia, football is very famous sport that people choose to watch. Even though the ranking of Malaysia National team in FIFA are 170 in the world currently, it still not disturbing the passion of the football fans. However, the FIFA Worlds Rankings; Malaysia's highest standing was in the first release of the figures in August 1993, at 75<sup>th</sup>. (FIFA, 2018)

Today, people are more likely involve in recreational activity to release their stress. Spectator of sport represents a predominant form of recreational behaviours. Spectator get peace mind through entertainment that they get by watching sport event. According to Ferreira and Amstrong (2004) individuals attended football match have their own reasons. Events attractiveness was one group of factors that influences consumer's decision to attend football match. For example, factor such as the quality of the teams

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The literature reviews will be discussing the previous studies that already been done related Due to lack of study and limited information based on our country, previous studies from other countries also being discussed in order to get a clear idea on factor that motivate spectator to attend live football league or match. All studies have differences in terms of respondents and background, however they still use the same set of questionnaire.

#### **2.2 Sport Spectators**

Sport spectators was characterize as the group of onlookers who are available in the arena or stadium when sport occasion happens. Observers who are finishing the occasion TV or through other channel of media, for example, radio, web or papers are called indirect sport spectators (Loy and Kenyon 1969). Sport event spectators on the field are the explicit class who are under the magnifying lens in this examination. Each game and each competitor and in addition the entire game industry require their spectators and particularly group activities require them to be successful financially.

Spectators have various reasons and thought processes to go to sports event or match and to discover what those are and satisfy those desires is an errand for game administrators and advertisers (Funk, Filo, Beaton and Pritchard 2009). Direct spectators can be isolated into two buyer gatherings: individual spectators and corporate spectators. People are obviously the