

UNIVERSITI TEKNOLOGI MARA

**FEMALE SPECTATOR MOTIVES IN ATTENDING
FOOTBALL MATCH**

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Research Project submitted in partial fulfilment of the
requirements for the Degree of Bachelor of Sports Management
(Hons)

Faculty of Sports Science and Recreation

JULY 2018

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and is the results of y own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to ant other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The main purpose of this study is to identify the female spectator motives in attending football match. A survey was conducted among female spectators who attending football match at Larkin Stadium. This study was categorized as quantitative research. 441 respondents were involved in this study. The study used adopted and adapted questionnaire from Wiid and Cant (2015); Sport Fan Motivation. Eight common motives were eustress, self-esteem, escape, entertainment, economic gains, aesthetic, group affiliation, and family. The result indicates that entertainment ($M=4.55$, $SD=0.53$) is the best factor of female spectator motives in attending football match. The result also indicates that there were significant difference of motives in attending football match between age and level of education ($p<0.05$). As conclusion, the element of entertainment should be considered in order to maintain the female spectator in attending football match.

Keywords: Female spectators, motives, football match

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