

Analyzing Motivational Factors of Action Sports Participants

By

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Chair

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ABSTRACT

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Action sports is a movement which has been growing rapidly since it was introduced in the 1970s (Howe, 1998). However, there has been little research done on action sports participants. In particular, the reason why consumers participate in action sports has not yet been investigated although the number of participants and spectators of action sports is rapidly growing. Since motivation is a significant determinant of sport participation behavior, it is essential for the sport marketer to understand psychological needs and motivations of action sport participants.

The purpose of this study is to analyze motivational factors of people who become involved in action sports. The researchers modified and applied the scale of sports participant motivation developed by McDonald, Milne and Hong (2002). The original scale includes 41 items which represent 13 motivational factors (i.e., achievement, competition, social facilitation, skill mastery, physical fitness, risk-taking, affiliation, aesthetics, aggression, value development, self-esteem, self-actualization, and stress release).

A total of 253 samples were included in the current study. The researcher collected

the cases at the X Game IX and LG FMX (Freestyle Motocross) World Championships held in the Northwest region of the U. S. A series of ANOVA and MANOVA tests were employed for data analyses. The results suggest that action sport participants have a high level of motivation in fun/enjoyment and trend/imitation which are two more structures added to the original 13 scales. The analysis of the data also revealed that motivation of action sport participants vary across gender and past experience.

This study will advance the knowledge base of consumer motivation research in the field of sport marketing and provides leaders in the action sport industry with meaningful implications. Ultimately, the result of present study will support practioners in the action sports industry in predicting the trend of action sports consumer behavior. Further, present study may lead to utilize the motives found for sports marketers and managers. Accordingly, sport marketers in action sports could highlight their targeted promotion with present study ideas.

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Chapter I

Introduction

Action sports is a more scholastic phrase for alternative sports “activities that either ideologically or practically provide alternatives to mainstream sports and mainstream sport values” (Rinehart, 2000, p 506). Today, action sports has become one of the fastest growing sport segments in the sport industry since it was introduced in the 1970s (Howe, 1998). The increased number of events and participants in action sports support the trend of growth in action sports (Lieberman, 2004; Ostrowski, 2002). In the 2002 statistics, about 86 million people were participating in action sports (Ostrowski, 2002). According to American Sports Data, within the U. S. sport industry, action sport generated one-third of sporting goods sales, more than \$14 billion (Lieberman, 2004).

Although the overall number of sport participants in the U. S. has increased about 10 % over the last decade, the number of participants and spectators in dominant sports such as basketball and volleyball has decreased (Stotlar, 2002). This trend in the sport industry further supports that emerging sport activities such as action sports gain their popularity by becoming mainstream sports (Kress, 2003; Ostrowski, 2002).

It is critical for sport marketers to obtain relevant information on those new mainstream consumers. The more sport marketers know about their customers, the easier it is to attract them to ones’ business (Green, 2002). While the increased interest in motivational factors draws scholars to conduct research to investigate psychological principles of dominant sport participants, research on sport consumers in action sports has not been a main focus of investigation within academic area of sport management and

marketing to date. Hence, there is very little information in the literature regarding the characteristics of action sports and its consumers' behavior. Considering the contemporary trend and the future prospect of action sports, scientific and systematic analysis of sport consumers in the action sport industry needs to be conducted. In particular, in order to continue and improve the profitability and productivity of the action sport market, sport marketers should have better understanding of the fundamental needs and wants of action sports participants. Thus, an investigation of what motivates sport consumption would be the first step for future development of the action sport industry. Consequently, the research that follows is designed to examine the motivation of action sport consumers.

Statement of the Problem

The study of motivation in sports has been conducted in various segments such as general physical activities (Goudas, Dermitzaki & Bagiatis, 2001; Horga & Stimac, 1999; Kilpatrick, 2000; Koivula, 1999; Martens & Webber, 2002; Ogles & Masters, 2000; Pedersen, 2002; Petrick, Baekman, Bixer & Norman, 2001; Ryan, 1993; Shaw, 2001; Weinberg, Tenenbaum, McKenzie, Jackson, Anshel, Grove & Fogarty, 2000; Williams, Gill, Dowd, Beaudoin & Martin, 1996) and motivation of sports fans or spectators (Fink, Trail & Anderson, 2002; Funk, Mahony & Ridinger, 2002; James & Ridinger, 2002; James & Ross, 2004; Lam & Williamson, 2003; Lee, Ko & Chun, in press ; McDonald, Milne & Hong, 2002; Shank & Beasley, 1998; Wann, Schrader & Wilson, 1999; Wann & Waddill, 2003).

However, the research on basic motives of action sports consumers has not been conducted, except for conceptual studies on action sports participants (Bennett, Henson & Zhang, 2003; Bennett & Henson, 2003). It is critical for sport marketers to obtain relevant information of the new mainstream customers. The more sport marketers know about their customers, the easier it is to attract them to one's business (Green, 2002). Nevertheless, research on sport consumers in action sports has not been a main focus of investigation within sport management and marketing to date. Hence, there is very little information in the literature regarding the characteristics of action sports and its consumer's behavior.

As the market becomes competitive within the action sport industry, the lack of empirical research on sport consumers results in widening the gap between the academic and the practical field of knowledge regarding action sport consumers' understanding. To fill this gap within the sport industry and sport study, there is just as much need to explore the motivation of sport consumption. Without understanding of the motives of sport customers sport marketers can not successfully achieve their marketing outcomes. Thus, an investigation of what motivates sport consumption would be the first step for future development of the action sport industry. Consequently, research that follows is designed to examine participative motivation of action sport consumers. Since motivation is a significant determinant when sports consumers participate in sports (McDonald, Miline & Hong, 2002), it is essential for sport marketers to identify psychological needs of the sport consumer.

The purpose of this study is to analyze motivational factors of people who become involved in action sports. This study will advance the knowledge base of consumer motivation research in the field of sport marketing and provide implications for sport marketers within the emerging sport industry. This study is meaningful because the consumption motivation provides a more in-depth useful tool for determining the behavior of consumers than asking “why” questions (Beck, 1990).

Research Questions

Specific research questions addressed in this study are:

- (a) What are the motivational factors of participants of action sports?
- (b) Are there any differences in motivational factors in action sports by gender and experience?

The Significance of the Study

To date, the perceptions of action sport participants (Bennett, Henson & Zhang, 2003) and perceived status of the action sports segment (Bennett & Henson, 2003) were the most recently published types of studies on action sports marketing. However, in order to understand consumer needs and develop practical marketing strategies in the sport market, empirical analysis is necessary.

Therefore, the goal of this study is to develop a better understanding of action sports consumers and action sport itself, then further investigate motivational factors of participants in action sports. Moreover, this research contributes to the action sport

industry and the field of sport marketing by developing a knowledge base of action sport participants.

Chapter 2

Literature Review

This chapter reviews the previous literature on the action sports industry regarding the demographics, trends, characteristics of the sport consumer behavior and motivation of spectators, as well as participation in general sports. Through the process of reviewing motives of sport participants, the researcher will investigate the growth factors of action sports in business and the following importance of the motivation study: what action sports is, who the targets are, why people participate in action sports as consumers, and the value of the motivational factors in sport concepts.

What is Action Sports?

Various types of sports are called action sports (e.g., roller-blading, windsurfing, sky diving/dancing/surfing, BMX, mountain biking, eco-challenging, kayaking/white water sports, climbing, surfing, skateboarding, extreme skiing and snowboarding (Rinehart & Sydnor, 2003). They are all avenues being accessed by non-traditional sport enthusiasts. However, some long-established sports are included in action sports such as freestyle skiing, skydiving, surfing, and water skiing. For example, surfing has been popular within extreme enthusiasts since it was popular within enthusiasts in the 1960s (<http://www.hickoksports.com/history/extremesports.shtml>).

As an operational definition, action sports is defined as a relatively new form of sport or “a combination of extraordinary individual achievement and unmatched personal enjoyment” (Rinehart & Sydnor, 2003, p. 3). Another interpretation for action sports is mostly individual sports that have risk, danger or unconventional rules or techniques

which differ from dominant team sports (Bennett, Henson & Zhang, 2002). While dominant team sports (e.g., baseball and football) are rooted in a traditional value such as cooperation, teamwork, character-building and group competition, action sports reflect an opposite set of values that are fierce individualism, alienation, defiance and some degree of inwardly-focused aggression (Lauer, 2001, http://www.americansports.com/pr_04-01-01.asp). Thus, action sports participants or athletes often perform daredevil acrobatic stunts which are dangerous at high speed. They tend to show off skills for spectators and stimulate viewers to imitate or emulate them (<http://www.hickoksports.com/history/extremesports.shtml>).

The language of sports has also been expanded by action sports. There are some words that have been introduced to the general public, such as "very cool," "dizzying," "hypercaffeinated," or "edgy, adrenaline-inducing pursuits" are used to describe their experience with action sports. They are conversant with the language of dominant sports (Spiegel, 1998). Howe (2003) and Griffin (2002) describe some action sports as having grown out of the board sport culture of snowboarding, derived from surfing and skateboarding (Howe, 2003; Griffin, 2002). Similarly, there are many examples of new derivatives of typical sports. For example, BMX racing and mountain biking are rooted in cycling. Barefoot water skiing stems from traditional water skiing. In-line skating was developed from roller skating. These phenomena were possible because of the technological changes or improvements in equipment (<http://www.hickoksports.com/history/extremesports.shtml>). Action sports is gaining popularity thanks in part to technology development.

The Prosperity of Action Sports

Population

American Sports Data, Inc (http://www.americansportsdata.com/pr_04-01-01.asp, 2001) conducted an annual study of sports participation and reported that the board sports such as snowboarding, skateboarding and wakeboarding so-called “Extreme” or “Millennial” sports were the fastest growing sports in the U. S in 2001. Moreover, Bennett, Henson & Zhang (2002) found that the preference or interest of college students in action sports has overcome their interest in dominant sports.

The action sports market faces a new era of globalization. In 1997, the X Games were hosted over 20 different countries and the ESPN International was broadcasted in 198 countries in 21 languages (Rinehart, 2000; ESPN Soirtszone, 1997). In addition, in an X Games report, the average attendance of the 2001 X Games has increased of 48 percent over the prior year and the telecast has aired several extreme sports events on ESPN, ESPN2 and ABC (Raymond, 2002; Anonymous, 2004). In addition to these reports, there is other evidence that action sports is becoming globalization. As nationwide broadcasts are being upgraded to include international viewers, action sports are gaining the status of mainstream sports. Snowboarding was included as the first action sport as an official Olympic event in 1998 in Nagano (Burton, 2003; <http://www.hickoksports.com/history/extremesports.shtml>). Moreover, the 2008 Beijing Olympics will host men’s and women’s BMX racing as an official event. The popularity of action sports has reached Asia, having been approved from the Beijing Ministry of Sports and Olympic Council of Asia (Mitchell, 2004, <http://www.lgactionsports.com>

/asc/going_global2.html), only after it was endorsed by the international governing body
(<http://www.hickoksports.com/history/extremesports.shtml>)

SGMA International (June 5, 2003 http://www.americansportsdata.com/pr_04-01-01.asp) analyzed the most popular extreme sports in the USA by the number of participants, 6 years age of age or older of those who participated at least once in 2002.

Extreme Sports Are Still 'Hot' in the U.S.

NORTH PALM BEACH, FLORIDA – June 5, 2003 – Extreme sports are here to stay – on the American sports scene. These sports run the gamut of shooting, skating, climbing, running, biking, as well as snow and water sports. According to **SGMA International's** analysis of the current *Superstudy® on Sports Participation*, extreme sports can be enjoyed anywhere!

Most Popular Extreme Sports in the USA (U.S. population; 6 years of age or older)	
Sport	# of Participants (participated at least once in 2002)
1. Inline skating	21,572,000
2. Skateboarding	12,997,000
3. Paintball	8,679,000
4. Snowboarding	7,691,000
5. Artificial Wall Climbing	7,185,000
6. Mountain Biking	6,719,000
7. Trail Running	5,625,000

9. Wakeboarding	3,142,000
10. Roller Hockey	2,875,000
11. Mountain/Rock Climbing	2,089,000
12. Boardsailing/Windsurfing	496,000

This information has been abstracted from the *Superstudy® on Sports Participation* conducted by American Sports Data, Inc., which monitors more than 100 sports and fitness activities.

Following are some more interesting facts contained in the 'frequent' participation data.

Nearly 7 million of the 21.6 million inline skaters are frequent participants (25+days/year).

The South is the home of 49% of all frequent paintball participants.

The average number of years that artificial wall climbers have participated in this activity is two.

Since 1990, participation in snowboarding has increased by 263%.

The average age of a frequent mountain biker is 30.

Nearly half of all wakeboarders are between the ages of 12 and 24.

Roller hockey has more than 70% of its participants from the 12 - 24 age group.

<http://www.sgma.com/press/2003/press1054913159-22711.html>

Table 2.1: Number of Action Sports Participants in 2002

This table demonstrates the number of action sports participants. Among twelve types of action sports the most participated sport was inline skating (21.6 M). Besides, skateboarding (12.9 M), mountain biking (6.7 M), BMX (3.8 M) and wakeboarding (3.1) showed large number of participants. There are more interesting facts on this analysis; the participant of snowboarding has increased by 263 % since 1990 and about 7 million of the 21.6 million participants in inline skating have participated more than 25 days a year.

In addition, the age group of wakeboard and roller-hockey was mostly ages 12- 24 which is Generation Y. Based on these statistics, it allows sport marketers or managers to expect the business with good prospects.

Marketing Efforts

Mahony and Howard (2001) argued that to be successful, the future sports managers should be prepared for a higher level of sophistication on the demands of times. The authors noted that the key to marketing future sports will be internet marketing, technologies, big competitions and star players, invent new markets, improving efforts to reach target markets, reestablishing relationships with traditional consumers, employing creative financing, cutting budgets, and promoting efficiency (Mahony & Howard, 2001).

From this perspective, action sports satisfy almost all of the requirements or factors to be successful in the future market. First, sports related internet sites are established and the portion dedicated to action sports on internet is sizeable. The website Yahoo shows nearly 350 sites only typing “skateboarding” on the search. It indicates that action sports on the Web has some potential of growth in present (Lieberman, 2000). The part of Adidas “Bonfire” which display the snowboarding apparel and the introduction of professional snowboarders (<http://www.bonfiresnow.com/>) is a representative examples for internet marketing. In general, sports web site presents event information and action sports report through online. For instance, professional leagues like the NFL, MLB, NBA, NHL and several amateur leagues or junior level leagues have their own web sites. Sometimes, those have function a cross-over market as several marketing strategies are applied to web sites such as advertising new sports through the traditional sports web

sites. According to a statistical report, 60% of children under the age of seven possess their own computer (Beck, 1997; Lim & Turco, 1999). Especially, the internet has important role in marketing by providing motion pictures of action sports to the consumers considering the nature of action sports which has more spectacle views than other sports. Howe (2000) says that the internet has brought extreme sports to an even wider audience in the last two of three years. Hundreds of sites carry information about individual sports and athletes hoping to become the premier online “community” for fans. The representative web site of action sports, the X Games of EXPN (<http://expn.go.com/expn/index>), which is originally from ESPN, demonstrates all about the X Games and other action sports events for all people interested in action sports. Researchers (Coupland, 1998; Lim & Turco, 1999) evaluated ESPN’s marketing, which is aimed at the group for X Games, as a good example of marketing strategies. As ancestors have done, sports activities are not only running in outside field, but also those work in everywhere such as sitting in living room or in front of computer because of technological advances such as sport video games, fantasy sports on the internet, cable channels and so forth. Generation Y has been proven to have a positive relationship between action sports interest and use of media which include the Internet (Bennett, Henson & Zhang, 2003). Other research (Henry J. Kaiser Foundation, 1999) found that the members of Generation Y often spend between 33 and 38 hours a week relating to some forms of media.

The second way to fulfill the criteria for future marketing success in action sports is; action sports has been concentrating its efforts on “Big” competitions and star players to achieve success in business. The number of action sports events centering on the X

Games in the U.S. has been expanded to include events in Asia, South America and Europe (Rofe, 2000). In addition, the strength of targeting niche marketing for action sports, which is Generation Y, generated successful marketing in action sports. For example, Generation Y prefers to watch the X Games over the World Cup (Bennett, Henson & Zhang, 2003). The attendance for the Winter X games (2003), over the four-day event, increased by more than 12,000 from 2002, with a total of 48,700 spectators. A total attendance of the Summer X Games (2003) was 187,141, (with an average annual attendance at 162,621 viewers). The ‘Big’ competition X Games is owned by “[M]edia giant Disney,” and General Electric’s NBC owns the Gravity Games (Ostrowski, 2002, p. 24). Behind the successful marketing in action sports events, there have been loyal supporters who are star players in action sports, such as Tony Hawk (skateboarder), Mat Hoffman (BMX), Shaun Palmer (Snowboarder), and Kelly Slater (Surfer) (Williams, 2001). They are featured in countless marketing strategies in terms of image. As a result of the marketing effect, skateboarder Tony Hawk’s branded products gross \$ 300 million each year (Lieberman, 2004). As gamers play the Tony Hawk *Pro Skater* games over and over it gives them a billion glimpses of the Quicksilver brand name. *Pro Skater* has sold 13 million copies, making it a top seller (Ostrowski, 2002). Moreover, even Hollywood support action sports with action sports-themed movies, a sub-genre (Ostrowski, 2002). The movie ‘XXX’ is an example; a big-budget film starring Vin Diesel as Xander Cage, “a tattooed spy who shreds the slopes on his snowboard and rides his motorcycle with abandon” show spectacle action sports scenes (Ostrowski, 2002, p. 22). This movie presents the growing clout of action sports by representing the action sports athlete. Other examples of action sports marketing are “commercials featuring a James Bond

lookalike snowboarding, Andre Agassi bungee-jumping and singer Mel Torme plunging from the top of a Las Vegas hotel” (Ostrowski, 2002). The star players in action sports are advertising effect. Ostrowski says; “[B]rand names adorn the virtual athletes’ boards, shirts and wetsuits, while virtual advertising banners appear in the background”; all having a huge effect in the sport market (2002, p. 29).

The third marketing criteria that action sports meet are that they reestablish relationships with traditional consumers. Brand new board sports are mostly transformed from traditional sports; snowboarding from surfing is the representative example (Howe, 2002). In addition, the brand new sports derived from traditional sports are “youth-oriented sports generated at the street or backyard level.” (Sorenson; SGB, 2002). The interesting feature of this trend is that action sports is combined with athleticism and music and culture. The IMG’s first U. S. Open was held in 2001 at Southern California’s Huntington Beach (SGB, 2002). It had demonstrations by skateboard legend Tony Hawk. As a result, sports marketers had the opportunity to respond to a new and old traditional group of consumers with new product lines. Action sports is the vogue term these days; Adam (2002) says “they have gone from the fringes to the commercial center of the sporting world in less than a decade, now appearing on nearly all of the major networks and in the marketing budgets of some major corporation” (p. 21).

According to Stotler (2002), in his study of sport performance, the number of spectators and participants at many sport events has fallen during the last decade. However, he mentioned that it depends on the type of sport. Even though the popularity of a traditional winter sport, skiing, has been falling off, snowboarding has been gaining acceptance rapidly within sport participants (Rinehart & Sydnor, 2003). The gap between

dominant sports and new sports is widening for multiple reasons. This perspective is supported by statistical data. For instance, participation in basketball and volleyball has fallen from 42.1 to 37.6 million and from 37.8 to 22.9 million, respectively within the past decade. However, action sports participation has unleashed enthusiasm in sports, growing participants in snowboarding grew from 2.1 to 7.2 million and mountain biking also by moving from 4.1 million to 7.8 million (Sporting Goods Manufacturers Association, 2001, p.55). Other representative data support that action sports has taken fifth place (4.60%) among the watched sports on television, behind traditional sports such as football (30.50%), basketball (23.90%), baseball (13.80%), and figure skating (10.50%) (Bennett & Henson, 2003). Considering the fact that most action sport activities includes mostly Y generation participants, one can assume that this is just the beginning of the market potential; the market will continue to grow and action sports will be a long-term market niche.

Even researchers from advertising, outside of sports, found that “extreme sports have become so popular they no longer seem extreme” (Cleland, 2001, p. 22). Ostrowski (2002) mentioned that action sports are mainstream sports by virtue of the fact that about 86 million people participate in action sports. Mike Weber, exec VP-TV and licensing at SFX Motor sports, called the action sports movements mainstream. Because they are not just “spectacle” spectators, people participate in “weekend-warrior” action sports as their popularity increases among the general audience (Cleland, 2001).

The Action Sports Industry

According to Sports Data Inc. (2003) the percentage of three-year increases of estimated participants in skateboarding and snowboarding were 12.1% and 6.9% (Sport Business Journal, 2003). The extreme sport industry itself keeps expanding in sponsorship, broadcasting and licensing and so on. For instance, the top three extreme sports athletes earn \$ 500,000 in licensing and endorsements annually (Williams, 2001). Opportunities for the advertising industry in action sports were embodied in the 1995 Extreme Games; 198,000 spectators attended, sponsors for the event were Advil, Mountain Dew, Taco Bell, Chevy Trucks, AT&T, Nike and Miller Lite Ice (Williams, 2001). The most dominant event in action sports is the X Games (winter and summer) which are held by ESPN and sponsored by all, “gold level” sponsors, such as Mountain Dew, Motorola, Taco Bell, Pontiac, 1-800-CALL-ATT and Adidas America and so forth (Brockinton, 2001). Action sports are getting recognized as profitable in the sport industry and the business industry, as well. IMG, the world's oldest and largest sports marketing organization that operates in 21 countries, has noted that sponsorship continues to increase for the action sports events that produce huge profits. (Fitzgerald, 2000).

In order to continue flourishing in the future, Liberman (2004) suggests four areas in which the action sports world must be established. First, it should have improved event structure and more compelling TV programming. The X Games and Dew Tours are exemplary with the X Games netting 35 to 40 percent of the action sports TV sponsorship and Mountain Dew signing to the NBC Channel Tour. Second, it needs to get bolder sponsors, smarter properties and better execution all around. Liberman (2004) emphasizes that all executors involved in action sports sponsorship must be intelligent

and imaginative to work well with action sports people because action sports holds opportunities. Third, the action sports athletes should be united. When the athletes are more organized as elite athletes, it is possible to negotiate higher earning from sponsors and event properties. Lastly, grass roots efforts are important. Grass roots efforts power action sports with traditional-sports elements like neighbor-to-neighbor influence.

Demographic Trends-Y Generation

Currently, action sports is extremely popular with Generation Y (Gardyn & Fetto, 2000). Some have labeled action sports as "Gen Y sport" because of the popularity of alternative sports, non-traditional with the generation (ExtremeSports.com, 2000a; Petrecca, 2000a). Generation Y, more than 70 million people, is the largest group in the U.S. (DeRogatis, 2001), is with ages ranging between 12 and 25 (Lieberman, 2000). General characteristics of Y motivate them into pursuing only existing and stimulus sports such as action sports. Further Y Generation motivational factors have been a catalyst behind the action sports movement. The one thing this research can focus on is the demographic fact that among the action sport participants, most of them are generation Y (Rofe, 2000). In order to conduct the appropriate results, this study needs to review the characteristics of Generation Y and its trend in sports.

The Y Generation, known as Baby Boom Echo, was born in 1978 or later, whereas most of the children of the Baby Boom generation were born in 1946-1964 (Raymond, 2000). The Generation Y demographics make college-aged individuals a highly coveted target market for action sports (Hochman, 1999; Hollingsworth, 2000; Stapinski, 1999). The size of Y generation is "more than 3 times the size of Generation X,

they are the biggest thing to hit the American scene since the 72 million baby boomers.” (Neuborne & Kerwin, p.2). As generation X did, the young have always represented the contemporary perspective in terms of industrialization, technology, fashion trends, arts, sports and so forth. The Generation Y generally pursue more their own limits, excitement and thrill to the limit and do so through sports they enjoy (http://www.americansportsdata.com/pr_04-01-01.asp). Because of these characteristics of Generation Y, action sports is attractive to them. The influences of the sport have even reached clothing fashions and music forming a whole culture for them (http://www.americansportsdata.com/pr_04-01-01.asp)

Graffin (2002) mentioned that contemporary action sports consumers are different from past generations because of the characteristics of Generation Y. "Gen Y sport" has been another term for action sports which is dominated by Generation Y more than other generations (Extreme Sports.com, 2000a; Petrecca, 2000a). This fact indicates that Generation Y is into action sports, having grown up on action sports consumption (Ruibal, 2000b). Generation Y has some unique characteristics: For example,

The feeling is that extreme sports' fans are more likely to be participants than other sports' fans, and because on average they are younger, they take in events differently: more for ideas and inspiration than because of a rooting interest. This related to their entertainment habits as well; they get on their computer, they are e-mailing, in a chat room, watching TV, listening to music and sending messages back and forth on mobile phones,

Liberman, 2000

The Sporting Goods Manufacturers Association and other researchers reported that action sports are more appealing to this age group than team and dominant sports (McCarthy, 2001; SGMA, 2001). Y generation has a very different view based in reality that is “marked by a distinctly practical world view” (Neuborne & Kerwin, 1999, p. 5). They demand a specialized sport market. A specialized market has enormous potential value in generating unrealized profit and market share through young generations. Because youth are major sport consumers, attitudes of young people, which are individualistic and risky in nature, are significant to most companies and firms in the action sport industry (Petrecca, 2000a). They were also raised on the internet, and are technologically savvy, enjoying many forms of media. These features make it paramount to understand the motives behind their interest in action sports.

According to the Henry J. Kaiser Foundation (1999), the Y Generation already has been more core position than their parents in their financial responsibility, spending money. Horizon Media Research estimated that the Y generation has annual buying power to purchase more than \$250 million in merchandise (McCarthy, 2001; Raymond, 2002). Another issue with action sport is approach to this lucrative market. Action sports sensation has caused the sport market’s leading company, Nike, to discover that this young generation should be approached with creative advertising and product for success (Neuborne & Kerwin, 1999).

In the U.S, the fastest growing action sports are skateboarding, snowboarding and wakeboarding (Raymond, 2002). It indicates that sport marketers need to be focused on more alternative sports among new sports movement. Since the target is Y Generation,

the impact of the popularities on action sports will be huge in the U.S. and world population. The Census Bureau estimated that the Y Generation will be about 41 percent of the U.S population (DeRogatis, 2001). Especially Y Generation males are consuming action sports actively as hypothesized by research trends. Researchers (Bennett, Henson & Zhang, 2003) found that relatively few females are participating in action sports compared to their male counterparts. Researchers predicted that not only teen boys are targets from which to predict about action sports markets, but that female participants will also increase interest as the popularity of action sports increase (Bennett, Henson & Zhang, 2003).

Motivation of Sport Consumers

Motivation is defined as “a conscious experience or subconscious condition which serves as a factor in determining an individual’s behavior or social conduct in a given situation” (Alderson, 1955, p. 6). Alderson (1995) also mentioned that the motive of motivation study for consumers is based on aim to discover how influences the past or present behavior on current decision making of the consumer. In general, motivation is important tool for understanding consumer behavior.

Shank (1999) mentioned that “Sport marketers must understand why consumers choose to participate in certain sports and what the benefits of participation are for consumers” (p.134). The understanding of the consumer behavior will place sport marketers in a better position to satisfy the needs of consumers. However, without the effort to understand sport participants, sport marketers are only reached guessing about

how to satisfy the consumers (Shank, 1999). Thus, Green (2002) emphasized the importance of knowing multiple motives for sport participants;

In marketing your sport to current and potential participants, you would do well to provide elements to appeal to each of the motives and to communicate in ways that highlight benefits appealing to each motivational segment (p 130)

Green (2002) studied the Consumer behavior to identify the motivation of participant and spectator in sports. For example, there are three fundamental components from Green's study to explain reasons why consumers participate in sports; 1) achievement motivation, 2) social motivation, and 3) mastery motivation. Eight core motives that were found in spectator were; diversion from everyday life, entertainment value, self-esteem enhancement, eustress, economic gain, aesthetic value, need for affiliation and family ties (Green, 2002; Roberts, 1992).

Based on the chapter from the book 'Contemporary Sport Management', Psychology of Sport Consumer Behavior by Green (2002), this study postulated a model which demonstrates the background of sport motivation. This figure displays the decision-making process which demonstrates internal psychological processes, external or socio-cultural factors and situational factors (See Figure 1). Those factors have influence on the decision making of sport participants. Among them, internal psychological factors include motivation, perception, learning and memory and attitudes. This section will review psychological factors, especially motivation, related to sport consumers who participate and watch traditional sport events or programs, in order to identify usable factor structure for action sports.

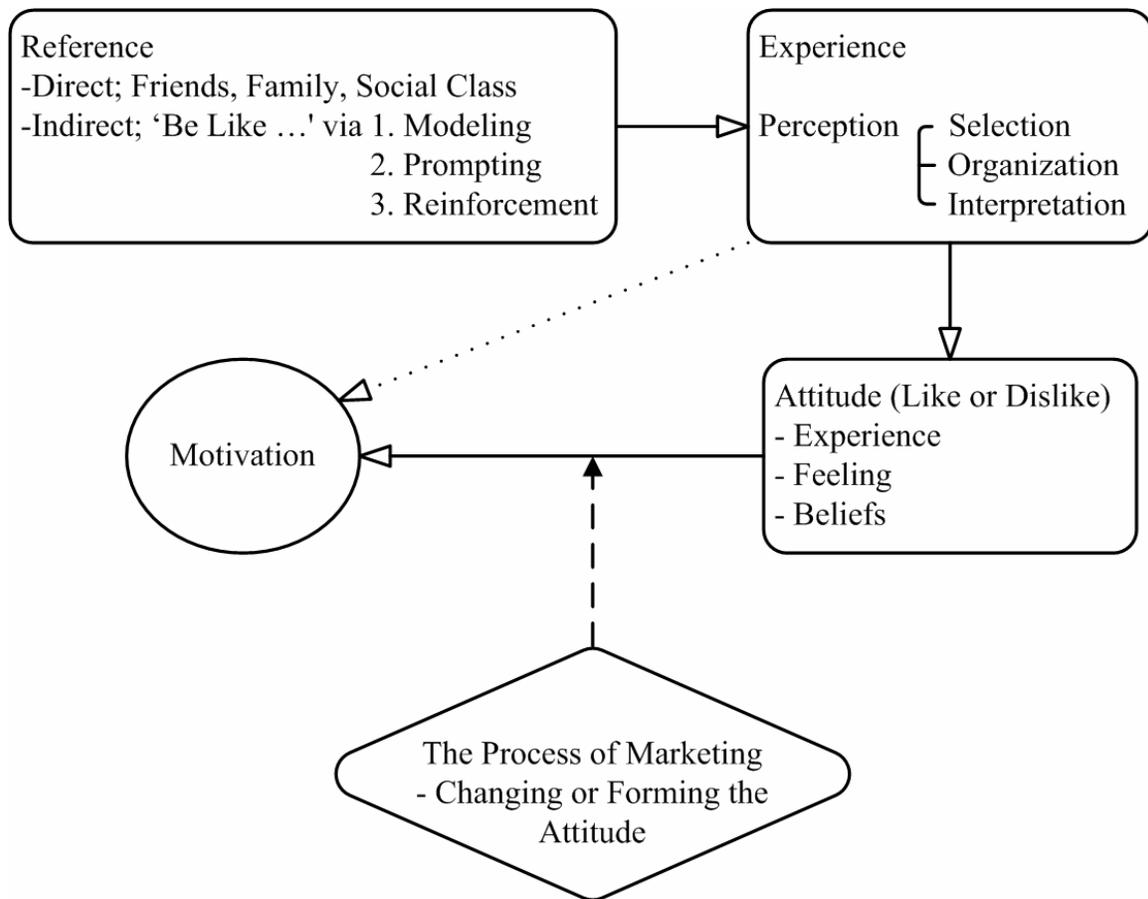


Figure 1. Decision-making Process

The first step begins with group influences on sport consumptions. According to Green (2002) there are two reference groups that affect one’s sport consumption, the direct reference groups and indirect reference groups. They are people or groups “who influence our perceptions, attitudes, and behaviors by providing us with a valued point of comparison” (p. 138) when making a decision about participating in sport activities or watching sports. The direct reference groups consist of family members, friends, and teachers who are close to us. The direct reference groups are built when children experience their first sports with his or her parents, teachers, peers and so forth. Social class also influences whether to participate or not participate (Green, 2002; Raudsepp &

Viira, 2000). For example, golf is more likely to appeal to upper class participants and boxing is usually associated with more lower class participants. The indirect reference groups are not face-to-face contact people, but “aspiration reference groups” which could be the potential effect on people who contact with sports. Green (2002) presented Gatorade’s “Be Like Mike” commercial, featuring Michael Jordan, as an example of a role model for on indirect reference group.

The next step is presenting the perception and experience. Green (2002) emphasized the importance of consumer’s perception and experience that should be satisfied with their particular motives in sports. In other words, if a sport participant has a good past experience participating in a sport event or watching a TV sport program, it would help to make a good perception on that. Then, the sport customer will select sport activities that he or she wants to do, make groups or organize the sport team and can interpret some sport concept based on the experience and the perception they have gotten to get into the sports world (Green, 2002).

The concept of attitude connects experience and perception and leads to motivation. The attitude is formed from one’s previous experience, feelings and beliefs which are expressed by orderly behavioral component, affective component and cognitive component about an object (Shank, 2002). In addition, perception is influenced by experience as well. In this point, the role of sport marketers should be mentioned about it. According to Green (2002), the marketing shapes and changes customer’ attitude that is like or dislike the particular product or service. Thus, to success in marketing, marketers should make efforts focusing on forming and changing the attitude of consumers.

Ultimately, the motivation is formed based on each component. The motivation could be the needs of consumers when they make a decision to participate in or watch sports. However, the important thing in this model is each element contributes to form one's motivation in sports.

Motivational Factors- Psychographic Trends

Generally, psychographic measures consist of motives, perceptions, consumer needs and so forth (Green, 2002). Over 100 motivational factors regarding why people participating in sports that have been studied by researchers (Green, 1996). Knowing the motivational factors through this section will be the background of the main objective of this study.

According to Beck (1990), there are two approaches to motivation, the regulatory approach and the purposive approach in psychology. The first approach is based on body's responses such as hunger and pain. The second approach focuses on the goal-directed characteristics of people behavior. The purposive approach is more suitable to apply to this study because the motivation research on sport consumers is about psychometrics which stimulates the participants when people make a decision to participate in sports. In terms of study of the purposive approach, one of the main researches is McDonald and Milne (1999) that scientifically elaborated the measurement tool of spectator and participant motivation in sports based on Maslow (1943)'s and Sloan (1989)'s work (Trail & James, 2001). It led to the study of McDonald, Milne and Hong (2002), the scale of motivational factors are applied their next study, which presented

main theory and frame work for this study. They conducted some useful results. They revealed that each motivational construct (total of 13 factors) has different influence on 9 sports variables; auto racing, college baseball, pro baseball, college basketball, pro basketball, college football, pro football, golf and ice hockey, in the U.S. (McDonald, Milne & Hong, 2002). The 13 factors are presented in this introduction as main motivational factors for sport participants. The Maslow's Needs Hierarchy, which consists of 5 motivational constructs, was studied in sport participant and spectator motivations (McDonald, Milne, & Hong 2002). The 13 motivational factors were classified as sub-groups of 5 factors (i.e. higher-order needs, mental well-being, basic sport, social and deficiency needs). The mental well-being needs, which help keep balance in one's life, were value development, self-esteem, self-actualization, stress release and aesthetics. The competition, aggression, risk taking and achievement are sport-based needs that are basic motivation to sport. Social needs are labeled with social facilitation, affiliation and skill mastery. The last category, deficiency needs, only explains motive of participants; physical fitness construct (McDonald, Milne, & Hong 2002). This finding is meaningful for sport marketing managers, advertising agencies, and other academic researchers as their background know ledges.

The ERG (Existence, Relatedness and Growth) theory by Alder (1972) is the modified version to overcome limitations of Maslow's Needs Hierarchy. The limitations are measurement difficulty and inconvenience of test because of taking a lifetime of subject. Thus, even though two theories are conceptually related each other, there are some differences between Alderfer's ERG and Maslow's Need Hierarchy. The construction of Maslow' Need Hierarchy is physiological needs, safety and security needs,

love and social needs, esteem needs and self-actualization. Similarly, ERG consists of existence, relatedness and growth. In this sense, the existence in ERG is matched with physical needs in Maslow's Needs Hierarchy conceptually. However, the relatedness in ERG is different from the category of safety and security needs and love and social needs in Maslow's Needs Hierarchy. There are two types of safety needs in ERG; one is relate people and another is related to material objects in the work place. Material-based safety needs are included in the category of psychological needs under existence and people-related safety needs are classified with the relatedness compared to Maslow's Needs Hierarchy. In addition, following the theory of Alderfer, while esteem is included in relatedness, self-esteem is categorized in the growth category. (Schermerhorn et al., 1997).

Perdersen (2002) examined 10 intrinsic-extrinsic motivation factors of people who are involved in sport activities. The 10 factors were social reinforcement, fringe benefits, fame and fortune, external forces, providing oneself, social benefits, mental enrichment, expression of self, sense of accomplishment, and self enhancement. Those are orderly first 4 extrinsic factors and remaining 6 intrinsic factors of motives. The result of this study was more intrinsic motivation factors were rated as factors in actual sport participation. The extrinsic and intrinsic motivations could be explained by extrinsic rewards and intrinsic rewards (Green, 2002). The extrinsic rewards are "given to an individual by someone else" and the intrinsic rewards are "received by an individual from the experience itself" (p.130, 131). These two components are based on three key motives; 1) achievement motivation, 2) social motivation and 3) mastery motivation (Roberts, 1992). The first motivation, achievement, includes either side of extrinsic and intrinsic rewards. A competition would provide some opportunities people to experience

achievement by winning which is intrinsic rewards. Extrinsic rewards from achievement are material rewards such as price or trophy. The second, social motivation is about the intrinsic motivation. For example, people who participate in sport clubs such as marathon or soccer pursue the social interaction through sport activities. The third, mastery motivation is generated by skill development, learning, and personal challenge; adventure sports, mountain biking, rock climbing which are preferred to mastery-oriented participants (Green, 2002).

Although action sports are kind of brand new genre in sports those also have common characteristics in terms of physical activities that attract people to participate in. Rinehart (2000) mentioned that this new sports are about performance which presents performer's body to others with self-conscious. It indicates the fundamental difference between dominant sports and alternative sports which affect motivations of the participants in two different sport genres. The action sport itself has the tendency of individual sport but traditional sport has more team sport characteristics. From this approach, the researcher should investigate the motives of actions sports with focusing on psychological aspects of individuals. For example, risk-taking is one of the reasons why people participate in action sports rather than in dominant sports. Shoham (1998) studied that human being has characteristic of self-preservation as instinct. Willingness of people to participate in risky sports is proved by several scientific studies with psychological theories. Shoham (1998) examined the intermediate role of the perceived benefits of participation in risky sports. He conducted the study with some specific risky sports, skydiving, parachuting and hang gliding, which arouse curiosity, thrill and adventure seeking is the motivational factor of the attending risky sports (Shoham, 1998).

However, at the same time people usually have double phases even in daily life. Because although sports itself has some risks people enjoy the risky sport activities for their needs of satisfaction. Focusing on risk-taking sports study, Kerr (1988, 1997) used the term “Reversal theory” which implies that participants who have preference in high arousal sports desire to spend time called in more “paratelic state” during dangerous sport to satisfy their needs of the “paratelic state” than other side people who select a safe sport. Besides that, Mcdermot and Apter (1988) reported that people who are engaged in risk sports have more tendency of competitiveness, win orientation and importance of being the best (Gerkovich, 2001). It could be connected to the motivational factors such as risk-taking, self-esteem, competition, achievement and self-actualization.

There are more and different kinds of factors, especially attracting people to participate in and making them to continue risky sports. Willingness of people to participate in risky sports is proved by several scientific researches with psychological theories. Shoham (1998) examined the intermediate role of the perceived benefits of participation in risky sports. He conducted the results with some specific risky sports, skydiving, parachuting and hang gliding, that arousing curiosity, thrill and adventure seeking is the motivational factors of the attending risky sports (Shoham, 1998).

Another motivational research in risky sports, by Celsi, Rose and Leigh (1993), was done that people experience more risky sports they are more involved in high-risk sports because those sports allow them to escape from the routine of daily life. Generally, people regularly want to change something even their hair style, fashion, hobby, interior style and even their jobs. Likewise, they might want to bring on a change their sports propensity into more excited and valuable based on certain motivational or psychological

reasons. In this point of view, there is 2-hedonic research that has “focused on the experiential aspects of risky sports and qualitatively assessed motivations for participation (Celsi et al. 1993)”. Participants who experienced risky sports mentioned that they took “adventure, interpersonal influence, curiosity, and thrill” playing with risky sports (Celsi et al. 1993). Also, the researchers concluded that ‘thrill and adventure seeking, curiosity, and a desire for social statuses are necessary for motivating people to join some risky sports (Celsi et al. 1993).

The study of Motivation Scale for Sport Consumption (MSSC) by Trail and James (2001) is known as the most reliable and accurate measurement of motivational factors for sport spectators consumption behavior among the existed tools. The researchers of this study examined the other studies, Milne and McDonald’s (1999) Motivations of Sport Consumers scale and Wann’s (1995) Sport Fan Motivational Scale, have some deficit in some psychometric aspects and validity or reliability of spectators motivational factors. Thus, they combined two scales to make up the shortcomings. The component of that scales, acquisition of knowledge, aesthetics, drama, escape, family, physical attraction, physical skills of players and social interaction were studied. Among these factors, physical skills or escape could be the highly related motives in action sports participants.

Most people have their own leisure time. When people spend leisure time they expect “effectively cope with stress” (Iwasaki & Mannell, 2000) and the time would “be fulfilled by different types and patterns of activities” (Heinzman & Mannell, 2003, p. 209). It is true that sports, as leisure activities, bring some benefits to people. According to Trail, Anderson and Fink (2000), people have psychological motivations, vicarious

achievement, social interaction, escape, drama, entertainment, catharsis and aesthetics, when they enjoy sports as their leisure activities. Understanding these psychological categories is important to attract more people to participate in several sports. On the other hand, the other study from Frederick and Ryan (1993) stated that people engage in sport activities because of their “body-related motivation.” They found that mental health has little correlation with level of participation in sport activities compared to “physical well-being.” In this point of view, the expectation and motivation on spending spare time with physical activities between dominant sports participants and action sports participants needs to be studied because of the different perception on leisure time. For example, action sports researcher mentioned that "It's become a lifestyle thing" (Kress, 2003, p. 3). That means action sports participants are absorbed and dependent on their leisure life. In contrast, dominant sports are separated from daily life in terms of individual or group work, compared to action sports dominant sports are more team sports rather than individual sports.

Considering the fact that “Sport consumers are often usefully segmented on the basis of their motives, perceptions, and attitudes” (Green, 2002, p. 129), the studies which are recently published, perceived attitudes of college students (Bennett & Henson, 2003) and perceptions of Generation Y (Bennett, Henson & Zhang, 2003) toward action sports, omitted the motive segment to be contribute market strategies that will attract sport consumers. This review look through motive studies from spectators to participants of sports mostly in dominant sports and a little in action sports because of the relative lack of the study on action sports themselves.

According to Kress (2003), in his study the ‘mainstreamization’ is mentioned as

the biggest change in the X game events (p. 2)”. It is saying that identifying the size or the patentability of action sport market has almost unlimited to be grown. Kress describes that extreme sports are an incredible creation when these are combined with entertainments. Kress (2003) mentioned that;

When it first started, we just had a bunch of teens who were really into action sports, but now it's a family audience more than anything else. It's fun to watch whether you are 16 or 60... You see fathers and sons come in and both buy skateboards. The 40-year-old man now is not into the things his father was. (p. 2)

It conveys to sport marketers that action sports are not only sports, but they hold an entertainment value as well for broader audience. People are taking a greater interest in action sports, and it is getting the publicity necessary to bring greater economic value to the sport market.

In sum, it is necessary to figure out the motivational factors of action sports participants growing rapidly and marketing value in sports market to develop more effective market strategies. Furthermore, the changing trend of sports activity differences between older generations who only participate in dominant sports and the Y Generation, who participating in action sports, should be studied.

Chapter 3

Methodology

The purpose of this chapter is to identify appropriate methodological procedures.

The methodology is described in relation to the following aspects of the study:

- 1) Instrumentation and scale
- 2) the research sample and data collection procedures, and
- 3) data analysis procedures.

Instrumentation

A survey instrument which was developed by McDonald, Milne and Hong (2003) will be examined to measure motivational factors of action sports participants. Because the existing scale is focused on motivations of both several sports participants and spectators, wording changes were needed. A survey instrument was modified by wording changes from existing scale through a field test and panel of experts and item purification through a pilot test.

A panel of experts was utilized to establish content validity. The panel of experts consists of sport management faculty members, three experts who have experiences and knowledge in the content area. They were asked to evaluate each item on the constructs as well as the instrument as a whole for content, clarity, wording, format, and thoroughness, ease of use, focus, and appropriateness. In addition, they were asked to identify which items fit under which of the constructs and they evaluated concise definitions of constructs which were from the literature or related research. The researcher asked whether the content of the instrument captures all necessary aspects

because experts might point out ways of tapping the phenomenon that research failed to include. Based on the feedback from the panel of experts, the instrument was revised. For the field test, four standards were checked for each item: (a) Is this a question that can be asked exactly the way it is written? (b) Is this a question that will mean the same thing to everyone? (c) Is this a question that people can answer? And (d) Is this a question that people will be willing to answer, given the data-collection procedures? (Fowler, Jr., 1984).

As a second step for modifying the existing scale, a pilot test was employed to test reliability of the survey instrument. The revised instrument by panel of experts was administered to a representative sample of the target population. The researcher selected a convenience sample of 68 students from the Sport Management classes of a large University at Northwest. The participants of pilot test were not being included in the final sample. The format for the survey instrument will be a seven-point Likert measurement format ranging from “Strongly Disagree” to “Strongly Agree.”

The questionnaire consists of two parts. First, respondents were asked to provide their demographic information and experiences regarding to action sports, such as gender, ethnic background, age, level of participants in action sports, a period of time that participation in action sports and type of action sports what they have participated in. The second part contained items of motivational factors in relation to participation in action sports. The survey instrument contains total of 54 items with 15 motivation scales. It must be also noted that the researcher considered the protection of human subjects. All information collected for the study had to be confidential. The research proposal was

approved for a Human Subjects Committee of The Washington State University prior to the data collection.

Pilot Test

The researcher conducted the pilot test for the reliability with existing scale developed by McDonald, Milne & Hong (2002). The Undergraduate classes of SPMGT were selected for pilot test sample. A total of fifteen constructs were calculated using SPSS 11.5. Descriptive statistics was calculated for all items of the instrument and the reliability score of the survey instrument was calculated. Cronbach's alpha was used to assess the reliability of the existing scales. The items, which are below .70 was dropped from the scale. In addition, the items are deleted if the Cronbach's Alpha has the possibility to be higher when the item is deleted. For example, one the scale of the factor, Self-Actualization, was deleted because the Cronbach's Alpha which if item deleted was .76 while the original Cronbach's Alpha was .72. Another example of this case was "Fun & Enjoyment" factor which researcher deleted a item from scale. The Cronbach's Alpha if the item deleted was .73 because the original Cronbach's Alpha was .72. The weakest Cronbach's Alpha score was .59 which was 'Competition' factor. This factor will be analyzed by deleting the forth item of the factor.

Factor (Cronbach's alpha)	Items	Item-total Correlation	SD	Means
Skill Mastery ($\alpha = .71$)	1. I enjoy participating in extreme/action sports because the skills are difficult to master.	.42	1.60	4.29
	16. Extreme/action sports are challenging because they are difficult activity to master.	.64	1.56	5.05
	29. It takes a high degree of skill on my part to attain the mastery I expect in extreme/action sports.	.57	1.42	4.95
	41. Skill mastery is the part of my attraction to extreme/action sports.	.37	1.37	4.77
Physical Fitness ($\alpha = .83$)	2. I participate in extreme/action sports to stay physically fit.	.68	1.56	4.10
	17. I participate in extreme/action sports because I feel it keeps me healthy.	.73	1.53	4.54
	30. I participate in extreme/action sports because it improves my physical fitness.	.64	1.47	4.34
Stress Reduction ($\alpha = .81$)	3. Extreme/action sport is an excellent remedy for me if I am tense, irritable, and anxious.	.74	1.68	4.64
	18. Extreme/action sports make me feel less stressed than I did before I started.	.68	1.58	4.97
	42. Extreme/action sports help me to reduce stress.	.58	1.32	4.79
	Items			

Factor (Cronbach's alpha)	Items	Item-total Correlation	SD	Means
Aggression ($\alpha = .74$)	5. Extreme/action sports can bring out my aggressive nature	.59	1.56	5.07
	19. Much of my enjoyment from extreme/action sports comes from the aggressive aspects of it.	.58	1.61	4.34
	32. I feel less aggressive toward other people after participating in my favorite extreme/action sports.	.53	1.51	4.14
	44. I could reduce aggression through participating in extreme/action sports.	.45	1.51	4.46
Aesthetics ($\alpha = .78$)	5. Extreme/action sports can be beautiful.	.55	1.66	5.10
	21. I enjoy the artistry involved in performing extreme/action sports.	.63	1.58	4.46
	34. Extreme/action sport is one way in which I can express myself.	.70	1.49	4.34
	46. I put a bit of my own personality into my extreme/action sports training and competitions.	.72	1.51	4.39
	53. I appreciate the beauty inherent in extreme/action sports.	.78	1.54	4.33
Risk-Taking ($\alpha = .77$)	8. If I have to sacrifice my body when playing extreme/action sports, so be it.	.64	1.81	4.81
	22. I put my entire self on the line when I participate in extreme/action sports.	.71	1.69	4.28
	47. I enjoy the physical challenge involved in doing extreme/action sports.	.74	1.32	4.79

Factor (Cronbach's alpha)	Items	Item-total Correlation	SD	Means
Social Facility ($\alpha = .73$)	10. I enjoy playing extreme/action sports because it gives me chance to social relationships.	.56	1.60	4.24
	24. Participation in extreme/actions sports with a group helps me to learn social skills.	.55	1.52	4.24
	36. Participation in extreme/action sports gives me chance to spend time with my friends.	.55	1.65	4.70
	49. My enjoyment of extreme/action sports depends on sharing the experience with other people.	.57	1.64	4.52
Trend/Imitation ($\alpha = .53$)	11. Participation in extreme/action sports is one of the ways to join cutting edge sport-trends.	.36	1.52	4.10
	25. Participation in extreme/action sports helps me to learn about new trends in other fields (e.g. music, fashion or any information).	.36	1.60	4.33
	48. Participation in extreme/action sports make me feel like I am a part of my generation.	.41	1.44	4.47
Self-Esteem ($\alpha = .76$)	12. Extreme/action sports make me feel that I am a special person.	.46	1.70	3.43
	26. Extreme/action sports make me feel confident about my abilities.	.71	1.55	4.80
	37. Extreme/action sports give me a feeling of self-assurance.	.62	1.50	4.25
	50. I participate in extreme/action sports because I feel good when other people watch me perform.	.66	1.45	4.55
	54. I participate in extreme/action sports to show others how good I am.	.55	1.51	5.01

Factor (Cronbach's alpha)	Items	Item-total Correlation	SD	Means
Value Development ($\alpha = .73$)	14. Extreme/action sports help me to understand the value of hard work and dedication.	.53	1.58	4.19
	27. Extreme/action sports teach me lessons that I may not learn elsewhere.	.61	1.56	4.39
	39. Extreme/action sports have helped make me to be the kind of person I am.	.54	1.83	3.18
	52. Extreme/action sports have helped me be more respectful toward others.	.57	1.67	4.42
Actualization ($\alpha = .72$)	15. Extreme/action sports help me grow as a person.	.51	1.58	4.13
	28. Extreme/action sports help me accomplish things.	.56	1.44	4.43
	40. Extreme/action sports help me to achieve my potential.	.74	1.61	3.70

Note. Dashes indicate that the items are fixed at 1.0; S.D. = Standard Deviation * $p < .05$

Table 3.1 Reliability of Factors, Cronbach's alpha, item-to-total correlation, SD and Means

Procedures of Sampling and Data Collection

A cross-sectional survey research was directly administered to the selected sample. Researcher scheduled for data collection from action sport competition, LG (Lucky Goldstar) Action Sports, FMX (Freestyle Motocross) World Championships. The LG World Championships of Freestyle Motocross takes place at Fairplex in Pomona, California on Saturday October 2, 2004. This competition, part of the Action Sports Championships, features the season-ending World Championships events for skateboarding, BMX, inline skating and freestyle motocross (LG action sports inf., <http://www.lgactionsports.com/factsheet.html>). The researcher sampled from the audiences who are interest in participating in action sports. The size of sample was 253 and the age range was between 15-29.

A proposal of the study was forwarded to the Human Subjects Review Committee prior to the data collection. Upon receiving permission from the Human Subjects Review Committee, a letter containing the purpose, importance, and potential benefits of the study will be sent to the selected action sports competition to receive approval. The researcher employed trained staffs to survey at the competition. Each staff selected was provided survey packets, each containing a questionnaire, a cover letter explaining the purpose of the study and directions for completing the questionnaire, and pens.

The survey instrument includes the following information: (a) personal information of the researchers, (b) the purpose of the study, (c) the assurance of complete confidentiality, (d) directions on responding to questions, and (e) appreciation for the respondent's cooperation.

In the actual survey, the trained staff for the survey introduces the purpose of the study and explains specific procedures and methods to the subject before the data collection to minimize the non-response data missing. At this point, confidentiality of participation was assured to the respondents.

Procedures of Data Analysis

The researcher collected 253 samples who were spectators at the competition from two action sports competitions.

Descriptive statistics was calculated for all items of the instrument and the reliability score of the survey instrument. The survey data were calculated by using Cronbach's Alpha as the pilot study has done. The collected data were analyzed by using the Statistical Package for the Social Sciences (SPSS 11.5) and ANOVA/MANOVA to identify the significance of motivational factors of action sports participants.

Chapter 4

Results

Sample Characteristics

The descriptive statistics for the characteristics of participants was calculated (Table 4.1). The ratio of gender was 32.8 % for female and 67.2 % for male. Regarding ethnicity, 21.7 % of the subjects were Asian, 17.0 % were Hispanic, 5.1 % were African-American, 50.6 % were White and 5.2 % were others. There was only one American Indian or Alaskan Native respondent and the researcher discarded the sample because it was inappropriate with the other samples because of the small size. The age of subjects ranged from 15 to 29. Age was divided into three groups; first group was high school students (18.6 %), the second group was college students (62.1 %) and third group was post college people (19.4 %). With respect to the level and past experiences with action sports, 19% of the subjects classified themselves as competitors and 81 % of subjects classified themselves as non-competitors. Accordingly, 45 % of subjects had less than 6 months experience and the rest of them had experiences ranging from more than 6 months to 3 years, and for more than 3 years.

Variable	Category	Frequency	Percentage (%)	Cumulative (%)
Gender	Male	170	67.2	67.2
	Female	83	32.8	100
Age	17 and younger	47	18.6	18.6
	18-23	157	62.1	80.6
	24 and older	49	19.4	100
Ethnicity	Asian	55	21.7	21.7
	Hispanic	43	17.0	38.9
	African American	13	5.1	44.0
	Caucasian	128	50.6	94.8
	Others	13	5.1	100
Level	Competitors	48	19.0	19.0
	Non-Competitor	205	81.0	100
Past Experience	Less than 6 months	114	5.1	45.1
	6 months- 3 years	70	27.7	72.7
	More than 3 years	69	27.3	100

Table 4.1 Descriptive Statistics for the Subject Characteristics (N=253)

There were 13 types of action sports given respondents for survey (Table 4.2). Among 13 action sports, a majority of respondents participated in snowboarding (34.0 %), Surfing (13.0%) and skateboarding (11.1%).

Type of Action Sports	Frequency	Percent	Valid Percent (%)	Cumulative Percent (%)
In-Line Skating	4	1.6	1.6	1.6
Windsurfing	2	.8	.8	2.4
Sky Diving/Surfing	2	.8	.8	3.2
BMX	11	4.3	4.3	7.5
Mountain Biking	27	10.7	10.7	18.2
Eco-Challenge	2	.8	.8	19.0
Whitewater Sports (Kayaking)	1	.4	.4	19.4
Climbing	9	3.6	3.6	22.9
Surfing	33	13.0	13.0	36.0
Skateboarding	28	11.1	11.1	47.0
Extreme Skiing	12	4.7	4.7	51.8
Snowboarding	86	34.0	34.0	85.8
Wakeboarding	5	2.0	2.0	87.7
Others	31	12.3	12.3	100.0
Total	253	100.0	100.0	

Table 4.2 Descriptive Statistics for Types of Action Sports

Calculations and Statistical Analyses

The internal consistencies of the factors were calculated using coefficients (Cronbach's coefficient alpha) for each scale (Table 4.3). The construct reliabilities for the fifteen motives ranged between .59 and .84. Levels of .70 or more represented good reliability. Among 15 factors, only two scales were less than .70 which was .592 for stress reduction and .630 for affiliation.

Motivation	Mean	SD	α	Motivation	Mean	SD	α
Skill Mastery	3.49	1.11	.82	Competition	3.43	1.16	.84
Physical Fitness	3.47	1.18	.81	Aesthetics	3.80	1.08	.78
Stress Release	3.62	1.16	.59	Risk-Taking	3.91	1.17	.79
Fun/Enjoyment	4.07	1.34	.77	Affiliation	3.43	1.12	.73
Aggression	3.64	1.12	.79	Social Facilitation	3.43	1.07	.63
Trend/Imitation	3.45	1.11	.70	Self-Esteem	3.38	1.04	.83
Achievement	3.01	1.35	.83	Value Development	3.20	1.23	.87
Self-Actualization	3.47	1.12	.84				

Table 4.3 Means, SD and α for 15 Motivational Factors

An one-way multivariate analysis of variance (MANOVA) were conducted to determine the effect of each group, according to different classification of subjects, gender and past experience as independent variables on the 15 dependent variables, which are motivational factors; skill mastery, physical fitness, stress reduction, fun/enjoyment, aggression, competition, aesthetics, risk-taking, affiliation, socialization, trend/imitation, self-esteem, value development, and actualization. The MANOVA test for homogeneity of dispersion matrices, Box's Test, estimates whether the variances among the dependent variables are consistent for all levels of a factors (Green & Salkind,

2003). If the *F* test of Box’s test is significant which is less than .05, researcher rejected the homogeneity hypothesis. The primary concern in this section is the results of the MANOVA test, which is interpreted by Wilks’s Λ and the multivariate η^2 that are indicating the effect size (Green & Salkind, 2003). The effect sizes were evaluated based on Cohen’s standard (1988) which is interpreted by large for $>.138$, medium for $.010 < r^2 < .059$ and small for $<.010$ represented r^2 (http://davidmlane.com/hyperstat/effect_size.html). The Bonferroni method and Post hoc analyses to the univariate ANOVA for dependent variables were also conducted at the .05 level. In sum, majority of dependent variables were significant across gender and past experience group.

Gender and Motivation for Action Sports Participants

Motivation	Male (131)	Female (91)	<i>F</i>	<i>P</i> (<.05)
Skill Mastery	3.74	3.38	7.16	.01*
Physical Fitness	3.63	3.47	1.26	.26
Stress Release	3.76	3.72	.06	.81
Fun/Enjoyment	4.28	4.15	.62	.43
Aggression	3.82	3.67	1.24	.27
Competition	3.69	3.30	7.08	.01*
Aesthetics	4.05	3.78	5.29	.02*
Risk-Taking	4.19	3.85	7.24	.01*
Affiliation	3.90	3.59	5.52	.02*

Social Facilitation	3.70	3.27	10.12	.00*
Trend/Imitation	3.70	3.33	7.33	.01*
Self-Esteem	3.52	3.39	1.05	.31
Self-Achievement	3.16	3.04	.50	.48
Value Development	3.40	3.14	2.67	.10
Self-Actualization	3.71	3.37	6.57	.01*

Table 4.4 Gender Difference in Motivation (Mean and *F*-Tests)

Significant differences were found between male and female for 8 of 15 motivational constructs, Box's Test, $F(480, 39200) = 2.44, p < .05 (.000)$ which indicate rejecting the homogeneity hypothesis. The Wilks's Λ of $F(15, 237) = 3.58, p = .000$ also is significant ($< .05$). The result indicates that the population means on the dependent variables are not same for the gender. The multivariate $\eta^2 = .18$ based on Wilks's Λ was strong enough to account for the multivariate variance of 15 dependent variables that are associated with the gender.

As a result of the univariate ANOVA tests for gender differences the *p* values of 8 dependent variables (i.e. skill mastery, competition, risk-taking, trend/imitation, aesthetics, affiliation, social facilitation and self-actualization) were less than .05 while the univariate ANOVA for the rest of 7 factors were nonsignificant ($> .05$).

In particular, the male group was highly motivated than the female group, significantly by 8 motivational factors. In particular, male participants were highly motivated by three of

fifteen constructs; fun/enjoyment (m= 4.28), with item like “I participate in extreme/action sports to have fun”, risk-taking (m= 4.19), with item like “I enjoy the physical challenge involved in doing extreme/action sports”, and aesthetics (m= 4.05), with item like “I enjoy the artistry involved in performing extreme/action sports”.

Past Experience and Motivation for Action Sports Participants

Motivation	Group 1 (Less than 6 months, N=114)	Group 2 (6months- 3 ys, N=70)	Group 3 (More than 3ys, N=69)	F	P (<.05)
Skill Mastery	2.80	3.90	3.98	34.65	.00*
Physical Fitness	2.86	3.86	3.93	23.36	.00*
Stress Release	3.07	4.04	4.12	23.38	.00*
Fun/Enjoyment	3.41	4.45	<u>4.76</u>	27.60	.00*
Aggression	3.13	3.94	4.16	21.92	.00*
Competition	2.94	3.73	3.81	15.83	.00*
Aesthetics	3.07	4.26	<u>4.41</u>	54.07	.00*
Risk-Taking	3.06	4.45	<u>4.55</u>	60.36	.00*
Affiliation	3.08	4.07	4.09	27.55	.00*
Social Facilitation	2.79	3.77	3.88	27.88	.00*
Trend/Imitation	2.88	3.73	3.92	23.13	.00*

Self-Esteem	2.82	3.73	3.82	15.92	.00*
Self-Achievement	2.40	3.43	3.47	17.31	.00*
Value Development	2.68	3.47	3.65	15.43	.00*
Self-Actualization	2.82	3.87	3.94	30.39	.00*

Table 4.5 Past Experience Difference in Motivation (Mean and *F*-Tests)

Significant differences were found among three experience groups on all 15 dependent variables (Table 4.5). Wilks' $\Lambda = .580$ and the *F* ratio are showing $F(30,466)=4.87$ $p < .05$ (.000) which indicates significant difference among three groups. Consistently, Group 3 (more than 3 years experienced) is higher than group 2 (between 6 months and less than 3 years experienced) and group 2 is higher than group 1 (less than 6 months experienced) in means. In particular, among the fifteen motivational constructs, the most significant differences can be found in fun/enjoyment ($m=4.76$), risk-taking (4.55) and aesthetics (4.41). In addition, the effect size was $\eta^2 = .24$ which is 24 % of multivariate variance of the 15 variables is associated with the experience group.

With the significance of the one-way MANOVA results, the researcher conducted the follow-up post hoc tests analyses. As a result of the test, each pairwise comparison shows that the group 3 is significantly superior on the dependent variables with either of the other two groups.

Chapter 5

Discussion & Implication

It is important for sports marketers to understand basic needs of sport consumers. In particular, it is necessary to investigate the sport consumption motivation in action sport based upon their demographic and psychographic characteristics (Bennett, Henson, & Zhang, 2003). However, there has not been systematic research on action sport consumption motivation. This study examined motivation for action sports participants. Sport marketers may utilize the results of this study to develop effective marketing strategies (e.g., market segmentation, differentiated programs/service offering) to satisfy the needs and wants of action sports consumers.

The profile of the participants in present study revealed demographic difference between male and female and also personal experience differences among three groups by the length of past experience. Overall, with regarding to difference between the male and female group, the male group was highly motivated than female group in 8 factors (e.g. skill mastery, competition, risk-taking, trend/imitation, aesthetics, affiliation, social facilitation and self-actualization). Some of these results are consistent with previous motivation research (e.g., Koivula, 1999). As the social related scales in this study (e. g. social facilitation and affiliation) showed significant differences between male and female (scored male>female), the socializing scale was rated higher for male than female (Koivula, 1999). However, skill mastery and competition scales in this study showed different results from previous studies. Contrary to the result of this study, earlier studies (Frederick and Ryan, 1993; Koivula, 1999) showed that there is no significant difference

between male and female for skill mastery and competition scale, but did so for type of activity. It implies that the motive studies are complicated by different targets and study designs. Thus, more sophisticated study should be followed.

In regard to the past experience, participants with more than 3 years experience showed higher level of motivation throughout 15 factors than less experienced groups. In addition, the large effect sizes (i.e. gender; $\eta^2 = .18$, experience groups; $\eta^2 = .24$) observed indicate practical differences for each group. These results strengthen the relation between each group and motivation factors to contribute to sport motivation studies.

The unique contribution of the present study is verifying two new motivational factors, fun/enjoyment and trend/imitation. As noted earlier, the researcher found that the items of the factors are reliable and conceptually sound. The results of the data analysis showed that the mean score of fun/enjoyment scale was the highest for both male and female groups although there was no significant difference between these two groups. According to Koivula (1999) and Wankel (1993), sports participants rated fun/enjoyment as the most important motive and considerable effects on adherence. Thus, the author hypothesized that some participants in action sports might be involved in the activities based upon their elective choice for fun (fun/enjoyment). Also, the mean score of trend/imitation scale was relatively high for gender groups and experience groups. This scale was examined by researcher's past observations. The researchers have recognized that younger people who are interested in winter sports such as skiing or skating move to new sports such as snowboarding and extreme skiing. Researcher considered that younger people attempt to follow their peer group not only for fashion or music trend but

also for sports activities. With this phenomena researcher made a decision to try to investigate by adding the trend/imitation to the existing motivation scale. The Cronbach's coefficient alphas of the newly added factors were greater than suggested threshold (i.e., .70; fun = .70, enjoyment= .77, and trend/imitation= .70). However, additional work is necessary to further validate the reliability of the scale.

Another important finding is that distinct characteristics of action sports (i.e., fun/enjoyment, risk-taking and aesthetics) were rated higher than other motivational factors by action sports participants including, particularly among male and the expert-level experience groups (more than 3 years experience). This result suggests that sport marketers in action sports should develop differentiated marketing strategies focused on male participants and expert-level participants. For example, if the free style snowboarding event employs an artistic photographer to offer their most spectacle scene emphasizing the aesthetics aspect of them it will be a promotion targeting male and expert-level experience participants.

In general, action sports has been considered to be emerging sports just for Y Generation. Therefore, they should be treated differentiated segment from dominant sports consumers (Petrecca, 2000a). However, this study suggests different point of view for sports marketers and scholars. Interestingly, all board-sports (e.g. snowboarding, skateboarding and surfing) in this study, with regarding to questions for choosing respondents' experiences in action sports ranked top three among 13 types of action sports. It will allow academics and practitioners in action sports to accompany with other dominant or traditional sports because action sports has its origin to the board culture, which has a long history (Howe, 1998). Hence, sport marketers at the action sports

industry may be able to use the marketing strategies for dominant sports as cross-promotion for action sports focusing on the targeted consumers.

Ultimately, the result of present study will support practitioners in the action sports industry in predicting the consumption behavior of action sports participants. Further, the present study may lead sports marketers and managers to utilize the motives found for effective marketing strategies. Accordingly, sport marketers in action sports could highlight their targeted promotion with present study ideas. To promote and move the sports consumer for successful sport marketing, the motivation based knowledge is the first step to be studied by scholars. For the future studies, the researcher suggests the cross-cultural analysis between Asian and American people and the comparison study with several ethnic background groups or different action sports events participant groups regarding action sports consumption behavior.

Limitations

There were two limitations to be noted. First, the subjects of the present study are participants and spectators at the same time. The second limitation is the difficulty in conducting survey with action sports athletes.

The sample of this study is collected in competitions thus the subjects were not only actual participants, but also spectators of action sports because subjects were people who came to watch the competitions. However, the target of this study was supposed to be only the participants who have been involved in action sports. Thus, it might be a problematic issue.

Another subject limitation should be noted with present study. Initially, researcher had planned to sample the action athletes from the action sports competition, but because of difficulty of access researcher adjusted it to common participants.

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APPENDIX

Definition of Terms & Factor Structure Items

► Skill Mastery

; defined as the goal of improving performance or skills and eventually excelling at a particular sport (intrinsic motivation) (Singer, Hausenblas & Janelle, 2001).

1. I enjoy participating in extreme/action sports because the skills are difficult to master.
16. Extreme/action sports are challenging because they are difficult activity to master.
29. It takes a high degree of skill on my part to attain the mastery I expect in extreme/action sports.
41. Skill mastery is the part of my attraction to extreme/action sports.

► Physical Fitness

; defined as feeling healthy, increasing muscle tone, keeping in good shape, and gaining greater physical strength (McDonald, Milne & Hong, 2002).

2. I participate in extreme/action sports to stay physically fit.
17. I participate in extreme/action sports because I feel it keeps me healthy.
30. I participate in extreme/action sports because it improves my physical fitness.

► Stress Reduction

; defined as the process of reducing state of anxiety, an emotional state characterized by apprehension, fear, and tension accompanied by physiological arousal (LeUnes & Nation,

1989).

3. Extreme/action sport is an excellent remedy for me if I am tense, irritable, and anxious.

18. Extreme/action sports make me feel less stressed than I did before I started.

42. Extreme/action sports help me to reduce stress.

► Fun & Enjoyment

4. I participate in extreme/action sports to have fun.

31. Extreme/action sports are enjoyable to me.

43. While I am participating in extreme/action sports I am having fun.

► Aggression

; defined as the infliction of an aversive stimulus upon one person by another, an act committed with intent to harm, on perpetrated against an unwilling victim (LeUnes & Nation, 1989).

5. Extreme/action sports can bring out my aggressive nature

19. Much of my enjoyment from extreme/action sports comes from the aggressive aspects of it.

32. I feel less aggressive toward other people after participating in my favorite extreme/action sports.

44. I could reduce aggression through participating in extreme/action sports.

► **Competition**

; defined as the act of entering into a rivalry and the way of determining his or her ability in relation to others (McDonald, Milne & Hong, 2002).

- 6. Extreme/action sports help me to develop a competitive work ethic.
- 20. Competition is the best part of participating in extreme/action sports.
- 33. The better opponents, the more I enjoy extreme/action sports competitions.
- 45. I participate in extreme/action sports to win.

► **Aesthetics**

; defined as the beauty, grace, or other artistic characteristics of sport (a stunt, a feat or a fine play in extreme sport performance (Willis& Campbell, 1992).

- 7. Extreme/action sports can be beautiful.
- 21. I enjoy the artistry involved in performing extreme/action sports.
- 34. Extreme/action sport is one way in which I can express myself.
- 46. I put a bit of my own personality into my extreme/action sports training and competitions.
- 53. I appreciate the beauty inherent in extreme/action sports.

► **Risk-Taking**

; defined as thrill seeking, stress creation, high levels of excitement, challenge, feelings of

uniqueness, adrenaline rush and accomplishment through extreme activities (Zuckerman, 1984).

8. If I have to sacrifice my body when playing extreme/action sports, so be it.

22. I put my entire self on the line when I participate in extreme/action sports.

47. I enjoy the physical challenge involved in doing extreme/action sports.

► **Affiliation**

; defined as developing and maintaining associations or relations with others (Handy, 1993).

9. Participating in extreme/action sports make me feel like I belong to a special group.

23. There is a certain camaraderie among the people who participate in extreme/action sports.

35. I feel a bond with the people who play my favorite extreme/action sport.

► **Social Facilitation**

; defined as the social gratification of being with others (e.g. family members, friends, and business associates relationship in the sport setting) who enjoy the same activity (McDonald, Milne & Hong, 2002).

10. I enjoy playing extreme/action sports because it gives me chance to social relationships.

- 24. Participation in extreme/actions sports with a group helps me to learn social skills.
- 36. Participation in extreme/action sports gives me chance to spend time with my friends.
- 49. My enjoyment of extreme/action sports depends on sharing the experience with other people.

► **Trend/Imitation**

; Defined as motivation to catch up with the emerging trend of young generations not to be behind the peer groups.

- 11. Participation in extreme/action sports is one of the ways to join cutting edge sport-trends.
- 25. Participation in extreme/action sports helps me to learn about new trends in other fields (e.g. music, fashion or any information).
- 48. Participation in extreme/action sports make me feel like I am a part of my generation.

► **Self-Esteem**

; defined as holding oneself in high regard (Gabriel, 1999).

- 12. Extreme/action sports make me feel that I am a special person.
- 26. Extreme/action sports make me feel confident about my abilities.
- 37. Extreme/action sports give me a feeling of self-assurance.
- 50. I participate in extreme/action sports because I feel good when other people watch

me perform.

54. I participate in extreme/action sports to show others how good I am.

► **Achievement**

; defined as the desire to successful, persist in the face of failure, and take pride in the final result (Sport is an achievement-oriented activity) (Butler, 1997).

13. I have a strong desire to be successful in extreme/action sports.

38. My goal is to be outstanding in extreme/action sports.

51. Participation in extreme/action sports is part of achieving my goals in life.

► **Value Development**

; defined as the growth of personal values, such as socialization, altruism, and cooperation by sport (Horn, 1992).

14. Extreme/action sports help me to understand the value of hard work and dedication.

27. Extreme/action sports teach me lessons that I may not learn elsewhere.

39. Extreme/action sports have helped make me to be the kind of person I am.

52. Extreme/action sports have helped me be more respectful toward others.

► **Self-Actualization**

; defined as self-fulfillment (Maslow, 1970), to the tendency for humans to become to actualize their individual potential (Jones, 2000).

15. Extreme/action sports help me grow as a person.
28. Extreme/action sports help me accomplish things.
40. Extreme/action sports help me to achieve my potential.
55. I participate in extreme/action sports to test my limits.

Survey Instrument



Dear participants:

We are conducting a study that examines motivation factors of **extreme/action sport consumers**. The purpose of this study is to analyze motivational factors of people who become involved in action sports

It would be greatly appreciated if you would simply complete the enclosed questionnaires. We request you to kindly participate in this study relating to motivational factors to action sports participants. Please answer each question as honestly as possible. There is no right or wrong answers and the statements are not meant to trick you. Try not to spend too much time on any one question, go with your first response. Be sure to answer every item by circling the appropriate number to indicate your response. Your participation is entirely voluntary.

Do NOT include your name or identification number on survey instrument. Individual responses will not be identified or reported. Any discussion of results will be based on group data. It is estimated that the questionnaire will take approximately 10 minutes to complete. Upon completion, return the questionnaire to the person who asked you to fill them out.

This study has been reviewed and approved by WSU IRB. If the subjects have any questions and concerns regarding their as participants, then they can contact the WSU Institutional Review Board at 509-335-9661.

Feel free to contact either of us if you have any questions for concerns. Thank you.

Sincerely,

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MOTIVATION OF EXTREME SPORTS PARTICIPANTS

1. My gender is: _____ (1) Female _____ (2) Male
2. My ethnic background is: _____ (1) Asian or Pacific Islander
_____ (2) Hispanic
_____ (3) Black or African-American
_____ (4) White
_____ (5) American Indian or Alaskan Native
_____ (6) Other
3. I am: _____ years of age.
4. I am: _____ (1) Competitor (compete every chance you get)
_____ (2) Semi-competitor (compete when you have the time and desire)
_____ (3) Non-competitor
5. How many times have you participated in extreme/action sports over the last 12 months? _____
6. How many years have you been involved in extreme/action sports?
- | | |
|--------------------------|-------------------------|
| _____ less than 6 months | _____ 3-4 years |
| _____ 6-12 months | _____ 4-5 years |
| _____ 1-2 years | _____ more than 5 years |
| _____ 2-3 years | |
7. My primary extreme/action sport is: (Mark only one)
- | | | |
|--|---------------------------|------------------------------|
| _____ (1) In-Line Skating | _____ (2) Windsurfing | _____ (3) Sky Diving/Surfing |
| _____ (4) BMX | _____ (5) Mountain Biking | _____ (6) Eco-Challenge |
| _____ (7) Whitewater Sports (Kayaking) | _____ (8) Climbing | |
| _____ (9) Surfing | _____ (10) Skateboarding | _____ (11) Extreme Skiing |
| _____ (12) Snowboarding | _____ (13) Wakeboarding | _____ (14) Others |
8. I also participate in another extreme/action sports. They are: (Mark all that apply)
- | | | |
|--|---------------------------|------------------------------|
| _____ (1) In-Line Skating | _____ (2) Windsurfing | _____ (3) Sky Diving/Surfing |
| _____ (4) BMX | _____ (5) Mountain Biking | _____ (6) Eco-Challenge |
| _____ (7) Whitewater Sports (Kayaking) | _____ (8) Climbing | |
| _____ (9) Surfing | _____ (10) Skateboarding | _____ (11) Extreme Skiing |
| _____ (12) Snowboarding | _____ (13) Wakeboarding | _____ (14) Others |

Instruction:

Please choose the response (a number from 1 to 7) that best reflects your level of agreement with the following statements. There is no right or wrong answers. Your honesty will be deeply appreciated.

**Strongly
Disagree**



**Strongly
Agree**

①

②

③

④

⑤

⑥

⑦

	Strongly Disagree					Strongly Agree	
1. I enjoy participating in extreme/action sports because the skills are difficult to master.	①	②	③	④	⑤	⑥	⑦
2. I participate in extreme/action sports to stay physically fit.	①	②	③	④	⑤	⑥	⑦
3. Extreme/action sport is an excellent remedy for me if I am tense, irritable, and anxious.	①	②	③	④	⑤	⑥	⑦
4. I participate in extreme/action sports to have fun	①	②	③	④	⑤	⑥	⑦
5. Extreme/action sports can bring out my aggressive nature.	①	②	③	④	⑤	⑥	⑦
6. Extreme/action sports help me to develop a competitive work ethic.	①	②	③	④	⑤	⑥	⑦
7. Extreme/action sports can be beautiful.	①	②	③	④	⑤	⑥	⑦
8. If I have to sacrifice my body when playing extreme/action sports, so be it.	①	②	③	④	⑤	⑥	⑦
9. Participating in extreme/action sports make me feel like I belong to a special group.	①	②	③	④	⑤	⑥	⑦
10. I enjoy playing extreme/action sports because it gives me chance to social relationships.	①	②	③	④	⑤	⑥	⑦
11. Participation in extreme/action sports is one of the ways to join cutting edge sport-trends.	①	②	③	④	⑤	⑥	⑦
12. Extreme/action sports make me feel that I am a special person.	①	②	③	④	⑤	⑥	⑦

	Strongly Disagree					Strongly Agree	
13. I have a strong desire to be successful in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
14. Extreme/action sports help me to understand the value of hard work and dedication.	①	②	③	④	⑤	⑥	⑦
15. Extreme/action sports help me grow as a person.	①	②	③	④	⑤	⑥	⑦
16. Extreme/action sports are challenging because they are difficult activity to master.	①	②	③	④	⑤	⑥	⑦
17. I participate in extreme/action sports because I feel it keeps me healthy.	①	②	③	④	⑤	⑥	⑦
18. Extreme/action sports make me feel less stressed than I did before I started.	①	②	③	④	⑤	⑥	⑦
19. Much of my enjoyment from extreme/action sports comes from the aggressive aspects of it.	①	②	③	④	⑤	⑥	⑦
20. Competition is the best part of participating in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
21. I enjoy the artistry involved in performing extreme/action sports.	①	②	③	④	⑤	⑥	⑦
22. I put my entire self on the line when I participate in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
23. There is a certain camaraderie among the people who participate in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
24. Participation in extreme/actions sports with a group helps me to learn social skills.	①	②	③	④	⑤	⑥	⑦
25. Participation in extreme/action sports helps me to learn about new trends in other fields (e.g. music, fashion or any information).	①	②	③	④	⑤	⑥	⑦
26. Extreme/action sports make me feel confident about my abilities.	①	②	③	④	⑤	⑥	⑦

	Strongly Disagree					Strongly Agree	
27. Extreme/action sports teach me lessons that I may not learn elsewhere.	①	②	③	④	⑤	⑥	⑦
28. Extreme/action sports help me accomplish things.	①	②	③	④	⑤	⑥	⑦
29. It takes a high degree of skill on my part to attain the mastery I expect in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
30. I participate in extreme/action sports because it improves my physical fitness.	①	②	③	④	⑤	⑥	⑦
31. Extreme/action sports are enjoyable to me	①	②	③	④	⑤	⑥	⑦
32. I feel less aggressive toward other people after participating in my favorite extreme/action sports.	①	②	③	④	⑤	⑥	⑦
33. The better opponents, the more I enjoy extreme/action sports competitions.	①	②	③	④	⑤	⑥	⑦
34. Extreme/action sport is one way in which I can express myself.	①	②	③	④	⑤	⑥	⑦
35. I feel a bond with the people who play my favorite extreme/action sport.	①	②	③	④	⑤	⑥	⑦
36. Participation in extreme/action sports gives me chance to spend time with my friends.	①	②	③	④	⑤	⑥	⑦
37. Extreme/action sports give me a feeling of self-assurance.	①	②	③	④	⑤	⑥	⑦
38. My goal is to be outstanding in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
39. Extreme/action sports have helped make me to be the kind of person I am.	①	②	③	④	⑤	⑥	⑦
40. Extreme/action sports help me to achieve my potential.	①	②	③	④	⑤	⑥	⑦

	Strongly Disagree					Strongly Agree	
41. Skill mastery is the part of my attraction to extreme/action sports.	①	②	③	④	⑤	⑥	⑦
42. Extreme/action sports help me to reduce stress.	①	②	③	④	⑤	⑥	⑦
43. While I am participating in extreme/action sports I am having fun.	①	②	③	④	⑤	⑥	⑦
44. I could reduce aggression through participating in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
45. I participate in extreme/action sports to win.	①	②	③	④	⑤	⑥	⑦
46. I put a bit of my own personality into my extreme/action sports training and competitions.	①	②	③	④	⑤	⑥	⑦
47. I enjoy the physical challenge involved in doing extreme/action sports.	①	②	③	④	⑤	⑥	⑦
48. Participation in extreme/action sports make me feel like I am a part of my generation.	①	②	③	④	⑤	⑥	⑦
49. My enjoyment of extreme/action sports depends on sharing the experience with other people.	①	②	③	④	⑤	⑥	⑦
50. I participate in extreme/action sports because I feel good when other people watch me perform.	①	②	③	④	⑤	⑥	⑦
51. Participation in extreme/action sports is part of achieving my goals in life.	①	②	③	④	⑤	⑥	⑦
52. Extreme/action sports have helped me be more respectful toward others.	①	②	③	④	⑤	⑥	⑦
53. I appreciate the beauty inherent in extreme/action sports.	①	②	③	④	⑤	⑥	⑦
54. I participate in extreme/action sports to show others how good I am.	①	②	③	④	⑤	⑥	⑦
55. I participate in extreme/action sports to test my limits.	①	②	③	④	⑤	⑥	⑦

Human Subject Review



Office of Grant and Research Development

MEMORANDUM

TO: Hyewon Park
Educational Leadership & Counseling Psychology, WSU Pullman (2136)

FROM: Malathi Jandhyala (for) Cindy Corbett, Chair, WSU Institutional Review Board (3140)

DATE: 23 November 2004

SUBJECT: Approved Human Subjects Protocol - New Protocol

Your Human Subjects Review Summary Form and additional information provided for the proposal titled "*Analyzing Motivational Factors of Action Sports Participants*," IRB File Number **821B-a** was reviewed for the protection of the subjects participating in the study. Based on the information received from you, the WSU-IRB **approved** your human subjects protocol on **23 November 2004**.

IRB approval indicates that the study protocol as presented in the Human Subjects Form by the investigator, is designed to adequately protect the subjects participating in the study. This approval does not relieve the investigator from the responsibility of providing continuing attention to ethical considerations involved in the utilization of human subjects participating in the study.

This approval expires on 22 November 2005. If any significant changes are made to the study protocol you must notify the IRB before implementation. Request for modification forms are available online at <http://www.ogrd.wsu.edu/Forms.asp>.

In accordance with federal regulations, this approval letter and a copy of the approved protocol must be kept with any copies of signed consent forms by the principal investigator for THREE years after completion of the project.

This institution has a Human Subjects Assurance Number FWA00002946 which is on file with the Office for Human Research Protections. WSU's Assurance of Compliance with the Department of Health and Human Services Regulations Regarding the Use of Human Subjects can be reviewed on OGRD's homepage (<http://www.ogrd.wsu.edu/>) under "Electronic Forms." OGRD Memorandum #6.

If you have questions, please contact the Institutional Review Board at OGRD (509) 335-9661. Any revised materials can be mailed to OGRD (Campus Zip 3140), faxed to (509) 335-1676, or in some cases by electronic mail, to ogrd@mail.wsu.edu.

Review Type: NEW
Review Category: XMT
Date Received: 26 October 2004

OGRD No.: NF
Agency: NA