

Motivational Factors and Profile of Spectators

Case: Ladies Trophy 2018

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<p>Abstract</p> <p>The goal of the research was to study the profile of spectators on St. Petersburg Ladies' Trophy 2018 tournament and the motivational factors of spectators to visit the event. The research was executed during Ladies' Trophy 27-31 January. The research has been done in a form of questionnaire and divided into two parts for each goal. The main subject of the study was to identify the fans' motivation to attend the event. The motivational scale was specified according to specific features of the event. Furthermore, the second stage provided the demographic characteristics of spectators and highlighted customers awareness of the topic. It demonstrated an average spectator of the tournament and their demographic characteristics.</p> <p>The motivational scale, developed in the research, had five components with five statements. The results revealed reliable and valid measures. There were some differences of total result with subscales based on some variables. The greatest difference was in age groups, as the order of motives were completely different for young spectators and people 30-39 years old. Concerning the consumer profile, there were some unpredictable results. The prevailing spectator of the tournament were women. Moreover, most of spectators attended the event before and had a strong involvement to the event.</p> <p>The results of the research can be used by organizers of the tournament for future improvement of marketing. The research will be continued on the next event with similar goals for relevant and constant information about spectators of the event.</p>		
Keywords (subjects) Motivational factors, tennis, Ladies Trophy, segmentation, SPEED motives, consumer profile		
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Contents

1. Introduction.....	5
1.1 Background of the Thesis	5
1.2 The Purpose of the Study.....	6
1.3 Saint Petersburg Ladies Trophy.....	6
1.4 Delimitations and limitations	7
2 Theoretical frameworks	7
2.1 Market Segmentation	7
2.1.1 Ideas of Segmentation	8
2.1.2 Rules of Segmentation	9
2.1.3 Bases of Segmentation.....	9
2.2 Consumer Behavior: Motivation.....	13
2.2.1 Sport and Event Consumer Motivation	14
2.2.2 Factors of Sport Fans' Motivation	16
2.2.3 SPEED Scale and FMS	21
3 Empirical Research	24
3.1 Implementation of the study	24
3.2 Reliability and Validity of the study.....	25
4 Results.....	26
4.1 Spectator's Profile.....	27
4.1.1 Demographic Characteristics	27
4.1.2 Average profile of spectator	30
4.2 Motivational factors of fans	31
4.2.1 Variables.....	31
4.2.2 Motivational factors including variables.....	32

	3
5. Conclusion.....	36
5.1 Consumer profile.....	36
5.2 Motivation of fans	37
References	39
Appendices	41
Appendix 1. “Spectator’s profile and motivational factors”, Russian version	
41	
Appendix 2. “Spectator’s profile and motivational factors” survey, English	
version	43

Figures

Figure 1. Define markets and segments, and understand the value (see original: M. McDonald et al. 2011, 46)	9
Figure 2. Market Segmentation Categories	10
Figure 3. Segmentation by seven life development stages (Adapted from L. Morton Segmenting Public by Life Development Stages 1999, 46)	12
Figure 4. Maslow’s Hierarchy of Needs (Maslow 1970).....	13
Figure 5. Comparison of different motivational scales	21
Figure 6. Components of SPEED motives (Sport Marketing Quaterly 2009).	22
Figure 8. Kirill Evdokimov’s model of fans’ motivational factors.....	23

Tables

Table 1. Gender distribution (n=159)	27
Table 2. Age distribution (n=157)	27
Table 3. Frequency of sports events attendance (n=86).....	28
Table 4. Occupation distribution (n=84)	29
Table 5. Field of Activity (n=60)	29
Table 6. Sources of awareness about Ladies Trophy event (n=87)	30
Table 7. Average profile of spectator	31
Table 8. Gender, age and previous experience	32
Table 9. Reasons to attend Ladies Trophy 2018 in general	33
Table 10. Comparison of reasons according to gender	34
Table 11. Comparison of reasons according to experience.....	35
Table 12. Comparison of reasons according to age groups	35

1. Introduction

1.1 Background of the Thesis

Sport has become an integral part of our life. It is a popular way of entertainment and a good investment as business. For the past 5 years, particularly in Russia, a large number of sport events on different levels has been organized, such as Olympic Games 2014, Universiade Kazan 2013, Ladies Trophy 2018 etc. Growing interest in sport organization promotes increasing popularity of sport fans as consumers. Satisfaction of customers' need is the main goal for all businesses. The quickest way to success is to understand customers' motivation and behavior. Consumer behavior is a factor that influences marketing area and motive is a part of it. In sphere of sports events organization understanding of fans' consumer behavior is crucial part of success.

The starting point of the study was an opportunity to make research on tennis event in Saint Petersburg, Russia. The primary idea of research was to analyze different motives of sport fans on the event and examine the relationship between sport fan motivation and other variables such as gender, age, and previous attendance. After permission of event organizers, the scale and the survey were created. The research has been done on a developed scale of motivational need, based on existed scales - FMS and SPEED. In addition, the researcher identified the profile picture of spectator according to basic demographic characteristics and media awareness of the event. The project was done by the researcher with the help of event organizers.

The motive of the researcher was to collect the material for the thesis work. The data was collected as a quantitative research in a type of survey with multiple question answers. The survey was done in the online survey tool – Webropol. The total number of responses was 159, the survey was executed on the Ladies Trophy tournament on Sibur Arena. The research project was implemented from 27 to 31 January 2018.

1.2 The Purpose of the Study

Ladies Trophy is the biggest women WTA tournament in Russia. It is very important for the event to have the most reliable information about customers and their needs in order to increase the brand image and awareness among people. The purpose of the research was conducted in the following statements:

- Develop a valid and reliable scale to estimate sport fans' motivation to attend the event
- Define the main motives for sport fans to attend the Ladies Trophy event
- Create a profile of a spectator of this event according to basic demographic characteristics

The St. Petersburg Ladies Trophy is a recent tournament and was created 3 years ago. However, for the short period of time it has become one of the best WTA tournaments. Many players from Top 20 rank participate in it every year. As a result, many tennis fans and usual spectators visit it. The fan motivation and consumer profile researches were conducted with the help of the marketing department for the improvement of event organization in future. In this way, the following questions have been raised:

- Who is an average spectator of the event?
- Why do people visit the Ladies Trophy tournament?
- How diverse are the motives of different groups of spectators?

1.3 Saint Petersburg Ladies Trophy

Saint Petersburg Ladies' Trophy tournament was held in Saint Petersburg, Russia from 27 January till 4 February 2018. Formula TX is the company-organizer of the event. The tournament is supervised by the Women's Tennis Association (WTA) in the category Premier 700. The prize money is \$753 000. It is the only tournament of such high level for women held in Russia. Ladies' Trophy has 2 categories – individuals and doubles. The draw consists of 28 players in individual category and doubles start from the first round (16

couples). The winner of individual category gets 25 ranking points to the WTA total. The tournament originates from 2003 when it was called ITF Women's circuit. In that form it existed until 2015. The first rebranded tournament with a new name, increased professional level, and total prize, was held in 2016. Since then, it has become an important event in sport life of Saint Petersburg. Tennis fans like the tournament and come back to see an incredible show and world-class players every year. Moreover, the tournament promotes women's tennis in Russia and all over the world. In addition, the novelty of the tournament is the first in the world cheerleading team, which was created specifically to support the tournament St. Petersburg Open and later St. Petersburg Ladies' Trophy.

1.4 Delimitations and limitations

The statements for motivation scale have been developed for tennis tournament fans. General fans of sport cannot be examined with the same statements and should be defined according to type of sport. However, the motivational facets are constant.

Concerning the limitation, the result of the survey is based on the participant's honesty and truth. Moreover, only a small part of spectators was interviewed during the tournament and results of the research might be slightly different from opinions of unsolicited spectators.

2 Theoretical frameworks

2.1 Market Segmentation

The minor purpose of the thesis is to make profile of a spectator of the event. In business the concept of market segmentation is widely used, and it is important for events marketers to know who the potential spectators are. This chapter presents the ideas of segmentation, concepts and reasons of its importance for companies and particularly for sport event organizers.

2.1.1 Ideas of Segmentation

According to Schiffman and Leon G., market segmentation is a process of separation market into sectors. The division bases on similar characteristics or customers' needs. In today's world companies produce items for certain type of people. For instance, companies offer shampoo for a definite type of hair or anti-dandruff shampoo. This is done in order to reach targeted audience and offer consumers the product that maximally meets their needs.

In contrast to market segmentation, mass marketing is the concept, where companies offer the same product to all customers regardless of their background and preferences. The advantage of mass marketing is low cost of promotion, limited amount of goods and one marketing strategy, although with tough competition nowadays this concept is possible only in few spheres as agriculture or extraction of natural resources.

Segmentation helps to divide the market into parts and avoid head-on competition. (Schiffman et al. 2008, 39-40.) It is the first step of marketing strategy that most of entrepreneurs follow. After that, a company chooses the sector and works on the marketing mix, accepting suitable price, channels of distribution and promotional strategy. And the final step is positioning of the product. In this way, the differences on each step of marketing strategy allow companies to produce similar products for different segments. The process of marketing strategy is represented in Figure 1. For instance, sport teams also use a marketing segmentation in different transfer policy, tactics for games or ticket pricing. That is why fans support specific teams but not all of them together.

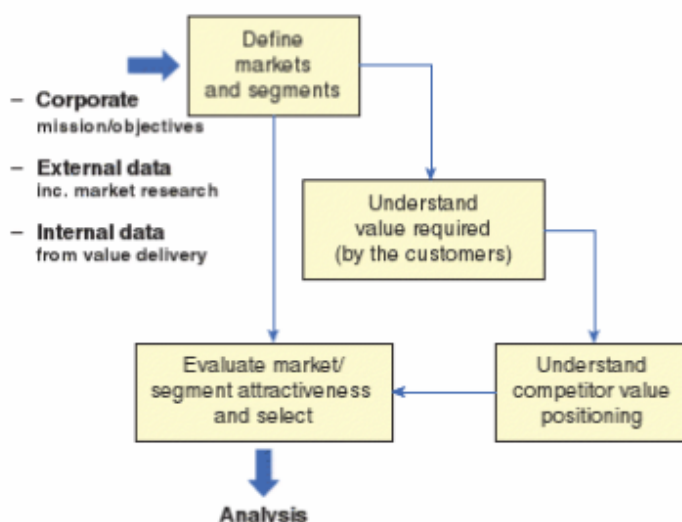


Figure 1. Define markets and segments, and understand the value (see original: M. McDonald et al. 2011, 46)

2.1.2 Rules of Segmentation

There are certain characteristics and rules that marketers should follow for segmentation:

- Segmentation should be held among customers who are relevant to purchase testing, whose buying behavior can be analyzed.
- Each segment should have specific set of demands as it helps to create a distinctive marketing strategy for certain type of consumers.
- Each section should have enough potential size to legitimize the time and exertion engaged in arranging opportunity specifically for this business.
- Companies should not focus on one segment only, they have to constantly search for other opportunities to expand their product with some minor changes to other segments. (Macdonald 2012, 40.)

2.1.3 Bases of Segmentation

As the first step of marketing strategy, the basic requirement in segmentation is choosing a niche of the market. There are nine factors, which split characteristics of customers into groups and help to choose the niche – geographical factors, psychological factors, demographical factors,

psychographic characteristics, use-situation factors, benefits sought, use-related characteristics and hybrid segmentation. Hybrid segmentation includes a combination of different categories in order to make a more comprehensive consumer. For the purposes of the thesis and the quantitative research four categories will be described precisely, as is represented in Figure 2.

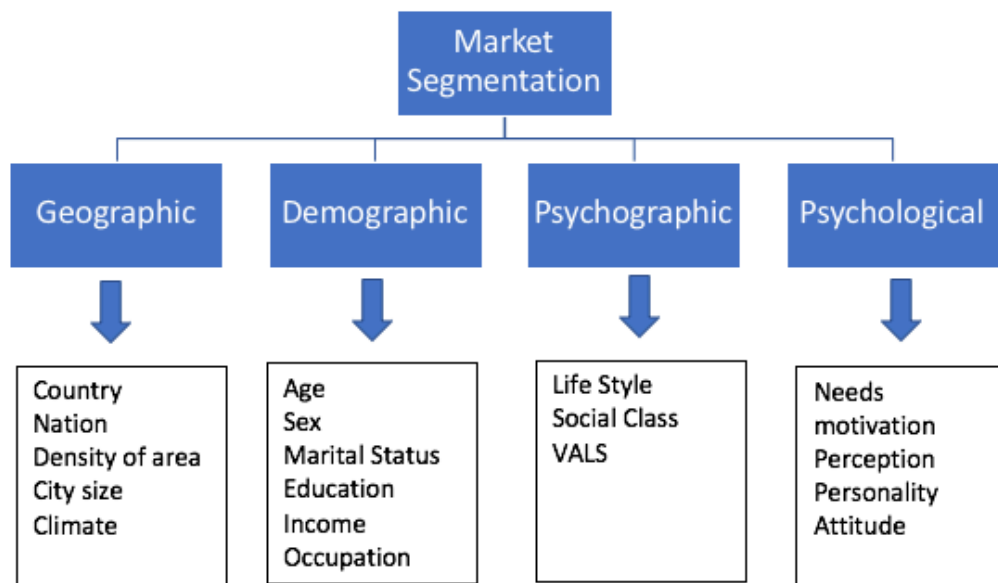


Figure 2. Market Segmentation Categories

Geographic Segmentation

The main criterion of division for this category is location. People of the same city, region, or country might have different desires and needs from people from another area. For example, a sponsor wants to invest money in a baseball club. He or she will make their search based on location, where baseball is popular, like USA, China or Japan. However, some marketers suggest that in the world of communicational networks and Internet progress, geographical boundaries are erasing. More and more companies sell their items online through websites and can deliver goods to any part of the world. For example, recently IKEA launched an online shop in Russia and now people, who do not have IKEA shop nearby can buy their products with an option of delivery to address (ikea.com). Despite growing popularity of online shops, geographical

factor is still an important category of segmentation. For some companies, as car manufacturers, location of customers is one of the most important factors because climate, weather conditions, and customers' needs influence characteristics and types of cars, which are produced for a certain country.

Demographic Segmentation

This category is the most popular basis for market segmentation because it includes different categories: gender, age, income, occupation, education and marital status. Demographic research is common practice for companies because they get most valuable data about potential customers. This characteristic is basic for positioning of products. Figure 3 represents life development stages, where major tasks change with age. Age is the factor that influences motivation of customers, as well as consumer behavior changes with aging.

Gender is also an essential category of segmentation. For example, cosmetics or hair coloring products are mainly consumed by women. However, nowadays, gender is no longer the main way to set consumers into particular products categories. These changes have occurred in the past years because of dual-income households. (Shiffman & Leon 2009, 46.)

Marital status as part of demographic segmentation also plays an important role. Family is the target for many companies' products and counts as a relevant consuming unit. Marketing strategies for singles and married couples might be different because both have distinctions in food priorities or entertainment. Education, occupation and income are the final explicit criteria which define target group of customers more accurately. They are closely related to each other as cause-and-effect relationship. Income is an especially strong indicator for different models of products, like electronic devices. According to Nielsen research, consumers who have low income tend to spend more time online at home rather than people with high income. This tendency gives marketers opportunity to promote products on different stages, depending on the targeted segment.

MAJOR PHASE NAME	AGE	LIFE DEVELOPMENT STAGE (AGE)	MAJOR STAGE TASK
Provisional Adulthood	18-29	Pulling Up Roots	Detaching from family, searching for identity, choosing a career
First Adulthood	30-49	Reaching Out (30-35)	Selecting a mate, working on career
		Questions/Questions (36-44)	Searching for personal values, re-evaluating relationships
		Midlife Explosion (45-49)	Searching for meaning, reassessing marriage, relating to teenage children, with depression being common in this stage
Second Adulthood	50-85+	Settling Down (50-55)	Adjusting to realities of work, adjusting to an empty nest, being active in community
		Mellowing (56-64)	Adjusting to health problems, approaching retirement
		Retirement (65+)	Adjusting to retirement, reassessing finances, being concerned with health

Figure 3. Segmentation by seven life development stages (Adapted from L. Morton Segmenting Public by Life Development Stages 1999, 46)

Psychographic and Psychological Segmentation

Psychological segmentation refers to motivation and personality. The theme of motives will be closely studied and an expanded description of the motivational process and how it refers to consumer behavior, especially in sport sphere will be given.

Psychographic characteristics are more comprehensive composites of consumer profile that need deeper research. Activities, interests, and opinions (AIOs) can represent motives for buying and personality of each customer. Whereas age or income give average statistical indicators, AIOs create a vast profile of consumer segments. Customers' surveys of AIOs inventory consist of opinion statements.

2.2 Consumer Behavior: Motivation

The goal of marketing is to meet and fulfill needs of clients. Consumer behavior is one of the crucial parts that effects company's prosperity and profitability, but it is not easy to understand it. Thoughts of customers can be changeable, and their decisions might depend on internal (social influence) or external (motivation) factors. Motivation as the main external factor is an "energizing force" of action. (Hawkins & Mothersbaugh 2010.)

Motivation is the motional source of behavior and it has three stages of development – Direction, Effort, and Persistence. (Arnold, Robertson & Cooper 1995.) Direction is a goal of destination, Effort is an amount of force that a person spends on the achievement and Persistence is an amount of time which is needed. The more global the goal is, the more satisfaction a person gets from its outcome. All goals that a person sets can be categorized in different needs and through years psychologists have developed various theories. One of the well-known is Maslow's Hierarchy of needs, which is represented in Figure 4. It is a macro theory that can be divided into Basic needs and Growth needs. (Jansson-Boyd 2010.)

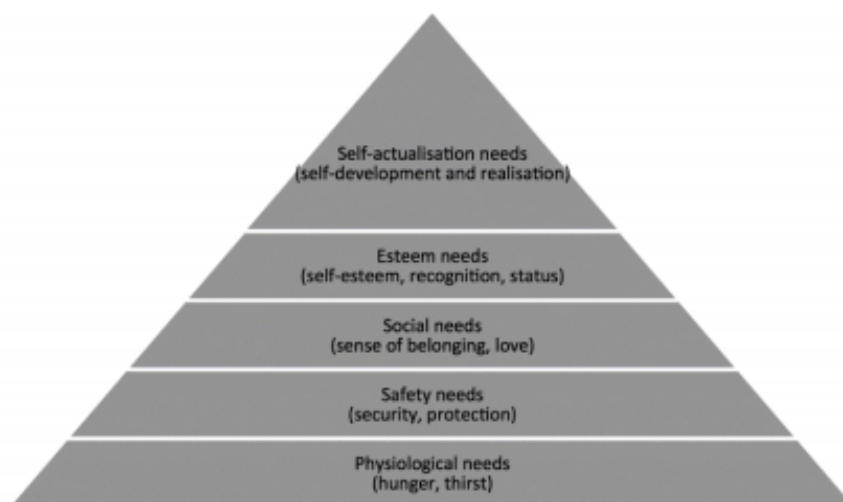


Figure 4. Maslow's Hierarchy of Needs (Maslow 1970)

Basic needs are physiological. Without any exceptions, everyone satisfies these vital needs such as food and sleep. Another category is safety needs. In case of customers behavior, it can be the purchase of security system for home. The next level is social needs. Feeling of belonging to some groups is essential for the human being. Esteem needs already belong to growth needs and include desire for recognition and specific status in society. The final stage is self-actualization need, when a person represents the potential in achieving goals.

In different spheres ways of achieving customers satisfaction differ as well. In case of sports events, understanding of consumer motivation has some differences. Nevertheless, as a basis, such psychological approaches as Maslow's hierarchy of needs are taken for measurement of fan motivation.

2.2.1 Sport and Event Consumer Motivation

Unique Aspects of Sport Marketing

Motivation is an internal factor which directs people for goal-behavior. Consumers try to satisfy their needs and get benefits in personal interests. "Sport consumer behavior is about the journey, not the destination". That phrase describes as clearly as possible the development of motivation (Direction, Effort, and Persistence). The goal of marketers is to direct sport consumers in their journey and eventually lead them to a specific event. Sports events bear a great social impact. They attract millions of people and unite attention all over the world. The marketing strategy of sport events requires a general analysis of market, building consumer profile, creating physical and emotional feeling about an event, etc. However, the sphere of sport has unique aspects that distinguish it from traditional marketing. (Mullin, Hardy & Sutton 2007.)

- Sports organizations are in constant competition, for example, basketball teams play against each other for a trophy and at the same time cooperate for league promotion.
- Intangible resources are always hard to estimate. Sport game is a process that can satisfy the consumer or not; and for the marketer, it is harder to predict it.

- Besides all the factors that influence supply and demand in sports events weather can change the satisfaction level of customers. For instance, it might be an exciting game, but the weather conditions can worsen general perceptions.
- The product of sport consumption is a game, for example, and it lasts for a couple of hours. In sport, most of the time production and consumption happen at the same time and it is hard for marketers to estimate spectators after the game.
- Business and spectators are equal customers in sport. Companies promote their brand with a help of athletes or clubs and at the same time, people come to watch and support those players or clubs.

Motivational Process

Sport consumers, as well as usual consumers, have five basic stages that refer to motivation: needs, tension, drive, wish, goal. (Funk, Daniel C. 2008, 17.)

Need recognition

This stage concerns needs of individuals. This need arises when a person sees discrepancy between the current state of needs and the ideal situation. Desire appears due to internal stimuli (interest in some sport) and external stimuli (advertisement)

Tension reduction

It is a statement that describes the gap between the present state and the perfect state that creates sentiment pressure. On this stage the goal is already set but the pathway is not.

Drive state

Tension on this stage is reducing and a person sets up a push for the beginning of achieving the goal. For instance, a person decides to visit a sport event and the reasons are socialization and plunge into the atmosphere.

Want pathway

On the want pathway a specific form of consumption occurs. On this stage, a person chooses a sport event, like Australian Open tournament, as all needs can be satisfied and gets benefits there. And it is a “pull” stage of consumption activity.

Goal behavior

It is the final stage, where the goal is achieved, and it reduces all tension and dissatisfaction from the beginning of the motivational process. The goal of sport marketers is to catch the tension state and “push” people to the sport event.

In its essence of appearance, motives can be divided into two categories – hedonic and utilitarian. Hedonic motives are intangible factors and arise based on emotional response, like excitement, boredom or imagination. In Maslow’s hierarchy they refer to growth needs - social needs, esteem needs and self-actualization needs. (Holbrook & Hirschman 1982.) For example, a person with a high social status wants to visit a prestigious football match to meet his needs of self-actualization. Utilitarian motives depend on tangible factors such as increase in ticket price or opening ceremony of a new stadium with different sport stars.

2.2.2 Factors of Sport Fans’ Motivation

Marketers in sport business as well as in other spheres base on traditional motivational process line. However, the difference consists in factors of sport consumption. Particularly in this research factors of sport event attendance are studied. These factors are important to make a strategical mix. Many researchers create their own theories and scales to understand consumers behavior or use traditional models, like Maslow’s Hierarchy to make a spectator profile. However, sport event industry is growing tremendously, and motivational factors are changing over the years. Therefore, more precise statistics is needed to understand fans’ motivation and attract more audience.

Daniel Wann in his research “Preliminary Validation of the Sport Fan Motivation Scale” defined that all fans’ motives can be categorized into eight fundamental motives. They are self-esteem enhancement, diversion from

routine days, entertainment factor, eustress, aesthetic value, family ties, need for affiliation and economic value. In case with fan motivation, these factors appear as a basis for other scales and researches in this theme. Some factors from Wann's research were included directly to the personal scale of this research and some of them were united into one group.

Self-esteem enhancement

One of the reasons why sport events have great success as a form of entertainment is unpredictability. The intensity of emotions that people experience cannot be compared to anything. Often fans associate victories of their team as personal ones and have a feeling of accomplishment. Consequently, they feel the same emotions as their supported team or athlete do. According to Cambridge Dictionary, self-esteem is a "belief and confidence in your own ability and value". For fans self-esteem enhancement occurs with a victory of the supported team and conversely decreases with their defeat. Some fans associate themselves with the team only during the victory time and leave when the team starts to lose. In sport this phenomenon is called BIRGing. (Shank 2009.) R. Madrigal made a research that three factors increase BIRGing around fans: 1) unpredictably excellent results of a team; 2) high expectations from a new team and 3) team beats strong competitors in a league. (Madrigal 1995.) In opposite to BIRGing, CORFing is a term, which is used for fans whose disappointment does not influence their self-evaluation and their self-esteem does not decrease because of their favorite team's defeat. These fans support their teams for a long period.

Diversion from routine life.

Everyone is different and there are many ways for people to spend their free time. For many individuals sport is the best variant in both forms - a spectator or a participant. For example, strong emotional connection with a club helps to avoid boredom of everyday life, dissatisfaction with work or family-life. Sport event, such as a match of a favorite team, helps to forget the problems and plunge into the atmosphere of the stadium. It is also an opportunity to socialize with people with the same interests or with fans' community of supported team. Sport was an excellent way to diverse from everyday routine at all times in history. In ancient Greece, chariot racing was the most popular

way of entertainment. Despite social differences, millions of people gathered at racecourse to watch the show. The Olympic Games originated in 776BC. Even nowadays sport plays a special role in everyday life. For instance, last year the government of Peru declared a holiday after qualification of the national football team to the World Cup 2018. For many years sports competitions have been the most attractive type of entertainment and it is still very popular. Genuine emotions and social interaction with fans attract people to sports events which serve as diversion from routine life.

Entertainment Value

This is the most attractive factor for people to attend sports events. A lot of fans traditionally go to support their team to matches and they already perceived that it is the best way of entertainment. (Sloan 1989.) Sport industry has a fandom of dedicated fans as well as there are theatre lovers or those who like reading books. This is all subjectively and everyone chooses hobbies according to personal interests but without a doubt, sport is one of the most popular ways of entertainment now.

Companies see the tendency and invest millions of dollars into sport. For instance, the most popular sport event in the USA, football final match of NFL league - Super Bowl has an audience of hundred million people around the world. According to Forbes data, in 2012 the average cost of thirty seconds advertisement during the final match was \$3,5 million and the total advertisement revenue was \$245 million. Companies are willing to pay such giant amounts of money because marketers know that the profit will be higher than all the expenses.

Entertainment is a need that people are willing to pay for and sport is one of the best variants to satisfy it. Sport is about people, it is a drama with unpredictable ending. That is the main reason why so many people are into it. (Warner 2014.) Another reason is that watching sport events does not require any skills and everybody can understand basic rules. (Zillmann, Bryant & Sapolsky 1989; Wann 1995.) The main goal of entertainment activities is to evoke emotions. Atmosphere on stadiums that people make themselves gives spectators a great portion of emotions, it is the biggest advantage against

broadcasting sport. Victory or defeat of supporting team also evokes spectators' positive or negative emotions. (Sloan 1989.)

Eustress

Eustress or in other words euphoric stress is willingness to get an adventure and stimulation through sport. (Gantz 1981; Sloan 1989.) It is a common psychological need for people who search for stress, nerve or tension and sport can give it to them. Sport competitions make you worry about an athlete or a team and produce excitement through deep experience. People are searching for emotions that they miss in routine life. Oppositely to eustress, distress is a "bad" stress, which leads to aggression or anxiety. (Edmead 2013.) For example, defeat of a supported team can be the reason for ardent fans to start mass riots. Practicing or watching sport gives these extreme feelings and this is another factor why people attend sport events.

Aesthetic value

There are some reasons why athletes often become faces of international corporations, one of them is a personal example. Sport is a competition of strength, power, agility as well as motivation to reach goals. People enjoy watching these overcomes, beauty in motion. They get inspiration and go to sport events. (Wann 1995.) For instance, figure skating is one of the most attractive sports in the Olympic Games and its competitions always have full stadiums. The reason of attending it is its aesthetic value. Spectators enjoy watching performances of best figure skaters with their beauty, grace and difficult elements.

Family ties

Family ties is another social factor of fans' motivation. There is a narrow circle of fans who support athletes because of some personal connections. A family member and friends support a particular athlete. They might be not real fans of sport, but they attend events due to family reasons. This can refer to a small portion of all spectators, although it is one of the strongest factors to visit sport events. Moreover, women are more willing to attend sport events to advance togetherness. D. Wann in his research also showed that "fathers" have

the biggest influence in becoming a fan of a particular sport and it is confirmed with individuals who became fans in youth.

Need for affiliation

Another social factor is the need for affiliation. Belongingness is important for sport fans. People unite around some athlete or team and demonstrate solid empathy. They organize fan communities and make supporting performances. Sometimes the factor of aesthetic value grows into the need of affiliation and an athlete or a club become a reason for social affiliation rather than aesthetic value. According to Milne and McDonald research (1999) sport marketers need to give a place to potential fans to be affiliated with a sport event, athlete or club as it is an essential method to attract spectators to sport events. Different involvement opportunities, such as information on website or different contests increase affiliation of spectators. Many sport clubs offer a season ticket for their fans, which gives some privileges for constant fans as well as access to a fan community. (Kolbe & James 2000.)

Economic Value

Economic factor can be divided into two types – controllable and uncontrollable. Ticket price is controlled by organizers, although it can be changed under pressure of fan communities. Moreover, cheap prices for tickets can be additional motivation for people to attend. Some studies claim that changes in ticket price do not affect attendance. (Baade & Tiechen 1990.) The value of the sport product is also a controllable reason for people. For instance, NBA is the strongest basketball league in the world and its season average attendance is around 17000 fans during the past ten years (nba.com), which gives stable income for the league and strong fan affiliation to NBA. An average income of people is uncontrollable factor. (Shank 2009, 147.)

Gambling is the reason of increased economic interests in sport. For many spectators it is an additional factor to increase interest in games. For the past decade, gambling has become very popular. For instance, in the USA for the period 1999-2003 number of gambling websites increased twice and the total revenue of sports bets was 64 billion dollars. (J. Toland 2003.)

2.2.3 SPEED Scale and FMS

The empirical research of the thesis is based on two motivational scales – SPEED motives and the Fan Motivational Scale. Both of these measurement tools consist of motivational factors, which were described previously, although some factors were united into similar groups.

James, Trial, Zhang, Wann, and Funk (2006) represented a SPEED scale. It describes a core set of needs as well as push and pull benefits of sports fans in five types of motives: socialization, performance, excitement, esteem, and diversion. These factors illustrate the core motives why people engage to attend sports events. The number of factors compared to the list of D. Wann which consists of eight basic factors were reduced. Figure 3 represents the comparison of factors in SPEED and FMS scales with the list of Wann's basic motives.

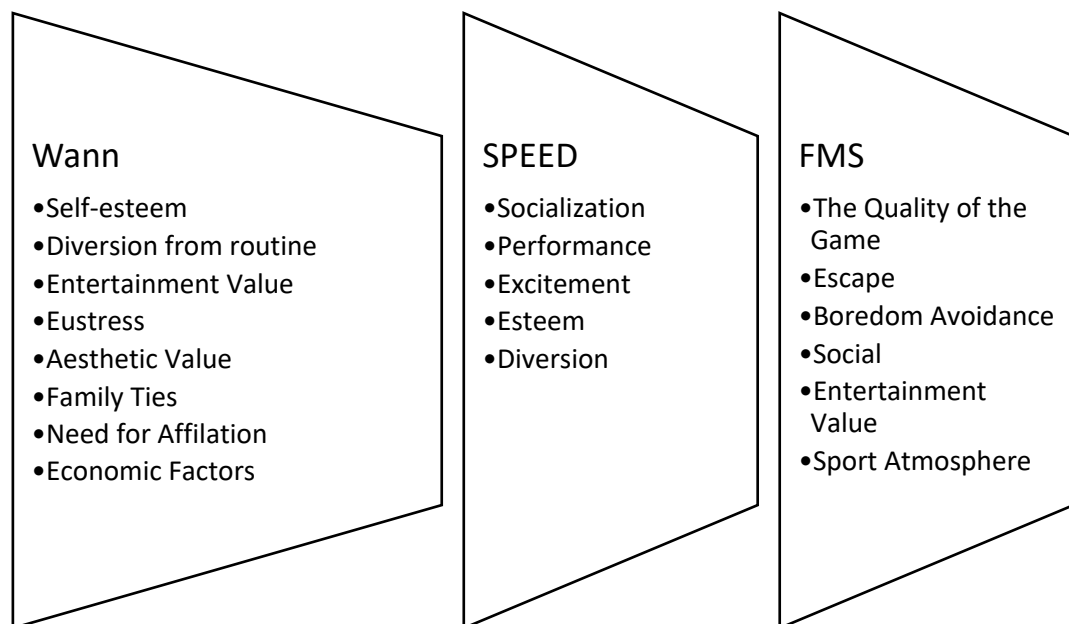


Figure 5. Comparison of different motivational scales

The five SPEED scale represents conceptual principles of multi-faceted nature of sport consumer motivation”. (Funk, Filo, Beaton & Pritchard 2009.) Each motivational facet was represented by statements in the survey, which

participants evaluate with a Likert scale from “Completely Disagree” to “Completely Agree”. Examples of statements are provided in Figure 6.

Socialization (SOC)

The chance to socialize with others
The opportunity to interact with other people

Performance (PER)

The gracefulness associated with the game
The natural elegance of the game

Excitement (EXC)

I enjoy the excitement associated with the games
I find the games very exciting

Esteem (EST)

I feel like I have won when the team wins
I get a sense of accomplishment when the team wins

Diversion (DIV)

I can get away from the tension in my life
It provides me with a break from my daily routine

Figure 6. Components of SPEED motives (Sport Marketing Quarterly 2009)

The Fan Motivation Scale (FMS) is also a measurement tool of fans' motivational factors to attend sports events, which was developed by Y. Al-Thibiti in his research “A Scale Development for Sport Fan Motivation”, 2004. The scale has 28 statements for six motives. As well as in SPEED scale the evaluation process of each statement is based on a 5-point Likert scale. The scale with examples of statements is presented in Figure 7. The FMS has a larger quantity of factors and statements, although SPEED has almost the same motives but fewer components. The advantage of SPEED scale compared to FMS is timing for survey respond. Respondents spend less time on the survey with SPEED scale, which means that they will be more focused on statements. However, the fewer amount of statements for each factor promotes less standard deviation, which influences the quality of results.

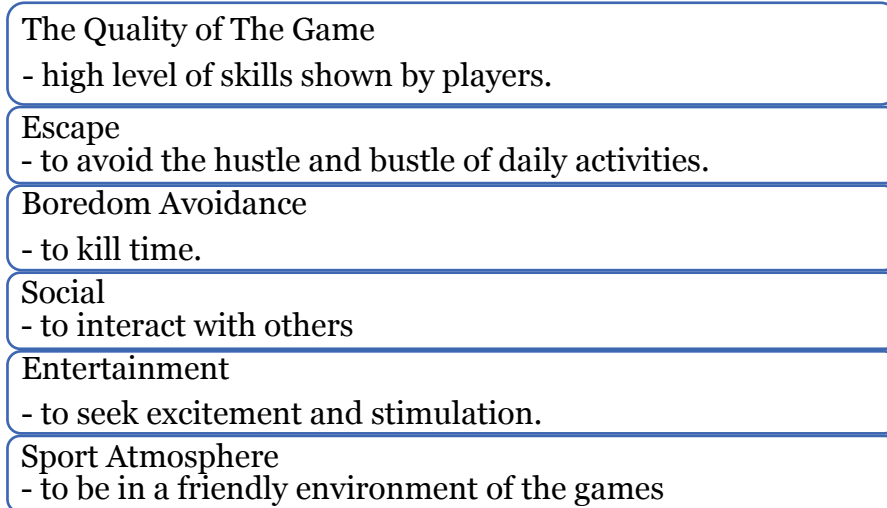


Figure 7. The FMS scale with examples of statements

The purpose of creating a new scale was an investigation of sports fans' motives of the particular event. The number of statements was reduced compared to both scales and some factors were united, for example, "escape" and "boredom avoidance" in FMS scale were united into "diversion from routine". Moreover, responding time and concentration on statements became priority factors for the survey. The final version of core motives and statements for Ladies Trophy event is presented in Figure 8. It is based on existing literature and provides the opportunity to analyze sports fans motivation in terms of quantitative research.

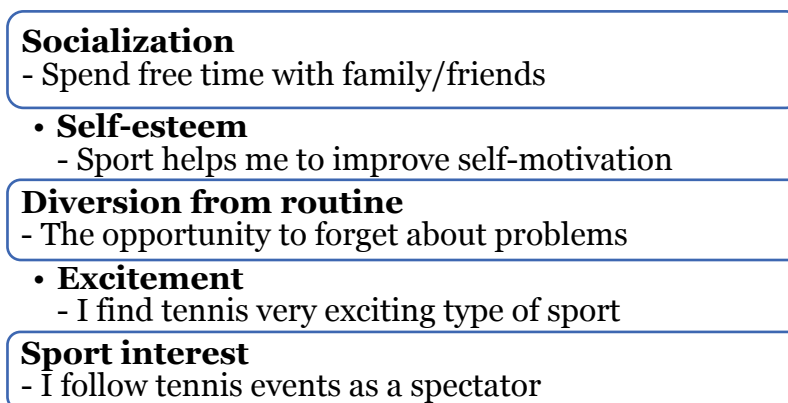


Figure 8. Kirill Evdokimov's model of fans' motivational factors.

3 Empirical Research

The purpose of this chapter is to introduce the method of research. The empirical part of the thesis can be performed in quantitative or qualitative types. The following research is done with quantitative method in the form of questionnaire. (Kananen 2011, 35.) Moreover, this chapter provides information about reliability, validity, and data from respondents of the research.

The quantitative research gives answers to the main problems of the thesis. The major purpose of the study is to find out the motives of spectators to attend tennis tournament “Ladies Trophy”. The minor purpose is to identify the fan profile of the event. The selected method of research measures opinion of spectators on the selected problem. (Kananen 2011, 13.)

3.1 Implementation of the study

Data for the research was collected during the Ladies Trophy 2018 event during the period 27-31 January 2018 in Saint Petersburg, Russia. Data collection was organized in one of two stadiums of the tournament - Sibur arena. The quantitative research was implemented with the most common type of data collection – questionnaire. The research group consisting of two people from the social media department of the tournament conducted the survey during the first part of the tournament and the total number of respondents was 159.

The trial samples of information about the attitude of respondents with basic characteristics such as age, gender and previous experience on similar sports events were tested between organizers and spectators. After positive results and willingness of respondents to answer, data collecting was divided into parts. The first part consisted of the survey with demographic characteristics of spectators and presented the information about fans’ profile. The second part had questions about fans’ motivation. The research was conducted under the supervision of the Formula Tennis Hockey Company, company-organizer of Ladies Trophy 2018.

There are different types of collecting samples such as discretionary, random or quota sampling. For this research random sampling was used, which means that all people had equal chances to be picked without any specific criteria. The first part of the survey consisted of demographic characteristics (age, gender, occupation, previous experience), media awareness of the event, the second -motivational factors of fans and previous experience. All demographic characteristics were measured on a nominal scale. (Kananen 2008, 23.) The rating system for motivation part were based on a 5-point scale in a range from “Completely agree” to “Completely disagree”, known as the Likert scale. The whole research was created in two languages – Russian (appendix 1) and English (appendix 2) and had the same structure in both languages. However, almost all respondents were Russian. The examples of statements used in the survey are presented in Figure 8. Information about motivational factors was correlated with variables and analyzed according to thesis goals.

Data was collected by Apple iPad tablets with a one-page survey, which decreased responding time and at the same time increased the number of respondents. As a tool for questionnaire Webropol service was used because it has a large diversity of analytical tools and fast accessibility to respondents. The average score was calculated, considering the standard deviation and represented the level of motivation, where 1 is the highest level and 5 is the lowest.

3.2 Reliability and Validity of the study

The main purpose of the research is to present trustworthy results. The relevant value can be evaluated with reliability and validity of the study and they should be concerned in the entire research arrangement. (Kananen 2011, 125.)

In order to be useful, the research should avoid wrong interpretations for those who use it. Trustworthiness of the research depends on different factors such as main posed questions before the research, methods of data collection and its sources, analytical methods of collecting data and conclusion according to results.

Reliability represents authenticity of final results as they are supposed to be similar in different coincidences. For instance, motivational factors to attend tennis competition in one year are supposed to be similar next year. This research can be considered as reliable because it was tested on organizers and spectators of the event and approved by the supervisor of the research center. As it was the first research of the tournament, the reliability of questionnaire will be proved again on the next Ladies Trophy 2019 tournament as well.

Validity is more sophisticated measurement. It is a parsimony of estimated measurements of research to its expectations. (Roberts 2006, 41.) For instance, the goal of the research is to estimate motives of fans to attend sports events. Researchers create a required questionnaire, check its reliability and get the sufficient amount of data. If respondents do not understand the questions, the answers will be not correct. In this case validity of the research decreases. Validity also falls into external and internal types. External validity shows generalization of the outcomes and it is important for quantitative research because it can be implemented with audience in a similar situation. 159 spectators were interviewed but the total number of visitors was bigger. In this case, the opinion of respondents can be counted similar to all visitors. (Kananen 2010, 129.) Internal validity represents effect relationship and investigates the cause-effect ratio. The following research was created for the specific event, Ladies Trophy, and targeted tennis fans. All respondents had the same questions and answered without any external interruptions. Additional motivation for reliable respond was souvenirs from organizers for willingness to participate in the survey. All of these factors provide high validity of the research.

4 Results

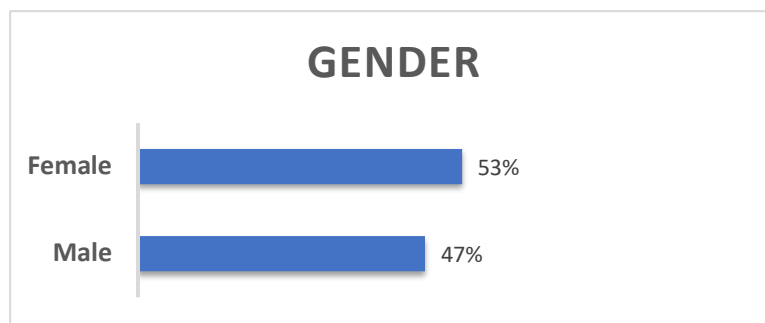
This chapter represents the final results of the research. The first part of results shows the average profile of spectators according to segments. The next part introduces fans' motivation based on different demographic variables. The research has been done at the same stadium for four days.

4.1 Spectator's Profile

Main variables of spectator's profile were demographic segments – gender, age, field of activity, occupation, frequency of attendance of sports events and media awareness of the event. According to all variables, the average profile of the spectator on Ladies Trophy event was created.

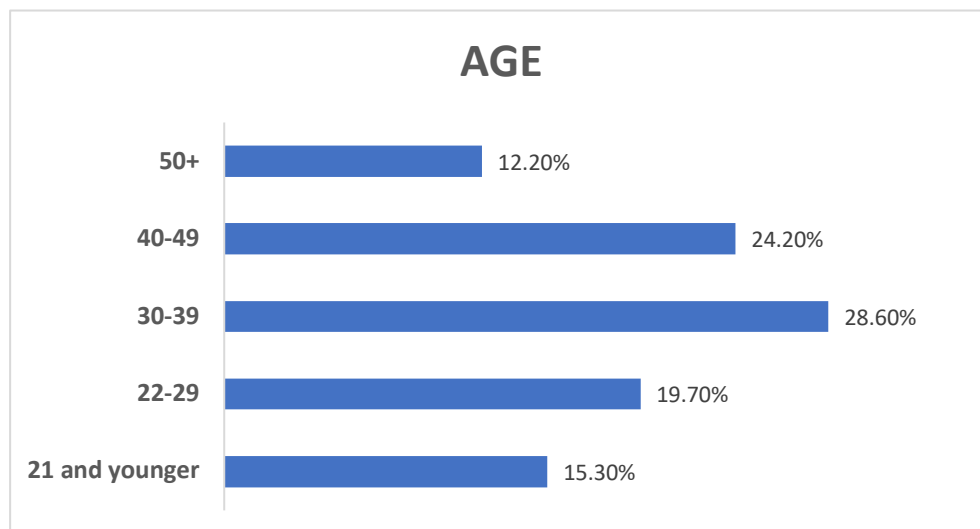
4.1.1 Demographic Characteristics

Table 1. Gender distribution (n=159)



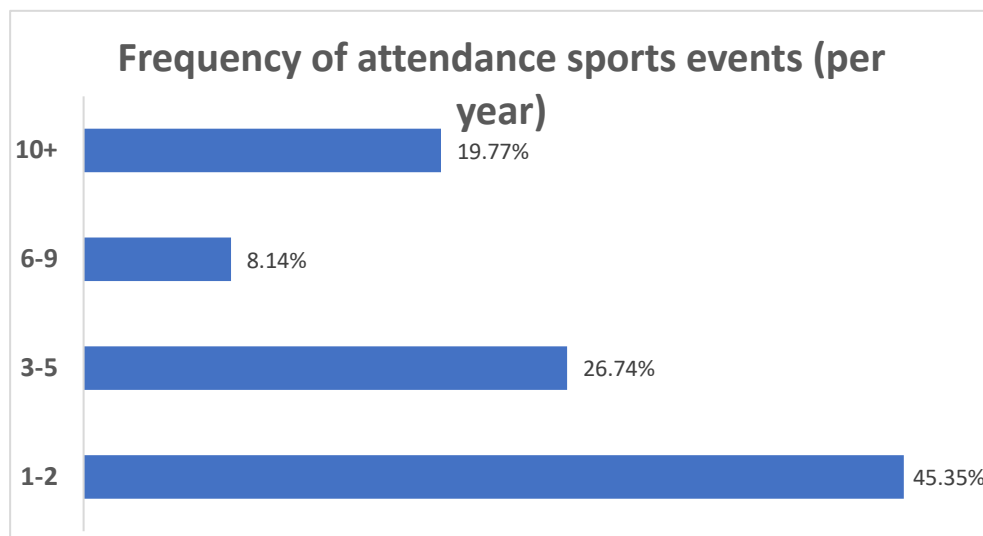
For four days, the total number of respondents for both surveys (Fan's Profile and Fan's Motives) was 159. 84 (53%) respondents were female and 75 (47%) were male spectators. Age variable was divided into groups from 21 and younger to 50+. Total number of respondents to this question was 157.

Table 2. Age distribution (n=157)



The age groups of visitors do not have significant differences, although the largest group was aged 30-39 (28.6%). The second age group 40-49 was in total 24.2%. The third age group was people 22-29 years old (19.7%). Last two groups - 21 and younger and 50+ with almost similar indicators, 15.3% and 12.2% accordingly.

Table 3. The frequency of sports events attendance (n=86)

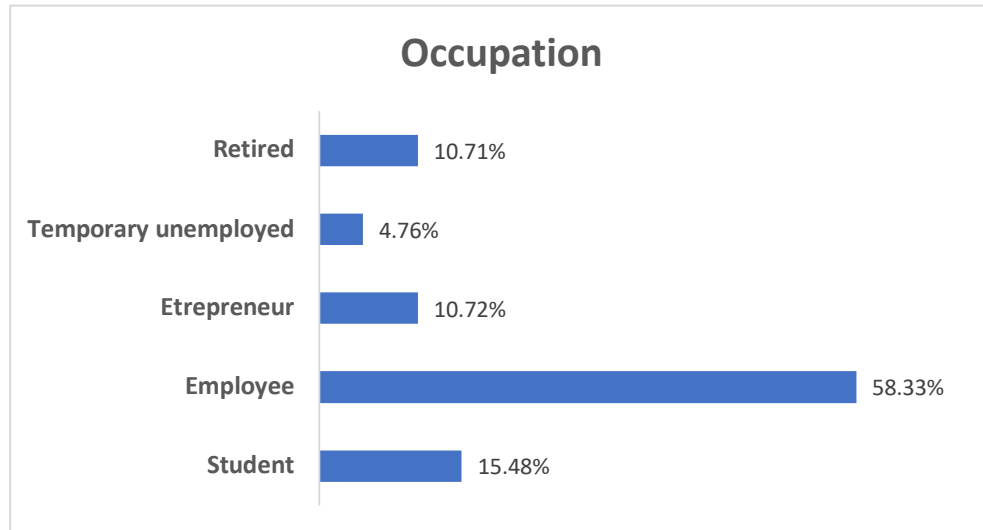


Next variables were received during two days as they were absent in motivational factors survey. Table 3 shows frequency of sports events attendance. Over half of respondents (45.3%) attend sports events once or twice a year. Some respondents answered that they attend only tennis events in Saint Petersburg, which means that they are committed to this type of sport. The second group is 3-5 times per year. People often mentioned that the preferred sport to attend besides tennis for them was football or hockey. The third position is the group of people who attend sports events more than 10 times per year.

More than half of visitors (58.3%) were employees with a full-time job. As is presented in Table 4, the second group were students (15.4%), entrepreneurs and retired people are on the third position (10.7%). All people who selected

“employee” answer were interviewed with noticing the field of activity they work in.

Table 4. Occupation distribution (n=84)



The whole picture of activities is represented in Table 5. Most of spectators (18.3%) work in trade. The second stage group with other activities (16.6%), for instance, poker playing or jeweler. Some people did not find their field of job and refused to name it. The third place is IT sphere (13.3%)

Table 5. Field of Activity (n=60)

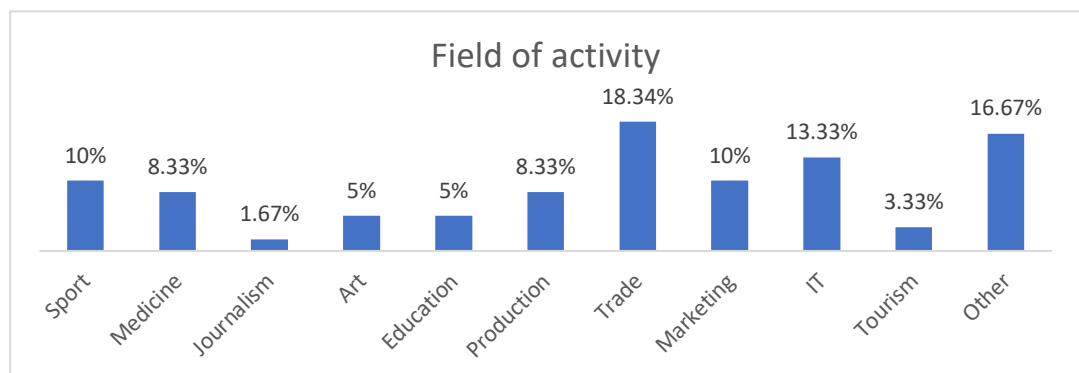
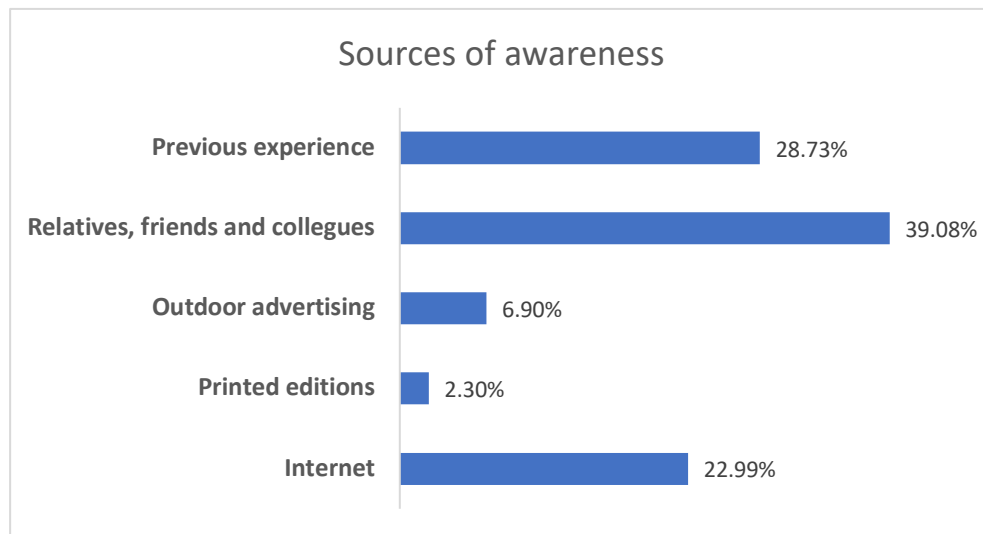


Table 6. Sources of awareness about Ladies Trophy event (n=87)



The most popular source of awareness about the event was word of mouth as it is represented in Figure 6. It is the way of information exchange from person to person. In case of the survey respondents got information about the event from relatives, colleagues, and friends (39.08%). Followed by the answer “previous experience” (28.73%) shows again a strong brand involvement of fans. Internet source of information is on the third place (22%) and it included the website of the event, advertising in social media, which in majority of events is the most reliable and productive source of information.

4.1.2 Average profile of spectator

After the analysis of all the data about spectators’ characteristics it is possible to make a profile of a spectator in Ladies Trophy tournament in Saint Petersburg. All characteristics present average indicators of each segment. Table 7 shows average characteristics of a usual spectator in Ladies Trophy tournament.

Table 7. The average profile of spectator

Gender: Female
Nationality: Russian
Age: 30-39
Attends sports events: 1-2 per year
Occupation: employee
Field of activity: trade
Source of awareness: elative, family, friends
Previously attended the event

4.2 Motivational factors of fans

The major goal of the research is presentation of motivational factors of fans to attend sports events, particularly Ladies Trophy. The total number of respondents for this survey was 73. The questionnaire was tested on organizers and all statements were created especially for the event. Motivational scale was created for the analysis of results of tennis fans. Gender, age, and previous experience were variables of the research. Respondents had a Likert scale from 1 to 5, where 1 is “completely agree” and 5 is “completely disagree”. All respondents were selected randomly and got all instructions about the survey.

4.2.1 Variables

Most respondents of that survey were females (55%). The dominant age group is the same as in fan’s profile research. Additionally, a new characteristic was included in the list of variables. According to the first research, one of the main sources of event awareness was previous experience. It means that a big group of experienced spectators might have different motives rather than

people, who attend an event for the first time. The results were positive and the dominant group of respondents (63%) had experience of attending the tournament previous years and only 37% of spectators were first-timers.

Table 8. Gender, age and previous experience

Gender of respondents

	N	Percent
Male	33	45.21%
Female	40	57.79%

First-timers or not

	N	Percent
Yes	27	36.99%
No	46	63.01%

Age

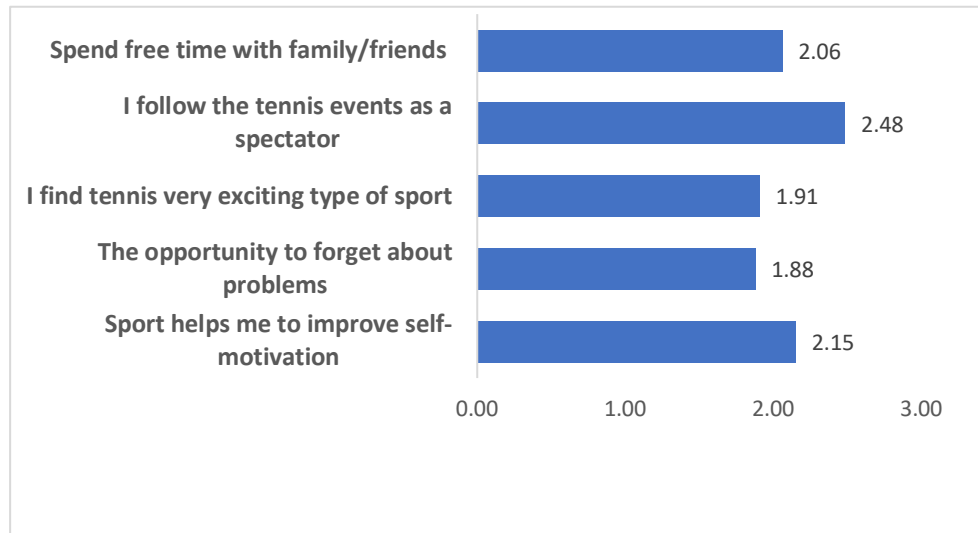
	21 and less	22-29	30-39	40-49	50+
N	11	16	26	13	6
Percent	15.28%	22.22%	36.11%	18.06%	8.33%

4.2.2 Motivational factors including variables

The less indicator of a statement was, the more respondents agreed with it. Table 9 represents general information about motivational factors of fans. The most popular statement was “the opportunity to forget about problems” (1.88) and about the excitement of tennis (1.91). It means that in general the main factors are diversity from routine and feeling of excitement. Less popular

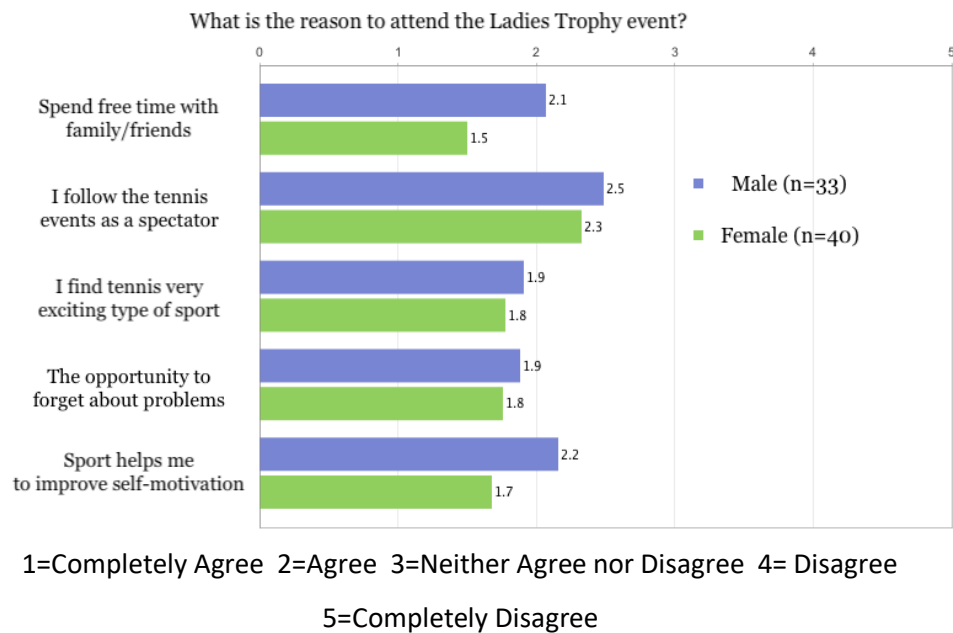
answer was “I follow tennis events as a spectator”, which refers to sport interest factor (2.48). the third and fourth places are socialization and self-esteem factors accordingly.

Table 9. Reasons to attend Ladies Trophy 2018 in general



The first variable, which was used for gathering data was gender. The list of main factors was different for male and female respondents and is presented in Table 9. For women socialization (statement: “spend free time with family/friends”) is the most significant factor (1.5). Whereas for men, diversity from routine and excitement were the most popular factors (each 1.9). The second place for women is self-esteem (1.7), while in general table it was only on the fourth place. The least popular motive for both was sport interest.

Table 10. Comparison of reasons according to gender



Previous experience is the next variable in the research. The main assumption was distinction of answers for first-timers and experienced fans because motives change during the years of attending the same event. Table 11 shows that the assumptions were confirmed after the research was done. For experienced visitors excitement (1.6) was motivation to come again. Followed by self-esteem and socialization (1.8 each). People, who attend Ladies Trophy for the first time found that socialization and then diversity from routine played the most important role (1.6 and 1.7 accordingly). The main and expected difference between first-timers and experienced fans was interest in sport. The average difference between these groups was 0.9

Table 11. Comparison of reasons according to experience

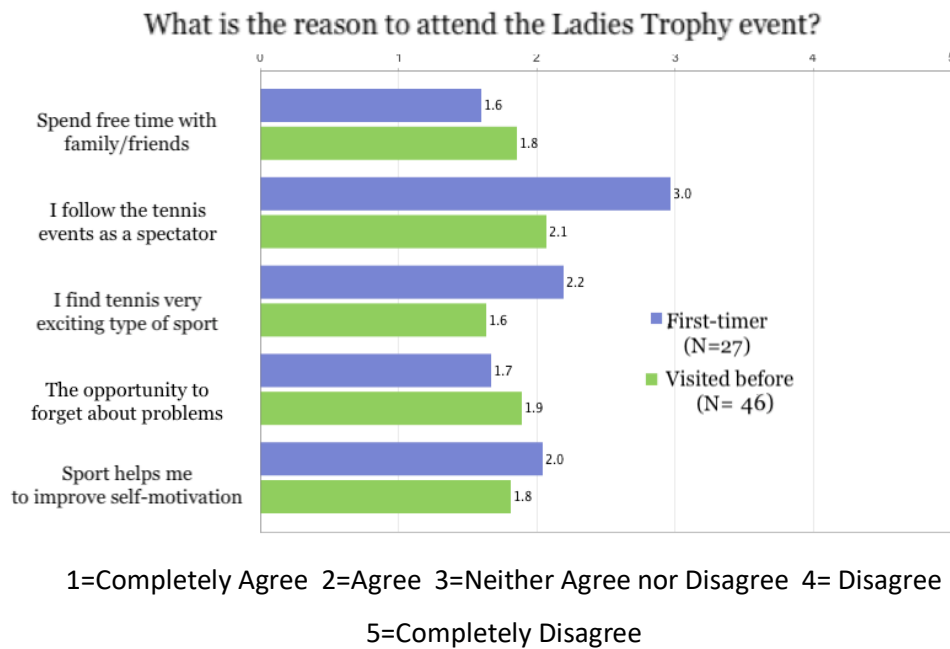
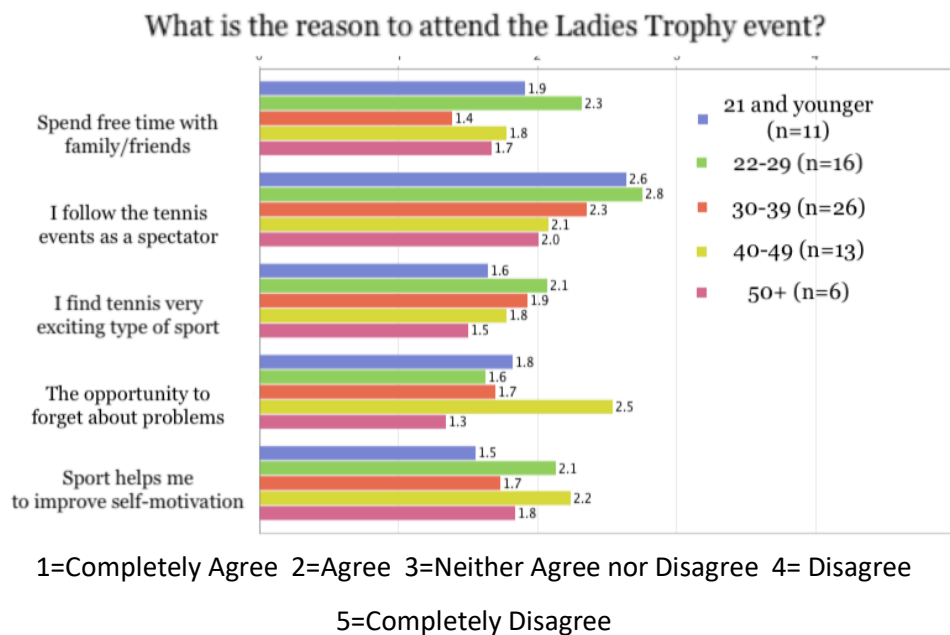


Table 12. Comparison of reasons according to age groups



The final variable is age. Due to standards of propriety, the question had 5 age groups, respondents could choose the right answer and not mention their exact age. Socialization is the most important motive to attend sports events for women and first-time spectators. Moreover, it is crucial factor for people

30-39 years old (1.4). Interest in the sport was the least important factor for all categories of people because the average value for the most interested group of people 50 + years old was 2.0. People with age group 50+ positioned excitement as one of the most important motives as well as diversion from routine (1.3). The final motive – self-esteem was fundamental for the youth in the age group 21 and younger (1.5)

5. Conclusion

5.1 Consumer profile

Consumer profile gives necessary information for marketing department of the event about the background of fans and targets to follow the promotion company in the right way. The final results of the analyzed data did not match completely with all expectations that were stated at the beginning of the research. During the interview, all respondents were selected randomly. As a result, with a negligible difference the audience of the tournament was female oriented, which is not typically for other types of sport, like football or hockey. Based on the data, the average spectator is middle aged and works as an employee in trades. Another interesting observation concerning the results is frequency of attendance. Most popular answer was 1-2 times per year, clarifying that the majority visits only tennis tournaments of Saint Petersburg (Ladies Trophy and St. Petersburg Open), which gives the ground to some conclusions.

Tennis audience is very committed and does not follow other sports, which is proved with another characteristic – awareness of the event. In the century of the Internet people get news instantly. Social media and Internet advertisement have become the most popular sources. However, for the visitors of Ladies Trophy the most popular source of advertising was friends, relatives and family. Word of mouth was much more popular than the Internet or outdoor advertisement. The second source was previous experience, which again proves strong addiction of fans to tennis and particular event. Moreover, many respondents specified that they play tennis as amateurs and are the longtime fans of that sport. As a result, satisfied fans can give a bigger push of

tournament promotion rather than media sources. Tennis is not such a popular sport as hockey or football in Russia and particularly Saint Petersburg has only two world-sized tournaments. This fact additionally attracts all tennis fans. The primary expectation was partly proved (people attend the event based on the previous experience).

The literature review explains different types of segmentation. For the purposes of the thesis demographic and psychological were used. Most of variables, such as age or gender were traditional, which helped to create the primary picture of attended spectators. Furthermore, motivational factors, which were the primary goal of the research, can also be used as a part of customers segmentation for the next event.

5.2 Motivation of fans

Motivational factors of the tournament attendance were the major goal of the research. The results were collected in general and also according to characteristics of spectators. In addition to other variables, such as gender and age, previous experience of attendance Ladies Trophy was added.

In order to measure motivation of fans the new scale was created. Wann's factors, FMS and SPEED scales are valid measurement tools and are used in researches for various sport events. However, the pinpoint of the new scale was the adaptation to the time of respond and respondents' focus on survey. The number of Wann's factors were reduced from eight to five. For instance, family ties and need of affiliation were united into the factor of socialization. As well as entertainment value and aesthetic values were grouped into excitement factor and there was one statement for each motive. These changes in new scale reduced timing to one minute per respondent.

The most popular motive to attend the Ladies Trophy event was diversion from everyday routine and excitement of the tournament. Initially some factors were united into groups and "entertainment" factor also contains the aesthetic value due to their similarities. Considering that the average spectator is an employed person 30-39-year-old, these factors are more than expected. Moreover, according to the table 12, these factors are popular for old generation (50+).

The majority of respondents visited Ladies Trophy event in past years (63%). This variable showed the diversity of different groups of spectators. First-timers mostly attended the event to spend free time with relatives and get excitement rather than because of being interested in tennis as experienced spectators. For the first-time spectator it is more important to see the show and entertainments like performance of cheerleaders or different contests between the games. The Ladies Trophy event copes with that task. Sponsors of the event held concerts, created family day for all the visitors and made autograph sessions with famous players.

For young generation tennis event is the opportunity to get inspired with sport and start doing sport. The factor of socialization was important for women on the tournament. The organizers of the event have chosen more entertaining way of the tournament rather than save all formal traditions of tennis. And it brought success and popularity to the event. Spectators enjoy watching fascinating visual shows and cheerleading performances between sets. Many visitors come with their families and they have all types of entertainment for all ages.

Cooperation with the tournament will be continued in 2019. In the future similar researches will be conducted during the event to create more valid data and study other areas. The survey will be finalized and include the results from the primary version. The personal motivational scale which was created by the researcher can be used in other types of sport with changed statements. Finally, the theme of fans motivation should be studied in order to attract people to sport events and make time spent on them unforgettable.

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Appendices

Appendix 1. "Spectator's profile and motivational factors", Russian version



Social media of Ladies' Trophy and demographic characteristics

1. Пол

☐ Мужской

☐ Женский

2. Возраст

☐ 21 и младше

☐ 22-29

☐ 30-39

☐ 40-49

☐ 50+

3. Как часто Вы посещаете спортивные мероприятия в качестве зрителя?

☐ 1-2 раза в год

☐ 3-5

☐ 6-9

☐ 10+

4. Род занятий

☐ Учащийся, студент

☐ Работаю по найму

☐ Предприниматель

☐ Временно не работающий

☐ Пенсионер

5. Сфера деятельности

☐ Спорт

☐ Медицина

☐ Журналистика

☐ Творчество (музыка, фотография, живопись...)

☐ Образование

☐ Производство

☐ Торговля

☐ Маркетинг/реклама

☐ IT

☐ Туризм

☐ Другое

6. Откуда узнали о мероприятии?

☐ Интернет (сайт мероприятия, социальные сети)

☐ Печатные издания

☐ Наружная реклама (афиши, баннеры)

☐ Друзья, знакомые, коллеги

☐ Предыдущий опыт

Мотивация аудитории болельщиков

1. Пол

- ☐ Мужской
☐ Женский

2. Возраст

- ☐ 21 и меньше
☐ 22-29
☐ 30-39
☐ 40-49
☐ 50+

3. Вы впервые на теннисном турнире

- ☐ Да
☐ Уже был

4. Почему Вы решили прийти на турнир Ladies' Trophy?

	Совершенно согласен	Согласен	Затрудняюсь ответить	Не согласен	Совершенно не согласен
Провести свободное время с семьей/друзьями	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Я слежу за теннисными событиями в качестве зрителя	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Для меня теннис является (становится) захватывающим видом спорта	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Получить новые ощущения	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Посещение турнира мотивирует меня заняться спортом	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 2. “Spectator’s profile and motivational factors” survey, English version

Social media of Ladies' Trophy and demographic characteristics

Gender

- ☐ Male
☐ Female

Age

- ☐ 21 and younger
☐ 22-29
☐ 30-39
☐ 40-49
☐ 50+

How often you attend sport events as a spectator (per year)?

- ☐ 1-2
☐ 3-5
☐ 6-9
☐ 10+

Occupation

- ☐ Student
☐ Employee
☐ Entrepreneur
☐ Temporary unemployed
☐ Retired

Field of activity

- ☐ Sport
☐ Medicine
☐ Journalism
☐ Art
☐ Education
☐ Production
☐ Trade
☐ Marketing
☐ IT
☐ Tourism
☐ Other

How did you hear about the event?

- ☐ Internet
☐ Printed editions
☐ Outdoor advertising
☐ Family/relatives/friends
☐ Previous experience

Motivational Factors of Fans

Gender

- ☐ Male
☐ Female

Age

- ☐ 21 and younger
☐ 22-29
☐ 30-39
☐ 40-49
☐ 50+

Is it your first time on Ladies Trophy event?

- ☐ Yes
☐ Have been before

What is the reason to attend Ladies Trophy event?

	Completely agree	Agree	Neither agree nor disagree	Disagree	Completely disagree
Spend free time with family/friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow the tennis events as a spectator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find tennis very exciting type of sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The opportunity to forget about problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport helps me to improve self-motivation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>