

Spectator Motives and Points of Attachment: Gender Differences in Professional Football

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ABSTRACT The purpose of the present study was to determine gender differences between motives and points of attachment of professional football team spectators. A total of 331 football spectators (female=121, male=210) participated in the study. A questionnaire consisting of the Motivation Scale for Sport Consumption and Points of Attachment Index was used in this study. t-test and the canonical correlation analyses were applied to the data set. t-test results showed no differences between female and male professional football spectators in terms of motives and points of attachment. In the male spectators' sample, the vicarious achievement subscale stands out among motives whereas the team subscale stands out among points of attachment. For female spectators, the social interaction sub-dimension stands out among motives whereas the sport type subscale stands out among the points of attachment.