

***Motives and Constraints for Young People Watching the 2018 Winter Olympics: Attendance vs. Media Consumption and Host-City vs. Non-Host City***

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**4:30-4:55 PM, Ballroom D3**

**25-minute oral presentation**  
**(including questions)**

Engaging young people to watch (i.e., attend and media view) the 2018 Winter Olympics is critical for the Games' marketing success, and as a first step of the presumed 'trickle-down effect' (i.e., watching Olympians compete will inspire youth to participate in sport; Hindson Gidlow, & Peebles, 1994). However, lack of youth engagement has been reported in recent Olympics (Chang, 2016). To stimulate young people to watch the 2018 Winter Olympics, it is critical to learn and manage the key factors affecting their attendance or media viewing of the Olympics.

A useful framework for the topic is 'negotiation of motives and constraints' (Jackson, Crawford, & Godbey, 1997). Motive is a factor arousing one's interest; Constraint is a factor hindering one from taking an action; and behavior occurs when one is stimulated by motives and successfully negotiates through constraints (Jackson, 1997). Based on thought-listings of 80 late adolescents from Korea, Kim (2017) identified national pride, vicarious achievement, interest in winter sport, competence of athletes, curiosity, enjoyment, spending time with others, easier access (as a host country), and social influence as motives for attending the 2018 Winter Olympics, and lack of knowledge, lack of interest, lack of friends, lack of time, price, and traffic as constraints (see Trail & James, 2015). For media consumption of the 2018 Winter Olympics, national pride, vicarious achievement, interest in winter sport, competence of athletes, curiosity, detachment from work, enjoyment, spending time with others, social influence, and convenience were identified as motives; lack of knowledge, lack of interest, lack of friends, lack of time, and accessibility were identified as constraints (e.g., Gantz, Wang, Paul, & Potter, 2006; Lee & Lee, 1995). Empirically examining the relations among the identified motives and constraints and one's intention to watch the Games will provide valuable insights in learning and developing strategies to stimulate Olympic consumption. Therefore, based on Kim's list (2017), a study was conducted to assess how the key motives and constraints affect young people's intention to attend or media view the 2018 Winter Olympics. Further, we compared whether the motives and constraints varies between host- and non-host cities.

A survey-based study was conducted with the target population of late adolescents from ages 18 to 21, living in Seoul (i.e., major non-host city) and Gangwon province (i.e., host region). A questionnaire was constructed to examine one's motives, constraints, and intentions for attending or media viewing the 2018 Winter Olympics, based on existing scales (e.g. Cho, Nam, Park, & Lee, 2011; Funk, Mahony, & Ridinger, 2002; James & Ross, 2003; Kim & Trail, 2010; Kwon & Trail, 2001; Park, Mahony, & Greenwell, 2010). The questionnaire was translated into Korean through back-to-back translation (Brislin, Lonner, & Thorndike, 1973). Through stratified (e.g., gender) convenience sampling on college campuses, 418 samples were collected (253 from Seoul; 165 from Gangwon) from 1 week to 1 day before the opening ceremony of 2018 Winter Olympics.

With the data (n=418), psychometric properties were tested with mPlus7. CFA verified a good fit of the attendance motives and constraints scale for ( $\chi^2/df=2357.522/1104=2.14$ , CFI=.927, TLI= .916, RMSEA=.052, SRMR=.050; factor loadings from .62 to .98; inter-factor correlations smaller than .67; AVE values from .52 to .88). The media motives and constraints scale had a good fit ( $\chi^2/df=1965.610/1055=1.86$ , CFI=.950, TLI=.942, RMSEA=.045, SRMR=.039; factor loadings from .64 to .98; inter-factor correlations smaller than .74; AVE values from .52 to .91). Cronbach's alphas were greater than .70. Overall, the reliability and validity of scales were satisfactory.

Paths from motives and constraints to behavioral intentions were examined. For attendance, vicarious achievement ( $\gamma=.09$ , S.E.=.03,  $p<.01$ ), interest in winter sport ( $\gamma=.20$ , S.E.=.06,  $p<.01$ ), curiosity ( $\gamma=.18$ , S.E.=.06,  $p<.01$ ), enjoyment ( $\gamma=.22$ , S.E.=.05,  $p<.01$ ), and social influence ( $\gamma=.45$ , S.E.=.06,  $p<.01$ ) were identified as motives with

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significant influence on one's intention to attend the Olympics; lack of time ( $\gamma=-.10$ , S.E.=.05,  $p=.02$ ), price ( $\gamma=-.12$ , S.E.=.05,  $p=.03$ ), and traffic ( $\gamma=.12$ , S.E.=.05,  $p=.01$ ) were significant constraints. For media viewing, vicarious achievement ( $\gamma=.08$ , S.E.=.04,  $p=.04$ ), curiosity ( $\gamma=.16$ , S.E.=.06,  $p=.01$ ), enjoyment ( $\gamma=.26$ , S.E.=.07,  $p<.01$ ), social influence ( $\gamma=.23$ , S.E.=.08,  $p<.01$ ) were significant motives for watching the Olympics on TV or Internet; lack of knowledge ( $\gamma=.12$ , S.E.=.05,  $p<.01$ ), lack of interest ( $\gamma=-.28$ , S.E.=.06,  $p<.01$ ), and accessibility ( $\gamma=-.12$ , S.E.=.05,  $p<.01$ ) were significant constraints.

Additionally, mean structure analysis was conducted to compare the perception of motives and constraints and behavioral intentions in Seoul and Gangwon. Before the analysis, measurement invariance was tested where metric (attend: S-B  $\chi^2$  diff = 36.836 (32),  $p=.73$ ; media: S-B  $\chi^2$  diff = 24.403 (32),  $p=.829$ ) and scalar (attend: S-B  $\chi^2$  diff = 45.329 (32),  $p=.06$ ; media: S-B  $\chi^2$  diff = 21.424 (32),  $p=.92$ ) invariance was satisfied. Late adolescents in Gangwon had higher intentions for attendance ( $p=.04$ ) but not media viewing ( $p=.41$ ) than those in Seoul. Regards to attendance, motives of vicarious achievement ( $p<.01$ ), interest in winter sport ( $p=.04$ ), curiosity ( $p=.05$ ), accessibility ( $p<.01$ ), social influence ( $p<.01$ ) was significantly higher and the constraint of lack of time ( $p<.01$ ) was lower in Gangwon, compared to Seoul. For media viewing, motives of curiosity ( $p=.05$ ), detachment from work ( $p<.01$ ), enjoyment ( $p=.02$ ), and social influence ( $p=.04$ ) were higher and time constraint ( $p=.03$ ) was lower in Gangwon than in Seoul.

Vicarious achievement, curiosity, enjoyment, and social influence were identified as key motives and time as a constraint for both attendance and media viewing. Interestingly, social influence (e.g., I do not want to feel left out) was the motive with strongest influence, which construct has been less prevalent in motivation studies; such finding can be explained by collectivism-based culture of Korea (e.g., Chun, Gentry, & McGinnis, 2005; Gau & Kim, 2011). It was surprising that traffic in attendance and lack of knowledge in media viewing (expected as constraints) had positive relations to intentions. Aligning with our finding on social influence, a plausible explanation is that people watched games to be part of a social trend, and thus felt obligated to know about the Olympic games/sport through media and may have perceived traffic as a sign of trend/popularity of attending the Olympics. Such explanation aligns with studies reporting stronger influences of collective group influence (e.g., Yoshida & Heere, 2015) and pursuit of knowledge (e.g., Gau & Kim, 2011) in sport consumption in Eastern cultures. Attendance intention was higher in Gangwon, which may be linked with the stronger motives for vicarious achievement, curiosity, social influence, and weaker constraints on time. Stronger time constraint in Seoul aligns with their weaker perceptions on accessibility (distance to Gangwon). Based on the findings, practical implications can be suggested.