

DISABILITY SPORT: A CONSUMER BEHAVIOR ANALYSIS

A DISSERTATION

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BY

JACQUELYN L. WILSON, B.S., M.B.A.

DENTON, TEXAS

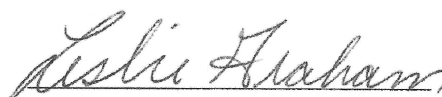
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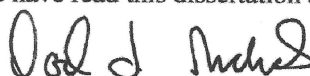
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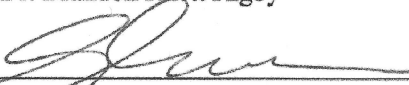
I am submitting herewith a dissertation written by Jacquelyn Wilson entitled "Disability Sport: A Consumer Behavior Analysis." I have examined this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctorate of Philosophy with a major in Kinesiology.

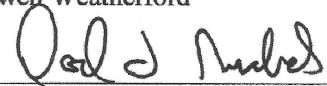

Dr. Leslie Graham, Major Professor

We have read this dissertation and recommend its acceptance:


Dr. David Nichols


Dr. Brandon Rhett Rigby


Dr. Gwen Weatherford


Dr. David Nichols, Interim Department Chair

Accepted:


Dean of the Graduate School

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DEDICATION

This is for my Mom, Susan Wilson, my rock, my proofreader, and my number one fan. Throughout all of my ten consecutive years in college, three degrees, countless papers and exams, you have always been my confidant. Each struggle, you held my hand and showed me how to find my inner strength to keep going. That means everything to me. You taught me how to be strong, confident, and always to follow my dreams. Without you I wouldn't have been successful, you are my most valued asset, and nothing can express my thanks for everything you do.

I love you and thank you for being my mom and my friend.

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"It is the mark of an educated mind to be able to entertain a thought without accepting it."

Aristotle

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ABSTRACT

JACQUELYN L. WILSON

DISABILITY SPORT: A CONSUMER BEHAVIOR ANALYSIS

DECEMBER 2015

Within the sport industry there are several unique aspects that either directly or indirectly impact consumer behavior, preferences, and intentions of spectators. The niche market of disability sport is still generally underrepresented in sport management and marketing literature. The purpose of this research is to examine the factors that influence the consumption of disability sport. By examining these factors, a profile of consumers can be determined, finding the most engaged target market of disability sport.

This study utilizes a previously determined reliable and valid scale, the Motivation Scale for Disability Sport Consumption, MSDSC (Cottingham, Phillips, Hall, Gearity, & Carroll, 2014), to measure the motivations of disability sport consumers. These motives include: (a) vicarious achievement, (b) aesthetics, (c) drama, (d) escape, (e) acquisition of knowledge, (f) physical skill, (g) social interaction, (h) physical attractiveness, (i) inspiration, (j) cultural education, (k) “supercrip” image, and (l) violence/aggression. With a clearly defined sport spectator profile, marketers can target

marketing accordingly, expand the fan base, increase awareness, draw more attention to disability sport, and therefore increase revenue and sustainability.

Individuals at a mid-sized Texas public university were surveyed with Psychdata.com. By surveying both consumers and nonconsumers, information was gathered about what motivates current consumers and what could create a new consumer of disability sport. The results of the survey were found to indicate differences between consumers and nonconsumers, differences between males and females, and differences based on college of enrollment. The research concluded that the top motivating factor for male consumers was vicarious achievement, while female consumers were motivated by physical skill. These results also indicated the highest motivating factor among current consumers was physical skill, and those that are nonconsumers selected vicarious achievement.

Marketers of disability sport can use consumer behavior research to select target markets that will be the most successful for increasing the awareness of disability sport. The differences in motivating factors between different groups allows marketers to target specific markets with their preferred motivating factor. With a complete understanding of the consumers within the target market, it then becomes more attainable for the organization to survive against the strenuous competition for funding and resources.

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CHAPTER I

INTRODUCTION

There are several unique aspects of sport and trends within sport that either directly or indirectly impact consumption of the sport product. Initially, it could be the participation as a student in school or the memory of being a young consumer that impacts individual sport consumers. However, research identified specific traits that increase or decrease sport consumption (Trail, Fink, & Anderson, 2003); these traits include the nine motives that serve purposes to explain sport consumption: (a) vicarious achievement, (b) acquisition of knowledge, (c) aesthetics, (d) social interaction, (e) drama/excitement, (f) escape, (g) family, (h) physical attractiveness of participants, and (i) quality of skill (Trail, Anderson & Fink, 2000). When discussing these factors, the consumption of sport as defined as a “self-defining phenomenon” becomes clearer, because of the fact that a consumer of sport is someone who states he or she is actually a consumer of sport (Stewart, Nicholson, & Smith, 2003, p. 212). For the purpose of this research the terms *consumer*, *observer*, and *spectator* will be used interchangeably, referring to any individual who chooses to consume disability sport.

According to previous research, sport provides a uniquely innovative way to explore experiential consumption (Kwak, Kim, & Hirt, 2011). Therefore, when sports are consumed there must be a study of motives and factors that influence the who and why of their consumption. Spectators of different sports, especially disability and niche

sports, must then be evaluated differently based on the unique nature of disability sport and of disability sport consumers. According to DePauw and Gavron (2005), “disability sport is a competitive sport environment for athletes with disabilities in the physical, sensory, and intellectual impairment categories” (p. 8). Additionally, it has also been explained by DePauw and Gavron (2005) that there have been individuals participating in disability sport for a long time. Since 1998 it has become a “more formalized entity in itself and a legitimate part of the US sport world” (p. 77). This increasing population of disability sport athletes and the increase in sporting events, is not reflective of the finances, resources, or marketing efforts. Though there is an increase in events, it should be noted that according to DePauw and Gavron (2005) there is not a current philosophy of sport for all in the United States, like there is in Australia, Europe, and Canada.

The overarching idea of disability sport has become more socially acceptable in the last few decades, where previously individuals with disabilities were discouraged from sport participation and inclusion. The Paralympic movement at the national and world level is gaining momentum slowly, and over the last few years DePauw and Gavron (2005) noted that there has been a slight increase in media coverage of disability sport; however, there is a lack of understanding of disability sport. The momentum started with the Stevens Amendment in 1998, which made recommendations for the governance of Paralympic sport in the United States. This also contributed to a major shift in verbiage about disability sport and the implementation of using the term Paralympic in conjunction with Olympic (Hums, Moorman, & Wolff, 2003). At different

levels, such as collegiate disability sport participation, there has also been an increase in participation or following of disability sport, as examined by Byon, Cottingham, and Carroll (2010). In collegiate disability sport, disability service programs, university sport clubs, or adaptive athletic departments, house 9 of the 11 collegiate wheelchair basketball teams (Byon, Carroll, Cottingham, Grady, & Allen, 2011), leaving funding at a less than desirable amount to actively pursue large marketing efforts. Even though there is an increase in participation, there is still not an active place in athletic departments where a large amount of resources could be generated for disability collegiate sport. Therefore, the lack of resources and marketing strategies for these under-funded programs hinders expansion of disability sport endeavors (Byon et al., 2011). Disability sport, as a segment of the sporting industry, offers many unique aspects that are foreign to mainstream consumers, including sports such as goalball for the visually impaired, power soccer for individuals who use motorized wheelchairs, and more well-known options like wheelchair tennis or wheelchair rugby. With such specialized sports, further research must examine the differences between consumers of this specific population. To date, there has been little increase in the literature on the factors that influence sport consumers of disability sport.

To develop a foundation, factors that influence sport consumption are studied because “a better understanding of your customers can help you develop products and services that meet their needs and design marketing strategies to attract new customers and retain existing customers” (Pedersen, Parks, Quarterman, & Thibault, 2011, p. 348).

For a sport or league to flourish, spectators must be enticed and marketers must know and utilize the factors that influence sport consumption to continue its growth (Fink & Parker, 2009). Among the implications found by Trail et al. (2003) was that with knowledge of consumer motives or factors that influence sport consumption, marketers are able to strengthen fan identification and better market respective sports.

Prior disability sport consumer research indicates that spectator surveys are important at disability sport events because with an increase in spectatorship, there may be a positive increase in athlete motivation and positive societal views (Evangelinou & Grekinis, 1998). It was documented that an accurate profile of disability sport consumers could help guide sport management professionals and marketers in the organization and administration of disability sporting events (Evangelinou & Grekinis, 1998). In a recent development of research about factors that influence disability sport consumer behavior, a new survey instrument was designed and tested, to be utilized in specific disability sport events called the Motivation Scale for Disability Sport Consumers (MSDSC) by Cottingham, Carroll et al., (2014). The design of this instrument is specifically for research with disability sport consumers and is tailored to assess the uniqueness of the distinctive segment of disability sport.

Significance

Measuring consumer motives and factors that influence consumption of disability sport will help marketers and managers of disability sport appeal to a more expansive fan base, increase awareness, and draw more attention to disability sport. Since disability

sport is a niche market, it must be recognized that the consumers of disability sport are possibly unique as well (Miloch & Lambrecht, 2006). Additional consideration must also be given to the expansion of literature on factors that influence sport consumption and that it is vital for the expansion of knowledge of the motives of disability sport consumers to enhance marketing strategies (Fink & Parker, 2009; Robinson & Trail, 2005; Trail & James, 2001). In efforts to continue the expansion of literature on the motives that influence sport consumer behavior, Robinson and Trail (2005) explained that in order to enrich knowledge of the individual purchase intentions of consumers, sport marketers must research consumer decisions.

The specific market of disability sport management is previously an underrepresented area of scholarly research according to Byon, Cottingham, and Carroll (2010) who stated that consumer behavior research is mostly focused on “non-adaptive sports” (p. 78); and that there is a necessity for expansion to the spectators of disability sport to more clearly define their motivations. Just as sport is a microcosm of society, there is a niche in sport management for disability sport marketing and an understanding of sport consumer behaviors within that niche. Based on the current understanding and need, disability sport managers are, “actively pursuing ways to increase spectatorship, with the expectation that it will lead to increased sponsorship, something that is vital to program sustainability” (Cottingham, Byon, Chatfield, & Carroll, 2013, p. 2; Cottingham, Gearity, Byon, & Hill, 2011). Therefore, the literature must reflect the efforts of the practices within the field.

According to Miloch and Lambrecht (2006), “grassroots and niche sports can best be classified as sports that are not mainstream and do not appeal to a mass audience” (p. 147). Although there are a significant number of specialties, or niche sports, there have been few studies to research the similarities or differences between these niche sports and traditional sports (Greenhalgh, Simmons, Hambrick, & Greenwell, 2011). This is important to the examination of disability sport because little research exists on niche sports, including disability sport. Although niche sports are not mainstream, they must continuously “create and sustain their own publicity, market share, and fan base in order to survive” (Greenhalgh et al., 2011, p. 42). This creates certain challenges that marketers must overcome, including understanding the consumer of any given niche sport. Due to the lack of coverage and awareness for niche sports, marketers must have a profound knowledge of their consumers.

According to Greenhalgh et al. (2011), sport marketers must explicitly understand their sport and be able to differentiate the unique aspects of disability sport from other sports. Furthermore, understanding a niche sport consumer segment provides another benefit because they do provide such a unique environment. If fans can be attracted and retained within this niche, sport marketers could build on the unique attributes (Greenhalgh et al., 2011).

By examining consumer behavior of niche sports, a breadth of knowledge is available about the motives to attend and consume sport, therefore giving marketers more information about how to appeal to a wider fan base. Within defining and understanding

niche sports, it is appropriate to classify disability sport as a niche sport market.

Disability sport is a very specific segment that can be classified as niche based on several reasons, such as “niche sports receive limited fan support and media attention” (Greenhalgh et al., 2011, p. 42). Disability sport also has a limited fan base and small amounts of media attention (Hardin & Hardin, 2004). In relation to disability sport as a niche market, there is a need for information on consumer motives within disability sport spectatorship. This research examined spectators of the niche disability sport market to determine factors that influence disability sport consumers at a mid-sized public university in Texas.

Purpose

The purpose of this research is to examine the factors that influence the consumption of disability sport. By examining these factors, a profile of consumers can be determined, finding the most engaged target market of disability sport.

Research Questions

This research examined several predetermined factors both demographic and psychographic based, including: (a) vicarious achievement, (b) aesthetics, (c) drama, (d) escape, (e) acquisition of knowledge, (f) physical skill, (g) social interaction, (h) physical attractiveness, (i) inspiration, (j) cultural education, (k) “supercrip” image, and

(1) violence/aggression aspects. By analyzing these factors the following research questions were addressed:

1. What is the demographic and psychographic profile of consumers of collegiate disability sport events?
2. What factors influence consumption of disability sport?
3. How do the factors differ, if at all, on the basis of consumer demographics (gender and college of enrollment)?

Assumptions

The assumptions of this study include:

1. That all responses will be answered truthfully, to the best of the participant's ability.
2. Participants will not duplicate survey responses and will refrain from falsifying demographic and psychographic information.
3. All participants who state that they are over the age of 18, are in fact over the age of 18.

Limitations

The limitations of this study include, but are not limited to, the following:

1. The sample size of participants from a mid-sized university in Texas.
2. The use of an internet survey tool for data collection from participants.

Terms

These terms are defined as they are to be used throughout this research. The terms consumer, observer and spectator may be used interchangeably throughout this study, due to the fact that “sport is a self-defining phenomenon,” individuals who identify themselves as consumers may be defined as such (Stewart et al., 2003, p. 117).

Disability sport - Sporting environment for those individuals with physical, mental, or sensory impairment.

Vicarious achievement - The feeling of joy when a consumer’s team or player succeeds.

Acquisition of knowledge - When a consumer seeks to learn about a sport.

Aesthetics - The beauty or gracefulness of the sport.

Social interaction - Consumers observing sport together, providing a feeling of comradery.

Drama/excitement escape - The purpose of observing sport to get away from one’s own reality.

Family - Personal connections to the sport, players, or team.

Physical attractiveness - An attraction to the physical attributes of the players involved.

Quality of skill - The admiration of the talent involved in the sport.

Niche sport - Any nonmainstream, nontraditional, or emerging sport with specific consumers (Greenhalgh & Greenwell, 2013).

Spectator - Observer or active consumer of disability sport.

Motives - Individuals reasons to consume disability sport.

MSSC - Motivation Scale for Sport Consumption (Cottingham, et al., 2013).

MSDSC - Motivation Scale for Disability Sport Consumption (Cottingham, et al., 2014).

Supercrip image - The admiration of disability sport athletes for overcoming obstacles to become competitive athletes despite disabilities.

Summary

The collection of data on consumer behavior of disability sport is valuable to the enhancement and sustainability of the disability sport organizations. It is important to collect a profile of consumers to highlight disability sport to the correct target market. This gives the organization the ability to enrich consumer awareness and move the future of disability sport in a positive and sustainable direction.

CHAPTER II

REVIEW OF LITERATURE

The topic of disability sport, though actively pursued in many areas of adapted physical activity and adapted physical education research, is still generally underrepresented in sport management and marketing literature. As Hums, Moorman, and Wolff expressed in 2003, “very little scholarly work has focused on management issues in this segment of the sport industry” (p. 261). In recent years, developments on the factors that influence sport consumer behavior of disability sport have been identified, yet there is still room for enhancement of the body of literature on the factors that influence consumers of disability sport (Byon et al., 2010; Byon et al., 2011; Cottingham, Byon et al., 2013; Cottingham, Chatfield et al., 2012; Cottingham, Gearity et al., 2013). This need for further enhancement is closely tied to the societal idea that was stated in 1997 by Depauw, “people with disabilities continue to be excluded from sports because they fail to meet the societal ‘norm’ of physicality” (Hargreaves & Hardin, 2009, para. 6).

Chapter II will outline the pertinent literature surrounding the topic of disability sport consumption. These topics specifically include: (a) factors that influence sport consumption, (b) motives of sport consumers, (c) consumer behavior, (d) explanation of disability sport, and (e) disability sport consumption. A review of the literature in these areas is instrumental in understanding consumers and previous research of spectators.

Factors that Influence Sport Consumption

In recent years, several studies have been conducted and characteristics have been identified by researchers as different factors that influence sport consumption. Game attractiveness, marketing promotions, ticket prices, and entertainment were identified by Zhang, Lam, and Connaughton (2003). Meanwhile, research by Armstrong and Stratta (2004) identified several other factors that influence sport consumption, including demographics of race and geographic location, being a fan of the game, positive role models, watching players, supporting a league, quality of play, entertainment, sharing the experience, and the opposing team.

Factors that influence sport consumption have also found positive correlations with attendance intentions from the internal motivations assessed (e.g. vicarious achievement, escape, social interactions, drama, aesthetics, role model, and support for women's sports opportunities) based on Trail and Kim's (2011) study. Trail and Kim (2011) also found that external motivators had a significant impact on the attendance intentions of sport consumers, explaining that there are several factors, internal and external, that vary aspects of sport consumption. Additionally noted about research on the factors that influence sport consumption, is that it will provide a useful avenue for diverse disciplines in sport to communicate effectively amongst various sport managers and marketers (Trail & Kim, 2011). However, the factors that influence sport consumption do not only exist in able-bodied or traditional sport. Within disability sport, Cottingham, Chatfield et al., (2012) also found that understanding the motives or factors

that influence consumption offers the insight to sport marketers to develop strategies around promotion, fan recruitment, and fan retention.

Motives of Sport Consumers

Motivational factors of sport consumers are slightly more tailored than general factors. As McDonald, Milne, and Hong (2002) explained, there are 13 different motivation constructs to consider within sport: (a) physical fitness, (b) risk taking, (c) stress reduction, (d) aggression, (e) affiliation, (f) social facilitation, (g) self-esteem, (h) competition, (i) achievement, (j) skill mastery, (k) aesthetics, (l) value development, and (m) self-actualization. These constructs were measured with an instrument based on Maslow's hierarchy of needs and was the foundation for baseline data on personal motivations for sport consumption (McDonald et al., 2002). The large amount of data collected ($n = 1,611$) and analyzed, allowed for profiles to be constructed around the differences in motivations between spectators and participants within various sports (McDonald et al., 2002).

Other studies, like James and Ridinger (2002) assessed a different set of motives based on the gender of sport consumers. In their 2002 study, James and Ridinger found distinct gender differences in the aspects of empathy, knowledge and achievement, where female motivations were very different than the male motivations. In this case, James and Ridinger (2002) found that males has a stronger connection by confirmatory factor analysis to the achievement of the team. Males also had higher categorical values for each motivational factor than females (James & Ridinger, 2002). Furthermore, James

and Ridinger (2002) stated that with a growth in sport a continuous assessment of “why people watch and follow sports” will be important (p. 275).

Spectator motives have also been assessed from the standpoint of spectators with no affiliations to the teams (Fink & Parker, 2009). In this study, Fink and Parker (2009) explained the highest motive for spectators was listed as the “drama” of the game and the second highest motive was “physical skill.” There was a significant difference in “physical skill” as a motive of consumers between when their favorite team ($M = 5.8$, $p < .01$) was playing versus “just a game” with no affiliation ($M = 5.4$), (Fink & Parker, 2009, p. 213). They explain that “knowing the top motives for viewership and how these may differ significantly between demographic segments provides those marketing sport, and those marketing products through sport, with an added element to devise the most persuasive message possible for a given market” (Fink & Parker, 2009, p. 214).

Consumer Behavior

Consumer behavior in the sport context is a “self-defining phenomenon” (Stewart, Nicholson, & Smith, 2003, p. 117), due to the fact that sport fans can define themselves intrinsically. As such, “motives for sport event attendance are dynamic and multifaceted” (Funk, Filo, Beaton, & Prichard, 2009, p.138). Just as a team has many players for many positions, there are several facets of consumer behavior that contribute to the body of knowledge about spectator intentions. Explained by Stewart et al. in 2003, there are eight dimension of sport consumption. These eight dimensions have behaviors that describe how the consumer is motivated and consuming sport. The clusters as defined by Stewart

et al. (2003) are: “underlying motivations, emotional attachment, economic attachment, identity, loyalty, connective focus, over experiences, and attendance at games” (p. 211).

According to James and Ross (2004), there are factors other than those previously defined, including: (a) aesthetics, (b) catharsis, (c) drama, (d) entertainment, (e) escape, (f) social interaction, and (g) vicarious achievement (Trail, Anderson, & Fink, 2000; Woo, Trail, Kwon, & Anderson, 2009). Most pertinent to this study, the research by Trail and James (2001), which developed the scale that has been previously utilized by disability sport researchers (Byon, Cottingham, & Carroll, 2010; Byon et al., 2011), the Motivation Scale for Sport Consumption (MSSC) was designed specifically to provide a distinct metric for the psychological motivations that influence sport consumption (Trail & James, 2001).

This scale has been instrumental in the development of future scales to specifically identify traits of disability sport consumers, the MSDSC (Byon et al., 2011). The original MSSC was designed to allow researchers and marketers to understand the psychological motives of consumers and how they influence the purchase intentions and behaviors of individuals in attendance at sporting events (Trail & James, 2001).

Characteristics have also been identified by researchers as different factors that impact consumer behavior. Kim, Trail, and Ko (2011) listed five constructs that examine relationship quality: (a) trust, (b) commitment, (c) intimacy, (d) identifications, and (e) reciprocity. A major difference in the Kim et al. (2011) article is that this research examined consumer behavior by relationship quality constructs and how it impacts

consumer behavior, while previous research specifically looked at defined behaviors. Another point of consumer behavior research in sport was found by Kang, Bagozzi, and Oh (2011), who noted that emotional attachments impact intentions for sport consumption. This connects Kang et al. (2011) to Kim et al. (2011) with an explanation that there is a connection between consumers and the relationship they have with a sport or sporting consumer behavior. These are just two examples of the human aspect of sport consumption and the feelings associated with sport consumption. However, at this point it is important to note that none of those studies examined factors with disability sport or anything pertaining to disability sport participations.

Another specific topic of sport consumption and its unique factors includes that of collegiate athletics consumption. Though the research is not inclusive of disability sport, an understanding of collegiate athletics consumption established a base of consumer research and a need for disability sport research, due to the factors that many more disability sports are falling under the purview of collegiate athletic departments. Sierra, Taute, and Heiser (2010) examined the factors and motivations behind college football consumers with an in class administered survey. The research took place as extra credit in a regularly scheduled course. Participants were asked to identify themselves as fans/consumers of collegiate football, if they indicated that they were not a consumer, the survey was excluded from the study. Participants defining themselves as fans/consumers were asked to them complete the Likert based questionnaire of their motivations for consuming collegiate football; (Sierra et al., 2010). In this research, the authors

explained that “team identification is a stronger determinant to explain sport consumption than team attractiveness, and fans with a self-defined relationship with a team will support that team regardless of win/loss record” (Sierra et al., 2010, p. 144; Fisher & Wakefield, 1998). The study was conducted with undergraduate students from a southwest US university. The authors also found that an increase in marketing efforts associated with identification of players and coaches from adored teams should increase attendance (Sierra et al., 2010). Similar to the Fisher and Wakefield (1998) study, fans self-identify with their team of choice, and will support that team no matter the win/loss statistics, scandal, or poor rankings.

Additionally, in collegiate athletics sport consumption was the study by Trail and Kim (2011) which examined NCAA women’s basketball consumption information. The authors showed similarities to basic sport consumption with the added result of determining that there was consumption based on the need to support opportunities for women in sport (Trail & Kim, 2011). This allows for understanding that with the changes in the sport environment, there is room for flexibility of sport consumption factors, and thereby room for change in marketing strategies and practices. Finally, in collegiate athletics sport consumption, it is important to note Zapalac, Zhang, and Pease (2010) examined nonrevenue sport consumption. The authors noted that promotion, affiliation, attractiveness, and affordability all impact game attendance for nonrevenue collegiate sport consumption. With this study, the authors surveyed spectators at collegiate volleyball events. The survey included sociodemographic profiles of

spectators, merchandise purchasing habits, and motives for consumption of NCAA volleyball (Zapalac, Zhang, & Pease, 2010). This is important because disability sport consumption is not the professional sport with the promise of highly compensated athletes. There is a similarity between nonrevenue college athletics and disability sport, because neither group is generating mass quantities of sustainable revenue and in some cases they are both considered niche sports.

Sport consumption can occur in several different capacities, allowing innovative sport marketing efforts to reach potential consumers. Each unique trait and consumption motive of spectators is examined prior to construction of new marketing efforts, thereby creating an all-encompassing approach to expansion of sport consumption. The idea of understanding the unique aspects of disability sport is where marketers can have a role in increasing consumer behavior of disability sport.

Niche Sports

To discuss niche sports as an entity for this research, it is important to understand that there is a serious following for niche sports, due to their uniqueness. Niche sports are defined by Greenhalgh and Greenwell (2013) as sports that are nonmainstream, nontraditional, and emerging. These niche sports include participants and spectators that are serious consumers of a generally underrepresented sport. Schwarzenberger and Hyde (2013) researched niche sports with an ethnographic study that utilized participants to determine their motives of consumption of the niche sport of trail running. Since niche sports only attract small quantities of spectators and participants, and usually do not have

mass media coverage it was important to the author to determine the subculture, norms, beliefs, and values of these individuals (Schwarzenberger & Hyde, 2013). In the case of trail running as a niche sport, the motives of participants was not identified as they were found not to have a community aspect to consumption and no particular brand affiliation (Schwarzenberger & Hyde, 2013).

Further into the niche sport research was the study conducted by Greenhalgh and Greenwell (2013) who contacted major sporting organizations receiving sponsorship funding, to identify the most important aspects to receive funding for sporting events to be able to translate this information to niche sporting organizations. It was found that the most important aspect to receive funding for niche sports will be to increase the corporate brand awareness of the sponsor. Therefore, the sponsorship funding will become mutually beneficial for the sponsor and the niche sport, if appropriate connections are retained (Greenhalgh & Greenwell, 2013).

Finally, Greenhalgh et al., (2011) explored the spectator motivations of niche sport. Students in sport administration from a Midwestern university were asked to participate in the study; these individuals were asked to complete an open ended questionnaire with three questions: Name a niche sport; List the attributes you prefer about this sport; and What makes it different from mainstream sport (Greenhalgh et al., 2011)? The authors found that these participants listed the uniqueness of niche sports as the primary attractive motive and that marketers who highlight the uniqueness will be more successful at acquiring and retaining new fans (Greenhalgh et al., 2011).

Disability Sport Consumer Behavior

To date, there have been only a few studies that have focused efforts on examining consumer behavior, Byon et al. (2010) and Byon et al. (2011). These studies were conducted as quantitative efforts to describe disability sport consumption. In the Byon et al. (2010) study, the Motivation Scale for Sport Consumption (MSSC; Trail and James, 2001) was utilized to explore the spectator motivations in the context of disability sport. Though the entire MSSC was not used, seven of the nine items were included in the questionnaire, excluding family and physical attraction (Byon et al., 2010). The MSSC was selected in this study due to the fact that it was “consistently found to be reliable and valid in various sport settings” with both pilot studies and factor loadings (Byon et al., 2010, p. 81).

The findings of the Confirmatory Factor Analysis, revealed that the MSSC functioned well and is a strong, applicable scale for researchers to examine motivations of disability sport consumers (Byon, Cottingham, & Carroll, 2010). The study also indicated the items selected to examine motivations including: (a) drama, (b) aesthetics, (c) achievement, (d) escape, (e) social interaction, (f) knowledge, (g) physical skill, and the two additional factors of (h) repatronage intentions and (i) media consumption. All of these “spectator motivation variables were deemed important when making a decision to consume” (Byon, Cottingham, & Carroll, 2010, p. 84). This led to the final suggestions that “future studies continue to look into this aspect to examine whether spectators of

adaptive sports share a certain measure of homogeneity, as this finding may have marketing implications” (Byon, Cottingham, & Carroll, 2010, p. 88).

In the Byon et al. (2011) study, similar to Byon et al. (2010), the MSSC was again utilized. They also excluded the same factors from the MSSC (family and physical attractiveness) and again assessed repatronage, media consumption and this study added merchandise consumption (Byon, Carroll et al. 2011). The findings in this research indicated that similar to the Byon et al. (2010) study, physical skill was the highest rated motive for spectator consumption (Byon, Carroll et al. 2011). The study also found that all of the motives were considered to be important to consumers when attending wheelchair basketball games (Byon, Carroll et al. 2011). A major note listed in this study was that “this study represents the first attempt at market segmentation in the context of adaptive sport within the sport management literature” (Byon, Carroll et al. 2011, p 21). This further expands the notion that there is a need for an increase in academic literature within sport management of disability sport.

In 2014, there was a new development with the use of the MSSC, as it was updated to become the Motivation Scale for Disability Sport Consumption. This scale was developed and validated by Cottingham, Byon et al. (2013) through pilot studies and tested again by Cottingham, Carroll et al. (2014), to find an accurate instrument that took into account the differences in disability sport. This scale assesses a number of different components than the MSSC, however, it is still framed after the groundwork done with the MSSC. Where the MSSC was adapted in (2010 and 2011) and formatted for use in

specific disability sport populations, the new MSDSC was found to be reliable, valid, and useful for assessing factors that influence disability sport consumers (Cottingham, Carroll et al., 2014). Cottingham, Carroll et al., (2014) determined that the MSDSC model reliability has an overall Cronbach's alpha of .84, which is well above the acceptable threshold of .70 (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). The Confirmatory Factor Analysis for the MSDCS was also determined to be of "adequate goodness of fit statistics" (Cottingham, Carroll et al., 2014, p. 59).

One of the newest factors within the MSDSC was the effective addition of constructs to determine fan understanding of the "supercrip" image and measure the amount of influence it has on sport consumption (Cottingham, Carroll et al., 2014). "Supercrip" is a specific term for individuals with disabilities that have overcome odds to succeed at disability sport, and is often used in marketing to enhance the image or media coverage of disability sport (Cottingham, Carroll et al., 2014; Cottingham, Gearity, & Byon, 2013; Hardin & Hardin, 2004; Hargreave & Hardin, 2009). These "positive narratives" of individuals who have "overcome" their own personal tragedy is an aspect of disability sport consumption that previously was overlooked (Cottingham, Gearity, & Byon, 2013; Silva & Howe, 2012).

A problem with the perception of athletes with disabilities is that there is a traditional predisposition for spectators to have low expectations of these athletes; therefore, the "supercrip" image was created in the media for positive imagery (Silva & Howe, 2012). The societal implications of the "supercrip" images are "egregious"

because of the fact that it “emphasizes individual effort as a way to overcome societal barriers for people with disabilities” (Hardin & Hardin, 2004). This is an additional factor of research for Cottingham, Carroll et al., (2014); where the factor of the “supercrip” imagery was assessed to determine how sport executives perceive and utilize the imagery.

In conclusion, in the aforementioned studies, please note that there is a “lack of scholarly attention to consumption behaviors of spectators of adaptive sports” (Byon, Cottingham & Carroll, 2010, p. 79). Additionally, Byon, Carroll, Cottingham, Grady, and Allen (2011) stated that the significance behind understanding the disability sport consumers may potentially increase revenue if a profile of disability sport consumers can be collected and utilized by marketers, organizers and venues (Byon, Carroll, Cottingham, Grady, & Allen, 2011).

Summary

Tying the literature to the research questions now has increased clarity, with an understanding that disability sport is an underrepresented population and there is room for growth within sport management literature. To further expand on significance, the purpose of this study remains that there is a need to examine the factors that influence disability sport consumers, thereby creating an understanding of what specifically motivates them, similar to what motivates traditional sport consumers. The topics of consumer behavior, niche sports, and disability sport were all discussed to present an all-encompassing image of what existing literature attempts to show society about each

topic. The act of researching consumer behavior allows the researchers to find out who consumes which sports and why. This allows for marketing to be targeted for certain sports, and to certain individuals based on their motivations and desires (Green & Bowers, 2012).

There is a significant deficiency in the amount of literature about the consumer motivations of disability sport, and because of that there is also a lack of knowledge to guide marketers and event organizers in the needs of their consumers (Cottingham, et al., 2012). The goal of this research is to contribute to closing the gap in academic literature, hopefully, providing sport managers with a way to practically apply theory to the arena of increasing consumption of disability sport.

CHAPTER III

METHOD

Based on current literature, the methods developed for this study utilized the MSDSC developed by Cottingham, Carroll et al. (2014). This survey has been utilized by Cottingham, Carroll et al. (2014), and was found to be reliable and valid. It was appropriate for the survey of consumers at the 2011 collegiate wheelchair basketball national championships and the factors the survey assesses directly translate to other areas of disability sport. For this study, the utilization of the MSDSC is appropriate and there is a call for additional usage of the MSDSC within disability sport. Permission was obtained from the original author, Cottingham, Carroll et al. (2014) and can be found in Appendix C.

At this time, this method is following directly in line with the original research by Byon, Cottingham, and Carroll (2010), and their examination of wheelchair rugby sport spectator consumption. The purpose of this study is to fill the void in academic literature by answering the following research questions:

1. What is the demographic and psychographic profile of consumers of collegiate disability sport events?
2. What factors influence consumption of disability sport?
3. How do the factors differ, if at all, on the basis of consumer demographics (gender and college of enrollment)?

Chapter III presents the designs and methods of this research investigation.

Instrumentation

The method for this research is a questionnaire, based on the study by Cottingham, Carroll, Phillips, Karadakis, Gearity, and Drane (2014) and Byon, Cottingham, and Carroll (2010). The scale utilized was originally developed from Trail and James (2001) Motivation Scale for Sport Consumption (MSSC). In both disability sport consumer motives studies (Byon et al., 2010; Byon et al., 2011), the MSSC was modified to fit the needs and the events. As reviewed previously, the original MSSC contained nine factors that were originally assessed by Trail and James (2001): (a) vicarious achievement, (b) knowledge, (c) aesthetics, (d) drama, (e) escape, (f) physical skill, (g) social interaction, (h) family, and (i) physical attraction. In the Byon et al. (2010) model, two factors were removed, due to the fact that previous studies found them to have low correlations with other motives (Fink, Trail, & Anderson, 2002; Robinson & Trail, 2005). Although, in the Byon et al. (2010) study the governing body, “USQRA (United States Quad Rugby Association) requested that the physical attraction factor not be used” (Byon et al., 2010, p. 81); it was reinstated for use in the Cottingham, Carroll, et al. (2014) study, and was utilized with this study as well.

Originally, according to Byon et al. (2010) the MSSC, prior to the 2010 usage was deemed reliable and valid. In the Byon et al. (2010) study, the “attempt to use the MSSC was successful, as the scale was shown to have good psychometric properties” (p. 87). Upon further usage and development, both the MSDSC (Cottingham, et al., 2014)

and the MSSC by Byon et al. (2011), indicated that more replication studies were recommended among other disability sports. The MSDSC used for this study is available in Appendix A. According to foundational research, Trail and James (2001) “The MSSC should be administered to other spectators; particularly those who simply enjoy observing sport, to assess the ecological validity of the scale for measuring motives of observers” (p. 124). Cottingham, Carroll et al., (2014), have built on that statement with the refinement of the MSDSC. The results of the 2014 usage deemed that there is now an applicable and accessible instrument to appropriately assess those behaviors needed to understand the consumers of disability sport and also further the research for the field of disability sport.

The reliability and validity of the MSDSC was determined by Cottingham, et al. (2014), who found that the Cronbach’s alpha was above the threshold of .7, and the Confirmatory Factor Analysis came back as acceptable. “When compared to comparable consumer behavior motivation studies, the MSDSC performs well” (Cottingham, et al., 2014, p. 59).

The MSDSC is comprised of 47 questions, answered with a 7-point Likert scale ranging from strongly disagree to strongly agree, (refer to Appendix B; Cottingham, Carroll et al., 2014). Participants asked to take the questionnaire were contacted via email and marketing on campus and the survey was administered online with Psychdata.com. Nine additional questions for demographic and psychographic profiles were also be examined (see Appendix A).

Participants

The participants for this research were recruited from a mid-sized Division II university in Texas. The approval of the Institutional Review Board of Texas Woman's University was acquired before data collection. Due to the compliance on the campus with Title IX and the increasing awareness and participation in disability sport events, this was a strong population to examine for their disability sport consumption motives. Participants for this research study were over the age of 18. Both male and female graduate and undergraduate participants were recruited for the survey participation.

By surveying both consumers and nonconsumers, information was gathered about what motivates current consumers and what would create a new consumer of disability sport. The desired sample size for the research was 200 complete surveys, to reduce the margin of error to $\pm .07$. The survey was secured, administered, and maintained through Psychdata.com.

Statistics

Each section of the survey was scored by construct. This was taken by a total score from all questions in each given construct: (a) vicarious achievement, (b) aesthetics, (c) drama, (d) escape, (e) acquisition of knowledge, (f) physical skill, (g) social interaction, (h) physical attractiveness, (i) inspiration, (j) cultural education, (k) "supercrip" image, and (l) violence/aggression. Those scores were then utilized as the dependent variables for the study. The proposed statistical analyses for this research were ANOVA's and t-test's with the following parameters: Analysis 1: Gender as

independent variable, motivations as dependent variables. Analysis 2: Athlete status as independent variable, motivations as dependent variables. Analysis 3: College of primary enrollment as independent variable, motivations as dependent variables. All statistical analysis will be performed through SPSS. Gender and college of enrollment were specifically selected to analyze due to the interest in the exposure of disability sports across campus, as well as the Title IX changes, gender equality, and an increase in male student enrollment.

Null Hypotheses

1. There will be no difference in factors that motivate consumers of disability sport based on demographic data.
2. There is no difference in the motivations of previous disability sport consumers and nonconsumers.

Summary

Due to the current paucity of research on the disability sport population, this research will aid in contribution to the understanding of the disability sport consumer. The literature of the topic of disability sport is very limited, though it is estimated that nearly “10 percent of the United States population is disabled” (DePauw and Gavron, 2012, p. 3). This special population is underrepresented in sport management research. As noted by Cottingham, Carroll et al. (2014), “additional studies are needed to examine the application of this scale to general disability sport consumption” (p. 10). The insight

of consumer motives and behavior of disability sport aides in marketing efforts and sport management functions.

CHAPTER IV

RESULTS

To date, there have been very few studies conducted on the motivations and behavior of disability sport consumers. There is a need for enhanced research on the motivations, preferences and profiles of disability sport consumers. The purpose of this research is to examine the factors that influence the consumption of disability sport. By examining these factors, a profile of consumers can be determined, finding the most engaged target market of disability sport. The Byon et al. (2010) MSDSC was used as the primary instrument for data collection in this study and Chapter IV will outline the results and implications of the study. The following research questions are to be answered throughout this chapter.

1. What is the demographic and psychographic profile of consumers of collegiate disability sport events?
2. What factors influence consumption of disability sport?
3. How do the factors differ, if at all, on the basis of consumer demographics (gender and college of enrollment)?

Participants

The participants were recruited from a mid-sized Division II university in Texas. Prior Institutional Review Board approval from Texas Woman's University was obtained before the data collection began. Participants for this research study were required to be

over the age of 18. Male, female, graduate, and undergraduate participants were recruited for survey participation. By surveying both consumers and nonconsumers, it was proposed to gather information about what motivates current consumers and what would create a new consumer of disability sport. The desired sample size for the research was 200, to reduce the margin of error to $\pm .07$. The survey was administered and maintained through Psychdata.com. All data were stored on primary investigators password secured computer and no identifying information was collected from participants.

Statistics

Each section of the survey was scored by the average of the factors for motivation of consumption. This was taken by a total score from all questions in each given construct: (a) vicarious achievement, (b) aesthetics, (c) drama, (d) escape, (e) acquisition of knowledge, (f) physical skill, (g) social interaction, (h) physical attractiveness, (i) inspiration, (j) cultural education, (k) “supercrip” image and (l) violence/aggression. Those scores were then utilized as the dependent variables for the study. The utilized statistical analyses for this research were ANOVA’s and t-tests with the following parameters: Analysis 1: Gender as independent variable, motivations as dependent variables. Analysis 2: Athlete status as independent variable, motivations as dependent variables. Analysis 3: College of primary enrollment as independent variable, motivations as dependent variables. All statistical analysis was performed through SPSS and Microsoft Excel.

Of the surveys completed ($n = 215$), only 204 were complete and used for analysis.

Research Question One

What is the demographic and psychographic profile of consumers of collegiate disability sport events? Descriptive analysis of demographic and psychographic profile for current consumers of disability sport is listed in Table 1.

Table 1

Demographic and Psychographic Survey Results

		Consumers		Nonconsumers	
Category		Frequency	%	Frequency	%
Gender	Male	16	19.8	14	10.4
	Female	65	80.2	120	89.6
Age	18-24	38	46.9	61	45.5
	25-34	23	28.4	47	35.1
	35-44	5	6.2	11	8.2
	45-54	9	11.1	14	10.4
	55+	6	7.4	1	0.1
Income	Less than \$30,000	51	64.6	81	60.4
	\$31,000-\$49,000	8	10.1	24	17.9
	\$50,000-\$69,000	11	13.9	18	13.4
	More than \$70,000	9	11.4	11	8.2
Education Level	High school diploma	7	8.8	4	3.0
	Some undergraduate	50	62.5	116	86.6
	Bachelor's degree	13	16.3	11	8.2
	Master's degree	10	12.5	2	1.5
	Terminal degree	0	0	1	0.7
Enrollment	College of Arts & Sciences	30	38.5	86	64.7
	College of Nursing	3	3.8	3	2.3
	College of Health Sciences	33	42.3	27	20.3
	College of Professional Education	12	15.4	17	12.8

Table 1 (Continued)

		Consumers		Nonconsumers	
Category		Frequency	%	Frequency	%
Athlete Status	Yes	4	4.9	4	3.0
	No	77	95.1	128	97.0
Physical Activity	1-3 times per week	40	49.4	77	57.5
	4-6 times per week	21	25.9	25	18.7
	Daily	14	17.3	14	10.4
	Mostly sedentary	6	7.4	18	13.4
Sporting Event	Less than 5 events	38	47.5	88	66.2
	6-10 events per year	22	27.5	29	21.8
	11-20 events per year	13	16.3	6	4.5
	More than 20 events per year	7	8.8	10	7.5
Distance Traveled	Less than 10 miles	20	24.7	31	23.1
	Up to 25 miles	24	29.6	51	38.1
	Up to 50 miles	20	24.7	31	23.1
	Up to 100 miles	17	21	21	15.7
Purchase Intentions	Seldom	38	46.9	79	59.0
	Occasionally	34	42	40	29.9
	Often	7	8.6	14	10.4
	Every attendance	2	2.5	1	0.7

Table 1 addresses the psychographic and demographic data between current consumers and nonconsumers of disability sport. The nonconsumers are primarily female, between the ages of 18-24, and have some undergraduate education. The consumers and nonconsumers have a very strong similarity in the fact that 75% of both populations work out up to six times each week, and while both populations are willing to travel for sporting events, slightly higher purchase intentions are present amongst the current nonconsumers of disability sport.

Research Question Two

What factors influence consumption of disability sport? There are differences in the motivations of current consumers of disability sport versus the intentional motivations of nonconsumers of disability sport; these are listed in Table 2. Consumers had the highest connection with the motivation of physical skill ($M = 6.0$) while nonconsumers connected most strongly with vicarious achievement ($M = 5.7$). Additionally, the statistical analysis could not be performed for the status of the athlete and motivational factors, due to a lack of completed surveys from the student-athlete population.

Table 2

Results of MSDSC Based on Observation Status

Factors	Consumers	SD	Nonconsumers	SD	P
Vicarious Achievement	5.8	1.3	5.7	1.5	.40
Aesthetics	5.9	1.2	5.6	1.2	.15
Drama	5.6	1.6	5.3	1.5	.30
Escape	5.3	1.7	5.1	1.5	.49
Acquisition of Knowledge	4.9	1.8	3.8	1.7	< .01*
Physical Skill	6.0	0.9	5.6	1.1	.01*
Social Interaction	5.9	1.1	5.5	1.4	.04*
Physical Attributes	3.5	1.9	3.5	1.7	.59
Inspiration	5.7	1.3	5.1	1.4	.01*
Cultural Education	5.2	1.4	4.6	1.3	.01*
“Supercrip” Image	5.7	1.4	5.3	1.2	.12
Violence	3.4	1.9	3.3	2.2	.67

Research Question Three

How do the factors differ, if at all, on the basis of consumer demographics? Table 3 shows the differences between the motivations based on gender. While males were more likely to score the factor of vicarious achievement the highest motivator for consumption ($M = 6.4$), females were more likely to indicate physical skill as the highest rated motivating consumption factor for disability sport ($M = 5.9$). The highest individual point of motivation for males was the statement “I feel proud when the team plays well,” while females related most to the statement, “I enjoy watching a skillful performance in the game.”

Table 3

Results of MSDSC Based on Gender

Consumers					
Factors	Male	SD	Female	SD	p
Vicarious Achievement	6.4	0.9	5.7	1.3	0.02
Aesthetics	6.1	1.0	5.8	1.2	0.34
Drama	5.4	1.9	5.6	1.5	0.49
Escape	5.4	1.8	5.2	1.7	0.68
Acquisition of Knowledge	5.5	1.3	4.7	1.8	0.28
Physical Skill	6.2	1.1	5.9	0.9	0.45
Social Interaction	6.3	0.9	5.7	1.1	0.07
Physical Attributes	3.0	2.2	3.7	1.9	0.34
Inspiration	5.2	1.7	5.8	1.3	0.28
Cultural Education	4.8	1.7	5.3	1.4	0.30
“Supercrip” Image	5.4	1.5	5.8	1.4	0.39
Violence and Aggression	3.8	1.7	3.2	1.9	0.29
Nonconsumers					
Factors	Male	SD	Female	SD	p
Vicarious Achievement	5.5	1.8	5.7	1.4	0.81
Aesthetics	5.4	1.1	5.7	1.1	0.48
Drama	6.2	0.9	5.3	1.5	0.02
Escape	5.5	1.7	5.1	1.4	0.55
Acquisition of Knowledge	4.5	1.7	3.7	1.7	0.24
Physical Skill	5.8	1.1	5.5	1.1	0.69
Social Interaction	5.6	1.5	5.4	1.3	0.73
Physical Attributes	3.6	2.1	3.5	1.7	0.47
Inspiration	4.6	1.7	5.2	1.4	0.61
Cultural Education	4.4	1.3	4.6	1.3	0.74
“Supercrip” Image	4.9	1.5	5.4	1.2	0.60
Violence and Aggression	3.8	1.7	3.3	1.8	0.43

Finally, on the aspects of factors for consumption of disability sport and college of enrollment, Table 4 shows the differences between the colleges. There were differences between the College of Health Sciences and Education, and the College of Nursing and the College of Health Sciences. While the Colleges of Nursing, Professional Education, and Arts and Sciences, found the highest ranked motivating factor for consumption to be vicarious achievement ($M = 6.1$), the College of Health Sciences found the factor of physical skill to be the highest rated factor for consumption of disability sport ($M = 6.0$). The lowest rated motivation based on college of enrollment for Arts and Sciences, Health Sciences, and Professional Education was violence and aggression. The lowest rated factor for Nursing was physical attributes ($M = 2.1$). A significant difference was found between college of enrollment based on inspiration as a motivation, Nursing ($M = 3.9$) was significantly different ($p = .034$), from Arts and Sciences ($M = 5.3$), Health Sciences ($M = 5.7$), and Professional Education ($M = 5.1$).

Table 4

Results of MSDSC Based on Enrollment

Factors	Arts and Sciences	Nursing	Health Sciences	Professional Education
Vicarious Achievement	5.6	6.1	5.8	5.9
Aesthetics	5.6	5.6	5.9	5.7
Drama	5.3	5.3	5.6	5.5
Escape	5.2	4.8	5.3	4.9
Acquisition of Knowledge	4.0	4.9	4.5	3.9
Physical Skill	5.6	6.0	6.0	5.5
Social Interaction	5.6	5.7	5.7	5.5
Physical Attributes	3.8	2.1	3.2	3.4
Inspiration	5.3	3.9*	5.7	5.1
Cultural Education	4.7	4.1	5.3	4.6
Supercrisp Image	5.4	4.2	5.9	5.4
Violence and Aggression	3.6	2.9	3.1	3.1

Note. * $p = .034$, Nursing significantly lower than all other colleges on this factor.

Null Hypotheses

At this time, statistically it is appropriate to reject both null hypotheses, due to the fact that there were significant differences in the factors that motivate consumers based on demographics and there was a statistical significance in the factors that motivate current consumers and nonconsumers.

1. There was no difference in factors that motivate consumers of disability sport based on demographic data.
2. There was no difference in the motivations of previous disability sport consumers and nonconsumers.

Summary

The results from this administration of the MSDSC were found to be significant in determining a profile of consumers of disability sport. Current consumers of disability sport have a profile of being between the ages of 18 and 24, working out regularly, and in the health sciences fields. These individuals attend less than five events per year on average, and they are willing to travel within a 25 mile radius to the venue of disability sport events. Therefore it may be likely for marketers to use that profile as a basis for recruiting new consumers. The implications of the results from this research will be discussed in Chapter V.

CHAPTER V

DISCUSSION

The MSDSC was developed by Cottingham, Carroll et al., (2014) and Byon et al., (2010). This was the most successful instrument to date, that accurately explained consumer behaviors of individuals at disability sporting events. Within the discussion of the results from the MSDSC usage in 2014, Cottingham, Carroll et al., indicated that more replication studies were recommended among other disability sports to expand the data further and compare differences between studies and locations.

Due to the fact that there is a lack of research on the consumer behavior of disability sport, it was important to find out how both current consumers and nonconsumers view disability sport. Since it was noted in the literature by Hargreaves and Hardin (2009) that individuals with disabilities have been routinely excluded from sports because they are not the “norm,” it’s even more important to find out how we can market to consumers to increase the awareness and knowledge of the sports for individuals with disabilities.

Consumer behavior in sport is valuable to marketers so that they may determine the most ideal populations to target, to enhance the awareness of the organization. Previous studies (Byon et al., 2011; Byon et al., 2010; Cottingham, Carroll et al., 2014) found that physical skill was the highest rated factor to consumers of disability sport at live events; this is similar to the results found in this study in an academic setting. The

factor of physical skill as a top rated motivational factor was also consistent with the original usage of the MSSC by Kim and Trail (2010); as well as Fink and Parker (2009). Additionally, in research by Kim and Trail (2010), team achievement was listed as a top factor. These questions are the same questions from the “vicarious achievement” construct in the current study. In the current study, vicarious achievement was found to be the highest rated factor for consumption to current nonconsumers of disability sport ($M = 5.7$); participants enrolled in the Colleges of Nursing ($M = 6.1$) and Professional Education ($M = 5.9$) rate this factor the highest. This is important to know that there is both consistency between results from previous studies and the duplication of the MSDSC for this research. It indicates that marketers could target potential consumers more effectively, by using physical skill and vicarious achievement as major promotion points for disability sport.

Furthermore, the discussion of the “supercrip” factor was opened up and found not to be a major motivating factor to current consumers. This may imply that, though the “supercrip” ranking was equal to other factors, consumers may not view the disability as something that athletes have to “overcome” (Cottingham, Gearity, & Byon, 2013). Though it has been used by marketers to enhance the image of disability sport, in this study it was not the top rated factor for consumption. Further contributing to the thought process that there may be little need to highlight the disability over the sport or team.

Implications

Marketers of disability sport can use consumer behavior research to select target markets that may be the most successful for increasing the awareness of disability sport. As stated by Pedersen et al., (2011) to attract new consumers you must first better understand those consumers, the main goal of this study. After a complete understanding of the consumers within the target market, it then becomes more attainable for the organization to survive against the strenuous competition for funding and resources.

If marketers are to create new campaigns, they should be aware of which aspects to highlight to which group of consumers, such as the fact that there is a difference of primary motivating factors based on field of study. This tells the consumers what they want to know, as opposed to making these consumers sort through massive quantities of information. Specificity by the marketer increases impact of the marketed item. By increasing the awareness and attendance at disability sporting events, this will increase revenue and sustainability of the organizations coordinating disability sport events.

Furthermore, the study by Sierra et al. (2010) indicated that the participants defined themselves as consumers of college football, much like the consumers of disability sport for this study. Those consumers were asked to complete a study based on their preferences and motivations for collegiate football; this study focused on disability sport. Both studies were found to have participants that identified as consumers and found that with identification, comes the potential for marketing based on that self-definition. Additionally, regardless of a win/loss record of a team, a consumer that

identifies with a team or sport, will continue to consume said sport (Fisher & Wakefield, 1998). This is a major implication for marketing, due to the fact that with self-identification and the consumer need for motivations based on vicarious achievement, physical skill, etc., marketers can retain fans by marketing the factors that self-identified consumers find most valuable.

The greatest implication from this research is that within the profile of disability sport consumers, it was determined that most individuals consuming disability sport are willing to travel up to 25 miles to observe sporting events, are between the ages of 18-24, participate in physical activity regularly, and are educated in a related field. For marketers, this is a solid foundational demographic profile. Individuals that wish to enhance the awareness of particular disability sports, could find that if they are marketing locally to fitness facilities and seeking locations where they can connect with the targeted demographic they could potential be more successful than untargeted locations. This is similar to the foundations of grassroots marketing of niche sports and nonrevenue collegiate sports, whereby the sport consumed is unique in nature and must be marketed as such. Similar to Zapalac, Zhang and Pease (2010), fans were surveyed about their intentions for consumption of a nonrevenue or niche sport event. Though the study was conducted at a live sporting event, the data still revealed that there is consumption based on factors other than highly compensated professional athletes (Zapalac et al., 2010). The individuals that consume disability sport do so for a myriad of reasons based on their demographic and psychographic profiles.

The niche sport category includes disability sport, due to the uniqueness and the intricate aspects of disability sport. Therefore disability sport must create their own publicity to sustain the programs. This study is similar to the Zapalac et al. (2010) implications in that a clearly defined consumer profile can help to increase attendance, retention and sustainability of underfunded programs. It seems a difficult task but with targeted local marketing, within the ideal 25 mile radius, these sporting organizations may have a greater opportunity for success. Greenhalgh et al., (2011) explained that within niche sports, there is an intense rate of competition for viewership, spectators and sponsors. The researchers found that if there is a major connection between sponsorship and niche sport then there is a greater increase in acquiring and retaining fans (Greenhalgh et al., 2011). As of 2011, it was noted by Greenhalgh et al., there was still a small amount of literature contributing to the administration of niche sports; however, that is growing. With a steady increase in understanding that disability sport is a niche sport also, there are additional comparisons that can be made between niche sport organizations. The Greenhalgh et al., (2011) research was similarly conducted to this research, with the sample size at 215 from a mid-sized public university. The results produced with Greenhalgh et al., (2011) explained that participants felt that there was not enough accessibility to niche sports and that mainstream sports were more readily accessible. That information is very important to marketers, to note that if organizations want to increase awareness they have to become more accessible to the general populations. With the enhanced awareness of the disability sport field, the sustainability

grows and even more opportunities for athletes, coaches, organizations, and spectators are available.

Limitations

This research was conducted at a mid-sized Texas public university; it is possible that data collection at the venue of a disability sporting event may yield different results. The sample size was 215. More participants could influence the differences between primary factors of consumption within each population.

Future Research

The survey collection generated a significant quantity of data; future research analyses can be conducted to explain the differences between individual factors. Additionally, there is a need to apply the MSDSC in the disability sport venue setting. Gathering data while at the venue may provide differences and further insight into the preferences of disability sport consumers. Finally, contributing the need for further research on disability sport consumption, an analysis between the consumption factors between multiple universities in different geographic locations would be beneficial to the field.

Summary

Previously, there was a significant deficiency in the quantity of literature on disability sport consumer behavior. It is apparent there was a need for this research, due to the fact that less than half of the survey participants had been a previous observer of disability sport. This explains from a sport management perspective that we have not yet

made enough strides to move disability sport to the forefront. However, the amount of information gathered did explain that there is more awareness of disability sport than there was in years past. Disability sport is growing; researchers can narrow the target market to find likely consumers that will enhance sustainability of the organizations.

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Appendix A

Survey

Survey

Demographics

1. Preferred Gender Identification
 - a. Male
 - b. Female
2. Age Category
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55+
3. Income Category
 - a. Less than \$30,000
 - b. \$31,000-\$49,000
 - c. \$50,000-\$69,000
 - d. More than \$70,000
4. Education Level
 - a. High school diploma
 - b. Some undergraduate
 - c. Bachelor's degree
 - d. Master's degree
 - e. Terminal degree
5. In which college are you primarily enrolled?
 - a. College of Arts and Sciences
 - b. College of Nursing
 - c. College of Health Sciences
 - d. College of Professional Education
6. Are you currently a student-athlete?
 - a. Yes
 - b. No

Psychographics

1. How often do you engage in physical activity?
 - a. 1-3 times per week
 - b. 4-6 times per week
 - c. Daily
 - d. Mostly sedentary
2. How many sporting events of any kind do you attend per year?
 - a. Less than 5 events
 - b. 6-10 events per year
 - c. 11-20 events per year
 - d. More than 20 events per year
3. How far are you willing to travel for sporting events?
 - a. Less than 10 miles
 - b. Up to 25 miles
 - c. Up to 50 miles
 - d. Up to 100 miles
4. How often do you purchase merchandise at sporting events?
 - a. Seldom
 - b. Occasionally
 - c. Often
 - d. Every attendance

Have you ever been an observer, spectator or participant at a disability sport event?

- ☐ Yes (Continue with MSDCS)
- ☐ No (What factors would motivate you to consume disability sport?)

Appendix B

Motivation Scale for Disability Sport Consumption (MSDSC)

Motivation Scale for Disability Sport Consumption (MSDSC)

Cottingham, Carroll, Phillips, Karadakis, Gearity, and Drane (2014)

Questions answered with a 7-point Likert scale.

<i>Strongly Disagree</i>			<i>Neutral /No Opinion</i>			<i>Strongly Agree</i>
1	2	3	4	5	6	7

Factor

Vicarious Achievement

I feel a personal sense of achievement when the team does well (Trail, 2010)

I feel like I have won when the team wins (Trail, 2010)

I feel proud when the team plays well (Trail, 2010)

Aesthetics

I appreciate the beauty inherent in the game (Trail, 2010)

I enjoy the natural beauty in the game (Trail, 2010)

I enjoy the gracefulness associated with the game (Trail, 2010)

Drama

I enjoy the drama of close games (Trail, 2010)

I enjoy it when the outcome of the game is not decided until the very end (Trail, 2010)

I enjoy the uncertainty of close games (Trail, 2010)

Escape

The game provides an escape from my day-to-day routine (Trail, 2010)

The game provides a distraction from my everyday activities (Trail, 2010)

Factor

The game provides a diversion from “life’s little problems” for me (Trail, 2010)

Acquisition of Knowledge

I know the names of the player on the team/best players on the team (Byon et al., 2010; Trail & James, 2001)

I usually know the team’s win/loss record (Byon et al., 2010; Trail & James, 2001)

I know the rules of wheelchair basketball (Byon et al., 2010; Trail & James, 2001)

I enjoy learning about various disabilities and how that affects the game (Unique, based on Doyle et al., 2004)

Physical Skill of the Athletes

The superior skills are something I appreciate while watching the game (Trail, 2010)

I enjoy watching a well-executed performance (Trail, 2010)

I enjoy watching a skillful performance in the game (Trail, 2010)

Social Interaction

I enjoy interacting with other people when I watch a game (Trail, 2010)

I enjoy talking with other people when I watch a game (Trail, 2010)

I enjoy socializing with other people when I watch a game (Trail, 2010)

Physical Attractiveness

I enjoy watching players who are physically attractive (Trail, 2010)

The main reason I watch wheelchair basketball is because I find the players physically attractive (Trail, 2010)

Factor

An individual player's "sex appeal" is a big reason why I watch wheelchair basketball (Trail, 2010)

Inspiration

Watching wheelchair basketball motivates me to live a more active life (unique motivation item based off of Thrash & Elliot, 2003)

Seeing wheelchair basketball evokes emotions making me want to engage in life in a different way (unique evocation item based off of Thrash & Elliot, 2003)

Watching wheelchair basketball makes me feel like there is something bigger than myself (unique transcendence item based off of Thrash & Elliot, 2003)

Seeing others engage in wheelchair basketball makes me look at myself differently (unique –missing category-item based off of Lockwood & Kunda, 1997)

I enjoy wheelchair basketball because it inspires me to approach things differently (unique motive/general inspiration item based off of Thrash & Elliot, 2003)

Cultural Education

I attend to experience the culture of wheelchair basketball (Peters, 2000)

I am attending today to experience the uniqueness of the wheelchair basketball community (Delamere, 2001)

I am attending today because I am an active cultural explorer (Kim & Chalip, 2004)

I enjoy the unique experiences at wheelchair basketball events (Funk & Bruun, 2007)

I enjoy observing the diversity at a wheelchair basketball game (Mackelprang & Salsgiver, 1999)

Supercrip Image

I watch wheelchair basketball because I enjoy seeing people with disabilities live independent lives (Hardin & Hardin, 2004; Tawa, 2001)

Factor

I enjoy attending wheelchair basketball games because the athletes don't seem disabled when competing (Taub, Blinde, & Greer, 1999)

I enjoy watching wheelchair basketball because the athletes are heroic (Clogston, 1994)

I enjoy watching wheelchair basketball players achieve more than is expected of them (Hardin & Hardin, 2004)

I enjoy watching wheelchair basketball players overcome their disabilities (Hartnett, 2000)

I enjoy watching wheelchair basketball players overcome social barriers (Kama, 2004).

Violence and Aggression

I enjoy the rough and physical nature of wheelchair basketball (Kim et al.)

I like it when the players are knocked to the ground (Modified from Kim et al.)

I enjoy watching aggressive play (Kim et al., 2008; Lee et al., 2009)

I enjoy the strong macho atmosphere found in wheelchair basketball (Lee et al., 2009)

I enjoy the hostility that is part of wheelchair basketball (Lee et al., 2009)

I enjoy the intimidation that is part of wheelchair basketball (Lee et al., 2009)

Motivation Scale for Disability Sport Consumption (MSDSC)

Cottingham, Carroll, Phillips, Karadakis, Gearity, and Drane (2014)

Factors	Strongly Disagree			Neutral		Strongly Agree	
Vicarious Achievement							
I feel a personal sense of achievement when the team does well.	1	2	3	4	5	6	7
I feel like I have won when the team wins.	1	2	3	4	5	6	7
I feel proud when the team plays well.	1	2	3	4	5	6	7
Aesthetics							
I appreciate the beauty inherent in the game.	1	2	3	4	5	6	7
I enjoy the natural beauty in the game.	1	2	3	4	5	6	7
I enjoy the gracefulness associated with the game.	1	2	3	4	5	6	7
Drama							
I enjoy the drama of close games.	1	2	3	4	5	6	7
I enjoy it when the outcome of the game is not decided until the very end.	1	2	3	4	5	6	7
I enjoy the uncertainty of close games.	1	2	3	4	5	6	7
Escape							
The game provides an escape from my day-to-day routine.	1	2	3	4	5	6	7
The game provides a distraction from my everyday activities.	1	2	3	4	5	6	7
The game provides a diversion from “life’s little problems” for me.	1	2	3	4	5	6	7

Factors	Strongly Disagree			Neutral		Strongly Agree	
Acquisition of Knowledge							
I know the names of the player on the team/best players on the team.	1	2	3	4	5	6	7
I usually know the team’s win/loss record.	1	2	3	4	5	6	7
I know the rules of wheelchair basketball.	1	2	3	4	5	6	7
I enjoy learning about various disabilities and how that affects the game.	1	2	3	4	5	6	7
Physical Skill of the Athletes							
The superior skills are something I appreciate while watching the game.	1	2	3	4	5	6	7
I enjoy watching a well-executed performance.	1	2	3	4	5	6	7
I enjoy watching a skillful performance in the game.	1	2	3	4	5	6	7
Social Interaction							
I enjoy interacting with other people when I watch a game.	1	2	3	4	5	6	7
I enjoy talking with other people when I watch a game.	1	2	3	4	5	6	7
I enjoy socializing with other people when I watch a game.	1	2	3	4	5	6	7
Physical Attractiveness							
I enjoy watching players who are physically attractive.	1	2	3	4	5	6	7
The main reason I watch wheelchair basketball is because I find the players physically attractive.	1	2	3	4	5	6	7
An individual player’s “sex appeal” is a big reason why I watch	1	2	3	4	5	6	7

wheelchair basketball.

Factors	Strongly Disagree			Neutral		Strongly Agree	
Inspiration							
Watching wheelchair basketball motivates me to live a more active life.	1	2	3	4	5	6	7
Seeing wheelchair basketball evokes emotions making me want to engage in life in a different way.	1	2	3	4	5	6	7
Watching wheelchair basketball makes me feel like there is something bigger than myself.	1	2	3	4	5	6	7
Seeing others engage in wheelchair basketball makes me look at myself differently.	1	2	3	4	5	6	7
I enjoy wheelchair basketball because it inspires me to approach things differently.	1	2	3	4	5	6	7
Cultural Education							
I attend to experience the culture of wheelchair basketball.	1	2	3	4	5	6	7
I am attending today to experience the uniqueness of the wheelchair basketball community.	1	2	3	4	5	6	7
I am attending today because I am an active cultural explorer.	1	2	3	4	5	6	7
I enjoy the unique experiences at wheelchair basketball events.	1	2	3	4	5	6	7
I enjoy observing the diversity at a wheelchair basketball game.	1	2	3	4	5	6	7

Factors	Strongly Disagree			Neutral		Strongly Agree	
“Supercrip” Image							
I watch wheelchair basketball because I enjoy seeing people with disabilities live independent lives.	1	2	3	4	5	6	7
I enjoy attending wheelchair basketball games because the athletes don’t seem disabled when competing.	1	2	3	4	5	6	7
I enjoy watching wheelchair basketball because the athletes are heroic.	1	2	3	4	5	6	7
I enjoy watching wheelchair basketball players achieve more than is expected of them.	1	2	3	4	5	6	7
I enjoy watching wheelchair basketball players overcome their disabilities.	1	2	3	4	5	6	7
I enjoy watching wheelchair basketball players overcome social barriers.	1	2	3	4	5	6	7
Violence and Aggression							
I enjoy the rough and physical nature of wheelchair basketball.	1	2	3	4	5	6	7
I like it when the players are knocked to the ground.	1	2	3	4	5	6	7
I enjoy watching aggressive play.	1	2	3	4	5	6	7
I enjoy the strong macho atmosphere found in wheelchair basketball.	1	2	3	4	5	6	7
I enjoy the hostility that is part of wheelchair basketball.	1	2	3	4	5	6	7
I enjoy the intimidation that is part of wheelchair basketball.	1	2	3	4	5	6	7

Appendix C

Approval Letter



July 17, 2015

To Whom It May Concern:

My name is Mike Cottingham, and I am an Assistant Professor of Sport Administration at the University of Houston. In addition, I am the developer of the Motivation Scale for Disability Sport Consumption (MSDSC). Please let this letter serve as my statement that Ms. Jacquelyn Wilson has my permission to use any iterations of the MSDSC for her dissertation, any publications, presentations or other scholarly or applied efforts. Please contact me with any questions or comments.

Michael Cottingham, PhD

A handwritten signature in black ink, appearing to read "Michael Cottingham", followed by a long horizontal line.

Assistant Professor
Sport and Fitness Administration
University of Houston
3855 Holman St. Garrison Room 104X
Houston TX. 77204
(o) (713) 743-9065
(f) (713) 743-0123
Website - <http://grants.hhp.uh.edu/cottingham/>
Mcotting@central.uh.edu