

MASTER'S THESIS

Fan motivation in Hong Kong professional football

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Fan Motivation in Hong Kong Professional Football

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ABSTRACT

The purpose of this study was to understand the motivation pattern among football fans in attending the sport event. In this study, 497 people who attended the FA Cup 2011 which organized by Hong Kong Football Association were invited to do the questionnaire. Two MANOVA tests were conducted, 1 two-way MANOVA on age x education, and 1 one-way MANOVA on gender. Results showed that significant interaction was found among age x education ($p < .025$). Univariate ANOVA and Pairwise tests on group means were followed up. The tests showed that fans who were under 35 year olds with secondary school or lower education level tended to more agree on aesthetic, self-esteem, and group affiliation factors than rest of the other groups. However, there was no significant result found between genders. It showed that subscales among males and females were similar.

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