

Black Generation Y gender differences in Premier Soccer League spectator motives

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Abstract

The purpose of this study was to determine whether there are gender differences concerning Premier Soccer League (PSL) spectator motives amongst black Generation Y students in South Africa. In South Africa, the black Generation Y cohort (individuals born between 1986 and 2005) represents an important but under-researched market segment in that, in 2013, they made up 32 percent of the country's population. From a PSL marketing perspective, understanding the motives that drive game spectatorship amongst male and female black Generation Y members will offer important insights on how best to tailor marketing strategies targeted at this significantly sized segment. Those pursuing tertiary qualifications are likely to be of particular interest to marketers, including sport marketers given that a tertiary qualification is generally associated with a higher future earning potential as well as a higher social standing in a community, making graduates likely current and future role models. The study, following a descriptive research design, made use of a self-administered questionnaire designed to measure black Generation Y students' PSL spectator motives. A single cross-sectional convenience sample of 400 students across two South African public higher education institutions' campuses situated in the Gauteng province was drawn to gather the required data. Data analysis was done using confirmatory factor analysis, descriptive statistics and an independent samples t-test. The findings suggest that there is a statistically significant difference between black Generation Y male and female students concerning five of the PSL spectator motives, namely aesthetics, knowledge, physical skills, family and entertainment.

Keywords: Premier Soccer League (PSL), sport spectator motives, black Generation Y students, gender differences.

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Introduction

Sporting team-branded vuvuzelas, makarapas, apparel and face-paint tattoos, South African Premier Soccer League (PSL) supporters are amongst the most colourful and enthusiastic in the world. In South Africa, the three most popular spectator sports are rugby, cricket and soccer, with local soccer mainly enjoying support amongst black African South Africans (Morgan, 2013), who, in 2013, accounted for approximately 79.8 percent of the population (Statistics South Africa, 2013).

The PSL, first established in 1996/1997, is the country's top soccer league and is credited for improving the standard of local club soccer through improved media exposure and funding from sponsorships (Morgan, 2013). As with any business venture, attracting and retaining sport consumers is an important marketing endeavour of the PSL. The youth, particularly the black African youth, represent an important current and future market segment for the PSL. In generational studies, today's youth are labelled Generation Y and encompass individuals born between 1986 and 2005 (Markert, 2004). In South Africa, the black African Generation Y (hereafter referred to as black Generation Y) represents an important but under-researched market segment in that, in 2013, they made up 83 percent of the Generation Y cohort and 32 percent of the country's total population (Statistics South Africa, 2013). From a PSL marketing perspective, understanding the motives that drive game spectatorship amongst both male and female black Generation Y members will offer important insights on how best to tailor marketing strategies targeted at this significantly sized segment. Those pursuing tertiary qualifications are likely to be of particular interest to PSL marketers given that a tertiary qualification is generally associated with a higher future earning potential as well as a higher social standing in a community, making graduates likely current and future role models (Bevan-Dye, 2012).

Despite their attractiveness as a market segment, there is a lack of published research on their consumer behaviour, including their consumption of sport in the South African market. According to Farrell, Fink and Fields (2011), the study of females as sport fans is an emerging area of interest in the literature, given the ever-growing number of females becoming sport spectators and fans. Several studies indicate that males and females differ concerning the motives that drive their sport spectatorship (Fink & Parker, 2009; Won & Kitamura, 2006; McDonald, Milne & Hong, 2002). Fink and Parker (2009) highlight that understanding the motives of female versus male sport spectators will enable sport marketers better target both segments in an improved manner. The purpose of this study was to determine whether there are gender differences concerning PSL spectator motives amongst black Generation Y students in South Africa.

South Africa's Premier Soccer League (PSL)

Soccer, also referred to as football, is the most frequently played and watched sport in South Africa, with its support base mainly being from the African community (Morgan, 2013; Bevan-Dye, Dhurup & Surujlal, 2009; Khumalo, 2009). One of the country's proudest sporting moments was when they won the African Nations Cup on home ground in 1996. In the 1996/1997 season, South Africa's top soccer league, the PSL, was established. In the PSL, local teams are organised into a national league plus several knockout cups, and these teams are followed with passion by enthusiastic fans. The PSL has helped raise the standard of club football in South Africa. It has also provided an arena where

local players can make their mark and attract the attention of overseas clubs (Morgan, 2013).

There are currently 16 teams or clubs in the PSL. In a given season, each PSL team plays each other team twice and is awarded points; for example, three for a win and one for a draw. The five top teams to have been part of the PSL since its inception are Kaizer Chiefs, Orlando Pirates, Mamelodi Sundowns, Supersport United and Moroka Swallows (Moyo, 2013). In terms of revenue, the PSL is highly reliant on sponsorships from major businesses in South Africa and broadcast deals for their survival and success (Willy, 2011).

In 2007, the PSL signed a broadcast deal amounting to R1.6-billion with Super Sport International, and Absa Bank announced its sponsorship of the PSL of more than R500-million over a five year period. In the beginning of 2008, Nedbank decided to put up R20-million in prize money for the Nedbank Cup knockout competition, which formed part of a five-year sponsorship of the local game worth R400-million. Later in 2008, the cellular service provider, MTN, also committed R400-million over five years to the game and took over the title sponsorship of the Top 8 knockout tournament by putting up R20 million in prize money (Morgan, 2008). These sponsorships were in addition to the sponsorship deal PSL signed with Telkom in 2006 (Sotunde, 2012).

In 2012, Nedbank renewed their sponsorship agreement with the PSL for a further five years to the 2016/2017 season at the end of 2012 (Nedbank, 2013), as did ABSA (Premier Soccer League, 2012). Super Sport International also renewed its five-year broadcast deal at R2 billion in 2012 (Ntloko, 2013) and Telkom announced that they would pledge R100 million in sponsorship of the PSL over the next five years in 2013 (Prinsloo, Maake & Masote, 2013). This makes the PSL the richest sponsored league on the African continent and one on the top ten in terms of income revenue in the world (Ntloko, 2013).

In 2012, the PSL received a further boost in sponsorship when cellular service provider, Vodacom, renewed their previous sponsorship, and gave the League's two biggest teams, Kaizer Chiefs and Orlando Pirates, an estimated R1 billion over five years, which equates to R100 million per team per year (Moholola, 2012).

The ability of a sports league, as well as individual teams within a league, to attract lucrative sponsorship deals is largely dependent on the level of spectatorship they enjoy, which makes sport spectator motives a pivotal concept in sports marketing.

Spectator sport motives

Motivation is the inherent force within people that is produced by a state of tension caused by an unfulfilled need, which drives them towards action (Schiffman, Kanuk & Wisenblit, 2010). Various authors note that people have different reasons for consuming sport and are likely to possess various motives for attending a sport game, buying team licensed merchandise or watching a game on the television (Dhurup, 2010; Trail, Fink & Anderson, 2003; McDonald et al., 2002; Wann, Schrader & Wilson, 1999). Wann (1995) developed the Sport Fan Motivational Scale (SFMS), which includes the eight motives of eustress, self-esteem, escape, entertainment, economic factors, aesthetics, group affiliation, and family needs, and is founded on the motivation theories of sport sociology (for example, Sloan, 1989). Following the example of Wann (1995), James and Ross (2002) also consider entertainment to be an important sport spectator motive. The Motivation Scale for Sport consumption (MSSC), developed by Trail and James (2001), identifies nine sport spectator motives, namely vicarious achievement, aesthetics, drama, escape, family, knowledge, physical attractiveness, physical skill and social. An adapted version of the MSSC that excluded the physical attractiveness motive was validated by Trail et al. (2003) and, more recently, by Fink and Parker (2009). Fink and Parker (2009) found that males and females differ in their sport spectator motives, and indicate that these differences have important marketing implications in terms of segmentation and designing marketing communication strategies.

Robinson, Trail, Dick and Gillentine (2005) indicate that individuals who are high on the vicarious achievement motive are not drawn by motives such as aesthetics and drama because they want their team to win and win well. The findings of a study conducted by Fink and Parker (2009) suggest that males and females do not differ significantly in terms of the vicarious achievement motive. However, in contrast, the findings of James and Ridinger (2002) indicate that when compared to females, males score significantly higher on the achievement motive.

Previous research (Dhurup, 2010; McDonald et al., 2002; Mahony, Nakazawa, Funk, James & Gladden, 2002) notes that aesthetic motivation is fulfilled by watching athletes' skills, which influences the individual to watch or to attend future sporting events. The findings of Fink and Parker (2009), James and Ridinger (2002) and Wann et al. (1999) all suggest that, in comparison to females, male sport spectators score higher on the aesthetics of the game motive.

Drama resembles the factors of suspense or eustress and is generally high when a game is close and tense (Mahony et al., 2002). James and Ridinger (2002) found no significant difference between males and females concerning the drama

motive. In contrast, both Fink and Parker (2009) and Wann et al. (1999) found that men tended to score higher on the motive of drama.

The escape motive relates to the fan's desire to break with the humdrum of everyday life and represents a form of diversion (Dhurup, 2010; Funk, Filo, Beaton & Pritchard, 2009). The findings of Fink and Parker (2009), James and Ridinger (2002), as well as those of Wann et al. (1999) indicate no significant difference between the genders concerning the escape motive.

High levels of knowledge about a team's history and its players, as well as the sport in general, may be necessary for a fan to converse with highly identified friends confidently and this may increase feeling of competence and the self-esteem motive (Wann & Branscombe, 1995). In their study, Fink and Parker (2009) note that whilst males scored significantly higher on the knowledge motive, this motive was one of the highest ranked motives for both males and females. James and Ridinger (2002) also found that males scored significantly higher on the knowledge motive.

Superior performance by the players in the team and the artistry of an individual's favourite player, are related to the physical skills (Dhurup, 2010). Spectators want to see a good quality game, appreciate the physical skills of the athletes, including the aesthetic qualities of the game in order to increase their sport or team knowledge (Trail et al., 2003). According to the findings of Fink and Parker (2009), males, when compared to their female counterparts, score the physical skill motive significantly higher. Notwithstanding this difference, they note that both males and females score the physical skill motive highly.

Bush, Bush, Clark and Bush (2005) observe that many aspects of sport are social in nature, whether it involves attendance at sporting events, participation in a team or watching the game with others on television. Funk et al. (2009) believe that socialisation relates to the interpersonal aspects of sport, which represent a need to socialise and the extent to which an individual views attending a sport event as an opportunity to interact with significant others and other spectators. Fink and Parker (2009) found that whilst women scored higher than men on this social motive, the difference between the genders was not significant, given that the social motive was one of the highest ranked motives amongst both males and females. The findings of Wann et al. (1999) and those of James and Ridinger (2002) also indicate that males and females do not differ significantly concerning the social sport spectator motive.

Wann, Grieve, Zapalac and Pease (2008) note that the family motive is similar to the social motive and it involves using the consumption of a sport event as an opportunity to engage with family. Family motivation refers to the benefits offered by interacting with family members during a sport consumption

experience (Cohen & Avrahami, 2005). The findings of both Fink and Parker (2009), and Wann et al. (1999) suggest that, in comparison to males, female sport spectators score significantly higher on the family motive.

Entertainment theories are concerned with attraction to sport based on the aesthetics and moral representation derived from the meaning of sport event (McDonald et al., 2002). That is, fans and spectators have specific expectations when going to sport events, which may be about the outcome of the game, the style of play, the competitiveness of the teams or their own level of enjoyment (Trail et al., 2003). The entertainment motive stems from watching high levels of physical skill found in sport and enjoying its aesthetic qualities through ancillary activities before or after a game. These ancillary activities include give-away promotions, discounts or concerts and various forms of advertising that promote specific attributes and benefits of sport products to influence the individual's choice of favourite sport or team (Won & Kitamura, 2007; Funk & James, 2001). Koo and Hardin (2008) suggest that the levels of attachment and entertainment may differ, depending on the age and gender of an individual. However, Wann et al. (1999) found no significant differences between males and females regarding the entertainment sport spectator motive. Therefore, the aim of the present study was to determine whether there are gender differences concerning PSL spectator motives amongst black Generation Y students in South Africa.

Methodology

Sample

The target population of the study comprised black males and females, aged between 18 and 24 registered at South African public HEIs. A list of the 28 campuses of the public South African higher education institutions (HEIs) situated in the Gauteng province of South Africa was chosen as the sampling frame. The Gauteng province was selected over the other South African provinces because it contained the highest percentage of the South Africa's 23 public HEIs in 2013 (Bevan-Dye et al., 2009), is the most densely populated province (Statistics South Africa, 2013) and is home to the PSL's two most heavily supported and sponsored teams, namely Kaizer Chiefs and Orlando Pirates (Moholola, 2012; Khumalo, 2009). A non-probability judgement sample of two campuses was selected from the sampling frame – one a traditional university and the other a university of technology.

Sampling method and procedure

A non-probability convenience sample of 400 students across the two campuses was taken for the main survey. Lecturers at each of the campuses were contacted and asked if they would allow the questionnaire to be distributed to their students

during the first 15 minutes of their lecture. The nature of the questionnaire was explained to them and an assurance of the confidentiality of the participants' information together with the name of the HEI campus was provided. Once permission had been attained, the questionnaire was administered to students during the pre-agreed upon scheduled lectures. Prior to distributing the questionnaire, the students were informed that their participation in the survey was strictly on a voluntary basis.

Research instrument

The questionnaire used in this study contained two sections, namely Sections A and B. In addition, the questionnaire included a cover letter outlining the purpose of the study. Section A requested demographic information and responses in this section were measured using nominal scales.

Section B comprised the adapted version of the MSSC (Trail et al., 2003), developed by Trail and James (2001). This scale comprises the eight latent factors of achievement (three items), aesthetics (three items), drama (three items), escapism (three items), knowledge (three items), physical skills (three items), social (three items) and family (three items). A ninth latent factor with three items – entertainment, as suggested by James and Ross (2002), was added to this scale. All scaled responses were anchored on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

The questionnaire was then piloted on a convenience sample of 50 Generation Y students not included in the main study. The pilot study returned a Cronbach alpha of 0.899 on the sport motives scale, thereby indicating good reliability.

Data analysis

The captured data were analysed using the Statistical Package for Social Sciences (SPSS) and AMOS, Version 22.0 for Windows. The statistical analysis included frequencies, confirmatory factor analysis of the measurement model, descriptive statistics and an independent-samples z-test.

Ethical considerations

In accordance to the ethical standards of academic research, participation in this study was strictly on a voluntary basis. In addition, the findings are presented in aggregate and the names of both the participants and the HEI at which they were registered at the time of the study are not mentioned, thereby honouring the promise of confidentiality provided in the cover letter of the questionnaire.

Results

Of the 400 questionnaires distributed in the main survey, 318 completed questionnaires were received back, which gives the study a 79.5 percent response rate. The majority of the participants (70%) were between the ages of 19 and 21 years. Concerning the gender spread, there were more male (55.3%) than female (44.7%) participants. While eight of South Africa’s nine provinces were represented in the sample, most of the participants indicated that they originated from the Gauteng province (46.5%), followed by Limpopo (19.4%) and the Free State (12.4%). Table 1 presents a description of the sample.

Table 1: Sample description

| Age | Percent (%) | Gender | Percent (%) | Province | Percent (%) |
|-----|-------------|--------|-------------|----------------|-------------|
| 18 | 3.8 | Male | 55.3 | Limpopo | 19.4 |
| 19 | 17.3 | Female | 44.7 | Gauteng | 46.5 |
| 20 | 29.1 | | | Mpumalanga | 5.7 |
| 21 | 23.6 | | | North-West | 8.2 |
| 22 | 9.9- | | | Free-State | 12.4 |
| 23 | 7.7 | | | Kwa-Zulu Natal | 3.5 |
| 24 | 8.6 | | | Eastern-Cape | 3.5 |
| | | | | Northern-Cape | 0.6 |
| | | | | Western-Cape | 0 |

An important element of this study was to validate the sport spectator motives scale in the South African context. As such, confirmatory factor analysis, using the AMOS structural equation modelling program, was conducted in order to ascertain the internal consistency and construct validity of the sport motives scale. Table 2 reports on the factor loadings, error variances, composite reliability (CR), average variance extracted (AVE), the square root of the AVE and the correlation coefficients.

Table 2: Confirmatory factor analysis estimates of internal consistency and construct validity

| Motives | Factor loadings | Error variances | CR | AVE | √AVE |
|------------------|-----------------|-----------------|--------|------|------|
| Achievement (F1) | 0.79 | 0.63 | 0.7489 | 0.50 | 0.71 |
| | 0.90 | 0.81 | | | |
| | 0.86 | 0.74 | | | |
| Aesthetics (F2) | 0.88 | 0.77 | 0.7464 | 0.50 | 0.71 |
| | 0.93 | 0.87 | | | |
| | 0.67 | 0.45 | | | |
| Drama (F3) | 0.56 | 0.32 | 0.7481 | 0.50 | 0.71 |

| Motives | Factor loadings | Error variances | CR | AVE | √AVE |
|--------------------------|-----------------|-----------------|-------------|-------------|-------------|
| Escape (F4) | 0.70 | 0.49 | 0.7503 | 0.50 | 0.71 |
| | 0.58 | 0.33 | | | |
| | 0.76 | 0.58 | | | |
| | 0.72 | 0.52 | | | |
| Knowledge (F5) | 0.76 | 0.57 | 0.7481 | 0.50 | 0.71 |
| | 0.85 | 0.73 | | | |
| | 0.81 | 0.66 | | | |
| | 0.74 | 0.55 | | | |
| Physical skills (F6) | 0.65 | 0.43 | 0.7477 | 0.50 | 0.71 |
| | 0.75 | 0.57 | | | |
| | 0.68 | 0.46 | | | |
| | 0.74 | 0.55 | | | |
| Social (F7) | 0.74 | 0.55 | 0.7464 | 0.50 | 0.71 |
| | 0.82 | 0.68 | | | |
| | 0.63 | 0.40 | | | |
| | 0.82 | 0.67 | | | |
| Family (F8) | 0.89 | 0.79 | 0.7497 | 0.50 | 0.71 |
| | 0.84 | 0.71 | | | |
| | 0.77 | 0.60 | | | |
| | 0.72 | 0.51 | | | |
| Entertainment (F9) | 0.79 | 0.63 | 0.7492 | 0.50 | 0.71 |
| | | | | | |
| Correlation coefficients | | | | | |
| F1↔F2: 0.77 | F1↔F8: 0.12 | F2↔F7: 0.50 | F3↔F7: 0.55 | F4↔F8: 0.35 | F6↔F7: 0.80 |
| F1↔F3: 0.37 | F1↔F9: 0.47 | F2↔F8: 0.11 | F3↔F8: 0.21 | F4↔F9: 0.53 | F6↔F8: 0.14 |
| F1↔F4: 0.26 | F2↔F3: 0.59 | F2↔F9: 0.50 | F3↔F9: 0.50 | F5↔F6: 0.76 | F6↔F9: 0.69 |
| F1↔F5: 0.45 | F2↔F4: 0.33 | F3↔F4: 0.49 | F4↔F5: 0.52 | F5↔F7: 0.70 | F7↔F8: 0.28 |
| F1↔F6: 0.50 | F2↔F5: 0.45 | F3↔F5: 0.63 | F4↔F6: 0.43 | F5↔F8: 0.28 | F7↔F9: 0.77 |
| F1↔F7: 0.44 | F2↔F6: 0.60 | F3↔F6: 0.80 | F4↔F7: 0.50 | F5↔F9: 0.71 | F8↔F9: 0.37 |

As is evident from Table 2, all CR values exceeded the recommended 0.70 level, thereby indicating the reliability of the constructs. In addition to these CR values, all factor loadings exceeded the 0.50 level and AVE values were commuted at 0.50, thereby suggesting convergent reliability (Hair, Black, Babin & Anderson, 2010). There is also evidence of discriminant validity in that the square root of the AVE is larger than 31 of the 36 correlation coefficients (Malhotra, 2010).

Given that each of the nine latent factors measure different aspects of sport spectator motives, some degree of inter-correlation was expected. In terms of the model fit indices, whilst the chi-square was significant (543.81 (df = 288, $p > 0.01$)), the Comparative Fit Index (CFI) of 0.94, the Tucker-Lewis Index (TLI) of 0.93, the Root Mean Square Error of Approximation (RMSEA) of 0.05 and the Standardised Root Mean Square Residual (SRMR) of 0.059 all suggest acceptable model fit. Table 3 reports on the means and standard deviations (SD) for the total sample, as the male and female participants.

Table 3: Descriptive statistics

| Motive | Full sample N=320 | | Males N=176 | | Females N=142 | |
|-----------------|----------------------|------|----------------|------|------------------|------|
| | Mean | SD | Mean | SD | Mean | SD |
| Achievement | 5.70 | 1.52 | 5.78 | 1.48 | 5.60 | 1.56 |
| Aesthetics | 5.56 | 1.35 | 5.72 | 1.27 | 5.37 | 1.41 |
| Drama | 5.13 | 1.24 | 5.22 | 1.26 | 5.02 | 1.20 |
| Escape | 4.07 | 1.65 | 4.14 | 1.66 | 3.98 | 1.64 |
| Knowledge | 5.32 | 1.38 | 5.47 | 1.38 | 5.13 | 1.36 |
| Physical skills | 5.52 | 1.10 | 5.65 | 1.08 | 5.36 | 1.09 |
| Social | 5.23 | 1.26 | 5.34 | 1.18 | 5.06 | 1.35 |
| Family | 4.23 | 1.70 | 3.98 | 1.61 | 4.54 | 1.75 |
| Entertainment | 5.34 | 1.35 | 5.56 | 1.26 | 5.07 | 1.42 |

In terms of the total sample, the highest ranked spectator motive for watching PSL games was achievement (mean=5.70), followed by the aesthetics of the game (mean=5.56) and the physical skills of the players (mean=5.52). The lowest ranked spectator motives were escapism (mean=4.07) and spending time with the family (mean=4.23). The achievement motive was ranked highest amongst both males (mean=5.78) and females (mean=5.60). Similarly, the aesthetics motive was ranked second highest by males (mean=5.72) and females (mean=5.37). Spending time with the family (mean=3.98) was ranked lowest by males, followed by escapism (mean=4.14). Conversely, escapism (mean=3.98) was ranked lowest by female participants, followed by spending time with the family (mean=4.54). This suggests that vicarious achievement and the aesthetics of the game are the most important PSL soccer spectator motives amongst both male and female black Generation Y students.

An independent-samples z-test was then conducted in order to determine whether the gender differences in PSL spectator sport motives were statistically significant. The significance level was set at the conventional 5 percent level. The mean differences, z-scores and p-values are reported on in Table 4.

Table 4: Statistical gender differences

| Motive | Mean difference | z-score | p-value |
|-----------------|-----------------|---------|---------|
| Achievement | 0.17 | 1.012 | 0.313 |
| Aesthetics | 0.36 | 2.356 | 0.019* |
| Drama | 0.20 | 1.414 | 0.158 |
| Escape | 0.16 | 0.857 | 0.392 |
| Knowledge | 0.34 | 2.181 | 0.030* |
| Physical skills | 0.30 | 2.415 | 0.016* |
| Social | 0.28 | 1.970 | 0.050 |
| Family | -0.55 | -2.923 | 0.004* |
| Entertainment | 0.48 | 3.217 | 0.001* |

*Statistically significant at the 0.05 level

At the 5 percent significance level, a statistically significant difference between males and females occurred on five of the PSL spectator motives, namely aesthetics ($p=0.019<0.05$), knowledge ($p=0.030<0.05$), physical skills ($p=0.016<0.05$), family ($p=0.004<0.05$) and entertainment ($p=0.001<0.05$). This suggests that in comparison to their female counterparts, black Generation Y male students are statistically significantly more motivated to be PSL soccer game spectators by the aesthetics, knowledge, physical skills and entertainment motives. In contrast, black Generation Y female students, are statistically significantly more motivated to be PSL soccer game spectators by the spending time with the family motive.

Discussion

South Africa has been described as one of the most sporting country in the world and soccer is watched, played and discussed more so than any other sport. The continued success of South Africa's PSL is highly dependent on the league's ability to remain relevant to the youth; that is, the Generation Y cohort, especially members of the black Generation Y cohort who make up the majority of the country's Generation Y segment.

Not only does the PSL have to compete for spectatorship with other major sports in the country such as rugby and cricket but also with the popular European soccer leagues. Whether it is actual game attendance or simply following the league's results through mass media, the type and amount of sponsorship and broadcast deals the PSL attracts depends largely on the size of their spectator base.

A core issue in successfully targeting any segment is understanding the motives that drive those individuals' behaviour. This study aimed at validating a sport spectator motives scale in the South African context and determining whether there are gender differences concerning PSL spectator motives amongst black Generation Y students in South Africa.

The sport spectator motives scale tested in this study comprised nine latent factors, eight of which were developed by Trail and James (2001) and the ninth, entertainment, by James and Ross (2002). The results of the confirmatory factor analysis indicate that the scale is reliable and exhibits both convergent and discriminant validity. In addition, the model fit indices all indicate acceptable model fit. Whilst this study focused exclusively on the sport of soccer and the PSL league as a whole, this scale may prove valuable for measuring spectator motives in other South African sports, as well as for measuring spectators' motives for following specific teams within the PSL.

The PSL spectator motives of achievement and aesthetics of the game were ranked highest across the genders. This highlights the importance of attracting star soccer players and coaches to PSL teams and of maintaining a high standard of competitiveness. For sponsors, these findings emphasise the importance of backing winning teams. While PSL team marketers have no control over the outcome of a game, they should take advantage of a winning by ensuring that it is well publicised in the media. The PSL's marketing communication content should focus on promoting rivalry between the teams to help forge spectators' emotional attachment to particular teams and showcase the beauty of the game of soccer, using imagery of spectacular soccer moves.

In terms of gender differences, the findings suggest that black Generation Y male students are more motivated by the aesthetics, knowledge, physical skills and entertainment motives, whilst their female counterparts are more motivated by the spending time with the family motive. This suggests that while females enjoy watching PSL games, they are less engaged in the actual game and view it more as an opportunity to socialise with their significant others. This finding is in line with the findings of Fink and Parker (2009) and Wann et al. (1999). PSL marketing messages targeted at black Generation Y females should highlight the social appeal of being a soccer spectator. Organising pre- and/or post-game events may also contribute to encouraging female game attendance. Males, in contrast, appear to be highly engaged in the game and the PSL needs to satisfy this need by ensuring that up-to-date league tables are available through a variety of media, and that mass media and online social media networks are continuously stimulated with informative articles, comments and, player and team evaluations that are likely to spark discussions amongst male spectators.

Limitations and implications for future research

As is generally the case, this study has several limitations that should be taken into consideration when interpreting the results. The most salient limitation is that the study employed non-probability convenience sampling, which does not allow for an objective assessment of the exactitude of the sample findings (Malhotra, 2010). Therefore, caution is advised in interpreting these results.

Furthermore, even though the sample included respondents from each of South Africa's nine provinces, the study focused exclusively on the HEI campuses in the Gauteng province. Students registered at university campuses outside the Gauteng province may have different PSL spectator motives. The study also only focused on overall PSL spectator motives, whereas a study on the influence of PSL spectator motives on specific team identification may prove more valuable.

Conclusion

In the ever increasing dynamic and competitive world of sports marketing, South Africa's PSL needs to remain vigilant in the way in which they appeal to spectators. Their ability to attract spectators from amongst the black Generation Y cohort will dictate their success in the foreseeable future, which, in turn, will help them to continue to attract the lucrative sponsorship and broadcast deals necessary for the league's survival and growth.

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