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THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS EVENTS TOURISM WEBSITES



DOCTOR OF PHILOSOPHY (Ph.D.) UNIVERSITI UTARA MALAYSIA JULY 2016

THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS EVENTS TOURISM WEBSITES



A Thesis submitted to the Ghazali Shafie Graduate School of Government in fulfillment of the requirements for the Doctor of Philosophy Universiti Utara Malaysia

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Tarikh: 6 Julai 2015 (Date)	5			

Nama Pelajar (Name of Student)

Tajuk Tesis (Title of the Thesis) Radzliyana Binti Radzuwan (93799)

THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS EVENT TOURISM WEBSITES

Program Pengajian

Ph.D

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:

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:

(Programme of Study)

Penyelia Supervisors)

Assoc. Prof. Dr. Lim Khong Chiu

w

Tandatangan (Signature)



Dr. Khor Poy Hua

Tandatangan (Signature)

i

ABSTRAK

Walaupun banyak kajian berkaitan Internet dijalankan di seluruh dunia, namun masih terdapat kekurangan pengetahuan mengenai ciri-ciri peribadi dan faktor motivasi sebagai pembolehubah penyetara terhadap kecenderungan menggunakan laman web acara sukan pelancongan. Oleh itu, kajian ini dijalankan untuk mengkaji peranan pembolehubah penyetara ke atas hubungan di antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web acara sukan pelancongan. Kajian ini telah menggunakan Model Penerimaan Laman Web Sukan (SWAM) dan Teori Gratifikasi dan Kegunaan (UGT) sebagai latar teori kajian. Sehubungan itu, empat komponen nilai persepsi pelanggan diekstrak daripada faktor analisis iaitu akses, fleksibel, interaktif dan kebolehpercayaan, bertindak sebagai pembolehubah bebas. Manakala motivasi dari perspektif kepuasan berinformasi dan kepuasan berhibur adalah pembolehubah penyetara. Kajian ini menggunakan kaedah soal selidik yang ditadbir sendiri dan diadaptasi daripada soal selidik piawaian berdasarkan tinjauan literatur. Sampel kajian terdiri daripada 530 orang pelancong sukan (315 lelaki dan 215 perempuan) yang mengambil bahagian dalam tiga acara sukan pelancongan utama yang dijalankan di Malaysia sepanjang tahun 2013. Teknik persampelan rawak telah digunakan untuk memilih responden. Hasil analisis korelasi Pearson menunjukkan bahawa terdapat hubungan yang signifikan antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web. Analisis regresi pelbagai menunjukkan antara empat pembolehubah penyetara iaitu ciri-ciri peribadi (umur, jantina, pendidikan dan pendapatan) kecuali pendapatan tidak memberi sebarang kesan ke atas hubungan antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web. Keputusan kajian juga menunjukkan 14.8 peratus daripada jumlah varian tentang kecenderungan untuk menggunakan laman web telah dijelaskan oleh faktor nilai persepsi pelanggan, kepuasan berhibur, kepuasan berinformasi, gabungan antara faktor nilai persepsi pelanggan dan kepuasan berhibur serta gabungan antara faktor nilai persepsi pelanggan dan kepuasan berinformasi. Sehubungan itu, dapatan kajian ini boleh digunakan untuk membantu organisasi dalam menyediakan laman web acara sukan pelancongan khususnya mengenai cara memasarkan produk dan perkhidmatan dengan lebih berkesan.

Kata kunci: Laman Web Pelancongan Sukan, Nilai Persepsi Pelanggan, Model Penerimaan Laman Web Sukan (SWAM), Teori Gratifikasi dan Kegunaan (UGT)

ABSTRACT

Despite plenty of research related to the Internet has been conducted throughout the world, there remains a shortage of knowledge pertaining to personal characteristics and motivational factors as the moderating effects on the propensity to use sports events tourism websites. Thus, this study was conducted to investigate roles of moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites. This study has utilized the Sport Website Acceptance Model (SWAM) and the Uses and Gratification Theory (UGT) as the research background theories. Therefore, four components of customer-perceived value which extracted from the factor analysis were accessibility, flexibility, interactivity and reliability, acted as independent variable. While, motivation in terms of informativeness gratification and entertainment gratification acted as the moderating variables. This study has utilized a self-administered questionnaire adapted from a standardized questionnaire based on the literature review. The sample of the study comprised of 530 sports tourists' (315 males and 215 females) who participated in three major sporting events conducted in Malaysia in 2013. The probability sampling technique was applied to select the respondent. The results of Pearson correlation analyses showed that there was a significant relationship between customer-perceived value and the propensity to use the websites. The stepwise multiple regression analyses showed that amongst four moderating variables of personal characteristics (age, gender, education, and income) except income did not moderate the relationship between customer-perceived value and the propensity to use the websites. The result of the study also indicates that 14.8 percent of the total variance of the propensity to use the websites was explained by customerperceived value, entertainment gratification, informativeness gratification, the combination of customer-perceived value and entertainment gratification as well as the combination of customer-perceived value and informativeness gratification. The research findings would be practical and useful for sports tourism organizations in providing distinctive sports tourism websites on how to market their products and/or services effectively.

Keywords: Sports Tourism Websites, Customer-Perceived Value, Sport Website Acceptance Model (SWAM), Uses and Gratification Theory (UGT)

ACKNOWLEDGEMENTS

In the name of ALLAH S.W.T., the Most Beneficent and the Most Merciful, praise and thanks to You for giving me strength to complete this thesis. First and foremost, my sincere gratitude and appreciation goes to my main supervisor, Associate Professor Dr. Lim Khong Chiu for his guidance and patience during the whole process of conducting this research. Also, specially thanked to Dr. Khor Poy Hua from Faculty of Sport Science and Recreation (FSR), Universiti Teknologi MARA (UiTM) Perlis for being my co-supervisor. Their advice and valuable comments have greatly helped me to remain focused and kept me on track towards the completion of my study. My special gratitude to UiTM for granting me the scholarship and the study leave to pursue this doctoral degree. I would like to thank the FSR student for their assistance during the data collection process. A special thank is also dedicated to Associate Professor Rohana Alias and Encik Azlan Abdul Aziz of Faculty of Mathematics and Statistics, UiTM (Perlis) for assisting me with the data analyses. Indeed, I express my true appreciation to Encik Razak Siamin, the Head of Reference of UUM Library and to all whom had been involved directly or indirectly in this research. Finally and most important, I would like to extend my affection to my beloved husband Zulfikri Bakri, daughter Nur Qasih Zuliyana, and son Adam Ziqri. I must thank to all relatives and friends, who have constantly supported and motivated me upon completion of this study.

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LIST OF FIGURES

LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
APEC	Asia-Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
ATM	Automatic Teller Machines
BC	Before Century
BCE	Before the Common Era
B2C	Business to Consumer
CRSs	Computer Reservation Systems
EG	Entertainment Gratification
GDSs	Global Distribution Systems
ICTs	Information Communication Technologies
IOC	International Olympic Committee
IG	Informativeness Gratification
IS	Information Systems
IT	Information Technology
IUTO	International Union of Official Travel Organization
MANOVA	Multivariate Analysis of Variance
MCMC	Malaysian Communication and Multimedia Commission
NASCAR	National Association for Stock Car Auto Racing
PGA	Professional Golfers' Association of America
RM	Ringgit Malaysia
SPSS	Statistical Package for Social Sciences
SWAM	Sport Website Acceptance Model
TAM	Technology Acceptance Model
TIA	Travel Industry Association of America
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGT	Uses and Gratification Theory
UNWTO	United Nations World Tourism Organization
USD	United States Dollar
VCDs	Video Compact Discs
VIF	Variance Inflation Factor
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Background of the Problem

A growing phenomenon in the tourism industry is the field of sport tourism (Gibson, 2004; Hinch & Higham, 2001; Kurtzman & Zauhar, 2003). Sport tourism has become one of the core "*sub*" of tourism. The success of the conference for the world of sports tourism conducted in Barcelona, Spain in 2001 has become a cornerstone for serious attention and extensive coverage in the following year (World Tourism Organization & International Olympic Committee, 2001). In early 1990s, tourism and sports activities exist in two separate spaces (Glyptis, 1991). During that time, the majority of scholars, policy makers and governments involved in the field of tourism and sports, see the benefits of both these sectors separately, although the benefits generated by the synergy of the two is far greater.

Sports have an advantage as a tourism product due to several characteristics. For example, sports activities normally take place within several days at particular host destinations. For that reason, it encourages people to travel. This aligns with the definition of sport tourism provided by Gibson (1998). She defines sport tourism as "leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions

associated with physical activities" (p. 49). Thus, it may get extensive publicity coverage through the media both printed and electronics. In addition, it provides the opportunity for local residents to do business during the organization of the sports events.

There are many sports events tourism being conducted in Malaysia for the past few years. For example, Le Tour de Langkawi in 1996 has become a turning point in the Malaysian government's focus on the development of sport tourism. At the present time, Malaysia is well-known for hosting several world-class sports events including the Petronas Formula 1 Grand Prix (GP) Malaysia, the Petronas Moto GP, the Monsoon Cup Terengganu, the Standard Chartered Kuala Lumpur Marathon, and the Port Dickson International Triathlon. The hosting of these international sporting events brings good returns to society and the whole country. For instance, the successful hosting of the Monsoon Cup race in Terengganu has recorded a total of 81,000 people in sports tourists' arrivals to the event destination in 2007 with a value of RM217.6 million gross media (Ku Muhammad Husaini & Jabil, 2010).

Tourism is an information-intensive industry that relies on communication with tourists through various channels to market products and builds customer relationships (Poon, 1993). The Internet has become particularly important as one of the most effective means for tourists to seek information and purchase tourism-related products. Tourism-related websites provide users with powerful navigation and search capabilities so that the desired tourism-related information can be found conveniently and effectively. Travel is an example of one of the tourism-related product/service. According to Verma, Iqbal and Plaschka (2004), travel and tourism have for a long time been one of the top categories of websites visited by the Internet users.

In today's society, there is an increasing public interest in online communication and the Internet marketing on the impact of sports events tourism (Radzliyana, Khor, & Lim, 2013). An increase number of the Internet users show that the Internet has developed faster than any other form of electronic technology or communication. The largest number of the Internet users can be found in Asia followed by Europe and North America (Internet World Stats.com, 2007). As referred to the Malaysian Communication and Multimedia Commission (MCMC, 2008), Malaysia was in the second place in terms of the number of the Internet users among ASEAN countries (57.8 percent) after Singapore (60.9 percent).

Further research indicates that the sporting events have been revolutionized. It is heavily influenced by trends, which must consistently be evaluated by sport and tourism industry businesses to meet changing demand from customers. For sports events organization to attract and retain customers, it is essential to provide customer value and hence, from the perspective of organization marketing strategy and investments, it seems important not to waste capital or other resources on developing website features and content which customers to do want or care about (Verma et al., 2004). Obviously, the sports events market is very competitive, which requires event organizers to be more creative and possesses entrepreneurial skills when marketing their sports events.

Demographic characteristics have been studied in multiple contexts to ascertain their moderating effects on buying behaviour (Bryant & Cha, 1996;

Mittal & Kamakura, 2001). There is a general agreement that demographic characteristics play an important role in marketing since they provide the opportunity to customize products, services as well as communications to better meet consumer needs. Based on data analysis from the American Customer Satisfaction Index, Bryant and Cha (1996) found that there were many systematic differences between different demographic groups in their level of satisfaction.

Demographic characteristics such as age, gender, family status, level of education and area of residence have often been used as a means of explaining customers' reactions to innovations. Many researchers used demographic characteristics as the basis for adopting and using self-service technologies (Bateson, 1985; Zeithaml & Gilly, 1987; Dabholkar, 1992; Ranaweera, McDougall, & Bansal, 2005). However, demographic characteristics have not been able to explain technology adoption and usage on a consistent basis. According to Meuter, Ostrom, Bitner, and Roundtree (2003), the impacts of demographic characteristics on usage of self-service technologies were not definitive. Overall, findings on the impact of demographic characteristics on using new technologies and innovations have not been consistent.

The emergence of new technologies and their significant impact on day-to-day activities of consumers requires an in-depth examination of consumers' ability and willingness to adopt these new technologies. This attitude towards technology affects both adoption and usage (Meuter et al. 2003; Parasuraman, 2000). It is also critical to assess the relative comfort level displayed by customers in using these technologies (Novak, Hoffman, & Yung, 2000). The technology readiness construct captures consumers' attitude and behaviour towards accepting new technology.

Acceptance of new technology has also embraced motivational work for online sport consumers with measures of convenience, information, diversion, socialization and economic (Hur, Ko, & Valacich, 2007) and motives for information, entertainment, interpersonal communication, escape, pass time, fanship, team support, fan expression, economic and technical knowledge (Seo & Green, 2008). Hence, this research attempts to fill the gap in investigating the moderating effects of personal characteristics and motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites.

1.2 Problem Statement

Sport tourism and the Internet marketing has seen explosive growth and become a viable means of accomplishing marketing strategies. There are huge amount of valuable tourism information available on the Internet (Pan & Fesenmaier, 2006; Proll & Retschitzegger, 2000; Wober, 2003). It includes the hotel reservations, travel, experience, ticket price and packages. The tourism information is combined, integrated and packaged in different ways in order to suit different sports tourists' needs. However, users are often overwhelmed by these huge amount of information available online and thus cannot always locate what they intended to find.

The consumers of tourism information are diverse with different ages, interests and motives for travel. However, some researchers stated that most of the information offered by tourism websites is not determined by considering the sports tourists' needs instead it is based on the interests of the organizations or the service providers (Lim, Kim, Choi, Choi, & Lee, 2010). Most tourism organizations use websites as a mechanism to enhance reputation over competing organizations and generate revenue for instance from the advertising.

Apart from that, they often use websites to expand market reach, creation of new business opportunities, improvement in customer service and generation of online sales (Teo, 2001). Developing sports events tourism websites should stress more on the customer-perceived value rather than the interests of the tourism organizations or the service providers *per se*. Thus, this study is conducted to determine the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites. Once the customer perceived benefits from the developed websites, automatically it becomes a medium for promoting as well as marketing the sports events.

Studies on the moderating effects of online customer behaviour has focused on antecedents of website satisfaction (Wolfinbarger & Gilly, 2003) and consequences of website satisfaction (Shankar, Smith, & Rangaswamy, 2003). There were little studies conducted on the moderating effects of personal characteristics as well as the motivational factors of sports tourists' which reflect to propensity to use sports events tourism websites. In this study context, the moderating effects of personal characteristics and motivational factors are central to investigate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites. It is important to discover which attributes of a new technology (in this study refers to sports events tourism websites developed by The Standard Chartered Kuala Lumpur Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu) promotes its adoption by consumers.

Hence, this study adopted the Sport Website Acceptance Model (SWAM) developed by Hur, Ko and Claussen (2011) in determining the attributes of customer-perceived value of sports events tourism websites. Most studies on customer-perceived value in relation to travel and tourism websites focused on the attributes, consequences and the desired end-states (core value, purposes and goals) associated with the product (Woodruff, 1997; Lexhagen, 2008). Little work so far has explored the propensity to use sports events tourism websites which integrated to the Uses and Gratification Theory (UGT), particularly in Malaysian context.

The UGT is chosen because it is the most comprehensive paradigm used to study the motivations and behaviours of media consumption in the communication domain (Eighmey & McCord, 1998; Stafford & Stafford, 2001; Ruggiero, 2000). Also, it is applied to explore the relationship between the Internet usage motivations and the likelihood of online service adoption. The application of this theory would provide a better explanation and understanding on the motivational factors as the moderating effects on the propensity to use sports events tourism websites. The combination of these two theories (SWAM and UGT) in this study, would enhance and provide a better understanding on consumer behaviour towards sports events tourism websites.

1.3 Research Objectives

The moderating effects of personal characteristics and motivational factors on the propensity to use sports events tourism websites has become the main objective of the study. The formulated research objectives of the study are as follows:

- 1.3.1 To determine the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- 1.3.2 To investigate the moderating effects of personal characteristics on the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- 1.3.3 To investigate the moderating effects of motivational factors on the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- 1.3.4 To examine the influence of customer-perceived value of sports events tourism websites on the propensity to use the websites.

1.4 Research Questions

Based on the research problem and research objectives of the study, the following research questions are addressed.

- 1.4.1 Is there a relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites?
- 1.4.2 Do personal characteristics moderate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites?

- 1.4.2.1 Does age moderate the relationship between customerperceived value of sports events tourism websites and the propensity to use the websites?
- 1.4.2.2 Does gender moderate the relationship between customerperceived value of sports events tourism websites and the propensity to use the websites?
- 1.4.2.3 Does education moderate the relationship between customerperceived value of sports events tourism websites and the propensity to use the websites?
- 1.4.2.4 Does income moderate the relationship between customerperceived value of sports events tourism websites and the propensity to use the websites?
- 1.4.3 Do the motivational factors moderate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites?
 - 1.4.3.1 Does entertainment gratification moderate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites?
 - 1.4.3.2 Does informativeness gratification moderate the relationship customer-perceived value of sports events tourism websites and the propensity to use the websites?
 - 1.4.4 To what extend does the customer-perceived value of sports events tourism websites influence the propensity to use the websites?

1.5 Research Hypotheses

The research hypotheses are provided in order to facilitate researcher in answering the research questions. The research hypotheses of the study are developed as follows:

- H1: There is a relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- H2: Personal characteristics in terms of age, gender, education and income moderate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- H3: Motivational factors in terms of entertainment gratification and informativeness gratification moderate the relationship between customer-perceived value of sports events tourism websites and the propensity to use the websites.
- H4: Each component of customer-perceived value of sports events tourism websites influences the propensity to use the websites.

1.6 Definition of Terms

1.6.1 Sport Tourism

According to Gibson (2003), sport tourism is defined as a process which requires individuals to engage in a trip or tour to different places to allow them to get involved into leisure activities. Sport tourism in this study refers to all leisure-related activities included as travelling and staying at particular destinations.

1.6.2 Sport Event Tourists'

Following the definition of sport tourists' suggested by Turco, Riley and Swart (2002), they are defined as individual who travel to a particular destination that is primarily driven by involvement with the sport, not the destination. In this study, sport event tourists' referred to sports tourists' who travel to attend the sports events tourism; both participants and spectators of sports events tourism are considered as sport event tourists'.

1.6.3 The Internet/Online Marketing

According to Brown (2003), the Internet or online marketing refers to a platform that provide consumers with reliable and accurate information in order to assist them in making a decision prior to purchase any product/service. In line to that, the Internet or online marketing in this study refers to the sports events tourism websites that the consumers use when making travel decisions and reservations. The official website is considered as the most appropriate mechanism to practice the Internet/online marketing.

1.6.4 The Customer-Perceived Value

According to Ziethaml (1985), customer-perceived value refers to the consumers' overall assessment of the utility of a product or service based on what is received and what is given. However, consumers' overall assessment can only be made after he or she accepts the product or service. Consumers' acceptance refers to the users' willingness or intent to employ and the actual usage of the online services, particularly the website (Dillon and Morris (1996). In line with Cronin, Brady, and Hult (2000), customer-perceived value in this study refers to a concept which is believed to directly and indirectly affect the customers' propensity to use sports events tourism websites.

1.6.5 Propensity to Use the Websites

According to Krueger (1993), without a significant propensity to act, it is hard to arrive at well-formed intentions. The propensity to act was conceptualized as a stable personality trait, and is closely related to the locus of control (Krueger, 2000; Bateman & Crant, 1993). The desire for control is linked with initiating and maintaining goal-directed behaviours and is significantly associated with intentions (Krueger, 1993). Shapero and Sokol (1982) conceptualized the propensity to act as a disposition to act upon one's decision, as it reflects the volitional components of intentions.

This study changed the word to propensity to use and it was conceptualized as the degree to which online consumers' perceived disposition to use sports events tourism websites and is reflected in

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the volitional aspects of their behaviour. The propensity to use shows online consumers' tendency towards using the Internet particularly the sports events tourism websites; the degree to which online consumers' act to influence their environment and to achieve their goals of consuming the Internet. A higher level of propensity to use will increase the online consumers' intention to use the websites.

1.6.6 Moderating Effects

According to Sekaran and Bougie (2010), moderating variables or moderating effects are used to describe and explain the relationships among the independent variables and the dependent variables. In this study context, the moderating effects refer to the variables used to measure the relationships between customerperceived value and the propensity to use sports events tourism websites. The moderating effects of this study are personal characteristics and motivational factors.

1.6.7 Personal Characteristics

As referred to Ranaweera et al. (2005), the moderating effects of customer personal characteristics would lead to a better understanding of online customer behaviour towards establishing long-term customer-service provider relationships. Personal characteristics and demographic characteristics are often used interchangeably. According to Dabholkar (1996), gender is used as the moderating effects on the relationship between satisfactions and reasons for switching service providers. Mittal and Kamakura (2001) added that age, family status, level of education and area of residence are significant moderating effects on the satisfaction-retention relationships. Hence, in the context of this study, personal characteristics refer to age, gender, education and income of the online consumers.

1.6.8 Motivational Factors

According to Oxford Advanced Learner's Dictionary (2010), motivation is "the reason why somebody does something or behaves in a particular way" (p. 963). Psychologists have provided a more comprehensive definition of motivation. Based on Leunes and Nation (2002), motivation is the "psychological and social factors that impel a person to act and affect a person's levels of effort and persistence" (p. 114). Motivational factors in this study referred to factors that influence consumer gratification and satisfaction towards the usage of sports events tourism websites.

1.6.9 Entertainment Gratification

According to the Uses and Gratification Theory, entertainment gratification is a major determinant that affects use of a particular media (Luo, 2002). Following the definition provided by Eighmey and McCord (1998) and McQuail (1983), the EG refers to the extent to which the web media is fun and entertaining as well as its ability to fulfil users' needs.

1.6.10 Informativeness Gratification

Based on Chen and Wells (1999), informativeness gratification refers to the web media ability to provide users with resourceful and helpful information. In the context of this study, informativeness gratification refers to the main reason for people to go online is to obtain as much information as possible.

1.7 Scope of the Study

This study was focused on sports tourists' involved in three selected events in Malaysia in 2013. These sports events include the Standard Chartered Kuala Lumpur Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu. This study did not represent the whole sports tourists. Thus, the results can only be generalized to sports events tourists attending to these three events. The major focus of this study was to investigate the moderating effects of personal characteristics and motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites.

1.8 Significance of the Study

This study is believed to contribute to the knowledge of the Internet technology adoption in sports events tourism in a few ways. The results of this study make it possible to start out with some understanding of the impact of moderating effects on online behaviour and thus extend the researcher knowledge of behaviour related to the Internet technology adoption among sports events tourism customers. Further, to the researcher knowledge, this study was the first to specifically address personal characteristic and sport event tourists' motivation related to websites and the Internet technology adoption. Also, it presents an original approach to sports events tourism research, particularly in Malaysian context that combines numerous methods of probability sampling techniques with a wealth of information collected using questionnaires. For managers in the sport tourism industry, it was the first to study online consumer behaviour, specifically in an intra-site setting in relation to the moderating effects. This is believed to provide a comprehensive understanding on how consumers use a given website and thus helping to target them better, to increase the chances of making future contact with them and even to develop fruitful relationships with them.

1.9 Structure of the Thesis

The thesis is structured into five chapters. The first chapter introduces the background of the problem. Moreover, it contained problem statement, research objectives, research questions, research hypotheses and the operational definition of concepts that are utilized in this study. The scope and the significance of the study are discussed here. Chapter Two compiles a review of relevant literature on sport tourism, sports events tourism, the Internet technology adoption and the influence of the Internet as a marketing tool to promote sports tourism products and services. It stresses on the moderating effects of personal characteristics and motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites. Chapter Three explains about the research methodology used in this study. It comprised the technique selected to analyze the data, the research design and also the results of the pilot study prior to the actual study. In Chapter Four, it contains the results of the data analyses collected to embark on the objectives of the study and for hypotheses testing. Chapter Five consists of summary and discussion of the research findings as well as implications and suggestions for future studies on the development of sports events tourism websites in relation to online consumers' behaviour.


CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter is focused on reviewing the literature in relation to the research problem, research questions and research hypotheses. It emphasized on what the previous researchers have done in the area of sport tourism and adoption of new technology, the variables used and the findings discovered. This chapter discussed on elements of the study which include sport tourism, sports events tourism, the Internet technology adoption to travel and tourism as well as personal characteristics and motivational factors as the moderating effects on the relationship between customer-perceived value and propensity to use sports events tourism websites. The conceptual framework of the study is also presented at the end of this chapter.

2.2 Sport Tourism

In recent years, special interest tourism of various types has become increasingly popular (Weiler & Hall found in Dearden, & Harron, 1992). One form of special interest tourism which has garnered particular attention is travel related to sport or better known as sport tourism. In the United States, sports events tourism generates an estimated \$27 billion a year (Travel Industry Association of America, 2001). In fact, thousands of people including Malaysian travel significant distances to watch their favourite's sports on a regular basis.

In order to enable people to travel to various destinations, the travel and tourism organization have to develop their own websites and practiced the online marketing strategies. Travel and tourism have for a long time been one of the top categories of websites visited by Internet users (Lexhagen, 2008). Hence, this study is conducted in response to the Internet technology adoption practices by many sports tourism organizations in Malaysia.

Sport and tourism, particularly related to travelling activity have been chosen as a field of study by various parties since the mid of 1990s. Indeed, the top tourism research agency in the United States, which is known as the Travel Industry Association of America (TIA) has managed to perform its initial research on this issue in 1999 (Travel Industry Association of America [TIA], 1999). The research outcome indicated that 75.3 million Americans travelled to be involved in sporting events between 1994 and 1999.

The organizations that support sport and tourism are not only limited to the United States. They exist throughout the world. For instance, the International Olympic Committee (IOC) and the World Tourism Organization (WTO) announced their support to sport tourism on World Tourism Day which was held on September 27, 2004. The collaboration between these two world organizations started in 1999, and they were determined to express their commitment towards sport tourism by organizing the first world meeting on sport and tourism, conducted in Barcelona, Spain in 2001. Obviously, collaboration between the IOC and the WTO has

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acknowledged the reciprocally valuable relationship with sport and tourism towards the continuous economic enhancement.

Sport and travelling activity was not a presentation issue. Indeed, it has been broadened throughout the years. For instance, according to Coakley (2004), sport and travel have started since the ancient Greek Games in 900 BCE. The Romans often participated in enormously accepted sports tournaments that represented a great number of audiences. Recently, the phrase of "sport tourism" has turned globalized, especially when it was applied to portray the category of tourism. Furthermore, it has increasingly turned into a specific part of sport and tourism businesses.

Nowadays, the definition of sport tourism includes three major categories of travel or tour and sport involvement. Gibson (1998) provided definitions of sport tourism, which include active sport tourism, event, sport tourism and nostalgia sport tourism. Active sport tourism referred to a tour that requires individuals to involve directly with the sporting activity. Event sport tourism referred to a tour that requires individuals to witness a sporting event, whereby nostalgia sport tourism referred to a tour that requires individuals to witness sport-related attraction.

Ritchie and Adair (2004) revealed that sport and tourism were recognized as the most chosen leisure activities in the world. Kurtzman and Zauhar (2003) added that sport is an appropriate channel to get people engaged in a social connection. In fact, sports were categorized under the tourism industry by Goeldner and Ritchie (2006). Therefore, sport and travel are the main component of sport tourism. From sports and managerial point of view, sport tourism is categorized as to travel to participate in sport and to travel to witness the sport (Standeven & DeKnop, 1999). In short, sport tourism can be referred to as leisure activities that require individuals to travel outside of their home community to involve in or to witness the events. It is assumed that the main purpose which influences sports event tourists to travel is the attraction of the sporting activities. The trips are just incidental aspects. Hence, sport tourism can be defined as "leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities [active sport tourism], to watch physical activities [event sport tourism], or to venerate attractions associated with physical activity [nostalgia sport tourism]" (p. 45) (Gibson, 1998).

The development of sport tourism is measured through the increasing number of people who travel overseas. Lansing and De Vries (2007) stated that the number of overseas arrivals throughout the world will rise from 730 million in 2002 to 1.56 billion in 2020. In terms of monetary forms, tourism contributed to more than six trillion dollars in 2005 (Poling, 2006; Taylor, 2006). Sport tourism has contributed significant economic enhancement throughout the globe (Eugenio-Martin, 2003). For instance, sport tourism managed to contribute 27 billion dollars to the United States (Kurtzman & Zauhar, 1998) and RM65.44 billion to Malaysia in 2013 (Tourism Malaysia Corporate Website, 2013).

Sport and tourism have established a strong relationship for many years ago. In fact, both fields have obtained reciprocal benefits since sport tourism concept and practice have developed tremendously. Obviously, sport tourism has witnessed advancements in many related fields which include the development of sport tourism facilities, job opportunity, intercultural relations and provincial promotions which lead to commercial activities. Furthermore, sport tourism develops cooperation among community, regardless their position to accomplish organization's goals. Indeed, Hinch and Higham (2004) have proved that the relationship between sport and tourism have driven researchers from both fields to inquire new knowledge. In fact, topics on sport and tourism has contributed knowledge to dedicated journals and increasing literature.

Weed and Bull (2004) defined sport tourism as a "social, economic and cultural phenomenon arising from unique interactions of activity, people and place" (p. 197). Houlihan (2003) previously stated that sport tourism was advanced in its since it required commercialization, processes professionalization and globalization. In the beginning, income and cities rebranding was the major factor that influenced development in sport tourism. For instance, with greater amount of income earned, it allows consumers to spend more on leisure (Thwaites, 1999). In addition, in terms of citiesrebranding, sport tourism created opportunities to enhance the image of a particular city. Although, organizing sport tourism activities requires a large amount of financial and manpower supports, eventually, sports were justified as ways to improve the economy of a country (Chalip, 2004).

Development in sport tourism had influenced the development of other significant businesses which include construction of latest sport facilities (Gee, Maken, & Choy, 1997), raises a number of hotels and resorts (Gibson, 1998) and exclusive health clubs (Standeven & DeKnop, 1999). Due to massive changes in sport tourism, cities and local authorities focused more on marketing their sports events and destinations. According to Bradish (2003), the government used sport tourism as channels to attain economic and social enhancement among the modern societies in the 20th century. Although sport and tourism managed to improve society life, it also faced some major difficulties in 2001.

Apart from experiencing economic instability, sport and tourism was threatened by terrorism. However, surprisingly, it continued to be a major economic contributor worldwide. These contributions were mainly linked to tourism products and services. Thus, tourism definition should consist of four elements of products and services offered include tourists, related industries, destination government and the destination host community (Goeldner & Richie, 2003).

2.3 Sports Events Tourism

Sports events tourism is established from a sport tourism field which exposed some overlapping among themselves. Initially, tourism consisted of members and audience, but nowadays, tourism covers huge groups of participants including the destination residents. According to Getz (2008), special events are grouped as sports events tourism. It contained major elements of tourist demand and is able to create consciousness as well as improve icon of the destination. Jago and Shaw (1998) earlier stated that sports event tourism should fulfilled certain criteria's which include scheduled time frame, rare, extraordinary types of activities and provide some social exposure. Getz (2008) added that the study of event tourism, particularly sports event tourism has evolved over time. In fact, it reflects the increase in scale of occasions and their economic implications.

Sports events tourism is one of the components of sport tourism besides active sport tourism and nostalgia sport tourism. Sports events tourism referred to tourist behaviour that moves from one place to another to watch sports events. These behaviours were led by some attractions offered at that particular event. For instance, countries around the world are eager to promote their destination images through conducting numerous sports events at various levels, which include the Olympic Games, World Cup as well as PGA golf tournaments. As stated by Ritchie (1984), the competitions to get the right to conduct such events were severed due to the benefits offered particularly in terms of economics enhancement. Higham and Hinch (2003) added that the success sports event tourism can be measured by observing the level of the events which include major events (hallmark events and/or mega events) that capture international interest as well as small-scale sports events.

The world has witnessed various sports event tourism conducted. For instance, the Dragon Boat Races in China (Standeven & DeKnop, 1999), the Tour de France bicycle race (Gunn, 2003), and NASCAR which initially started as a regional event and turned out to be an international event. These events grew extensively. They were televised in numerous countries and attracted millions of viewers (Ritchie & Adair, 2002). Malaysia was experiencing the same situation when it comes to sports events tourism. Due to its strategic geographical location and stability, Malaysia was able to host many big events including the Le Tour de Langkawi bicycle race, the PETRONAS Grand Prix Formula 1, and the Monsoon Cup, a yacht race. Therefore, Ritchie and Adair (2002) recognized sport and tourism as the developed world's most required leisure activities.

Previous researchers have agreed that sports events tourism offer prospects for economic advancement of a country (Crompton, 1999; Ritchie & Adair, 2002). Higham and Hinch (2003) added that the economic advancement was motivated by the number of presence and involvement in these activities. Moreover, major events such as world championships and multisport festivals draw large numbers of participants. Quick development of sport tourism industry was notified throughout the world including Malaysia. According to Standeven and DeKnop (1999), the growth in sport tourism can be foreseen from three different points of views that are related to each other, which include participants, sports and destinations. Furthermore, sports events tourism has been identified as a main factor in sports-related tourism around the globe. An impressive development of sports event tourism influenced the market to be more challenging. Thus, it requires respective organizations to acquire knowledge and expertise in this particular industry.

Lamont and Dowell (2007) stated that the accomplishments of the sports event tourism project reflect the capability of the organization, especially when dealing with cost linked to managing the events. Moreover, organizations should be able to generate revenues which are normally obtained from the fees, licensed merchandise and sponsorship deals.

2.4 Sports Events Tourists'

Initially, the definition of tourism was not standardized. As long as it fitted into travel and tourism activity, it was considered tourism. However,

after the WTO conducted a conference in Canada in 1991, the specific definition of tourism was finalized. According to WTO (1994), tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure business and other purposes. Since tourism is comprised of activities of persons travelling, it refers to individual behaviour that does the travelling from his or her place to another. However, travel element *per se* is not the only indicator to represent tourist characteristics. Some other essential elements need to be considered which include the tourist personal traits, length as well as the distance of the travel.

The earliest definition of tourist was produced at the United Nations Conference on International Travel and Tourism in 1963. They defined a tourist as a short-term traveller who lives within 24 hours in the place visited. The travel intention is mainly divided into two, either for formal visits which include businesses and meetings or informal visits which include all leisure activities (International Union of Official Travel Organizations [IUTO], 1963). Some other researchers have managed to include other characteristics of tourists. Mathieson and Wall (1982) have defined tourists as active information seekers prior to their travel activity. This type of tourists has some motives that deprived him or her in making decisions. Usually, they would seek information from a reliable source of information, including the Internet (Peter & Olson, 1999; Zaei & Zaei, 2013).

Searching for information among tourists is a complicated procedure because tourists will be provided with diverse amounts and types of sources of information in order to assist them to plan for their travelling activities. Shih (1986) defined a traveller's vacation as a multifaceted procedure that includes traveller's thoughts, awareness, familiarity, intention and benefits sought. In general, tourist is assumed as having little information about tourism destination and events conducted. This is true especially when visiting destinations that they have never visited before and they frequently rely on information obtained from the media (Mok & Armstrong, 1996; Heung, Qu, & Chu, 2001).

Remarkably, previous researchers from all across the globe recognized sports tourists' as a type of tourist which was identified in the past 20 years. Indeed, those findings managed to describe the profile of sports tourists (Mintel International Group, 1995). Standeven and DeKnop (1999) however, have provided a comprehensive definition of sports tourists. They defined sports tourists as individuals, who travel for a certain distance, live in one place for certain duration, live in an affordable lodging and daily expenses are more than usual. Therefore, sports event tourist in this study referred to individual tourists who travel to attend sporting events.

2.5 Internet as a Marketing Tool

Marketing means conception. It is oriented to the client which is based on the development of the integrated work program and which is directed to the targets. Marketing is based on the customer needs, recognizing their differences and pleasing their specific needs. The Internet is well-known as a very valuable marketing tool. Researcher stated the Internet was initially introduced in 1969 and was used as a medium of interactions. As referred to Zikmund (2003), the Internet has changed the world enormously. Indeed, it changed the tourism industry in terms of providing online connections and channels of communication marketing (Wang & Fesenmaier, 2004). For instance, Carson (2005) had introduced "online architecture" which specifies the Internet applications for tourism businesses. It contained communication, promotion, product distribution, management and research. Hence, tourism organizations and enterprises should acquire these online applications related knowledge, penetrate partnerships and use the Internet wisely. Findings revealed that there were extreme changes in marketing communication since the Internet took place (Albert & Sanders, 2003).

Hence, the Internet influenced various organizations to develop their own websites in order to provide information to online users, encourage online shopping, method to enlarge market scale and strategies to create awareness among new customers (Parasuraman, Zeithaml, & Malhotra, 2005). Organizations tend to utilize websites as their marketing tools due to some factors which include the website interesting features as well as a considerably lower charge required in order to develop a website. Previous researchers claimed that from the business perspectives, "to be competitive in today's new marketplace, companies must learn to use the Internet to market their products and services or risk being left behind" (p. 247) (Kotler, Armstrong, & Cunningham, 2005). In short, website is recognized as a comprehensive apparatus to market products and/or services which covers almost every field required (Evans & Smith, 2004).

Sport tourism is also significant for businesses. This is because it consisted of collective features to identify specific target markets and the ability to retain those consumers. Generally, sport tourism has practiced the same basic principles of marketing. As referred to Delpy, Grabijas, and Stefanovich (1998), a consumer is motivated to travel to enjoy a sporting event or the facility whereby a corporation is motivated to sell the product to the consumer. Since, the Internet capabilities have been recognized throughout the world, and its functions are undeniable, all organizations are ought to include this marketing strategy in their management practices to grasp chances for business expansion. All organization websites, including sports tourism should have undergone a transformation process by putting on some added-value of business meaning to meet with the demand of its consumers.

According to Burmaster (2006), sports tourism websites should be distinctive from other existing websites if they intend to maintain relationships with their consumers. He added that the needs of the consumers should be considered as a major priority. Developing and maintaining a good website is very competitive. Therefore, organizations should be able to provide the latest information about their products as well as offer additional online services. The Internet has brought changes to the elementary dynamics in commercializing sport businesses. It contributed to rise in communication and supply of online information (Seo, 2003). Numerous researchers have recognized the Internet as a major online information distributor (Joinson, 2000; Rha, Montalto & Widdows, 2003) which provides big entertainment (But, Nguyen, & Armitage, 2005; Karat, Karat, Vergo, Pinhanez, Riecken, & Cofino, 2002). Indeed, it offers consumers' opportunities to online shopping (Donghun, 2005; Suh & Chang, 2006). According to Ioakimidis (2010), the Internet is the most appropriate mechanism for sports organizations to create sports league or team followers. The technology advancement has encouraged the number of the Internet users to increase. The current website features are no longer relying on texts *per se*, but it contains media and is able to provide live broadcast of various sports tournaments worldwide. As the functions of media become more sophisticated, it promotes huge interactions between online consumers and strengthens consumers' needs. Certainly, multimedia and consumer interaction are the main fundamentals in assessing the success of online marketing.

The Internet has been recognized as a fundamental medium of interaction in businesses in almost all organizations. Moreover, consumers highly referred the Internet as their major source of information. In addition, Bandyopadhyay (2001) added that the Internet has provided opportunities for small businesses to be more competitive in marketing their product and/or service in the most effective ways in terms of budget and reaching target consumers. Many researchers recognized the Internet as an appropriate channel for image creation which changed the consumers' perception towards particular products and retain consumer loyalty with satisfactory information provided (Putrevu & Lord, 2003; Shankar et al., 2003).

Marketing a product and/or service through websites requires organizations to strengthen the website content to meet with the needs of their consumers. Therefore, the content of the websites can be made based on target consumers' preferences. Based on Huizingh and Hoekstra (2002), considering consumers' ideas whilst developing websites would encourage development of organization-consumer relationship and indeed increase consumers' psychological interaction with the respective organizations (Funk & James, 2001).

The process of developing a successful and productive website is quite complicated. Therefore, it requires organizations to put into consideration certain aspects when marketing their products through the websites. For instance, websites should be able to supply information on the business nature and products offered, online marketing should allow online transactions and those successful online transactions should provide consumers' with the physical delivery of the said product (Van den Poel & Leunis, 1999).

2.6 Customer-Perceived Value

The most often utilized definition of perceived value is presented by Zeithaml (1988). He defines perceived value as the customer's overall assessment of the utility of a product based on what is received and what is given. He furthered explained that costs is not measured based on monetary terms *per se* but also time, cognitive activity and behavioural effort. Based on Peter and Olson (2004), value is something perceived to be of greater value than merely the sum of all the costs, despite the fact that customers probably seldom carefully calculate each of the costs and benefits in making a decision about a product.

According to Lexhagen (2008), the term customer value is more inclusive than consumer value. This is due to the enormous involvement from the customer. Customer value frequently involved various processes which begin with searching information about the product, before actually consumed it, evaluating the product and post-purchase experience of the product. Therefore, this study followed the definition of customer-perceived value as suggested by Lexhagen (2008). It means that customer value is occurring only when a customer undergo with that specific process.

Customer value is a concept which is believed to directly and indirectly affect the customers' behavioural intentions. Also, it is related to the marketing concepts of quality, loyalty and satisfaction all of which are also believed to directly and indirectly affect behavioural intentions (Cronin et al., 2000). Important research and theoretical development of the customervalue concept have been published by Hoolbrook (1996; 1999) and Woodruff (1997). Since the concept and determinants of customer value are believed to be changing as new technology develops, other researchers have pointed out that it is important to further develop the topic of customer behaviour and new technology such as research into the evaluation of website effectiveness, usage and motivation to use interactive technology (Parasuraman & Zikhan, 2002; Grewal, Iyer, Krisnan, & Sharma, 2003).

Previous studies were focused on customer perceived value in relation to information technology (Overby & Lee, 2006; Yadav & Varadarajan, 2005), e-commerce (Woodruff & Gardial, 1996) and dimensions and expressions of customer-perceived value in travel and tourism websites (Lexhagen, 2008). Two research studies attempted to measure the hedonic and utilitarian sides of customer value and its effects on customer behaviour and intention. These include customer value perceived from mobile services (Kleijen, Ruyter, & Wetzels, 2007; Kim, Chan, & Gupta, 2005) and customer value in Internet banking services, online shopping and websites (Overby & Lee, 2006; Steenkamp & Geyskens, 2006). Woodruff and Gardial (1996) claimed that customer value must be seen as firstly different depending on whether the product or service is valued for its value as contributing to a means-to-an-end value or if it perceived value is based on the pure possession of the product or service.

Secondly, customer value is a trade-off between positive and negative consequences of using the product or service. Thirdly, customer value is highly dependent on the use situation. Hence, the complexity of customer value is represented on a value-hierarchical model. It consisted of three increasingly abstract levels. The lowest level of the hierarchy is the attribute level, where customers are concerned with defining the products in terms of its attributes. The middle level is the consequence level, where customers defined what the product can do for them. The top level of the hierarchy is desired end-states. It referred to customers' core values, purposes and goals of consuming the product or service.

The success of a product or service is depending on individual acceptance. Acceptance is only occurred when consumers' intention to use the technology and the actual usage of it (which eventually allows customer to perceived value of a product or service). Previous studies indicated that there are several factors influencing consumers' acceptance. These factors are individual-level perceptions, consumers' personal predisposition, tendencies and attitude (Bhatti, 2007; Khalifa & Shen, 2008; Luarn & Lin, 2005; Pedersen, 2005; Wang et al., 2006). A research conducted by Radzliyana,

Khor, and Lim (2013) suggested that acceptance is driven by the benefits perceived in online sports marketing.

Moreover, that particular study indicates that the benefits perceived are often used interchangeably with the customer-perceived value of sports tourism websites. The benefits perceived are accessibility, flexibility, interactivity and reliability. This finding supported a research conducted by Mircheska and Hristovska (2010) when they mentioned that the earlier stated benefits perceived in acceptance of online sports marketing as similar to the advantages of the Internet as a marketing tool. Hence, it can be concluded that acceptance leads to customer-perceived value in sports tourism websites.

Accessibility is extremely important, especially in international trade where business is conducted across different time zones. Every consumer on the website in the world can reach the whole information in time that is good for him/her. From the tourism perspectives, accessibility of online information allows tourists to plan prior to their travel. Thus, consumers feel empowered accessing information and taking independent voluntary action on their own behalf (Freedman, 2007). Online information is essential for travellers, and the Internet allows them to access and search for travel-related information such as air-ticket bookings, online room reservations and so on without using travel agencies to undertake this (Buhalis & Law, 2008). Since the travel and tourism industry is an information-oriented business, the Internet is a suitable environment for building a dynamic platform for information supply and exchange (Ho & Lee, 2007). Hence, accessibility is one of the most important components in customer-perceived value of sports event tourism websites (Radzliyana et al., 2013). In order to meet the increased demands of online information, tourism organizations should be able to provide attractive information and quick feedback to their target consumers'. Therefore, providing customized information is important because tourism consumers' consisted of people with different needs and interests. One major characteristic of customer-perceived value of sports tourism websites is interactivity. Interactive website allows online users to involve in direct communication with related organizations which provide them with immediate feedback (Janal, 1998; Papacharissi, 2002). According to Web Trends (2007) hypertext is a feature that enables online users to access information at their own preference. It is used to maximize the interactivity of the tourism websites.

According to Head (1999), tourism websites marketing enables tourists to obtain required information and allow them to communicate with the respective tourism organization. Perdue (2001) further added that perceived usefulness of the tourism websites enables tourist to plan for their trips by referring to the navigation, technological creativity and accessibility. In addition, tourists would get themselves attached to the tourism websites that consisted of complete information as well as pleasant interactive elements such as visual and graphical presentation (Irani, 2000).

Flexibility also plays an important role in customer-perceived value of sports events tourism websites. Flexibility allows information to be modified and updated to meet with the current demands. Kuk (2002) stated that user-friendly websites with rich, interesting and searchable contents will ultimately win customers' approval, encouraging use and return visits. As referred to McQuitty and Peterson (2000), surfing the Internet and using a

website is individual preference attitude and it only affects consumers with existing knowledge about a particular product and/or service. Previous researchers have devoted their effort in conducting earlier research on customer-perceived value related to numerous field including motivation and decision-making (Oorni, 2004), tourism destinations (Cai, Feng, & Breiter, 2003), consumer behaviours (Jang, 2004) and challenges in new technology adoption (Gilly, Celsi, & Schau, 2012).

Online marketing has been practiced the same concepts as interactive marketing since business and its customer used the Internet as "the ultimate interactive medium" (Deighton, 1996). This type of marketing is aimed to create value for both parties. According to Lexhagen (2008), interactivity and accessibility which have been recognized as the main characteristics of the Internet are believed to contribute to customer-perceived value. In this study, researcher has added two characteristics of the Internet which are flexibility and reliability. Hence, the purpose of this study is to address the gap in the literature by utilizing the Sport Website Acceptance Model (SWAM). The SWAM extends and integrates existing theories and further applied to the sport events tourists', in an attempt to explain how tourists attending three selected events perceive and choose sports events tourism websites. Indeed, this study furthered investigates the moderating effects of personal characteristics and motivational factors by using the Uses and Gratification Theory.

2.7 Propensity to Use Tourism Websites

The propensity to act is defined as the personal disposition to act on one's decisions (Bateman & Crant, 1993; Krueger, 1993). Therefore, it shows the volitional aspect of intentions (I will do it). This is conceptualized as a stable personality trait, and is closely related to the locus of control (Krueger, 2000). Moreover, intention is defined as a person's willingness to pursue a given behaviour and represent and individual's commitment towards the target behaviour (Shapero & Sokol, 1982; Krueger & Brazeal, 1994; Stopford & Baden-Fuller, 1994; Krueger, 2000). Intent is a state of mind that directs attention and action towards a specific goal (Drnovesk, Wincent, & Cardon, 2010). According to Krueger (1993), action is unlikely if intention is absent.

Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) has received considerable attention within the field of consumer behaviour research (Fitzmaurice, 2005). This is due to Fishbein and Ajzen (1975) initial idea of developing the behavioural intention. It relates intention to motivational factors and also individual effort and willingness to exert and perform certain behaviours. The TRA is a conceptual framework of distinctions and relations among beliefs, attitudes, intentions and behaviours. This theory has been applied in various contexts. For instance, in a business context, it helped marketers to predict consumers' intentions and behaviours and diagnosed where and how to target consumers' switching behaviour.

The propensity to use sports events tourism websites is derived by intention behaviour towards the technology adoption. Obviously, the tourism industry is one of the major users of the Internet (Yuan, Gretzel, & Fesenmaier, 2003). According to Buhalis (2003), the use of the Internet

technology has transformed tourism organization thoroughly in terms of efficiency and effectiveness. In addition, it changed the way that tourism businesses are performing in the marketplace as well as consumers' interaction with the respective organizations. Although the benefits brought by the Internet were acknowledged by researchers, there was lack of study on how best to employ it (Angehrn, 1997; Sigala, 2003).

The 1990s have witnessed advancement in the use of the Internet when the web browsers are created. The developers of web browsers have encouraged many people to access the Internet effortlessly. Thus, the Internet is no longer responsible for entertainment purposes. Instead, it assisted users in online shopping as well as making decisions. The Internet is a never ending story. In fact, Hu, Han, Jang, and Bai (2005) stated that future generations are expected to be more attached to the Internet since they are extensively exposed to the technology. However, the Internet usage depends on an individual's capability.

Tourism is recognized as an international industry, which indeed has become the biggest job provider existed on Earth, boasts a greater array of heterogeneous stakeholders as compared to other industries. Previous literature stated that the vigorous growth and development of the industry are perhaps only mirrored by the growth of the technology. The interaction between technology and tourism in recent times has skyrocketed, which leads to elementary changes in the industry as well as individual perceptions towards its nature. The importance of crossing the new information threshold of universal, ubiquitous communication access has brought the whole tourism industry to the new levels of interactivity, propelling management by wire. The existence and use of technologies through the developments of search engines, carrying capacity and speed of network has enabled travellers to plan and experience their travel experiences. The development of the Internet has viewed the diversity of its users. For instance, the increased number of the Internet users was significant to the increased number of population in Canada (Kotler et al., 2005). Malaysia also experienced the same situation when dealing with an increased number of the Internet users. However, the Internet service is limited to some groups of community due to some factors, for example the low income community. Therefore, the Federal Government of Malaysia has taken initiatives to cope with this limitation.

The government through its respective ministry has spent about RM50 million to enable 3,100 villages around the country with WIFI service (Kosmo, February 22, 2012). With the existence of the WIFI service, the Internet is made available to all communities regardless of income level. Numerous researchers initially stated that a preliminary research on the Internet was undertaken to investigate its function and role, and based on opportunities for existing sports businesses that operated physical sporting leagues and competitions (Delpy & Bosetti, 1998; Kahle & Meeske, 1999).

Previous studies stressed on the number of sports fans seeking information related to their team sports through online service (Duncan & Campbell, 1999; Brown, 2003). Hence, it encouraged preliminary growths in the design of the websites (Kitchin, 2006). From a Malaysian perspective, researches on online marketing have been examined extensively. It focused on variables that linked consumers' to online marketing. The studied variables have been determined as factors that influence or hinder consumers to online marketing (Ghani, Said, Hashim, & Mohd Nasir, 2001; Mohd. Suki, 2002). Amongst those variables are the demographic profiles of the online consumers' (Gupta, Pitkow, & Recker, 1995; Haque & Khatibi, 2005; Khatibi, Haque, & Karim, 2006) and consumers' characteristics (Haque & Khatibi, 2005; Harn, Khatibi, & Ismail, 2006).

Obviously, customers' preferences will not remain the same. It is expected that the future customer behaviour will change due to massive changes in products and service enhancement. The changes are influenced by a substantial marketing and promotional strategies. Consumers' are assumed to be more demanding, time-driven and information-driven as well as being individualized. Therefore, the involvement of online marketing through interactive digital media would assist organizations to provide concise and precise information to targeted customers. Generally, consumers are eager to obtain the latest information about particular products and services. Thus, it makes them more knowledgeable about the existing product and service providers than providers have about the consumers. As a consequence, consumers have power in determining when and where to be involved in business transactions.

Previous findings indicated that the Internet has fundamentally reshaped the way tourism related information is distributed and the way people search for and consume travel (Beldona, 2005; Gretzel, Ferenmaier, & O'Leary, 2006; Kahn, Vogt, & MacKay, 2006; MacKay, McVetty, & Vogt, 2005; Weber & Roehl, 1999). According to Koumelis (2008), the Internet connection to the tourism, travel, and hospitality industries has changed the original structure of several industries including the management and marketing. He added that the Internet intervention has affected the marketing structures and practices as well as the process of distribution channels.

Numerous researchers depicted that most travel organizations have adopted the Internet in their business practices (Doolin, Burgess, & Cooper, 2002). This situation is significant to the sports tourists' behaviour on the propensity to use the websites. This is supported by Litvin, Goldsmith, and Pan (2008) when they revealed that more and more tourists are reported to go online and use the websites. Therefore, the hospitality and the tourism industry must alert to their consumers' needs. The behaviour of online consumers is influenced by the travel websites, especially those related to the selling of product and/or service as well as discussion of tourist trips.

A research conducted by Hyde (2006) revealed that international tourists who come to visit New Zealand are preferred to use the Internet than other sources of information to assist him/her in making decisions related to accommodation facilities. Indeed, other findings showed that tourists tend to go online in order to allow them to share knowledge and experiences with online travel communities about their previous trip or visit (Arsal, Backman, & Baldwin, 2008). Moreover, tourist involvement with online community provide them with opportunities to obtain travel information, search for further suggestions and experience sharing pertaining to the previous trips (Stockdale & Borovicka, 2006).

Since the appearance of the Internet in the late 1990s, a growing concern has been marketing communication on tourism, particularly destination websites (Kim & Fesenmaier, 2008; Park & Gretzel, 2007; Xiang & Fesenmaier, 2006). The bulk of the research has focused on identifying how potential tourists make travel decisions (Kaplanidou & Vogt, 2006; Park & Gretzel, 2007; Weaver, Weber, & McCleary, 2007). The correlation between a website surfers' perceived value and consequent behaviour has been confirmed in many tourism studies. For example, Ahmad and Juhdi (2008) suggested that positive beliefs (perceived value) about the use of travel websites can predict the propensity to use travel e-services in future.

Based on content analysis of 203 existing websites, Jeong and Choi (2005) demonstrated the effects of customer-perceived value on willingness to purchase. In this study, the customer-perceived value of sports events tourism websites would predict the propensity to use the websites.

2.8 The Relationship between Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites

Customer-perceived value is becoming important in business success. Woodruff (1997) explained that the customer-perceived value is considered as basic requirement for long term success. Customer-perceived value is a very broad topic and every researcher defines it in different ways depending on the scope and nature of the study. According to Weinstein and Johnson (1999), customer-perceived value is defined as a trade-off between total perceived benefits and total perceived sacrifices and is considered as an abstract concept. Hence, the interpretation of customer-perceived value varies according to the context of the study (Sweeney & Soutar, 2001). In line with Cronin et al (2000), customer-perceived value in this study refers to a concept which is believed to directly and indirectly affect the customers' behavioural intentions as well as the propensity to perform certain behaviour. In recent years, customer-perceived value has been the object of interest of many researchers in the hospitality and tourism industry. For instance, Muhammad, Ahmad Nabeel, Hayat and Khurram (2012) have conducted a research on customer-perceived value in hotel industry in Pakistan. Their research was focused on the relationship between service quality, perceived value, satisfaction and revisit intention. However, that particular research concluded that there is no consensus on the relationship of those four variables. It was due to a complex relationship between variables involved in the study.

There are many researchers which support the relationship between satisfactions and repurchase intentions (Choia & Chu, 2001; Paul & Geoffrey, 2009). According to Eggert and Ulaga (2002), customer satisfaction is another important construct for behavioural intentions. But the problem is that some researchers support value framework to measure performance but others support satisfaction. Perceived value is often mixed with customer satisfaction in literature but both are different. The main different is that perceived value can occur at any stage of purchase, including repurchase but satisfaction in post purchase behaviour (Woodruff, 1997).

Perceived value is an antecedent of customer satisfaction (Eggert & Ulaga, 2002; Kuo, Wub, & Deng, 2009; Paul & Geoffrey, 2009) and satisfaction is antecedent of repurchase intentions (Eggert & Ulaga, 2002; Kuo et al., 2009). The perceived value have positive relationship with behavioural intentions (Sweeney & Soutar, 2001; Kuo et al., 2009). On the other hands, researchers also support that service quality has positive relationship with behavioural intentions (Gonzalez, Comesana, & Brea, 2007;

Zeithaml, Berry, & Parasuraman, 1996; Ismail, Abdullah, & Francis, 2009; Kuok et al., 2009).

Other studies have treated value as a dependent measure rather than a driver of behaviour (Heeler, Nguyen, & Buff, 2007). Others (Prebensen, Woo, Chen, & Uysal, 2013; Tanford, Baloglu, & Erdem, 2012) looked at customer-perceived value as a predictor variable. Many psychological theories have targeted to predict on human behaviour as the main objective in their studies. Since the concept and determinants of customer value are believed to change as new technology develops, researchers suggested that it is important to further develop the topic of customer behaviour and new technology as research into the evaluation of service quality on the Internet, website effectiveness, usage and motivation to use interactive technology (Grewal et al., 2003). A person's behaviour is influenced by his or her intention to behave in a particular way.

The intention is determined by three factors: (1) the person's attitudes towards the behaviour, (2) the subjective norms that he or she believes or his or her significant other holds concerning the behaviour and (3) perceived behavioural control (the perception of whether the behaviour can be performed) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Researchers have identified that intention to use service technology was influenced by individual attitudes toward specific self-service technologies (SSTs). Thus, it led to propensity.

Strong propensity of consumer to SSTs as well as better knowledge of products, contribute to commodities goods (convenience and shopping) and services. Companies generally react by adopting a different strategy for their products with respect to those of competitors through enhancing or innovating attributes that are meaningful, relevant and valuable for customers (Carpenter, Glazer, & Nakamoto, 1994). The development of SSTs attitudeintention model is built from the assimilation of various disciplines (Meuter, Ostrom, Roundtree, & Mary, 2000). Among those significant disciplines are service marketing, management science and psychology. Wang and Fesenmaier's model (2004) stated that individuals with longer memberships in online communities were more active in engaging themselves into such activities. Irani (2000) initially suggested that individuals' previous experience towards particular websites would encourage them to spend more time on the Internet to get themselves familiar with the website interfaces.

One of the main factors that influenced regular online users to recognize the usefulness of tourism websites is the information provided. Indeed, they also postulated that behavioural intention has been the direct antecedent of actual behaviour. Predicting potential tourists' travel intentions is the purpose of many studies in the context of tourism websites. Creating customer value on the Internet to a large extend involves interactivity as a main characteristics when the Internet is used for marketing purposes. The Internet easily allows companies and customers to interact in shaping and producing products and information.

There are limited literatures comprehensively discussed on the relationship between customer-perceived value and the propensity to use sports events tourism websites. Existing literature on travel and tourism often discussed on customer-perceived value in relation to the product or service feature. For instance, research has suggested that the relationship between interactivity and value outcomes, as perceived by buyers and sellers, is moderated by product characteristics (Yadav & Varadarajan, 2005). According to Sheldon (1997), to a large extent a travel and tourism service consists of information and it is often seen as the lifeblood of tourism. In travel and tourism, it is most likely necessary to vary buyer information a lot depending on previous experience and type of travel. However, the development of the Internet has impacted the ease of accessing necessary information positively.

The focus of interactive marketing is to create a channel of communication between a business and its customers which is aimed at creating value for both parties. This channel of communication allows for both personalization and customization. Hence, it is believed that interactivity contributes to customer-perceived value. Apart from interactivity, accessibility also has been considered as one of the important attributes of the Internet which also contributes to customer-perceived value.

From the sports tourism perspectives, it is clear that information on the websites influenced customers' decision making to attend to particular events since they are aware about the events and marketing websites. Indeed, effective websites communication in terms of social situational and psychological factors would influence them to make a final decision upon their participation. Some researchers identified that the website marketing was becoming a main resource that is competent in transforming individuals' awareness towards particular events, as well as attraction through knowledge acquisition (Funk & James, 2001). Existing literature added that attractive event features that are being communicated in the website content would strengthen existing mental associations for previous attendees or assist in creating awareness of these features among non-attendees visiting the website (Burnett, Menon, & Smart, 1993; Gladden & Funk, 2002). Indeed, researchers stressed on strategies to build consumer attitudes-intentions behaviours through product knowledge improvement, special discount offered, promotion strategy and offer trial product (Butch & Benet, 1998; Cobb-Walgreen, Ruble, & Donthu, 1995).

2.9 Moderating Effects

Findings from past studies have shown that the Internet is an important information source for travel and tourism planning (Choi et al., 2007; Pan & Fesenmaier, 2006; Xiang & Fesenmainer, 2006). In the past decade, various studies were conducted on online information searches, focusing on demographic characteristics (Kim, Lehto, & Morrison, 2007; Luo, Feng, & Cai, 2005). Gender has been established as a significant antecedent of attitude toward the website functionality (Kim et al., 2007). In addition, Luo et al. (2005) found that tourists' Internet use differs between genders and among different levels of household income. Thus, demographic or often called personal characteristics turned to be the potential moderating variables in studies related to marketing.

Personal characteristics moderating variables normally consisted of age, gender, education and income. These moderating variables have been found in the context of consumer purchase behaviour toward the sponsors' product (Irwin, Lachowetz, Cornwell, & Clark, 2003; Miloch & Lambrecht, 2006; Pope & Voges, 2000) and also, it has been established in different fields of consumer behaviour such as decision making (Zeithaml, 1985) or purchasing involvement (Hsieh, Pan, & Setiono, 2004; Slama & Tashlian, 1985). The effect of personal characteristics is accordingly proposed to be more general in nature.

Many findings also indicated that the personal characteristics of an individual would affect his/her intention to adopt new technologies and the Internet. Generally, personal characteristics such as education, income and age play significant relationships towards new technology adoption. For instance, various researchers identified education and income as moderating variables that usually have a positive association with new media adoption (Atkin & LaRose, 1994; Dickerson & Gentry, 1983; Dutton, Rogers, & Jun, 1987; Krugman, 1985; Lin, 1998). In addition, this group of researchers discovered moderating variable age has a negative association to the new technology adoption.

Numerous researchers agreed to relate new technology adoption to a process of innovation (Lin, 1998; Atkin et al., 1998). Indeed, they depicted computers and the Internet as 'dynamically discontinuous innovation'. They argued that the difference in new technology adoption between online users and non-users in terms of education, income and age was another issue in comparisons with other innovations. Atkin et al. (1998) who managed to conduct many researches involving the Internet users in the early 1990s stated that there were gaps between 'early adopters' than those who did not use the Internet. They defined 'early adopters' as youngsters and well-educated people as an upscale group than the other.

Sanberg (1996) who conducted a research among the US homes with a computer identified that the Internet was often used by youngsters and better educated households. It means that among the non-users of the Internet are among the elderly, less educated and poor people. Therefore, it is expected that personal characteristics would be general moderators in the propensity to use the sports tourism websites between customer-perceived value and intention to use the websites.

Apart from personal characteristics, motivational factors also have been utilized in researches related to technology adoption as the moderating variables. In this study, researcher assumed that the motivational factors such as entertainment gratification and informativeness gratification moderate the relationship between customer-perceived value and intention to use the sports tourism websites. Basically, capability of media entertainment was measured based on two criteria, which include fulfilling user's social situational and psychological needs (McQuail, 1983).

Years later, a research done by Ducoffe (1995) proved that the website entertainment is significantly related to user's attitude to use a particular website. This study investigated six variables as moderators of the relationship between customer-perceived value and intention to use the websites. The researcher has differentiated personal characteristics, including age, gender, education and income from the motivational factors of the website use, namely the entertainment gratification and informativeness gratification.

2.9.1 Personal Characteristics

2.9.1.1 Age

According to Homburg and Giering (2001), age is a demographic characteristic that had drawn substantial attention. Consumers of different ages show different learning and problem solving abilities (John & Cole, 1986). In addition, different ages also influence consumers' ability in making decision. It is believed that older consumers are more mature in making decisions compared to the younger consumers. Fratu (2011) has provided his own views about age. He has considered age as an effective discriminator of consumer behaviour. He indicated that young people have different tastes as regards products or services, as compared to older people. Young people also tend to spend more than older people. The age segments which raise interest in tourism marketing from the behaviour point of view include childhood, teenage, first youth, second youth and old age.

Age plays a significant role in influencing people to use the Internet. Findings revealed that young people who are under 30 years of age tend to use the Internet more than other groups of age. Indeed, the number of the Internet users in this particular group is increasing from time to time. It shows that the younger generation prefers to go online compared to the older counterparts. This is due to change in needs and demands of new technology.



Moreover, some researchers indicated that this group of age is believed to utilize the Internet as ways of communications through the instant messages and chatting. In fact, some of them chose to be online to fulfil their entertainment needs through downloading music or surfing the Internet for fun (Fox & Madden, 2005). However, Howard, Rainie, and Jones (2001) stated that this group of age also tends to use the Internet for information seeking especially on leisure activities.



From Malaysian perspectives, according to the **Department of Statistics Malaysia** (2010), the number of the total population has witnessed an increment from 23.3 million in 2000 to 28.3 million in 2010. However, the proportion of young Malaysians below the age of 15 reduced to 27.6 percent in 2010 compared to 33.3 percent in 2000. On the other hand, the proportion of the Malaysian working age population between 15-64 years rose from 62.8 percent in 2000 to 67.3 percent in 2010. Thus, the increased number of Malaysian population was significant to the number of Internet users within this age group.

Furthermore, earlier findings indicated that young Malaysians aged between 15-25 years old, is among the highest group that has access to the media including the Internet. It was reported that all 2000 young media users who eventually became respondents of the study had access

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to free-to-air television, 1,500 had accessed to satellite television channels and 1,840 of them were having access to the Internet through their personal computers (Samsudin & Latifah, 2001). In addition, that particular research finding also have identified that out of 2,000 respondents, only 500 had access to satellite television whereby 700 had accessed on the Internet. It shows that the Internet is more influential than the satellite television due to factors such as cheaper prices of computers as well as huge network coverage of the Internet access.



Wong (2001) on the other hand, added that young Malaysians aged 20 and below tend to spend more time on the computer and the Internet. These particular age groups are the school-going students, students in colleges, school leavers who seek permanent employment and some junior staff in organizations. They were believed to enjoy playing computer games and video compact discs (VCDs). Normally, these young Malaysians obtain exceptional ICT and computer access from the implementation of IT syllabus in standardized school, IT clubs and smart schools. Some researchers revealed that teenagers use IT mainly for entertainment rather than for other activities. They are assumed to be more enthusiastic about new technology, including games and computers.



Indeed, King, Bond, and Blandford (2002) stated that there are generally more inclined than older users to use computers for leisure. Moreover, research findings provided by Fox (2004) and Madden (2006) added that these young Malaysians tend to be online more than their older counterparts due to certain factors, which include prices of the computer which are more affordable and accessible of the broadband networks (Samsudin & Latifah, 2001). Furthermore, previous research (John & Cole, 1986; Staudinger, Smith, & Baltes, 1992) comparing young and elderly consumers, found the age differences in information-processing abilities to evaluate a product or service. Consumers of different ages show different learning and problem solving abilities (John & Cole, 1986).

Un Research relating to information-processing (John & Cole, 1986; Staudinger et al., 1992) concluded that elderly consumers are less likely to search for new information and rely more on heuristic or schema-based forms of processing (Evanschitzky & Wunderlich, 2006; Homburg & Giering, 2001). Because older people have limited information-processing capabilities, their purchase behaviour toward an event sponsor product may not be stronger than that of younger consumers (Homburg & Giering, 2001). For example, Miloch and Lambrecht (2006) found a significant age difference relative to the probability of purchasing an
event sponsor's product. Their research finding revealed that, consumers between the aged of 26-35 and 36-45 show a stronger likelihood of purchasing an event sponsor's product than do consumers over the age of 55.

2.9.1.2 Gender

Gender is socially constructed; it is based on a person's view of himself or herself as possessing those qualities that society deems to be masculine or feminine. However, sex is a biological classification; the term refers to whether an individual is biologically and genetically male or female (Wilson, 2002). The study of gender and gender-related behaviour has been and continues to be one of the most important forms of segmentation used by marketing communicators (Darley & Smith, 1995; Holbrook, 1986; Meyers-Levy, 1989; Meyers-Levy & Sternthal, 1991; Putrevu, 2001). Holbrook (1986) identified gender as a key variable in moderating consumers' evaluation judgments. Meyers-Levy & Sternthal (1991) and Darley & Smith (1995) suggested that the use of gender in market segmentation met several of the requirements for successful implementation; the segments were easy to identify, easy to access and large enough to be profitable.

In terms of information processes, Krugman (1966) reported that women engaged in greater elaboration of advertisements than did men, regardless of whether the

advertisements focused on contents considered of more interest to men or to women. Rosenthal and DePaulo (1979) found greater stimulus elaboration among women than among men when subjects were given adequate time to process information. Similarly, Meyer-Levy and Sternthal (1991) noted that men were more likely to be driven by overall message themes or schemas and women were more likely to engage in detailed elaboration of the message content.



Specifically, men are considered to be 'selective processors' who often do not engage in comprehensive processing of all available information before rendering judgment. Instead, they seem to rely on various heuristics in place of detailed message elaboration. These heuristics involve a cue or cues that are highly available and salient and imply a particular inference. Such processing implies that men often base their judgments on a selected subset of all available information. In contrast, Meyer-Levy and Sternthal (1991) added that women are considered to be 'comprehensive processors' who attempt to assimilate all available information before rendering judgment. Women usually attempt effortful elaboration of all available information unless they are restricted by memory constraints. Therefore, women give equal weight to self and other generated information; encode more message claims and more extensively elaborate on specific claims.

2.9.1.3 Education

Education is another variable that plays a significant influence towards online or the Internet usage. In many cases, people with high level of education were reported to be provided with computer skills and knowledge on technology which lead them to facilitate Internet usage. The relationship between education and the Internet have been witnessed throughout the world for the past few years including China. According to Srikantaiah and Xiaoying (1998), most of the Internet users in China are among the professionals who have high proficiency in English. These types of people normally obtain the Internet access at their workplace which is provided by institutions and corporations.

Research findings in two different countries indicated that there are differences between education and the online users' behaviours. For instance, a study conducted by Teo (2001), revealed that students in higher learning institutions in Singapore did not show any significant differences in educational level and online activities. However, when the same study was replicated in Malaysia by Ramayah, Muhammad, and Bushra (2003), findings revealed that there were significant differences



between education level and online activities such as browsing, messaging, purchasing and downloading.

Previous literatures indicated that online activities in relation to computer literacy and information seeking processes are aligned to users with established education background. Thus, this particular variable is recognized as a strong predictor in determining online activities among users (Howard et al., 2001). According to Madden (2003) people with a higher education background tend to earn higher household income due to better profession in a working environment. Therefore, they only engaged in online activities which are highly related to their work than those with less education. Hassani (2006) added that people with higher education rely on the Internet for some specific reasons that would benefit them.

For instance, they use the Internet to seek information related to health care. In contrast, people with less education are assumed to earn lower incomes, thus, it leads them to commit into online activities which provide them with entertainment such as instant messaging and downloading music. Spooner and Rainie (2000) however, discovered more surprising findings related to the use of the Internet among the lower income online users. They often used the Internet for gambling.



A study on the domestic computer usage and activities shows that respondents of households in Malaysia had a Certificate or Diploma educational level, followed by secondary school and university and college level education. As such, the majority of the respondents were from middle management and operational level personnel working in Malaysian organizations. The education level further determines the economic status of the respondents (Jaafar & Sulaiman, 2005). Furthermore, the results of earlier findings in determining the profile of online users show that most of them obtained higher educational background as well as earning higher income than the nonusers (Schonland & Williams, 1996; TIA, 1997).

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This finding was then proven to be true when supported by Madden (2003). He has defined that welleducated online users use the Internet mainly to seek the latest news and information on a particular product and/or service, plan for future tour or anything related to their work. Obviously, education level influences the profession of an individual. Thus, the profession also has a great impact on online behaviour (Fratu, 2011).

2.9.1.4 Income

Malaysia is recognized as a developing nation and is working hard towards achieving the status of a developed country by 2020. According to Tay (2002), Malaysia was classified by the World Bank as an upper-middle income country with a per capita income of about RM13,000 (USD1.00 = RM3.80). According to the Economic Planning Unit (2001), the average household income in the rural areas is estimated at RM1,718 compared to RM3,103 in the urban areas. Income was another important variable which is able to influence people to use the computer and the Internet. Certainly, there are huge differences in terms of the types of online users as well as the purpose of being online in comparison to the past 25 years.



When the computer was first introduced in the 1980s, it was only limited to personal use of certain types of professions and the Internet service was not available to the average users. Findings show that computer and the Internet service are mainly provided by the employers and this kind of opportunity was only offered to those working in the offices, living in the big cities and belonging to the above average monthly income group of the population (Vitalari, Venkatesh, & Gronhaug, 1985; Frenkel, 1990; Klawe & Leveson, 1995). Even though, computer and the Internet are made available to limited circumstances, but more and more men and women used computers and they were among the well-educated group of people.

However, the new millennium has witnessed that the computers and the Internet usage has spread tremendously.

RUD WHAT

limited to people working in the offices but also available to people who work from home. Cummings and Kraut (2002) added that more and more rural dwellers owned a computer in their homes. At this time, income was no longer a strong predictor to own a computer. In fact, most of the dwellers were from middle and average income families. According to the United States Agency for International Development (2001), this opportunity has also allowed women to have access to computers and the Internet as compared to the early years of the computer revolution. From Malaysian perspectives, household income was divided into three categories which included low income (income less than RM2,500), middle income (RM2,500 – RM5,000) and high income (income more than RM5,000) groups.

For example, the computers and the Internet usage are not

A study conducted by Jaafar and Sulaiman (2005), identified that there are significant differences in computer usage in relations to household income. Their research findings show that high income household tended to spend more time using computers at home than the other group of household income because they can afford the electricity and Internet bills. Based on Fratu (2011) household incomes have a strong relationship to family life cycle phase. Individual preferences are normally developed in the family, which reflects moral, beliefs and political norms.

This family life cycle provides a child's perception of the world and the influence lasts to adulthood.

The findings provided by Fratu (2011) added that attitudes and opinions towards tourism preferences can be conveyed easily. Obviously, the family life cycle shows that the needs of different phases of an individual would be different from one to another. Thus, an individual's behaviour is influenced by the family's life cycle phases.

The family life cycle that is reflected by income and inclination towards tourism in consumer behaviour.

Inclination



Family life cycle	Income	towards tourism
phase		
Single	Modest	Strong
Young couples	Rising	Medium
without children		
Young couples	Decreasing	Very weak
with children under		
six years		
Young couples	Rising	Weak
with children at		
school		
Mature couples	Stable	Medium
with children to		
support		
Mature couples	Maximum	Very strong
without children to		
support		
Older couples in	Stable	Strong
activity		
Retired old couples	Modest	Very strong
Retired, single	Modest	Weak

(Source: Gherasim & Gherasim, 1999)

Social class would be a good indicator for individuals to identify themselves in the form of values which ultimately influence an individual's behaviour. An

Table 2.1

individual's social class would be determined based on that particular individual's household income. Fratu (2011) has managed to provide examples on individual behaviour towards tourism by comparing the superior social class to the medium or inferior social class. Superior social class individuals often travel to fulfil their leisure and business needs. They are reported to go travel alone or with their family. This type of tourists demands for exclusive services during his journey which include luxury vehicles such as car, yacht or plane as well as luxurious accommodation.



In contrast, tourists from the middle or inferior social class spend very little time to travel and normally they travel to fulfil urgent needs such as seek for medication. This group of tourist often travels in a big group in order to allow them to obtain discounts. Public transports are their main vehicle whereby expenses for accommodation and meals are at the minimum costs (Fratu, 2011). Previous researchers have identified personal factor as one of the major determinants in relating to technology acceptance. These personal factors include age, gender, education and income. Homburg and Giering (2001) stated that rich people are among those reported with higher income. Eventually, this group of people is among those who reported a higher level of education. According to Evanschitzky and Wunderlich (2006) and Walsh, Evanschitzky, and Wunderlich (2008), the theoretical explanation justified education as a factor of moderating effects. It stated that high earning people can afford for better education and are able to process information better, wealthier consumers engage more in information processing prior to decision-making and they are more comfortable when relying on and dealing with new information.

2.10 Motivational Factors

According to Park and Mittal (1985), motivation in general has been defined as goal directed arousal. There are lots of studies related to motivation conducted throughout the globe, including education, businesses, sports and tourism. Moreover, various established frameworks have been referred to identify needs and motives of sports tourists. One of the major theories includes Maslow's (1954) hierarchy of needs, Iso-Ahola's (1982) escape-seeking model and the push-pull factors (Crompton, 1979; Dann, 1977). Iso-Aloha (1982) developed a model that portrayed two motivating forces for tourism, which include the desire to seek intrinsic rewards through tourism and escaping one's desire to take them out of the normal environment. The push-pull concept was based on push motive (to escape motivational forces) whereby pull motive (to seek motivational forces).

Researchers have defined that the push motives are more closely related to the decision to travel, while pull motives correspond to the

selection of the destination (Crompton, 1979). As indicated earlier, push factors consisted of enjoyment as well as information seeking. Obviously, individuals who belong to particular groups and coming from different destinations will experience different motives of push factors. Crompton (1979) stated that push factors are not mutually exclusive and work in combination to allow different travellers to choose the same destination – for perhaps different reasons. Thus, it is important for experts in the tourism industry to be concerned about consumer motives as well as market their destinations effectively in order to fulfil the consumers' needs (Crompton & McKay, 1997).

In order to provide complete information and create motivation among tourists, sports events provider should utilize the use of website communication to highlight an event attribute and benefits. Therefore, a successful website communication, would lead consumers to attend to sport events, embody in improved attitudes toward the events and increase attendance among new tourists and retain the regular one. Recently, motivational work has also embraced technological advances for online sports consumers with measures of convenience, information, diversion, socialization and economy (Hur, Ko, & Valacich, 2007) and overall motives of sports tourism and travel purposes (Seo & Green, 2008).

2.10.1 The Uses and Gratifications Theory (UGT)

This particular theory was initially developed to study the relationship between individual behaviours towards media consumption. It reflects individuals with high motivation in media consumption and his/her contact with the respective channel of

communication (Luo, 2002). Indeed, this theory is well renowned in determining individual motivation and behaviour dimensions in relations to media usage. Thus, the psychological gratification related to a multitude of mediated communication modes would be clarified (Huang, 2008; Ruggiero, 2000). Based on Katz, Blumer, and Gurevitch (1974), this theory was applied to assist researchers in clarifying individual motivation in media selection to gratify his/her psychological needs. Basically, an individual motive towards media usage is to satisfy his/her social and psychological needs. Some researchers stated that the UGT is applied in order to understand how media selection which leads to media consumption would able to fulfil cognitive and affective needs of the consumers (Katz et al., 1974).

Another researcher added that this theory is not limited to the earlier mentioned purposes, but also practical in discovering objectives and reasons upon the media consumption (Ruggiero, 2000). According to Huang (2008), the UGT was employed to discover the reasons behind consumer attitude, behaviour and concerns in relation to media selection. Based on Ruggiero (2008), there were numbers of media available which include television, telephone, cable TV and the Internet. From the Internet perspective, numerous researchers had established distinctive findings about the UGT in relation to the Internet usage (Chen & Corkindale, 2008; Guo, Cheung, & Tan, 2008; Huang, 2008). Indeed, other researchers confirmed that this theory is reasonably suitable to study Internet-related motivations, enjoyments and needs (Chen & Corkindale, 2008; Ko, Cho, & Roberts, 2005; Ruggiero, 2000; Stafford, 2008).

Other than that, this theory is also applicable to research in analyzing the Internet usage in relation to decision making (Stafford, 2003). The UGT has recognized several reasons for people to use media which include satisfying their interpersonal needs (Katz, Gurevitch, & Hass, 1973). In addition, some other findings revealed that people use the Internet to fulfil interpersonal utility, passing time, information seeking, convenience and entertainment. Although this is useful in understanding Internet use in general, it is less helpful in understanding consumers' interest in particular websites. Moreover, this theory relates media usage to the psychological perspectives which include needs or gratifications of the individual (Blumer & Katz, 1974).

Some earlier researchers stressed that the primary objectives of the work undertaken in the UGT tradition are to explain how people use the media to satisfy needs, to understand the motives for media behaviour and to identify functions or outcomes that stem from needs, motives and behaviour (Katz, Blumler, & Gurevitch, 1974). Implicit here are the assumptions that people consciously select media that can fulfil their needs and that they are capable of identifying the reasons why they make specified media choices. This approach was extensively applied to understand the user's motives in different types of media forms. Generally, there are four major motives of media use, which include information seeking, personal identity, integration and social interaction as well as entertainment.

A research conducted by Stafford et al. (2004), revealed that a recent Internet study using this approach discovered three components of media gratification in relations to consumer motivations. These three components of media gratifications consisted of content gratifications, process gratifications and social gratifications. Indeed, these researchers had defined each component of media gratification. They defined content gratification as activity related to media consumption by referring to the content of the media. For instance, seeking information, obtaining new knowledge and research on something is considered as content gratification. Process gratification is defined as the activity of using the media for the simple experience which includes browsing the website and playing with the technology.

(Stafford et al., 2004).

Social gratification was defined as an activity related to interaction with other people including chatting. Stafford et al. (2004) added that the dimensions consisted in this theory was enormous and it is possible to relate it to any content on the Internet. Previous scholars have attempted to identify the motives behind the Internet consumption among online users from the psychological and behavioural perspectives. Some scholars indicated that the website interactivity was a major motive that encourages online users to utilize the Internet (Kaye & Johnson, 2001). Initially, a research conducted by Rayburn (1996) stated that the Internet consumption as "intentionally consumed" as users have the right to choose which website to be used or accessed.

Numerous researchers agreed that the utilization of the UGT encouraged them to create a fundamental understanding of online user behaviours in relation to website interactivity (Eighmey & McCord, 1998; Korgaonkar & Wolin, 1999). They believed that the website interactivity influences consumers' huge commitment. The application of this theory in various research in relation to consumerwebsite experience was well-recognized by many scholars (Chen & Wells, 1999; Eighmey & McCord, 1998; Korgaonkar & Wolin, 1999; Mukherji, Mukherji, & Nicovich, 1998).

Certainly, the UGT is applied when researchers intend to study the behaviour of online users in relation to website usage. There are many constructs consisted in this theory, but the most established dimensions are entertainment gratification, informativeness gratification and website irritation (Chen & Wells, 1999; Eighmey & McCord, 1998; Fenech, 1998; Korgaonkar & Wolin, 1999; Rubin, 1994; Luo, 2002; Ko et al., 2005). However, in the context of the current study, researchers had stressed on the entertainment gratification and informativeness gratification only since the website irritation seemed to be not suitable for individual tourists' behaviour.

2.10.1.1 Entertainment Gratification (EG)

According to Luo (2002), entertainment gratification is one of the major determinants consisted in the Uses and Gratification Theory that affects the use of a particular media. Eighmey and McCord (1998) stated that the EG was measured based on how fun and entertaining the website is for the users. The previous researchers stated that the value of media entertainment lays its ability to fulfil users' needs for escapism, hedonistic pleasure, aesthetic enjoyment and/or emotional release (McQuail, 1983). In the work of Kim and Forsythe (2007), it was found that online shoppers have a desire for these entertainment pleasures when shopping online.



Websites which able provide higher are to entertainment value was established to have a high tendency to lead to an advantage for media users and to motivate them to use the media more often (Luo, 2002). That finding was supported by Stafford and Stafford (2001) and Wolfinbarger and Gilly (2001) as enjoyment, entertainment and humans were found to be important reasons for re-visiting a website. In a research conducted by Lim and Ting (2012) these factors were categorized under the entertainment gratification (EG). Some researchers added that the website re-visiting behaviour was mainly driven by EG. It eventually revealed that the website satisfaction would encourage online users to perform positive attitudes towards selected website (Mukherji et al. 1998).

A work conducted by Mukherji et al. (1998) was consistent with initial work done by Ducoffe (1995). He also concluded that the EG dimension consisted in a website

significantly contributes to the users' attitude and behaviours towards website consumption. In other words, the EG dimension which allows simultaneous communication between online users and the website organizer would create a positive effect in order to fulfil their users' needs (Hoffman & Novak, 1996). Moreover, two years later, a study conducted by Shavitt, Lowrey, and Haefner (1998) strengthened this concept. They agreed to recognize website enjoyment as the main dimension which influence online users' attitude towards website usage.

Indeed, a research finding of Lim and Ting (2012) also

supported this conception. They declare that the EG of online

shopping website would highly influence online users' attitude



0.1.2 Informativeness Gratification (IG)

towards the service provided.

Besides entertainment gratification as a major determinant contained in the UGT, Luo (2002) claimed that informativeness gratification should be considerate as another significant determinant in relation to web media usage. Based on Chen and Wells (1999), the IG is measured based on the web media ability in offering important and useful information to the online users. Maddox (1998) initially stated that the major motives that encourage people to use the Internet are to obtain as much valuable information as possible.

organization's ability in providing good quality information would directly encourage people to access to the website. Therefore, it allows an organization to market their products and services through the development website. His research finding was consistent with preliminary studies by Bauer and Greyser (1968) as media users consider the media's ability to provide audience information the fundamental reason for accepting the media itself. Similarly, Rotzoll, Haefner, and Sandage (1986) held that the media's informational role is its major legitimizing function. Siau and Shen (2003) added that the website users often demand qualitative features such as accuracy, timeliness and usefulness of the informational content that is projected in the websites and those which are able to fulfil the needs of IG will in turn create favourable attitudes among its audiences (Luo, 2002).

A research conducted by Haq (2009) indicated that the

This is in line with the findings of Barkhi, Belanger and Hicks (2008) as their study suggests that consumers will develop favourable attitudes toward websites that they believe to provide sufficient benefits or attributes towards a solution and negative attitudes toward those that are inadequate. Indeed, past studies have collectively found a substantial and positive relationship between the IG and attitudes (Chen & Wells, 1999; Ducoffe, 1995; Maddox, 1998). In fact, a research done by Lim and Ting (2012) also provides the same outcome when they stated that IG of online shopping websites would positively influence consumers' attitudes towards online shopping.

2.11 Theoretical Frameworks and Models of Internet/Online Sports Marketing

2.11.1 Models of Internet/Online Sports Marketing

Researches in the online marketing in relation to consumer behaviour have increased tremendously since the Internet was recognized as a good mechanism which provides opportunities for business enhancement. Studies on consumer behaviour towards online marketing were comprehensively conducted throughout the world. But, to date, very limited studies were conducted to explain behaviour of sports tourists' towards the Internet/online marketing. In addition, determining the moderating effects of personal characteristic and motivational factors of these particular subjects in relation to customer-perceived value is rather rare. The following are models of the Internet/online sports marketing that have been presented and expanded upon in recent literature.

2.11.1.1 Sport Website Acceptance Model (SWAM)

An increased number of the Internet users' has encouraged researchers from various fields to conduct research on it. However, only some studies have been conducted to comprehensively explain factors that influence sports fans' adoption of sports websites. Indeed, no further

research has been conducted on adoption of sports websites among sports event tourists. Hur et al. (2011) proposed the presence of four distinct classifications of beliefs about sports websites among sport participants and sport fans which included perceived ease of use, perceived usefulness, perceived enjoyment and perceived trustworthiness (see Figure 2.1).



Figure 2.1: The SWAM theory

(Source: "Acceptance of sports websites: A conceptual model" by Hur, Ko and Claussen, 2011, International Journal of Sports Marketing & Sponsorship, 209-224).

2.11.2 Model of Online/Media Motivation and Sports Tourism

2.11.2.1 The Uses and Gratification Theory (UGT)

According to Luo (2002), this theory is first invented to discover the major function of mass media and communication. Indeed, it was initially conducted to study the usefulness of radio as a communication channel in the 1940s. Earlier findings have agreed to recognize this theory as the most applied in many studies, especially in understanding the consumers' motivation towards media usage and intention to use other forms of media, including radio, TV and other electronic bulletins (Eighmey & McCord, 1998). Specifically, the UGT was also adapted to study individual's responsibilities and motives in using the mass media (Katz, 1959; Klapper, 1960).

determined

and

Researchers



have expanded fundamental assumption in the UGT. It consisted of five assumptions. Firstly, the individual involved must be an active participant; therefore, he or she is concerned about the goal or motive of using that particular media. Secondly, the individual makes motivated selections which reflect his or her previous experience with the media. Thirdly, an individual's decision in media selection is made based upon certain purposes and motives. Indeed, the media selection referred to its ability to fulfil individual needs and wants. Fourthly, the competition between media and other sources of need fulfilment. Finally, exclude judgments about cultural significance of media communication and allow individuals to discover their own interests and aims towards mass communication (Katz et al., 1974).

This study applied the five assumptions of the UGT. This is explained when tourists who travel to attend the sports event are required to obtain information from the media. Thus,

they are considered as an active participant and are aware about their motives of using particular media. Media in this case is not only limited to the event websites but also the other forms of media communication including electronic and printed media. Hence, tourists have been provided with opportunities to choose their own media preferences.

Since tourists have been given access to any form of media, they need to determine specific motives in using particular media which is believed to be able to satisfy their needs to the optimum level. Tourists' entertainment gratification and informativeness gratification were measured based on media selection and consumption. These were driven by the motivational factors of using a particular media. This theory was then adopted by another researcher.

UGT was developed to clarify and recognize the psychological needs of the individual's towards mass media. Indeed, findings focused on individuals' motives and behaviours towards mass media for gratification in order to satisfy intrinsic needs both with positive and negative outcomes. Moreover, previous researchers have worked to determine the psychological and behavioural aspects of online users to identify motives among themselves. Some researchers stated that interactivity was one of the main reasons that influence the website users to involve actively and often use the Internet (Kaye & Johnson, 2001).



Obviously, interactivity is among the key strengths attributed to the Internet use. Therefore, Hanjun (2002) added that since an active online user is the core concept of the UGT, it is regarded as the most effective theoretical basis for studying this medium. According to Ruggiero (2000), the UGT was highly significant to the massive development of the Internet due to its higher level of interactivity provided to online users as compared to other traditional media. In fact, earlier findings revealed that using the Internet is considered as "intentionally consumed" as online users are alert about their actions and website preferences (Rayburn, 1996). Certainly, website interactive features have a strong relationship to consumer involvement.

Therefore, the application of the UGT was accepted among researchers, especially in dealing with online users' behaviours (Eighmey & McCord, 1998; Korgaonkar & Wolin, 1999). In addition, numerous researchers have applied this theory to determine online users' experiences towards websites communication (Chen & Wells, 1999; Eighmey & McCord, 1998; Korgaonkar & Wolin, 1999; Murkherji et al. 1998). There are many constructs and dimensions consisted in the UGT. However, the most used dimension in determining consumers' website experiences is entertainment gratification, informativeness gratification and website irritation (Chen & Wells, 1999; Eighmey & McCord, 1998; Fenech, 1998; Korgaonkar & Wolin, 1999; Rubin, 1994; Luo, 2002; Ko et al., 2005; Lim & Ting, 2012).

This study, however, utilized the entertainment gratification and informativeness gratification in order to fulfil sports tourists' needs with the positive outcomes.

2.12 The Conceptual Research Framework

This study is carried out to investigate the moderating effects of personal characteristic and motivational factors on the propensity to use sports events tourism websites. It also determined the relationship between customer-perceived value and the propensity to use sports events tourism websites. The sports tourists' personal characteristics were divided into four variables: age, gender, education and income, whilst the motivational factors consisted of two variables: entertainment gratification and informativeness gratification. The creations of moderating effects were to investigate whether the original relationship between customer-perceived value and the propensity to use sports events tourism websites is strengthening or weakening.

The customer-perceived value is developed from attributes consisted in the acceptance of sports tourism websites and it was derived from the SWAM model developed by Hur et al. (2011) which was based on the TAM (Davis, 1989) and TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). SWAM was initially developed to determine the decision-making processes involved among sports fans as well as to meet their needs in order to obtain information from the websites. In that particular study, Hur et al. (2011)

defined sports website as a website that contains content of sport-related products or services. Through a sports website, for example, people can search game results or a player's statistics, buy a team jersey or share opinions about a players' performance. These decision-making processes can be understood by examining sequential links between fans' beliefs about, attitudes towards and the intentions to use the websites for purchasing a sports product or obtaining sports information. In the current context of the study, the researcher adopted and adapted the existing model, but with slightly changes. It is due to the respondents' background of the study who was among the sports tourists' who access to the sports tourism websites.

Sports events tourism websites contained some specific features. These features include the accessibility, flexibility, interactivity and reliability. Initially, the SWAM model has listed four belief attributes about sports websites which include the perceived ease of use, perceived usefulness, perceived enjoyment and perceived trustworthiness. However, the present researcher converted these beliefs about sports websites and labelled them as a customer-perceived value of sports tourism websites to fit them into the sports tourism perspectives. Data collection was used to tabulate the relationship between customer-perceived value of the sports events tourism websites and the propensity to use the websites among sports tourists' in Malaysia (Research Question 1).

Furthermore, this research added another variable which was the moderating effects in terms of personal characteristics and motivational factors. Many researchers depicted personal characteristics as frequently used as a means of explaining customers' reactions to innovations (Bateson, 1985;

Zeithaml & Gilly, 1987; Dabholkar, 1992; Ranaweera, McDougall, & Bansal, 2005). These former researchers used demographic characteristics often called personal characteristics as the main variables for research related to technologies. Personal characteristics of sports tourists' can be divided into several categories which include age, gender, race, nationality, education and income. For instance, a cross-cultural study in comparing an online buying behaviour found a significant difference between American and Korean consumers (Park & Jun, 2003; Ranaweera, McDougall, & Bansal, 2005). In terms of gender differences, a study conducted by Garbarino and Strahilevitz (2004) found that there was a significant difference between males and females in their online consumer behaviour arising from differing risk perceptions. Thus, the context of the current study is to investigate the moderating effects of sports tourists' personal characteristics in terms of age, gender, education and income in the relationship between customer-perceived value of sports events tourism websites and the propensity to use sports events tourism websites (Research Question 2).

Moreover, in terms of motivational factors, there are various theories that have been applied when it comes to technology adoption. For instance, many researchers (Hoffman & Novak, 1996; Tang & Jang, 2012) have expanded previous work done by Davis, Bagozzi, and Warshaw's, by using two concepts from motivational literature-extrinsic and intrinsic motivationto explain their effects on navigation behaviour. Extrinsic motivation refers to goal-oriented activities performed to achieve intended outcomes, whereas intrinsic motivation refers to "autotelic" and experiential activities. However, this study adopted the UGT since it focuses on the peoples' needs and desires towards media. Thus, the current context investigated the moderating effects of motivational factors in terms of entertainment gratification and informativeness gratification on the relationship between customer-perceived value of sports tourism websites and the propensity to use the websites (Research Question 3).

Finally, to respond to the final research question (Research Question 4), the researcher examined the influence of the customer-perceived value of sports events tourism websites with the propensity to use the websites among sports tourists' in Malaysia.



Figure 2.2: The conceptual research framework of the study.

2.13 Conclusion

Sports events tourism is a major component of sports related tourism in many countries. Thus, sports event organizations should strive to develop Internet/online sports marketing communication that features event information relevant to potential sports tourists. The Internet has emerged as a viable and influential resource for this marketing communication. The Internet has established itself as a central information source for tourism and travel consumers serving both pre-trip and in-trip information needs. The extensive existence of the Internet has allowed the development of new ways for tourism services both domestically and internationally. Website-based approaches and technologies helped tourism suppliers and agencies to reduce service costs and attract customers. Therefore, this chapter encompassed the relevant literatures pertaining to the topic of the research. The following chapter detailed out the research methodology applied in this study.

Universiti Utara Malaysia

CHAPTER THREE METHODOLOGY

3.1 Introduction

This chapter provides explanation of two main approaches to research. There are the qualitative and quantitative approaches. Each of these approaches is distinct to one another in terms of philosophy, paradigm and views due to specific characteristics. But yet, they are among the important parts in a research process. Specifically, this chapter explained about the description of research design, research population and sample, research instrument, research procedure, pilot study prior to the actual study as well as data processes and analyses.

3.2 The Philosophy of Research Methodology

According to Burns and Burns (2008), the philosophy of research methodology consists of a paradigm. Paradigm in research refers to an assumption framework that reflects the philosophic beliefs which provide some rules and regulations in the process of conducting a research. Initially, paradigm was divided into two which include the positivist paradigm (positivism) and the interpretivist or constructivist paradigms (interpretive). Positivism is a framework of research, similar to that adopted by the natural scientist. It allows researchers to see people as phenomena to be studied from the outside, with behaviour to be explained on the basis of facts and observations gathered by the researcher, using theories and models developed by the researchers.

Rojek (1989) stated that some sociologists are highly suspicious of such attempts to translate natural science approaches into the social sciences. They believed that it is dangerous to draw conclusions about the causes and motivations of human behaviour on the basis of the type of evidence used in the natural sciences. In fact, Giddens (1974) has pointed out that the term positivist has become one of opprobrium and has been used so broadly and vaguely as a weapon of critical attack, that is has lost any claim to an accepted and standard meaning.

The interpretive paradigm on the other hand, places more reliance on the people being studied to provide their own explanation of their situation or behaviour. According to Veal (1997), the interpretive researcher therefore tries to "get inside" the minds of subjects and see the world from their point of view. This obviously suggests a more flexible approach to data collection, usually involving qualitative methods and generally an inductive approach. However, in leisure studies, the positivist approach proved as "dominant". This is due to the nature of the study. Nowadays, leisure studies demand a scientific investigation, which tends to be more objective than subjective. The term scientific research applies to both basic and applied research.

Applied research has to be an organized and systematic process where problems are carefully identified, data scientifically gathered and analysed, and conclusions drawn in an objective manner for effective problem solving. Simplicity in explaining the phenomena or problems that occur, and in generating solutions for the problems, is always preferred to complex research frameworks that consider an unmanageable number of factors (Sekaran & Bougie, 2010). Therefore, the achievement of a meaningful and parsimonious, rather than an elaborate and cumbersome, model for problem solving becomes a critical issue in research. Parsimony can be introduced with a good understanding of the problem and the important factors that influence it.

Such a good conceptual theoretical model can be realized through structured and unstructured interviews with the concerned people, and a thorough literature review of the previous research work in the particular problem area. Following the proposition provided by Veal (1997) that leisure studies were often used the positivist approach, this study has utilized the same approach too. This due to the nature of the study which related to the behaviour of sports tourists' (leisure), the problems that the researcher intends to solve and the results obtained were less prone to error and more confidence was placed in the findings. Hence, the replicability and generalizability of the findings were also increased.

3.3 Research Design

According to Pandiyan and Chandra (2009), a research design is the most essential element which includes techniques and processes of obtaining, collecting and analyzing the needed information. Mahmud (2009) has further declared that research design is a structure of the research plan of action specifying the relationship among the study's variables. It is a blueprint that outlines each procedure from the hypotheses to the analysis of data. Sekaran and Bougie (2010) stated that there are various issues that need to be considered in the research design. The issues involved the purpose of the study, its location, the type it should conform to, the extent to which it is manipulated and controlled by the researcher, its temporal aspects and the level at which the data were analyzed. In addition, a research design should consist of the sampling design, data collection methods, measurement and data analysis.

In order to respond to the research objective of this study, which is to examine variables involved on the propensity to use sports events tourism websites, a correlational research design was utilized. According to Lau, Phang, and Zainudin (2012), correlational was used to measure the strength of the relationship between two variables. Initially, Muhammad Rozi and Faridah (2011) have defined correlational as the degree of linear relationship between the two or more variables and it is also referred to as covariation (variation in one variable affecting the variation in other variable). The correlation between two variables is sometimes called a simple correlation. In some instance, a correlation is used to represent the strength of a relationship between two factors which is referred to as a statistical index. It defines the magnitude and direction these factors vary and how well one factor predicts the other.

This is a cross-sectional study in which data were gathered just once, over a period of month's following the schedule of the events. Since this study has targeted involvement from a huge number of subjects who were scattered geographically, a survey method was best implemented. This is proved to be true when Zikmund (2000) stated that a survey is an inexpensive

and efficient way to obtain information from the targeted population. Researcher has identified tourists who travelled to attend selected events and also obtain information about the event from the respective websites as the unit analysis of the study. Every respondent involved in this study is treated as an individual data source. A self-administered questionnaire (see Appendix A) was utilized to obtain data pertaining to study variables.

3.4 Population and Sample

According to Sekaran and Bougie (2010), population refers to the entire group of people, events or things of interest that the researcher wishes to investigate and also make inferences (based on sample statistics). For the purpose of this study, population consists of sports tourists' who travel to attend three major sporting events conducted in three different venues in Malaysia in 2013. The three major sporting events are including the Standard Chartered Kuala Lumpur Marathon, Port Dickson International Triathlon and the Monsoon Cup Terengganu. It was estimated that 135,000 populations involved in these events particularly 35,000 in Standard Chartered KL Marathon, 2,000 in Port Dickson International Triathlon and 98,000 in Monsoon Cup Terengganu. The study subjects were chosen based on certain circumstances. It includes the sport tourists' decision to travel to a particular destination is primarily driven by involvement with the sport, not the destination (Turco, Riley, & Swart, 2002) and sports tourists' are recognized as the main user of the Internet when travel and tourism websites have been reported as one of the top categories of websites visited by Internet users (Lexhagen, 2008).

Sampling helps researcher to generalize the characteristics of the population. In other words, samples need to be selected from the population. Gall, Borg, and Gall (1996) identified the two main criteria in sampling selection, which includes sampling representativeness and adequate sampling size. According to Veal (1997), some criteria need to be considered in determining the sample size which includes the required level of precision in the results, the level of detail in the analysis and the available budget. Numerous scholars have come up with various numbers of appropriate sample sizes depending on the nature of the study, the methods used and the statistical analysis.

For instance, a minimum of 200 observations is considered an appropriate sample size (Kelloway, 1998; Hair et al., 2010), a minimum of 400 observations for models of moderate complexity (Boomsma, 1983), a range between 250 to 500 subjects, which is often practiced in many studies, if the sample size is determined by using the rules of thumb (Schumacker & Lomax, 1996). In this study, the fraction number of samples obtained is 186 (35 percent) from the Standard Chartered KL Marathon, 106 (20 percent) from the Port Dickson International Triathlon and 238 (45 percent) from the Monsoon Cup Terengganu.

Moreover, Roscoe in Sekaran and Bougie (2010) also has proposed some rules of thumb for determining sample size. He suggested that sample sizes larger than 30 and less than 500 are appropriate for most research. He added that where samples are to be broken into subsamples: (males/females, juniors/seniors, etc.), a minimum sample size of 30 for each category is necessary, and in multivariate research (including multiple regression analyses), the sample size should be several times (preferably ten times or more) as large as the number of variables in the study. According to Krejcie and Morgan (1970), a sample size of 384 is acceptable to represent 1,000,000 populations (see Appendix B).

Therefore, the minimum sample size of this study is 400 subjects. This is aligned with suggestions in previous literature (Hair et al., 2010; Sekaran & Bougie, 2010). However, researcher has decided to distribute 600 questionnaires to subjects' at all three sports events.

3.5 Instrumentation

At present, none pre-developed instrument is reported available to measure the moderating effects of personal characteristic and motivational factors on the propensity to use sports events tourism websites. Therefore, a self-administered questionnaire is developed to respond to the research objectives. This research consisted of several theories. For example, the SWAM theory which was developed by Hur et al. (2011) is chosen as the main reference to develop items on customer-perceived on the propensity to use the websites. Customer-perceived value in this study refers to acceptance of the website features which reflect their behavioural intentions as well as propensity to use sports events tourism websites. In the meantime, items from the moderating effects of personal characteristic are based on Bateson (1985), Zeithaml and Gilly (1987), Dabholkar (1992) and Ranaweera, McDougall, and Bansal (2005) as they often used demographic characteristics as the basis for adopting and using the new technologies whilst moderating effects of motivational factors is referred to the UGT which was originally developed by Blumer and Katz (1974).

3.5.1 The Questionnaire Construction

Questionnaire survey is the most appropriate method used when researchers decided to apply quantitative data analysis in their studies. Basically, questionnaires assist researcher to analyze data of target concepts in the form of statistics and numbers. According to Noor (2011), problems with questionnaire analysis can be traced back to the design phase of the research. Indeed, clear goals are the best way to assure a good questionnaire design. When the goals of a study can be expressed in clear and concise sentences, then the design of the questionnaire becomes considerably easier. Hence, the questionnaire is developed to directly address the goals of the study.

Zainudin (2011) added that the questionnaire is defined as a set of structured questions designed to collect required data for the research. Moreover, it is used to obtain information from the targeted respondents. Collecting data using questionnaire help to reduce time and cost since it allows respondents to complete it at their convenient time without intervention from the researcher. Thus, the response obtained reflects the true opinions of the respondents.

This study adopted "steps in creating a questionnaire" developed by Stehr-Green, Stehr-Green and Nelson's (2003) with minor changes. This guideline indicated that the process of developing a questionnaire consisted of eight steps which includes (1) identification of research leading hypotheses, (2) identification of
information required, (3) literature review, (4) pooling of items in the questionnaire, (5) generate questionnaire items, (6) questionnaire translated into Bahasa Melayu version, (7) pilot survey and (8) questionnaire revision. However, in this study, researcher only adopted seven steps, except step six.

This is believed to be significant to the subjects' capacities in this study in understanding and leveraging the Internet and websites competencies (Yuan et al., 2006). The questionnaire is targeted to sports tourists' who travel to attend these three major events. Events are selected based on certain criteria. It includes the technology adoption by organizations through the development of web-based marketing. Hence, it encouraged researcher of this study to develop a questionnaire in English only. The web-based marketing is complement to traditional marketing. Even though each event created their own official websites, they still rely on the traditional marketing such as television, radio, newspaper and so on.

This questionnaire is consisted of four sections namely Section A, Section B, Section C and Section D. Firstly, Section A. It contained 10 questions related to the subjects' personal characteristics which include gender, age, nationality, race, marital status, academic qualification, employment status, monthly family income, number of dependents and frequency of involvement in sports events in a year. All items from A1-A10 are rated based on closed-ended response question.

Secondly, Section B. This section consisted of 21 questions and is focused on the propensity to use the websites, particularly on customer-perceived value. This section is designed by referring to the website attributes. Some scholars indicated that the websites attributes as the benefits obtained through the Internet marketing which include accessibility, flexibility, interactivity and reliability (Radzliyana et al., 2013). Items in Section B are specifically developed in-conjunction with the SWAM by Hur et al. (2011). Indeed, SWAM is developed from the Theory of Acceptance Model (TAM; Davis, 1989) and utilizing the Theory of Reasoned Action (TRA; Fishbein & Ajzen, 1975). All items from B1-B21 are rated on a 7-point Likert Scale response format with values ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

Thirdly, Section C consisted of five items related to the propensity to use sports events tourism websites. Theory of Reasoned Action (TRA) is applied in this section due to the significant relationship between intention and behaviour. According to Fishbein and Ajzen (1975) and Ajzen and Fishbein (1980), TRA assumes that individual decision making and behaviour can be predicted by the degree of volitional control. Moreover, the propensity to use sports events tourism websites' is described as individual motivation in making decision before they engage in certain behaviours. Ajzen (1991) added that TRA was used to measure individual execution towards certain actions in particular situations. SWAM was initially derived from the TRA and TAM. Thus, it has led the present

researcher to apply SWAM in this study because this theory is more comprehensive and is believed to be appropriate in dealing with sports tourists'. 7-point Likert Scale response format with values ranging from 1 (Strongly Disagree) to 7 (Strongly Agree) is used to measure item C1-C5.

Finally, Section D consisted of 19 items that specifically developed to investigate the moderating effects of motivational factors on the propensity to use sports events tourism websites. The items contained in this section are derived from the basic assumption of the Uses and Gratification Theory (UGT) by Katz et al. (1974). Obviously, the underlying construct of UGT is manifold, but in this study the entertainment gratification and informativeness gratification has become the main concern of the researcher. All items from D1-D19 were rated on a 7-point Likert Scale response format with values ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

The research instrument of this study is validated through several tests. For instance, items developed in the research instrument are undergoing the validity and reliability tests. Validity tests are divided into content validity and construct validity. Content validity is checked when items in the questionnaire are developed based on literature review from previous related studies. These items were then tested through the pilot study. Construct validity is demonstrated when appropriate theory and concept utilized in the study. For example, this study adopted the SWAM theory to determine the relationship between customer-perceived value and the propensity to use sports events tourism websites, whereby the UGT is applied to investigate the moderating effects of motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites. Moreover, factor analysis is also utilized to determine the construct validity.

3.6 Validity and Reliability

From the measuring procedures perspectives, validity is considered as the ability of an instrument to measure what it is designed to measure. According to Smith (1991), validity is defined as the degree in which the researcher has measured what he has set out to measure. Researcher added that to establish a logical link between research questions and the research objectives would be either simple or difficult. For instance, it would be simple when the researcher may find it is easy to see a link between them. In contrast, it would be difficult when the researcher is unable to see the links between questions and objectives due to his/her own justification from the previous literature.

There are a few types of validity test that can be used to test the goodness of measures. Indeed, researchers use different terms to indicate them. According to Sekaran and Bougie (2010), there are three wide heading of validity tests which included content validity, criterion-related validity and construct validity. They added that content validity refers to the successful in the development of research content when the subject matter was issued by samples and eventually outlined the research concluded. Furthermore, monitoring questionnaire items replied by the respondent can also be another

way to test content validity. It ensures each item measured what they are supposed to measure.

On the other hand, construct validity refers to the extent to which an operationalization appropriately measures an applied concept (Bagozzi, Yi, & Phillips, 1991; Kline, 2011). In fact, Tabachnick and Fidell (2001) stated that the construct validity was applied to evaluate the theory used underlying the research. Several tests were undertaken on every dimension to validate items in the measurement scale. The first test is to test the variance correlation of the measurement scale. The Varimax turn with Kaiser Normalization is the second test conducted. This test is important in validating the components in the measurement scale. The third test is the Cronbach's Alpha test. It is conducted to check on the reliability of items in the measurement scale.

Factor analysis is used to determine construct validity of every item. The present researcher has applied two stages of factor analysis, which was introduced by Green and Salkind (2005). These two stages of factor analysis are factor extraction and factor rotation. Factor extraction is conducted to determine the number of factors underlying a set of measured variables whereby factor rotation is conducted to fulfil two requirements which include statistically manipulating results to make the factors more interpretable. It is also used to confirm the number of underlying factors.

Initially, the first stage witnessed calculation of all required data as well as correlation matrix of all variables. Then, the factor extraction took place to identify a number of factors underlying a set of measurement. The existence of these factors enabled explanation on the correlation between observed variables. The initial stage contained two numerical characteristics which were used to identify a number of factors extraction which include the absolute magnitude of the eigenvalues of factors (eigenvalue-greater-than-one criterion) and the relative magnitude of the eigenvalues (Scree test). The final stage focused on the factors rotation to justify each item clearly by using Varimax rotation with Kaiser Normalization. Then, identified factor is interpreted or name through exploring the largest values connecting factors to the measured variables in the rotated factor matrix. Before the final decision is made, researcher referred to the previous researches and theories in order to determine the number of factors required. The number of factors is made based on the purpose of the analysis which reflects certain conceptual beliefs in the existing literature.

Comrey and Lee (1992) stated that there are numerous values of the factor loading. The factor loading values are made based on the value of the item loading. The item loading value is grouped as an excellent variance if it is greater-than .71 or 50 percent. The item loading value is grouped as very good if it indicates .64 or 40 percent, .55 or 30 percent as good, .45 or 20 percent as moderate and .32 or 10 percent as weak respectively. However, some other researchers have come up with their own assumptions regarding the factor loading values. These groups of researchers depicted that the items with high practical value are acceptable (Hair, Anderson, Tatham, & Black, 1998).

This high practical value refers to item loading that is greater-than .40. Hair et al. (1998) added that there is a positive relationship between the factor loading value and the factor loading interpretation. In other words, the greater the value of factor loadings, it would significantly lead to the factor loading in interpreting a factor. In order to allow the researcher to retain components of the study, she should meet two requirements, which include an eigenvalues-greater-than-one and a factor loading greater than .40.

According to Gay and Airasian (2000), reliability is defined as a test conducted to measure items or components in a study. The reliability test has to be conducted consistently. The concept of reliability in relation to a research instrument has a similar meaning. For instance, a consistent, stable, predictable and accurate research instrument would lead to the fulfilment of research reliability concept. The greater the degree of consistency and stability in an instrument, the greater is its reliability. In this study, the instrument used is a self-administered questionnaire. Moreover, the Cronbach's Alpha test method for scale is conducted to test item's reliability. Anatasi (1982) stated that .80 - .90 represented a good and high reliability value but .70 - .80 is acceptable for specific research purposes. However, the reliability value of a test would be varied depending on the nature of a study.

For instance, in social science study, the acceptable value of alpha validity is slightly lower than the earlier mentioned (Chadwick, Bahr, & Albrecht, 1984). These researchers added that the .60 values of alpha validity are satisfactory. The KR-20 or also known as the Kuder-Richardson formula 20 is used to develop the Cronbach's Alpha. It is used to measure reliability of a test. According to Guy (1996), Cronbach's Alpha it used to measure the reliability scale of dichotomy items. As suggested by Guilford and Fruchter (1978), this research applied item-total correlation method for each scale dimension to consider the reliability of the scale. Item-total correlation prepared a relative contribution estimate for each item towards the subscale

total score. This is important in ensuring standardization of each measures variables or criteria in the measurement scale.

Since no general guideline reported available in the existing literature about acceptable levels of score of internal reliability, the present researcher has considered Kuhn and Jackson (1989) of .40 or greater score as acceptable level of internal reliability. Thus, all items with correlation value greater-than .45 are retained.

3.7 Pilot Study

A pilot study is defined as a small scale "trial runs" of a larger study (Veal, 1997). It is often conducted prior to the actual study. Researchers often used pilot survey and pilot study interchangeably. Pilot studies are not commonly related to questionnaire surveys *per se*, but also to other research procedure. In order to assure the validity and reliability of the questionnaire, it is always recommended to researchers to conduct at least one pilot study before proceeding with the survey. **Researcher** also suggested that there are nine steps in purposes of conducting a pilot study that is mainly applied in leisure and tourism (see Table 3.1). Hence, in this study, the nine steps are adopted due to the subjects' background and characteristic (sports tourists').

The questionnaires were pilot-tested on sports tourists' who travel to attend the first stage of Le Tour de Langkawi in Kangar, Perlis. Subjects were chosen based on a simple random sampling. Questionnaires were distributed at Hotel Seri Malaysia, Kangar, an official hotel of the event. There were 160 responses, of which 152 were completed, giving a valid response rate of 95 percent. Previous researchers stated that a sample of 100 respondents is sufficient for a researcher to conduct a factor analysis on each item in the perception scale (Coakes & Steed, 2001; Hair et al., 1998). Generally, subjects believed that the questionnaire was concise and precise. The proportion of sample size for this pilot test consisted of 74 (48.7 percent) males and 78 (51.3 percent) females. The sample size according to age was 13 (8.6 percent) aged below 20 years, 96 (63.2 percent) aged between 20-29 years, 31 (20.4 percent) aged between 30-39 years, 11 (7.2 percent) aged between 40-49 years and 1 (0.7 percent) aged 50 years and above. With regards to academic qualification, amongst the 152 selected respondents, there were 30 (19.7 percent) SPM, 55 (36.2 percent) STPM/diploma, 49 (32.2 percent) bachelor degree, 15 (9.9 percent) master's degree, 2 (1.3 percent) doctoral degree and 1 (0.7 percent) others. In terms of monthly family income, sample size consisted of 60 (39.5 percent) respondents with less than RM2000, 18 (11.8 percent) earned RM2001-RM2500, 20 (13.2 percent) was reported for both income between RM2501-RM3000 and RM3001-RM3500. Finally, 34 (22.4 percent) respondents earned more than RM3501.

The results of the pilot test were evaluated by using factor analysis and Cronbach's reliability. Initially, factor analysis was performed to examine whether items produced the expected number of factors and whether the individual items were loaded on their appropriate factor as expected. Hair et al. (1998) considered a measure as significant if it factor loading is greater than .50 when the sample size is 120; this criterion was adopted to examine the item loadings of all measures. The measurement was then refined by removing items that did not load significantly onto the underlying constructs. Then, the Cronbach's reliability coefficient calculated for the items of each construct. The standard lower bound for Cronbach's alphas is .70 (Hair et al., 1998). Items that did not significantly contribute to the reliability were eliminated.

Table 3.1	
The purposes	of conducting a pilot study.
1.	Test question wording
2.	Test questionnaire sequencing
3.	Test questionnaire layout
4.	Familiarity with respondents
5.	Test fieldwork arrangements
6.	Train and test fieldworkers
7.	Estimate response rate
8.	Estimate interview time
9.	Test analysis procedures
(Source: Veal,	, 1997).

3.8 Data Analysis of Pilot Study

In a quantitative research, researcher often uses the Statistical Package for Social Science (SPSS) to analyse the data. The SPSS is applied when researchers are dealing with numbers and statistics. Previous researchers stated that the importance of the pilot study was indisputable. By conducting a pilot study, it assisted the researcher in examining several aspects in relations to perception scale before it is applied in the actual research. These tests were applied in analysing a pilot study data, namely the frequency analysis, factor analysis, reliability and correlation coefficient test, based on a significance level of p < .05. Factor analyses are used to segregate (if any) dimensions of customer-perceived value, the propensity to use sports events tourism websites and the moderating effects of motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites. The method of Principal components using Varimax rotation with Kaiser Normalization yielded four components of customer-perceived value which consisted of 21 items. Based on the factor loading of each component of customer-perceived value subscale extracted, there are six items in accessibility and flexibility, respectively, whereby another two components were five items in interactivity and four items in reliability. The items loading values in subscale accessibility, flexibility, interactivity and reliability were .410 to .740, .462 to .761, .656 to .826 and .732 to .813 respectively. The eigenvalues for each respective subscale were 10.154, 1.460, 1.144 and 1.048.

In the meantime, a total of 48.353 percent, 6.951 percent, 5.447 percent and 4.991 percent of variance in the pilot study data could be explained by four components of customer-perceived value. The cumulative percentages of each component are 48.353 percent, 55.303 percent, 60.751 percent and 65.741 percent respectively.

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Table 3.2

Pilot study subscale for	or analysis of customer-i	nerceived value (N=152)
i noi sinay subscare je	r analysis of customer p	(11-152)

Ite	m/Factor	1	2	3	4
Ac	cessibility				
1.	The website allows me to establish interactive channels of sports	.740			
2.	The website allows me to gain access to previously inaccessible	.738			
3.	The website allows me to interact with sports media.	.696			
4.	The website allows me to reduce daily tasks into a manageable set of links	.599			
5.	The website allows me to generate awareness of particular sporting events and their related organizations.	.526			
6.	The website allows me to access an organized collection related to	.410			
	sports.				
FL	wibility	-			
1	Online information is flowible		761		
1.	The website allows immediate		.701		
۷.	The website allows infinediate		.070		
2	The second state and the second state and the second state and the second state and the second state s		(20		
3.	The website provides online		.628	cia	
	attractive.	lara	halay	510	
4.	The website allows me to access information at my very own time		.605		
5.	The website provides me with reliable information		.511		
6.	The website allows me to buy		.462		
	sports products online.				
Int	teractivity				
1.	Free Internet access through WIFI.			.826	
2.	WIFI reduces the cost of expenses.			.765	
3	The website allows me to			705	
5.	experience a personal sense of				
4	Online information is nonular			673	
+. 5	The website allows me to keep			.075	
э.	trook of my forcerite			.050	
	naux of my lavourite				
	prayers/teams/events.				
Re	liability				

	comprehensive.				
2.	Online information allows quick				.754
	decision-making.				
3.	Online information is secured.				.745
4.	Online information is available				.732
	everywhere.				
	-				
Eig	envalues	10.154	1.460	1.144	1.048

Eigenvalues	10.154	1.460	1.144	1.048
% of Variance	48.353	6.951	5.447	4.991
Cumulative %	48.353	55.303	60.751	65.741

In relation to the propensity to use sports events tourism websites, analysis of pilot study revealed that there is only one component extracted though Principal component's method using Varimax rotation with Kaiser Normalization accounted for 59.315 percent of the total variance (see Table 3.3). The criterion of eigenvalues-greater-than-one combined with a visual inspection of the Scree Plot was to identify the number of factors to be extracted. It appeared to be only one subscale, which was the propensity to use sports events tourism websites for 2.966 (see Table 3.3). From the original list of five items, none of them were ignored.

Table 3.3

Pilot study subscale for analysis on the propensity to use sports events tourism websites (N=152)**Item/Factor**

1

I use the website because it

1.	allows me to spend more time to search for information.	.803
2.	influences me to continue to purchase sports products in the	.799
	future.	
3.	influences me to continue seeking information in the future.	.786
4.	influences me to recommend others to use them in the future.	.764
5.	is my major source of information.	.694
Eig	envalues	2.966
% (of Variance	59.315
Cu	mulative %	59.315

Table 3.4 which relates to the analysis of motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites showed that the two components extracted through Principal component's method using Varimax rotation with Kaiser Normalization included the entertainment gratification and informativeness gratification. Overall, 19 items were allocated insignificant to motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Based on the factor loading of each motivational factor experienced by tourists, nine items were grouped under entertainment gratification whereas ten items were grouped under informativeness gratification. The item loading values subscale entertainment gratification and informativeness gratification were .438 to .743 and .504 to .798 respectively. The eigenvalues for each subscale were 8.824 and 1.307, while a total of 53.322 percent of variance in the pilot study sample size could be explained by the two components.

Item/Factor		1	2
Entertainment gratifi	cation		
The sports events touri	sm websites should		
1. include simple we	ebsite address.	.743	
2. be accessible thro	ugh any search engine.	.724	
3. provide me with l	ots of enjoyment.	.706	
4. be more fun to us	е.	.634	
5. include appropria	te pictures.	.619	
6. include attractive	designs.	.604	
7. eliminate unwante	ed pop-pups.	.577	
8. contain other rela	ted information.	.553	
9. use language that	is easy to understand.	.438	

Informativeness gratification

Table 3.4

The sports events tourism websites should... 1. include information on the team management .798 members. include the organization's mission or vision. .736 2 include information on future events. 3. .710 4. include information on the list of participants or .686 teams competing. reveal results of respective competitions. 5. .650 always keep the information updated from time to .614 6. time. 7. meet the needs of international viewers. .604 include price ranges and purchasing procedure. .580 8. include number of viewers. 9. .567 10. include maps. .504 Eigenvalues 8.824 1.307 % of Variance 46.444 6.878 Cumulative % 46.444 53.322

Results in Table 3.5 showed that the overall Coefficient Alpha for customer-perceived value was .947. The value of Coefficient Alpha of accessibility dimension was .863, flexibility was .865, interactivity was .825 and reliability was .867. Item-total correlation for all items of four subscales revealed the relationship from moderate to high level of reliability, which was .622 to .725 for accessibility, .620 to .745 for flexibility, .552 to .690 for

interactivity and .692 to .794 for reliability. Initially, there were 21 items involved in the customer-perceived value. However, one original item is removed due to either the factor loading value was less than .40 or the Cronbach's Alpha Coefficient was less than .45. The item that is removed from the scale was "Online information is flexible".



Table 3.5

Pilot study subscale for Coefficient Alpha on customer-perceived value (N=152)

CorrelationItemAlphaAccessibility6.8631. The website allows me to reduce daily tasks into a manageable set of links7252. The website allows me to generate awareness of particular sporting events and their related organizations7113. The website allows me to interact mit sports media6574. The website allows me to interact information6575. The website allows me to gain access to previously inaccessible information6296. The website allows me to access sports6277. The website allows me to access sports6278. The website allows me to access sports6229. The website allows me to establish interactive channels of sports.6229. The website provides me with others7459. The website allows immediate response from the organizations7219. The website allows me to access sports.6999. The website allows me to access response from the organizations6579. The website allows me to access response from the organizations6579. The website allows me to access information at my very own time6574. The website allows me to buy sports products online6205. The website allows me to buy sports products online6206. The website allows me to buy sports products online6907. The website allows me to buy sports products online6907. The website allows me to buy sports products online6907. The website al	Sc	ale	Item-total	Total	Coefficient
Accessibility 6 .863 1. The website allows me to reduce of links. .725 .725 2. The website allows me to organizations. .711 generate awareness of particular sporting events and their related organizations. .711 generate awareness of particular sporting events and their related organizations. 3. The website allows me to interact with sports media. .657 with sports media. 4. The website allows me to gain access to previously inaccessible information. .629 access to previously inaccessible information. 5. The website allows me to access an organized collection related to sports. .627 an organized collection related to sports communication with others. 6< The website provides me with others. .745 reliable information. 7. The website allows immediate response from the organizations. .721 response from the organizations. 3. The website allows me to access .699 information at my very own time. .657 information at my very own time. 4. The website allows me to buy .620 sports products online. .657 5. The website allows me to buy .620 sports products online. .690 WIFI. 2. WIFI reduces the cost of .634 .634			Correlation	Item	Alpha
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2. Whith feddees the cost of .004	2	WIFI. WIFI reduces the cost of	634		
expenses.	۷.	expenses.	.034		
3. The website allows me to keep .618	3.	The website allows me to keep	.618		
track of my favourite		track of my favourite			
players/teams/events.	1	players/teams/events.	610		
5 The website allows me to 552	4. 5	The website allows me to	.010		
experience a personal sense of	5.	experience a personal sense of			

enjoyment.

Re	liability		4	.867
1.	Online information is	.794		
	comprehensive.			
2.	Online information allows quick	.700		
	decision-making.			
3.	Online information is secured.	.693		
4.	Online information is available	.692		
	everywhere.			
Cu	stomer-perceived value		20	.947

The results displayed in Table 3.6 indicated that the overall Coefficient Alpha for propensity to use scale was .825. Item-total correlation for the subscale showed a relationship from moderate to high reliability, that was .529 - .671. There are five items consisted in propensity to use sports events tourism websites. Eventually, all items in this particular component have been retained since both the factor loading value of each item was more than .40 and the Coefficient Alpha was more than .45. In this case, no items were ignored.

Table 3.6

Scale	Item-total Correlation	Total Item	Coefficient Alpha
Propensity to use sports events tourism websites		5	.825
I use the websites because it			
1. allows me to spend more time to	.671		
search for information.			
2. influences me to continue to	.660		
purchase sports products in the			
future.			
3. influences me to continue seeking	.645		
information in the future.			
4. influences me to recommend	.613		
others to use them in the future.	500		
5. is my major source of	.529		
information.			

Pilot study subscale for Coefficient Alpha of propensity to use sports events tourism websites (N=152)

Table 3.7 showed results of the overall value of Coefficient Alpha for motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites was .937. Coefficient Alpha for entertainment gratification was .894 whereby the Coefficient Alpha for informativeness gratification was .897. Item-total correlation for all items consisted in these two subscales showed the relationship from moderate to high reliability, which were .571 to .746 for entertainment gratification and .495 to .727 for informativeness gratification. At first, this particular construct consisted of 19 items, but one item was ignored due to either the factor loading value was less than .40 or the Cronbach's Alpha Coefficient was less than .45. The item for motivational factors ignored in this study was "The sports events tourism website should use language that is easy to understand".

Scal	le	Item-total	Total	Coefficient
		Correlation	Item	Alpha
Ent	ertainment gratification		8	.894
The	sports quarts tourism wabsites			
sho	<i>sports events tourism websites</i>			
1	include attractive designs	746		
1. 2	include simple website address	725		
2. 3	be more fun to use	706		
5. 4	include appropriate pictures	701		
т. 5	provide me with lots of	692		
5.	enjoyment	.072		
6	be accessible through any search	676		
0.	engine	.070		
7	eliminate unwanted pop-ups	.618		
8	contain other related	.571		
0.	information.			
Info	ormativeness gratification		10	.897
	TARA			
The	sports events tourism websites			
shoi	ıld			
1.	include information on the list of	.727		
	participants or teams competing.			
2.	always keep the information	.713		
	updated from time to time.			
3.	include information on future	ta 1.700 a	laysia	3
	events.			
4.	reveal results of respective	.698		
	competitions.			
5.	include the organization's	.661		
	mission or vision.			
6.	include information on the team	.659		
	management members.			
7.	include price ranges and	.652		
_	purchasing procedure.			
8.	include maps.	.646		
9.	include number of viewers.	.518		
10.	meet the needs of international	.495		
	viewers.			
N <i>T</i> - 4	instignal factors		10	027
W10	ivational factors		18	.937

Table 3.7 Pilot study subscale for Coefficient Alpha of motivational factors (N=152)

Based on the pilot study analyses, 20 items of customer-perceived value, five items on the propensity to use sports events tourism websites and

18 items of motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism had 'good' reliability and validity. This is justified through the factor analysis results, which indicated that all items in perception scale tests have item loading value greater-than .40, with eigenvalues-greater-than-one for each subscale. In fact, results of item-total correlation value for each subscale of applying the Cronbach's Alpha Coefficient indicated high value of .50 to .75.

Thus, the test results in pilot study stated that items in all perception scales contributed to an overall score in the scale applied in this study. These results have encouraged researcher to apply this scale which was certainly recognized to be appropriate for the study, with its satisfactory psychometric characteristics to obtain data in the real study.

3.9 Data Collection Universiti Utara Malaysia

A self-administered questionnaire is used as a research instrument to obtain data from sports tourists' who travel to attend and participate in the selected events. A proportionate stratified sampling technique is used to select the respondents' of this study. According to Sekaran and Bougie (2010), this technique is most appropriate and efficient, especially in reaching adequate sample from the population, more valuable and possibility of making comparisons among groups. It was reported that there were 35,000 runners took part in this competition (Standard Chartered KL Marathon, 2013). Thus, to obtain respondents from this event, the stratified random sampling design is made based on the categories of the competition. There are many categories offered in this competition, including Individual, Run for a Reason, Kids Dash, Corporate Challenge, Ministries Challenge, Universities Challenge and Group Registration. Researcher focused on the Individual category which is divided into Open and Veterans. There were more than 3,000 runners compete in this category. Eventually, the researcher managed to obtain 186 respondents.

The Port Dickson International Triathlon also used the same sampling design as applied in the marathon event when respondents' are chosen based on categories. There were 2,000 participants took part in this competition (Port Dickson International Triathlon, 2013). This event consisted of three categories, namely the Sprint Triathlon, Kids' Triathlon and the Olympic Distance Triathlon. Hence, present researcher focused on the Sprint Triathlon and the Olympic Distance Triathlon only, due to sports tourists' capabilities to travel on their own to attend and participate to the event. There were 106 respondents obtained from this event. In these two events, the respondents' name lists were obtained from the event organizers. Then, they were randomly selected.

A simple random sampling has been applied to obtain respondents' at the Monsoon Cup Terengganu. This is varied from the other two events because the researcher tends to collect data from the respondents' who stayed at the official hotel of the events which is the Ri-Yaz Heritage Marina Resort and Spa. Researcher obtained information from the event organizer on which blocks of the hotel is being occupied/booked by the guest for these particular sports events by referring to the booking dates and duration of stayed. According to Ri-Yaz Hotel, these blocks are able to cater the needs of 500800 visitors at one time. Researcher only approaches the respondent at these blocks. At the end, researcher managed to collect 238 feedbacks from the respondent. The distribution of the questionnaire took place only after the researcher managed to identify the respondents' of the study.

The questionnaire distribution process is assisted by former students of Universiti Teknologi MARA (UiTM) Cawangan Perlis Kampus Arau and they were from the Faculty of Sport Science and Recreation. In fact, their involvements in this survey were on a voluntary basis. Prior to the actual survey, they have been contacted in advance and briefed about the study. The respondents have been approached by the researcher and her team on the day of the event. Each distributed questionnaire was noted with specific date respectively. This is due to the data coding purposes. Since the questionnaire took about 10 minutes or lesser to be completed, the researcher waited whilst respondents' completed the questionnaire and collected them immediately. This strategy is believed to provide a higher response of the study. Therefore, 600 questionnaires were distributed in this study.

3.10 Data Analysis

All gathered data are analysed by using the Statistical Package for Social Science (SPSS) Version 19.0. This method is utilized to do some preliminary analysis (descriptive statistics), validate the measurement model (scale reliability and collinearity analysis) and test the baseline model. Initially, there are numerous data involved in this study. Thus, it led the researcher to conduct a factor analysis. Factor analysis is applied to reduce and summarize the existing data. According to Pallant (2013), factor analysis is utilized to refine and reduce a large number of individual scale items and questions to form a smaller number of coherent subscales. Also, it is conducted to reduce a large number of related variables to a more manageable number, before the researcher proceed that data for further analyses including multiple regression or multivariate analysis of variance.

Even though researcher has conducted a factor analysis in the pilot study, a factor analysis was again conducted in the actual study to ensure the number of factors and items extracted are similar. Hence, the validity and reliability of items are assured. The researcher's decision to conduct data analysis is due to the need in exploring and identifying whether there are any existing relationships or differences between dependent and independent variables. To meet with the research objectives, the researcher used the linear correlation coefficient to determine the relationship between customerperceived value and the propensity to use sports events tourism websites.

According to Lau et al. (2012), linear correlation coefficient provides researcher with the measures to evaluate the strength of the relationship. They also added that the Pearson's product moment correlation coefficient, which is normally denoted by r is used to measure the strength of the relationship between two variables that are quantitative in nature. Thus, as referred to the current research, the Pearson's correlation coefficient is used to measure the strength of the relationship between customer-perceived value and the propensity to use sports events tourism websites.

As indicated by Lau el al. (2012), the sign (- or +) for r identifies the kind of relationship between the two quantitative variables and the magnitude of r describes the strength of the relationship. The magnitude of the

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correlation lies between -1.0 and 1.0. This means that $-1.0 \le r \le 1.0$. The value of correlation coefficient that is close to -1.0 indicated that the two variables have a strong negative relationship which means that an increase in one variable causes another variable to decrease and vice versa. They, however, indicated that a value that is close to 1.0 shows that the two variables have a strong positive relationship which means that an increase in one variable will cause the other variable to increase and vice versa.

A correlation that is close to or equals to zero means that there is no linear relationship between the two variables which means that an increase or decrease in value of one variable will not affect the other variable and vice versa. Veal (1997) stated that multiple regressions are linear regression involving more than one independent variable. For instance, the researcher hypothesized that intention to use the websites is dependent not just on customer-perceived value but also age, gender, education and income level. Thus, the model or regression equation is:

In linear regression, the procedure fits a straight line to the data – the line of *best fit*. In multiple regression the procedure fits a *surface* to the data – the surface is the best fit. Obviously, it is possible, in theory to continue to add variables to the equation. This should, however, be done with caution since it frequently involves "multi-collinearity", where the independent variables are themselves inter-correlated. The independent variables should be, as far as possible, just that: independent. Therefore, various tests exist to test for this phenomenon.

Multi-collinearity is diagnosed through assessment of variance inflation factor (VIF) scores, tolerance scores and coefficient variance decomposition analysis. It is generally accepted that VIF scores below 10 and a tolerance value over .10 suggests that multi-collinearity is acceptable for the purposes of multiple linear regression (Neter, Wasserman, & Kutner, 1989; Hair, Anderson, Tatham, & Black, 1992). However, while VIF and tolerance scores indicate the absence of multi-collinearity, Hair et al. (1992) argue that even while diagnosing using VIF or tolerance values, researchers still does not necessarily know which variables are inter-correlated. In order to overcome limitations of VIF ad tolerance score analyses, they suggest the use of variance decomposition analysis developed by Belsley, Kuh, and Welsch (1980). This group of researchers argues that a double condition must exist, a singular value judged to have a condition index of "greater than 5". Eventually, data utilized in this study were within acceptable parameters.

Veal (1997) stated that often, in leisure and tourism, a large number of variables involved, many inter-correlated, but each contributing something to the leisure or tourist phenomenon under investigation. Obviously, there are several tests that can be conducted to evaluate the prospect and effectiveness of every sports tourism websites which includes a set of factor analysis, reliability analysis, general linear model, Pearson correlation and descriptive statistics.

For this study, a descriptive analysis was carried out to provide information on personal characteristics of the sample. Then, a factor analysis and reliability testing were carried out to test the validity and reliability of the questions employed (questions were adopted from the previous literature) to

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measure research variables. In order to test on the availability of multicollinearity, a correlation analysis was taken place. Since this study was utilizing an inferential analysis, a multiple regression test was carried out to determine the relationship between the whole set of independent and dependent variables in the research framework. After that, unstandardized residuals from the regression analyses was maintained and tested for normality using the One-Sample Kolmogorov Smirnov Test. Finally, hypotheses testing were carried out to determine whether hypotheses proposed based upon literature review were significant or not.

Previous researchers indicated that normal distribution test is very important before a researcher proceeds with the hypothesis testing. In this particular test, the normal distribution is defined by using graphic and statistic method such as skewness and kurtosis. According to Hair et al. (1998) and Tabachnick and Fidell (2001), value of skewness and kurtosis are located outside the range between -1 and +1 shows that the data distribution is not normal. Seventh, a research finding was further explained and recommendations are outlined.

Part	Details of Measureme Scale	Number nt of Item	Statistical Procedure
Section A: Personal characteristics	Closed-ended	A1-A10	Descriptive statistics: Frequency Percentage Mean Standard deviation
Section B: The customer- perceived value	Likert-scale	B1-B21	Descriptive statistic Factor analysis Reliability tests Pearson correlation Moderated multiple regression Stepwise Normality test
Section C: The propensity to use sports events tourism websites	Likert-scale	C1-C5 Utara Ma	Descriptive statistic Factor analysis Reliability tests Multiple regression Normality test
Section D: Motivational factors	Likert-scale	D1-D18	Descriptive statistic Factor analysis Reliability tests Moderated multiple regression Stepwise Normality test

Table 3.8Specification of measurement scale and data analysis procedures

3.11 Ethical and Legal Considerations

Many researchers have stressed on the importance to include ethical and legal considerations while conducting research. Literature defined ethics in research refers to a code of conduct or expected societal norm of behaviour. Ethical conduct applies to all related stakeholders who either involve directly or indirectly with the research. In addition, ethical conduct is reflected in the organization and the members that sponsor the research, the researchers who undertake the research and the respondents who provide them with the necessary data.

According to Zamalia (2011), the observance of ethics begins with the person instituting the research, which should do in good faith, pay attention to results, indicate and pursue organizational interests rather than self-interests. For instance, in order to deal with ethical and legal consideration issues in this study, the researcher had developed a brief explanation about the research on the first page of the questionnaire. It contained the identity of the researcher as well as conveying the purpose of the survey. In addition, it also consisted of respondents' right to all information that they provided as confidential and anonymous.

Ethical considerations should also be reflected in the behaviour of the researchers who conduct the investigation, the respondents that provide the data, the analysts who provide the results and the entire research team that presents the interpretation of the results. Hence, ethical behaviour pervades each step of the research process including data collection, data analysis, reporting and dissemination of information on the Internet, if such activity is undertaken. Research ethics also contained some guidelines on how subjects are treated and how confidential information is safeguarded.

3.12 Conclusion

Certainly, it is vital for the researcher to expand knowledge on the relationship between new technology and the tourism industries. Generally, knowledge expansion can be done by connecting current research problem to the existing and established theories. In this case, the TRA-TAM-SWAM model is adopted to enhance knowledge and understanding of sports tourists' behaviour on the relationship between customer-perceived value and the propensity to use sports events tourism websites whereby the UGT is adopted to provide information on the moderating effects of subjects' motivational factors. This chapter discussed on the important components to research formation. Research design and respondents are further discussed based on adoption of SWAM principle. A self-administered questionnaire is used as the research instrument. The research instrument is distributed to sports tourists' who travel to attend selected major sporting events in Malaysia in 2013. The following chapter was about the results of the study.

CHAPTER FOUR

RESULTS

4.1 Introduction

This chapter is established to report findings on data obtained through the questionnaires. This study is conducted to investigate the relationship between customer-perceived value and the propensity to use sports events tourism websites among the sports tourists' in Malaysia. In addition, this study also focused on investigating the moderating effects of personal characteristics and motivational factors on the relationship between customerperceived value and the propensity to use sports events tourism websites. The research objectives and the research hypotheses were the main reference for researcher to analyse the findings of the study.

The analyses begin with the personal characteristics of sports tourists' were reported and these include gender, age, education and monthly income. The statistics of the response rate are discovered in section two. The results of factor analysis of the measurement scale are displayed in section three, and followed by the reliability of measurement scale in the fourth section. The subsequent section was data analysis obtained from the actual study, the findings of respondent's perceive-value towards sports events tourism websites and the propensity to use sports events tourism websites. Also included are the findings on the moderating effects of personal characteristics

and motivational factors on the relationship between the customer-perceived value and the propensity to use sports events tourism websites. The final section of the report findings was analysed based on the results of Pearson correlation and multiple regressions.

4.2 Demographic Characteristics of the Respondents

A summary of the sample demographic characteristics is in Table 4.1. It consisted of 530 respondents (315 or 59.4 percent male and 215 or 40.6 percent female). Table 4.1 showed that there were 47 (8.9 percent) total respondents aged below 20 years, 300 (56.6 percent) aged between 20-29 years, 119 (22.4 percent) aged between 30-39 years, 46 (8.7 percent) aged between 40-49 years and 18 (3.4 percent) aged 50 years and above. That particular table also indicated that 502 (94.7 percent) respondents were Malaysian whereas 28 (5.3 percent) non Malaysian.

With regards to the ethnic background, Table 4.1 stated that Malays were represented by 377 (71.1 percent) of the overall respondents, whereas Chinese, Indians and other races were represented by 99 (18.7 percent), 30 (5.7 percent) and 24 (4.5 percent) of the overall respondents respectively. These ratios are similar to the ratio of races among Malaysians entirely, where the Malays make up an estimated 50.4 percent of the total population, Chinese 24.6 percent, Indian, 7.1 percent, and other races 17.9 percent (Department of Statistics Malaysia, 2007).

Table 4.1 showed that more than half of the respondents 365 (68.9 percent) were reported single whereas the married and divorced or widowed comprised of 158 (29.8 percent) and 7 (1.3 percent) respectively. In addition,

it stated that amongst the 530 selected respondents, there were 105 (19.8 percent) with SPM, 174 (32.8 percent) with Sijil Tinggi Pelajaran Malaysia (STPM) or other qualifications that were equivalent to a diploma, 172 (32.5 percent) bachelor degree, 51 (9.6 percent) master's degree, 5 (0.9 percent) PhDs and 23 (4.3 percent) which represented respondents either qualified with Sijil Rendah Pelajaran (SRP), Penilaian Menengah Rendah (PMR) or other technical or professional certificates.

Table 4.1 also summarized information related to employment status of the respondents. Students were the major respondents involved in this study, which contributed the highest number and percentage of 209 (39.4 percent). Others were 34 (6.4 percent) unemployed, 76 (14.3 percent) professionals, 100 (18.9 percent) of respondents were employed full-time, 16 (3 percent) were casual worker, 9 (1.7 percent) employed part-time, 30 (5.7 percent) business owners, 37 (7.0 percent) self-employed and 19 (3.6 percent) pensioners. Information on monthly family income among respondents was also provided in this table. The sample size consisted of 160 (30.2 percent) respondents who earned RM2000 and less, 70 (13.2 percent) earned RM2001-RM2500, 67 (12.6 percent) had an income of between RM2501-RM3000, 75 (14.2 percent) earned between RM3001-RM3500 and 34 (22.4 percent) earned RM301 and more.

Moreover, Table 4.1 presented information on number of dependants among the respondents. It showed that more than half of the respondents 271 (51.1 percent) declared that they do not have any while 128 (24.2 percent) respondents have either one or two dependants, 82 (15.5 percent) have either three or four dependants, 32 (6 percent) have five or six dependants and 17

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(3.2 percent) have seven and more dependants. With regards to participation in sports event tourism in a year, it was reported that 244 (46 percent) respondents were involved at least once or twice. This survey had witnessed 161 (30.4 percent) involved three to four times a year, 46 (8.7 percent) five to six times and 79 (14.9 percent) seven times and more.

Demographic characteristics of the i	respondents (N=	530)
Characteristics	(<i>N</i>)	(%)
Gender		
Male	315	59.4
Female	215	40.6
Age		
Below 20 years old	47	8.9
20-29 years old	300	56.6
30-39 years old	119	22.4
40-49 years old	46	8.7
50 years and above	18	3.4
Nationality		
Malaysian	502	94.7
Non-Malaysian	28	5.3
Race	Utara M	alaysia
Malay	377	71.1
Chinese	99	18.7
Indian	30	5.7
Others	24	4.5
Marital Status		
Single	365	68.9
Married	158	29.8
Divorcee/Widow	7	1.3
Academic Qualification		
SPM	105	19.8
STPM/Diploma	174	32.8
Bachelor Degree	172	32.5
Masters Degree	51	9.6
Doctoral Degree	5	0.9
Others	23	4.3
Employment Status	200	2 • •
Student	209	39.4
Unemployed	34	6.4

Table 4.1Demographic characteristics of the respondents (N=530)

Professional	76	14.3
Employed, Full-time	100	18.9
Casual Worker	16	3.0
Employed, Part-time	9	1.7
Business Owner	30	5.7
Self-employed	37	7.0
Pensioner	19	3.6
Monthly Family Income		
Less than RM2000	160	30.2
RM2001-RM2500	70	13.2
RM2501-RM3000	67	12.6
RM3001-RM3500	75	14.2
RM3501 and more	158	29.8
Number of Dependants		
None	271	51.1
1-2 person(s)	128	24.2
3-4 persons	82	15.5
5-6 persons	32	6.0
7 persons and more	17	3.2
Frequency of Participating in	n Sports Events Tourisn	n in a year
1-2 time(s)	244	46.0
3-4 times	161	30.4
5-6 times	46	8.7
7 times and more	79	14.9
Univer	siti Utara Mal	aysia

4.3 Respondents' Response Rate

According to Kviz (1977), the response rate in a study indicates the efficiency and ability of the researchers to obtain entire types of responses from the targeted samples. This study involved a total of 530 sets of questionnaires. A total of 600 questionnaires distributed to sports tourists' who travel to attend to the major sporting events including the Standard Chartered Kuala Lumpur Marathon, Port Dickson International Triathlon, and the Monsoon Cup Terengganu.

A completed questionnaire obtained from the respective events was 186 (35 percent) from the Standard Chartered Kuala Lumpur Marathon, 106 (20 percent) from the Port Dickson International Triathlon, and 238 (45 percent) from the Monsoon Cup Terengganu. Generally, the fraction number estimated a cross-section of the population of sports tourists' in terms of demographic characteristics. With reference to Frey (1989), an excellent measurement of the response rate is between 40-50 percent. This study showed 88.3 percent of respondents' rate. Thus, it indicates that this study comprised an adequate sample based on the selected events.

4.4 Factor Analysis of Measurement Scale

A factor analysis was a test conducted to ascertain the validity of each item consisted in the measurement scale towards the research variables. Even though it has been conducted in the pilot study, the researcher decided to conduct a factor analysis again in the actual study by using the actual number of samples of study. In the pilot study, the researcher used 152 respondents, whereas in the actual study, the researcher has utilized 530 respondents of the sample size. In addition, conducting a factor analysis at this stage enabled the researcher to confirm relevancy of the measurement scale.

A factor analysis allowed the researcher to determine the number of items factor or components related to the study. The researcher can identify the number of factors that need to be extracted by referring to these two situations. Firstly, the criterion of eigenvalues-greater-than-one and secondly, the item loading value greater-than .40. The researcher applied a Principal Component analysis to extract the number of items factor and components
consisted in the measurement scale. By using Varimax rotation with Kaiser Normalization, the researcher had recognized four components on the customer-perceived value which consisted of 20 items (initially 21 items).

The factor loading of each component of customer-perceived value subscale extracted six items in accessibility, the five items in flexibility and four items each in interactivity (initially five items) and reliability respectively. The items loading values in subscale accessibility, flexibility, interactivity and reliability are .676 to .771, .518 to .786, .483 to .696 and .436 to .725 respectively. The eigenvalues for subscale accessibility, flexibility, flexibility, interactivity and reliability are 8.687, 1.579, 1.107 and 1.000 respectively (see Table 4.2). The percentage of variance for subscale accessibility is 43.435 percent, 7.894 percent for subscale flexibility, 5.533 percent for subscale interactivity and 4.960 percent for subscale reliability. The cumulative percentage of variance is 61.823 percent.

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Table 4.2Factor analysis of customer-perceived value (N=530)

raci	Item/Factor	1 -1	2	3	Δ
Δο	ressibility	L	4	3	+
нс 1.	The website allows me to access an organized collection of	.771			
2.	command records related to sports. The website allows me to generate awareness of particular sporting events and their related	.749			
3.	The website allows me to interact with sports media	.731			
4.	The website allows me to reduce daily tasks into a manageable set of links	.725			
5.	The website allows me to establish interactive channels of sports communication with others	.721			
6.	The website allows me to gain access to previously inaccessible	.676			
	information.				
Fle	exibility			1	
1.	The website allows immediate response from the organizations.		.786		
2.	The website provides me with reliable information.		.768		
3.	The website allows me to buy sports products online.	ara	.652	sia	
4.	The website allows me to access information at my very own time.		.519		
5.	The website provides online information which is more attractive.		.518		
Inf	eractivity				
1.	Free Internet access through WIFI.			.696	
2.	WIFI reduces the cost of expenses.			.662	
3.	The website allows me to keep			.624	
	track of my favourite				
	players/teams/events.				
4.	The website allows me to experience a personal sense of enjoyment.			.483	
Do	liahility				
1	Online information is secured				725
2.	Online information is available everywhere.				.720

3.	Online	information	is				.713
4.	Online in decision-	nformation allows making.	quick				.436
Eig	envalues			8.687	1.579	1.107	1.000
% (of Varianc	e		43.435	7.894	5.533	4.960
Cu	mulative %	, 0		43.435	51.329	56.862	61.823

Note: Extraction Method - Principal Component Analysis

Rotation Method - Varimax with Kaiser Normalization

In order to determine the component of propensity to use sports events tourism websites, the researcher again applied the method of Principal Component using Varimax rotation with Kaiser Normalization. Researcher discovered that there was only one component extracted. The percentage of total variance was 55.464 percent (see Table 4.3). The criterion of eigenvalues-greater-than-one combined with a visual inspection of the Scree Plot was to identify the number of factors extracted. Hence, it appears to be one subscale which was the propensity to use sports events tourism websites for 2.773. All items involved were retained.

Table 4.3

Factor analysis of propensity to use sports events tourism websites (N=530)

tem/	E	act	tor	

Propensity to use sports events tourism websites

I use the sports events tourism websites because it...

1. influences me to continue seeking information in the future. .799

.767

- 2. is my major source of information.
- 3. allows me to spend more time to search for information. .763
- 4. influences me to recommend others to use them in the future. .720
- 5. influences me to continue to purchase sports products in the .668 future.

2.773
55.464
55.464

Rotation Method - Varimax with Kaiser Normalization

Table 4.4 reveals the analyses of motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites. The Principal Component's method using Varimax rotation with Kaiser Normalization managed to extract two components which included entertainment gratification and informativeness gratification. Overall, 18 items were allocated as significant to motivational factors as the moderating effects on these relationships.

Based on the factor loading of each motivational factor experienced by sports tourists', eight items were grouped under entertainment gratification whereas ten items were grouped under informativeness gratification. The item loading values subscale entertainment gratification and informativeness gratification are .446 to .711 and .536 to .818 respectively. The eigenvalues for each subscale are 9.621 and 1.157. The percentage of variance for subscale entertainment gratification is 53.449 percent, while the percentage of variance for subscale informativeness gratification is 6.425 percent. The cumulative percentage of variance was 59.874 percent.

Facto	Factor analysis of motivational factors (N=530)					
	Item/Factor	1	2			
Ent	ertainment gratification					
The	sports events tourism website should					
1.	eliminate unwanted pop-pups.	.711				
2.	provide me with lots of enjoyment.	.698				
3.	be more fun to use.	.671				
4.	include appropriate pictures.	.623				
5.	include attractive designs.	.555				
6.	contain other related information.	.524				
7.	be accessible through any search engine.	.457				
8.	include simple website address.	.446				
4. 5. 6. 7. 8.	include appropriate pictures. include attractive designs. contain other related information. be accessible through any search engine. include simple website address.	.623 .555 .524 .457 .446				

Informativeness gratification

Table 4.4

The	sports events tourism website should			
1.	include information on the team management members.		.818	
2.	include the organization's mission or vision.		.781	
3.	include information on future events.		.753	
4.	include number of viewers.		.737	
5.	include information on the list of participants or teams competing.		.735	
6.	reveal results of the respective competitions.		.702	
7.	include maps.		.668	
8.	8. always keep the information updated from time to time.			
9.	include price ranges and purchasing procedures.		.570	
10.	meet the needs of international viewers.		.536	
Eige	envalues 9.62	21	1.157	
% of Variance 53.449				
Cumulative % 53.449 59				

Note: Extraction Method – Principal Component Analysis Rotation Method – Varimax with Kaiser Normalization

As a conclusion, the results of the factor analysis produced different results between actual data and the pilot study. Nonetheless, most of the entire items contained in the factors structure remained in the same factory as observed in the pilot study with items displayed and the factor loading value relocated. Certainly, changes in values were not noticeable and did not have effects on the validity of the measurement scales as the criterion of eigenvalues-greater-than-one for each subscale combined with item loading value greater-than .40 were still imposed. Thus, the factors structured from the respondents' reaction to the actual study were used as "measurement tools" to measure variables in the following analysis.

4.5 Reliability of Measurement Scale

Pertaining to results obtained in Table 4.5 for factor analysis of customer-perceived value, the researcher had decided to exclude one item from this particular dimension. That particular item was "Online information is popular". The decision was made due to either the factor loading value was less than .40 or the Cronbach's Alpha Coefficient was less than .45. Results in Table 4.5 reveal that the overall Coefficient Alpha of 19 items for customer-perceived value scale is .929 whereby the value of Coefficient Alpha of the dimension of accessibility is .880, flexibility is .840, interactivity is .736 and reliability is .797. Item-total correlation for the items of all four subscales showed a relationship from moderate to high reliability that is .631 to .746 for accessibility .535 to .714 for flexibility, .483 to .552 for interactivity and .502 to .688 for reliability.

		Scale	Item-total Correlation	Total Item	Coefficient
	10	aagibility	Correlation	6	<u>880</u>
	AC	The website allows me to access	746	0	.000
	1.	an organized collections related to	.740		
		an organized conections related to			
	2	The website allows me to establish	738		
	2.	interactive channels of sports	.738		
		communication with others			
	2	The website allows me to generate	710		
	5.	The website anows me to generate	./12		
		awareness of particular sporting			
		events and then related			
	4	The website allows me to gain	670		
	4.	The website allows life to gall	.070		
		access to previously maccessible			
	5	Information.	611		
	5.	The website anows me to reduce	.044		
		daily tasks into a manageable set			
		of links.	(21		
	6.	The website allows me to interact	.031		
		with sports media.			
1		•1 •1•4	_		0.40
	F Ie	The mehaite prevides me with	714	2	.840
	1.	The website provides me with	./14		
	2	The website allows immediate	671		
	2.	The website allows infiliediate	.0/1	avsia	
	2	The mehaite allows me to access	661	aysia	
	э.	information at my yory own time	.001		
	4	The website provides online.	657		
	4.	information which is more	.037		
		attractive			
	5	The website allows me to huv	525		
	5.	ments and uses online	.555		
		sports products online.			
-	Inf	erectivity		Δ	736
	1	WIFL reduces the cost of expenses	552	-	.750
	$\frac{1}{2}$	The website allows me to	551		
	2.	experience a personal sense of	.551		
		enjoyment			
	3	Eree Internet access through WIEI	548		
	э. Л	The website allows me to keep	.J 4 0 /182		
	4.	track of my forourito	COT.		
		nlavers/teams/events			
e	Re	liability		4	.797
	1.	Online information is secured.	.688	•	
	2	Online information is	.678		

Table 4.5Coefficient Alpha of customer-perceived value (N=530)

comprehensive	
comprenensive.	

- 3. Online information is available .576 everywhere.
- 4. The website allows quick decision-.502 making.

Customer-perceived value	19	.929
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The results displayed in Table 4.6 indicate that the overall Coefficient

Alpha for propensity to use sports events tourism websites scale is .798. Item-

total correlation for the subscale shows a moderate reliability that is ranged

between .497 to .644.

Table 4.6

Coefficient Alpha of propensity to use sports events tourism websites (N=530)

Scale	Item-total	Total	Coefficient
	Correlation	Item	Alpha
Propensity to use sports events tourism websites		5	.798
I use the websites because it			
1. influences me to continue seeking information in the future.	.644		
2. is my major source of information.	.607		
3. allows me to spend more time to search for information.	.601	aysia	
4. influences me to recommend others to use them in the future.	.554		
5. influences me to continue to purchase sports products in the future.	.497		

Results in Table 4.7 displayed the overall Coefficient Alpha for motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites scale is .948. The Coefficient Alpha for subscale entertainment gratification is .875 whereby the coefficient Alpha for subscale informativeness gratification is slightly higher at .927. Therefore, these results are acceptable. The highest item-total correlation value for subscale entertainment gratification is .750 while the lowest was .505. In the meantime, the highest item-total correlation value for subscale informativeness gratification is .786 while the lowest is .605. These results indicated that each subscale of item-total correlation is moderately reliable.

Table 4.7

Coefficient Alpha of motivational factors (N=530)

	Scale	Item-total	Total	Coefficient
		Correlation	Item	Alpha
Ente	ertainment gratification		8	.875
The	sports event tourism website			
shou	uld			
1.	include appropriate pictures.	.750		
2.	be accessible through any search engine.	.704		
3.	include simple website addresses.	.696		
4.	contain other related information.	.680		
5.	include attractive designs.	.631		
6.	eliminate unwanted pop-ups.	.561		
7.	provide me with lots of	.540		
	enjoyment.			
8.	be more fun to use.	.505		
In	Universiti Ut	ara Mala	aysia	
Info	rmativeness gratification		10	.927
The	sports event tourism website			
shou	uld			
1.	reveal results of respective	.786		
	competitions.			
2.	include information on the team	.762		
	management members.			
3.	include the organizations'	.755		
	missions or visions.			
4.	include information on the lists of	.754		
	participants competing.			
5.	include information on future	.743		
	events.			
6.	include maps.	.717		
7.	include price ranges and	.699		
	purchasing procedures.			
8.	meet the needs of international	.694		
	viewers.			
9.	always keep the information	.688		

Motivational factors		18	.948
updated from time to time. 10. include number of viewers.	.605		

The reliability test of the measurement scale used in this study is conducted twice. It is very important in order to confirm the internal consistency of all measurement scales contained in this study. Certainly, the results of internal consistency of all measurement scales obtained from both pilot study and the actual data are different. The Cronbach's Alpha coefficient value for the measurement scale of customer-perceived value was .929, the propensity to use sports events tourism websites was .798 and a motivational factor as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites was .948. In conclusion, as the factor analysis disclosed a conceptually clear factorial structure with reliability sub-scales, it is proven to contain good consistency characteristics. Thus, all items in the measurement scales are appropriate to be practiced to evaluate significant variables in this study.

4.6 Descriptive Statistical Analysis of Measurement Scales

Prior to the analysis of the study, the researcher had carried out the descriptive statistics analysis to measure the scales of the study. Frequency distributions, means, standard deviation and percentages were conducted to describe items of customer-perceived value, the propensity to use sports events tourism websites and motivational factors as the moderating effects on

the relationship between customer-perceived value and the propensity to use sports events tourism websites.

4.6.1 The Customer-Perceived Value.

This construct consisted of four dimensions. The means and standard deviations of indicators on a seven-point Likert scale ranging from 1 for "strongly disagree" to 7 for "strongly agree". This measurement scale contains 19 items reflecting accessibility, flexibility, interactivity and reliability. Results obtained from this study (see Table 4.8) reveal that the highest mean scores of items of customer-perceived value among selected respondents was "The website allows me to keep track of my favourite players/teams/events" (M = 5.74), whereby the lowest mean scores of items in this particular construct here "Online information is comprehensive" (M = 5.38). These results indicate that all items in this construct are perceived to be positive. The mean scores of the accessibility dimension were slightly high, ranging from 5.49 to 5.66 on a seven-point Likert scale. These were then followed by the flexibility dimension, ranging from 5.40 to 5.72, interactivity from 5.58 to 5.74 and reliability from 5.38 to 5.64.

As referred to the mean score of every single item in the accessibility dimension, respondents tended to assess "The website allows me to establish interactive channels of sports communication with others" (M = 5.66), "The website allows me to generate awareness on particular sporting events and their related organizations" (M = 5.60), items on "The website allows me to access

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organized collection related to sports" and "The website allows me to gain access to previously inaccessible information" with (M = 5.56) respectively, "The website allows me to interact with sports media" (M = 5.54) and item on "The website allows me to reduce daily tasks into a manageable set of links" (M = 5.49).

In terms of the flexibility dimension, respondents had assessed "The website allows me to access information at my very own time" (M = 5.72), "The website provides online information which is more attractive" (M = 5.64), "The website allows me to buy sports products online" (M = 5.48), "The website allows immediate response from the organizations" (M = 5.44) and "The website provides me with reliable information" (M = 5.40). Mean of items in the interactivity dimension were "The website allows me to keep track of my favourite players/teams/events" (M = 5.74), "Free Internet access through WIFI" (M = 5.66), "The website allows me to experience a personal sense of enjoyment" (M = 5.65) and "WIFI reduces the cost of expenses" (M = 5.58).

The last dimension in customer-perceived value was reliability, which assessed "Online information allows quick decision-making" (M = 5.64), "Online information is available everywhere" (M = 5.53), "Online information is secured" (M = 5.43) and "Online information is comprehensive" (M = 5.38).

Table	4.8
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Descriptive analysis of customer-perceived value (N=530)

	Dimension/Item	M	SD
Ac	cessibility		
1.	The website allows me to access an organized	5.56	1.15
	collections related to sports.		
2.	The website allows me to establish interactive	5.66	1.05
	channels of sports communication with		
	others.		
3.	The website allows me to generate awareness	5.60	1.10
	of particular sporting events and their related		
	organizations.		
4.	The website allows me to gain access to	5.56	1.10
	previously inaccessible information.		
5.	The website allows me to reduce daily tasks	5.49	1.13
	into a manageable set of links.		
6.	The website allows me to interact with sports	5.54	1.24
	media.		
Fle	xibility	5 40	1 10
1.	The website provides me with reliable	5.40	1.19
-	Information.	5 1 1	1.00
2.	the organizations	3.44	1.09
3	The website allows me to access information	5 72	1.04
5.	at my very own time	5.12	1.04
4	The website provides online information	5 64	1 1 1
	which is more attractive	5.01	1.11
5.	The website allows me to buy sports products	5.48	1.27
DI BO	online.	0110	
Int	eractivity		
1.	WIFI reduces the cost of expenses.	5.58	1.39
2.	The website allows me to experience a	5.65	1.07
	personal sense of enjoyment.		
3.	Free Internet access through WIFI.	5.66	1.34
4.	The website allows me to keep track of my	5.74	1.09
	favourite players/teams/events.		
Re	liability		
1.	Online information is secured.	5.43	1.24
2.	Online information is comprehensive.	5.38	1.17
3.	Online information is available everywhere.	5.53	1.24
4.	Unline information allows quick decision-	5.64	1.10
	making.		

4.6.2 Propensity to Use Sports Events Tourism Websites.

Table 4.9 indicates the means and standard deviation of the propensity to use sports events tourism websites among respondents. There were five items involved in this measurement scale which include "The website influences participants to continue seeking information in the future", "The website is a major source of information among participants", "The website allows participants to spend more time to search for information", "The website influences participants to recommend others to use them in the future" and "The website influences participants to continue to purchase sports products in the future". Respondents were asked to provide answers on all items which were measured on a seven-point Likert scale ranging from 1 for "strongly disagree" to 7 for "strongly agree".

Based on the mean score of every item in propensity to use sports events tourism websites, "The website influences participants to recommend others to use them in the future" scored the highest mean (M = 5.78), followed by "The website is a major source of information among participants" (M = 5.72), "The website influences participants to continue seeking information in the future" (M = 5.68), "The website allows participants to spend more time to search for information" (M = 5.55) and "The website influences participants to continue to purchase sports products in the future" (M = 5.52).

Table 4.9

Descriptive analysis of propensity to use sports events tourism websites (N=530)

	Item	M	SD
I u	se the websites because it		
1.	influences me to continue seeking information in the future.	5.68	1.09
2.	is my major source of information.	5.72	1.67
3.	allows me to spend more time to search for information.	5.55	1.05
4.	influences me to recommend others to use them in the future.	5.78	.98
5.	influences me to continue to purchase sports products in the future.	5.52	1.05

4.6.3 Motivational Factors as the Moderating Effects on the Relationship between Customer-Perceived Value and the Propensity to Use SportsEvents Tourism Websites.

Table 4.10 reveals the lists of means and standard deviation of indicators on seven-points Likert scale ranging from 1 for "strongly disagree" to 7 for "strongly agree". Obviously, the motivational factor

in terms of entertainment gratification reported the highest mean scores between 6.12 to 5.65. According to the mean scores of the items, participants were reported to agree with "The sports events tourism websites should provide lots of enjoyment" (M = 6.12). Then, participants tended to agree that "The sports events tourism websites should be more fun to use" (M = 6.00). It was later followed by "The sports events websites should meet the needs of international viewers" (M = 5.93), "The sports event tourism websites should include attractive designs" (M = 5.88), "The sports events websites should include appropriate pictures" (M = 5.85) and "The sports events tourism websites should eliminate unwanted pop-ups" (M = 5.65).

The other part of motivational factors was the informativeness gratification. Respondents were required to provide feedback on the respective items which reported the highest mean scores ranging from 5.97 to 5.72. Eventually, all the participants tended to slightly agree with "The sports event tourism websites should be accessible through any search engine" (M = 5.97), "The sports events tourism websites should include simple website address" (M = 5.92), "The sports events tourism websites should include maps" (M = 5.91), "The sports events tourism websites should include information on future events" (M = 5.90), "The sports events tourism websites should reveal results of respective competitions" (M = 5.83), "The sports events tourism websites should include the organizations' missions or visions" (M = 5.82), "The sports events tourism websites should include information on the team management members" (M = 5.81), "The sports events tourism websites should always keep the information updated from time to time" (M = 5.80), "The sports events tourism websites should include price ranges and purchasing procedures" (M = 5.78), "The sports events tourism websites should include information on the lists of participants competing" (M =5.77), "The sports events tourism websites should contain other related information" (M = 5.73) and "The sports events tourism websites should include number of viewers" (M = 5.72).

Table	4.10
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Descriptive	analvsis	of n	iotivatio	nal fact	tors ($N=5$	530)
cocriptive	00000000000	<i>v</i> , <i>n</i>	1011101110		010 111 0	,

	Dimension/Item	М	SD
En	tertainment gratification		~~
The	e sports events tourism websites should		
1.	include appropriate pictures.	5.85	1.11
2.	be accessible through any search engine.	5.97	1.06
3.	include simple website addresses.	5.92	1.05
4.	contain other related information.	5.73	1.13
5.	include attractive designs.	5.88	1.07
6.	eliminate unwanted pop-ups.	5.65	1.11
7.	provide lots of enjoyment.	6.12	.96
8.	be more fun to use.	6.00	.94
Inf	Cormativaness gratification		
	ormativeness gratilication		
The	e sports events tourism websites should		
1.	reveal results of respective competitions.	5.83	1.10
2.	include information on the team	5.81	1.12
	management members.		
UTA3.	include the organizations' missions or	5.82	1.08
	visions.		
4.	include information on the lists of	5.77	1.10
	participants competing.		
5.	include information on future	5.90	1.05
	events.		
6.	include maps.	5.91	1.07
7.	include price ranges and	5.78	1.16
	purchasing procedures.		
8.	meet the needs of international	5.93	1.07
	viewers.		
9.	always keep the information	5.80	1.07
2.	updated from time to time.	2.00	1.07
10.	include number of viewers.	5.72	1.21

4.7 Tests of Normality

Before researcher proceeded to the regression analysis, several assumptions underlying multiple regression analysis, including normality test, the linearity of the relationship and homoscedasticity of the residuals were undertaken (Hair, et al., 1998). Normality test is important to define data distribution. Various tests could be employed to test this assumption. Amongst the test is skewness and kurtosis. As long as the value of the skewness and kurtosis lie within the range of -1, it is considered as normal.

In this study, the results obtained shows the data for all customersperceived value, the propensity to use sports events tourism websites and motivational factors as the moderating effects which influence the relationship between customer-perceived value and the propensity to use sports events tourism websites are normal. The r values indicate the relationship between the independent and dependent variables with the positive (+) or negative (-) sign demonstrating the direction of the relationship. The significance value was measured by the p-value. The following sections revealed the results of variables.

4.7.1 The Customer-Perceived Value.

The initial step in analysing data for this study was to determine the normality of the data by assessing the shape of the distribution. Visual inspections included histogram distributions, steam and leaf diagrams and normal Q-plot. In addition, to re-confirm data normality, skewness and kurtosis was conducted and it was presented in statistical form. The acceptable range for skewness and kurtosis statistics is between -1.00 and +1.00 (Hair et al., 1998).

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Figure 4.1 shows the histogram distribution of customer-perceived value which was within the normal curve.



Figure 4.1: Histogram of customer-perceived value

The steam and leaf diagram in Figure 4.2 states that data on customerperceived value was within the normality line. Therefore, the data obtained were within the normal curve distribution.

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Normal Q-Q Plot of customer-perceived value



Figure 4.2: Q-Q plot of customer-perceived value

The normal Q-plot in Figure 4.3 shows that the dataset are normally distributed (Yang, 2006).

Detrended Normal Q-Q Plot of customer-perceived value



Figure 4.3: Normal plot of customer-perceived value

Thus, based on visual inspection, the customer-perceived value data were normally distributed. In addition, the skewness and kurtosis was within the range of -1.00 to +1.00. The researcher has conducted the Kolmogorov-Shirnov test to reconfirm the normality of customerperceived value. The normality test of the Kolmogorov-Shirnov test for customer-perceived value showed that the value of the Kolmogorov-Smirnov statistics was .078 while the value for the Shapiro-Wilk was .935. These values are normally distributed at the significance level of 0.05. Thus, the researcher had concluded that the data for this construct was within the normal distribution.

Table 4.11

Test of Normality for Kolmogorov-Smirnov and Shapiro-Wilk for customer-perceived value

	Kolmogorov-Smirnov(a)			Shap	oiro-Wilk	
	Statistic	df	Sig.	Statistic	df	Sig.
Customer- perceived value	.078	530	.000	.935	530	.000

a Lilliefors Significance Correction

4.7.2 Propensity to Use Sports Events Tourism Websites.

Normal distribution is very essential in order to assure adequate and proper analyses are conducted. If normality exists, even though certain circumstances do not require normality, it will provide a stronger assessment (Hair, Black, Babin, Anderson, & Tatham, 2006). Figure 4.4 presents the histogram of propensity to use sports events tourism websites. The results obtained indicate that the data for propensity to use sports events tourism websites variable lie within the normal distribution curve.

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Figure 4.4: Histogram of propensity to use sports events tourism websites

The steam and leaf diagram states that data on propensity to use sports events tourism websites was within the normality line. Certainly, in a normal probability plot, each observed value is paired with its expected value from the normal distribution. If the sample is from the normal distribution, then the cases fall more or less in a straight line. Figure 4.5 obviously shows a straight line of propensity to use the websites.



Figure 4.5: Q-Q plots of propensity to use sports events tourism websites

In addition, it is also possible to plot the actual deviations of the points from the straight line. If the sample is from a normal distribution, then there is no pattern to the clustering of points; the points should assemble around the horizontal line through zero. This type of plot is referred to as a detrended normal plot and for this particular variable (propensity) it is illustrated in Figure 4.6.

Detrended Normal Q-Q Plot of Intention



Figure 4.6: Normal plot of propensity to use sports events tourism websites

By referring to the visual inspection, the propensity to use sports events tourism websites data is normally distributed. In fact, the skewness and kurtosis is within the range of -1.00 to +1.00. The researcher conducted the Kolmogorov-Shirnov test to reconfirm the normality of propensity to use sports events tourism websites. The normality test of Kolmogorov-Shirnov shows that the value of the Kolmogorov-Smirnov statistics is .074 while the value for Shapiro-Wilk is .966. These values are normally distributed at the significance level of 0.05. Thus, the researcher concluded that the data for propensity to use sports events tourism websites was within the normal distribution.

Table 4.12

Test of Normality for Kolmogorov-Smirnov and Shapiro-Wilk for propensity to use sports events tourism websites

_	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Propensity	.074	530	.000	.966	530	.000
	Lilliofons Sign	ifiaanaa Cam	nation			

a Lilliefors Significance Correction

4.7.3 Motivational Factors as the Moderating Effects on the Relationship between Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites.

Figure 4.7 presents the histogram of motivational factors as the moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites. The results showed that the data for motivational factors as the moderating effects variable lie within the normal distribution curve.



Figure 4.7: Histogram of Motivational Factors

The steam and leaf diagram stated that the data on motivational factors as the moderating effects was within the normality line. Certainly, in a normal probability plot, each observed value is paired with its expected value from the normal distribution. If the sample is from the normal distribution, then the cases fall more or less in a straight line. Figure 4.8 obviously shows a straight line of motivational factors as the moderating effects.





Figure 4.8: Q-Q plots of Moderating Factors

It is also feasible to plot the actual deviations of the points from the straight line. If the sample is from a normal distribution, then there is no pattern to the clustering of points; the points should assemble around the horizontal line through zero. This type of plot is referred to as a detrended normal plot and for motivational factors as the moderating effects it is illustrated in Figure 4.9.

Detrended Normal Q-Q Plot of ME



Figure 4.9: Normal plots of Motivational Factors

The visual inspection confirms that data on motivational factors is normally distributed. But, the researcher conducted the Kolmogorov-Shirnov test to reconfirm the normality even though the skewness and kurtosis was within the range of -1.00 to +1.00. The normality test of Kolmogorov-Shirnov for motivational factors shows that the value of the Kolmogorov-Smirnov statistics is .119 while the value for Shapiro-Wilk is .930. These values are normally distributed at the significance level of 0.05. Thus, the researcher concluded that the data for motivational factors was within the normal distribution.

Table 4.13

Test of Normality for Kolmogorov-Smirnov and Shapiro-Wilk for Motivational Factors

	Kolmoge	orov-Smirno	ov(a)	Sh	apiro-Wilk	
	Statistic	df	Sig.	Statistic	df	Sig.
ME	.119	530	.000	.930	530	.000

a Lilliefors Significance Correction

4.8 Tests of Multi-Collinearity

Multi-collinearity exists when there is a strong correlation between one or more predictors in a regression model. Multi-collinearity poses a problem only for multiple regressions because simple regression requires only one predictor. One way of identifying multi-collinearity is to scan a correlation matrix of all predictor variables and see if any correlate very highly (by very highly mean correlations of above .80 or .90). Thus, to overcome this problem, SPSS produces various collinearity diagnostics, one of which is the variance inflation factor (VIF).

The VIF indicates whether a predictor has a strong linear relationship with the other predictors. According to Myers (1990), a value of 10 is a good value at which to worry. On the other hand, if the average of VIF is greater than 1, then multi-collinearity may be biasing the regression model (Bowerman & O'Connell, 1990). Related to VIF is the tolerance statistic, which is its reciprocal (1/VIF). As such, values below 0.1 indicate serious problems, although Menard (1995) suggests that values below 0.2 are of worthy concern. This study did not omit conducting the VIF and a tolerance test due to multiple regressions of independent variable dimensions on a dependent variable.

Tabachnick and Fidell (2013) stated that, to practice the "hierarchical regression" procedure, independent variables are added to the regression equation in an order pre-determined by the researcher based on theoretical knowledge, and in the "stepwise regression" procedure, the number of independent variables are entered one-by-one on the basis of some pre-determined statistical criteria. Thus, the choice of a regression procedure

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depends on the objectives of the analysis. The test of multiple regression was based on VIF. The cut-off criteria for VIF in this study were less than 10 as proposed by Hair, Black, Babin, Anderson, & Tatham (2006). Therefore, the researcher concluded that there was no multi-collinearity problem in this study.

4.9 Research Hypotheses Testing

Research hypotheses in this study were tested by using inferential statistics. Generally, a multiple linear regression was the major testing method applied for this research focused on the relationship between customer-perceived value and the propensity to use sports events tourism websites (H1 to H3). A simple linear regression was utilized to test hypothesis H4. This test was conducted to examine the influence of customer-perceived value of sports events tourism websites on the propensity to use the websites.

4.9.1 Test of Hypothesis 1 (H1)

According to Field (2013), simple regression is based on Pearson's r, so it should not take a great deal of imagination to see that, like the point-biserial correlation, the researcher could construct a regression model with a predictor that has two categories (e.g. gender). Likewise, it should not be too inconceivable that the researcher could then extend this model to incorporate several predictors that had two categories. All that is important is that researcher code the two categories with the values of 0 and 1. The first hypothesis of this study is to determine the relationship between

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customer-perceived value (independent variables) and the propensity to use sports events tourism websites (dependent variable).

H1: There is a relationship between customer-perceived value and the propensity to use sports events tourism websites.

Hypothesis 1 predicts that there is a relationship between the customer-perceived value and the propensity to use sports events tourism websites. As referred to Pallant (2013), the value size of the correlation coefficient r can range from -1.00 to 1.00 (where 1.00 indicates a perfect positive correlation and -1.00 indicates a perfect negative correlation) and the value of 0 indicates that no relationships exist between variables. Researcher further added that the r value was categorized into three levels which is small for r value ranging from .10 to .29, medium for r value ranging from .30 to .49 and large for rvalue ranging from .50 to 1.0. Based on this particular research, the Pearson Correlation test statistics r(528) = .331. SPSS indicated with ** that it was significant at the 0.05 level for a two-tailed prediction. The actual p value was shown to be .005 (r = 0.331, N = 528, p < 0.0050.05). This result obviously showed a medium relationship between the variables, but the relationship was significant. In short, as the customer-perceived value increases, the propensity to use sports events tourism websites also increases, this shows a positive correlation. This result gives the statistical evidence to accept H1 which was supported by the data obtained in this particular study.

use sports events tourism websites $(N=530)$					
Variables	Customer-perceived	Propensity			
	value				
Customer-perceived	1.000	.331**			
value					
Propensity .331** 1.000					
** Correlation is significant at the 0.01 level					

Table 4.14 Correlations between customer-perceived value and the propensity to use sports events tourism websites (N=530)

4.9.2 Test of Hypothesis 2 (H2)

Pallant (2013) has defined the multiple regression analysis as a statistical technique that is used to explore the relationship between two variables. She states that this relationship existed between a dependent variable and a number of independent variables. This can also be referred to a set of predictors. Actually, the multiple regression is based on the correlation. However, the multiple regression allows a more sophisticated exploration of the interrelationship among a set of variables.

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4.9.2.1 The Dummy Variables

In regression analysis, the dependent variable or regressand is frequently influenced not only by ratio scale variables (e.g. income, output, prices, costs, height and temperature) but also the variables that are essential qualitative or nominal scale in nature, such as sex, race, colour, religion, political upheavals and party affiliation.

For instance, according to Kaufman and Hotchiss (2000), holding all other factors constant, female workers are found to earn less than their male counterparts or non-white workers are found to earn less than the whites. This pattern

may result from sex or racial discrimination, but whatever the reason, qualitative variables such as sex and race seem to influence the regressand and clearly should be included among the explanatory variables or regressors.

Since such variables usually indicate the presence or absence of a "quality" or an attribute such as male or female, black or white, Catholic or non-Catholic, they are essentially nominal scale variables. Based on Kaufman and Hotchkiss (2000), one way to "quantify" such attributes is by constructing artificial variables that take on values of 1 or 0, 1 indicating the presence or possession of that attribute and 0 indicating the absence of that attribute. For example, 1 may indicate that a person is a female and 0 may designate a male.

Variables that assume such 0 and 1 values are called dummy variables. Such variables are thus essentially a device to classify data into mutually exclusive categories such as male and female. Dummy variables can be incorporated in regression models just as easily as quantitative variables. As a matter of fact, a regression model may contain regressors that are all exclusively dummy or qualitative in nature. Such models are called Analysis of Variance (ANOVA) models.

The obvious problem with wanting to use categorical variables as predictors is that often researchers have more than two categories. For instance, if a researcher measured religiosity, she might have categories of Muslim, Jewish,



Hindu, Catholic, Buddhist, Protestant and so on. Clearly, these groups cannot be distinguished using a single variable coded with zeros and ones. In this case, the researcher has to use the dummy variables. Dummy coding is a way of representing groups of people using only zeros and ones. Steps in creating the dummy variables are further explained in Table 4.15.

Table 4.15

The eight basic steps to create dummy variables

- 1. Count the number of groups the researcher wants to recode and substract 1.
- 2. Create as many new variables as the value researcher calculated in step 1. These are researcher dummy variables.



- 3. Choose one of the researcher groups as a baseline (e.g. a group against which all other groups should be compared). This should usually be a control group or if the researcher does not have a specific hypothesis, it should be the group that represents the majority of people (because it might be interesting to compare other groups against the majority).
- 4. Having chosen a baseline group, assign that group values of 0 for all of the researcher dummy variables.
- 5. For the researcher's first dummy variable, assign the value 1 to the first group that the researcher wants to compare against the baseline group. Assign all other groups 0 for this variable.
- 6. For the second dummy variable, assign the value 1 to the second group that the researcher wants to compare against the baseline group. Assign all other groups 0 for this variable.
- 7. Repeat this until the researcher runs out of dummy variables.
- 8. Place all of the researcher dummy variables into the regression analysis.

(Source: Field, 2013)



Figure 4.10: Graphic representation of an equation showing a model, including the first effects for predicting Y from X and Z.

Variables/Moderator	Dummy variables
M1 - Age	D1 – below 20 years old
-	D2 - 20 to 29 years old
	D3 - 30 to 39 years old
	D4 - 40 to 49 years old
M2 - Gender	D1 – Male
	D2 – Female
M3 - Education	D1 – SPM
	D2 – STPM / Diploma
	D3 – Bachelor
	D4 – Masters
/	D5 – PhD.
M4 - Income	D1 – less that RM2000
	D2 – RM2001 to RM2500
	D3 – RM2501 to RM3000
	D4 – RM3001 to RM3500

Figure 4.11: The variables/moderator and the dummy variables.

H2: Personal Characteristics Moderate the Relationship betweenCustomer-Perceived Value and the Propensity to Use SportsEvents Tourism Websites.

Hypothesis H2 predicts that personal characteristics moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites. These personal characteristics consisted of four variables which include age, gender, education and income. As shown in Table 4.16, the results of the regression analysis of personal characteristics revealed that the *F* statistic of the model is 27.198, the associated probability is .000, the value of $R^2 = .172$ and the adjusted $R^2 = .165$, p = < .005. Therefore, the findings of this study indicated that 17.2 percent of the total variance of the propensity to use sports events tourism websites was explained by customer-perceived value, combination of customer-perceived value and education (SPM), combination of customer-perceived value and age (30 – 39 years old) and dummy education (SPM).

All of the variables included in the regression equation, emerged as significant predictors of customer-perceived value and the propensity to use sports events tourism websites. These include customer-perceived value, which perceived as the strongest contributing predictor, as it explained 33.0 percent of the variance in the propensity to use sports events tourism websites formation (β = .330, p = .001), followed by the combination of customer-perceived value and age of 30 -39 years old (β = .164, p = .001), then dummy

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education SPM (β = -.122, p = .002) and finally combination of customer-perceived value and education SPM (β = -.173, p = .001).

It shows a weak model. Moreover, only education (SPM) and age (30 - 39 years old) moderates the relationship between the customer-perceived value and the propensity to use sports events tourism websites, since the *p* value ≤ 0.05 . Again, by referring to Table 4.16, the correlation coefficient statistics of other variables show a moderate relationship (neither not strong nor not weak). It can be seen on the marked figure. As a result, the problem of multicollinearity existed. Therefore, the researcher decided to apply a stepwise method as a method of model selection to deal with multicollinearity (see Table 4.16).





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Table 4.16

Multiple regression analysis of personal characteristics ($N=530$)						
Model	R	R^2	Adjusted R ²	F	Sig.	
1	.331 ^a	.109	.108	64.846	$.000^{a}$	
2	.372 ^b	.139	.135	42.371	$.000^{b}$	
3	.396 [°]	.157	.152	32.641	$.000^{\circ}$	
4	.414 ^d	.172	.165	27.198	.000 ^d	

Predictors: (Constant), Customer-perceived value

Predictors: (Constant), Customer-perceived value, M3D1

Predictors: (Constant), Customer-perceived value, M3D1, M1D3

Predictors: (Constant), Customer-perceived value, M3D1, M1D3, Academic-D1 Dependent Variable: Propensity to use sports events tourism websites

Dependent variable. Propensity to use sports events tourism websites

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Model	В	Std.	Beta	t	D-	Tolerance	VIF
		_	Error			value		
	1	-	.041		.000	1.000		
	(Constant)	9.913E	.041	.331	8.053	.000	1.000	1.000
		-19						
	Customer-	.331						
	perceived							
	value							
_	2	006	.040		151	.880		
	(Constant)	.430	.047	.430	9.194	.000	.747	1.338
		- 393	.093	197	_	.000	.747	1.338
	Customer-	.070	.070		4.223		., .,	1.000
	perceived							
	value							
	M3D1							
2	3	- 007	040		- 175	861		
	(Constant)	333	054	333	6 120	000	541	1 848
	(Constant)	- 332	094	- 167	-	000	720	1 389
	Customer-	316	093	161	3 539	001	715	1 399
	Customer		.075		3 390	.001	., 10	1.577
	nerceived				5.570			
	value							
	M3D1							
	M1D3							
	4	.053	.044		1.198	.231		
	(Constant)	.330	.054	.330	6.101	.000	.541	1.849
	(22222000)	3454	.093	173	-	.000	.719	1.392
	Customer-	.323	.093	.164	3,696	.001	.714	1.400
		- 305	.100	122	3,497	.002	.995	1.005
	perceived				-			2.000
	value				3.053			
	M3D1							
	M1D3							
	Academic-							
	D1							

a. Dependent Variable: Propensity to use sports events tourism websites
Table 4.17 Variables Entered/Removed^a

	<u>x</u> ' 11	X7 ' 1 1	N f -1	1
Model	Variables	Variables	Method	
	Entered	Removed		
1	Customer-		Stepwise	(Criteria:
	perceived		Probability-of-	-F-to-enter
	value		<= .050, Prot	ability-of-F-
			to-remove >=	.100).
2	M3D1	•	Stepwise	(Criteria:
			Probability-of-	-F-to-enter
			<= .050, Prob	ability-of-F-
			to-remove >=	.100).
3	M1D3		Stepwise	(Criteria:
			Probability-of-	-F-to-enter
			<= .050, Prot	ability-of-F-
			to-remove >=	.100).
4	Academic-		Stepwise	(Criteria:
	D1		Probability-of-	-F-to-enter
			<= .050, Prot	ability-of-F-
			to-remove >=	100).

a. Dependent Variable: Propensity to use sports events tourism websites

H2a: Age moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Hypothesis H2a states that age moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. As referred to Table 4.18 (see Appendix C), the correlation test statistics of customer-perceived value and combination of customer-perceived value and age (customer-perceived value*age 20 - 29 years old) = .718. SPSS indicated with ** that it was significant at the 0.01 level for a two-tailed prediction. The actual *p* value was shown to be .000 (r = 0.718, N = 528, p < 0.05). According to Pallant (2013), the *r* value which ranged from 0.50 to 1.0, defines a strong relationship. Therefore, the result obtained shows combination of customer-perceived value and age, particularly between 20 to 29

years old, contribute to a strong relationship between customerperceived value and the propensity to use sports events tourism websites. Given this positive correlation that has been supported by data of this study, hypothesis H2a for the age group between 20 to 29 years old was accepted.

H2b: Gender moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

Hypothesis H2b states that gender moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. According to Table 4.18 (see Appendix C), the correlation test statistics of customer-perceived value and combination of customer-perceived value and gender (customer-perceived value*gender) = .944. SPSS showed with ** that it was significant at the 0.01 level for a two-tailed prediction. The actual p value was shown to be .000 (r = .944, N = 528, p < 0.05). Thus, the result achieved shows that combination of customer-perceived value and gender contributes to a strong relationship between customer-perceived value and the propensity to use the websites. Given this positive correlation and also supported by the data obtained, hypothesis H2b was accepted.

H2c: Education moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

Hypothesis H2c states that education moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. Based on Table 4.18 (see Appendix C), the correlation test statistics of customer-perceived value and combination of customer-perceived value and education (customer-perceived value*SPM) = .503. SPSS showed with ** that it was significant at the 0.01 level of a two-tailed prediction. The actual *p*-value was shown to be .000 (r = .503, N = 528, p < 0.05). Therefore, the result achieved shows that combination of customer-perceived value and education SPM contribute to a moderate relationship between customerperceived value and the propensity to use the websites for the *p*-value ≤ 0.05 . Given this positive correlation that supported by the data of this study, hypothesis H2c was accepted.

H2d: Income moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

Hypothesis H2d states that income moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. Based on Table 4.18 (see Appendix C), the correlation test statistics of customer-perceived value and combination of customer-perceived value and income were not significant. Therefore, hypothesis H2d was rejected.

- 4.9.3 Test of Hypothesis 3 (H3)
 - H3: Motivational factors moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Hypothesis H3 predicts that motivational factors moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites. Motivational factors were divided into two which include entertainment gratification and informativeness gratification. As shown in Table 4.19, results of regression analysis of motivational factors revealed that the *F* statistic of the model is 30.475, the associated probability is .000, the value of $R^2 = .148$ and the adjusted $R^2 = .143$, p = < .05.

Therefore, the findings of this study indicated that 14.8 percent of the total variance of the propensity to use sports events tourism websites was explained by customer-perceived value, entertainment gratification, informativeness gratification, combination of customerperceived value and entertainment gratification and combination of customer-perceived value and informativeness gratification. However, the results of the multiple regression analyses had encouraged a problem with multi-collinearity to arise. Thus, the researcher decided to apply a stepwise method as method of model selection to overcome this problem.

Table 4.19

Multiple regression analysis of motivational factors (N=530)

Model	R	R^2	Adjusted R ²	F	Sig.
1	.333 ^a	.111	.109	65.669	$.000^{a}$
2	.374 ^b	.140	.136	42.739	$.000^{b}$
3	.385°	.148	.143	30.475	.000 ^c

Predictors: (Constant), EG

Predictors: (Constant), EG, Customer-perceived value

Predictors: (Constant), EG, Customer-perceived value, MIG

Dependent Variable: Propensity to use sports events tourism websites

	Unstandardized		Standardized			Colline	arity
	Coeffic	Coefficients				Statist	ics
Model	В	Std.	Beta	t	<i>p</i> -	Tolerance	VIF
		Error			value		
1	-3.695E-	.041		.000	1.000		
(Constant)	17	.041	.333	8.104	.000	1.000	1.000
EG	.333						
2	-2.782E-	.040		.000	1.000		
(Constant)	17	.049	.213	4.299	.000	.668	1.497
EG	.213	.049	.208	4.211	.000	.668	1.497
	.208						

Customer-

3	.038	.043		.866	.387	
(Constant)	.182	.051	.182	3.569	.000	.622
EG	.184	.050	.184	3.648	.000	.638
	055	.024	104	-	.022	.781
Customer-				2.293		
perceived value	Univ	ersiti	Utara	Mala	ysia	

a. Dependent Variable: Propensity to use sports events tourism websites

Table 4.20

	Customer-					
	perceived					
	value	Propensity	EG	IG	MEG	MIG
A Pearson Correlation	1	.331**	.576**	.683**	325**	402**
tt Sig. (2-tailed)		.000	.000	.000	.000	.000
e N	530	530	530	530	530	530
nt						
io						
n						
Pr Pearson Correlation	.331**	1	.333**	.328**	228**	256**
^o Sig. (2-tailed)	.000		.000	.000	.000	.000
pe N	530	530	530	530	530	530
ns						
1t						
<u>y</u> E Paarson Correlation	576**	222**	1	8 12**	442**	427**
$C_{\rm Sig}$ (2 tailed)	.570	.555	1	.045	442	427
O Sig. (2-tailed)	.000	.000	520	.000	.000	.000
	330	239**	042**	330	<u> </u>	472**
1 Pearson Correlation	.683	.328	.843	1	426	4/3
G Sig. (2-tailed)	.000	.000	.000		.000	.000
<u>N</u>	530	530	530	530	530	530
M Pearson Correlation	325**	228**	442**	426**	1	.932**
E Sig. (2-tailed)	.000	.000	.000	.000		.000
G N	530	530	530	530	530	530
M Pearson Correlation	402**	256**	427**	473**	.932**	1
I Sig. (2-tailed)	.000	.000	.000	.000	.000	
G N	530	530	530	530	530	530
**. Correlation is signifi	icant at the 0.	05 level (2-ta	uiled).			

Correlations of motivational factors between customer-perceived value and the propensity to use sports events tourism websites (N=530)

*. Correlation is significant at the 0.05 level (2-tailed).

H3a: Entertainment gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Hypothesis H3a states that entertainment gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. Based on Table 4.20, the correlation test statistic of customer-perceived value and entertainment and informativeness = .843. SPSS showed with that ** that it was significant at the level 0.05 level for a two-tailed prediction. The actual *p*-value was shown to be .000 (r = .843, N = 528, p < 0.05).

Therefore, the result obtained shows a strong relationship between entertainment gratification and informativeness gratification towards customer-perceived value and the propensity to use sports events tourism websites. In addition, results on correlation test statistic combination of customer-perceived value on and entertainment gratification and combination of customer-perceived value and informativeness gratification also showed a strong relationship between customer-perceived value and the propensity to use sports events tourism websites = .932. SPSS showed with that ** that it was significant at the 0.05 level of a two-tailed prediction." The actual *p*-value was shown to be .000 (r = .932, N = 528, p < 0.05). Given this positive relationship that supported by the data of this study, hypothesis H3a was accepted.

H3b: Informativeness gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Hypothesis H3b indicates that the informativeness gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. As shown in Table 4.19, the results of the regression analysis of motivational factors revealed that the *F* statistic of the model is 30.475, the associated probability is .000, the value of $R^2 = .148$ and the adjusted $R^2 = .143$, *p* = < .05. Indeed, Table 4.19 explained that only informativeness gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites. Given

this positive correlation, also supported by the data obtained in this study, hypothesis H3b was accepted.

4.9.4 Test of Hypothesis 4 (H4)

The fourth hypothesis stated that customer-perceived value influences the propensity to use sports events tourism websites. Thus, a simple linear regression was used to examine the relationship between a single dependent and one independent variable (Hair et al., 1998). This analysis is applied to examine the influence of each component of customer-perceived value which includes accessibility, flexibility, interactivity and reliability on the propensity to use sports events tourism websites (H4).

Table 4.21

Correlations of customer-perceived value on the propensity to use sports events tourism websites (N=530)

	Ilniver	Propensity	Accessibility	Interactivity	Flexibility	Reliability
Propensity	Pearson Correlation	1	.255***	.269**	.321**	.294**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	530	530	530	530	530
Accessibi-	Pearson Correlation	$.255^{**}$	1	.626**	$.680^{**}$	$.559^{**}$
lity	Sig. (2-tailed)	.000		.000	.000	.000
	N	530	530	530	530	530
Interacti-	Pearson Correlation	.269**	.626**	1	$.679^{**}$	$.678^{**}$
vity	Sig. (2-tailed)	.000	.000		.000	.000
	N	530	530	530	530	530
Flexibility	Pearson Correlation	.321**	$.680^{**}$	$.679^{**}$	1	.636**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	530	530	530	530	530
Reliability	Pearson Correlation	.294**	$.559^{**}$	$.678^{**}$.636**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	Ν	530	530	530	530	530

**. Correlation is significant at the 0.05 level (2-tailed).

Table 4.22

Multiple regression analysis of components of customer-perceived value on the propensity to use sports events tourism websites (N=530)

Model	R	R^2	Adjusted R ²	F	Sig.
1	.321 ^a	.103	.101	60.701	$.000^{a}$
2	.341 ^b	.117	.113	34.751	.000 ^b

Predictors: (Constant), A-F

Predictors: (Constant), A-F, A-R

Dependent Variable: Propensity to use sports events tourism websites

	Unstandardized Coefficients		Standardized Coefficients	Standardized Coefficients			Collinearity Statistics	
Model	В	Std.	Beta	t	<i>p</i> -	Tolerance	VIF	
		Error			value			
1	4.178E-	.041		.000	1.000			
(Constant)	17	.041	.321	7.791	.000	1.000	1.000	
A-F	.321							
2	1.339E-	.041		.000	1.000			
(Constant)	17	.053	.226	4.251	.000	.595	1.680	
A-F	.226	.053	.150	2.828	.005	.595	1.680	
A-R	.150							

H4: Each Component of Customer-Perceived Value Influences the Propensity to Use Sports Events Tourism Websites.

Hypothesis H4 predicts that the each component of customerperceived value influences the propensity to use sports events tourism websites. These components of customer-perceived value comprised of accessibility, flexibility, interactivity and reliability. As shown in Table 4.22, the results of the regression analysis of customerperceived value components revealed that the *F* statistic of the model is 34.751, the associated probability is .000, the value of $R^2 = .117$ and the adjusted $R^2 = .113$, p = < .05.

The findings of this study indicate that 11.7 percent of the total variance of the propensity to use sports events tourism websites was explained by components of customer-perceived value. Amongst these variables included in the regression equation, only flexibility and reliability appeared as significant predictors to customerperceived value and the propensity to use sports events tourism websites. These include flexibility, which is perceived as the strongest contributing predictor as it explained 22.6 percent of variance in the propensity to use sports events tourism websites formation ($\beta = .226$, p = .000), followed by reliability ($\beta = .150$, p = .000). Given this positive correlation on some components of customer-perceived value of sports tourism websites, namely flexibility and reliability and intention to use, as well as supported by the data of this study, hypothesis H4 was accepted.

4.10 Conclusion

This study analysed a total of 530 questionnaires for data analysis purposes. The results of the study showed that there was a moderate relationship between customer-perceived value and the propensity to use sports events tourism websites among selected participants. Even though the results of the study indicated that the model developed was weak, but the relationship existed between customer-perceived value and the propensity to use sports events tourism websites was significant. Meanwhile, the results of the stepwise multiple regression analyses showed that the moderating variables of personal characteristics and motivational factors play a significant role in the relationship between the independent and the dependent variables. The next chapter consists of a comprehensive discussion on the findings of the study, the study implications as well as the limitations and recommendations for the future study.

CHAPTER FIVE

DISCUSSION AND CONCLUSIONS

5.1 Introduction

In this chapter, discussions are made based on the findings obtained in chapter four. In particular, the focused of the discussions regarding the hypotheses testing, acceptance and/or rejection of the hypotheses. The objective of this study was to determine the relationship between customerperceived values on the propensity to use sports events tourism websites. It investigates the moderating effects of personal characteristics and motivational factors on these relationships. This chapter also discusses the dimension of customer-perceived value and moderating variables that influences the propensity to use sports events tourism websites. Also included are the implications of findings, limitations of the study and directions for future research. Towards the end, conclusions of findings are presented.

5.2 Summary of the Study

The results of this study provide reviewers with better understanding of the current issues related to online marketing specifically in customerperceived value and the propensity to use sports events tourism websites in order to contribute to the development of sports tourism in Malaysia. Although the participation of sport tourists' involved in this study were among those who attend to three selected events including the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu, eventually it managed to provide information on sports tourists' personal characteristics and their motivation as the moderating effects between customer-perceived value and the propensity to use sports events tourism websites.

One of the study objectives was to determine the relationship between customer-perceived value and the propensity to use sports events tourism websites. The other objective was to investigate the possible effect of moderator varying which are the sports tourists' personal characteristics and motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites. Finally, examining the influence of customer-perceived value on the propensity to use sports events tourism websites was another objective of this study.

In the previous chapter, the statistical findings derived from the exploration of the relationships among study variables were portrayed. Presented here are the main findings of the study. This study utilized a self-administered questionnaire as a research instrument to obtain data from the targeted respondents. A total of 600 questionnaires were distributed, but only 530 were valid. This indicated that the response rate was 88.3 percent of the sample size. The obtained data were then analysed by using the multiple hierarchical regressions. The results of the study are based on a total of 530 respondents, where males are accounted for 59.4 percent and females are accounted for 40.6 percent. The respondents were sports tourists' attended three major sporting events as mentioned earlier in 2013.

5.3 Discussion of the Research Hypotheses

Discussion of the research hypotheses were made based on the three selected events involved in this study. The main objective of this study is to determine the relationship between customer-perceived value and the propensity to use sports events tourism websites. Specifically, this study examined direct relationship between these two variables. This study also investigated the moderating effects of sports tourists' personal characteristics and motivational factors on the relationship between customer-perceived value and the propensity to use sports events tourism websites. Lists of research questions have been led to the development of research hypotheses. The following sections are the discussion for each research question and research hypotheses.

5.3.1 The Relationship between Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites.

A Pearson correlation analysis was utilized in order to answer the first research hypothesis. The results of the study revealed that there is a significant relationship between customer-perceived value and the propensity to use sports events tourism websites even though it is an average (moderate) relationship. This finding suggested that the more favourable the sports events tourism websites are, the more they are accepted by the tourists. Thus, the propensity to use sports events tourism websites will increase in the future among the users.

This finding supports the previous literature. Numerous researchers stated that customer-perceived value was derived from many factors. They indeed declared that these factors include the

criteria of the websites which are interactivity, flexibility and accessibility (Janal, 1998; Papacharissi, 2002; Kuk, 2002; Kotler et al., 2005, Radzliyana et al., 2013). Previously, literature also indicated that successful websites that were being valued by online users were measured based on the content of information delivered and the technique applied to present such content of information. Sports tourists' are keen for reliable information.

The literatures also indicate that an increasing number of scholars are now defending the importance of the Internet in marketing sports tourism products and services. The concept suggested that successful and significant relationship involves mutual benefit for both the tourism organizations and the targeted users. In this study, a moderate relationship has been recognized between customer-perceived value of sports events tourism websites and propensity to use the websites among online users' (sports tourists') attending events at the Standard Chartered KL Marathon, Port Diskson International Triathlon the Monsoon Cup Terengganu. This finding is consistent with some established literatures such as **Castaneda et al.** (2007) and **Au and Hobson** (1997) who provided initial support to the hypothesis of this present study that customer-perceived value is driven by the benefits of online services offered to all sports tourism stakeholders.

However, this finding is not akin to some other researches (Deighton, 1997). They argued that, regardless of the huge benefits of the Internet, there are still problems being reported, especially when

dealing with online users' behaviours in terms of information demand and information flow (December, 1996). In this study, the propensity to use sports events tourism websites among the three selected events is mainly results from a massive exposure towards the Internet application for sports events tourism. The finding of this study indicates an increase of customer-perceived value would eventually lead to an increase on propensity to use sports events tourism websites.

Previous researchers agreed that the technological advancement and the tourism industry have witnessed some connections for years (Beldona, 2005; Gretzel et al., 2006; Kahn et al., 2006; MacKay et al., 2005; Weber & Roehl, 1999). They revealed that the use of websites enables online connections and channels of communication marketing. Furthermore, they provide information on promotion, product distribution, management and encourage future research on website development.

From the consumers' perspectives, the propensity to use sports events tourism websites is driven by the features contained on the websites. This is obviously significant with the finding from a research conducted by Kleijnen et al. (2007) when they discovered that online user's propensity to use the websites due to the online service characteristic including online services, types of online services offered and pricing issues. In addition, the online services appear to create an exchange relationship between users and the website retailers. Another possible reason for the significant relationship between customer-perceived value and the propensity to use sports events tourism websites is the online users' attitudes. It is believed that sports tourists' who attend to one of these three events are satisfied with the online information provided on the websites developed by the organization. Some researches often used attitudes and behaviours interchangeably. The correlation between a website surfer's attitude and the consequent behaviour has been established in numerous tourism studies. The findings of this present study indeed support findings in a research done by Ahmad and Jude (2008), which suggest that positive beliefs (attitudes) about the use of travel websites can predict the propensity to adopt travel e-service in the future.

A finding produced by other researchers adds that individuals' propensity to use sports events tourism websites is derived by intention to use the technology are driven by certain attitudes (Davis et al. 1989). In most instances, the propensity to use sports events tourism websites occurs only when users are satisfied with the information provided and when the websites allow them to communicate with respective stakeholders. In addition, perceived usefulness of the tourism websites enables them to plan for their trips. In other words, individual only use the websites when they are familiar with the Internet technologies and often use them as a medium of communication (Irani, 2000).

The findings of this study show a significant relationship between customer-perceived value and the propensity to use sports

events tourism websites. However, the relationship existed was only at the moderate level. This is probably due to variety of behaviours performed by sports tourists' involved in this study. Previous researchers indicated that different users experience different level of website effectiveness depending on their familiarization towards the Internet technologies as well as the time they spend online. There is, however, another justification related to customer-perceived value and the propensity to use sports events tourism websites.

Another researcher relates customer-perceived value of motivation. For instance, Yang and Kim (2012) stated that a high selfefficacy among the online users shows a greater perceived of enjoyment than those with low self-efficacy. Therefore, suggestions on creating good tourism and travel websites would increase confidence and positive perception among users. The following conclusions could be drawn from this study. It is recognized that the relationship between customer-perceived value and the propensity to use sports events tourism websites were influenced by many factors.

Customer-perceived value is based on the criteria of the websites. This includes the accessibility of the websites, flexibility of information reached, interactivity of the information communication as well as reliability of the information obtained. The propensity to use sports events tourism websites, on the other hand, is driven by individual attitudes and behaviours, and also social pressure (depending on certain circumstances). Obviously, people tend to perform favourable behaviours and avoid unfavourable behaviours.

For instance, findings of this study reveal that when individuals perceive the usefulness of the websites, automatically they intend to use the websites. Thus, the relationship exists. However, this situation is thoroughly distinctive to an individual who used to experience fear of technology or technology anxiety which reflects his or her behaviour towards perceived value and the propensity to use sports events tourism websites.

5.3.2 Personal Characteristics in Moderating the Relationship between Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites.

To answer the second research hypothesis which states that the personal characteristics of sports tourists' attending the three selected events moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites, a multiple regression analysis was conducted. The results of this study confirmed that personal characteristics based on their dimensions (age, gender, education and income) provide some influence in moderating the relationship between customer-perceived value and the propensity to use sports events tourism websites. Results obtained from the regression analysis of personal characteristics reveal that 17.2 percent of the total variance of propensity to use sports events tourism websites is explained by customer-perceived value, education (SPM), age (30 - 39 years old), and the combination of customer-perceived value and education (SPM). All of the variables included in the

regression emerged as significant predictors of customer-perceived value and the propensity to use sports events tourism websites.

This study utilized the moderating variables of personal characteristics in order to investigate the relationship between the independent variable and dependent variable. Previous literatures determined personal characteristics and motivational factors as the potential moderator variables applied in numerous studies. Indeed, some researchers stated that the relevance of personal characteristics variables has been applied enormously in the context of consumer purchase behaviour (Irwin, et al. 2003; Miloch & Lambrecht, 2006; Pope & Voges, 2000), consumer behaviour in making decisions, (Zeithaml, 1985) and consumer purchasing involvement (Hsieh, et al. 2004; Stama & Tashlian, 1985).

The present researcher has decided to include personal characteristics of sports tourists' attending numerous events including the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu as moderating variables in the research to fill the gap which exists in the previous literature, especially in terms of exploring consumer's behaviour dealing with new technology adoption, particularly among sports tourists' in the Malaysian context. Obviously, personal characteristics such as age, education and income play significant relationship towards new technology adoption. Indeed, some researchers relate new technology adoption as a process of innovation.

However, some of these moderating variables show multiple feedbacks towards new technology adoption. It would be either positive feedback to new technology adoption or vice versa (Atkin & LaRose, 1994; Dickerson & Gentry, 1983; Dutton, et al., 1987; Krugman, 1985; Lin, 1998). Those findings are supported by this present study. The findings of this study identified that only three personal characteristics moderate the relationship between customerperceived value and the propensity to use sports events tourism websites. These personal characteristics are age, gender and education whereby income did not moderate this relationship.

A possible reason why income does not moderate this relationship (as referred by the respondents involved in this study) is because the respondent are mostly afford for the Internet fees subscription. In addition, the government also play an important role in encouraging people to get themselves familiar with online information. Indeed, most of the government agencies these days also offered their services online. Therefore, the Internet access can be reached at almost all government agencies and this free service is offered to everyone regardless of their income level.

5.3.2.1 Age moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

The findings of the study indicate that combination of customer-perceived value and age, particularly between 20 to 29 years old contributes to a strong relationship between customer-perceived value and the propensity to use sports

events tourism websites. This finding is consistent with the literature provided by Fratu (2011) who supported the hypothesis of this present study that young people who are under 30 years of age tend to use the Internet than other group of age. Obviously, it shows that younger generation prefers to use the Internet than the older counterparts. This is due to the change in needs and demands for new technology. In this study, the new technology refers to the Internet adoption among tourists particularly in terms of customer-perceived value and the propensity to use sports events tourism websites.



In addition, Fox and Madden (2005) and Madden (2003) indicated that this particular group of age uses the Internet as a way of communication. They also added that younger generation prefers to be online to fulfil their entertainment needs by downloading music or surfing the Internet for fun. In this study, possible reasons that influence this group of age to utilize the Internet are to enable them to obtain information from the respective websites as well as to allow communication with the respective organizations.

In the beginning, it was reported that there is a significant relationship between customer-perceived value and the propensity to use sports events tourism websites. However, when age becomes the moderating variable, it appears to be distinctive findings dependant on the respondents of the study. For instance, the findings of this study partially confirmed the

earlier findings by Samsudin and Latifah (2001) when they stated that young Malaysians aged between 15 to 25 years old are among the highest group that has accessed to the Internet. They confirmed that the Internet is more influential than the satellite television due to factors such as cheaper prices of computers as well as broader network coverage for Internet access.

The findings of the present study did not supports Wong (2001) when he stated that young Malaysians aged 20 and below tend to consume more time on the computers and the Internet. He added that this particular group consists of school-going students, college students, and school leavers who seek permanent employment. They tend to use the Internet in relation to the computer games instead of seeking online information.

5.3.2.2 Gender moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

> Gender was chosen as another moderating variable in this study apart from age, education and income. Holbrook (1986) defined gender as a key variable in moderating consumers' evaluation judgments. Therefore, this study also included gender as the moderating variable to investigate the relationship between customer-perceived value and the propensity to use sports events tourism websites. The findings

of the study indicated that combination of customer-perceived value and gender contributes to a strong relationship between customer-perceived value and the propensity to use sports events tourism websites. A possible reason why combination of customer-perceived value and gender shows a strong relationship between customer-perceived value and the propensity to use sports events tourism websites is because the disregard of gender factor, as long as the respondents are satisfied with the respective sports events tourism websites, they then would intentionally use the websites.



The output of this study however contradicts with some initial research findings produced by numerous researchers (Krugman, 1966; Rosenthal & DePaulo, 1979; Meyer-Levy & Sternthal, 1991). They reported that both men and women experienced different perceived value and the propensity to use tourism websites due to the specific characters and behaviours. For instance, Krugman (1966) said that women engage in greater elaboration of advertisements than men do, regardless of whether the advertisements focus on contents considered of more interest to men or to women.

Rosenthal and DePaulo (1979) added that women experience a greater stimulus elaboration than men when they are given ample time to process the information. Meyer-Levy and Sternthal (1991) on the other hand, stated that men are driven by overall message themes or schemas whereby women tend to engage in detailed elaboration of the message content. They concluded women as comprehensive processors whereby men as selective processors.

5.3.2.3 Education moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

> Education is another variable that plays an important influence towards new technology adoption. In this study, education acts as a moderating variable in order to investigate the relationship existed between customer-perceived value and the propensity to use sports events tourism websites. The finding of this study indicates that the combination of customer-perceived value and education SPM contributes to a medium relationship between customer-perceived value and the propensity to use sports events tourism websites. This situation occurs probably due to the influence by the Malaysian government intervention in providing maximum benefits and enjoyment whilst using computer technology on the whole population. There are numerous online services available throughout the country, including e-learning and smart school.

> A reason why the Malaysian government provides free online service is to encourage the nation to make technology as part of their daily life requirements regardless of education level among Malaysian. Thus, Malaysians are able to perform



their daily businesses online (MCMC, 2009). This finding, however, contradicted with the findings produced by many other researchers (Srikantaiah & Xiaoying, 1998; Howard et al., 2001; Teo, 2001; Ramayah et al., 2003). All of them agreed that education is a strong predictor in determining online activities among users. They added that it is often reported that online users are among the professionals who have high proficiency in English. These educated people obtain Internet access at their workplace which is provided by their institutions and corporations.

5.3.2.4 Income moderates the relationship between customerperceived value and the propensity to use sports events tourism websites.

Research hypothesis H2d states that income would moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites. The results of this study, on the other hand, confirmed that income is not a predictor in determining the relationship between these variables. As such, the hypothesis developed fails to be accepted as referred to the data of this current study. The findings of this study are not significant with the previous existing literatures.

For instance, Jaafar and Sulaiman (2005) identified significant differences in computer usage in relation to household income. They stated that those from high income

household tend to spend more time using computers at home than other group of household income because they can afford the electricity and the Internet bills. Fratu (2011) added that household income has a strong relationship to family life cycle phase, which eventually influences individual attitudes and opinions towards tourism preferences.

5.3.3 Motivational Factors in Moderating the Relationship between Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites.

Hypothesis 3 states that the motivational factors of sports tourists' would moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites. The multiple regression analyses confirmed the motivational factor dimensions in the relationship between customer-perceived value and the propensity to use sports events tourism websites. Motivation is defined as a goal directed arousal (Park & Mittal, 1985). Motivation is an interesting issue that is being discussed throughout the world in almost every field of studies. Previous researchers developed numerous motivational theories which include Maslow's (1954) hierarchy of needs, Iso-Ahola's (1982) escape-seeking model, the push-pull factors (Crompton, 1979; Dann, 1977) and the Uses and Gratification Theory (UGT) which relate media used to the psychological perspectives of individual (Blumer & Katz, 1974). This study has focused on the UGT.

The UGT is widely applied in studies related to the reasons people use the media which include satisfying their intrapersonal needs, fulfil interpersonal needs, activity during leisure time, obtaining new information, convenience and full of entertainment. The application of the UGT is not only limited to the mentioned purposes *per se*, but also in relation to the media used to the psychological perspectives which include individual needs and gratifications. The UGT was originally applied to explain how people use the media to fulfil their needs, to understand the motives for media behaviour and to identify functions or outcomes that stem the needs, motives and behaviour.

This theory is also utilized to understand users' motives dealing with different types of media. Obviously, the four major motives established through this theory are information seeking, personal identity, integration and social interaction as well as entertainment. In terms of constructs underlying in this particular theory, it is manifold. However, among the most established and vigorous constructs of the UGT in relation to consumer's websites experiences are entertainment gratification and informativeness gratification. The results of the study reveal that 14.8 percent of the total variance of the propensity to use sports events tourism websites is explained by customer-perceived value, the combination of customer-perceived value and entertainment gratification, the combination of customer-perceived value and informativeness, entertainment gratification and informativeness,

regression analysis through stepwise method was applied to deal with multi-collinearity.

The findings of the study indicate that entertainment gratification and informativeness gratification contributes to a strong relationship in perceived value and the propensity to use sports events tourism websites. Sports tourists' involved in this study believed that although usability is an important feature for websites due to users' strong motivations for seeking information, an element of entertainment is equally important. This is supported by Eighmey and McCord (1998) when they revealed that the main gratification factors for online users are "personal relevance" (a website's relevance to the user), "entertainment value" and "information involvement". They eventually added two other new factors, namely "personal involvement" (the website's ability to project a strong sense of personality) and "continuing relationship" (the users' desire to re-visit the website because of certain features such as regularly updated information).

Similar research by Lin (1999) indicates that information websites are the most frequently visited by those who have high surveillance motives and that visits to these respective websites are related to consumers' entertainment needs. Korgaonkar and Wolin (1999) who also studied users of e-commerce websites identified seven gratification factors. New factors among these are "economic motivation", "privacy" and "transactional security". A research done by Roy (2009) who focused on the Internet uses and gratifications

from an Indian context identified six gratification motives through factor analysis. The factor analysis conducted revealed three uses and gratification factors. The first factor is the content gratification, which consisted of "wide exposure" (the Internet broadens users' look) and "career opportunities" (the ease with which users can seek new career opportunities). The second factor is the process gratification, which contained with "user-friendliness" (users prefer to use the medium because it is easy to use) and "self development" (users' sense that the Internet boosted their creativity and allowed them to take control of their lives). The third factor is the social gratification, which consisted of "global exchange" (chatting via the web, keeping in touch with others on the Internet) and "relaxation".

Some researchers have tried to assess what implications do the Internet users' gratification motives have on the continued use of traditional media by comparing the Internet gratification motives with various printed media. Numerous researchers investigated the main motives for online rather than traditional printed newspapers consumption and found a positive relationship between users' need for update news and online news readership. In contrast, entertainment, habit and relaxation motives are closely associated with reading the printed newspapers (Flavian & Guerra, 2006; Jere & Davis, 2011). Their studies also found that users perceive the two media as different products in terms of information and entertainment value provided.

Similarly, Randle (2003) and Jere and Davis (2011) conducted a cross-media study of consumer magazines and the Internet. That

particular study was undertaken to determine the dimensions on which the Internet use provides superior gratifications to magazine reading. They discovered that there is a wider range of Internet gratifications than magazine gratifications. In addition, that particular study found that the Internet provides superior gratification for task-oriented motives (which focus on the usefulness of the media) and that magazines are preferred for affective and diversionary gratifications (which focus on the social and the diversionary value of the media).

The inclusion of motivational variables in the regression model between customer-perceived value and the propensity to use the websites reveals a significant relationship between variables. This is largely due to the influence of websites' usage in Malaysia, particularly on online travel and tourism planning (Vinod, 2011) as well as the fact that all respondents are technology adopters, as such, they use online booking systems to travel and for tourism products and/or services including airlines, hotels and private car rental (Abd Aziz, Tap, Osman, & Mahmud, 2013). Thus, it is not a surprise that perceived value of sports tourism websites and the propensity to use sports events tourism websites are influenced and moderated by the motivational factors.

5.3.3.1 Entertainment gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Entertainment gratification (EG) is one of the constructs contained in the Uses and Gratification Theory

(UGT). It is included in this study to examine the relationship between customer-perceived value and the propensity to use sports events tourism websites. EG construct refers to the extent of which website media is fun and entertaining for the media users. The results of the study confirmed that there is a strong relationship in EG towards customer-perceived value and the propensity to use sports events tourism websites. Obviously, it is similar to other established findings produced by numerous researchers. A possible reason on why sports tourists' in Malaysia considered the value of media entertainment is because these days the number of online users is increasing from time to time. This is due to the fact that website-based technology has played an important role and become a necessity in the travel and tourism industry (Lu, Lu, & Zhang, 2002).

Earlier findings provided by McQuail (1983) state that the value of media entertainment should be able to meet the needs of online users in terms of escapism, hedonistic pleasure, aesthetic and enjoyment as well as provide some emotional releases. Other findings add that the entertainment pleasure is one of the reasons that encourage online users to engage in online shopping (Kim & Forsythe, 2007). According to Luo (2002), websites which offer higher entertainment value are recognized to have to a higher tendency to lead to an advantage for media users and to motivate them to use the media more frequently. Similarly, enjoyment, entertainment and human are recognized as important reasons for re-visiting a website (Stafford & Stafford, 2001; Wolfinbarger & Gilly, 2001). Based on Lim and Ting (2012), the earlier mentioned factors that lead to website re-visiting are referred to as "entertainment gratification". Mukherji et al. (1998) added that the occurrence of website re-visiting will only take place if consumers have favourable attitudes towards the respective website which include website satisfaction.



However, the present research findings are the other way around. It states that the EG does not moderate the relationship between perceived value and the propensity to use sports events tourism websites even though it was initially recorded as having a strong relationship between these two variables. This is obviously contradicted with a study done by Ducoffe (1995). He indicated that the entertainment value that is provided by the website is positively related to the users' attitudes towards the website. In addition, the current study also did not support a research finding by Hoffman and Novak (1996). It means that a high degree of pleasure and involvement during the interaction with computer-based media would not necessarily leads to the concurrent subjective perceptions of positive effect and mood of the consumers. The work of Shavitt et al. (1998) is also not similar to the present work as they concluded that the enjoyment associated with the website plays the greatest role in accounting for their overall attitudes towards them. A research finding of Lim and Ting (2012) is also against the current conception as they declare that the EG of online shopping website would positively influence consumers' attitudes towards online shopping.

As a conclusion, with reference from the previous work, it can be concluded that the EG does not moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites. A possible reason why sports tourists' involved in this study did not considered EG as the main determinant is because he or she believed that the basic goal of a website is to provide information rather than entertainment. The information provided should be able to cater the needs of prospective and existing customers as well as respective stakeholders (Huang & Shyu, 2008; Sabaruddin, Abdullah, Jamal, & Tarmudi, 2014).

Some researchers, renowned that information is the main reason why individuals initially visit a website (Gregory, Wang, & DiPietro, 2010). Therefore, they claimed that information has been argued to be the most fundamental component of the website. As noted, the design and presentation of a website are critical in meeting users' expectations due to different users' characteristics, background and interest. Additionally, providing comprehensive



information which includes packaging and pricing helps to capture the attention of users who browse a website (Han & Mills, 2006; Sabaruddin et al., 2014).

5.3.3.2 Informativeness gratification moderates the relationship between customer-perceived value and the propensity to use sports events tourism websites.

> Informativeness gratification (IG) is another important construct under the Uses and Gratification Theory (UGT). Therefore, it is considered as a major determinant that affects the use of media (Luo, 2002). A multiple regression analysis in this study indicated that there is a strong relationship in IG towards perceived value and the propensity to use sports events tourism websites which is similar to EG. A possible reason why sports tourists' in Malaysia stressed on the IG is because of the rapid growth and boundless use of the Internet as a result of its enormous involvement and contribution to travel and tourism industry (Lu et al., 2002). Some other researchers stated that information seeking as a central gratification refers to acquiring helpful information through media use (Bonds-Raacke & Raacke, 2010; Lampe, Wash, Velasquez, & Ozkaya, 2010; Park, Kee, & Valenzuela, 2009).

> Earlier, Chen and Wells (1999) stated that the IG construct contained the media's ability in providing resourceful and helpful information to users. Xiang and Gretzel (2010) and Sabaruddin et al. (2014) stated that providing travellers and



tourists with the ability to search for travel and tourism information when they are planning their trips is important in facilitating travellers or tourists to access to tourism-related information online. Maddox (1998) indicated that the major reason that influences people to engage to online services is to obtain as much information as possible. Haq (2009) for instance, in his study added that the quality of information placed on a company website shows a direct influence on consumers' perceptions of the company and the company product and/or service offerings, and thereby shapes the formation of users' attitudes towards the website.



The strong relationship between perceived value and the propensity to use sports events tourism websites is also supported by other researchers. For example, this group of researchers stated that the use of media is derived from the ability of the media in providing users with information that lead them to accept and value the media itself (Bauer & Greyser, 1968). In addition, Rotzoll et al. (1986) stated that the informational role of the media is its major legitimizing function. Website users often demand for qualitative features of the website, such as accuracy, timeliness and usefulness of the informational content that is projected on the websites and those which are able to fulfil the needs of IG will in turn create favourable attitudes among its audiences (Siau & Shen, 2003; Luo, 2002). Barkhi et al. (2008) added that consumers will develop favourable behaviours towards websites that they believe to provide sufficient benefits or attributes towards a solution and negative behaviour towards those that are inadequate. Obviously, they refer sufficient benefits or attributes of the websites to the information provided. In general, information seeking gratification has a positive influence on dependent variables (Bonds-Raacke & Raacke, 2010; Lampe et al., 2010; Park et al., 2009). Previous literatures have collectively found a substantial and positive relationship between the IG and attitudes or often referred as behaviour (Chen & Wells, 1999; Ducoffe, 1995; Maddox, 1998).

In fact, Lim and Ting (2012) also provided the same outcome when they declared that IG of online shopping websites would positively influence consumers' attitudes towards online shopping. Thus, this study concluded that the IG moderates the relationship between perceived value and the propensity to use sports events tourism websites.

A possible reason led to this situation is because the respondents believed that information is the basic goal of referring to a website disregard of other factors. Respondents also believed that the information provided should meet the needs of prospective customers, existing customers and respective stakeholders (Huang & Shyu, 2008; Sabaruddin et al., 2014). Certainly, a number of elements are crucial in
encouraging website users to make purchases, including providing related, relevant, comprehensive and helpful information (Kozak, Bigne, & Andreu, 2005; Sabaruddin et al., 2014). Hence, Han and Mills (2006) and Sabaruddin et al. (2014) stated that website attraction can be done through comprehensive tourism-related information.

5.3.4 The Customer-Perceived Value and the Propensity to Use Sports Events Tourism Websites.

It was hypothesized in this study that customer-perceived value which consisted of four components influenced the propensity to use sports events tourism websites. The components of perceived value comprised of accessibility, flexibility, interactivity and reliability. To test this hypothesis, a multiple regression analysis was carried out. The results of the study reveal that there is 11.7 percent of the total variance of the propensity to use sports events tourism websites is explained by the components of perceived value. Amongst the variables included in the regression equation, only flexibility and reliability appear to be significant predictors on the propensity to use sports events tourism websites.

A possible reason of why flexibility became a significant predictor among sports tourists' in Malaysia is because it allows online information to be modified and updated from time to time. The finding obtained would assist organizer of the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon

Cup Terengganu in developing a more comprehensive sports events websites in the future. These findings are consistent with the findings by Kuk (2002) when he defined a flexible website as a user-friendly website which eventually influences the customers' approval, encouraging uses and return visits to a website. This could be a result for the nature of the website which is developed to fulfil the current demands of online consumers towards online information. McQuitty and Peterson (2000) added that preference attitude or behaviour of an individual is a major key contributor towards online information. It only influences consumers with existing knowledge to use and visit the same website again in future.

Other than that, reliability is also recognized as a significant predictor in this study. This could be a result for the online information which appears on the websites to be made consumersoriented. These findings are consistent with the findings by Kotler et al. (2005). They stated that online consumers tend to make decisions towards particular product and/or service only after they access and obtain as much online information as possible from the Internet. Therefore, the organizations should put some extra efforts in providing comprehensive information to cater the needs of their target consumers. The reliability of online information allows consumers to perform comparative shopping, search for alternative information and exploration for data, pictures and testimonials of the desired products and/or services prior to their own consumption. Besides, reliability of online information also refers to the security levels of information offered to the consumers (Kotler et al., 2005).

5.4 Implications of the Study

The results of the study provide several implications. The study implications offers added-value in terms of what is new to the body of knowledge and how the study relates to the theories. The study implications affect both theoretical as well as managerial practices.

5.4.1 The Theoretical Implications

This study utilizes Hur et al. (2011) SWAM theory which is extended from the TAM (Davis, 1989). The SWAM theory was initially developed to explain sports fans' decision making processes in using sports websites. However, in this study the SWAM theory was adopted and applied to sports tourists' who often visit the tourism websites prior to their travel to attend to sports event tourism. This study was conducted to determine the relationship between customerperceived value and the propensity to use sports events tourism websites. Theoretically, it provides empirical evidence of the relationship between variables.

Most importantly, it contributes to the growing literature on the components of customer-perceived value which consist of accessibility, flexibility interactivity and reliability. Similarly, work done by Radzliyana et al. (2013) indicated that the components of acceptance are similar to the benefits and features of online marketing. This is supported by Lexhagen (2008), when she

recognized components of perceived value as similar to the characteristics of website marketing.

The findings of this study also provide theoretical contributions in which it explored and tested another variable that could be added to the agents of perceived value models. The new explored and tested variables are the moderating effects of personal characteristics and motivational factors of sports tourists'. The moderating effect of motivational factors is derived from the Uses and Gratification Theory. This theory was originally developed by Katz (1959). It focuses on individuals' use and choice of media.

Even though the previous literatures contained explanation on customer-perceived value and the propensity to use sports events tourism websites, no model has evaluated the components of perceived value (accessibility, flexibility interactivity and reliability). In addition, the current study framework has added the moderating effects of personal characteristics (age, gender, education and income) as well as motivational factors attributes (entertainment gratification and informativeness gratification) that moderate the relationship between customer-perceived value and the propensity to use sports events tourism websites.

Furthermore, the study framework facilitates an examination and understanding on components of perceived value of sports tourism websites, the propensity to use sports events tourism websites, respondents' personal characteristics as well as their motivational factors. The framework of the study can be expanded to comprise

other attributes or variables that might be relevant to sports tourism websites development. This framework would be applicable on other tourism segmentation such as the perceived value of education tourism websites, the perceived value of health tourism websites and the perceived value of eco-tourism in relation to the propensity to use sports events tourism websites.

The analyses conducted in this study include the factor analysis and regression analysis, which indicate that the related variables would be assessed independently. Obviously, the research findings discussed in earlier chapters are in-line with the theoretical model of this study. This is due to the initial prediction made based on the previous literature that there would be a positive significant relationship among perceived value, the propensity to use sports events tourism websites and the moderating effects.

Other than the earlier mentioned theoretical implications of the study, the utilization of research instrument could be used for future studies in relation to sports tourism and online communication or website marketing from the Malaysians' perspectives. The research instrument was developed with regards to the high reference on established previous literature and was refined through the pilot study. In addition, the research instrument's ability to best fit into the future related studies are assured after it undergone several tests which include validity and reliability tests. In short, the findings of the study would add to the scarce literature on sports event tourism and online marketing/communication specifically in the Malaysian context.

Thus, it can be used as reference for future researchers who intend to carry out research in similar field.

5.4.2 The Managerial Implications

Managerial contributions have been provided by determining the relationship between customer-perceived value and the propensity to use sports events tourism websites among three selected events involved in this study. The findings of this study provide valuable information to the sport tourism organizations particularly to the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu in developing a comprehensive websites. Moreover, it provides some ideas to organizations understanding personal characteristics in and motivational factors of their customers'. Obviously, a good understanding towards these factors would allow organizations to be more specific in developing their websites. Hence, it strengthens organization marketing strategies.

Therefore, researcher hopes that the obtained information through the research findings would be practical and useful for sports tourism organizations in Malaysia namely the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu in providing distinctive sports tourism websites in order to market their products and/or services to meet with variety needs of their customers. Moreover, the research findings could also provide an analytical tool for website sponsors in determining a

particular website's user that includes personal characteristics (e.g. consumer preferences of enjoyment and easiness to use the website).

Other than that, the related organizations which involved in sports tourism in Malaysia should put some additional interest in studying the background as well as the motivational factors of their consumers. Certainly, the natures of sports tourists' differ from other websites consumers. The findings of this study revealed that the personal characteristics of sports tourists' play a significant role in website communication and marketing. In terms of managerial implications, sports tourism organizations should wisely determine the actual needs of the consumers. Certainly, the needs and demands of online consumers for websites information and marketing vary as time changes; new technology evolves and depends on an individual's personal competency in adopting the technology.

With regards to that, organizations should be able to develop excellent websites and achieve the organizations objectives in providing comprehensive information to consumers. The findings of this study showed that personal characteristics of sports tourists' including age, gender and education moderated have a strong positive relationship between customer-perceived value and the propensity to use sports events tourism websites. From the motivational factors point of view, sports tourism organizations in Malaysia are recommended to focus and put substantial effort in providing information gratification instead of entertainment gratification.

The research findings revealed that sports tourists' tend to seek accessibility of online information in terms of accuracy, updated and fast delivered information than the presentation or design of the websites. Thus, sports tourism organizations can reduce the costs in hiring the information communication technology experts in designing and decorating the websites to capture the attention of the targeted consumers. Entertainment gratification which consisted of the presentation and design of the websites plays an important role to influence consumers to visit the respective websites, but the research findings show that it is not as much needed compared to the information gratification.

As a conclusion, the research findings managed to provide some managerial contributions in assisting future sports tourism organizations particularly related to the Standard Chartered KL Marathon, the Port Dickson International Triathlon and the Monsoon Cup Terengganu in improving their marketing strategies through website development. It is not limited in determining the personal characteristics of sports tourists' *per se*, but also understanding their motives of visiting particular websites.

5.5 Limitations and Direction for Future Research

There are several aspects that restrict the findings of the study. However, these restrictions provide some directions for future researchers to conduct or maybe replicate it into other fields of interest. The study focused on the influencing factors on the propensity to use sports events tourism websites. The variables that became the interest in this study could be applied to other service sectors related to tourism such as educational tourism or medical tourism services in relation to customer-perceived value and the propensity to use the websites. This limitation, however, presents an opportunity for future research in this area.

The generalisability of the research findings is also another limitation of the present study. The research instrument in this study which refers to the testified questionnaires was completed by selected groups. These selected respondents might not represent the whole population of the study. There were many sports events conducted in Malaysia throughout the year, but in this study, only three major sporting events were selected. The selection of events might not represent the population of this study. Hence, future research should include more events and expand number of subjects involved in the study.

Although this study has produced an established research instrument and measurement scales by conducting validity and reliability tests, there may be threats to the internal validity of the study as a function on how the questionnaires were fulfilled by the respondents. As with any selfadministered questionnaire, there is always a possibility that respondents may provide perfunctory answers as the study was circled by opinion and

perception of individual tourists in Malaysia. In addition, this situation is worse when some respondents ended-up offers fake information just to please the researcher. Thus, future research could probably practice a different approach in their studies to overcome this limitation. It is believed that other quantitative or qualitative approach could add further insight into the study.

This study has demonstrated the importance of travel and tourism websites on the relationship between customer-perceived value and the propensity to use sports events tourism websites among sports tourists' in Malaysia. The research findings have also simplified the important roles of moderating effects in strengthening or weakening the existing relationship between perceived value and the propensity to use sports events tourism websites. Thus, as referred to the research findings, sports tourism organizations must plan their website development vigilantly by taking into account the moderating effects of personal characteristics and motivational factors of their consumers.

Also, this study concentrates on some variables of personal characteristics of sports tourists', namely age, gender, education and income. Therefore, it is recommended for future researchers to examine other moderating effects of personal characteristics such as race and nationality. In addition, the moderating effects of motivational factors could also be implemented by examining another construct of UGT, such as website irritation and user-generated content (UGC).

The findings of the study should encourage other scholars to further extend the body of knowledge obtained in this study. This study examined the relationship existed between customer-perceived value and the propensity to

use sports events tourism websites. The relationship between these two variables was derived from components of perceived value which include accessibility, flexibility, interactivity and reliability. Future research should examine the relationship between perceived value and the propensity to use sports events tourism websites by exploring on other components of perceive value or other attributes consisted in the value-hierarchy model.

5.6 Conclusion

This study concludes that there is a significant relationship between customer-perceived value and the propensity to use sports events tourism websites. The customer-perceived value consists of four components namely accessibility, flexibility, interactivity and reliability. In order to provide better understanding on the relationship, the present researcher added some new variables which are known as the moderating variables. The moderating effects of motivational factors revealed that the informativeness gratification would moderate the initial relationship between customer-perceived value and the propensity to use sports events tourism websites. Other than motivation, personal characteristics of sports tourists' also acted as the moderating variables. The research findings show that age, gender and education moderate the relationship whereby income did not influence this relationship. It is hoped that the findings could contribute to the body of knowledge on leisure, travel and tourism in relation to the propensity to use tourism websites.

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School of Tourism, Hospitality and Environmental Management College of Law, Government and International Studies Universiti Utara Malaysia

THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS EVENTS TOURISM WEBSITES

Dear Respondent,

I am conducting a survey on the moderating effects of personal characteristics and motivational factors on the propensity to use sports events tourism websites among sports tourists' in Malaysia. You are selected to be my respondent. This survey form takes approximately ten minutes to complete. Please read the questionnaire carefully and respond to each item precisely. This is strictly an academic exercise and all information obtained will be kept in strictest confidential and that you shall remain anonymous in any report of the research findings. Should you have any further questions about this study, please contact:

Name : Radzliyana Binti Radzuwan Tel : 04-9882183 E-mail : radzliyana@perlis.uitm.edu.my

This questionnaire consists of FOUR sections, as follows:

- Section A : Personal Characteristics.
- Section B : The Customer-Perceived Value.
- Section C : The Propensity to Use Sports Events Tourism Websites.
- Section D : The Motivational Factors.

Please take your time to answer all questions as completely as possible. Your cooperation will be greatly appreciated. Thank you.

RADZLIYANA BINTI RADZUWAN

PhD. Candidate COLGIS, UUM.

SECTION A: PERSONAL CHARACTERISTICS

Please tick (/) in the appropriate box.

1.	Gender: 1Male		2Female					
2.	Age: 1Below 20 years old 220-29 years old 330-39 years old		440-49 years old 550 years and above					
3.	Nationality: 1Malaysian		2Non-Malaysian (Please state):					
4.	Race: 1Malay 2Chinese		3Indian 4Others (Please state):					
5.	Marital status: 1Single 3Divorcee/Widow		2Married					
6.	Academic qualification: 1SPM 3Bachelors Degree 5Doctoral Degree		2STPM/Diploma 4Masters Degree 6Others (Please state):					
7.	Employment status: 1Student 3Professional 5Casual Worker 7Business Owner 9Pensioner	i Ørsiti	2Unemployed alaysia 4Employed full-time 6Employed part-time 8Self-employed					
8.	Monthly family income: 1Less than RM2000 2RM2001 – RM2500 3RM2501 – RM3000		4RM3001 – RM3500 5RM3501 and more					
9.	Number of dependents (If a 1None 21 - 2 person(s) 33 - 4 persons	ny):	45 – 6 persons 57 persons and more					
10. How often do you participate in sports events in a year? $11 - 2 \text{ time(s)}$ $23 - 4 \text{ times}$ $35 - 6 \text{ times}$ $47 \text{ times and more}$								

SECTION B: THE CUSTOMER-PERCEIVED VALUE

This section focuses on items related to customer-perceived value.

Directions: For the following questions, please indicate your answers according to the following scale.

1 Strongly Disagree		2 Disagree	3 Slightly Disagree	4 Neither Agree Nor Disagree	5 Sligh Agr	5 Slightly Agree		6 Agree		7 Strongly Agree		
1. The website allows me to interact with sports media								3	4	5	6	7
2.	The website allows me to reduce daily tasks into a manageable set of links						2	3	4	5	6	7
3.	The website allows me to access an organized							3	4	5	6	7
4.	The website allows me to generate awareness of 1 2 3 4 a particular sporting event and their related organizations.									5	6	7
5.	The website allows me to establish an interactive 1 2 3 4 channel of sports communication with others								4	5	6	7
6.	The previo	website allo ously inacces	ows me to sible information	gain acce ation.	ss to	1	2	3	4	5	6	7
7.	The v	website allow	ws me to k eams/events.	keep track of	of my	1	2	3	4	5	6	7
8. 9.	Free I WIFI	nternet acces reduces the o	ss through W cost of expen	IFI. ises.	ara		2 2	3 3	4	5 5	6 6	7 7
10.	The w (e.g. t	vebsite allow ickets/merch	vs me to bu andise) onlir	iy sports pro ne.	oducts	1	2	3	4	5	6	7
11.	The inform	website p nation.	rovides me	e with re	eliable	1	2	3	4	5	6	7
12.	The respon	website nse/feedback	allow from the org	s imm ganization.	ediate	1	2	3	4	5	6	7
13.	The w	vebsite allow erv own time	s me to acc	ess informat	ion at	1	2	3	4	5	6	7
14. 15.	Onlin The v	e information vebsite provi	n is flexible. ides online i	nformation	which	1 1	2 2	3 3	4 4	5 5	6 6	7 7
16.	is more than the w	e attractive. vebsite allow	s me to exp	erience a pe	rsonal	1	2	3	4	5	6	7
17. 18.	Onlin	e information e information	n is popular. on allows	quick dec	ision-	1 1	2 2	3 3	4 4	5 5	6 6	7 7
19. 20. 21	makin Onlin Onlin	e information information information	n is secured. n is compreh	ensive.		1 1 1	2 2 2	3 3 3	4 4 4	5 5 5	6 6 6	7 7 7
SECTION C: THE PROPENSITY TO USE SPORTS EVENTS TOURISM WEBSITES

This section focuses on items related to the propensity to use sports events tourism websites.

Directions: For the following questions, please indicate your answers according to the following scale.

1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Neither Agree Nor Disagree	5 Slightly Agree	6 Agree	7 Strongly Agree
---------------------------	---------------	---------------------------	---------------------------------------	------------------------	------------	---------------------

I us	e sports events tourism websites because it							
1.	is my major source of information.	1	2	3	4	5	6	7
2.	allows me to spend more time to search for information.	1	2	3	4	5	6	7
3.	influences me to continue seeking information in the future.	1	2	3	4	5	6	7
4.	influences me to continue to purchase sports products in the future.	1	2	3	4	5	6	7
5.	influences me to recommend others to use them in the future.	1	2	3	4	5	6	7

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SECTION D: THE MOTIVATIONAL FACTORS

This section specifically focuses regarding the motivational factors on the propensity to use sports events tourism websites.

Directions: For the following questions, please indicate your answers according to the following scale.

Disagree	1 Strongly Disagree	2 Disagree	3 Slightly Disagree	4 Neither Agree Nor Disagree	5 Slightly Agree	6 Agree	7 Strongly Agree
----------	---------------------------	---------------	---------------------------	---------------------------------------	------------------------	------------	---------------------

The	sports events tourism websites should							
1	he more fun to use	1	r	3	1	5	6	7
1. 2	provide me with lots of enjoyment	1	$\frac{2}{2}$	3	4 1	5	6	7
2. 3	include appropriate pictures	1	$\frac{2}{2}$	3	4 1	5	6	7
Э. Л	include attractive designs	1	$\frac{2}{2}$	3	-	5	6	7
- 1 . 5	eliminate unwanted pop uns	1	$\frac{2}{2}$	3	-	5	6	7
5. 6	include simple website addresses	1	$\frac{2}{2}$	3	4	5	6	7
0. 7	he accessible through any search angine (a g	1	2	3	4	5	6	7
7.	vahoo com msn com google com)	1	2	5	4	5	0	/
8	contain other related information (e.g. food	1	2	3	4	5	6	7
0.	accommodation, and transportation).	•	-	0		U	U	,
9.	include maps.	1	2	3	4	5	6	7
10.	include number of viewers.	1	2	3	4	5	6	7
11.	always keep the information updated from time	1	2	3	4	5	6	7
	to time.							
12.	include the organizations' missions or visions.	1	2	3	4	5	6	7
13.	include information on the team management	1	2	3	4	5	6	7
	members.							
14.	include information on future events.	1	2	3	4	5	6	7
15.	include information on the lists of participants	1	2	3	4	5	6	7
	competing.							
16.	reveal results of the respective competitions.	1	2	3	4	5	6	7
17.	include price ranges and purchasing procedures.	1	2	3	4	5	6	7
18.	meet the needs of international viewers.	1	2	3	4	5	6	7

THANK YOU & HAVE A NICE DAY

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Table for Determining Sample Size from a Given Population

Note: N – Population size S – Sample size

[Source: Krejcie, R. V. & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, *30*, 607-610].

