

*African Journal for Physical, Health Education, Recreation and Dance (AJPHERD)* Volume 21(4:1), December 2015, pp. 1247-1270.

## **A motivation-based typology of five-day international test cricket match spectators**

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*(Received: 20 May 2015; Revision accepted: 10 September 2015)*

### **Abstract**

Considering the various formats of cricket, as well as the different reasons why tourists attend these events, it becomes clear that more direct marketing of these events is required in order to expand attendance at various cricket matches. It is furthermore important to generate a memorable event experience for attendees to encourage future attendance. This research therefore identified different cricket spectator segments at a five-day test match between Australia and South Africa, based on their main motives for attending. Our research has identified three distinct cricket fan clusters that differ in terms of their motives, socio-demographic and behavioural characteristics, as well as the factors that are regarded by them as important for a memorable cricket experience. This research makes an important contribution to the greater understanding of sports spectators, specifically cricket spectators, and to the literature on managing and marketing team sport events of this nature.

**Keywords:** Cricket spectators, market segmentation, motives, memorable experience, South Africa.

### ***How to cite this article:***

Scholtz, M., Kruger, M. & Saayman, M. (2015). A motivation-based typology of five-day international test cricket match spectators. *African Journal for Physical, Health Education, Recreation and Dance*, 21(4:1), 1247-1270.

### **Introduction**

Historically, South African cricket has been perceived as a sport for the privileged white South African. Due to the latter, as well as apartheid policies, this form of sport (as well as other sports and cultural activities) was isolated from the rest of the world from 1971 for 21 years (SouthAfrica.info, 2014). Upon return to the international stage in 1994, the South African team was renamed the Proteas, after which they rapidly re-established themselves as great cricket players on the international scene, as well as Australia's great rival (WWS, 2012). In 2012, the Proteas achieved the number one ranking in test cricket after defeating both England and Australia, obtaining a top ranking in test cricket (SouthAfrica.info, 2014). Five-day cricket test matches between South Africa and Australia remain one of the "most modern, exciting forms of cricket" (Draper & Marshall, 2014), being widely considered as one of the most thorough examinations of a team's endurance and abilities. Part of Cricket South Africa's

development plan was to promote cricket in such a way that it will become a team sport that will be enjoyed by South Africans of all races and backgrounds. The latter was achieved, as many South Africans now attend cricket games (SouthAfrica.info, 2014; CSA, 2012).

According to Dhurup and Niyimbanira (2012), various forms of cricket currently exist with one-day matches being the most preferred form until spectator numbers began declining in 2003, which prompted the development of Twenty20 cricket (Goldman & Johns, 2009). This form of cricket is more modern, coupled with entertainment, known as the 'fast and furious' version of the game with extra entertainment added such as music, dancing and fireworks (Goldman & Johns, 2009). The authors continue that a new word was coined in order to explain this type of cricket, namely 'sportainment', which is simply a combination of 'sport' and 'entertainment'. As the different formats of cricket compete for the same spectators, it becomes essential to understand why spectators prefer a certain format or all formats of the game.

According to Case, Dey, Lu, Phang and Schwanz (2013) as well as Ntloko and Swart (2008), team sport events attract both local as well as out-of-town visitors to an area, thereby generating important benefits for the host economy. These benefits may include economic injections in areas where visitors spend at restaurants, hotels and other tourist attractions (Case *et al.*, 2013) along with social benefits, such as community development and development of cohesion among cultures and races as well as civic pride (Dwyer, Mellor, Mistilis & Mules, 2000; Abrams, 2005; Yassim, 2013). Saayman, Saayman and Du Plessis (2005) concurred, but added that sporting events can generate further benefits, such as business and infrastructure development as well as enhanced media exposure. The latter is an ideal avenue through which a destination can be marketed, allowing for an improved destination image that attracts more visitors (Dinnie, 2008). Keeping in mind the array of benefits that team sports and their spectators generate, it is understandable that Haung (2011) describes the sport event industry as a form of business that attracts various role-players, such as federations, club owners, athletes, marketers, sponsors and media, all of whom compete to generate the largest profits from this industry. Therefore, the benefits derived from spectators attending these events, such as international cricket matches, are undeniable, inferring that the presence of team sport spectators at these events is extremely valuable (Bull & Weed, 1999; Cannon & Ford, 2002; Van Heerden, 2002; Wann, Schrader & Wilson, 2001), emphasising the importance of retaining and increasing the number of attendees to these team sport events. It is therefore essential to carry out marketing based on a proper understanding of spectators' motives for attending such events (Wann *et al.*, 1999).

Stewart, Smith and Nicholson (2003), however, caution that one should not solely rely on the 'rivalry' between two countries to attract spectators. Not all team sport spectators experience the same level of passion and loyalty towards sport; spectators have different reasons or motives for attending these team sport events. Some spectators, for instance, are fiercely loyal towards their favourite cricket team and will diligently support it, thereby positively affecting their team's performance during the game (Haung, 2011). Others, on the other hand, may regard these events as an opportunity to relax or socialise with fellow spectators (Kuenzel & Yassim, 2011). A group of individuals might also follow a specific sport, without developing a preference towards a specific team (Pritchard & Kharouf, 2014). These differences in spectator motives create challenges when it comes to the marketing of these events as one cannot simply create a single marketing strategy in the hopes that it will attract all types of spectators (Swarbrooke, 2002). Masterson and Pickton (2014) therefore recommend that the team sport spectators be segmented into homogenous markets, as this will permit event marketers and managers to identify and better understand team sport event spectators, which, in turn, will assist in improved, directed marketing as well as the identification of niche markets that were previously under-served or un-served. Furthermore, it will allow for the efficient use of marketing resources (Cant, Strydom, Jooste & Du Plessis, 2009).

In addition, the purpose of marketing team sport events is to attract and retain loyal and dedicated, as well as the highest spending spectators to these games. Marketing can furthermore also lead to the broadening of the spectator-base by fostering an appreciation and love of team sports by individuals who might not previously have had an interest in team sports. This can be achieved by creating an experience that will not only satisfy spectators' expectations, but will in fact also overly impress them, thereby creating a memorable experience that will encourage them to return in future, perhaps even attend matches between countries that do not have traditional sport rivalries. Moreover, this offers the event a competitive advantage over other team sport events (Mossberg, 2007; Oh, Fiore & Jeong, 2007; Pine & Gilmore, 1999; Van Heerden, 2012).

When taking into account the importance of sporting events such as five-day cricket matches, as well as how vital it is to provide a memorable experience in order to retain and build the spectator market, it is troubling to see that very few, to no literature is focused on providing a memorable cricket match experience. To our knowledge, only a few studies have to date examined the motives of spectators to cricket events in South Africa (Dhurup & Niyimbanira, 2012; Saayman & Uys, 2003), but these studies did not progress as far as segmenting the spectators into niche markets according to travel motives, or examining the factors that create a memorable team sport spectator experience.

The purpose of this research was therefore to determine the motives of spectators attending a five-day cricket test match between South Africa and Australia. Based on these motives, different market segments were identified and profiled. This research makes a unique contribution to the literature by additionally assessing the event aspects that cricket spectators regard as important for a memorable experience. With this knowledge, event organisers will be advised on how to effectively attract and retain spectators and create a memorable attendee experience, thereby satisfying the needs of the markets (Getz, 2005; Kruger, Viljoen & Saayman, 2013). This information should allow for improved management and marketing of smaller provincial and regional cricket matches to establish an affinity with and expanded exposure to the sport.

### **Literature study**

In the next section, the relevant literature regarding the following three aspects is discussed: (1) team sport and market segmentation; (2) cricket spectator motives and (3) the factors that influence the cricket experience.

#### *Team sport and market segmentation*

Wann *et al.* (1999), in their 'sport fan motivation scale' suggest that there are both intrinsic and extrinsic motives for spectators to attend sport events. These include the appreciation of sport aesthetics, self-esteem, escape, group affiliation, family, entertainment, eustress (excitement generated by game) and economics (such as betting for instance). According to Mullin, Hardy and Sutton (2014), there is no all-inclusive profile summarising all forms of sport consumers. Among different sport types, varying accompanying factors influence the spectator markets. Getz (2013) adds that the type of event makes a difference to motivations; therefore, spectators will have diverse reasons for attending different events. Swarbrooke (2002) continues this line of reasoning by stating that motivations for attending events also vary from one person to the next. It is therefore necessary to be aware of who the spectators at a specific event are, as well as their psychographic factors influencing the reasons why they attend such events, in order to optimise the management as well as marketing strategies of such events (Cant *et al.*, 2009). The latter is especially important when taking into account that the manner in which the market responds to the product on offer at an attraction determines the success of it (Swarbrooke, 2002).

In order to ensure that one attains an optimal market response towards a product, it is imperative to do marketing. This involves understanding the consumers' needs, developing products that surpass expectations, selling the product at the correct price as well as distribution and promotion of the product, thereby creating favourable odds for success (Cant, 2010). Therefore, it is important to

determine the reasons why team sport spectators support these events in order to provide the right experience, which will ensure the event's success. Traditionally, tourism marketing was undertaken on a mass scale (McCabe, 2014) where operators designed one travel package for all tourists, which allowed for lower prices. However, with the assorted variables referred to above that are playing a role in tourists' travel choices, marketing has become more complex (Devashish, 2011), which has led to the development of specific marketing techniques, which would take the said variables (such as travel motives) into consideration (Swarbrooke, 2002).

Market segmentation is a useful marketing strategy whereby similar (niche or micro-) markets are identified and classified into homogenous groups (Cant *et al.*, 2009; Swarbrooke, 2002) that have specific unique characteristics, worthy of attention (Getz, 2005). McDonald and Dunbar (2012: 33) define such segmentation as "the process of splitting customers, or potential customer, in a market into different groups, or segments". When conducting market segmentation, certain criteria need to be taken into account: groups most interested in attending should be identified, while those with a secondary interest in attending will, in turn, help identify emerging markets; researchers should determine segments with reference to certain factors that could enhance target marketing (including geographic, demographic, socio-economic and psychographic variables); identify the visitors most worthy of focusing marketing on; determine whether the segments are worth the effort and consider the destination's (or in this case, the sport events') competitive advantage when selecting target markets (Getz, 2005; Reid & Bonjanic, 2009). Lamb, Hair, Carl and McDaniel (2011) agree that demographic variables are helpful in developing segmentation strategies, but suggest that psychographic variables add to a more holistic understanding of the markets during segmentation. Psychographic variables include people's personalities, motives and lifestyles. Of these, motives comprise one of the most important variables as it is a strong force behind human behaviour (Oh, Uysal & Weaver, 1995).

Market segmentation can offer various benefits. It firstly assists event planners to better understand the spectators for the purposes of improved, directed marketing as the needs of smaller groups are satisfied, while, secondly, it assists in identifying niche markets that were previously disregarded. Thirdly, it allows for the more efficient use of the marketing resources available (Cant *et al.*, 2009). Cant *et al.* (2009) add that marketing segmentation has advantages such as an accurate focus on consumer needs and preferences, thereby leading to greater customer satisfaction; the identification of new marketing opportunities, thereby unveiling unexplored segments; it provides guidelines for the adoption of various marketing strategies and guides the proper allocation of marketing resources.

### **Cricket spectator motives**

In order to understand who the spectators attending a cricket game are, Saayman and Uys (2003) conducted research on a one-day international cricket match between South Africa and Australia on 27 March 2002 in Potchefstroom, South Africa. Their results revealed that the spectators were mostly men between the ages of 20 and 49 who were married and attend one or two matches per year. Half of them had travelled 100km or more in order to attend and most of them did not overnight. Their main motives for attending included: *to enjoy cricket, to have fun* and *to support their team*. Dhurup and Niyimbanira (2012) conducted a further study on the motives of spectators to watch live, local, as well as international Twenty20 cricket matches on South African television and revealed the following motives: *escape, knowledge and skills, socialisation, drama* and *fascination of the game*. According to research by Cant *et al.* (2009) and Swarbrooke (2002), cricket matches that take place over multiple days tend to attract a larger variety of spectators, thereby affirming the need for a segmented approach in marketing in order to cater to these various markets. Some studies have also worked towards segmenting team sports spectators such as those at cricket matches according to psychographic variables. A study by Kuenzel and Yassim (2011) segmented one-day cricket spectators based on their level of involvement in the game as well as the teams that are taking part. The authors identified four distinct levels of spectator involvement: those who are known by the British slang word as the ‘Anoraks’ of cricket (those who are highly involved); cricket socialisers (those who are there to enjoy the game with friends); solitary spectators (interested in the game and attending alone in order to relax and escape their daily routine); and casual spectators (they enjoy the action and fun produced by the event, but do not attend regularly). Saayman *et al.* (2005) did a study on spectators to three ICC World Cup Cricket 2003 matches in Potchefstroom, South Africa. These matches were: South Africa vs. Kenya (12 February 2003), Australia vs. Holland (20 February 2003) and Australia vs. Namibia (27 February 2003). The study demonstrated that spectators can also be segmented according to socio-economic variables such as nationality, spending and age. These studies have, however, not yet examined how cricket spectators can be segmented according to psychographic variables such as motives.

#### *Memorable cricket spectator experience*

According to Cant (2010), the primary purpose of segmentation is to create product satisfaction among customers (spectators) as well as to improve the probability for shareholders. This statement is also supported by Tung and Ritchie (2011). Van Heerden (2012), however, argues that satisfaction alone is not sufficient to motivate consumers (spectators) to repeat their attendance in

future; one should rather aim to delight the spectators. Generating a memorable spectator experience is an effective way of doing so. According to Pine and Gilmore (1999), a memorable experience comes from impressions of something that a consumer finds easy to recollect. It is suggested that these experiences should be enjoyable, engaging and also contain an element of pleasant surprise (Mossberg, 2007; Oh, Fiore & Jeong, 2007). By creating a memorable visitor experience, also known as the 'wow factor', one can attract and retain spectators to specific events by providing an event with a competitive advantage towards other similar events (Ali-Knight & Carlsen, 2010; Standeven & De Knopp, 1999; Kruger & Saayman, 2012). Chandralal and Valenzuela (2013:177) add that memories generated by a memorable experience "is the single most important source of information when a traveller makes a decision to re-visit a particular destination". In order to have a memorable experience, there has to be above-average satisfaction with a product or service (Kim, Ritchie & McCormick, 2011; Pizam, 2010; Tung & Ritchie, 2011), thereby revealing the importance of sports events such as five-day cricket test matches rather producing the 'wow factor' instead of ordinary team sport event satisfaction.

Various authors have examined the factors creating memorable experiences for spectators at sporting events. Some studies, such as those by Kuenzel and Yassim (2007), found that the cricket spectators' team's performance and competitiveness as well as socialising with family and friends at the event were seen as important to create a memorable experience. Spectators furthermore enjoyed the noisy atmosphere of one-day cricket matches, while they enjoy the peace and quiet during games that stretched over longer periods of time. The same authors (Kuenzel & Yassim, 2007) also conducted a quantitative study on one-day cricket match spectators and found that five aspects influence the experience of the game: team performance and weather (which cannot necessarily be controlled), spectator behaviour and socialising as well as being able to have time to oneself (which can be controlled by management). Another study by Kruger and Saayman (2012) examined the factors that create a memorable experience for spectators to the Two Oceans Marathon in South Africa, where the authors found a different set of influential factors, such as amenities (adequate parking, accessibility to grounds, security, information books etc.) and marketing (user-friendly website, adequate information regarding race, effective marketing prior to the event and so forth). The importance of spectators perceiving sport sponsorships as partnerships instead of the perception of spectators' finances going towards the team sport managers in order to have a good experience has also been demonstrated in Goldman and Johns' (2009) study. When analysing the game experience of spectators at eight days of one-day/limited over competitions and six days of championship games between the English and the Welsh in both England and Wales (dates not supplied), Kuenzel and Yassim (2010) found that cricket club members regard the quality of the game as well as socialising with other similar spectators they meet over time, as

important. Older spectators placed more emphasis on the quality of the game, while women and non-members place more emphasis on the auditory (sounds such as cheers and music) and olfactory (smells) elements. Matsuoka, Chelladurai and Harada (2003) revealed that spectators that identify with their favourite team had stronger intentions of attending in future, followed by those who were satisfied with the performance of their favourite team as well as the excellence of the contest.

On examination of these studies, it becomes clear that there are differences pertaining to the factors that generate memorable experiences at different types of events as well as similar events that span different timeframes. Currently, there is no universal set of memorable experience factors that can be applied to all types of cricket match types. It is therefore essential not only to segment the spectators of a five-day test cricket match according to their motives, but also to measure the factors that they regard as important to create a memorable experience. This will allow team sport event marketers and managers to deliver an optimally run and advertised event that will leave spectators more than satisfied, thereby helping to increase the appeal of the game to a wider audience.

## **Methodology**

This study followed a quantitative research approach: A structured questionnaire was used to collect the data. This section describes the sampling method, the survey and the statistical analysis.

### *The questionnaire*

The questionnaire contained four sections. Section A captured demographic details (gender, home language, age, occupation, home province, annual gross income, level of education, marital status), and spending behaviour (number of persons paid for, length of stay and expenditure). Section B captured respondents' cricket behaviour in terms of number of matches previously attended; preferred type of matches; age first exposed to cricket and live test matches; and sources of information about the test matches. Section C captured motivational factors, measuring 21 items on a five-point Likert scale, where 1 = not important at all; 2 = less important; 3 = important; 4 = very important and 5 = extremely important; while Section D measured 39 factors for a memorable spectator experience on a similar five-point Likert scale. The following steps, proposed by Field (2003) as well as Tustin, Ligthelm, Martins and Van Wyk (2005), were followed to design and validate the questionnaire:

- Content validity: An in-depth literature analysis was performed to identify the relevant motivational factors and critical success factors for a memorable

cricket spectator experience. The questionnaire was based on the studies done by Dhurup and Niyimbanira (2012), Kuenzel and Yassim (2007; 2011), Matsuoka *et al.* (2003), Saayman and Uys (2003), as well as Saayman *et al.* (2005).

- Face validity: Statistical consultation services advised on the formulation of the statements as well as the measuring scales used.
- Construct validity: Factor analyses were performed on both the motivational and memorable experience factors in order to determine the degree to which the statements measure what they claim, and purport, to be.
- Reliability: To test the reliability of the identified factors, reliability coefficients (Cronbach's alpha) and inter-item correlations were calculated.

#### *Sampling method and survey*

Self-administered questionnaires were distributed during the five-day cricket test match (14 and 15 February 2014) between South Africa and Australia, held at SuperSport Park in Centurion, South Africa. A stratified sampling method was used; in order to limit bias, a simple random sampling method was used within the stratified sample, where trained fieldworkers followed specific guidelines when questionnaires were handed out to different non-homogeneous age groups, gender group and nationalities. This process was eased as fans seated on the fields paid a lower entrance fee compared to spectators seated on the stands, meaning that they might have had different levels of experience. This implies that a more improved distribution of questionnaires was achieved. Only one person per travelling group in every second group of spectators was asked to complete the questionnaire. Groups were identified through the use of screening questions. Fieldworkers remained in close proximity to respondents in order to limit the number of questionnaires being lost. Krejcie and Morgan (1970) recommend that for a population (N) of 1 000 000 people, the sample should be (S) 384 in order to be representative. With SuperSport Park's 22 000 attendee capacity (SuperSport, 2015), it was therefore decided that 400 questionnaires should be distributed. The researchers were unsuccessful in obtaining the exact number of spectators to the matches on the two survey days. Based on availability sampling and loss of questionnaires, 362 respondents formed part of the two-day survey. Due to the importance of completed motivational information, only 318 fully completed questionnaires were included in the analysis. The researchers acknowledge the possibility that the sample may be unrepresentative, but when keeping in mind that this research is exploratory in nature, the researchers feel that there is merit in the results.

#### *Statistical analysis*

Microsoft Excel was used to capture the data, while SPSS (SPSS Inc., 2015) and Statistica (StatSoft Inc., 2015) were used to analyse it. The analysis was carried

out in three stages: two factor analyses, a cluster analysis and an analysis of significant differences between motivational clusters of the five-day cricket spectators.

The first step in a two principal axis factor analysis, using an Oblimin rotation with Kaiser normalisation, was performed on the 21 motivation items and 39 critical factors for a memorable cricket experience, to explain the variance-covariance structure of a set of variables through a few linear combinations of these variables. The Kaiser-Meyer-Olkin measure of sampling adequacy was used to determine whether the covariance matrix was suitable for factor analysis. Kaiser's criteria for the extraction of all factors with eigenvalues larger than one were used because they were regarded as explaining a significant amount of variation in the data. All items with a factor loading greater than 0.3 were considered as contributing to a factor, and all items with loadings less than 0.3 as not correlating significantly with this factor (Steyn, 2000). Any item that cross-loaded onto two factors with factor loadings both greater than 0.3 was categorised in the factor where interpretability was best. A reliability coefficient (Cronbach's alpha) was computed for each factor to estimate its internal consistency. All factors with a reliability coefficient above 0.6 were considered as acceptable in this study. The average inter-item correlations were also computed as another measure of reliability; these, according to Clark and Watson (1995), should lie between 0.15 and 0.55.

Secondly, a cluster analysis using Ward's method with Euclidean distances was performed in Statistica (StatSoft Inc., 2015) based on cricket spectators' motives as identified in the factor analysis. Thirdly, ANOVAs were used to investigate any significant differences between the identified market segments. Effects sizes were used to further identify any significant differences between the clusters. The purpose of determining effect size is to establish whether any differences exist between the clusters; in this case, in which combination of clusters the mean values of the motives and the averages of the socio-demographic and behavioural variables as well as mean values of the memorable experience factors had the smallest or largest effect. Cohen (1988), Ellis and Steyn (2003) and Steyn (jr) (2009) offer the following guidelines for the interpretation of the effect sizes: small effect:  $d = 0.2$ , medium effect:  $d = 0.5$  and large effect:  $d = 0.8$ .

## **Results**

This section discusses the results of the factor analyses (motives to support the test match and factors for a memorable cricket experience), and presents the results of the cluster analysis and ANOVAs to investigate significant differences.

The pattern matrix of the principal axis factor analyses using an Oblimin rotation with Kaiser normalisation identified four motivational factors and seven factors for a memorable experience; these were labelled according to similar characteristics (Tables 1 and 2). These factors account for 59% and 66% respectively of the total variance. All factors have relatively high reliability coefficients, ranging from 0.71 to 0.86 for the motivational factors and 0.88 to 0.93 for the memorable experience factors. The average inter-item correlation coefficients of between 0.37 and 0.55 for the motivational factors and 0.48 and 0.82 for the memorable experience factors also imply internal consistency for all factors. Moreover, all items that loaded onto a factor had a loading greater than 0.3, and the relatively high factor loadings indicate a reasonably high correlation between the factors and their component items. The Kaiser-Meyer-Olkin measure of sampling adequacy (0.86 and 0.93 respectively) indicates that patterns of correlation are relatively compact and yield distinct and reliable factors (Field, 2005). Bartlett's test of sphericity reached statistical significance in both cases ( $p < 0.001$ ), supporting the factorability of the correlation matrix (Pallant 2007).

**Table 1:** Results of factor analysis of five-day cricket SA vs. Australia – spectators' motives (n =318)

| Motivational factors and items                                 | Factor loading | Mean value  | Reliability coefficient | Average inter-item correlation |
|----------------------------------------------------------------|----------------|-------------|-------------------------|--------------------------------|
| <b>Factor 1: Cricket affinity</b>                              |                | <b>3.91</b> | <b>0.86</b>             | <b>0.52</b>                    |
| Because I really enjoy watching cricket matches                | 0.79           |             |                         |                                |
| To see world class cricket                                     | 0.79           |             |                         |                                |
| It is an international test match                              | 0.74           |             |                         |                                |
| To see my favourite cricketer(s) in action                     | 0.73           |             |                         |                                |
| I am a cricket enthusiast                                      | 0.66           |             |                         |                                |
| To enjoy the art of the game                                   | 0.60           |             |                         |                                |
| To support the national team                                   | 0.44           |             |                         |                                |
| <b>Factor 2: Socialisation and escape</b>                      |                | <b>3.71</b> | <b>0.78</b>             | <b>0.37</b>                    |
| To socialise                                                   | 0.77           |             |                         |                                |
| It is a social event                                           | 0.69           |             |                         |                                |
| For fun                                                        | 0.65           |             |                         |                                |
| To spend time with family and friends                          | 0.58           |             |                         |                                |
| To relax and to get away from my routine                       | 0.58           |             |                         |                                |
| It is an accessible match to attend                            | 0.37           |             |                         |                                |
| <b>Factor 3: Knowledge and event novelty</b>                   |                | <b>2.71</b> | <b>0.78</b>             | <b>0.37</b>                    |
| To learn technical aspects of the game                         | 0.84           |             |                         |                                |
| To improve my knowledge of the game and the game strategy      | 0.80           |             |                         |                                |
| To meet new people                                             | 0.44           |             |                         |                                |
| To see the cricketer(s) who I despise or do not like in action | 0.41           |             |                         |                                |
| To be part of the event                                        | 0.39           |             |                         |                                |
| It is a unique, once-in-a-lifetime experience                  | 0.37           |             |                         |                                |
| <b>Factor 4: Commitment</b>                                    |                | <b>3.04</b> | <b>0.71</b>             | <b>0.55</b>                    |
| I annually attend/follow the test match between the countries  | 0.55           |             |                         |                                |
| I regularly attend cricket matches                             | 0.43           |             |                         |                                |

Factor scores were calculated as the average of all items contributing to a specific factor in order to interpret them on the original five-point Likert scale of measurement. As Table 1 indicates, the following motives were identified: *Cricket affinity* (Factor 1), *Socialisation and escape* (Factor 2), *Knowledge and event novelty*

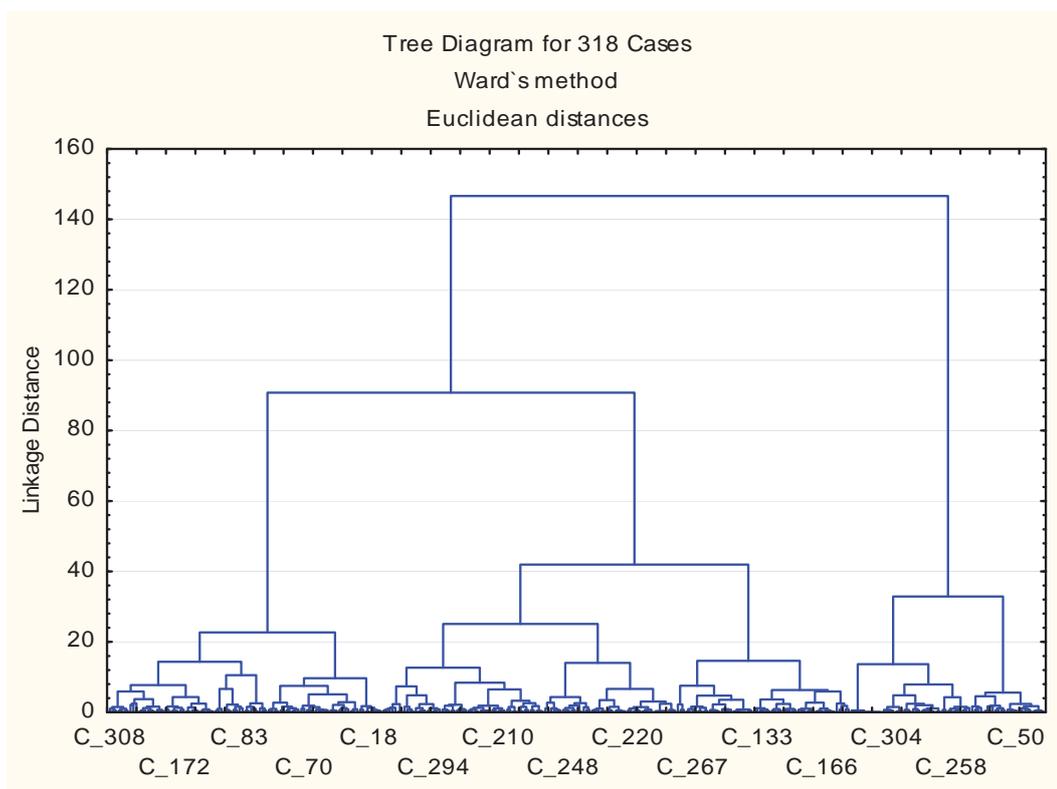
(Factor 3) and *Commitment* (Factor 4). *Cricket affinity* (Factor 1) obtained the highest mean value (3.91), and was consequently considered the most important motive for supporting the cricket matches between the two countries. *Socialisation and escape* recorded the second highest mean value (3.71), followed by *Commitment* (3.04). *Knowledge and event novelty* (Factor 3) had the lowest mean value (2.71) and was rated as the least important motive. Table 2 reveals seven critical factors for a memorable cricket experience.

**Table 2:** Results of factor analysis of five-day cricket SA vs. Australia – factors for memorable experience

| Memorable experience factors and items                                                         | Factor loading | Mean value  | Reliability coefficient | Average inter-item correlation |
|------------------------------------------------------------------------------------------------|----------------|-------------|-------------------------|--------------------------------|
| <b>Factor 1: General management and affordability</b>                                          |                | <b>3.84</b> | <b>0.93</b>             | <b>0.49</b>                    |
| Personnel that are easily noticeable                                                           | 0.79           |             |                         |                                |
| Personnel that are trained to handle any match enquiries                                       | 0.77           |             |                         |                                |
| Visibility of emergency personnel                                                              | 0.70           |             |                         |                                |
| Adequate safety precautions in place during the match                                          | 0.60           |             |                         |                                |
| Adequate number of rubbish bins at the stadium                                                 | 0.58           |             |                         |                                |
| Visibility of security on the sport grounds                                                    | 0.58           |             |                         |                                |
| Effective and reliable marketing prior to the match regarding date, time, venue etc.           | 0.54           |             |                         |                                |
| Effective technical aspects during the event (sound, announcements etc.)                       | 0.46           |             |                         |                                |
| Adequate, clean and hygienic ablution facilities inside/outside the sport ground               | 0.45           |             |                         |                                |
| Accessibility for the disabled                                                                 | 0.45           |             |                         |                                |
| Affordable food and beverages at the stadium                                                   | 0.44           |             |                         |                                |
| Good quality viewing of the match on a big screen                                              | 0.42           |             |                         |                                |
| Affordable tickets                                                                             | 0.34           |             |                         |                                |
| <b>Factor 2: Visibility, comfort and accessibility</b>                                         |                | <b>3.93</b> | <b>0.88</b>             | <b>0.55</b>                    |
| Good layout of the stadium                                                                     | 0.76           |             |                         |                                |
| Accessibility of seats in the stadium                                                          | 0.75           |             |                         |                                |
| Good visibility of the players from all viewpoints at the stadium                              | 0.71           |             |                         |                                |
| Comfortable seating                                                                            | 0.63           |             |                         |                                |
| Adequate information boards on the terrain and effective signage and directions to the stadium | 0.62           |             |                         |                                |
| Adequate seats in the stadium                                                                  | 0.58           |             |                         |                                |
| <b>Factor 3: Match qualities</b>                                                               |                | <b>3.96</b> | <b>0.88</b>             | <b>0.60</b>                    |
| An engaging and competitive match                                                              | 0.79           |             |                         |                                |
| An entertaining and action packed match                                                        | 0.77           |             |                         |                                |
| Seeing star playing players in action                                                          | 0.65           |             |                         |                                |
| High quality performance of both teams                                                         | 0.6            |             |                         |                                |
| A close, nail-biting match/ Drama of a close game                                              | 0.59           |             |                         |                                |
| <b>Factor 4: Engaging match</b>                                                                |                | <b>3.46</b> | <b>0.83</b>             | <b>0.48</b>                    |
| Furious batting                                                                                | 0.73           |             |                         |                                |
| Dynamic bowlers                                                                                | 0.62           |             |                         |                                |
| A fast paced game                                                                              | 0.6            |             |                         |                                |
| Affordable and variety souvenirs (e.g. caps, t-shirts, flags etc.)                             | 0.51           |             |                         |                                |
| Permission and adequate braai facilities                                                       | 0.49           |             |                         |                                |
| Beer tents for example the Castle Corner                                                       | 0.48           |             |                         |                                |
| <b>Factor 5: Crowd atmosphere</b>                                                              |                | <b>3.91</b> | <b>0.85</b>             | <b>0.54</b>                    |
| Energetic, lively and cheerful crowd                                                           | 0.67           |             |                         |                                |
| Favourable weather conditions                                                                  | 0.64           |             |                         |                                |
| Good atmosphere and entertainment such as music during breaks                                  | 0.55           |             |                         |                                |
| Spending an enjoyable time with family, friends and follow supporters                          | 0.51           |             |                         |                                |
| A victorious match for my team                                                                 | 0.46           |             |                         |                                |
| <b>Factor 6: Parking</b>                                                                       |                | <b>4.01</b> | <b>0.90</b>             | <b>0.82</b>                    |
| Adequate security at parking areas                                                             | 0.68           |             |                         |                                |
| Adequate parking arrangements                                                                  | 0.67           |             |                         |                                |
| <b>Factor 7: Food and beverages</b>                                                            |                | <b>3.61</b> | -                       | -                              |
| Variety of food and beverages available (e.g. Halaal, vegetarian)                              | 0.52           |             |                         |                                |

*Parking* (Factor 6) obtained the highest mean value (4.01) and was regarded as the most important factor for a memorable experience. This was closely followed by *Match qualities* with a mean value of 3.96. *Visibility, comfort and accessibility* (3.93) was regarded as the third most important memorable experience factor followed by *Crowd atmosphere* (3.91), *General management and affordability* (3.84) and *Food and beverages* (3.61). Interestingly, *Engaging match* (3.46), although still important when interpreted on the Likert scale, was regarded as the least important factor out of the seven for a memorable cricket experience.

An exploratory cluster analysis based on all cases in the data was performed on the motivational factors. A hierarchical cluster analysis, using Ward's method of Euclidean distances, was used to determine the clusters' structures based on the motivation factors. A three-cluster solution was selected as the most discriminatory (Figure 1). The results of the multivariate analyses were used to identify the three clusters and to indicate that significant differences existed between them ( $p < 0.05$ ).



**Figure 1:** Three cluster solution: Ward's method with squared Euclidean distance measures

*Identification of segmented clusters*

As displayed in Table 3, ANOVAs indicate that all four motivational factors contributed to differentiating between the three motivational clusters ( $p < 0.05$ ) with large effect size differences. The clusters were labelled according to the cricket terms that best describe the characteristics of the clusters. Cluster 1 contained the second largest sample of respondents (101) and obtained the highest mean values across all four motivational factors. This cluster seems to represent the most avid cricket spectators, enthralled by all the aspects of the experience, and this cluster was therefore labelled *enthusiasts*. Cluster 2, the smallest cluster with 99 respondents, regarded *socialisation and escape* as their most important motive followed by *cricket affinity*. This cluster was accordingly labelled *socialisers*. With 118 respondents, Cluster 3 is the largest cluster, especially motivated by *cricket affinity*, *socialisation and escape* and *commitment*. This cluster was labelled *regulars*, since they are committed and frequently attend international cricket matches (Table 4).

**Table 3:** Results of ANOVA and Tukey's post-hoc multiple comparisons for motivational factors in the three clusters of five-day cricket SA vs. Australia spectators

| Motives for attending              | 5 Day Cricket segments                |                                      |                                    | F-ratio | Sig. level | Effect sizes between clusters** |       |       |
|------------------------------------|---------------------------------------|--------------------------------------|------------------------------------|---------|------------|---------------------------------|-------|-------|
|                                    | Cluster 1<br>Enthusiasts<br>(N = 101) | Cluster 2<br>Socialisers<br>(N = 99) | Cluster 3<br>Regulars<br>(N = 118) |         |            | 1 & 2                           | 1 & 3 | 2 & 3 |
| <i>Cricket affinity</i>            | 4.54 <sup>a</sup>                     | 3.09 <sup>b</sup>                    | 3.93 <sup>c</sup>                  | 120.811 | <0.05*     | 3.18                            | 0.98  | 0.98  |
| <i>Socialisation and escape</i>    | 4.37 <sup>a</sup>                     | 3.53 <sup>b</sup>                    | 3.15 <sup>c</sup>                  | 83.868  | <0.05*     | 1.86                            | 1.72  | 0.43  |
| <i>Education and event novelty</i> | 3.55 <sup>a</sup>                     | 1.99 <sup>b</sup>                    | 2.51 <sup>c</sup>                  | 112.027 | <0.05*     | 1.72                            | 1.15  | 0.75  |
| <i>Commitment</i>                  | 4.27 <sup>a</sup>                     | 1.63 <sup>b</sup>                    | 3.12 <sup>c</sup>                  | 358.847 | <0.05*     | 3.43                            | 1.49  | 2.02  |

\* Statistically significant difference:  $p \leq 0.05$

Effect sizes: \*\*small effect:  $d = 0.2$ ; medium effect:  $d = 0.5$  and large effect:  $d = 0.8$

<sup>a</sup> Group differs significantly from type (in row) where <sup>b</sup> and <sup>c</sup> is indicated.

### ***ANOVAs, Tukey's post hoc multiple comparisons and effect sizes results***

ANOVAs, Tukey's post-hoc multiple comparisons and effect sizes were used to determine the differences between the respondents on the basis of their socio-demographic and behavioural characteristics. As Table 4 illustrates, and based on the effect sizes, the three clusters of cricket spectators differed significantly statistically, based on average group size ( $p = 0.009$ ), average number of people paying for ( $p = 0.009$ ), the spending category tickets ( $p = 0.016$ ), the average number of times the person had previously supported an international test match ( $p = 0.001$ ) and a domestic test match ( $p = 0.016$ ), age exposed to live cricket

*A Motivational-based typology of test cricket match spectators 1261*

matches ( $p = 0.001$ ) and in terms of all the media ( $p < 0.05$ ) with the exception of word-of-mouth ( $p = 0.399$ ).

**Table 4:** ANOVA, Tukey's post-hoc multiple comparisons and effect sizes for visitor characteristics of cricket fan clusters

| Characteristics                                             | Cluster 1<br>Enthusiasts<br>(N = 101) | Cluster 2<br>Socialisers<br>(N = 99) | Cluster 3<br>Regulars<br>(N = 118) | F-<br>ratio | Sig.<br>level | Effect sizes<br>between clusters** |          |          |
|-------------------------------------------------------------|---------------------------------------|--------------------------------------|------------------------------------|-------------|---------------|------------------------------------|----------|----------|
|                                                             |                                       |                                      |                                    |             |               | 1 &<br>2                           | 1 &<br>3 | 2 &<br>3 |
| Socio-demographics                                          |                                       |                                      |                                    |             |               |                                    |          |          |
| Average age                                                 | 32.32                                 | 34.06                                | 36.42                              | 2.25        | 0.108         | 0.14                               | 0.28     | 0.16     |
| Average group size                                          | 3.91 <sup>ab</sup>                    | 5.21 <sup>a</sup>                    | 3.36 <sup>b</sup>                  | 4.78        | 0.009*        | 0.40                               | 0.17     | 0.27     |
| Average number of people paying for                         | 2.03 <sup>a</sup>                     | 1.39 <sup>b</sup>                    | 1.74 <sup>ab</sup>                 | 3.88        | 0.022*        | 0.35                               | 0.16     | 0.23     |
| Length of stay in the area (nights) if not a local resident | 1.97                                  | 2.16                                 | 1.83                               | 0.13        | 0.881         |                                    |          |          |
| Spending categories                                         |                                       |                                      |                                    |             |               |                                    |          |          |
| <i>Tickets</i>                                              | R165.53 <sup>a</sup>                  | R95.00 <sup>b</sup>                  | R165.86 <sup>a</sup>               | 4.22        | 0.016*        | 0.28                               | 0.00     | 0.38     |
| <i>Accommodation</i>                                        | R222.04                               | R79.78                               | R226.23                            | 0.62        | 0.539         | 0.15                               | 0.00     | 0.11     |
| <i>Transport</i>                                            | R188.68                               | R513.09                              | R212.66                            | 1.17        | 0.313         | 0.74                               | 0.05     | 0.11     |
| <i>Food and restaurants</i>                                 | R183.12                               | R266.35                              | R258.87                            | 0.59        | 0.552         | 0.22                               | 0.15     | 0.01     |
| <i>Beverages</i>                                            | R255.43                               | R217.75                              | R168.29                            | 0.74        | 0.480         | 0.07                               | 0.15     | 0.07     |
| <i>Souvenirs</i>                                            | R43.55                                | R29.21                               | R23.42                             | 0.41        | 0.663         | 0.08                               | 0.12     | 0.03     |
| <i>Entertainment</i>                                        | R38.71 <sup>ab</sup>                  | R40.22 <sup>ab</sup>                 | R18.02 <sup>a</sup>                | 0.47        | 0.628         | 0.01                               | 0.11     | 0.09     |
| Total spending                                              | R1015.90                              | R1117.02                             | R1010.95                           | 0.04        | 0.961         | 0.05                               | 0.00     | 0.02     |
| Spending per person                                         | R630.19                               | R1051.55                             | R668.38                            | 0.59        | 0.552         | 0.29                               | 0.02     | 0.09     |
| Supporter behaviour                                         |                                       |                                      |                                    |             |               |                                    |          |          |
| Previously supported an international test match            | 3.17 <sup>b</sup>                     | 1.24 <sup>a</sup>                    | 2.88 <sup>b</sup>                  | 12.12       | 0.001*        | 0.51                               | 0.08     | 0.50     |
| Previously supported a domestic test match                  | 2.30 <sup>a</sup>                     | 1.05 <sup>b</sup>                    | 1.94 <sup>ab</sup>                 | 4.16        | 0.016*        | 0.33                               | 0.09     | 0.27     |
| Age exposed to cricket                                      | 7.79                                  | 9.02                                 | 8.29                               | 1.09        | 0.339         | 0.21                               | 0.09     | 0.11     |
| Age exposed to live cricket match                           | 12.55 <sup>a</sup>                    | 17.05 <sup>b</sup>                   | 12.69 <sup>a</sup>                 | 10.78       | <0.05*        | 0.58                               | 0.02     | 0.50     |
| Influential media                                           |                                       |                                      |                                    |             |               |                                    |          |          |
| Television                                                  | 3.32 <sup>a</sup>                     | 2.56 <sup>b</sup>                    | 2.83 <sup>b</sup>                  | 11.65       | <0.05*        | 0.74                               | 0.46     | 0.23     |
| Radio                                                       | 2.64 <sup>a</sup>                     | 1.75 <sup>b</sup>                    | 2.24 <sup>c</sup>                  | 14.19       | <0.05*        | 0.74                               | 0.33     | 0.50     |
| Website                                                     | 2.23 <sup>a</sup>                     | 1.58 <sup>b</sup>                    | 1.89 <sup>ab</sup>                 | 6.37        | 0.002*        | 0.53                               | 0.28     | 0.29     |
| Email                                                       | 1.72 <sup>b</sup>                     | 1.08 <sup>a</sup>                    | 1.42 <sup>b</sup>                  | 10.61       | <0.05*        | 0.58                               | 0.27     | 0.43     |
| Magazines                                                   | 1.73 <sup>a</sup>                     | 1.32 <sup>b</sup>                    | 1.49 <sup>ab</sup>                 | 3.10        | 0.026*        | 0.41                               | 0.24     | 0.20     |
| Newspapers                                                  | 2.10 <sup>b</sup>                     | 1.60 <sup>a</sup>                    | 1.74 <sup>ab</sup>                 | 4.05        | 0.019*        | 0.42                               | 0.30     | 0.14     |
| Word-of-mouth                                               | 2.89                                  | 2.64                                 | 2.67                               | 0.92        | 0.399         | 0.20                               | 0.18     | 0.02     |
| Facebook                                                    | 2.20 <sup>a</sup>                     | 1.39 <sup>b</sup>                    | 1.68 <sup>b</sup>                  | 10.59       | <0.05*        | 0.63                               | 0.40     | 0.30     |
| Twitter                                                     | 2.08 <sup>a</sup>                     | 1.24 <sup>b</sup>                    | 1.48 <sup>b</sup>                  | 13.16       | <0.05*        | 0.65                               | 0.46     | 0.27     |
| Internet blogs                                              | 1.67 <sup>b</sup>                     | 1.15 <sup>a</sup>                    | 1.37 <sup>ab</sup>                 | 6.56        | 0.002*        | 0.48                               | 0.28     | 0.28     |

<sup>o</sup>Expenditure per person, which was calculated by adding the spending of the respondent on the various components asked, and dividing the total by the number of people that respondents indicated they were financially responsible for.

\* Statistically significant difference:  $p \leq 0.05$ ; Effect sizes: \*\*small effect:  $d = 0.2$ ; medium effect:  $d = 0.5$  and large effect:  $d = 0.8$

# Respondents were asked to indicate to what extent the various media had influenced their decision to attend the cricket matches, where 1 = not at all, 2 = to a lesser extent, 3 = to a greater extent and 4 = completely.

In terms of socio-demographic characteristics, unsurprisingly, *socialisers* travelled in the largest groups (an average of 5 persons), while *regulars* travelled in the smallest groups (an average of 3 persons). *Enthusiasts* were financially responsible for the most people during the test match (an average of 2 persons), while *socialisers* paid for just themselves. Consequently, *socialisers* reported the lowest average spending on tickets (an average of R95), which could indicate that these spectators prefer to watch the test match from the grass as opposed to

the stands. Regarding their behaviour as supporters, *enthusiasts* and *regulars* previously supported the most international test matches (an average of 3 matches respectively) and domestic test matches (an average of 2 matches respectively) compared to the *socialisers*. These two segments were also exposed to live test matches at a younger age (an average of 13 years respectively) compared to *socialisers* who were exposed at an older age (an average of 17 years). When identifying the influential media, *enthusiasts* were influenced to a greater extent by the different media sources, especially by television (3.32) and radio (2.64) compared to *regulars* and particularly *socialisers*, who were influenced to a lesser extent.

Table 5 confirms that there are statistically significant differences between the three cricket spectator clusters in terms of all seven key factors for a memorable cricket experience ( $p < 0.05$ ). *Enthusiasts* had the highest mean values across all seven factors and regard all aspects important for a memorable experience. When looking at individual factor differences, the main differences are between *enthusiasts* and the other two clusters. *General management and affordability, visibility, comfort and accessibility, match qualities, engaging match and food and beverages* were regarded as more important factors for *enthusiasts*, while the other two clusters rated these aspects similarly. *Crowd atmosphere and parking* were the only factors rated differently by all three segments: Unsurprisingly, *crowd atmosphere* was also important to *socialisers*, while this factor and *parking* were less important to *regulars*.

**Table 5:** Results of ANOVA and Tukey's post-hoc multiple comparisons for memorable experience factors in the three clusters of 5-Day cricket SA vs. Australia spectators

| Management factors for a memorable experience | 5-Day Cricket spectator segments |                      |                    | F-ratio | Sig. level | Effect sizes between Clusters** |       |       |
|-----------------------------------------------|----------------------------------|----------------------|--------------------|---------|------------|---------------------------------|-------|-------|
|                                               | Cluster 1                        | Cluster 2            | Cluster 3          |         |            | 1 & 2                           | 1 & 3 | 2 & 3 |
|                                               | Enthusiasts (N = 101)            | Socialisers (N = 99) | Regulars (N = 118) |         |            |                                 |       |       |
| General management and affordability          | 4.11 <sup>a</sup>                | 3.73 <sup>b</sup>    | 3.61 <sup>b</sup>  | 13.980  | <0.05*     | 0.49                            | 0.71  | 0.15  |
| Visibility, comfort and accessibility         | 4.17 <sup>a</sup>                | 3.83 <sup>b</sup>    | 3.76 <sup>b</sup>  | 8.574   | <0.05*     | 0.38                            | 0.56  | 0.07  |
| Match qualities                               | 4.35 <sup>a</sup>                | 3.65 <sup>b</sup>    | 3.86 <sup>b</sup>  | 21.872  | <0.05*     | 0.77                            | 0.68  | 0.23  |
| Engaging match                                | 4.00 <sup>a</sup>                | 3.18 <sup>b</sup>    | 3.23 <sup>b</sup>  | 32.332  | <0.05*     | 0.93                            | 0.93  | 0.05  |
| Crowd atmosphere                              | 4.35 <sup>a</sup>                | 3.82 <sup>b</sup>    | 3.57 <sup>c</sup>  | 28.517  | <0.05*     | 0.63                            | 0.99  | 0.29  |
| Parking                                       | 4.23 <sup>b</sup>                | 4.04 <sup>ab</sup>   | 3.81 <sup>a</sup>  | 4.473   | 0.12       | 0.18                            | 0.39  | 0.21  |
| Food and beverages                            | 3.94 <sup>a</sup>                | 3.42 <sup>b</sup>    | 3.44 <sup>b</sup>  | 6.374   | 0.02*      | 0.39                            | 0.46  | 0.02  |

\* Statistically significant difference:  $p \leq 0.05$

Effect sizes: \*\*small effect:  $d = 0.2$ ; medium effect:  $d = 0.5$  and large effect:  $d = 0.8$

<sup>a</sup> Group differs significantly from type (in row) where <sup>b</sup> and <sup>c</sup> is indicated.

## **Discussion**

The results of this study provide various findings pertaining to the spectators of a five-day test cricket match. Firstly, although previous studies report similar motives, the combination and importance of each motive found in this study are distinct from other literature and support the notion that the type of sport greatly influences spectators' motives. Additionally, confirming the results of previous sport spectator research (Dhurup & Niyuimbanira, 2012; Kuenzel & Yassim, 2011; Saayman & Uys, 2003), it was found that cricket spectators were primarily motivated by intrinsic motives. Four motives for supporting the international test match were identified, in order of importance: *cricket affinity*, *socialisation and escape*, *knowledge and event novelty* and *commitment*. The motives of socialisation and escape had also previously been determined by Saayman and Uys (2004) and Dhurup and Niyimbanira (2012), while cricket affinity (to enjoy the game) was also identified by Saayman and Uys (2004). *Knowledge and event novelty* and *commitment* have not previously been indicated as motives to support cricket matches and can be regarded as distinct motives in this study. This finding implies that marketing messages should promote the sport of cricket to current and potential fans as a relaxing pastime, ideal for socialisation that provides high-class entertainment. Seeing that a key motive is *knowledge and event novelty*, it would also benefit cricket in general if the event was to make provision for educating spectators on the rules and basics of cricket. This can be done in an entertaining manner and by using star players to convey the message on the big screens during breaks or during wickets, etc. This will in return also enhance *cricket affinity* among spectators. The results furthermore confirm that the type and format of the cricket game influences spectators' motives. Although not the purpose of this study, comparing the results with a one-day cricket match in South Africa by Saayman and Uys (2004), similarities exist in terms of the motives of socialisation and escape as well as cricket affinity; however, distinct motives were identified for the five-day spectators, confirming that cricket spectators cannot be regarded as homogenous in terms of their motives. This emphasises the need for further research to identify the diversified motives of cricket spectators.

Secondly, the results confirm the suggestion by Kruger and Saayman (2012) that the factors for a memorable experience differ from one sporting event to the next. Compared to previous research on the cricket experience as discussed in the literature review, although some factors indicate a resemblance; for example: parking (Kruger & Saayman, 2012), match qualities (Kuenzel & Yassim, 2007) as well as crowd atmosphere (Kuenzel & Yassim, 2007; 2011), the combination of the factors identified in this research is distinctive. Our research identified seven critical success factors for a memorable cricket experience (in order of importance): *parking*, *match qualities*, *visibility*, *comfort and accessibility*,

*crowd atmosphere, general management and affordability, food and beverages and engaging match.*

There is yet another a combination of factors over which management has direct control as well as factors that cannot be controlled. However, most of the factors can be managed, for example: *general management and affordability, crowd atmosphere, visibility, comfort and accessibility and food and beverages*, as these factors contribute towards a memorable experience even though aspects such as *match qualities* and *engaging match* cannot be controlled. Focusing on the identified memorable experience factors should contribute to greater satisfaction and, hopefully, also greater loyalty and positive word-of-mouth referrals. The high rating of the factor of parking can be ascribed to the setting and location of SuperSport Park and the fact that spectators want to be assured of adequate and safe parking, especially during five-day test matches, which require their support over numerous days. This implies that cricket marketers should emphasise and promote the parking options available at the venues. Please note that the authors are not implying that parking is currently a problem, but simply that parking is perceived as an aspect that will contribute to a memorable spectator experience.

Thirdly, the research confirmed that motivation is a useful psychographic segmentation base, especially for cricket test match marketers and organisers wanting to identify viable market segments. Our results provide a motivation-based typology of five-day cricket spectators, thereby filling a gap in the current tourism literature. Clustering based on the motivational factors revealed the existence of specific cricket spectator segments that ought to be catered for, namely *enthusiasts, socialisers* and *regulars*. *Enthusiasts* exhibit similar characteristics to Kuenzel and Yassim's (2011) segment, 'Anoraks' of cricket (those who are highly involved), while the *socialisers* are similar to the cricket socialisers (those who are there to enjoy the game with friends). *Regulars* have not previously been identified as a cricket segment. These three clusters differed significantly in terms of their socio-demographic and behavioural characteristics. Essential differences indicate that the *enthusiasts* and *regulars* are the most lucrative spectators to attract and retain in terms of their higher involvement (number of match attendances) and commitment to the sport. The *socialisers* will always be a separate segment at the match; attending due to social facilitation opportunities these matches provide. *Socialisers*, however, travel in larger groups, stay the longest and spend the most, making them the most viable market from an economic point of view. It is crucial that marketers approach each of the three clusters separately, as each cluster is a viable and sustainable spectator market, but this can only be done by focusing on each market's specific needs and motives. Cricket marketers should develop a two-tier marketing approach in order to attract and retain these three clusters. The first tier should focus on the *enthusiasts* and *regulars* as they constitute the largest percentage of spectators,

and the second tier on the *socialisers*. Furthermore, one should take into account the existence of various forms of cricket matches, which means that these matches cater for the same spectators, increasing the competition among the various cricket formats. One cannot therefore apply one set of motives to all cricket match types, but should rather differentiate between these forms of cricket matches.

Fourthly, essential differences are also evident in terms of the memorable experience factors, confirming that cricket spectators should not be regarded as homogenous in terms of their cricket experience expectations. *Enthusiasts* rated all aspects as important for a memorable experience, implying that they have a clear expectation of all aspects pertaining to their experience. *Socialisers* and *regulars* rated the factors similarly; however, *socialisers* regard *crowd atmosphere* as more important in creating a memorable experience. These differences should be considered when organising international five-day test matches.

Fifthly, the results showed a clear link between early exposure and affinity to the sport. *Enthusiasts* comprised the youngest segment and had also been exposed to the sport at a young age, along with the *regulars*. Both clusters also support cricket matches regularly. It is especially important to retain and grow these clusters as a reduction in cricket match spectators will lead to a decrease in the number of game sponsors, in turn causing a decrease in the number of cricket matches. There is, furthermore, a clear progression from *socialisers* to *regulars* to *enthusiasts*. If the current *socialisers* attend more often, they can be converted to *regulars* and eventually to *enthusiasts*. Participation in, as well as support of, sport should therefore be encouraged from a young age in order to foster love for cricket. Special discounts or free entrance can be provided to school groups at predetermined international five-day test cricket matches, while cricket academies can also be launched where international and domestic players hold training camps aimed at children (held at schools) and up-and-coming cricketers. This could lead to an appreciation of the sport, which can also be enjoyed as a spectator, even if one cannot pursue a professional cricket career.

## **Conclusion**

In this study, the researchers segmented spectators at a five-day international cricket test match on the basis of their motives and for the first time (to their knowledge) differentiated the factors that various segments regard as important for a memorable experience. The study contributes to the field in five ways: by providing an understanding of the motives of cricket spectators to a five-day test cricket match; by demonstrating that cricket spectators cannot be regarded as homogeneous and that the format of the game significantly influences spectators' motives; by presenting findings that clustering cricket spectators on the basis of

their motives is a useful market segmentation tool as it gives a clear and direct profile and understanding of different types of cricket visitors and their spectating preferences; by proposing a typology of cricket spectators; and finally, the results indicated a progression between cricket spectators in terms of their affinity to the game by emphasising the importance of early exposure to the sport. This research furthermore provides guidelines on how cost effective and directed marketing plans can be developed to ensure that all three identified clusters continue supporting five-day test cricket matches. This research therefore contributes towards the marketing of team sports events in revealing that a universal set of motives and memorable experience aspects cannot be applied to all types of team sports events, but, rather, that differentiated marketing plans should be developed. These marketing plans should be determined based on the type of sport, the nature of the specific sport event, the market it attracts and the setting of the event.

This research method should be replicated at five-day test cricket matches played at other venues with different teams taking part in order to determine to what extent the variable 'match setting' influences spectators' motives and memorable experience aspects. This research should also be performed at different forms of cricket matches as well as at various types of team sports events to determine how the 'nature' of the event as well as 'sport type' influences spectators' motives and expectations of a memorable experience.

### **Acknowledgments**

The authors would like to thank the National Research Foundation (NRF) for providing their financial assistance as it would not have been possible without their support.

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## *A Motivational-based typology of test cricket match spectators 1267*

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1268 Scholtz, Kruger and Saayman

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*A Motivational-based typology of test cricket match spectators 1269*

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