

Theses of the Doctoral (PhD) Dissertation

CONSUMER MOTIVATION OF VISITORS TO INTERNATIONAL SPORT EVENTS

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1. BACKGROUND AND OBJECTIVES OF THE RESEARCH AND PRESENTATION OF THE RESEARCH HYPOTHESES

In my research, I examine the motivations and retention of passive sport consumers in the context of international sport events hosted in Hungary. My aim is to identify the motivational and constraining factors that directly or indirectly influence individuals' decisions to attend a given sport event and, through their consumption, generate revenue for the organizers.

According to marketing and sociological approaches, sport consumption is a distinctive form of consumption in which sport, as a product, has both demand and supply sides and, similarly to other goods, provides utility, experience, and value to consumers (NEULINGER, 2007). The sport product can be interpreted as a complex service package that may include tangible elements (e.g. admission ticket, facility) as well as intangible experiences, such as the excitement associated with watching the event, the atmosphere of the event, or its community experience (KOMÁROMI and BÁCSNÉ, 2020). The needs of sport consumers are therefore linked simultaneously to physical service elements and experience-based components. Sport consumption can take active and passive forms. Active sport consumption means engaging in sporting activity, while passive sport consumption is associated with watching and following sport events on site or through the media (NEULINGER, 2007).

The present research focuses on passive sport consumption, and more specifically on the motivations determining on-site attendance at international sport events hosted in Hungary and on the factors constraining participation. As a complex service package, a sport event consists not only of the competition or match itself, but also includes the sport experience, the facility, the quality of organization, supplementary services, and community and tourism experiences. Together, these factors constitute the value proposition that sport consumers “purchase” and that fundamentally determines their satisfaction and future behavior (KOMÁROMI and BÁCSNÉ, 2020).

One of the central aims of the research is to examine which experience and service elements contribute to the development of consumer satisfaction and how this leads to loyalty and to a stronger intention to participate in the future. Within this framework, the study covers the role of the sport experience, tourism experiences, and community motivations, as well as

the effect of factors hindering participation. A further aim of the research is to explore the extent to which sport-event organizers place the consumer at the center of the planning process and the extent to which experience- and service-oriented elements similar to international good practices appear in international sport events hosted in Hungary. Sport consumers influence the economic performance of sport events both directly and indirectly, because their presence and spending constitute a fundamental source of revenue for organizers and related tourism service providers.

The relevance of the research is reinforced by the fact that, since 2010, Hungary has treated sport as a strategic sector and has identified the preservation of its status as a sporting nation as a priority objective, which has resulted in the involvement of substantial public funding in international sport events hosted in Hungary (KEDELÉNYI-GULYÁS, 2017). Consequently, a significant share of the budgets of sport events is often covered by public subsidies, raising the question of long-term economic sustainability.

The present research therefore contributes to understanding which motivational, experience-related, and organizational factors may strengthen spectators' willingness to attend and, through this, how international sport events hosted in Hungary may become sustainable in the longer term, potentially relying to a greater extent on market-based revenues.

Through the results, I intend to provide organizers of Hungarian sport events with practically useful information so that they can address spectators more effectively in the future, increase on-site attendance, and thereby contribute to the economic and social success of events.

Research Gap and Novelty of the Research

In the Hungarian and international literature, many aspects of sport consumption, sport tourism, and sport-event attendance have been studied; however, several authors point out that the integrated examination of consumer behavior related to sport events remains incomplete (GIBSON, 2004; WEED, 2009). Previous studies often treat sport-tourism motivations, destination-related factors, event experience, or loyalty separately, while relatively few empirical models examine these factors together (KAPLANIDOU and VOGT, 2010). In addition, the literature primarily focuses on mega-events or professional sport leagues, whereas medium-sized international sport events and their on-site spectators receive less attention (PREUSS, 2007). In sport-tourism research, several authors also

emphasize the need for complex, theoretically grounded models capable of simultaneously addressing motivations, experience, and consumer behavior (AICHER and BRENNER, 2015).

The research gap can primarily be identified in the fact that, in the Hungarian context, only a limited number of studies on international sport events simultaneously analyze sport-event attendance motivations, factors hindering participation, the relationships between satisfaction and loyalty, revisit intention, and visitor segmentation.

The scientific novelty of the research lies not only in examining Hungarian visitors to international sport events, but also in linking the different dimensions of sport consumption within a unified analytical framework. Previous studies have typically examined sport-event attendance motivations, sport-tourism factors, satisfaction, or loyalty separately, whereas the present research interprets them as parts of a coherent consumer process. Accordingly, the study is directed not only at identifying participation motivations, but also at analyzing the relationships that lead from motivations through satisfaction and loyalty to the development of revisit intention. This integrated approach may contribute to a deeper understanding of sport-consumer behavior and offer new perspectives for the consumer-centered development of international sport events hosted in Hungary.

The novelty of the present research is that it examines Hungarian visitors to international sport events in a complex manner, thereby creating a link between the fields of sport consumption, sport tourism, and service management.

A further novelty of the dissertation is the identification of the motivational dimensions of sport-event visitors, the examination of the satisfaction-loyalty-revisit intention relationship, and the motivation-based segmentation of visitors. The results may contribute not only to sport-consumption research from a scientific perspective, but may also provide practical information for sport-event organizers, sport federations, and sport-tourism service providers.

Research questions:

- Main question: Which motivational and constraining factors, as well as individual background variables, influence the intention to attend international sport events hosted in Hungary, and what role do satisfaction and loyalty play in this process?

Further questions:

1. Which motivational dimensions directly and indirectly influence the intention to attend sport events?
2. Which constraining factors reduce the intention to attend sport events?
3. What characteristically different groups of sport-event visitors and consumers can be identified?
4. What types of organizational, service, and experience-element offerings may contribute to effectively addressing the identified groups?

Preliminary hypotheses:

H1: I assume that motivations related to the sport experience have a positive effect on satisfaction with the sport event.

H2: I assume that satisfaction with the sport event has a positive effect on visitor loyalty.

H3: I assume that visitor loyalty has a positive effect on the intention to return to international sport events hosted in Hungary.

H4: I assume that constraining factors and socio-economic background variables (specifically differences in income and educational attainment) influence the intention to attend sport events and motivational patterns.

2. DATASET AND DESCRIPTION OF THE METHODS APPLIED

During the research, I sought to examine the motivations, constraining factors, and behavioral patterns of visitors to international sport events in Hungary and, on this basis, to provide practically applicable recommendations for sport-event organizers. To this end, my research draws on both primary and secondary data sources.

The aim of the present research was to examine the motivations of visitors to international sport events hosted in Hungary, the processes underlying these motivations, their perceived experiences, satisfaction, loyalty, and revisit intention. I applied a quantitative method with cross-sectional data collection. During the secondary research, I reviewed the literature on sport consumption, passive sport consumption, motivation, sport tourism, and service management. Through the secondary research, I sought to obtain an overview of passive sport-consumer behavior and of the economic and social impacts of international sport events. The literature review covered sport economics and the interpretation of sport events as products; decision-making by sport-event visitors and passive sport consumers; and the motivations and constraining factors observed in sport consumption. The literature review provided a clearer picture of sport-event attendance as a form of experience-seeking consumption influenced by both external factors (price, accessibility, social environment) and internal factors (motivations, attitudes, emotions). On this basis, my research was built on a literature-based conceptual model that systematizes the hypothesized relationships among sport-experience motivation, satisfaction, loyalty, and revisit intention.

In the primary research, I conducted quantitative research using an online questionnaire and convenience sampling. Data were collected online using a Google Forms questionnaire. Data collection took place between 24 June and 15 November 2025, and 627 usable responses received by the close of the data-collection period were included in the analysis. The questionnaire was distributed electronically, primarily through social-media platforms, online groups related to sport, sport events, and tourism, as well as through personal and professional networks. The target group of the research consisted of actual and potential visitors to international sport events hosted in Hungary. No prior exclusionary screening was applied; questionnaires completed voluntarily and containing evaluable responses were included in the study. Previous sport-event attendance was not a prerequisite, because the research also covered the motivations and attendance intentions of potential visitors without

prior experience. Participation was voluntary and anonymous, and respondents decided at their own discretion whether to take part. The questionnaire was distributed using non-probability sampling; therefore, the results cannot be regarded as representative of the entire Hungarian population or of the total population of sport-event visitors in Hungary. Nevertheless, the 627 usable responses enabled exploratory multivariate statistical analysis of the motivational, attitudinal, and behavioral relationships under investigation. The results therefore apply exclusively to the examined voluntary, non-probability sample and cannot be generalized to the entire Hungarian population or to the whole population of sport-event visitors in Hungary. The identified relationships should be interpreted as exploratory associations. The questionnaire included questions in, among others, the following areas:

- demographic variables (gender, age, place of residence, education, income)
- Sport consumption (sport participation, sport following)
- frequency of sport-event attendance
 - motivation questions related to sport-event attendance
 - motivations related to the sport experience
 - tourism motivations
 - community motivations
 - constraining factors (factors hindering participation)
 - overall satisfaction (event experience)
 - loyalty (recommendation)
- revisit intention
- questions related to services used at the sport event
- questions related to the sport facility

To construct the questionnaire, I used as a starting point the theoretical dimensions and selected items of previously applied and validated measurement scales in the fields of sport consumption and sport tourism. The motivation questions were based on the Motivation Scale for Sport Consumption developed by TRAIL and JAMES (2001), the SPEED scale presented by FUNK et al. (2009), the push-pull approach used in tourism, and OTTEVANGER's (2007) push-pull-constraints model. I translated the English-language items into Hungarian and carried out their content adaptation myself. During translation, I sought to preserve the meaning of the original statements and then adapt them to the context

of international sport events. The procedure represented content and contextual adaptation rather than unchanged application of the original scales in Hungarian or a comprehensive new scale-validation process. I assessed the internal reliability of the adapted item groups using Cronbach's alpha and corrected item-total correlations, and examined their empirical structure using exploratory factor analysis. The wording was adapted to the context of international sport events; therefore, some items were shortened, simplified, or reformulated to refer to a specific sport-event attendance situation.

The first part of the questionnaire contained socio-demographic variables. This block included questions on gender, year of birth, marital status, household size, place of residence, educational attainment, occupation, and financial situation. These questions were included primarily as closed-ended items measured on nominal or ordinal scales, and they also served to explore the socio-demographic profiles of the clusters in the later analyses.

The second block examined general sport-consumption habits. It included questions measuring the duration of respondents' sport-event attendance history, social embeddedness, preferred sport, the origin of their attachment to the sport, mode of transport, and the forms and frequency of on-site and media-based sport consumption. This section also included items concerning the frequency of following international sport events in Hungary and support for Hungary as a host location and as an organizing country. This block consisted partly of background questions developed by me and partly served to provide the context required for interpreting the later motivation and loyalty analyses.

The third block measured factors influencing sport-event attendance motivation, primarily based on HENDRIK-JAN OTTEVANGER's (2007) push-pull-constraints model.

- The wording "big sport event" appearing in the adapted questionnaire items is a content-adapted, respondent-friendly version of the expression "big sport event" used in the original measurement instrument. In implementing the research, I used the term as an umbrella concept for international sport events expected to attract substantial interest, rather than as a category synonymous with mega-events. When presenting the results, I reproduce the original wording of the individual questionnaire items unchanged in the interest of measurement transparency.
- Among the dimensions included in the original model, the push or internal motivations comprised escape, relaxation, introspection, entertainment, and

socialization. The pull factors included novelty, fan motives, self-development, and destination-related dimensions. Constraints included risks, threats, and competing alternatives. In the questionnaire, the original theoretical dimensions were transformed into specific Hungarian-language statements referring to a sport-event attendance situation. For example, the original motivational item reflecting the general push (internal) logic of “getting away from the daily routine” appeared in the questionnaire as “By attending a big sport event, I get away from the stress of everyday life.” The internal motivation statements also included other adapted items, such as the original motivation content related to social experience, which appeared as “A big sport event gives me an opportunity to share my interest in sport with other people.”

Table 1: Adaptation of Internal Motivation Statements

Original statement	Adapted Hungarian statement
“By attending a big sport event I get away from daily life stress”	Azzal, hogy részt veszek egy nagy sporteseményen, kiszakadok a mindennapi stresszből
“Visiting a big sport event is for me a form of relaxation”	Egy nagy sportesemény meglátogatása számomra a kikapcsolódás egyik formája
“The atmosphere at a big sport event makes me wants to visit”	A várható felemelő hangulat miatt akarok kilátogatni egy nagy sporteseményre
“Attending a big sport event gives me opportunity to meet new people”	Egy nagy sportesemény lehetőséget ad arra, hogy új embereket ismerjek meg
“Attending a big sport event gives me opportunity to share my sport interest with other people”	Egy nagy sportesemény lehetőséget ad arra, hogy megosszam a sport iránti érdeklődésemet másokkal

Source: author's own translation and adaptation based on OTTEVANGER (2007)

Similarly, the original items measuring destination-related tourism attractiveness were also rewritten for the context of sport events held in Hungary, for example in the form of statements concerning getting to know the location and visiting nearby attractions. Thus, the original model was incorporated into the questionnaire not as a verbatim adoption but as a content adaptation. In the case of pull (external) motivations, the original questions focused primarily on the attractiveness of the event and the destination.

Table 2: Adaptation of External Motivation Statements

Original statement	Adapted Hungarian statement
“To see national sporters/team play makes me want to visit a big sport event”	Látni szeretném a válogatott játékosokat/csapatokat élőben a nagy sporteseményen
“Attending a big sport event has always been a dream for me”	Egy nagy sporteseményen való részvétel mindig is egy álom volt számomra
“I would like to experience the culture of the place/country where the sport event is held”	Szeretném megismerni annak a helynek/országnak a kultúráját, ahol a sporteseményt tartják
“I would like to visit other places besides the sport venues”	A sporteseményen kívül más helyeket is szeretnék megnézni a környéken

Source: author's own translation and adaptation based on OTTEVANGER (2007)

In the case of constraining factors (constraints), the original statements focused on factors inhibiting participation.

Table 3: Adaptation of Deterrent Factors

Original statement	Adapted Hungarian statement
“High financial costs keep me away from a big sport event”	A magas anyagi költségek távol tartanak egy nagy sporteseménytől
“Probable safety or health problems keep me away from the sport event”	A valószínűsíthető biztonsági vagy egészségügyi problémák távol tartanak a sporteseménytől
“I would prefer to watch the sport event on television”	Szívesebben nézem a TV-ben a sporteseményt

Source: author's own translation and adaptation based on OTTEVANGER (2007)

The questions in the fourth block measuring event quality, destination image, and perceived value were based on studies in the fields of sport tourism and service marketing (JEONG & KIM, 2020; ZEITHAML, 1996). I incorporated the dimensions of event quality based on the scales of JEONG and KIM (2020) and JIN, LEE and LEE (2012). The original design included game quality, interaction quality, outcome quality, and physical-environment quality. In my questionnaire, these were interpreted not directly in relation to a specific sport match, but more broadly in relation to the experience of an international sport event hosted in Hungary. A similar adaptation was made for destination image: friendliness of local residents, safety, accommodation options, and attractions appeared in the questionnaire as characteristics of the “settlement hosting the event.” In the perceived-value block, I

simplified the original value construct and converted it into event-specific statements that were easier for respondents to interpret, for example: “the event made me feel good,” “the quality of the event was outstanding,” and “attending it was a good decision.” Items related to the quality of the facility, organization, and services were formulated as simple, specifically assessable statements in the questionnaire. To examine satisfaction, loyalty, and revisit intention, I relied on models examining the relationship between service quality and behavioral consequences (ZEITHAML et al., 1996; WANG et al., 2022). I adapted the original questions to sport events, enabling me to measure overall satisfaction, willingness to recommend, and revisit intention.

In the questionnaire, respondents could answer dichotomous items and selected items using a 5-point Likert scale, and they were also given opportunities to provide open-ended responses. After cleaning and preparing the resulting dataset, I processed and analyzed the data using SPSS software (IBM SPSS Statistics v28, v31). The analyses included descriptive statistics (mean, standard deviation), reliability analyses (Cronbach’s alpha), factor analysis, linear regression analysis, analysis of variance, post hoc tests (Tukey, Games-Howell), and cluster analysis. In addition to statistical significance, I also used effect sizes to evaluate the practical significance of the results. For independent-samples t-tests, I reported Cohen’s d; for analyses of variance, eta squared; for chi-square tests, Cramér’s V; and for Kruskal-Wallis tests, epsilon squared. In correlation analyses, Pearson’s r was used, while in the regression models the standardized beta coefficient and R^2 were used to evaluate the strength of the relationship. Effect size was interpreted separately from the p-value. The purpose of the cluster analysis was to distinguish spectators attending sport events on the basis of their motivations, after which I conducted further analyses and comparisons using the resulting variables (spectator groups) with respect to satisfaction, loyalty, and revisit intention.

The research is based on online questionnaire data collection. A total of 627 responses were received. The sample size provides an adequate basis for conducting quantitative statistical analyses.

As the first step of data processing, I examined the quality of the dataset. I reviewed whether there were responses that were incomplete or did not contain usable data. Variables related to the “other” response options were excluded from the analysis because completing these items was optional and their absence cannot be regarded as actual data loss. Following the

review, it was established that no observation had to be excluded; therefore, the full sample was included in the analysis. On this basis, the dataset can be considered suitable for further statistical analyses.

The sample can be regarded as balanced in terms of gender composition. It included 325 women (51.8%) and 301 men (48.0%), while one respondent selected the “Prefer not to answer” category. The balanced gender distribution supports comparisons between genders.

Table 4: Demographic Characteristics of the Sample - Distribution by Gender
(N=627)

		Frequency (persons)	Share (%)	Valid (%)	percentage	Cumulative (%)	percent
Valid	Male	301	48.0	48.0		48.0	
	Female	325	51.8	51.8		99.8	
	Prefer not to answer	1	.2	.2		100.0	
	Total	627	100.0	100.0			

Source: author's own research and compilation

The respondents ranged in age from 16 to 83 years. The mean age was 37.4 years, with a standard deviation of 14.6 years, while the median was 34 years. The age distribution shows that working-age respondents dominate the sample, while younger and older age groups are also represented in smaller proportions. This makes it possible to examine the role of age in sport-event attendance and the development of attendance intention.

When creating the age categories, I took into account the age distribution of the sample and the number of respondents in each age group. Because of the small number of respondents aged 16-17, I set the lower limit of the age classification at 16 years and included them in the 16-29 age group.

Table 5: Demographic Characteristics of the Sample - Distribution by Age (N=618)

		Frequency (persons)	Share (%)	Valid (%)	percentage	Cumulative percent (%)
Valid	Age 16-29	212	33.8	34.3		34.3
	Age 30-44	194	30.9	31.4		65.7
	Age 45-59	167	26.6	27.0		92.7
	Age 60+	45	7.2	7.3		100.0
	Total	618	98.6	100.0		
System missing		9	1.4			
Total		627	100.0			

Source: author's own research and compilation

The majority of respondents provided a valid answer regarding educational attainment; the proportion of missing responses was only 0.5%, so the analysis is based on data from 624 respondents. By educational attainment, the majority of respondents have upper-secondary or tertiary education. The proportion of groups with lower educational attainment is negligible in the sample (primary school: 0.8%; vocational qualification: 3.8%). In the sample, 38.3% of respondents have a secondary school-leaving certificate, making this the largest individual group. This suggests that a substantial share of respondents come from a social group that may be assumed to be open to attending sport events, while not necessarily belonging to those with tertiary education. The proportion of respondents with tertiary education is high in the sample (Bachelor's degree: 29.2%; Master's degree: 23.2%; doctoral degree: 4.6%). This means that more than half of the sample has tertiary education, indicating overrepresentation compared with population surveys (KSH, 2022; OECD, 2022; EUROSTAT, 2023). Overall, the sample is skewed toward respondents with upper-secondary and tertiary education, which should be considered when interpreting the results.

Table 6: Demographic Characteristics of the Sample - Distribution by Educational Attainment (N=624)

		Frequency (persons)	Share (%)	Valid percentage (%)	Cumulative percent (%)
Valid	Primary school	5	.8	.8	.8
	Vocational qualification	24	3.8	3.8	4.6
	Secondary certificate	239	38.1	38.3	42.9
	Bachelor's degree	182	29.0	29.2	72.1
	Master's degree	145	23.1	23.2	95.4
	Doctoral degree	29	4.6	4.6	100.0
	Total	624	99.5	100.0	
System missing		3	.5		
Total		627	100.0		

Source: author's own research and compilation

Respondents could characterize their own income situation through a self-classification question relative to the current national average net earnings. A total of 519 respondents provided a valid answer, representing 82.8% of the total sample. The proportion of missing responses was 17.2%, which is entirely acceptable for questions characterized by “high item nonresponse,” such as income questions, where refusal rates are typically higher (TOURANGEAU et al., 2000; GROVES et al., 2009). The responses indicate that respondents perceive their financial situation as average or better than average. An average financial situation characterizes 34.3% of the sample, making it the largest group and suggesting that a substantial share of respondents consider themselves to be in a stable, though not outstanding, financial position. A total of 39.1% classified themselves as above average or well above average, which implies a favorable background for attending sport events. By contrast, 26.6% classified themselves as below average or well below average, meaning that approximately one quarter of the sample falls below the national average. Overall, the sample provides an appropriate basis for examining the relationships between income situation, attendance at sport events, and the factors influencing it.

Table 7: Demographic Characteristics of the Sample - Distribution by Income
(N=519)

		Frequency (persons)	Share (%)	Valid percentage (%)	Cumulative percent (%)
Valid	Well below average	41	6.5	7.9	7.9
	Below average	97	15.5	18.7	26.6
	Average	178	28.4	34.3	60.9
	Above average	163	26.0	31.4	92.3
	Well above average	40	6.4	7.7	100.0
	Total	519	82.8	100.0	
System missing		108	17.2		
Total		627	100.0		

Source: author's own research and compilation

Overall, the demographic composition of the sample provides an appropriate basis for examining the objectives of the research. Although, due to convenience sampling, the sample cannot be considered representative of the entire Hungarian population, the heterogeneous demographic composition of the respondents enables reliable analysis of the relationships among sport-event attendance motivations, satisfaction, loyalty, and revisit intention.

3. MAIN FINDINGS OF THE DISSERTATION

In the previous chapters of the research, I presented the main characteristics of the questionnaire-based data collection, the reliability of the scales examined, and the motivational factors and constraining factors. I subsequently carried out descriptive statistical analyses, group comparison tests (t-test, ANOVA), and correlation and regression analyses, which enabled me to identify the main relationships influencing attendance intention and behavior in relation to international sport events hosted in Hungary. These results allow the hypotheses formulated at the beginning of the research to be supported or rejected. The purpose of hypothesis testing is to examine the extent and direction of the relationships between motivational factors and dimensions, constraining factors, individual background variables, and outcomes related to sport-event attendance, particularly satisfaction, loyalty, and revisit intention.

By examining group differences (gender, age, educational attainment, financial situation), I analyze the role of individual background variables, while the correlation and regression analyses explore the relationships among the motivational dimensions, satisfaction, loyalty, and revisit intention. In this way, I aim to provide a comprehensive picture of the factors that contribute most strongly to the development of attendance intention at international sport events hosted in Hungary. The basis of hypothesis testing was the sport-consumer behavioral model presented earlier. According to the model, sport-experience motivation may be associated with satisfaction, satisfaction with loyalty, and loyalty with future revisit intention. The regression analyses examined the strength and direction of these relationships; however, their causal ordering cannot be established from the cross-sectional data collection.

The descriptive results indicate a high level of interest in sport in the sample. Nearly 70% of respondents engage in sporting activity regularly, and sport consumption through the media is also widespread. On-site sport-event attendance, however, is more occasional: among respondents providing a valid response regarding in-person sport-event attendance, 64.8% attend sport events a few times per year, 19.0% monthly, and 16.2% weekly. In the total sample, 37.4% have attended sport events since childhood, whereas 25.9% do not attend on-site events at all. The results therefore portray a heterogeneous sample of sport consumers in which both regularly engaged and potential visitors are present.

The analysis of sport-event attendance motivations showed that the strongest motivating factors were directly related to the sport experience and emotional engagement with the event. Among the factor means, Sport Experience Motivation was the strongest ($M=3.799$), followed by Tourism Motivation ($M=3.535$) and Community Motivation ($M=3.224$). Among the factors constraining participation, high financial costs represented the strongest barrier ($M=3.22$), followed by a preference for watching the sport event on television ($M=2.85$). The overall mean of the constraining factors was 2.66, indicating that the barriers examined had a moderate overall deterrent effect.

Exploratory factor analysis of the motivation statements resulted in three clearly distinguishable dimensions: motivation related to the sport experience, tourism motivation, and community motivation. The factor structure proved adequate ($KMO=0.899$; Bartlett's test $p<0.001$), and the internal reliability of the three dimensions was good (Cronbach's alpha: 0.906; 0.813; 0.801). These indicators provided an appropriate empirical basis for the subsequent regression and cluster analyses built on the motivational factors.

The internal reliability of the outcome variables used in the further analyses was also high: the Cronbach's alpha value of the Satisfaction scale was 0.906, that of Loyalty was 0.938, and that of Revisit Intention was 0.934, while the Constraints scale had a value of 0.736.

The regression models quantify the direction and strength of the relationships between the variables; because of the cross-sectional data collection, the results cannot be interpreted as establishing a causal sequence.

H1: In my first hypothesis, I assumed that motivations related to the sport experience have a positive effect on overall satisfaction with the sport event. To support the hypothesis, I conducted linear regression analyses in which the dependent variable was the composite satisfaction score, while the independent variables were the motivational factors identified and constructed earlier: sport experience, tourism, and community motivations.

The results show that the regression model is statistically significant ($p < 0.001$) and that the motivational factors included in the model meaningfully explain variation in overall satisfaction.

Table 8: Satisfaction - Sport Experience, Tourism, and Community Experiences - Significance of the Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.156	3	63.052	106.297	<.001 ^b
	Residual	369.545	623	.593		
	Total	558.702	626			

a. Dependent variable: SATISFACTION_mean

b. Predictors: (constant), community experience (factor mean), tourism motivation (factor mean), sport experience (factor mean)

Source: author's own research and compilation

The model shows a moderate multiple correlation with satisfaction ($R=0.582$), and the three motivational factors explain 33.9% of the variance in satisfaction ($R^2=0.339$). Examining the motivational factors separately, the Sport Experience motivational factor has the strongest explanatory power ($Beta=0.620$). On this basis, the stronger the Sport Experience motivation of an individual (quality of the match, atmosphere, seeing athletes and stars), the higher they rate their overall satisfaction with the sport event.

By contrast, the Tourism Motivation factor did not show a significant relationship with satisfaction ($Beta=0.032$; $p=0.374$), meaning that the independent relationship of Tourism Motivations (destination, city, cultural experiences) with satisfaction was not statistically significant ($Beta=0.032$; $p=0.374$). Contrary to my expectations, the relationship identified between Community Motivations and satisfaction was weak but statistically significant and negative ($Beta=-0.100$; $p=0.014$). From this, I conclude that sport consumers who attend sport events primarily because of community and social experiences, and to meet friends and other fans, have lower overall satisfaction with the sport event when the effect of the sport experience is also taken into account. However, it can be seen that this effect is much weaker than the effect of Sport Experience motivation on satisfaction.

Table 9: Satisfaction - Sport Experience, Tourism, and Community**Experiences - Coefficients Table**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.790	.148		12.104	<.001		
	Sport Experience	.643	.041	.620	15.679	<.001	.679	1.473
	Tourism Motivation	.030	.034	.032	.889	.374	.810	1.234
	Community Motivation	-.082	.033	-.100	-2.464	.014	.643	1.555

a. Dependent variable: SATISFACTION_mean

Source: author's own research and compilation

At the end of testing the first hypothesis, I can state that the results clearly support my assumption that motivations related to the sport experience have a strong and positive effect on overall satisfaction with the sport event, whereas tourism and community motivations have considerably weaker influence. On the basis of these results, **Hypothesis H1 is supported.**

H2: In my second hypothesis, I assumed that satisfaction with the sport event has a positive effect on sport consumers' loyalty. To test this, I conducted a linear regression analysis in which loyalty was the dependent variable and satisfaction was the independent variable.

Examining the results of the regression model, I can establish that there is a significant relationship between the two variables ($p < 0.001$), meaning that satisfaction demonstrably explains and influences loyalty.

Table 10: Satisfaction-Loyalty - Significance of the Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	436.370	1	436.370	1216.502	<.001 ^b
	Residual	224.193	625	.359		
	Total	660.563	626			

a. Dependent variable: LOYALTY_mean

b. Predictor: (constant), SATISFACTION_mean

Source: author's own research and compilation

According to the regression model, satisfaction explains 66.1% of the variance in loyalty, which can be regarded as a particularly high proportion and indicates a strong relationship between the two variables ($R^2=0.661$). Satisfaction has a significant and positive effect on loyalty (Beta=0.813; $p < 0.001$), from which it can be concluded that the more satisfied a

sport consumer is with the sport event, the more likely they are to speak positively about it after the event, recommend participation to others, and encourage others to attend, and that increases in satisfaction strongly move together with increases in loyalty. Based on the results, I can state that satisfaction related to sport-event attendance is one of the strongest factors influencing loyalty.

Table 11: Satisfaction-Loyalty - Model Summary

Model	Correlation coefficient (R)	Coefficient of determination	Adjusted coefficient of determination	Std. Error of the Estimate	Durbin-Watson
1	.813 ^a	.661	.660	.59892	1.856

a. Predictor: (constant) SATISFACTION_mean

b. Dependent variable: LOYALTY_mean

Source: author's own research and compilation

Overall, following the above analysis, I can state that my hypothesis has been clearly supported: satisfaction with the sport event has a strong and positive effect on sport-event visitor loyalty. **Hypothesis H2 is supported.**

H3: In my third hypothesis, I assumed that sport-event visitor loyalty has a positive effect on the intention to return to international sport events in Hungary. I conducted a simple linear regression analysis in which revisit intention was the dependent variable and loyalty was the independent variable. The result was significant ($p < 0.001$), indicating that loyalty meaningfully explains variation in revisit intention.

Table 12: Loyalty-Revisit Intention - Significance of the Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	375.476	1	375.476	384.713	<.001 ^b
	Residual	609.994	625	.976		
	Total	985.470	626			

a. Dependent variable: REVISIT_mean

b. Predictor: (constant), LOYALTY_mean

Source: author's own research and compilation

The model explains 38.1% of the variance in revisit intention ($R^2=0.381$), which can be regarded as a moderately strong level of explanatory power. The further results show a statistically significant positive relationship between loyalty and revisit intention ($\text{Beta}=0.617$; $p < 0.001$), meaning that loyalty and revisit intention move together. The more loyal a sport-event visitor is, the more likely they are to want to attend an international sport event again in the future. It should, however, be noted that the relationship is weaker than

that between satisfaction and loyalty, on the basis of which I conclude that loyalty is an important predictor of revisit intention but not its sole determinant. Actual return behavior may also be significantly influenced by external circumstances, including time, money, alternative program opportunities, or even the nature of the future event concerned.

Table 13: Loyalty-Revisit Intention - Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.608	.161		3.764	<.001		
	LOYALTY_mean	.754	.038	.617	19.614	<.001	1.000	1.000

a. Dependent variable: REVISIT_mean

Source: author's own research and compilation

At the end of the analysis, I make the following statement: sport-event visitor loyalty has a positive and significant effect on the intention to return to international sport events hosted in Hungary, which supports my hypothesis. Accordingly, **Hypothesis H3 is supported**.

In examining the background variables, no statistically significant gender differences were found for any of the motivational dimensions or the constraining factors. Age, by contrast, proved to be a differentiating factor in some dimensions: the 16-29 age group displayed stronger Community Motivation and a higher constraints-factor value, while no significant age differences were found in Sport Experience and Tourism Motivation. The effect sizes associated with age were nevertheless negligible or small in all dimensions examined.

H4: In my fourth hypothesis, I assumed that constraining factors and socio-economic background variables, particularly income situation and educational attainment, influence the intention to attend sport events and motivations related to watching sport events.

I analyzed the data in several steps when testing the hypothesis. First, I analyzed the characteristics of the individual groups using descriptive statistics (mean, standard deviation), and then used analysis of variance (ANOVA) to test whether statistically significant differences existed among the educational and income categories in the established motivational and constraining factors.

Educational attainment was combined into three categories: below upper-secondary education (n=29), secondary school-leaving certificate (N=239), and tertiary education (n=356). The analysis by educational attainment showed that the groups with different levels

of education had different motivations. Sport Experience motivation was strongest among respondents with a secondary school-leaving certificate (mean 3.9275), followed by those with tertiary education (mean 3.7216); respondents with below upper-secondary education were at an intermediate level (mean 3.7969). The post hoc results showed a significant difference between respondents with a secondary school-leaving certificate and those with tertiary education.

Table 14: Differences in Motivation and Attendance Constraints by Educational Attainment

		N (persons)	Mean	Std. Deviation
Sport Experience	Below secondary	29	3.7969	.94097
	Secondary certificate	239	3.9275	.85341
	Tertiary	356	3.7216	.93248
	Total	624	3.8040	.90732
Tourism Motivation	Below secondary	29	3.6092	1.01211
	Secondary certificate	239	3.4993	1.01615
	Tertiary	356	3.5599	1.01314
	Total	624	3.5390	1.01315
Community Motivation	Below secondary	29	3.4655	1.11748
	Secondary certificate	239	3.4623	1.05751
	Tertiary	356	3.0506	1.17975
	Total	624	3.2276	1.14809
Constraints	Below secondary	29	2.8207	.89657
	Secondary certificate	239	2.8251	.92965
	Tertiary	356	2.5427	.84885
	Total	624	2.6638	.89240

Source: author's own research and compilation

For Community Motivations, an even stronger, significant difference ($p < 0.001$) was identified between the groups examined (secondary school-leaving certificate: mean 3.4623; tertiary education: mean 3.0506). The post hoc results indicate that community experiences have weaker motivational force for respondents with higher educational attainment. In the case of Tourism Motivations, I found no significant difference ($p=0.720$), and the means were also very similar; I therefore concluded that motivations related to tourism experiences are of similar importance in all educational categories in the sample examined. For the constraining factors, I found a significant difference ($p < 0.001$) between educational groups.

It can be established that participation is less constrained for respondents with tertiary education (mean 2.5427), who perceive substantially fewer barriers than respondents with a secondary school-leaving certificate (mean 2.8251).

Table 15: Differences in Motivation and Attendance Constraints by Educational Attainment

Dependent variable		(I) Education group	(J) Education group	Mean Difference (I-J)	Sig.
Sport Experience	Tukey HSD	Below secondary	Secondary certificate	-.13054	.743
			Tertiary	.07534	.902
		Secondary certificate	Below secondary	.13054	.743
			Tertiary	.20588*	.018
		Tertiary	Below secondary	-.07534	.902
			Secondary certificate	-.20588*	.018
Tourism Motivation	Tukey HSD	Below secondary	Secondary certificate	.10989	.846
			Tertiary	.04927	.966
		Secondary certificate	Below secondary	-.10989	.846
			Tertiary	-.06062	.755
		Tertiary	Below secondary	-.04927	.966
			Secondary certificate	.06062	.755
Community Motivation	Tukey HSD test	Below secondary	Secondary certificate	.00317	1.000
			Tertiary	.41496	.140
		Secondary certificate	Below secondary	-.00317	1.000
			Tertiary	.41178*	<.001
		Tertiary	Below secondary	-.41496	.140
			Secondary certificate	-.41178*	<.001
Constraints	Tukey HSD test	Below secondary	Secondary certificate	-.00441	1.000
			Tertiary	.27799	.233
		Secondary certificate	Below secondary	.00441	1.000
			Tertiary	.28241*	<.001
		Tertiary	Below secondary	-.27799	.233
			Secondary certificate	-.28241*	<.001

*. The mean difference is significant at the 0.05 level.

Source: author's own research and compilation

I examined income situation using five categories: well below average (n=41), below average (n=97), average (n=178), above average (n=163), and well above average (n=40). Comparing the income groups, I found no significant difference in Sport Experience motivations across the different income groups ($p=0.828$), and the means were also similar. I found similar results for Tourism Motivations, where no statistically significant difference

could be identified across income groups either; therefore, Sport Experience and Tourism Motivations are important regardless of income situation.

Table 16: Differences in Motivation and Attendance Constraints by Income Level

		N (persons)	Mean	Std. Deviation
Sport Experience	Well below average	41	3.8509	1.00111
	Below average	97	3.6942	1.01962
	Average	178	3.8221	.84325
	Above average	163	3.7703	.90454
	Well above average	40	3.7944	.94968
	Total	519	3.7821	.91611
Tourism Motivation	Well below average	41	3.6504	1.16417
	Below average	97	3.4124	.95715
	Average	178	3.6067	1.01966
	Above average	163	3.5481	.97195
	Well above average	40	3.6833	1.04309
	Total	519	3.5613	1.00686
Community Motivation	Well below average	41	3.6341	.90846
	Below average	97	3.2835	1.08231
	Average	178	3.3034	1.17439
	Above average	163	3.0184	1.18490
	Well above average	40	2.8125	1.25926
	Total	519	3.1985	1.16294
Constraints	Well below average	41	2.9902	.95074
	Below average	97	2.8536	.87679
	Average	178	2.6978	.88967
	Above average	163	2.4380	.86197
	Well above average	40	2.2850	.80751
	Total	519	2.6366	.89786

Source: author's own research and compilation

By contrast, in the case of Community Motivations I found a significant difference between the groups examined ($p < 0.001$). These motivations were strongest in the lowest-income group (mean 3.6341) and weakest in the highest-income category (mean 2.8125). When examining the constraining factors, I found that lower-income respondents perceived considerably more barriers (mean 2.9902), whereas higher-income respondents perceived

fewer (mean 2.2850). The results therefore show that income situation is significantly associated with the strength of perceived constraining factors.

Table 17: Differences in Motivation and Attendance Constraints by Income Level

Tukey HSD test

Dependent variable	(I) Income group	(J) Income group	Mean Difference (I-J)	Sig.
Community Motivation	Well below average	Below average	.35064	.474
		Average	.33078	.459
		Above average	.61574*	.019
		Well above average	.82165*	.012
	Below average	Well below average	-.35064	.474
		Average	-.01987	1.000
		Above average	.26510	.375
		Well above average	.47101	.189
	Average	Well below average	-.33078	.459
		Below average	.01987	1.000
		Above average	.28497	.151
		Well above average	.49087	.106
	Above average	Well below average	-.61574*	.019
		Below average	-.26510	.375
		Average	-.28497	.151
		Well above average	.20590	.848
	Well above average	Well below average	-.82165*	.012
		Below average	-.47101	.189
		Average	-.49087	.106
		Above average	-.20590	.848
Constraints	Well below average	Below average	.13664	.919
		Average	.29249	.306
		Above average	.55221*	.003
		Well above average	.70524*	.003
	Below average	Well below average	-.13664	.919
		Average	.15586	.623
		Above average	.41557*	.002
		Well above average	.56861*	.006
	Average	Well below average	-.29249	.306
		Below average	-.15586	.623
		Above average	.25972	.051
		Well above average	.41275	.057
	Above average	Well below average	-.55221*	.003
		Below average	-.41557*	.002
		Average	-.25972	.051

Well above average	Well above average	.15304	.861
	Well below average	-.70524*	.003
	Below average	-.56861*	.006
	Average	-.41275	.057
	Above average	-.15304	.861

*. The mean difference is significant at the 0.05 level.

Source: author's own research and compilation

The testing of Hypothesis H4 shows that income situation and educational attainment were not accompanied by statistically significant differences in every dimension examined. By educational attainment, significant differences were found in motivation related to the sport experience ($p=0.025$), community motivation ($p<0.001$), and the perception of constraining factors ($p<0.001$), while no significant difference was found for tourism motivation. Across income categories, I identified significant differences in community motivation and constraining factors, whereas no statistically significant differences were found for the factors related to sport experience and tourism motivation. The results therefore show that socio-economic background variables are associated with certain motivational patterns and with the extent of perceived constraining factors, but this relationship is not uniform across all dimensions examined. In the present analysis, the relationship with attendance intention can be interpreted through perceived constraining factors rather than as a separate dependent variable. On this basis, **I regard Hypothesis H4 as partially supported.**

Segmentation of Sport-Event Visitors

An important aim of my research was also to segment sport-event visitors after identifying the motivations related to sport consumption. I wanted to determine whether different spectator segments could be identified, whether they formed a single group or were clearly separated from one another along motivations and constraining factors. For this purpose, I performed cluster analysis. The cluster analysis was based on the variables previously created and presented through factor analysis (Sport Experience, Tourism, and Community motivations), because these best characterize respondents' motivations related to sport-event attendance and their perceived constraining factors.

I identified sport-event visitor groups in two steps. In the first step, hierarchical cluster analysis (Ward's method, squared Euclidean distance) was used, and the resulting agglomeration schedule and dendrogram enabled me to determine the appropriate number

of clusters. On the basis of the table and figure, three clusters could be distinguished and formed. In the second step, I ran K-means cluster analysis specifying three clusters, which provided a more refined solution and cluster centers. When selecting the three-cluster solution, I considered together the agglomeration structure of the hierarchical analysis, the dendrogram, adequate cluster sizes ($n=235$, $n=142$, and $n=250$), and the substantive interpretability of the resulting motivational profiles. The two-step procedure served to determine the number of clusters and refine the cluster centers. The substantive interpretability of the solution was reinforced by the fact that the clusters also showed distinct, substantively interpretable profiles across several external demographic, sport-consumption, and attitudinal variables. No validation was conducted on an independent sample; therefore, the clusters should be interpreted as exploratory visitor segments specific to the sample examined.

Based on the results of the cluster analysis, I identified three sport-event visitor groups in the sample, characterized by different motivational profiles. The magnitude of separation among the clusters within the sample was evaluated using eta squared. The largest effect was found for Community Motivation ($\eta^2=0.700$), followed by Sport Experience ($\eta^2=0.413$) and Tourism Motivation ($\eta^2=0.363$). A substantially smaller effect was observed for the constraining factors ($\eta^2=0.026$). Cluster membership was thus associated with 70.0% of the variance in Community Motivation, 41.3% of the variance in Sport Experience, 36.3% of the variance in Tourism Motivation, and 2.6% of the variance in constraining factors.

The first cluster contains 235 respondents (37.5%), who are primarily driven by Sport Experience motivations, Tourism Motivation experiences, and Community Experiences. These motivations are of roughly equal importance to them, from which I conclude that they are emotionally committed. They are the most strongly motivated spectators, for whom constraining factors are less prominent; therefore, I refer to this group as “Committed Spectators.” For organizers of international sport events hosted in Hungary, the Committed Spectators are the most valuable group, because they display the strongest motivation to attend. The second cluster contains 142 respondents (22.6%), characterized by low Sport Experience motivation and particularly low Community Experience motivation. On the basis of the values obtained, I conclude that spectators in this group do not typically attend because of the shared experience of cheering or because of the excitement and atmosphere

of the sport event. They are driven more by tourism motivations and less by emotionally based considerations when deciding to attend. They constitute the group of less involved visitors; therefore, I refer to them as “Globetrotter Spectators.” From the perspective of sport-event organizers, this group can be encouraged to attend most effectively by communicating as much information as possible about the event, accessibility, and the costs involved. The third and largest cluster contains 250 respondents (39.9%). Sport Experience motivation, Tourism Motivation, and the motivating force of Community Experiences all appear at moderate levels in this group; therefore, in my view they are neither particularly committed nor non-attending sport-event visitors. They have moderate motivation, and in my view their participation in sport events is more occasion- and situation-dependent. I therefore refer to them as “Occasional Spectators,” for whom favorable experiences and services encountered during on-site attendance may represent an attraction. On the basis of the cluster-analysis results, I conclude that organizers of international sport events hosted in Hungary should develop different marketing and service-development strategies in order to address all spectator groups with different motivations and convince them of the value of on-site attendance.

Table 18: Main Attitudinal Indicators of the Visitor Clusters

Spectator cluster	N (persons)	Share	Mean satisfaction	Mean loyalty	Mean revisit intention
Committed Spectators	235	37.5%	4.357	4.497	4.167
Globetrotter Spectators	142	22.6%	3.536	3.392	2.793
Occasional Spectators	250	39.9%	4.115	4.061	3.721

Source: author's own research and compilation

For a deeper interpretation of the clusters, I also compared the groups along demographic and sport-consumption characteristics. No significant difference was found in gender distribution; however, educational attainment, place of residence, financial situation, frequency of watching sport on television, and previous attendance at international sport events showed significant but weak associations with cluster membership in several cases. Respondents with higher educational attainment and residents of the capital appeared in greater proportions among the Globetrotter Spectators, while the Occasional Spectators were characterized by more frequent television-based sport consumption. There was no

statistically significant cluster difference in the frequency of in-person sport-event attendance.

Differences among clusters in satisfaction, loyalty, and revisit intention were examined using one-way analysis of variance; because the homogeneity-of-variance assumption was violated, I applied the Games-Howell post hoc procedure. The Committed Spectators achieved the highest mean values on all three indicators, the Globetrotter Spectators the lowest, and the Occasional Spectators intermediate values. The effect of cluster membership was moderate for satisfaction ($\eta^2=0.108$) and large for loyalty ($\eta^2=0.164$) and revisit intention ($\eta^2=0.170$). This indicates that motivation-based segmentation reveals substantively meaningful differences in visitor behavioral intentions from a practical perspective as well.

I also analyzed the attitudes of the clusters in terms of support for Hungary as a host location for international sport events and support for the country's active role as an event host. Significant differences were found among the clusters for both questions ($p<0.001$): support was highest among the Committed Spectators, lowest among the Globetrotter Spectators, and intermediate among the Occasional Spectators. The effect size was $\varepsilon^2=0.062$ for support for Hungary as a venue and $\varepsilon^2=0.086$ for support for hosting, indicating differences of moderate practical significance in both cases.

From a practical perspective, the results indicate that visitors to international sport events hosted in Hungary cannot be treated as a single target group. In maintaining the high satisfaction, loyalty, and revisit intention of the Committed Spectators, the quality of the sport experience and the strengthening of the community experience may be particularly important. The differing motivational and attitudinal patterns of the clusters justify differentiated treatment of visitor segments. Communication and service-development opportunities tailored to the individual clusters are discussed in greater detail in the chapter on the practical applicability of the results. The frequent television-based sport consumption of the Occasional Spectators offers an opportunity to convert media-based interest into personal attendance through targeted communication and attractive on-site offers. Accordingly, for sport-event organizers, sport federations, and tourism service providers, cluster-specific communication and service development may be more effective than applying a uniform visitor strategy.

Summary of Hypothesis Testing

Table 19: Summary of the Hypotheses

Hypothesis	Method	Main result	Status
H1	Multiple linear regression	Sport Experience: $\beta=0.620$ ($p<0.001$); tourism: $\beta=0.032$ (n.s.); community: $\beta=-0.100$ ($p=0.014$); $R^2=0.339$.	Supported
H2	Simple linear regression	$\beta=0.813$ ($p<0.001$); $R^2=0.661$. Satisfaction explains 66.1% of the variance in loyalty.	Supported
H3	Simple linear regression	$\beta=0.617$ ($p<0.001$); $R^2=0.381$. Loyalty is positively related to revisit intention.	Supported
H4	ANOVA and post hoc tests	Significant differences only in selected motivational and constraint dimensions; education $\eta^2=0.003-0.034$; income $\eta^2=0.003-0.052$.	Partially supported

Source: author's own research and compilation

4. NEW AND NOVEL RESULTS OF THE DISSERTATION

The aim of my research was to examine the motivational structure, satisfaction, and loyalty of visitors to international sport events hosted in Hungary and also to explore how these factors influence the intention to return to sport events. The results of the research contribute in several ways to a deeper understanding of sport consumption and visitor behavior related to sport events.

The results of the research can be divided into scientific, methodological, and practical contributions. The new and novel scientific results are primarily related to identifying the motivational structure of visitors to international sport events hosted in Hungary, quantifying the relationships among satisfaction, loyalty, and revisit intention, and motivation-based segmentation of visitor groups. The empirical support for the individual results, the methods applied, and the related hypotheses are summarized in the table below.

Table 20: Empirical Support for the New and Novel Scientific Results of the Research

New or novel result	Empirical basis and method	Main result	Relation
Identification of three distinct visitor motivational dimensions: sport experience, tourism motivation, and community motivation	N=627; exploratory factor analysis and reliability analysis	KMO=0.899; Bartlett $p<0.001$; Cronbach's alpha: 0.906; 0.813; 0.801	Measurement and theoretical basis of H1
Sport Experience motivation plays a key role in the development of satisfaction	Multiple linear regression	$\beta=0.620$; $p<0.001$; $R^2=0.339$	H1 supported
Satisfaction is strongly and positively related to visitor loyalty	Simple linear regression	$\beta=0.813$; $p<0.001$; $R^2=0.661$	H2 supported
Loyalty is positively related to revisit intention	Simple linear regression	$\beta=0.617$; $p<0.001$; $R^2=0.381$	H3 supported
Education and income situation result in differences only in selected motivational and constraint dimensions	ANOVA and post hoc test	Effect sizes: education $\eta^2=0.003-0.034$; income $\eta^2=0.003-0.052$	H4 partially supported
Identification of three visitor groups distinguished by their motivational and	Cluster analysis and supplementary	Committed: 235; Globetrotter: 142; Occasional: 250. η^2 :	Independent segmentation research objective

New or novel result	Empirical basis and method	Main result	Relation
behavioral characteristics	group comparisons	satisfaction 0.108; loyalty 0.164; revisit intention 0.170.	

Source: author's own research and compilation

One of the new results of my study, and an important scientific contribution, is the identification of the motivational structure of sport-event visitors. The results of the factor analysis show that the motivations underlying sport-event attendance extend across several areas, of which the most prominent are motivations related to the sport experience, motivations associated with community experience, and tourism-related motivations.

The results of my research point out that attending sport events can be interpreted as a complex experience in which, in addition to the central product of the sport event - the sport competition and the observation of sport performance - community experiences and leisure activities also play a prominent role.

After identifying the motivational structure, I examined sport-event visitors' satisfaction, loyalty, and revisit intention, as well as the relationships among these variables. The results of the regression analyses show that visitor loyalty is closely related to revisit intention in the sample, which confirms the findings of previous research in the fields of service marketing and sport consumption. The results also indicate that positive experiences acquired at sport events generate immediate satisfaction in consumers and, in addition, have an effect on the behavioral intentions of sport-event visitors over the longer term. I regard this result, demonstrated in the Hungarian sample, as a novel finding.

In a further phase of the research, I used cluster analysis to segment sport-event visitors along motivational patterns. On the basis of this new result, I identified three clearly distinguishable spectator groups: Committed Spectators, Globetrotter Spectators, and Occasional Spectators. Examining the differences among the resulting groups, I found that the different spectator groups have different motivations, different levels of satisfaction, and different willingness to return.

My study also examines sport-event attendance motivations, satisfaction, loyalty, and revisit intention within an integrated model. On the basis of the model, I can establish that the sport experience, community experience, and tourism experiences may influence revisit intention

through satisfaction and loyalty, contributing to a better understanding of the group of sport-event visitors. I consider this a new result.

Finally, my research contributes important data on the behavior of visitors to sport events hosted in Hungary, an area that has received relatively limited attention in the Hungarian literature. The results identified may contribute to a better understanding of the economic and tourism role of sport events and sport consumption and may provide a basis for further research.

The methodological contribution of the research does not lie in the development of a new statistical procedure, but in the application of a multi-stage, sequential analytical framework in a Hungarian context of sport-event attendance. Using factor analysis and reliability analysis, I organized the motivation statements adapted from international and Hungarian measurement instruments into three reliable motivational dimensions. I supplemented this with regression analyses, analyses of group differences, and cluster analysis. In addition to significance tests, by reporting effect sizes I also demonstrated the practical significance of the relationships and group differences identified. The analytical framework applied may also be used and further developed in research on visitors to other Hungarian sport events.

The practical contribution of the research consists of differentiated organizational and marketing recommendations tailored to the visitor groups. For the Committed Spectators, maintaining a high-quality sport experience and community attachment can be considered the primary task; for the Globetrotter Spectators, the development of tourism and destination service packages linked to the event; and for the Occasional Spectators, converting media-based interest into on-site attendance.

5. PRACTICAL APPLICABILITY OF THE RESULTS

The recommendations formulated on the basis of the research results are primarily built on the relationships identified in the primary empirical study. The recommendations below therefore relate directly to the results concerning the motivational factors, satisfaction, loyalty, revisit intention, and cluster analysis. In addition, several practical recommendations are also formulated that go beyond the statistical results but can be regarded as justified on the basis of the literature and professional experience in organizing sport events. The aim of the recommendations is to contribute to increasing spectator numbers at international sport events hosted in Hungary, improving the visitor experience, and thereby strengthening the long-term economic sustainability of sport events.

Increasing Satisfaction

According to the regression analysis, motivation related to the sport experience showed the strongest and the only significant positive relationship with visitor satisfaction ($\beta=0.620$; $p<0.001$). The independent relationship of tourism motivation was not statistically significant ($\beta=0.032$; $p=0.374$), while community motivation showed a weak negative relationship ($\beta=-0.100$; $p=0.014$). On the basis of the results, the primary empirical foundation for improving satisfaction is the provision of a high-quality sport experience, including the excitement of the competition, athlete performance, the quality of the event, and the on-site atmosphere. Community and tourism programs may enrich the event offering as supplementary experience elements; however, the present regression analysis did not verify their direct satisfaction-enhancing role. Further recommendations concerning these elements are therefore based primarily on the motivation and cluster results, the literature, and sport-event management practices.

The research results suggest that particular attention should be paid to developing experience elements that simultaneously strengthen the sport experience and community experiences. One possible means of doing so is the development of fan zones and spectator areas. Fan zones provide visitors with an opportunity to engage actively with the event before, during, and after the competitions. Interactive programs organized in such spectator areas - for example sport demonstrations, games, digital experience elements, sponsor activations, or meet-and-greet events with athletes - may enrich the visitor experience and

contribute to the development of positive memories associated with the sport event. Properly designed fan zones may contribute not only to strengthening the visitor experience and emotional involvement, but may also encourage spectators to spend more time at the event venue. This may indirectly increase the use of supplementary services, such as catering or merchandise sales, which may also positively influence the economic performance of the event.

In addition to spectator areas, it is important for organizers to address families separately. Family-friendly programs and activities specifically designed for families are essential because they make the sport event attractive to a broader target group. On the basis of the research results, such programs may be particularly attractive to those who interpret sport-event attendance not exclusively as a sport-consumption activity but also as a leisure and community experience. Practical implementation of a family-friendly approach may include children's programs, mini sport courts, skill games, and activities led by activity leaders that allow participants to try the sport concerned.

Organizers can achieve further added value by designing and developing various cultural and entertainment programs around the sport event. On the basis of the research results, these supplementary programs may be especially appreciated by visitors for whom the sport event also represents a tourism and leisure experience. Spectacular opening and closing ceremonies, cultural programs, events presenting local values, and the gastronomic offering may together contribute to presenting the sport event as a complex experience for visitors. This may be particularly important for participants who are also connected to the sport event by tourism motivations.

The use of digital technologies may primarily contribute to improving the experience of younger and digitally active visitor groups, thereby adding a further dimension to the spectator experience. The integrated use of mobile applications, interactive displays, real-time statistics systems, and social media can provide opportunities for more active visitor involvement and for personalizing experiences related to the event. Interactive displays, social-media activities, or real-time statistics systems may enable organizers to achieve further improvements in the spectator experience and emotional involvement. In practice, this may mean developing an integrated experience strategy from the beginning of the event-planning process that consciously incorporates entertainment, tourism, and community

experience elements into the event program alongside the central product of the sport event, the sport competition. On the basis of my research results, sport-event organizers should adopt an integrated experience strategy that consciously builds on community, tourism, and entertainment experience elements alongside the sport competition. Such a complex approach may contribute to increasing visitor satisfaction, which, according to the regression results of my research, is one of the most important antecedents of loyalty and revisit intention.

The cluster analysis identified three clearly distinguishable spectator segments: Committed Spectators, Globetrotter Spectators, and Occasional Spectators. The different motivational patterns of the clusters suggest that sport-event organizers should address different target groups in a differentiated manner and apply marketing communication tailored to them. It is especially important for sport-event organizers to know their spectators, because this enables them to identify the differing expectations and motivations of different spectator groups and therefore to develop differentiated, targeted communication and marketing strategies for spectators with different needs. Among the three segments I identified, the Committed Spectators most highly value sport performance, the prestige of the event, and the community experience; therefore, when addressing Committed Spectators, it is advisable to emphasize the professional quality and importance of the sport and competition, as well as outstanding athlete performances. Tourism-related factors play a more prominent role in the motivations of the Globetrotter Spectators. Accordingly, communication with them should highlight the tourism appeal of the destination, the range of programs in the surrounding area, discounted package offers, and convenience services. The results suggest that perceived value for money, accessibility, and service quality all play an important role in the decisions of this group. For the Occasional Spectators, the sport event primarily represents a social and community experience. For this target group, experience-based communication, entertainment programs, and an emphasis on community experiences may therefore be the most effective. For them, the sport event is presented not only as a sport competition but also as a complex leisure program, and this should also be reflected in communication.

The results therefore suggest that sport-event organizers should not apply uniform marketing communication, but rather a segmented approach adapted to the different motivations and expectations of individual visitor groups.

On the basis of my research results, satisfaction is one of the most important determinants of loyalty and revisit intention; therefore, in organizing sport events, particular attention must be paid to all factors that may contribute to improving the visitor experience. Although my primary research did not directly examine the effect of digital technological solutions, international sport-event management practices make it possible to identify several innovations that may contribute to improving the visitor experience and thereby indirectly to increasing satisfaction, loyalty, and revisit intention. The recommendations below are therefore not direct empirical results, but professional recommendations based on the findings of the research and on international good practices.

One important means of improving the visitor experience is the use of digital ticketing and access-control systems. Online ticket sales, digital tickets stored on mobile phones, and rapid electronic access may reduce waiting times and make attendance at sport events more convenient. These solutions are now widely used in the international sport industry and contribute significantly to improving service quality.

Dedicated mobile applications also play an increasingly important role in the organization of modern sport events. These can enable visitors to review programs and services, navigate within the stadium, access parking information, and order food and beverages. Such services make participation in sport events simpler and more convenient while contributing to the creation of positive visitor experiences.

The application of digital technologies is becoming increasingly important not only in information provision but also in experience creation. Interactive digital solutions are appearing with increasing frequency at international sport events, including real-time statistical systems, social media integration, mobile applications supporting fan activities, and augmented-reality (AR) and virtual-reality (VR) experiences. These solutions make it possible for visitors not merely to be passive observers of the event, but to engage with the sport experience as active participants.

So-called smart-stadium solutions are also expected to play an increasingly important role in the future of sport events. These are integrated systems that use digital infrastructure and data-driven operations to support the continuous development of the visitor experience. Such systems allow visitor flows to be monitored, service utilization to be analyzed, and operational processes to be optimized, which may also contribute to improving service quality over the longer term.

On the basis of my research results, increasing visitor satisfaction can be identified as one of the most important tasks in organizing sport events. To this end, it is advisable to develop a complex experience strategy that consciously builds on modern services and digital innovations in addition to a high-quality sport experience. Although my research did not directly examine their effects, international practice suggests that their application may contribute to increasing the competitiveness of sport events and strengthening visitors' long-term commitment.

Strengthening Loyalty

On the basis of the research results, satisfaction plays a key role in the development of visitor loyalty, while loyalty is one of the strongest predictors of revisit intention. Accordingly, increasing the proportion of returning spectators is particularly important for the long-term success and sustainability of sport events. Loyalty not only strengthens future participation intention but also contributes to a positive perception of the sport event and to greater willingness to recommend it. On the basis of my research results, loyalty can be strengthened by marketing tools that encourage repeat participation and build a long-term relationship between visitors and the sport event. International sport-marketing practice includes a number of tools that may support stronger visitor loyalty. Loyalty programs for regular fans, various season-ticket schemes, and personalized offers are frequently used with the aim of developing visitors' long-term commitment. In many respects, the North American sport market is the most advanced in professional sport; therefore, it is worth seeking good practices from this continent when developing marketing strategy. In the United States, loyalty building is one of the most important marketing tools. Numerous sports teams, sport events, and stadiums develop fan loyalty programs through which spectators can receive special discounts and access exclusive experiences when they return. Reward-point systems are also common, allowing fans to earn points for activities such as

ticket purchases, stadium visits, or digital engagement. These points can later be redeemed for various discounts, priority access to tickets and season tickets, unique merchandise, exclusive experiences or events, or meetings with star players (Golden State Warriors). International sport-marketing practice also suggests that the development of digital communities may be another important tool for strengthening loyalty. Sport-event organizers increasingly use social-media platforms to maintain continuous contact with spectators and followers, thereby also strengthening their emotional commitment. Online communities, fan forums, and digital content enable spectators to remain connected to the event in the periods between different sport events. This continuous communication may strengthen fans' emotional attachment and contribute to the development of long-term loyalty. On the basis of my regression results, these tools may indirectly contribute to strengthening visitor loyalty, which proved to be one of the most important determinants of revisit intention. As a result, in the longer term they may also support growth in attendance at international sport events hosted in Hungary.

Experience Development Based on Tourism Motivations

The results of the research show that Tourism Motivations also play a significant role in sport-event attendance for certain visitor groups. In particular, in the cluster of Globetrotter Spectators, the sport event is not perceived exclusively as a sport-consumption experience but can also be interpreted as a travel, leisure, and tourism experience. This suggests that, when organizing sport events, it is advisable to consciously build on the tourism assets of the destination in addition to the sport experience. On the basis of my research results, it can therefore be recommended that sport-event organizers establish close cooperation with local tourism and destination-management organizations already at the planning stage. Such cooperation may create opportunities for cultural programs, sightseeing programs, gastronomic offerings, and tourism packages associated with the sport event to be presented to visitors as a unified experience package. This may not only increase the attractiveness of the sport event, but may also contribute to visitors spending more time in the destination.

International sport-event management practices provide several successful examples of the integration of sport and tourism. The Super Bowl, the Formula 1 Las Vegas and Singapore Grands Prix, and World Marathon Majors events illustrate that, when linked to cultural, entertainment, gastronomic, and urban programs, a sport event can be positioned as a

complex tourism experience. These examples draw attention to the conscious coordination of the sport event and the destination offering.

The research did not directly examine the economic and tourism impacts of sport events. Tourism motivation emerged as an independent dimension of the visitor motivational structure; however, in the regression analysis it did not show a statistically significant relationship with overall satisfaction. Recommendations concerning the development of tourism services are therefore not based on the claim that these factors have been proven to increase satisfaction. Their significance may lie in contributing to the fulfillment of the motivations of certain visitor groups, enriching the sport-event offering, and positioning the event as a complex tourism product. Cooperation between sport-event organizers and local tourism service providers may accordingly be a justified practical development direction, the effects of which on satisfaction, length of stay, and visitor spending require further targeted research. The coordinated application of different experience elements may contribute to presenting the sport event to visitors not merely as a sport competition, but as a complex tourism and leisure experience.

6. PUBLICATIONS RELATED TO THE TOPIC OF THE DISSERTATION

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2. CSIZA, M. (2022): Az olimpiai reformcsomag indokoltsága jó gyakorlatok alapján. International Journal of Engineering and Management Sciences, 7(1). <https://doi.org/10.21791/IJEMS.2022.1.11>.
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English-language

1. CSIZA, M. (2026): Profiles of Non-Attending Sport Consumers at International Sporting Events. XI. International Interdisciplinary Conference. K+F Stúdió Kft., Debrecen.



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1. **Csiza, M.**, Bácsné Bába, É.: A passzív sportfogyasztók távolmaradási profiljai nemzetközi sporteseményeken.
Gradus. 13 (1), 1-11, 2026. EISSN: 2064-8014.
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6. **Csiza, M.**, Bácsné Bába, É.: Profiles of non-attending passive sport consumers at international sporting events.

In: Program and Abstracts – XI. International Interdisciplinary Conference / Program és absztraktok – XI. Nemzetközi Interdiszciplináris Konferencia. Szerk.: Mező Ferenc, Mező Katalin, Kocka Kör, Debrecen, 99-100, 2026. ISBN: 9786155267178

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