Testing relationships between spectator’s motives and points of attachment in mixed martial arts in Poland

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Summary

Background. The popularity of mixed martial arts (MMA) is dynamically rising, although factors behind their appeal are largely unexplained. The purpose of the study was to construct and test a model of relationships between spectators’ motives to attend a MMA event and their attachment to entities involved in the spectacle. The model was modified to fit the specific context of this form of entertainment.

Material and method. Structural equation modelling was employed to test the theoretical model on the data gathered at the two MMA events in Poland (n=182).

Results. The structural model had an acceptable fit (CMIN/DF=1.98, RMSEA=.07). The motive of vicarious achievement (β=.52) was a significant predictor of attachment to an athlete, while the aesthetics (β=.62) was strongly associated with attachment to a sport. Attachment to a sport explained significant amount of variance in attachment to an organization (r²=.11).

Conclusions. Attendees develop attachment to MMA organization throughout attachment to the sport. Furthermore, based on the results we discuss the idea of dividing motives to those belonging to fans or spectators.

Background

From the perspective of attendance and viewership, mixed martial arts (MMA) rapidly became one of the most demanded spectator sport in Poland [1,2]. Despite this popularity, MMA in some circles is still considered controversial, primarily due to an amount of sanctioned violence [3]. Furthermore, the reasons behind the attractiveness of MMA from the spectators’ perspective are scarce, especially in Europe. In this study, starting from the framework, which divides people attending sporting events to spectators and fans, we constructed a theoretical model of relations between motives and multiple points of attachment in MMA [4,5,6]. Next, it was tested on the data obtained at the MMA events.

People attend sporting events in order to fulfill some social or psychological needs [7]. Therefore, motives like vicarious achievement, aesthetics, socializing, escape, eustress are considered antecedent of sport consumption behaviours [7]. The concept closely related to motives is attachment to a specific sport object, used sometimes interchangeably with identification [8]. It was recognized that identification is not one-dimensional, as fans relate themselves to different entities involved in an event like a type of sport, its level, town, university, team, players, and coach [5,9,10].

Based on the framework of Sloan [4] and Fisher and Wakefield [11], Trail et al. [5] developed models, where it was hypothesized that motives would lead to stronger attachment [12]. In the Model C Trail et al. [5] separated motives to those especially relevant to spectators, who are foremost observers; fans, who are devoted to a team; and motives similarly important for both groups. Spectator Motives consisted of aesthetics, physical skill of the athletes, eustress (drama) and knowledge while Fan Motives reflected to vicarious achievement. Motives of escape and social interactions were assumed to be similarly relevant to both groups and were represented by the latent variable labelled as Overarching Motives [5]. The dimensions of attachment were gathered under the two latent variables: Sport Identification (consisting of attachment to a level of sport and to a particular sport) and Organizational Identification (involving attachment to a team, coach, community, university and players). Spectator Motives were considered to predict the Sport Identification while vicarious achievement was directly linked to Organizational Identification [5,6,13].

We used Trail et al.’s [5] model as a framework to develop a research hypothesis. As the previous studies examining the relationships between points of attachment and motives were conducted in team sports, essential changes had to be made to adapt the model to the context of individual, combat sport [5,6,14].
First, the second order variables describing categories of motives were excluded [5]. In case of combat sports the motives belonging to theorised categories were correlated about as strong with the motives belonging to the other second-order constructs [15]. Furthermore, Overarching Motives, Spectator Motives, and a motive of vicarious achievement were highly correlated [5,6]. Thus, with limited psychometric evidence about the scale of motives specific to combat sports we aimed to avoid discriminant validity issues [15]. This was possible threat as a motive of violence, hypothetically coherent with Spectator Motives, previously showed low correlations with other dimensions of motives [15,16].

Next, Trail et al. [5] framework was used to categorize the motives of spectator. In addition to the core set of motives, attendees at combat sport events might be driven by factors like crowd experience, violence and adoration, which were added to scale [15,16]. People seek crowd experience to fulfill a need of belonging by sharing their emotions with a group. The motive is associated conceptually and empirically with socializing and based on this considered to belong to Overarching Motives [15]. The motive of adoration was at least moderately correlated with vicarious achievement [15]. For the reason that both refer to a bond with an athlete were categorized as Fans Motives. Attendees motivated by adoration associate some heroic qualities with an athlete, what might refer to his long winning streak, perceived invincibility or his role model status [10,16]. Violence was hypothesized to attract people watching aggressive sports like hockey or forms of entertainment like MMA [16,17,18]. Sanctioned violence is an essence of full-contact combat sports, and its presence may raise the enjoyment of sport’s essence of full-contact combat sports, and its presence may raise the enjoyment of sport. In team sports the few concepts similar to attachment to a sport were tested as predictors of attachment, identification or interest in a team, and explained between 4-20% amount of variance [13,27,28,29]. However, attachment to a new, emerging entity in a field of sport might be driven from attachment to a particular form of entertainment. The evidence for this relationship comes from the studies in team sports [28]. As for example, Lock et al. [27] found that formation of identification to the new football team might be rooted in attachment to a sport. In team sports the few concepts similar to attachment to a sport were tested as predictors of attachment, identification or interest in a team, and explained between 4-20% amount of variance [13,27,28,29]. However, we were also aware that hypothesized reciprocal relationship between more general variables, labelled Organizational Identification and Sport Identification was not supported in the previous empirical studies [6,30]. The hypothesis states that:

**H1: Motives characteristic to spectators will be positively associated with attachment to sport.**

Instead of categorizing motives into two second order variables, in our study we focused on three separated points of attachment: toward an athlete, organization (event organizer) and sport.

A context of individual sports excluded a sport team as an object agglomerating fans’ attachment to team-related entities. Attachment to a team was a dominant dimension of attachment according to spectators’ rankings and amount of predicted variance regarding different aspects of consumption in team sports [5,20,21,22]. Accordingly, a motive of vicarious achievement was addressed exclusively to a team [5,6].

In contrast, in individual sports attachment to a player was rated the highest out of entities originally belonging to Organizational Identification in Trail et al.’s [5] model [16,23]. What is more, the limited studies conducted in this arena found a significant and positive relationship between a motive of vicarious achievement addressed to an athlete and attachment to this athlete [23,24]. As a result, it was assumed that an individual sport fan would foremost identify himself with an athlete [23]. This idea is crucial, as attachment to an athlete was neither well represented by Organizational Identification [5,6] nor strongly associated with the other points of identification [20]. Further, Robinson et al. [14] acknowledged that the construct should be separated from the latent variable. For that reasons the relationship between vicarious achievement (Fan Motives) and Organizational Attachment from the prior model was revised. In our model the more general latent variable was replaced with an attachment to a fighter [23,25]. We therefore hypothesized:

**H2: Motives characteristic to fans (vicarious achievement and adoration) will be positively associated to attachment to fighters.**

With only few exemptions, commercial organizations in combat sports have a short history and received little exposure [16,25]. Consequently, fans have limited opportunity to notice their presence. This may be the reason that in the context of MMA attendees rated attachment to organization at small events as of little importance in comparison to attachment to sport [18]. However, attachment to a new, emerging entity in a field of sport might be driven from attachment to a particular form of entertainment. The evidence for this relationship comes from the studies in team sports [28]. As for example, Lock et al. [27] found that formation of identification to the new football team might be rooted in attachment to a sport. In team sports the few concepts similar to attachment to a sport were tested as predictors of attachment, identification or interest in a team, and explained between 4-20% amount of variance [13,27,28,29]. However, we were also aware that hypothesized reciprocal relationship between more general variables, labelled Organizational Identification and Sport Identification was not supported in the previous empirical studies [6,30]. The hypothesis states that:

**H3: Attachment to sport will be positively associated with attachment to organization.**

Finally, we assumed that attachment to organization would be also driven by fan’s attachment to fighters. That is, a spectator would transfer ascendant attachment from his favourite athlete to an associated construct like organization, which employs him. Some evidence of this relationship comes from team sports and refers to attachment to a player leading to stronger attachment to a sports team [24,31,32]. We proposed that:

**H4: Attachment to fighter will be positively associated with attachment to organization.**

**Material and methods**

**Procedures**

The theoretical model was tested in MMA. The survey was conducted at the two local mixed martial arts (MMA) events in...
medium cities (50-100 thousand inhabitants) in the south of Poland. Collecting data at the two events was necessary to reach minimum sample size to conduct analysis and practical for reasons we were unable to gather whole data at the one show.

The events were selected as representatives of the most popular MMA events in the country. The questionnaire was distributed before the events, when spectators were approaching the arena and was collected as they were leaving the place. Every attendee who arrived before the event was asked to fulfil the questionnaire. The events were professional, gathered approximately 1000-2000 spectators and generally featured local fighters.

Sample
Usable data were collected from 183 spectators (221 distributed questionnaires) at the MMA events. Attendees at MMA events were foremost male (67%), young (42% between 18-24 years, 26% had 25-29 years, while 29% was between 30-39 years) and declared over-average income (57% and 34% in the fifth and fourth quintile of Polish society, respectively). Interestingly, nearly 57% spectators had higher education (at least bachelor’s diploma) and of the others 34% had secondary-education. About 26% lived in small cities (between 20-50 thousand inhabitants), 25% in the countryside and the same amount in the medium sized cities, matching the size of towns, where the events took place. In addition, most spectators (92%) lived in the voivodeship of the event. When asked about the past attendance at an MMA event for 22% it was their first experience with a live show, 26% was already on one event, while over half were on two events or more before that. Most of the spectators learned about this particular event from their relatives (48%).

Instrument
For measuring motives we used a translated scale of spectators’ motives in combat sport developed by Kim et al. [16] and Andrew et al. [15], which showed reasonable fit in the Andrew et al.’s [15] study (RMSEA=.07, CFI=.97). The scale consisted of 9 subscales: crowd experience, escape, drama, adoration, socializing, vicarious achievement, aesthetics, knowledge, violence [15]. To measure points of attachment we used constructs produced by Funk et al. [10] which was adapted to combat sport settings by Kim et al. [16]. The applied scale of attachment consisted of 3 subscales: attachment to an athlete, to a sport and organization.

Every subscale of motives and points of attachment was described by three items. Respondents expressed their opinions on the 7-point Likert scale, ranging from 1 – “strongly disagree” with the presented statement, up to 7 – “strongly agree”.

Figure 1 Conceptual model and hypothesis
Statistical analysis
Univariate assumptions
Before conducting the main analysis, assumptions of normality for structural equation modelling were verified. Univariate normality was assessed through the inspection of the skewness and kurtosis, with values of less than 3 and 10 respectively, indicating acceptable normality as suggested by Kline [33].

Measurement model
The model was tested separately in the two samples using confirmatory factor analysis (CFA) in AMOS 21. First, CFA was conducted independently on motives and points of attachment and next the refined constructs were assessed in a full measurement model. To assess measurement models fit for points of attachment and motives we used chi square to degrees of freedom ratio (CMIN/DF), root mean square error approximation (RMSEA), Comparative Fit Index (CFI) and standardized root mean square residual (SRMR). We were aware that some indices might be borderline to acceptable thresholds since the size of the samples in relation to the number of observed variables in the study was small, although meeting the "rule of thumb" stated by Bentler and Chou [34] as a number of observations being minimum 5 times higher than a number of observed variables. A CMIN/DF lower than 3 indicate a satisfactory fit [35]. For RMSEA the value greater than .08 suggests good fit, while values over 0.1 indicate problems [35]. Confidence intervals of RMSEA were provided for the informative purposes. To measure convergent validity we assessed average variance extracted (AVE) and composite reliability (CR) measurement. For AVE values greater than 0.5 in their respected constructs are acceptable [36]. For composite reliability (CR) we used a formula of Fornell and Larcker [36] and a threshold of .7 recommended by Hair et al [35]. For discriminant validity we assumed that correlations between the latent variables should not exceed 0.85 [33]. Additionally, squared correlation between factors (MSV) should not be greater than the average variance extracted (AVE) in either constructs [36].

Structural model
After obtaining acceptable measurement models we tested structural models using the same fit indices. Prior, multivariate assumptions of linearity and multicollinearity in the model were tested by curve estimation and VIF respectively. In the analysis we used hybrid models. In the models of Trail et al. [5] and Woo et al. [6] motives under second order variable Overarching Motives were not “predicting” any points of attachment. Nonetheless, it was decided to include them in the structural model in order to show estimated correlations between the latent variables and their convergent validity.

Results
The distributions of the items did not deviate significantly from normality, as estimates for skewness and kurtosis did not exceed 1.6.

Measurement model
As a part of testing validity of the initial measurement models we performed paired correlation tests between the latent factors and calculated AVE. The results showed insufficient discriminant validity and convergent validity in the three pairs of motives: crowd experience and socializing, aesthetics and knowledge, vicarious achievement and adoration. In those cases MSV was greater than AVE [36]. The structure of these items was tested using exploratory factor analysis in SPSS 21, as suggested by Farrell and Rudd [37]. Based on the result it was decided to drop 3 factors: crowd experience, knowledge and adoration, which were added to the scale of motives as specific to combat sport spectators by Andrew et al [15]. The reason for such step was that all these pairs of factors were theoretically associated between each other. In addition, 3 motives paired with more recognized factors did not have a strong theoretical background nor had established discriminant validity [15]. One of the remaining motives, aesthetics, had AVE = .495, slightly below the desired threshold. While some concerns regarding convergent validity of the factors were met it was decided to proceed with the analysis because the values were close to desired, factors were discriminant between the others, and excluding observed variables with the lowest coefficient would lead to having just two observed variables for one motive.

The measurement model for motives showed acceptable fit (CMIN/DF=0.20, CFI=.91, RMSEA=.75, CI=.61-.89, SRMR=.07). The model for points of attachment was also acceptable (CMIN/DF=0.34, CFI=.93, RMSEA=.01, CI=.09-.14, SRMR=.08) except for RMSEA indices, which exceed the cut-off value of .1. However, as Hu and Bentler [38] cautioned that RMSEA may reject true models in small sizes we decided to continue the analysis. The full measurement model had reasonable fit (CMIN/DF=1.91, CFI=.89, RMSEA=.07, CI=.06-.08, SRMR=.07). The structural model in MMA had acceptable fit (CMIN/DF=1.98, CFI=.88, RMSEA=.07, CI=.07-.08, SRMR=.09). The relationships between the variables were sufficiently linear and no multicollinearity issues were met (VIF<1.72).

Correlations between the motives were significant at p<.05 and varied between .61 for aesthetics and vicarious achievement to .18 for vicarious achievement and violence (See Table 1). However, at p<.01 value was correlated only with aesthetics and escape. Similarly, at this level of significance vicarious achievement was not correlated with drama and neither were motives of escape and aesthetics.

Structural model:
- H1: Hypothesis was supported, although only motive of aesthetics (β=.62), showed to be a significant predictor of attachment to sport.
- **H2**: Hypothesis was supported, the path coefficient ($\beta = .52$) between vicarious achievement and attachment to a fighter was significant and explained 27.4% of the factor’s variance.

- **H3**: Hypothesis was supported. Attachment to sport was a significant predictor of attachment to organization ($\beta = .26$), and 10.7% was accounted for in the model.

- **H4**: Hypothesis was rejected. The relationship between attachment to fighter and to organization was not significant at $p<.05$.

Table 1. Standardized loadings and Average Variance Explained for motives and points of attachment

<table>
<thead>
<tr>
<th></th>
<th>MMA</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>vicarious achievement</strong></td>
<td></td>
<td>.57</td>
</tr>
<tr>
<td>... I feel a personal sense of achievement when my favourite fighter does well.</td>
<td>.78</td>
<td></td>
</tr>
<tr>
<td>... I feel like I have won when my favourite fighter wins.</td>
<td>.71</td>
<td></td>
</tr>
<tr>
<td>... I feel proud when my favourite fighter does well.</td>
<td>.77</td>
<td></td>
</tr>
<tr>
<td><strong>Aesthetics</strong></td>
<td>.68</td>
<td></td>
</tr>
<tr>
<td>... MMA is a form of art.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>... of the graceful agility displayed by MMA fighters.</td>
<td>.72</td>
<td></td>
</tr>
<tr>
<td>... watching a well-executed athletic performance is something I enjoy.</td>
<td>.71</td>
<td></td>
</tr>
<tr>
<td><strong>Violence</strong></td>
<td>.67</td>
<td></td>
</tr>
<tr>
<td>... I enjoy the brutality of MMA.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>... I like an MMA event more when the fights get bloody.</td>
<td>.92</td>
<td></td>
</tr>
<tr>
<td>... I like MMA because it has more violence than other sports.</td>
<td>.86</td>
<td></td>
</tr>
<tr>
<td><strong>Drama</strong></td>
<td>.53</td>
<td></td>
</tr>
<tr>
<td>... I enjoy a close fight more than a one-sided fight</td>
<td>.74</td>
<td></td>
</tr>
<tr>
<td>... I enjoy the drama of close fights.</td>
<td>.78</td>
<td></td>
</tr>
<tr>
<td>... I enjoy fights where the outcome is not decided until the very end.</td>
<td>.66</td>
<td></td>
</tr>
<tr>
<td><strong>Escape</strong></td>
<td>.65</td>
<td></td>
</tr>
<tr>
<td>... it provides an escape from my day-to-day routine.</td>
<td>.64</td>
<td></td>
</tr>
<tr>
<td>... I can get away from my everyday life.</td>
<td>.88</td>
<td></td>
</tr>
<tr>
<td>... it provides a distraction from my every day activities.</td>
<td>.89</td>
<td></td>
</tr>
<tr>
<td><strong>Socializing</strong></td>
<td>.53</td>
<td></td>
</tr>
<tr>
<td>... of the opportunity of talking with the other fans at the event.</td>
<td>.72</td>
<td></td>
</tr>
<tr>
<td>... of the opportunity to interact with other fans.</td>
<td>.81</td>
<td></td>
</tr>
<tr>
<td>... of the chance to socialize with other fans.</td>
<td>.64</td>
<td></td>
</tr>
<tr>
<td><strong>crowd experience</strong></td>
<td>factor dropped</td>
<td></td>
</tr>
<tr>
<td>... there is something special about being in a crowd.</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>... the crowd energy I feel at the event gets me pumped up</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>... I feed off the excitement of the crowd</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td><strong>Knowledge</strong></td>
<td>factor dropped</td>
<td></td>
</tr>
<tr>
<td>... I can learn about the technical aspects of MMA.</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>... I increase my understanding of MMA strategy by watching an MMA event.</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>... I increase my knowledge about MMA.</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>attachment to sport</td>
<td>.73</td>
<td></td>
</tr>
<tr>
<td>... I am a big fan of MMA/boxing in general.</td>
<td>.82</td>
<td></td>
</tr>
<tr>
<td>... first and foremost I consider myself a fan of MMA/boxing.</td>
<td>.85</td>
<td></td>
</tr>
<tr>
<td>... I care about the sport of MMA/boxing.</td>
<td>.90</td>
<td></td>
</tr>
<tr>
<td>attachment to organization</td>
<td>.63</td>
<td></td>
</tr>
<tr>
<td>... I prefer the events (of organizations), even if other organizations are showing more exciting fights.</td>
<td>.75</td>
<td></td>
</tr>
<tr>
<td>... among different event organizations, those organized by (event organizer) are my favourite.</td>
<td>.86</td>
<td></td>
</tr>
<tr>
<td>... I consider myself to be a big fan of (organization name).</td>
<td>.76</td>
<td></td>
</tr>
<tr>
<td>attachment to fighter</td>
<td>.63</td>
<td></td>
</tr>
<tr>
<td>... first and foremost I follow individual fighters.</td>
<td>.63</td>
<td></td>
</tr>
<tr>
<td>... I am a fan of individual fighter fighters.</td>
<td>.82</td>
<td></td>
</tr>
<tr>
<td>... I tend to watch MMA/boxing to see my favourite fighters.</td>
<td>.91</td>
<td></td>
</tr>
</tbody>
</table>
Discussion

The current study partially supported the theoretical assumptions of the construct, as individual motives were associated with particular points of attachment. The salient effect of aesthetics ($\beta=.62$) on sport identification accounting approximately for 38% of the variance is not surprising. It confirms that finding in MMA masterful, high-quality performances would lead to a stronger bond with this form of entertainment [5,6]. That is, spectators declare seeking skillfulness in the MMA, opposite to beliefs popular in some circles [3,39]. However, this result along with the variety of studies in the context of MMA where aesthetics is ranked as one of the most important spectators’ motives [15,16,18,40] may be considered contradictory to the conclusions from the comparison of motivational patterns between fans of nonaggressive and aggressive sports [41,42]. Wann et al [41] found that fans of nonaggressive sports rate aesthetic motivation higher than fans of aggressive sports and concluded that aggressive sports seem to be less likely consumed for aesthetic reasons.

The positive relationship between vicarious achievement and attachment to a fighter supports previous findings in the area of sport management [24]. The amount of variance explained by vicarious achievement is meaningful, although slightly lower than in the prior studies regarding attachment to a team [5,7,13]. The significant relation between the constructs confirms the notion that in individual sports vicarious achievement might be associated with an athlete [23], who may substitute the role of a team in team sports [43]. A separate role of an athlete as an object of identification should be emphasized, as this factor was not well represented by a latent construct named Organizational Identification in team sports [5,6]. Accordingly, treating it as a part of a more comprehensive variable may result with omitting its role. Hence, this supports separation of attachment to an athlete from the other points of attachment, what was mentioned before by Robin son et al [14].

Attachment to a sport was a significant predictor of attachment to organization. Amount of variance explained by the factor corresponds to the number in the studies describing identification to sport as a driver to a stronger bond with a team [13,26,28,29]. From a managerial perspective this finding would suggest building attachment to an MMA organization by emphasizing its link with the form of entertainment. However, this relation is not straightforward as Woo et al [6] acknowledged that spectators who are interested in sport do not have to transfer their interest to particular teams involved in a contest.

Conversely to attachment to sport, attachment to fighter was not a significant predictor of attachment to organization,
opposite to results from Shih-Hao et al [24] study, where sport fans’ identification with player positively influenced the fans’ team identification. In case of MMA it might imply that relation with a fighter does not cause attachment to an organization he is fighting for. It could be expected considering lack of consistency regarding a set of fighters competing under a banner of particular organization, especially on a regional circuit, and their non-exclusive contracts. In addition: regional MMA organizations have short history, thus were not able to build connection with their audience. This situation might be analogous with new sports leagues, where spectators were driven by broad interest in particular sport and to a lesser extent by vicarious achievement or interest in particular player [27,44,45]. Nonetheless, the importance of fighters as an object of identification in MMA should not be ignored, as Brown et al [25] found that fans of Ultimate Fighting Championship, which is a leading MMA organization, ranked identification with a fighter higher than identification with the organization. What is more, in this study identification with a fighter was positively correlated with identification with organization.

In the hypothesized model we excluded second order variables to avoid a situation, where first order factor would not be well represented [5,6]. That appears to be a proper idea due to the generally lower strength of correlation between motives thought to belong to Spectator Motives, Fan Motives, and Overarching Motives. The analysis of correlations did not support the categorization of motives into those specific to fans, spectators and both groups [5]. The strongest positive correlations in the set of motives were between vicarious achievement and aesthetics, which, according to the division of spectators and fans, would belong to other group [5,6]. On the other hand, Spectator Motives were closely related to each other, with the exception of the relationship between drama and violence. Similarly, escape and socializing were strongly associated with each other. The motive of violence showed its distinctiveness. At p<.01 it was associated only with aesthetics and escape. Given this inconsistency, rejecting second order factors allowed to reach convergent and discriminant validity between the variables in the model, which was an issue in the previous studies [5,6]. When adding into consideration the correlations between the motives in previous studies in the context of MMA, it is doubtful that the three categories of motives would be distinct between each other in combat sports [15,16].

Conclusions

1. The concept that those who attend sporting events are interested primarily in a sport or an athlete might not apply to MMA, as the division of attendees to spectators and fans based on motives characteristic for the two groups was not confirmed.
2. The motive of vicarious achievement was strongly associated with attachment to an athlete. However, attachment to an athlete was not a significant contributor to attachment to organization, suggesting that fans of athletes do not transfer their interest to event organizer.
3. Spectators at the MMA events found aesthetic value in this form of entertainment and the motive of aesthetics explained a significant amount of variance in attachment to sport.
4. Attendees transfer their emotions toward MMA onto other entities involved in the spectacle, as attachment to sport was positively associated with attachment to organization.

References

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