

How do nationalism and extraversion relate to motivation to watch and identification of Hong Kong Football Representative Team?

Abstract

This paper investigated how nationalism to Hong Kong and China, extraversion, and the inclusion of naturalized players would influence the Hong Kong Team (HK Team) identification, as well as the fans' motivation to watch its matches. Quantitative data were collected from an online survey of 91 individuals using "Snowball" method. Correlation, multiple linear regression and moderation analyses were used to assess the relationships among the above constructs. Extraversion was found to be positively associated with motivation to HK Team matches and its team identification. And gender was shown to moderate the above relationships. Nationalism to Hong Kong may have little effect on the 2 DVs, but no relationship was found for nationalism to China, as well as inclusion of the naturalized players. Implications of the results and limitations of the study were discussed along with future directions for research.

Keywords: nationalism, extraversion, team identification, gender, moderation