



Motorsport Entertainment Industry: Complexity Makes It Emotional

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Abstract (English):

There is some research on sports fans motives for their consumption of the sport. But which factor influences the most the consumers of motorsports to see live or on TV motorsport events and to buy their favourite motorsports merchandise? This Master Thesis explores how knowledge about technical aspects and rules of the sport impacts how consumers respond to different types of stimuli related to general motorsport events and championships. In order to make this analysis, three studies were created, two of which served as pre-tests to the last one which encompasses results of the previous ones. In the main study, we manipulated the complexity of the rules participants had to learn about a motorsport, and presented either a purely technical or an emotional and technical report of a specific race. We found that more complex technicalities of certain elements of motorsport joined with the emotions created in racing events increased the general attitude of consumers towards motorsport events and championships. Other main finding was the impact of technical motives versus emotional motives which the latter has a clear bigger impact on consumers consumption intentions towards motorsport. The theoretical implications of these findings will be discussed throughout this thesis.

Keywords: Fan Motivation, Hedonic Consumption, Emotional Connection, Cognitive Motives, Motorsport Fans.

Abstract (Portuguese):

Neste momento, já existe alguma pesquisa relacionada com as motivações dos fãs de desportos. Mas que fator influencia mais os consumidores de desportos motorizados a verem eventos na televisão ou ao vivo e a comprarem merchandising dos seus preferidos? Esta tese explora como conhecimento acerca de aspetos técnicos e regras do desporto impactam como consumidores respondem a diferentes estímulos relacionados com os desportos motorizados e campeonatos dos mesmos. Para fazer esta análise, criámos três estudos, dois deles serviram como pré-testes para o questionário final, que engloba os resultados obtidos nos mesmos. No estudo principal, manipulámos a complexidade das regras que os participantes tinham de aprender e de seguida apresentámos um relatório de corrida técnico ou mais emocional. Com isto, descobrimos que os termos técnicos mais complexos dos desportos motorizados, em conjunto com emoções naturalmente sentidas em eventos deste tipo de desporto, aumentaram a atitude geral dos consumidores relativamente a este tipo de eventos e campeonatos. Outra importante conclusão retirada deste estudo tem a ver com a diferença de impacto entre motivações técnicas e emocionais, em que as últimas revelaram um maior impacto relativamente às intenções de consumo do desporto. As implicações teóricas destas conclusões serão discutidas ao longo desta tese.

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Introduction

In recent times, many motorsports have gained a lot of notoriety in the mainstream media and their fan bases have been increasing during these times. The experiences of these sport fans are characterized by their affective, cognitive, and social reactions to encounters during consumption (Yoshida, 2017). In order to further research these factors, which affect consumers' experiences, we've created this Master Thesis with the purpose of discovering which factor between the emotional and cognitive reasons affect the most consumers' decision making and affection towards the sport. This research topic can be very important for organizers of the sport when publicizing their events, namely Formula 1 (F1), World Rally Championship (WRC), or IndyCar, or even for teams to gather more attention from the fans of the sport like, Ferrari, RedBull or McLaren.

There has been a lot of research on consumers consumption motives and the reasons behind them, and there is already some research on how consumers are affected by different factors related with the motorsport industry. In this Master Thesis, after making a literature review, we created 3 different studies, where two of them serve as pre-tests for the last one. In the last study, we tried to deep dive in how consumers react to different stimulus related to motorsport, such as rules of high vs. low complexity and race reports with an emphasis on emotional or more technical aspects of the sport.

The main goal of this thesis is to understand which motives most impact the consumer interest in motorsport and if there is any intersection of those motives which increases that same interest. To understand that, we studied the impact that the knowledge of rules might have on the emotional connection consumer has over the events of motorsport, and studied the impact they have in a purely technical aspect of the sport.

The research questions we aim to answer in this thesis are: "How does the interception of emotional motives and technical motives increase consumers' interest towards the sport?", "Do consumers feel more interest towards emotional or technical features of motorsport?", and "Do more complex technicalities have a bigger impact on the consumer's interest in motorsport?". In order to start this research, we analysed some papers which we will emphasize their main findings in the following section of this thesis. Firstly, we will start by showing some research regarding hedonic consumption, which is important since the consumption of motorsport events and related merchandise is purely hedonic. Then we will analyse papers related to identity-

based motivation, emotional motives and cognitive consumption motives towards consumption and conceptual fluency, in order to get more knowledge on how consumers make their decisions and to what stimuli they respond better. We will also investigate learning in consumer behaviour to understand better how we can develop this thesis.

Literature Review

Hedonic Consumption

Hedonic consumption is the set of facets of consumer behaviour that can relate to the multisensory, fantasy, and emotive aspects of one's experiences with products or services, and an essential feature of this type of consumption is that it is expected to be pleasurable (Alba & Williams, 2013). Research made on this field found out that experts on a certain activity are more discerning and demanding and, thus, less tolerant of substandard experiences. Moreover, proficiency in a certain area reduces frustration, which should in theory enhance utilitarian and hedonic experiences (Alba & Williams, 2013). Consumers make their decisions regarding hedonic consumption based on how the activity, service or experience will make them feel, and which will be more pleasurable to them for a desirable amount of time (Alba & Williams, 2013).

When consumers see an ad that recalls a previous personally relevant hedonic event, consumer's judgements of the brand featured in that ad become increasingly positive, more affective and with less cognitive effort and challenge (Sujan, Bettman, & Baumgartner, 1993).

Consumers prefer happy endings (Ross & Wiley, 1991), so when hedonic events are controllable, they prefer to space good outcomes overtime, increasing the period of anticipation (Loewenstein & Prelec, 1993). Regarding activities and hedonic experiences, consumers satisfaction towards them is more driven by the absolute value of the outcome (Hsee et al., 1991).

Kubovy (1999), suggested that the perceived virtuosity and that the feeling of perfection improve the pleasure felt. Furthermore, the appreciation for a person's extraordinary talent in a certain activity or hobby such as art, music, etc.. has been theorized to create a meaningful emotion on the consumer that can produce not only enjoyment but also a new understanding of the world at large (Keltner & Haidt, 2003). Hedonic consumption can result in pleasure as well as a deeper kind of enjoyment, rising even to the level of self-fulfilment.

This section of literature review is relevant for our research because it gives us the foundations of hedonic consumption and helps us understand how consumers make their decisions regarding buying certain products or services over others for their self-pleasure. This section helped us understand better the next sections in this literature review and helped us when

answering our research questions, more precisely the second research question (“Do consumers feel more interest towards emotional or technical features of motorsport?”).

Identity-Based Motivation

Nowadays in our modern lives we define and remind ourselves of who we are with our possessions and learnings acquired throughout our life. Research on this theme suggests that the identification with our possessions starts really early on our lives as infants when we start to be able to distinguish ourselves from the environment and from others babies who can envy our possessions (Belk, 1998). This self-extension we create occurs through the control and the mastery of an object and through the knowledge of the same object we have.

Although this emphasis on material possessions starts to decay as we go forward in life, it remains high since we seek to express our character through those possessions we have, and even use possessions to remind ourselves of past experiences, other people in our lives, and even create of life after death (Belk, 1998).

Understanding the power of identity-based consumption is very important because although it may seem that people only look for objects which they identify themselves with, some research has found that we can make functional predictions towards objects that appear unlikely to engage some types of consumers, and those objects may engage different functions in different people and even be used in different situations (Shavit, 1990).

By giving prominence to the knowledge that choices are identity-based and identity-congruent, marketing strategists try to link their brands and products to target consumers identities by highlighting relevant traits and characteristics such as gender, race-ethnicity, age, and culture relevant values. The identity-based motivation (IBM) model by Oyserman argues not only personal, but also social identities matter. It is not enough to evaluate the person's group membership in the society, but also his beliefs and action and procedural readiness, more specifically to motivate the consumer to buy the product/experience. This clarifies why attempts to produce identity-based choice by simply matching strategies that target each aspect of identity has proved to be very illusive (Oyserman, 2009). From the perspective of identity-based motivation, advertisements and other means of social influence created by companies with the intention of influencing consumers to buy their products, have a better engagement if they connect the consumer to features of identity, making those strategies more persuasive and effective if they follow the IBM principles (Oyserman, 2009).

The identity-based motivation theory focuses its attention on the motivational influences towards identity-congruent action and identity-congruent cognitive procedures. From the perspective of this theory, both personal and social identities matter (Oyserman, 2009). Normally consumers, use products/services in order to identify themselves. This results in a higher likelihood of the product/service to be linked with a prototypical user, who has similar identity traits as the consumer (Belk, 1998; Sirgy, 1982). This theory is especially relevant for products perceived of having expressive features rather than utilitarian ones (Shavitt et al., 1990).

These papers are relevant to our research because they show to us how consumers connect with brands, in our case with the athletes and the teams of the sport, which will allow us to make some conclusions on the emotional connection consumers have with the many players in motorsport and how they behave towards identity-based stimulus, for instance, the athletes they find more attractive or the teams they follow the most. This information gathered will help us respond to the same research question as the previous one.

Emotional Motives

Throughout the years, many researchers have done studies related with consumer emotions and how they have an impact on consumer Behaviour. Holbrook and Batra (1987) developed an emotional scale which is based on previous reviews made on this field. They found out that the emotions that mediate consumer responses are pleasure, arousal, and domination. Regarding the satisfaction perceived by the consumers, Oliver (1993) stated that emotional responses mediate the effects that product attributes have on consumer satisfaction.

The emotional fan motives were studied by many researchers along the years and Trail and James, (2001), argued that the motivations of sports fans are based on the psychological and social need of fulfilment. After their study, other researchers tried to dig deeper into this field of emotional connection to sports and Arthur A. Raney wrote a chapter in the book “Handbook of Sports and Media” in which he stated that fans of sports in general view this type of entertainment with the expectation that they get some desired emotional effects that are created by the experience of watching sports. For example, sport consumers are encouraged by the stirring reactions that emerge from the victory of their favourite athlete or favourite team (Raney, 2006), or the self-achievement people feel when their favourite team succeeds (Wann, 1995). “These emotional reactions to sports programming are assumed to be dependent upon and governed by the affiliations—or affective dispositions—that viewers hold toward one of the competing teams” (Raney, 2006 p. 315). We can easily connect this to the previous section related to identity-based motivation towards motorsport: The consumers feel a belonging connection with the athlete/team, that the outcome of the sports events influences the consumer’s reactions and feelings.

More than three decades ago, Sloan (1989) wrote a book called “Sports, Games, and Play”, that is used in many research regarding sports motivations, in which he stated that five theoretical dimensions exist associated with sport consumer motivations, them being:

- **Entertainment theory:** It is postulated that sport consumers are attracted to a consumption activity for seeking pleasure and happiness. Using Formula 1 as an example, the aesthetic aspects of the athlete’s skill make the sport an art form for the spectators (Kim et al., 2013);

- **Achievement seeking theory:** Sport consumers are motivated to consume a sport because they are seeking vicarious achievement by expressing their bond and attachment to the sport athlete or team (Kim et al., 2013);
- **Catharsis theory:** The motorsport events are known for their speed, aggressive style of driving and noise, all of which attract consumers who are seeking catharsis to the sport event (Kim et al., 2013);
- **Salubrious-Effects theory:** It is stated that spectators consume a sport for its pleasure and for their own mental well-being, this means that consumers use the game attendance as an opportunity to escape from daily routines and boredom (Kim et al., 2013)); and **Stimulation-Seeking theory.**

This categorization of theories created by Sloan have been verified in many sports contexts, including the National Basketball Association (NBA) (Pease & Zhang, 2001) and the National Hockey League (NHL) (Zhang et al., 2001). Further studies on this Sloan's theory have claimed that two of the categories are not empirical distinct (catharsis theory and stimulation seeking theory). Despite that change on the theory, Sloan's research allowed us to have a clear image of key motivation dimensions affecting consumers behaviour towards sports. These dimensions were applied in further conducted studies, where the authors used them to understand which factors affect the most the consumers motivations towards motorsport.

An example of the application of these dimensions is the paper "Social motivations and consumption behaviour of spectators attending a Formula one motor-racing event", by Kim et al., (2013) in which the writers developed a measure based on the Spectator Motivation Scale (SMS; Pease & Zhang, 2001) and modified it to fit into the Formula 1 setting. This Scale is based on Sloan's theory and uses four different dimensions, these being: entertainment (4 items); achievement (7 items); catharsis (4 items); and salubrious effects (4 items). Using this method, the authors of the paper found that it would be constructive for F1 grand prix cities to promote the best drivers and the most liked teams during their promotions of the events. This type of highlight would promote individualized psychological connections between consumers and drivers. The authors also stress that promotions should focus on the drama involved in the races and the dedication shown by racing drivers. (Kim et al., 2013).

Motivation towards something is normally generated as a result of having an unfulfilled need which leads to individuals taking a particular course of action. Motivation and other behavioural intentions have been considered as some of the psychological variables that most affect sport

consumption behaviours of a consumer, such as, sport event attendance (Pease & Zhang, 2001), media consumption of sport events (Byon, Cottingham, & Carroll, 2011), and the purchase of licensed merchandise of teams and athletes (Funk et al., 2012). Funk et al. (2012) also found that we can state five motive factors which are of socialization, performance, esteem, excitement, and diversion. These factors can significantly predict attendance, media usage, purchase, and uniform-wearing behaviours in the context of Australian football.

Furthermore, regarding Sloan's theories, many studies were created. The most relevant studies will be stated as follows. An empirical study involving spectators of the National Basketball League (NBA), where researchers found that salubrious effects and entertainment were positively related to game attendance variables (Pease and Zhang, 2001). Funk et al. (2012), as previously mentioned, found out there were five motivational factors capable of predicting attendance at Australian football events. Mahony et al. (2002) concluded that 15% of the variance regarding attendance at the Japanese professional soccer league was explained by several motivation factors. A study on the spectators of the minor league of hockey, Zhang et al. (1997) noted that achievement seeking, and salubrious effects were highly predictive of the intended attendance at future hockey events. These theories were also applied to mixed martial arts events, in which searchers found that achievement, national pride, and drama factors were motives salient to consumption of this type of events. Furthermore, in a follow-up study regarding this field of sports, a researcher identified violence, aesthetics, drama, and knowledge as factors serving as significant predictors of consuming mixed martial arts events (Andrew, Kim, O'Neal, Greenwell, & James, 2009).

The findings in this section of the literature review helped us getting a better understanding on what emotional factors influence the most the consumers regarding their decision making and behaviour towards products and even sports in general and motorsports more specifically. Furthermore, this section helped us understanding the importance of the emotional stimuli which can be used to leverage promotions presented to consumers, obtaining the most interest possible when promoting motorsport events. Lastly, this section helped us developing the emotional reports for the second survey, in which we introduced stimuli gathered throughout the analysis of these papers.

Cognitive Consumption Motives

Besides emotions that connect consumers to products, services, or experiences, we can state some other features that appeal to the consumer. These features include, for instance, the style, the complexity, or the authenticity behind the product. Many studies have been made regarding consumer decision making, and recent research has provided clear evidence of the importance of aesthetics in consumer decision making, not only on product categories that are purely aesthetic but also on those that are not (Hagtvedt & Patrick, 2008a; Reimann, Zaichkowsky, Neuhaus, Bender, & Weber, 2010).

The Appraisal theory from (Lerner et al. 2007; Yates 2007) tries to explain the process of making judgements and decisions in a certain situation, and it explains this process by examining how emotions are relevant in a certain situation. This theory defends that consumers appraise the nature of a situation and recall previous experiences and emotions associated with that same situation, which makes this process much more holistic and not decomposable (Hoyer & Stokburger-Sauer, 2011).

In some cases, the product can be considered quite unesthetic, but depending on the context it becomes considerably appreciated. For example, when brands place a cool design with their products to influence the consumers into perceive the product as a luxury segment product (Alba & Williams, 2013). This phenomenon results into the consumers being more accepting of brand extensions into distant categories of products (Hagtvedt & Patrick, 2008b, 2009). Moreover, regarding aesthetics, the consumer's experience is perceived as a complex cognitive process, which its nature and outcome is dependent on the perceiver's concepts and expertise towards the products, service, or experience (Augustin and Leder 2006, p. 135).

There are a lot of studies regarding aesthetics, one of them from Leder et al. 2004, which is one of the most influential conceptual models in this area. It defends that there exist 5 stages of expertise regarding aesthetics, which are: **Perceptual analysis** (The first level is based on perceptual features, which only affect simple judgements of aesthetic preference); **Implicit memory integration** (This level relies on some implicit memory effects given by the stimulus); **Explicit classification** (This level is particularly affected by the expertise and knowledge previously acquired before finding the stimulus); and **Cognitive mastering and evaluation** (This stage has two distinct phases because they can be linked building a feedback-loop between them and it's mainly affected by the success of the stimulus revealing an understanding).

In the study made by Augustin and Leder (2004), the researchers found that experts tend to process artwork more in relation with the art knowledge they acquired before, whereas people with no expertise on the theme rely more on personal feelings to evaluate the artwork. In their findings, they reported that experts tend to have developed more cognitive abilities, which allows them to make further sophisticated interpretations of pieces of art, such as the historical meaning of the paintings or regarding the style of the painting or painter (Leder et al. 2004; Winston and Cupchik 1992). Thus, consumers which have acquired expertise in a certain area have developed a specialized knowledge that will consequently allow them to make decisions with more references and better foundations and they are able to interpret increasingly complex situations in a more satisfying way than those who have no expertise.

This information collected is very useful when analysing the consumer behaviour towards motorsport events, since these events are very aesthetic, there are many colours, various logos from the teams and sponsors, and even the design of the cars which makes the experience of the consumers attending these events a very aesthetic one. Moreover, the sound of the experience can almost be considered a form of art for the most passionate fans of the motorsport, which turns the overall experience of watching such an event extremely aesthetic.

Speaking of ways to engage consumers, they experience a higher satisfaction when utilitarian products meet or exceed the utilitarian criteria, the same way the consumers feel excitement and delight when hedonic products or services meet or exceed the category criteria. This makes consumers more loyal to the brands and more prone to engage in positive word of mouth towards the product or service (Chitturi, Raghunathan, & Mahajan, 2008).

Having all the information above in mind, one can conclude that consumers will recall knowledge and expertise when it's time to make a judgement or a decision regarding his willingness to take an action. Nevertheless, he will also bring its taste, including the various sensory aspects, preferences, emotions, and previous experiences. All these variables are extremely important and relevant for the consumer decision making process.

Conceptual Fluency

There is a lot of evidence that defend that consumers' attitudes towards a product or service become more favourable with a repetition of exposure from that product/service, even when consumers aren't aware that they are being exposed to that object (Zajonc 1968). The main studies on this are defending that the stimuli which come to mind more easily are much easier to process than those that are not. These stimuli that come to mind more readily, are considered as being conceptually fluent, hence, these are more recognized by the consumers. Research regarding this theme of conceptual fluency has also discovered that incidental exposure to brand related icons, such as, logos, names, or pictures may also lead to a more favourable evaluation of that brands' products (Janiszewski, 1993).

Conceptual fluency is considered to benefit from the amount of time the individual gets exposed to the stimuli. The longer the individual is exposed to the stimulus, the more conceptually fluent he will be on that stimulus (Hamann, 1990). It has also been theorized that conceptual fluency facilitates the consideration of membership and of memory-based choices, which can be explained as an increased capability of access that information in the brain (Nedungadi, 1990), and also prefer familiar and predictable stimuli (Berlyne, 1970)

Opposed to perceptual fluency, which is believed to be sensitive to changes on the features of the stimulus or on its context of presentation, conceptual fluency is not affected by these types of changes (e.g., Jacoby and Dallas 1981).

In the experiments made by Lee & Labroo, (2004), they discovered the heightened expectancy of encountering a target, reduced the uncertainty towards the target and they observed an enhanced affective judgement towards that same target. They also had consistent results with findings on the self-generation effect, by which consumers' attitudes towards advertisements were more positive when they were challenged to have a more cognitive approach to the advertisement by generating an image of the product in their memory (Sengupta and Gorn, 2002). Also, regarding repetition and elaboration on the information perceived, in the cognitive-response model (Cacioppo and Petty, 1979), they defend that people learn more if they elaborate on it and, therefore, become more persuaded by brands, and that when people like an object initially they evaluate it more positively with increased thought.

Learning in Consumer Behaviour

There has been a lot of interest from researchers and companies worldwide to understand how consumers learn new things and how they store them in their memory, and some studies were created in order to understand this function of the human brain. This learning process will dictate the ability of consumers to recall information which will later influence their reactions to certain stimulus. Marketeers have been throughout the years trying to stimulate and motivate consumers by tuning to their structure of knowledge. Moreover, they have been trying to find new ways to restructure their existing knowledge and experiences, by presenting messages on their products, with the purpose of consumers accepting them and attach them to their knowledge structure (Batkoska & Koseska, 2012).

Nowadays learning is viewed as being an active, constructive, goal oriented and cumulative activity (Shuell, 1986). This process of learning new information is called cognitive learning and it basically means storing short-term memory into a long-term memory. The key factors for the establishment of these two memory types are repetition and elaboration. The repetition process involves the processing of information acquired through the short-term memory, we usually call this process of thinking. The elaboration process determines the degree of integration between the previous knowledge of the person and the new knowledge acquired. This process allows consumers to store the new information acquired in the long-term memory and help it stabilize it. The quantity of elaboration consumers does over a new acquisition to their memory, depends on the motivation they have in learning it and their own learning ability (Batkoska & Koseska, 2012).

The previous section regarding conceptual fluency can be explained by this process of learning in consumer behaviour. While the consumers are going through the learning process, storing information in their brains, they become more fluent in the technical aspects of the sport, which will further motivate them and make their watching process easier.

These two sections can help us answering the first and the third research question of this thesis which are: “How does the interception of emotional motives and technical motives increase consumers’ interest towards the sport?” and “Do more complex technicalities have a bigger impact on the consumer’s interest in motorsport?”, since it help us further understand the way consumers learn and store information about technical aspects of motorsport and how they affect the emotional connection.

Hypothesis

The main objective of this thesis is to respond the research question, RQ1: “**How does knowledge about a sport impacts consumers' attitudes and behaviours towards the sport?**”. In order to do that, we analysed the many papers to gain the best insights possible to create a hypothesis and create the best studies possible to answer the question.

In order to help us respond to this main research question we created another more specific research question which is:

RQ2: “**Does emotional connection to a sport have a bigger impact towards the sport than only technical knowledge?**”

Following the authors of the emotional motives papers we can reach the conclusion that emotional motives give consumers the most interest related to motorsport events, since motorsports, although having a great deal of technicalities, are a high emotional and drama focused sport. After acquiring the information gathered in these papers we reached an hypothesis which was:

H2: “**Consumers feel a stronger interest when presented with emotional engaging stimuli.**”

To create the main hypothesis answering the dominant research question of this thesis we reached some conclusions with the information we gathered in the literature review related to conceptual fluency and learning in consumer behaviour.. We acquired the information that when a person learns something and gets fluent on that aspect they can better enjoy the experience related with that learning activity. We can relate higher levels of complexity to higher levels of learning. This means higher levels of complexity require more procedural learning regarding the different rules and technicalities of the sport, which will, along with other stimuli, increase the interest that consumers have in the sport and the time allocated to it.. With this information we created this hypothesis:

H1: “**The more knowledge a consumer has about the sport the easier it gets for him to gain interest in it.**”

Study 1

Research Methodology and Design:

In order to develop this thesis, we decided to create a study where we compare which factors influence the most three variables of consumption of motorsport (willingness to watch a live race; willingness to assist races through a streaming service; and willingness to buy merchandise of teams, athletes or general items related to the sport). In order to create a more accurate study, we decided to develop two pre-tests to ensure that our tools were relevant for the mediators we wanted to use.

To create this study, we created a survey on Qualtrics which had 32 volunteer respondents which ages comprehended between 23 and 62 years old, where 52% of the respondents were male (17) and 47% female (15).

The first pre-test had the objective of understanding how consumers perceive the degrees of complexity of general motorsport rules, to determine rules of high vs. low complexity which we will use on a posteriorly study. Besides the purpose of helping to create another study, we can already analyse the impact that rules of high complexity vs rules of low complexity have on the motivation of consumers. To create that, we clustered some rules in groups and asked the respondents to evaluate them on a scale from 1- "Not Complex at All" to 7- "Extremely Complex". In this pre-test we also tried to analyse how rules and nothing else influences the general attitude of consumers towards motorsport. Thus, following each groups of rules we added three questions ("After getting to know these rules, how interested in the sport would you say you are."; "After getting to know these rules, how willing to consume products and experiences related to this sport would you say you are."; "After getting to know these rules, how interested are you to learn more about the rules of the sport."). We also evaluated these questions with a scale from 1 to 7 from "Not interested at all" to "Extremely interested" and from "Not willing at all" to "Extremely willing".

An example of each set of rules presented to the respondents is:

- First set: "The winner car is the one who passes the finish line first."
- Second set: "The teams have three practice sessions for race weekend."
- Third set: "There are five different tyres which are divided in the wet (Full Wets and Intermediates) and the slicks (Soft, Medium and Hard)."

- Fourth set: “In order to a driver to be able to compete in this competition he needs to have more than 50 points in his/her special license which has points awarded from previous competitions the driver has participated, in the following manner: (Followed by a table.)
- Fifth set: “In case the race is suspended and cannot be resumed, points will be awarded following the next steps: (Followed by the steps and a illustrative table)

For the total set of rules presented, see Figure 6 to Figure 13 in the appendix.

Before the end of the survey, we introduced two questions to understand the degree of knowledge our respondents had of the rules presented beforehand and to understand how much they consider themselves consumers of any sports of this type. In order to measure that we introduced the questions “How much knowledge did you have about these types of rules of motorsports before this survey?” and “How much would you consider yourself as a consumer of this type of sports?” followed by a scale from 1 (None at all) to 7 (A great deal). At the end of the survey, we gathered the respondent’s demographics including: Gender; Age; Employment Status; and Highest degree or level of school the respondents had.

To measure the complexity perceived by the respondents we created a within-subjects test design in which each respondent tested all the conditions of complexity of the rules. The same type of test was used to analyse the effect of complexity in the dependent variables related with interest and willingness to consume.

Results:

In order to analyse how people perceived the complexity of the rules presented, we decided to create a paired sample t-test to order the rules in terms of complexity. The results were the following: The first group of rules which was the easiest one had a $M = 1.59$ with a $SD = 1.043$, the second group had a $M = 2.41$ with a $SD = 1.434$, the third group had a $M = 3.50$ with a $SD = 1.481$, the fourth group had a $M = 3.97$ with a $SD = 1.492$ and finally the final group had a mean of 4.19 and a standard deviation of 1.615.

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	How complex do you feel the previous rules were?	1.59	32	1.043	0.184
		2.41	32	1.434	0.253
Pair 2		2.41	32	1.434	0.253
		3.5	32	1.481	0.262
Pair 3		3.5	32	1.481	0.262
		3.97	32	1.492	0.264
Pair 4		3.97	32	1.492	0.264
		4.19	32	1.615	0.286

Table 1 - Paired Samples Statistics (Complexity Perceived)

We created four pairs in order to compare the means between them (See table above), and we had the following significance results: The first pair, between the easiest and the second easiest blocks had a $p=0.001$, the second pair between the second and the third blocks had a $p < 0.001$, and the third pair between the third and fourth block had a $p=0.079$. All these pairs had a Two-Sided p below 0.1 so we can assume that they are different, at least at marginally significant level. The last pair between the two most complex blocks had a two-sided $p=0.421$ so we cannot assume that they are different and need to join them in one single group. Having these results in mind, we can clearly see four groups of complexity in the rules presented to the respondents (See Appendix Table 17).

When analysing the questions related to the attitude of the respondents towards the sport, we decided to create a new variable which joined the three questions: “After getting to know these rules how interested in the sport would you say you are.”; “After getting to know these rules how willing to consume products and experiences related to this sport would you say you are.”; and “After getting to know these rules how interested are you to learn more about the rules of

the sport.”. With the purpose to see if we could join the three variables, we did a reliability test which had a Cronbach’s Alpha of 0.882 on the three items (See Appendix Tables 18 and 19).

Analysing the means of the general attitude with a t-test, of the four different groups we can firstly see that the general attitude towards the fourth level ($M = 2.8802$, $SD = 1.1657$) was significantly lower than the other levels of complexity, $t(31) = 13.977$, $p < 0.001$. This level of complexity was considered higher than the other three groups. (First level: $M = 3.0104$, $SD = 1.3743$; Second level: $M = 3.0208$, $SD = 1.2268$; Third level: $M = 3.0104$, $SD = 1.2965$)

	N	Mean	Std. Deviation	Std. Error Mean
After getting to know these rules how willing to consume products and experiences related to this sport would you say you are.	32	2.19	1.491	0.263
General_Attitude_L1	32	3.0104	1.37433	0.24295
General_Attitude_L2	32	3.0208	1.22676	0.21686
General_Attitude_L3	32	3.0104	1.29649	0.22919
General_Attitude4.5	32	2.8802	1.16569	0.20607

Table 2 - One-Sample Statistics (General Attitude)

Discussion of Results:

The main objective of this study was to create two different groups of rules which would be considered of different levels of complexity perceived by our consumers. As we could analyse from the results of the study, there were four clear different groups of complexity perceived, which we named: easiest block, easy block, medium block and finally hard block (which englobes two of the groups of questions, as we could see in the results section). Having this information in mind, we could create the two groups of rules for our final survey which are constituted by: The first group which as the non-complex rules includes rules from the easiest block and the easy block, and the second group which as the most complex rules has rules from the medium and the hard block.

As we saw in the results section, the three dependent variables in this study (“After getting to know these rules how interested in the sport would you say you are.”; “After getting to know these rules how willing to consume products and experiences related to this sport would you say you are.”; “After getting to know these rules how interested are you to learn more about the rules of the sport.”), could be connected in order to create a new variable called General Attitude towards the motorsport. When we analysed the impact each group has on the General Attitude we could see that the three first groups of rules had all basically the same level of general attitude towards the sport, so we can assume that the general attitude doesn’t change for these levels of complexity. However, on the last group, which had the most complex rules, we could see a significant decrease on the general attitude which can mean that if the rules of motorsport are too complex, people might lose interest in watching it.

Study 2

Research Methodology and Design:

To create this study, we created a survey on Qualtrics which had 38 volunteer respondents, but three of them didn't pass the validity questions so we could only analyse 35 which ages comprehended between 18 and 57 years old, where 60% of the respondents were male (21) and 40% female (14).

The second pre-test had the objective of understanding how consumer perceive the technical and the emotional side of motorsports. To create this study, we decided to write four texts, two of them developed in order to be perceived as mostly technical and the other two to be perceived as more emotionally engaging (to see the reports, refer to Figure 21 to Figure 24). To understand how consumers perceived those texts, we created two scales from 1 to 7: The first one was supposed to evaluate how consumers felt the sentence was technical, with a scale that went from "1 - Not Technical at All" to "7 - Extremely Technical". The second question served to understand how emotionally engaging the respondents felt the text was, with a scale that went from "1 - Not Emotionally at All" to "7 - Extremely Emotional". In this study we also asked the respondents to answer questions regarding their general attitude towards motorsport after reading the texts, with the following questions: "After getting to read this race report, how interested in the sport would you say you are."; "After reading this race report, how willing to see this sport live or through a TV streaming service would you say you are.", in which we introduced a scale from 1 (Not interested at all / Not willing at all) to 7 (Extremely interested / Extremely willing). At the end of the survey, similarly to the previous survey, we gathered the respondent's demographics including: Gender; Age; Employment Status; and Highest degree or level of school the respondents had.

Results:

Technical Reports: In the first question where we asked how technical the respondents felt the reports were, we had the following results: A repeated-measures ANOVA, in which the variable “Technical Report” had 4 levels (Report 1, 2, 3, 4), determined that the mean of the Technical scores differed significantly across the four reports on the test of within-subjects effects ($F(3, 32) = 30.405, p < 0.001$ (See Appendix Table 20)). With further analysis, we see in the Pairwise Comparison table (See Appendix Table 21) that the means from the Technical reports and from the Emotional reports are significantly different ($p < 0.001$). In the tables below, where we performed a t-test, the first two reports are the emotional ones and the last two are the technical reports. As we can analyse, the respondents felt the two emotional reports ($M = 3.00, SD = 1.59$; $M = 2.89, SD = 1.694$) were perceived as way less technical than the other two technical ones ($M = 5.31, SD = 1.367$; $M = 5.23, SD = 1.239$).

	Mean	Std. Deviation	N
How technical did you feel the report above was?	3	1.59	35
	2.89	1.694	35
	5.31	1.367	35
	5.23	1.239	35

Table 3 - Descriptive Statistics (How technical the report was)

	t	df	Significance		Mean Difference	95% Confidence Interval of the	
			One-Sided p	Two-Sided p		Lower	Upper
How technical did you feel the report above was?	11.160	34	<0.001	<0.001	3.000	2.45	3.55
	10.079	34	<0.001	<0.001	2.886	2.30	3.47
	22.998	34	<0.001	<0.001	5.314	4.84	5.78
	24.971	34	<0.001	<0.001	5.229	4.80	5.65

Table 4 - One Sample-test (How technical the report was)

Emotionally Engaging Reports: In the second question, in which we asked how emotionally engaging the respondents felt, the reports had the following results. A repeated-measures ANOVA, in which the variable “Emotional Report” had 4 levels (Report 1, 2, 3, 4), determined that the mean of the Emotional scores differed significantly across the four reports on the test of within-subjects effects (Sphericity Assumed had a $p < 0.001$ (See Appendix Table 22)). With further analysis we see in the Pairwise Comparison table (See Appendix Table 23) that the means from the Technical reports and from the Emotional reports are significantly different ($p < 0.001$). In the tables below, where we performed a t-test, the first two reports are the emotional ones and the last two are the technical reports. As we can analyse, the respondents felt the two emotional reports ($M = 5.34, SD = 1.392; M = 5.29, SD = 1.073$) were perceived as way more emotionally engaging than the other two technical ones ($M = 3.03, SD = 1.562; M = 2.49, SD = 1.579$). (See tables below)

	Mean	Std. Deviation	N
How emotionally engaging did you feel the report above was?	5.34	1.392	35
	5.29	1.073	35
	3.03	1.562	35
	2.49	1.579	35

Table 5 - Descriptive Statistics (How emotionally engaging the report was.)

	t	df	Significance		Mean Difference	95% Confidence Interval of the	
			One-Sided p	Two-Sided p		Lower	Upper
			How emotionally engaging did you feel the report above was?	22.707	34	<0.001	<0.001
	29.144	34	<0.001	<0.001	5.286	4.92	5.65
	11.470	34	<0.001	<0.001	3.029	2.49	3.57
	9.315	34	<0.001	<0.001	2.486	1.94	3.03

Table 6 - One Sample-test (How emotionally engaging the report was)

Regarding the third question of this survey, where we asked the respondents how interested in the sport they were after reading each report, we analysed it again with a repeated-measures ANOVA which determined that the mean of the Interest in the sport scores differed significantly across the four reports on the test of within-subjects effects (Sphericity Assumed had a $p = 0.006$ (See Appendix Table 24)). We created a post hoc pairwise comparison which showed us that the only marginally significant comparison is between the second emotional report and the first technical report (See Appendix Table 25). Analysing the table below we can see that respondents felt the two emotional reports created much more interest towards the sport in question ($M = 4.26, SD = 1.755; M = 4.46, SD = 1.738$) than the two technical reports ($M = 3.66, SD = 1.697; M = 3.8, SD = 1.549$).

	Report Type	Mean	Std. Deviation	N
After getting to read this race report how interested in the sport would you say you are.	Emotional #1	4.26	1.755	35
	Emotional #2	4.46	1.738	35
	Technical #1	3.66	1.697	35
	Technical #2	3.8	1.549	35

Table 7 - Descriptive Statistics (Interest in the sport.)

In the last question, we asked consumers to rate how willing they are in consuming experiences related with the motorsport described in each report, like watching races live or through a streaming service. We analysed it with a repeated-measures ANOVA, which determined that the mean of the Interest in the sport scores differed significantly across the four reports on the test of within-subjects effects (Sphericity Assumed had a $p = 0.002$ (See Appendix Table 26)). We created a post hoc pairwise comparison which showed us that the only significant comparison is between the second emotional report and the first technical report, but there was also a marginally significant comparison between the second emotional report and the second technical report ($p < 0.1$) (See Appendix Table 27). Analysing the data, we can see that once again emotionally engaging reports gave the consumers a higher willingness to consume experiences from this sport ($M = 4.14, SD = 1.785; M = 4.34, SD = 1.589$) than the two technical ones ($M = 3.51, SD = 1.579; M = 3.74, SD = 1.379$)

	Mean	Std. Deviation	N
After reading this race report how willing to see this sport live or through a TV streaming service would you say you are.	4.14	1.785	35
	4.34	1.589	35
	3.51	1.579	35
	3.74	1.379	35

Table 8 - Descriptive Statistics (Willingness to consume.)

Discussion of Results:

Analysing the results from the second study we made, we can make some assumptions regarding the consumers' intentions, and we can also take some conclusions for the last study of this thesis.

Firstly, regarding the future final study we will make we can already choose the reports we are going to use in it, which was the main goal of this study in the first place. In terms of the emotionally engaging report we will use on the final study, we decided to use the Emotional Report #1, which had a higher rating on the question aimed to understand what the most emotionally engaging report was, perceived by the respondents. For the technical report, we decided to have the same methodology behind it, so we went for the Technical Report #1, which had a higher rating on the question aimed to understand what the most technical report was, perceived by the respondents of the study.

The reports chosen were:

- Emotional Report: "Santos, the 22-year-old Portuguese driver, was very clear about how frustrated and sad he was with his performance last season. The enthusiasm is thus high considering the chance Santos has to overtake his long-time rival (they have been competing against each other since they were 10 years old). If Santos beats his rival and delivers a strong performance he will get 8 precious points that can crown him world champion this season, following his father's footsteps in the history of this sport, and for sure making him one of the happiest persons on earth."
- Technical Report: "If this team does a one stop strategy and chose the hard tyres they might have a chance of finishing in the points at the end of the race which can make them jump some positions on the table, this might be possible because tyre degradation isn't looking so bad on this track."

After analysing the results obtained in the third question of the survey, we can clearly see from the descriptive statistics table that the emotional reports increase much more the interest of the consumer on motorsport, although the rating given in this question isn't significant enough to take any certain conclusions.

The last question asked in this study also shows a difference between the emotionally engaging reports and the technical ones, although once again it isn't significant the emotionally engaging reports scored more than the technical reports.

With this study, we can assume that emotional connections with the drivers/teams/the sport itself increase more the interest and the willingness to consume motorsport events than the technical aspects of the motorsport itself.

Study 3

Research Methodology and Design:

To create this study, we created a survey on Qualtrics which had 123 volunteer respondents which ages comprehended between 19 and 63 years old, where 61% of the respondents were male (75) and 39% female (48).

Finally having the information acquired from the previous studies, we managed to create a final survey where we joined the two studies. In this study we decided to add time to the groups in order to give time for the respondents to read carefully each rule and report we gave them, only after some seconds the respondents could jump to the next section.

Firstly, we created two groups of complexity for the rules we showed in the first survey. In order to do that we analysed the responses of the respondents in that study regarding the perceived complexity of the rules, and then we joined some of the most complex rules and some of the less complex rules in two distinct groups:

- High Complexity Rules:
 - “The cars need to change tyres at least one time in a race if using the slick tyres, if they are using wet tyres drivers can start and finish the race on the same compound.”;
 - “There are five different tyres which are divided in the wet (Full Wets and Intermediates) and the slicks (Soft, Medium and Hard).”;
 - “If two drivers finish the Championship with the exact same number of points, the higher place should be given to:
 - The holder of more 1st places.
 - If the number of first places is the same, the holder of more 2nd places.
 - If the number of second places is the same, the holder of more 3rd places.
 - If this procedure fails, a commission will decide on the best tie breaker.”;
 - “Drivers must be weighted after every race to make sure their weight plus the car’s is above the minimum required.”
 - “In order to a driver to be able to compete in this competition he needs to have more than 50 points in his/her special license which has points awarded from previous competitions the driver has participated, in the following manner: (Followed by a table with the information)”.

- Low Complexity Rules:
 - “The cars have to complete a selected number of laps in order to finish the race.”
 - “The winner car is the one that passes the finish line first.”
 - “The championship prize will be offered to the driver who has the most points at the end of the season.”
 - “Qualification for the race has three sessions.”
 - “The top 5 positions of a race get points in the following order:
 - 1st place - 10 points;
 - 2nd place - 8 points;
 - 3rd place - 6 points;
 - 4th place - 4 points;
 - 5th place - 2 points.”
 - “The weight of the car cannot be lower than 800 kg with the driver inside.”
 - “The cars need to end the race with enough fuel to complete one more lap, so the fuel can be analysed.”

After the respondents finished reading the rules, they had to answer to three questions, which were: “To what extent do you feel you've learned the rules?”; “How challenging was it for you to learn these rules?”; and “To what extent did you enjoy learning these rules?”. For these three questions, the scale used was from 1 (Not at all) to 7 (Extremely). These rules will help us understand in a better way how consumers perceive the process of learning regarding the rules of the sport.

Then, we analysed the second study in order to find the reports which were perceived as the most technical and as the most emotionally engaging. For this purpose, we analysed the respondent’s answers in those questions of the survey and found out the two excerpts with the highest means in each category were:

- Emotional Report: “Santos, the 22-year-old Portuguese driver, was very clear about how frustrated and sad he was with his performance last season. The enthusiasm is thus high considering the chance Santos has to overtake his long-time rival (they have been competing against each other since they were 10 years old). If Santos beats his rival and delivers a strong performance he will get 8 precious points that can crown him world champion this season, following his father’s footsteps in the history of this sport, and for sure making him one of the happiest persons on earth.”.

- Technical Report: “If this team does a one stop strategy and chose the hard tyres they might have a chance of finishing in the points at the end of the race which can make them jump some positions on the table, this might be possible because tyre degradation isn’t looking so bad on this track.”

After the respondents read the race report, we’ve added four questions in order to understand how the respondents felt towards the race report they’ve just read, which were: “To what extent did you enjoy reading the race report?”; “To what extent did you feel the report was technical?”; “To what extent did you feel the report was emotionally engaging?”; and “To what extent do you feel a connection with the pilot/team in the report?”. For these four questions, we used a scale from 1 (Not at all) to 7 (Extremely). The final question in this section has the objective of understanding if any identity-based motivation had effects on the consumer.

The participants were randomly assigned to one of two sets of rules with different complexity levels and then to also one of two conditions of race report, being them of high emotional content or technical content. The design of this study was a 2 (high vs. low complexity rules) x 2 (technical vs. emotional content) between-subjects design.

This type of study will allow us to investigate which of these independent variables mostly affects the dependent variables we decided to study: “Interest in watching motorsport races on TV”; “Interest in watching motorsport races live” and, “Interest in buying merchandising related to motorsports”.

At the end of the study, similarly to the two previous ones, we gathered the respondent’s demographics including: Gender; Age; Employment Status; and Highest degree or level of school the respondents had.

Results:

We started by analysing the effects that the different types of rules and reports had on the dependent variables: (Interest in watching motorsport races on TV); (Interest in watching motorsport races live); (Interest in buying merchandising related to motorsports).

Interest in watching motorsport races on TV:

To analyse the effects of the rules and reports in this dependent variable we used the general linear model Univariate analysis, in order to identify if there are any significant differences between the rules, the reports and the interception of both. In this test, we can see that there is a marginally significant difference between the mean of the variable rules and the reports or interception ($F(1,122) = 3.007, p = 0.086$) (See Appendix Table 28, 29, 30 and 31, for further information). Regarding the analysis of the interest in watching races on TV, analysed on the paragraph above, we can see that the more complex set of rules ($M = 4.749, SD = 1.619$) had a higher interest than the non-complex set of rules ($M = 4.208, SD = 1.83$), and regarding the reports apparently the emotionally engaging ones ($M = 4.65, SD = 1.876$) showed higher interest than the technical ones ($M = 4.3, SD = 1.587$), however we can't make that conclusion since the results of the test weren't significant. The means and standard deviations in the different groups are the following:

	M	SD	n
ComplexRules*EmotionalReport	5.065	1.731	31
ComplexRules*TechnicalReport	4.433	1.455	30
Non-CompleRules*EmotionalReport	4.25	1.951	32
Non-ComplexRules*TechnicalReport	4.167	1.724	30

Table 9 - Descriptive Statistics (Interest in watching races on TV)

		Mean	Std. Deviation	N
Non-Complex	Technical	4.17	1.724	30
	Emotional	4.25	1.951	32
	Total	4.21	1.83	62
Complex	Technical	4.43	1.455	30
	Emotional	5.06	1.731	31
	Total	4.75	1.619	61
Total	Technical	4.3	1.587	60
	Emotional	4.65	1.876	63
	Total	4.48	1.743	123

Table 10 - Descriptive Statistics (Interest in watching races on TV)

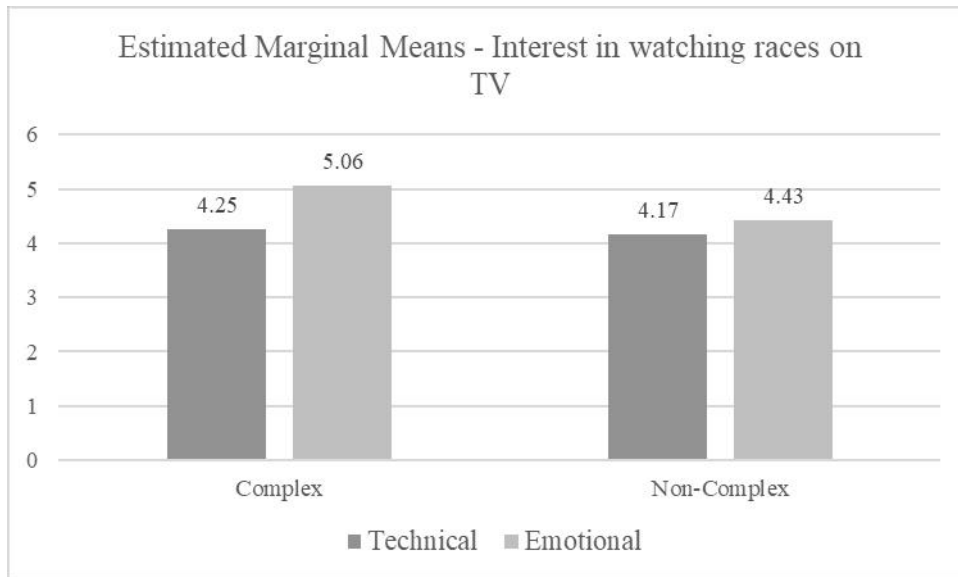


Figure 1 - Estimated Marginal Means (Interest in watching races on TV.)

Interest in watching motorsport races live:

To analyse the effects of the rules and reports in this dependent variable, we used the same model as previously, to identify if there are any significant differences between the rules, the reports and the interception of both. In this test, we can see that none of the p values is significant (See Appendix Table 32, 33, 34 and 35, for further information), so we can't be sure if there is any impact of the independent variables in the dependent variable. Regarding the analysis of the interest in watching motorsport races live we can see that the more complex set of rules ($M = 3.9$, $SD = 1.859$) had a similar interest than the non-complex set of rules ($M = 3.98$, $SD = 1.971$), and regarding the reports the emotionally engaging ones ($M = 4.08$, $SD = 1.834$) showed higher interest than the technical ones ($M = 3.8$, $SD = 1.99$). The means and standard deviations in the different groups are the following:

	Emotional Report	Technical Report
Complex Rules	4.129 (1.727)	3.667 (1.998)
Non-Complex Rules	4.031 (1.959)	3.933 (2.016)

Table 11 - Descriptive Statistics (Interest in watching races live.)

		Mean	Std. Deviation	N
Non-Complex	Technical	3.93	2.016	30
	Emotional	4.03	1.959	32
	Total	3.98	1.971	62
Complex	Technical	3.67	1.988	30
	Emotional	4.13	1.727	31
	Total	3.9	1.859	61
Total	Technical	3.8	1.99	60
	Emotional	4.08	1.834	63
	Total	3.94	1.909	123

Table 12 - Descriptive Statistics (Interest in watching races live.)

Interest in buying merchandising related to motorsports:

To analyse the effects of the rules and reports in this dependent variable, we used the same model as previously, to identify if there are any significant differences between the rules, the reports and the interception of both. In this test, the variable of the interception between the Rules and the Report ($F(1,122) = 4.884, p = 0.029$) is extremely significant, while the variable Report ($F(1,122) = 3.1, p = 0.081$) is marginally significant. Hence, we can assume that the independent variables have an effect on the dependent variable studied (See Appendix Table 36, 37, 38 and 39, for further information). Regarding the analysis of the interest in buying merchandising form motorsports we can see that the more complex set of rules ($M = 2.84, SD = 1.8$) had a slightly higher interest than the non-complex set of rules ($M = 2.69, SD = 1.1.78$), and regarding the reports the emotionally engaging ones ($M = 3.03, SD = 1.84$) showed higher interest than the technical ones ($M = 2.48, SD = 1.692$). The means and standard deviations in the different groups are the following:

	Emotional Report	Technical Report
Complex Rules	3.452 (1.841)	2.2 (1.54)
Non-Complex Rules	2.625 (1.773)	2.767 (1.813)

Table 13 - Descriptive Statistics (Interest in buying merchandising.)

		Mean	Std. Deviation	N
Non-Complex	Technical	2.77	1.813	30
	Emotional	2.63	1.773	32
	Total	2.69	1.78	62
Complex	Technical	2.2	1.54	30
	Emotional	3.45	1.841	31
	Total	2.84	1.8	61
Total	Technical	2.48	1.692	60
	Emotional	3.03	1.84	63
	Total	2.76	1.784	123

Table 14 - Descriptive Statistics (Interest in buying merchandising.)

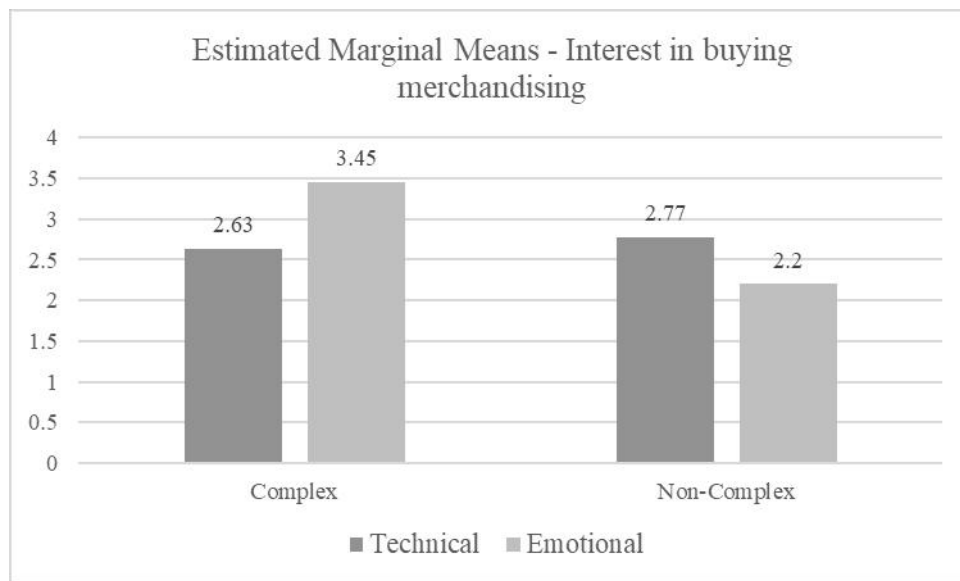


Figure 2 - Estimated Marginal Means (Interest in buying merchandising.)

To understand if previous knowledge had any impact on our study, we conducted an analysis doing an independent samples t-test where we used the questions referent to previous knowledge as the dependent variable and using as independent variables the two types of rules, the significance of this test had a two-sided $p = 0.255$, so we can assume it doesn't have a significant effect on the test (See Appendix Table 45 and 46, for further information).

Discussion of Results:

We will start by analysing the main effects we wanted to take out of this study, which were how technical aspects of the sport and emotional affection to the sport have effects on our dependent variables.

Analysing the data gathered related with the interest from the respondents in watching races on TV, although we cannot take clear conclusions since the tests made weren't extremely significant, we can see that when we join the complex rules and the emotional report, the interest in watching races on TV really increases comparing when we join the emotional report with the less complex rules. We can assume then that when people have better conceptual fluency of the technical terms surrounding the sport, they can have a better experience regarding the emotional side of the sport. We can assume that perhaps because of the reduced size of the sample in the study, we can't have clearer conclusions, and if we had a bigger sample the results could be more significant, leading to a better study.

Analysing the data gathered related to the interest from the respondents in buying merchandising from this motorsport, we can clearly see that there are some significant differences of the impact of the emotional report in the dependent variable. When the respondent sees the emotionally engaging report after learning the complex rules he shows a much greater interest in buying merchandising from motorsports than when he learns the non-complex rules. Thus, the impact of the emotionally engaging report in buying merchandising from motorsport is conditioned by the learning of complex or non-complex rules.. When we analyse the side of the non-complex rules, we can see the interest in buying merchandise doesn't change significantly when the respondents were stimulated by each of the reports, but when looking to the bars in the complex side we can see a clear difference. When respondents were presented with the complex rules and the technical report, they seem to have gained less interest in buying merchandising than in any other of the three cases, but when they were presented with the complex rules and the emotional report, the results were definitely different. With this information in mind, we can assume that consumers like to have a challenge regarding the technicalities of the sport (more complex rules), but in order to enjoy spending time and money with the sport, the consumers need emotional engaging stimulus like we could see on the two graphics presented above.

This result goes similarly with the one from Funk et al. (2012), where the researchers defended that emotional motivations were the factors that most influence the purchase of licensed

merchandise of teams and athletes and media consumption of sport events (Byon, Cottingham, & Carroll, 2011).

The emotional connection of the respondents with the reports can be explained because respondents might identify with the various factors from the report, as for example the nationality of the driver, the struggles the driver faced and how he overcame them or even the happiness he is going to feel at the end of the race if he stays ahead of his rival and wins the championship. People can easily relate to these factors since they're very common in people's lives (and most of the respondents were Portuguese). We can see here an identity-based motivation towards the sport in question, following the research from Belk (1998), in which he defended that consumers buy things that express their characters, and even use possessions to remind themselves of past experiences or other people in their lives.

General Discussion

While developing this master thesis, we had significant findings regarding the motorsport consumption intentions. The main finding of this study was the effects the interaction between the complex technicalities and the emotional stimulus had in the consumer's interest in the sport, which clearly increased the interest when comparing to the other combinations exposed to the respondents, for instance, simpler sports rules and a more technical stimulus. This answers the main research question we set ourselves to answer, which was, "How does knowledge about a sport impacts consumers' attitudes and behaviours towards the sport?". This shows that our hypothesis, which was "The more knowledge a consumer has about the sport, the easier it gets for him to gain interest in it.", was correct, and consumers feel a higher interest towards motorsport when they have more knowledge (more complex insights), about it. This effect can be explained with the fact that consumers like to have a challenge while understanding a sport, and when they really understand it they can enjoy in a better way the emotional factors of the motorsport events. With our studies, we also reached the conclusion that emotional motives influence more the consumers than the technical ones, which also answered the other more specific research question we had, being it, "Does emotional connection to a sport have a bigger impact towards the sport than only technical knowledge?", in which our hypothesis was once again correct, "Consumers feel a stronger interest when presented with emotional engaging stimuli."

Limitations and Constraints

As in any other research project, there were some limitations and constraints we found along our research. First of all, the most logical constraint was referent to the studies created, since all the respondents were volunteers and obviously we didn't get as many responses as we would have wanted in order to make this research more relevant. Also, regarding the respondents, as they were not paid to respond to the survey, we cannot guarantee, even though we had validity questions, that the respondents actually put effort into answering the questions. Another constraint regarding the survey was the time constraint, which needs to be short in order to not lose respondents midway through, and for this reason we couldn't include videos in the study which could show the respondents a lot more information and maybe allow us to get a better analysis at the end. The last constraint regarding the survey is the inability to only inquire fans of motorsport which would obviously give us a better analysis because that way every respondent would have almost the same background knowledge.

Other limitation found in this research had to do with the overall time to create this study. For this reason, with the lack of time, it was rather unfeasible to interview consumers of motorsport, which would inevitably increase the quality of the qualitative data in the study created, since in that way we would have the opportunity to further discuss many questions asked in the surveys and consequently understand better the reasons behind the respondents' answers. This would be extremely positive in order to get a deeper knowledge on what influences the consumers' decisions towards motorsport experiences and products consumption.

The last major constraint was with regards to the challenge of finding relevant papers in order to get the best literature review before starting the study itself. It was tremendously hard to find relevant and recent studies made regarding motorsport consumption behaviours.

Future Research

Some information acquired through this study can be used to get deeper knowledge in terms of consumer decision making regarding motorsport. An interest theme for future research relies on the complexity of the sport, for example rules, strategies, or “features”. It would be interesting to understand if, when motorsports have several high complexity or confusing rules perceived from the fans of the sport, people lose interest in the sport, realising it is too consuming of their cognitive power to understand.

Other interesting study that could be made would be the analysis of the effects that perceptual fluency has on motorsport consumers. With this study we could see some effects that conceptual fluency has on the consumers, but analysing perceptual fluency could bring more insights regarding the cognitive reasons behind consumers interests and decisions regarding motorsport consumption.

Research which goes deeper on interviews and observations of consumers would increase the knowledge and help researchers understand the reasons behind consumers responses. As said before, interviews could bring much better understanding regarding the reasons behind consumers decisions, for the reason that the interviewer could ask the respondent to elaborate more on his/her answers and even let the conversation flow in order to get more insights regarding the respondents consumption intentions and decision making. Observations of consumers in motorsport events would also improve the quality of data in this field, since researchers could observe motorsport fans in real life events taking away the variable of controlled research.

Conclusion

Throughout the development of this master thesis, three studies were made and some important and relevant conclusions were reached. The last study helped us answer the main question of this thesis related to the impact knowledge has on consumers attitudes and behaviour towards motorsport. We found out that consumer that has a higher knowledge about a sport can enjoy better and gain more interest towards the emotional factors and dramas of the motorsport, which in the end will translate to a higher interest in watching races live, or on TV, and even buying merchandising from the sport in question. During the development of this thesis, we could also confirm what we analysed on the papers we read previously related to motorsport motives, which was that consumers feel a greater attraction to motorsports if presented emotionally engaging stimuli.

This research can be used by many stakeholders in the motorsport entertainment industry, as for example, motorsport teams that want to sell their merchandising and get new fans for their team, event cities which can now better understand what stimulus they should introduce in their advertisements in order to gather more people to their motorsport events, and also motorsport organisations which can use these findings to better understand their consumers and create the best experience possible for them.

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Rules Results:

		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	How complex do you feel the previous rules were? - How complex do you feel the previous rules were?	-0.812	1.306	0.231	-1.283	-0.342	-3.519	31	<.001	0.001
Pair 2		-1.094	1.376	0.243	-1.59	-0.598	-4.496	31	<.001	<.001
Pair 3		-0.469	1.459	0.258	-0.995	0.057	-1.818	31	0.039	0.079
Pair 4		-0.219	1.518	0.268	-0.766	0.329	-0.815	31	0.211	0.421

Table 15 - Paired Samples Test (Complexity Perceived)

		N	%
Cases	Valid	32	100
	Excluded ^a	0	0
	Total	32	100

Table 16 - Case Processing Summary (General Attitude)

Cronbach's Alpha	N of Items
0.882	3

Table 17 - Reliability Statistics (General Attitude)

Report Results:

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Technical	Sphericity Assumed	190.136	3	63.379	30.405	<.001	0.472	91.216	1
	Greenhouse-Geisser	190.136	1.709	111.236	30.405	<.001	0.472	51.972	1
	Huynh-Feldt	190.136	1.791	106.175	30.405	<.001	0.472	54.449	1
	Lower-bound	190.136	1	190.136	30.405	<.001	0.472	30.405	1

Table 18 - Tests of Within-Subjects Effects (How technical the report was)

(I) Technical	(J) Technical	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	0.114	0.204	1	-0.457	0.686
	3	-2.314*	0.42	<.001	-3.49	-1.139
	4	-2.229*	0.38	<.001	-3.294	-1.163
2	1	-0.114	0.204	1	-0.686	0.457
	3	-2.429*	0.415	<.001	-3.59	-1.267
	4	-2.343*	0.355	<.001	-3.337	-1.349
3	1	2.314*	0.42	<.001	1.139	3.49
	2	2.429*	0.415	<.001	1.267	3.59
	4	0.086	0.233	1	-0.568	0.739
4	1	2.229*	0.38	<.001	1.163	3.294
	2	2.343*	0.355	<.001	1.349	3.337
	3	-0.086	0.233	1	-0.739	0.568

Table 19 - Pairwise Comparisons (How technical the report was)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Emotional	Sphericity Assumed	234.079	3	78.026	42.635	<.001	0.556	127.904	1
	Greenhouse-Geisser	234.079	1.818	128.756	42.635	<.001	0.556	77.51	1
	Huynh-Feldt	234.079	1.915	122.231	42.635	<.001	0.556	81.647	1
	Lower-bound	234.079	1	234.079	42.635	<.001	0.556	42.635	1

Table 20 - Tests of Within-Subjects Effects (How emotionally engaging the report was)

(I) Emotional	(J) Emotional	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	0.057	0.196	1	-0.493	0.607
	3	2.314*	0.354	<.001	1.321	3.307
	4	2.857*	0.378	<.001	1.797	3.917
2	1	-0.057	0.196	1	-0.607	0.493
	3	2.257*	0.372	<.001	1.215	3.299
	4	2.800*	0.359	<.001	1.793	3.807
3	1	-2.314*	0.354	<.001	-3.307	-1.321
	2	-2.257*	0.372	<.001	-3.299	-1.215
	4	0.543	0.23	0.143	-0.1	1.186
4	1	-2.857*	0.378	<.001	-3.917	-1.797
	2	-2.800*	0.359	<.001	-3.807	-1.793
	3	-0.543	0.23	0.143	-1.186	0.1

Table 21 - Pairwise Comparisons (How emotionally engaging the report was)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Interest	Sphericity Assumed	14.886	3	4.962	4.397	0.006	0.115	13.19	0.862
	Greenhouse-Geisser	14.886	2.02	7.368	4.397	0.016	0.115	8.882	0.744
	Huynh-Feldt	14.886	2.149	6.928	4.397	0.014	0.115	9.446	0.763
	Lower-bound	14.886	1	14.886	4.397	0.044	0.115	4.397	0.531
Error(Interest)	Sphericity Assumed	115.114	102	1.129					
	Greenhouse-Geisser	115.114	68.688	1.676					
	Huynh-Feldt	115.114	73.049	1.576					
	Lower-bound	115.114	34	3.386					

Table 22 - Test of Within Subjects Effects (Interest in the sport.)

(I) Interest	(J) Interest	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for	
					Lower Bound	Upper Bound
1	2	-0.2	0.187	1	-0.724	0.324
	3	0.6	0.266	0.185	-0.146	1.346
	4	0.457	0.273	0.619	-0.308	1.222
2	1	0.2	0.187	1	-0.324	0.724
	3	0.8	0.303	0.075	-0.05	1.65
	4	0.657	0.287	0.17	-0.146	1.461
3	1	-0.6	0.266	0.185	-1.346	0.146
	2	-0.8	0.303	0.075	-1.65	0.05
	4	-0.143	0.179	1	-0.645	0.36
4	1	-0.457	0.273	0.619	-1.222	0.308
	2	-0.657	0.287	0.17	-1.461	0.146
	3	0.143	0.179	1	-0.36	0.645

Table 23 - Pairwise Comparison (Interest in the sport.)

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
Willingness	Sphericity Assumed	14.821	3	4.940	5.309	0.002	0.135	15.926	0.923
	Greenhouse-Geisser	14.821	2.045	7.248	5.309	0.007	0.135	10.856	0.828
	Huynh-Feldt	14.821	2.177	6.807	5.309	0.006	0.135	11.558	0.846
	Lower-bound	14.821	1.000	14.821	5.309	0.027	0.135	5.309	0.610
Error(Willingness)	Sphericity Assumed	94.929	102	0.931					
	Greenhouse-Geisser	94.929	69.529	1.365					
	Huynh-Feldt	94.929	74.027	1.282					
	Lower-bound	94.929	34.000	2.792					

Table 24 - Test of Within-Subjects Effects (Willingness to consume.)

(I) Willingness	(J) Willingness	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-0.2	0.187	1	-0.724	0.324
	3	0.629	0.266	0.144	-0.117	1.374
	4	0.4	0.263	0.826	-0.337	1.137
2	1	0.2	0.187	1	-0.324	0.724
	3	.829*	0.261	0.019	0.098	1.559
	4	0.6	0.233	0.086	-0.052	1.252
3	1	-0.629	0.266	0.144	-1.374	0.117
	2	-.829*	0.261	0.019	-1.559	-0.098
	4	-0.229	0.148	0.795	-0.644	0.187
4	1	-0.4	0.263	0.826	-1.137	0.337
	2	-0.6	0.233	0.086	-1.252	0.052
	3	0.229	0.148	0.795	-0.187	0.644

Table 25 - Pairwise Comparisons (Willingness to consume.)

Final Results:

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	15.295 ^a	3	5.098	1.707	0.169	0.041	5.121	0.437
Intercept	2465.378	1	2465.378	825.482	<.001	0.874	825.482	1
Rules	8.98	1	8.98	3.007	0.086	0.025	3.007	0.405
Report	3.922	1	3.922	1.313	0.254	0.011	1.313	0.206
Rules * Report	2.306	1	2.306	0.772	0.381	0.006	0.772	0.141
Error	355.404	119	2.987					
Total	2839	123						
Corrected Total	370.699	122						

Table 26 - Tests of Between-Subjects Effects (Interest in watching races on TV.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Non-Complex	4.208	0.22	3.774	4.643
Complex	4.749	0.221	4.311	5.187

Table 27 - Complex; Not Complex (Interest in watching races on TV.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Technical	4.3	0.223	3.858	4.742
Emotional	4.657	0.218	4.226	5.088

Table 28 - Emotional; Technical (Interest in watching races on TV.)

		Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Non-Complex	Technical	4.167	0.316	3.542	4.791
	Emotional	4.25	0.306	3.645	4.855
Complex	Technical	4.433	0.316	3.809	5.058
	Emotional	5.065	0.31	4.45	5.679

Table 29 - Interception Reports*Rules (Interest in watching races on TV.)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	3.616 ^a	3	1.205	0.325	0.807	0.008	0.976	0.112
Intercept	1908.101	1	1908.101	514.901	<.001	0.812	514.901	1
Rules	0.219	1	0.219	0.059	0.808	0	0.059	0.057
Report	2.411	1	2.411	0.651	0.421	0.005	0.651	0.126
Rules * Report	1.02	1	1.02	0.275	0.601	0.002	0.275	0.082
Error	440.986	119	3.706					
Total	2357	123						
Corrected Total	444.602	122						

Table 30 - Tests of Between-Subjects Effects (Interest in watching races live.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Non-Complex	3.982	0.245	3.498	4.467
Complex	3.898	0.247	3.41	4.386

Table 31 - Complex; Not Complex (Interest in watching races live.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Technical	3.8	0.249	3.308	4.292
Emotional	4.08	0.243	3.6	4.56

Table 32 - Emotional; Technical (Interest in watching races live.)

		Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Non-Complex	Technical	3.933	0.351	3.237	4.629
	Emotional	4.031	0.34	3.357	4.705
Complex	Technical	3.667	0.351	2.971	4.363
	Emotional	4.129	0.346	3.444	4.814

Table 33 - Interception Reports*Rules (Interest in watching races live.)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	24.819 ^a	3	8.273	2.709	0.048	0.064	8.128	0.646
Intercept	936.849	1	936.849	306.83	<.001	0.721	306.83	1
Rules	0.519	1	0.519	0.17	0.681	0.001	0.17	0.069
Report	9.464	1	9.464	3.1	0.081	0.025	3.1	0.416
Rules * Report	14.912	1	14.912	4.884	0.029	0.039	4.884	0.592
Error	363.344	119	3.053					
Total	1328	123						
Corrected Total	388.163	122						

Table 34 - Tests of Between-Subjects Effects (Interest in buying merchandising.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Non-Complex	2.696	0.222	2.256	3.135
Complex	2.826	0.224	2.383	3.269

Table 35 - Complex; Not Complex (Interest in buying merchandising.)

	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Technical	2.483	0.226	2.037	2.93
Emotional	3.038	0.22	2.602	3.474

Table 36 - Emotional; Technical (Interest in buying merchandising.)

		Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Non-Complex	Technical	2.767	0.319	2.135	3.398
	Emotional	2.625	0.309	2.013	3.237
Complex	Technical	2.2	0.319	1.568	2.832
	Emotional	3.452	0.314	2.83	4.073

Table 37 - Interception Reports*Rules (Interest in buying merchandising.)

Cronbach's Alpha	N of Items
0.862	3

Table 38 - Reliability Statistics (General Attitude)

		Value Label	N
To what extent do you feel a connection with the pilot/ team in the report?	1	Not at all	7
	2	2	1
	3	3	5
	4	4	11
	5	5	23
	6	6	9
	7	Extremely 7	7

Table 39 - Between-Subjects Factors (Emotional - Connection*General Attitude)

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	73.749 ^a	6	12.291	7.431	<.001	0.443	44.584	0.999
Intercept	376.817	1	376.817	227.802	<.001	0.803	227.802	1
C.E_Connection	73.749	6	12.291	7.431	<.001	0.443	44.584	0.999
Error	92.632	56	1.654					
Total	1134.778	63						
Corrected Total	166.381	62						

Table 40 - Tests of Between-Subjects Effects (Emotional -Connection*General Attitude)

		Value Label	N
To what extent do you feel a connection with the pilot/ team in the report?	1	Not at all	23
	2	2	15
	3	3	3
	4	4	7
	5	5	8
	6	6	3
	7	Extremely 7	1

Table 41 - Between-Subjects Factors (Technical - Connection*General Attitude)

Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
57.528 ^a	6	9.588	6.043	<.001	0.406	36.258	0.996
410.718	1	410.718	258.86	<.001	0.83	258.86	1
57.528	6	9.588	6.043	<.001	0.406	36.258	0.996
84.092	53	1.587					
888.333	60						
141.62	59						

Table 42 - Tests of Between-Subjects Effects (Technical -Connection*General Attitude)

		N	Mean	Std. Deviation	Std. Error Mean
How much knowledge did you have about these types of rules of motorsports before this survey?	Complex	61	3.75	1.786	0.229
	Non-Complex	62	4.15	1.999	0.254

Table 43 - Group Statistics (Previous Knowledge on rules)

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
How much knowledge did you have about these types of rules of motorsports before this survey?	Equal variances assumed	1.822	0.18	-1.144	121	0.128	0.255	-0.391	0.342	-1.068	0.286
	Equal variances not assumed			-1.145	119.896	0.127	0.255	-0.391	0.342	-1.067	0.285

Table 44 - Independent Samples Test (Previous Knowledge on rules)

Surveys

First Survey

Hi,

I'm currently writing my Master's thesis about how different factors have an effect on consumer behaviour towards motorsport.

One of the factors that I wish to study is how the complexity of the rules in motorsport influence fans' behaviour towards the sport.

In order to do that, I created this pre-test to have a clear idea on how consumers perceive the complexity of various rules so that I can get the most out of the future study I intend to create.

This survey should only take 8 minutes of your time.

Thank you in advance for your response.

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Figure 3 - Survey #1 - Introduction

1. The cars have to complete a selected number of laps in order to finish the race.
2. The winner car is the one who passes the finish line first.
3. The maximum number of races during a season is 24 and the minimum is 8.
4. The cars must have the name of the driver who is piloting them.
5. The championship prize will be offered to the driver who has the most points at the end of the season.

Figure 4 - Survey #1 - First set of rules

1. Qualification for the race has three sessions.

2. The teams have three practice sessions for race weekend.

3. The top 5 positions of a race get points in the following order:
1st place - 10 points;
2nd place - 8 points;
3rd place - 6 points;
4th place - 4 points;
5th place - 2 points.

4. The weight of the car cannot be lower than 800 kg with the driver inside.

5. The cars need to end the race with enough fuel to complete one more lap, so the fuel can be analysed.

Figure 5 - Survey #1 - Second set of rules

6. If there are less than 6 cars available the race event can be cancelled.

Figure 6 - Survey #1 - Second set of rules (continuation)

1. The cars need to change tyres at least one time in a race if using the slick tyres, if they are using wet tyres drivers can start and finish the race on the same compound.

2. There are five different tyres which are divided in the wet (Full Wets and Intermediates) and the slicks (Soft, Medium and Hard).

3. If two drivers finish the Championship with the exact same number of points, the higher place should be given to:
 - The holder of more 1st places.
 - If the number of first places is the same, the holder of more 2nd places.
 - If the number of second places is the same, the holder of more 3rd places.
 - If this procedure fails a commission will decide on the best tie breaker.

Figure 7 - Survey #1 - Third set of rules

4. Drivers must be weighted after every race to make sure they're weight plus the car's is above the minimum required.

5. If a race is stopped for any reason and it is restarted, the full length of the race cannot be more than 2 hours, the race will finish after the last lap done by the race leader after those 2 hours.

Figure 8 - Survey #1 - Third set of rules (continuation)

In order to a driver to be able to compete in this competition he needs to have more than 50 points in his/her special license which has points awarded from previous competitions the driver has participated, in the following manner:

Position	Competition α	Competition β	Competition γ	Competition δ	Competition ϵ	Competition ζ
1st	20	18	16	14	12	10
2nd	17	15	13	11	9	7
3rd	14	12	10	8	6	4
4th	11	9	7	5	3	1
5th	8	6	4	2	-	-

Figure 9 - Survey #1 - Fourth set of rules

In case the race is suspended and cannot be resumed, points will be awarded following the next steps:

1. No points will be awarded If the leader has completed less than two (2) laps.
2. If the leader has completed two (2) laps but less than 25% of the scheduled race distance, points will be awarded in accordance with column 1 of the table below.
3. If the leader has completed 25% but less than 50% of the scheduled race distance, points will be awarded in accordance with column 2 of the table below.
4. If the leader has completed 50% but less than 75% of the scheduled race distance, points will be awarded in accordance with column 3 of the table below.
5. If the leader has completed 75% or more of the scheduled race distance, full points will be awarded.

Figure 10 - Survey #1 - Fifth set of rules

Position	Column 1	Column 2	Column 3
1st	3	6	8
2nd	2	4	6
3rd	1	2	4
4th	-	1	2
5th	-	-	1

Figure 11 - Survey #1 - Fifth set of rules (continuation)

Questions asked after each group of questions

*How complex do you feel the previous rules were?

Not Complex at All 1 2 3 4 5 6 Extremely Complex 7

*How easy to understand were the previous rules?

Extremely Easy 1 2 3 4 5 6 Not Easy at All 7

*After getting to know these rules how interested in the sport would you say you are.

Not Interested at All 1 2 3 4 5 6 Extremely Interested 7

Figure 12 – Survey #1 - Questions asked after each group

*After getting to know these rules how willing to consume products and experiences related to this sport would you say you are.

Not Willing at All 1
 2
 3
 4
 5
 6
 Extremely Willing 7

*After getting to know these rules how interested are you to learn more about the rules of the sport.

Not Interested at All 1
 2
 3
 4
 5
 6
 Extremely Interested 7

Figure 13 - Survey #1 - Questions asked after each group (continuation)

*How much knowledge did you have about these types of rules of motorsports before this survey?

None at all 1
 2
 3
 4
 5
 6
 A great deal 7

*How much would you consider yourself as a consumer of this type of sports?

None at all 1
 2
 3
 4
 5
 6
 A great deal 7

Figure 14 - Survey #1 - Final questions of the survey

*Please state your gender.

- Male
- Female
- Non-binary / third gender
- Prefer not to say

*Please state your age.

Figure 15 - Survey #1 to #3 - Demographics

*Please state your current employment status.

- Unemployed
- Student
- Self-employed
- Employed Full-time
- Employed Part-time

*Please state the highest degree or level of school you have completed.

- Less than high school
- High school graduate
- Bachelor's degree
- Master's degree
- Doctorate

Figure 16 - Survey #1 to #3 - Demographics (continuation)

Second Survey

Hi,

I'm currently writing my Master's thesis about how different factors have an effect on consumer behaviour towards motorsport.

In this study we are interested in understanding how people perceive different motorsports news and reports.

This survey should only take 7 minutes of your time.

Thank you in advance for your response.




Figure 17 - Survey #2 - Introduction #1

In the following section we will show you different excerpts from news or reports anticipating or describing past races.

We want you to carefully read each text and to judge it in a series of parameters.

Move forward to see the first excerpt.




Figure 18 - Survey #2 - Introduction #2

"Santos, the 22 year-old Portuguese driver, was very clear about how frustrated and sad he was with his performance last season. The enthusiasm is thus high considering the chance Santos has to overtake his long-time rival (they have been competing against each other since they were 10 years old). If Santos beats his rival and delivers a strong performance he will get 8 precious points that can crown him world champion this season, following his father's footsteps in the history of this sport, and for sure making him one of the happiest persons on earth."

Figure 19 - Survey #2 - Emotional Report #1

“Sadly for the fans of this sports this is likely the last season for the Portuguese driver. It seems he might be leaving the competition next season to follow his dream of becoming a movie director and get more time with his wife and sons. However, his emotional press conference made clear that he won't be leaving this race without fighting for the win! And look at him! We are on the final lap and he is on the lead! However he is now under a strong pressure by his teammate and rival! Between them they have 8 championships, 4 each, and this race will decide who comes on top of this career long rivalry.”

Figure 20 - Survey #2 - Emotional Report #2

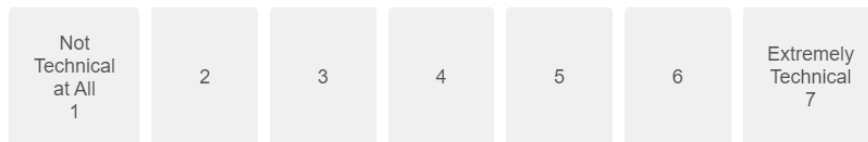
“If this team does a one stop strategy and chose the hard tyres they might have a chance of finishing in the points at the end of the race which can make them jump some positions on the table, this might be possible because tyre degradation isn't looking so bad on this track.”

Figure 21 - Survey #2 - Technical Report #1

“It's looking pretty cloudy out there so teams might have to start thinking about using wet tyres and change their strategies, as we know with rainy weather strategy is very important and teams need to get the strategy right in order to gain the most time on track against their rivals.”

Figure 22 - Survey #2 - Technical Report #2

How technical did you feel the report above was?



How emotionally engaging did you feel the report above was?

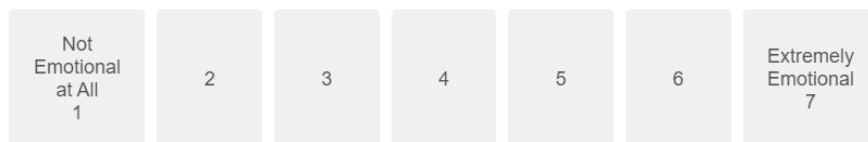


Figure 23 - Survey #2 - Questions after each report

After getting to read this race report how interested in the sport would you say you are.

Not Interested at All 1	2	3	4	5	6	Extremelt Interested 7
----------------------------	---	---	---	---	---	---------------------------

After reading this race report how willing to see this sport live or through a TV streaming service would you say you are.

Not Willing at All 1	2	3	4	5	6	Extremely Willing 7
-------------------------	---	---	---	---	---	------------------------

Figure 24 - Survey #2 - Questions after each report (continuation)

Final Survey:

Hi,

I'm currently writing my Master's thesis about how different factors have an effect on consumer behaviour towards motorsport.

In this study we are interested in understanding how technical and emotional factors affect the consumption intentions of consumers.

This survey should only take 5 minutes of your time.

Thank you in advance for your response.




Figure 25 - Survey #3 - Introduction

We are interested in understanding the process underlying human learning processes and specifically, about how people make sense of different rules to understand a sport event.

In this study you will then be asked to read and learn some rules of a motorsport modality.

Your knowledge about these rules will later be tested and you will also be asked to judge different scenarios related with this sport. For that reason we ask you to carefully read each rule and to do your best to learn them.

Each rule will be presented on the screen for a few seconds after which you are free to move forward to the next one.

When you're ready please move forward to read the first rule.

Figure 26 - Survey #3 - Introduction rules group

Rules:

1. The cars need to change tyres at least one time in a race if using the slick tyres, if they are using wet tyres drivers can start and finish the race on the same compound.

2. There are five different tyres which are divided in the wet (Full Wets and Intermediates) and the slicks (Soft, Medium and Hard).

3. If two drivers finish the Championship with the exact same number of points, the higher place should be given to:
 - The holder of more 1st places.
 - If the number of first places is the same, the holder of more 2nd places.
 - If the number of second places is the same, the holder of more 3rd places.
 - If this procedure fails a commission will decide on the best tie breaker.

4. Drivers must be weighted after every race to make sure their weight plus the car's is above the minimum required.

Figure 27 - Survey #3 - Complex rules

5. In order to a driver to be able to compete in this competition he needs to have more than 50 points in his/her special license which has points awarded from previous competitions the driver has participated, in the following manner:

Position	Competition α	Competition β	Competition γ	Competition δ	Competition ϵ	Competition ζ
1st	20	18	16	14	12	10
2nd	17	15	13	11	9	7
3rd	14	12	10	8	6	4
4th	11	9	7	5	3	1
5th	8	6	4	2	-	-

Figure 28 - Survey #3 - Complex rules (continuation)

Rules:

1. The cars have to complete a selected number of laps in order to finish the race.
2. The winner car is the one that passes the finish line first.
3. The championship prize will be offered to the driver who has the most points at the end of the season.
4. Qualification for the race has three sessions.
5. The top 5 positions of a race get points in the following order:
 - 1st place - 10 points;
 - 2nd place - 8 points;
 - 3rd place - 6 points;
 - 4th place - 4 points;
 - 5th place - 2 points.

Figure 29 - Survey #3 - Non-complex rules

6. The weight of the car cannot be lower than 800 kg with the driver inside.
7. The cars need to end the race with enough fuel to complete one more lap, so the fuel can be analysed.

Figure 30 - Survey #3 - Non-complex rules (continuation)

Please think about your learning process of these rules and answer the following questions using the scale below from 1 - not at all to 7 - extremely.

	Not at all 1	2	3	4	5	6	Extremely 7
To what extent do you feel you've learned the rules?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How challenging was it for you to learn these rules?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent did you enjoy learning these rules?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 31 - Survey #3 - Questions after rules group

Now that you've learn some rules about this motorsport, you will have the opportunity to apply your new knowledge.

You will now see a race report from last season's world circuit.

We thus ask you to carefully read the race report and to make your judgment about different aspects of this race.




Figure 32 - Survey #3 - Introduction report group

Race Report:

“Santos, the 22 year-old Portuguese driver, was very clear about how frustrated and sad he was with his performance last season. The enthusiasm is thus high considering the chance Santos has to overtake his long-time rival (they have been competing against each other since they were 10 years old). If Santos beats his rival and delivers a strong performance he will get 8 precious points that can crown him world champion this season, following his father's footsteps in the history of this sport, and for sure making him one of the happiest persons on earth.”

Figure 33 - Survey #3 - Emotional report

Race Report:

"If this team does a one stop strategy and chose the hard tyres they might have a chance of finishing in the points at the end of the race which can make them jump some positions on the table, this might be possible because tyre degradation isn't looking so bad on this track."

Figure 34 - Survey #3 - Technical report

Please think about the race report you just read and answer the following questions using the scale below from 1 - not at all to 7 - extremely.

	Not at all 1	2	3	4	5	6	Extremely 7
To what extent did you enjoy reading the race report?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent did you feel the report was technical?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent did you feel the report was emotionally engaging?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you feel a connection with the pilot/ team in the report?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 35 - Survey #3 - Questions after report group

After getting to read these informations how interested in watching races on TV from this sport would you say you are.

Not Interested at All 1 2 3 4 5 6 Extremely Interested 7

After getting to read these informations how interested in watching races live from this sport would you say you are.

Not Interested at All 1 2 3 4 5 6 Extremely Interested 7

Figure 36 - Survey #3 - Final questions

After getting to read these informations how interested in buying merchandising from this sport would you say you are.

Not Interested at All 1 2 3 4 5 6 Extremely Interested 7

Figure 37 - Survey #3 - Final questions (continuation)

How much knowledge did you have about these types of rules of motorsports before this survey?

None at all 1 2 3 4 5 6 A great deal 7

[→](#)

Figure 38 - Survey #3 - Final questions (continuation)