

Internship
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A photograph of three women in motorcycle gear. One woman is sitting on a motorcycle in the center, while two others stand on either side. They are outdoors with trees in the background. The image is framed by a gold border.

**PROJECT ORIENTATED
COURSE**

**CONSTRAINING FACTORS
OF WOMEN
MOTORCYCLING
EXPERIENCE**

**RAIMONDA GRIGAITE-
KJELDEN**

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1. Introduction

Motorcycling is one of the traditionally male-dominated leisure activities that has been experiencing a steady growth of women participants (Roster, 2007). In some countries, like USA for example, the number of women riders in 2018 reached up to 19% showing the increased by almost 200% within the last decade (Council, Motorcycle Industry, 2018), and making woman the fastest growing demographic participants (Little, 2002).

Such growth of women participation in what traditionally was considered a male-dominant leisure activity should encourage both academic and business research with the goal to better understand female perspective. And while some, though quite limited, research examine women's motivation for motorcycling, the meaning this activity has in their lives, or factors that facilitate participation (Roster, 2007), very few academic papers are found that focus on finding out forces that restricts women participation in motorcycling or impair their experience.

Research on leisure constraints has received generous attention by various authors, and studies have shown that people face multiple constraints to leisure participation in their everyday lives (Jackson, Crawford, and Godbey, 1993; Little, 2002). Shaw (1994) suggested, that women are particularly disadvantaged in their leisure participation and experience the variety of constrains due to their oppression in the patriarchal society (temporal constraints due to lack of time for looking after family, economic constrains, lack of opportunities or facilities). And even though some research focus on learning how women motorcycle riders have transcended the antecedent leisure constraints, such as gender socialization or cultural expectations (Auster, 2001), little attention is paid to the potential constraints themselves.

Therefore, the aim of this paper, and project orientated course the researcher was undertaking in the third semester of the master program, is to examine how certain factors affect women's motorcycling experience, and provide academic findings, as well as business insights within the domain of female motorcycling.

The topic was chosen both due to the personal interest of the researcher and the existing business challenge in the Moto Lounge – the organization where the project orientated course took place at. Lead by the idea that marketers, who understand the subculture of consumption can profit from serving it needs better (Schouten and McAlexander, 1995), the paper serves Moto Lounge as a market

research, providing academic insights on how certain factors constrain women participation in motorcycling or hinder their experience, and how these findings can be used to develop the Moto Lounge organization.

Therefore, the following research question has been formulated: *How various factors within motorcycling influence women motorcycling experience?*

The paper aims to contribute to the current theories of women in motorcycling research and to provide insights about women's situation in motorcycling that can benefit the managerial decisions of Moto Lounge and other organizations in the industry. It also seeks to provide a steady base for the further research of the author, which can be extended into the master thesis.

The paper is structured as follows: to begin with, the conceptual framework with existing relevant theories is presented and the hypotheses developed accordingly. The further methodology section explains how the research was done, presenting the research methods, sample and analyses means. Finally, the paper is concluded by discussing the theoretical and managerial implications, and providing recommendations for further research.

2. Conceptual Framework

This part of the report aims to explore the relevant theories and define the conceptual framework on which basis the research is performed. Given that there is little research on women in motorcycling, the focus group interviews were used to ensure the choice of theories and concepts is relevant. In this sense, the theoretical framework of this report is a combination of various theories and frameworks supported by the aspects brought to attention during the focus group interviews.

2.1. Leisure experience & satisfaction

Leisure experience is influenced and defined by individuals rather than the activity itself, meaning that people can experience satisfaction from leisure activities differently, based on their perceptions, skills, liking, available resources, etc., (Amestoy, Serrano-del-Rosal & Vera-Toscano, 2008). Beard and Ragheb (1980) defined leisure satisfaction as *"positive perceptions or feelings that an individual forms, elicits, or*

gains as a result of engaging in leisure activities and choices". People gain psychological, physiological, social, educational and aesthetic benefits through leisure activities (Eskileri, Yildiz & Ayhan, 2019).

Motorcycling experience has been documented to provide people with various benefits. When studying the Harley Davidson riders, Schouten and McAlexander (1995) mention magical psycho-spiritual experiences people have when engaging in biker lifestyle. Respondents in Ardahan and Güleç (2020) study describe experience on two wheels as having "two wings", referring to the meaningful emotional and psychological outcomes received from motorcycling. And as a serious leisure activity, based on Stebbins (2001) serious leisure concept, it provides social and personal rewards, such as re-creation, social attraction, personal enrichment & self-expression, the later ones being the most common mentions also specifically in motorcycle research (Miyake, 2018).

Amestoy, Serrano-del-Rosal & Vera-Toscano (2008) talk about various components that influence individual's leisure experience. Aside to individual socio-demographic or socio-economic characteristics, such as time, taste, skills and others, they also look at importance of environmental factors - non-personal physical capital, such as amenities and services, cultural and social equipment, and others, as all these things can hinder the experience or constrain participation in the leisure activity.

2.2. Leisure constraints

The first leisure constraints research has been quite primitive and based on the perception that leisure constraints act as "everything or nothing" influence, meaning that they either prevent individuals from participation in certain activities or not (Jackson, Crawford, and Godbey, 1993). With the time the research developed into broader conceptualization looking into the phenomenon as reduced participation (Kay & Jackson, 1991; Shaw, Bonen, & McCabe, 1991) negotiation of leisure constraints (Hubbard and Mannell, 2001) or facilitation of them (Raymore, 2002) to name a few. Hubbard and Mannell (2001) presented the constraint-effects-mitigation model which implies that when encountering certain leisure constraints individual might employ some negotiation strategies which reduce the impact of a constraint and enables individual to still participate or have better leisure experience. Differently said, when people face come constraints they use different strategies and find ways to still participate in the activity – negotiate the constraint (Hubbard & Mannell, 2001; Son et al, 2009). Raymore (2002) brought the facilitators to the conceptualization of leisure

constraints, suggesting that certain factors experienced by an individual can encourage or enable person's leisure preferences, and to promote or enhance the experience.

In most of the research, leisure constraints are divided into intrapersonal, interpersonal and structural constraints. The structural constraints are limiting factors in the external environment and can include things as family life course stages, work time or financial resources (Crawford and Godbey, 1987; Little, 2002; Hubbard & Mannell 2001; Son et al. 2008). Intrapersonal constraints are individual characteristics, personal traits and beliefs and can be things like anxiety, stress, perceived self-skills, family attitudes; while interpersonal constraints arise more out of the relationships with other people and can be time availability, the influence of family obligations, ability to find like-minded people, social groups, etc. (Crawford and Godbey, 1987; Little, 2002; Raymore, 2002). Even though such division is often used for the purpose of research, the differences between these constraints might be blurry and hierarchical structure difficult to apply (Auster, 2001). Especially, like Little (2002) argues, in women's case where the leisure constraints fall into inter-related categories.

Shaw also (1994) suggested, that women are particularly underprivileged in their leisure participation and proposed that even participation in certain leisure activities themselves can be constrained for women, because the activities themselves can be constraining due to social disapproval or the stereotyped, traditional gender role reinforcement. It is believed that this can be a case in women motorcycling and, therefore, the main hypothesis for this report is that women experience various constraints for participating, or having great motorcycling experience. In other words, there are various factors within motorcycling, that hinder or minimize women's riding experience.

2.3. Women's participation in leisure and gender resistance

Roster (2007) in her study reveals how women riders struggle not only with prevailing gender norms that are clear in motorcycling subculture (promotes male dominance and an objectified, glamorized image of women), but also with a broader societal image of women's roles in general. Women is expected to be feminine, stay at home and look after the family - motorcycling does not fall into that category and is something a woman should not engage in.

The presence of gender related conflicts and contradictions seems to be another struggle of women pursuing motorcycling. Roster's (2007) study showed that women motorcyclists feel stereotyped and sometimes pressured to fulfil society's perception. In one way they have to resist the stereotype that women in motorcycling are represented as passive and demure; on the other hand, they also often get labeled masculine or even homosexual ("lesbian") as a result of their participation. Other authors (Visinskyte, 2010) report situations where women even feel the threat to their personality only due to the fact that as a motorcyclist she contravene the tradition role expectations.

So can the image society has or tries to imply on women riders hinder their motorcycling experience? Some authors believe (Crawford & Godbey, 1987; Philipp 1995) that interpersonal constrains might be socially influenced – in other words, society's perception or view of a certain group to which a person belongs might influence their perception of themselves, meaning that group identity characteristics can be potentially important factors in leisure choice. Shaw, Bonen & McCabe (p 299, 1991) suggest that “..it is not being female...per ser which is the constraint, but rather the way in which this social location is experienced in society”.

On the contrary, Auster (2001) study of structural constraints and “enriched environment suggested, that support from society can act as a facilitator to women's leisure experience, and that certain reference groups within motorcycling, such as significant others, can enabled women to overcome potential intrapersonal constrains.

Therefore, the first hypothesis of this research is as follows:

H1: There is a positive relationship between society's image of women riders and women's motorcycling experience.

2.4. Gender stereotyping & identity in media & advertising

Martin's (2004) study on the advertising of outdoor leisure activities provide strong evidence for the existence of a certain leisure image, and the fact that advertising perpetuate a stereotyped leisure identity. The author suggests, that the reciprocal relations between media images and society exists where picturing a certain identity within leisure activity is both the consequence and the cause. This means that because statistically a certain group of people participate less in certain activities, advertisers do not use representative models. Consequently, the lack of such models then strengthen the belief that that group do not belong or participate in that activity

(Martin's (2004) . Similar could be happening in motorcycle industry, where the majority of media exposure do not focus on women, but predominantly men.

The second side of the problem in motorcycle related advertising seem to be the gender stereotyping and portrayed identity of female riders. Not only are women in many cases made "invisible", they are also underrepresented as positive role models and their femininity is stigmatized (Buchan 2013, Hardin & Geer, 2009; Wolf , 2002). In many cases female are portrayed either in the way that can be perceived as tough, mannish or lesbian (Ezell, 2009; Miyake, 2018), so supporting the dominant heterosexist ideology; or feminized and sexualized to serve the heterosexual male liking (Ezell, 2009, Wolf 200; Pritchard and Morgan 2000, Miyake, 2018).

Pritchard and Morgan (2000) talk about how women and femininity are used in tourism promotions which seem to be orientated towards the male appeal. Other authors Beasley & Collins Standley (2002) in their video game research demonstrate how female characters are not only underrepresented in the video games, but their clothing acts as an indicator of gender role stereotyping, where the majority of them are dressed in a way that emphasizes their sexuality and draw attention to their bodies (primarily their breasts). Authors suggest, the same strong sexual meaning are often carried and gender stereotyping found in other types of media.

A visual content analysis of 50 motorcycle magazine covers picturing women was conducted in the research by Buchan (2013). Her study identified three different dominant ways of portraying femininity, all happen to have sexual connotations. In the part of the magazine covers, women were sexually objectified and presented as a "package" for motorcycling ("*biker babe*"), showing attractive young models, wearing heavy make-up and erotic clothing, suggesting she is not a rider rather than accessory to the bike or /and subordinate to a man. The "*ol lady*" images showed women mainly on the backseat of motorcycle, proposing the control of men. The "*solo female rider*" images were the most empowering, but in many cases still supporting patriarchal order and men's domination either by portraying rider as a "bad girl", proposing her having low skills, or emphasizing on ideals of femininity (young, long hair modes, full make-up, etc.). Buchan (2013) suggests, that such portrayal (young, pretty, sexual desirable) and the lack of showing females as positive role models in advertising might discourage women and girls to participate (Buchan, 2013). Moreover, such representation of women in motorcycling might be harmful for both women, who can experience a difficult internal struggle to get rid of the oppression of the "beauty myth" (Wolf, 2013), but also businesses as women cannot relate with such adverting.

Therefore, it is implied that the current representation of women in the motorcycling ads has a negative influence on women's motorcycling experience, which formulates another hypothesis for this study:

H4: *There is a positive relationship between motorcycling advertising and women's motorcycling experience.*

2.5. Clothing & lack of focus on women

Even though the academic literature is scarce on the topic of women's motorcycling clothing or women's experience in motorcycle shops, the internet and popular media is full various publications that call the lack of focus on women riders and the unavailability of women's motorcycle gear to be one the main struggles female face (www.motorjane.com; www.rideapart.com; www.wamyau.com). The focus group interviews revealed the same and confirmed these factors to be of a great importance to women riders, as well as another area where women have experienced gender inequality and stereotyping.

The injury reduction protection when wearing motorcycle protective clothing has been proven and well researched, and various authors suggest that protective motorcycle clothing can prevent motorcyclists from short term or long term physical injuries up to by 63% compared with those, who do not wear a protective apparel (Otte at al., 2002; Schuller et al., 1986; ACEM, 2004; De Rome, 2006). Though much effort is put to encourage motorcyclist wear protective gear, motorcycle clothes for women, however, comprise only a small percent of all the motorcycle clothes available on the market. Similar applies to the general focus on women in motorcycle stores and dealers, where women seem to not only receive the same service, but often be ignored and overlooked.

Another aspect that could be indirectly related to the motorcycle clothing is the self-identify and self-actualization factors often discovered in the motorcycle research (Miyhan, 2018). Though the research mentioning motorcycle clothing is almost non-existing, Martin, Schouten and McAlexander (2006) study demonstrated that the majority of women motorcyclists were willing to express and communicate their femininity and heterosexuality via accessories and motorcycle clothes. Also research by various authors within the clothing topic suggest the relationship between an

individual's self-concept or self-expression and clothing they wear (Atkins, 1976; Dubler & Gurel, 1984; Piacentini & Mailer, 2004).

Looking into the lack of clothing or focus on women in motorcycling through the lens of leisure constrain theory, one could say that it is a good representation of structural constraints. Hubbard & Mannell (2001) and Son et al. (2009) spoke about similar limiting factors of external environment, such as deficiency of affordable options, lack of equipment or the absence of infrastructure. Shaw (1994) also suggested that lack of opportunities or lack of facilities may also be considered as leisure constraints. Matsumoto et al. (2018) findings from the research of scuba divers has indicated that equipment was significantly associated with the subjective happiness through leisure satisfaction, meaning that to enhance happiness of people, the equipment must satisfy individual's experience.

Same could be applied to the motorcycling clothes and hypothesized that the lack of clothing or the lack of focus on women act as a constrains to participation in motorcycling or level of enjoyment.

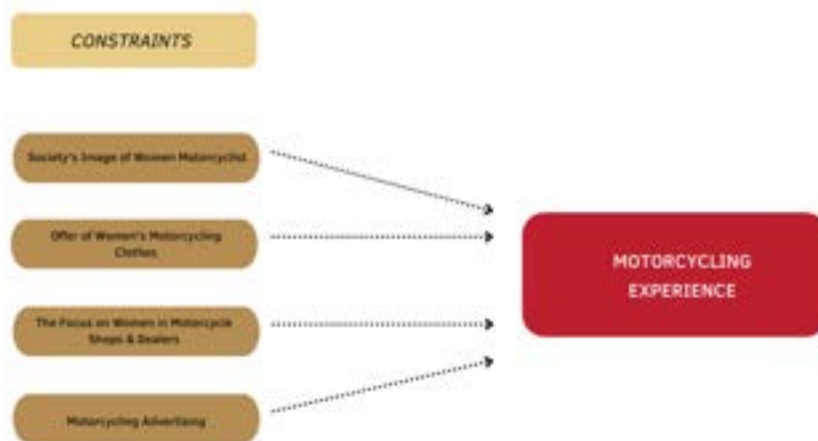


Figure 1. *The conceptual model and hypotheses of the study*

Therefore the remaining two hypothesis of this research are:

H2: *There is a positive relationship between women's motorcycle clothes and women's motorcycling experience.*

H3: *There is a positive relationship between the focus on women in motorcycle stores and dealers and women's motorcycling experience.*

Hence the conceptual framework for this report is illustrated in the figure 1.

3. Methodology

The following section of the report sets the foundation of this research by introducing the chosen paradigm, its ontology, epistemology, methods, and the research design.

The process of the research lasted for approx. four months over the period of project orientated course, where the researcher worked independently within own company called Moto Lounge. The project orientated course consisted of the Career Management course and a workshop program within SDU Research and Innovation Organization which reflections can be found in the final section of this paper, as well as researcher's individual research together with Moto Lounge organization.

Moto Lounge is the first women exclusive motorcycle clothing store in Denmark, that sells protective motorcycling apparel and accessories for female riders. Though the primarily focus of the business is retail and e-commerce, Moto Lounge aims to position itself as a place and entity of education, empowerment and support for women in motorcycling (www.moto-lounge.dk).

The research began with identification of the managerial problem, which has then lead to the formulation of general issues and development of a concrete research problem and hypotheses. How does Moto Lounge as a women's motorcycle clothing shop ensure its relevance for the target audience? How can it serve the market better and differentiate itself from competitors? Business experience and non-documented unstructured observations suggested that women's situation in motorcycling is "not as it should be" identifying that it requires investigation to obtain a better understanding of the issue (Onen, 2016), which can help to solve managerial problem by better understanding customer's perspective and challenges women face in motorcycling. The research question was formulated and, it was determined which data, literature, research design, and analysis model should be addressed.

3.1. Paradigm, ontology & epistemology

The "worldview" of this research (Mackenzie & Knipe, 2006) is grounded under the postpositivist paradigm, which is described as an approach where not everything is entirely knowable (Krauss, 2005). Postpositivist acknowledge that even though there is a "reality", it is imperfectly and probabilistically determined (Robson, 2002), and, therefore the paradigm relies on "multiple methods as a way of capturing as

much of reality as possible" (Denzin & Lincoln, 2005, p.11). The postpositivist paradigm aims to provide an explanation (Wright, 1971), which ultimately makes it possible to predict and manage the material in human world. From a perspective of the author and Moto Lounge, post-positivism allows to better understand the world of women motorcyclists, and use that understanding for foreseeing their needs and behaviors to offer better service and experience. Post positivism, however, accepts that, since background knowledge and values can influence what is observed (Colin, 2002), adopted theories and hypothesis directly impact the research; meaning that what researcher thinks about the world, has a determining impact on the shape of reality (Jennings, 2010; Rasmussen, Østergaard and Beckmann, 2006).

The ontology of the post positivism paradigm is labelled as critical realism (Cook & Campbell, 1979), which distinguishes between the real world and observable. This means that the reality is assumed to exist, but there are limits to the researcher's ability to accurately capture it or comprehend (Guba & Lincoln, 1994; Miller 2000). Therefore, while investigating how various factors influence women's motorcycling experience, it is important to draw the distinction between beliefs about the reality and the objective reality (Phillips, 1990). Such distinction allows the researcher to appreciate "multiple realities" (Miller, 2000) of women motorcyclists and stay objective and critical towards the model and results.

In post positivism the epistemological stance is modified objectivist, which allows a certain degree of subjectivism (Guba & Lincoln, 1994). Postpositivist acknowledge that despite an attempts of being objective, the experience and knowledge of the researcher may influence results and such potential bias need to be realized (Jennings, 2007). As a result, it is acknowledged in this research that while a researcher aspires to be as objective as possible, the relationship between a researcher and the researched may have interferences that cannot be completely eliminated. Therefore, certain bias might arise, for instance, the formulation of questions in the survey may unintentionally bias the responses of participants, or the choice of methods may impact results.

3.2. Methods and research design

Post-positivism perspective prioritize hybrid design, with the goal of investigating objective and subjective or internal and external phenomena (Panhwar, Ansari and Shah, 2017). Therefore, this research paper is an exploratory mix method

research, employing the combination of qualitative and quantitative approaches. Creswell (2009) suggests that the combination of qualitative and quantitative research enables to gain more insights and expand the understanding of the problem. Hancock (2007) also argues that mixed methods are a better choice when wishing to truly understand the individual experiences and the systematic realities.

More specifically, the study was conducted based on the sequential exploratory design, where the qualitative component precedes the quantitative element (Tashakkori & Teddlie, 2003). Since the concepts, variables and relationships among them were unclear based on literature review only, the greater priority was assigned to the qualitative part which helped to uncover important variables and relationship between them, that was subsequently studied within the quantitative part of the research (Kroll and Neri, 2009). Such study approach also serves well for the goals of the Moto Lounge, because as reported by Kroll and Neri (2009, p.42), such *“approach allows for greater involvement or participation of service users and communities in refining study instruments and potentially raises the ecological validity of such tools”*.

3.3. Methods

3.3.1. Qualitative Methods

To establish concepts that would be meaningful to use based on the literature review; to increase the depth of the research topic the focus group interviews were conducted for collecting the qualitative data. Focus groups are accepted as a legitimate qualitative methodology and have been used by many researchers within a variety of disciplines (Doody, Slevin, Taggart, 2013). Market researchers are documented to have also used focus groups for searching for ways to improve and market products since the 1950s (Krueger & Casey, 2001). Since the primary aim of focus groups is to use participants' interactions to reveal the aspects of the topic that otherwise might be overseen or less accessible (Doody, Slevin, Taggart, 2013), it has been chosen as the preferred method, considering the goal of this exploratory research and gaps in the existing literature (Gerring, 2017; Barbour 2005;). Two semi-structured focus group interviews were conducted, each lasting under 2 hours. Nyumba et al. (2017) suggest 1-2 hours duration of the discussion meetings as a rule of thumb, referring to the potential fatigue if lasting longer.

There are many different opinions in the literature what should be the size of the focus group. Some authors suggest 10 to 12 participants (Subramony et al., 2002) whereas others recommend 6 to 8 (Krueger & Casey, 2001; Gill et al. 2008; Bloor et al.

2002), or 4 to 6 (Krueger & Casey, 2009). Even the mini-group popularity is increasing, where focus groups consist of as few as 3 or 4 participants (Krueger & Casey, 2009; Toner, 2009;). While some argue that a small number of participants will hinder the results, others (Krueger & Casey, 2009) agree that better in-depth insights in understanding people's experiences could be accomplished within smaller groups. Moreover, the setting and technical possibilities of the interviews has to be taken into consideration, ensuring that the venue can accommodate the group conveniently and provide comfort (Nyumba et al., 2017). This suggested that a smaller group could feel more convenient in the small space of the Moto Lounge boutique, as well as potentially provide deeper insights for the exploratory research, and it was decided for the smaller group to recruit 5 to 6 people for each focus group interview.



Figure 2. *Images from the focus group interviews*

Recruiting participants via Moto Lounge customer and follower base was a successful attempt for purposeful sampling, where the participant selection criteria are determined by the purpose and goals of the research (Cronin, 2016; Tuckett, 2004). The recruiting was done by posting volunteer invitations on the Moto Lounge Facebook page, Instagram and in the newsletter for the Moto Lounge subscribers

(appendix 1). 12 women in total have signed in for the participation, however, 3 of them have canceled their attendance on short notice due to the job-related changes and sickness. The over-recruitment suggested by Morgan (1995) and Gibson (2007) could have prevented such challenge and should be considered next time. Despite the drop out of above mentioned cases, the sample selected can still be considered reasonable (Cronin, 2001), with 5 women attending on day one and 4 on day two as pictured in the figure 2. A table with information about the participants can be found in the appendix 2.

Both focus group interviews have provided valuable insights on concepts supported by literature review, as well as pointed out some emerging themes to consider.

3.3.2. Quantitative Methods

Based on the conceptual framework and the insights gathered through outlined focus groups interviews, the quantitative survey was created to produce the numerical data and study how identified variables are related to each other, in order to confirm or reject the hypothesis of the research (Punch, 2003).

The independent variable (leisure constraints) was separated into four operational units and the dependent variable retained as a unit (motorcycling experience), employing the many-to-one approach for the quantitative research (Onen, 2016). The four constraint concept indicators chosen to be used as independent variables in the survey were: society's image of women motorcyclist, the offer of women's motorcycle clothing, focus on women in motorcycling, and women representation in motorcycling advertising. The survey instrument also included general information on women's participation in motorcycling. The possible constraining effects of four factors were measured by asking for women's perceptions of their experience in relation to those factors. In addition, participants were asked to report other information, such as years of riding a motorcycle, riding frequency and habits.

The survey questionnaire consisted of 25 questions (appendix 3). The first part featured questions representing the respondents' background, and in the second part of the questionnaire respondents were asked to report the importance of motorcycling in their life, based on the semantic rating scale from 1-7 (1 being "not important" and 7 being "very important"). Same scale was used in the third section of the questionnaire

where participants were asked to rate the importance of the four factors. The final section of the questionnaire were questions aiming to identify women’s perception of the four potential constraints, using 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Since the study was rather exploratory, it was decided to limit the variables to three questions per each concept. It has to be acknowledged that different results could have been documented by extending the number of questions for each concept. A pilot test with a limited sample was conducted before the distribution to discover any mistakes or insufficiencies. After a few minor alterations, the survey was officially distributed on the 1st December, and it was available for data collection for a period of two weeks, until 15th December.

The non-probability volunteer sampling as well as network sampling approaches were adopted for collecting the data. To start with, the survey was distributed via Moto Lounge online channels (social media platforms Facebook and Instagram, as well as newsletter to subscribers) with the encouragement to participate and share with individual networks (appendix 4). This led to survey being broadly shared by participants, sequentially leading to additional units joining from their network and creating the snowballing effect (Vehovar, Teopeland and Steinmetz, 2016). The researcher herself has additionally shared the survey in a few women motorcycling groups, as well as her private Facebook profile. Such sampling approach allowed to run the survey faster, simpler and less expensive (Vehovar, Teopeland & Steinmetz, 2016), and guaranteed high response rate and acceptable research findings (Murairwa, 2015). The drawbacks of the method, such as volunteer bias, however should be taken into account (Sharma, 2017).

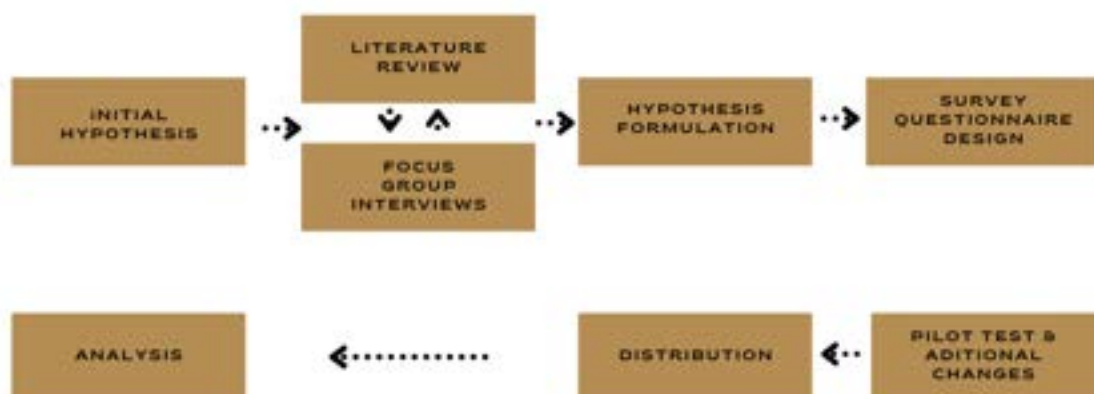


Figure 3. *Research process*

4. Analysis and Discussion

4.1. Sample and demographic results

1452 responses have been received of which, after assessing the data, the final sample of the survey consisted of the 1362 respondents who have fully completed the questionnaire. The majority of the female riders appeared to be women within the age groups of 51-60 (n=567, 41,63%), followed by 41-50 years old (n=360, 26,43%). The age group of 18-24 year old women made only 1.54 % of all participants (n=14), being the smallest representative group within age category. The data of riding experience has demonstrated consistent distribution, having little variation between different year groups, and fluctuating from the minimum of 11,6% (n=159) for 21-30 years of riding experience, to 19,82% (n=270) of respondents having 11-20 years of riding experience. Similar results were observed for riding companionship, where almost half of women (45,0 %, n=613) reported mainly riding alone, while another half (54,99%, n=749) expressed the preference to ride with someone. The frequency data of respondents' age, riding experience and riding companionship is provided in Figure 4.

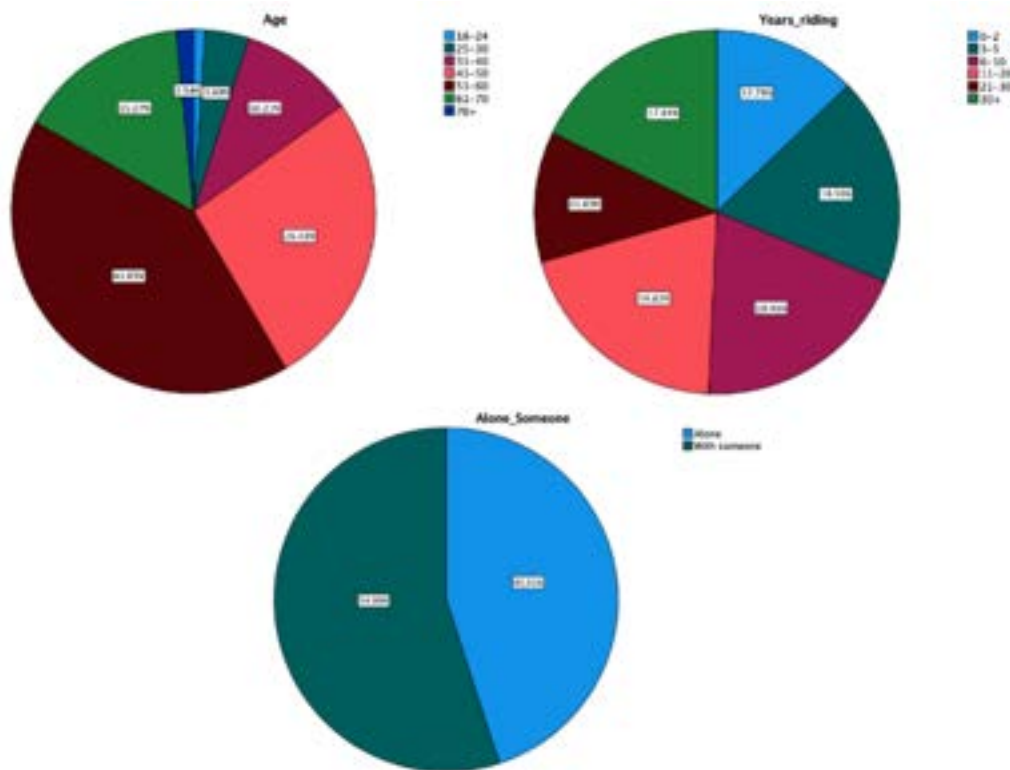


Figure 4. Frequency data of respondents' age, riding frequency and companionship.

In terms of motorcycling frequency and riding habits during holiday as seen in figure 5, the results have shown that the majority of respondents ride motorcycle regularly on daily or weekly basis, as well as choose motorcycling for their holiday experience. Only a small sample of 10,21% of respondents (n=139) have reported not to ride motorcycle during their vocation, and 2,13% (n=29) of women did not ride a motorcycle at this period of life at all. Though it is not the goal of this research, but with almost 90% of women claiming to ride motorcycle during their holiday, it raises interesting questions and opens opportunities for the women motorcycling research within tourism domain.

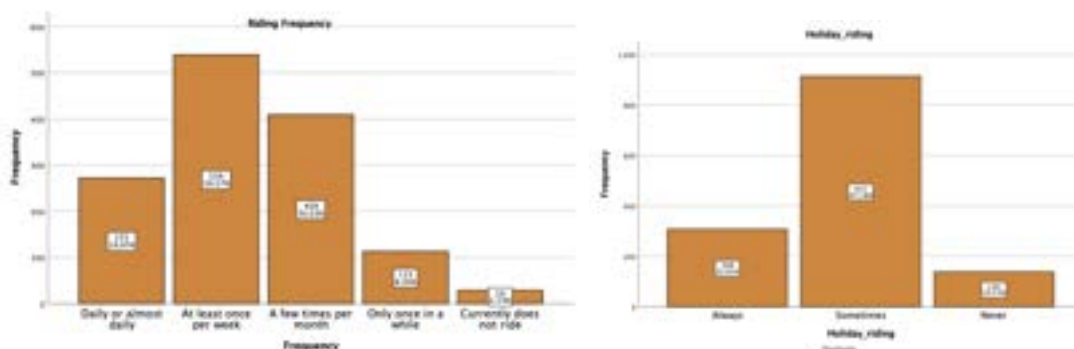


Figure 5. Frequency data of respondents' riding frequency and holiday riding habits.

4.2. Analysis

The quantitative data was analyzed to determine if the society's image of women motorcyclists, the offer of women's motorcycling clothes, the focus on women in motorcycling shops and dealers, and motorcycling advertising could potentially act as constraining factors to women's motorcycling experience. Various analysis, such as cross tabulations, factor analysis, as well as correlation analysis were conducted using the SPSS software. The results were further supported by the focus group interview data that explored the findings in greater depth.

Since the main goal of this research was to test the assumption that certain factors within motorcycling act as constraints to women motorcycling experience, various cross tabulation with Chi-square tests were performed to identify if there is a relationship between variables in question. Therefore, 29 different cross-tabulations were carried out - 25 with the variables "Importance motorcycling", "importance image", "importance clothes", "importance focus", and "importance advertising" against the following demographic variables: age, riding years, riding frequency, riding companionship (alone_someone) and holiday riding respectively. Further 4 cross-

tabulation with Chi-Square tests where performed with the variable “importance motorcycling” against “importance image”, “importance clothes”, “importance focus”, and “importance advertising” to see if there is dependance between these factors (appendix analysis 5).

The first set of cross-tabulation Chi-Square tests with the various “importance” variables against the demographic variables, with Pearson's Chi-Square p-value being non significant and resulting in numbers higher than $\alpha=0.05$, have shown no signs of relationship with e.g. *age* variable, as well as *riding companionship* in most cases. However, cross-tabulation tests with the variables *riding years*, *riding frequency*, and in a few cases *holiday riding*, have identified a few instances of significant relationship at the $\alpha=0.05$ level, suggesting that it is more the motorcycling behavioral aspects rather than women’s age or riding companionship preferences define the presence of dependance on which importance they place on certain factors.

The cross-tabulation Chi-Square tests with the “importance motorcycling” variable against the following variables of “importance image”, “importance clothes”, “importance focus”, and “importance advertising” have all identified the relationship between variables, at the $\alpha=0.05$ significance levels being p-value of $<.001$ in all cases as pictured in the Figure 6.

Correlation coefficients that tell us the size of the effect - the Cramer V values - in the tested instances are 0.144 (approx. significance $<.001$), 0.134 (approx. significance $<.001$), 0.154 (approx. significance $<.001$), and 0.137 (approx. significance $<.001$) respectively for the four variables. Such results imply that in all cases, the observable (even though with little association effect) relationship between those variables was identified. In other words, such an outcome potentially demonstrates that individuals' perception of the importance of analyzed factors depends on the importance she places on motorcycling in her life generally.

With the purpose of testing the reliability and validity within the collected data, the exploratory factor analysis (EFA) was conducted further. The maximum likelihood method of estimation of factors and the oblique rotation of factors as in SPSS oblimin was chosen for EFA, with the assumption that different dimensions may have a relationship to each other or not. The full set of the factor analysis is provided in the appendix 6.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	169.377 ^a	36	<.001
Likelihood Ratio	164.606	36	<.001
Linear-by-Linear Association	9.125	1	.003
N of Valid Cases	1362		

a. 21 cells (42.9%) have expected count less than 5. The minimum expected count is .33.

Figure 6.1. Cross-tabulation importance of image against motorcycling importance

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	146.192 ^a	36	<.001
Likelihood Ratio	115.084	36	<.001
Linear-by-Linear Association	16.704	1	<.001
N of Valid Cases	1362		

a. 24 cells (49.0%) have expected count less than 5. The minimum expected count is .05.

Figure 6.2. Cross-tabulation importance of clothing against motorcycling importance

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	193.267 ^a	36	<.001
Likelihood Ratio	184.542	36	<.001
Linear-by-Linear Association	48.667	1	<.001
N of Valid Cases	1362		

a. 23 cells (46.9%) have expected count less than 5. The minimum expected count is .12.

Figure 6.3. Cross-tabulation importance of focus against motorcycling importance

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	153.240 ^a	36	<.001
Likelihood Ratio	150.070	36	<.001
Linear-by-Linear Association	25.770	1	<.001
N of Valid Cases	1362		

a. 23 cells (46.9%) have expected count less than 5. The minimum expected count is .14.

Figure 6.4. Cross-tabulation importance of ads against motorcycling importance

The Kaiser-Meyer-Olkin measure (KMO) of sampling adequacy (figure 7) has shown to be satisfactory at the 0.819 level (which is higher than 0.7), meaning that the chosen data is appropriate and the factor analyses could be continued (Malhotra, 2010). The Bartlett's Test of Sphericity has also shown a very small pi-value, lower than $\alpha=0.05$, which implied that the 0 hypothesis of uncorrelated variables can be rejected and factor analyses can be conducted further (Malhotra, 2010). The total variance cumulative % was also observed to be higher than the assumed threshold of 40% (51.453%), hence the interpretations could be proceeded.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	7922.106
	df	105
	Sig.	.000

Figure 7: KMO and Bartlett's Test

The communalities table provided in the appendix 7 suggested some weaknesses in the data, as some lower than 0.5 extraction values for some variables have been observed. SPSS generated matrix provided 4 factors with various factor loadings, that are analysed for the purpose of determining the “substantive importance of a particular variable to a factor” (Field 2000: 425). Within the item groups of *mc experience*, all factors load higher than 0.5 in the same dimension, meaning the data is valid and all items can be used for the further analysis and averaging of the variables. However, after closer inspection it could be seen that some factor loadings in other groups were lower than 0.5 and therefore considered not valid as they represent different ideas within the tested item groups. Not to compromise the results, those factors were chosen to be excluded from further analyses, as it is suggested that the manifest variables with loading value of less than 0.5 should be excluded (Chin, 1998). Therefore, the *clothes_3* from the clothes items group, as well as all three items (*image_1*, *image_2* and *image_3*) from the image group were dropped out from further analysis, meaning that image dimension could not be included in the further quantitative analysis, and therefore, the hypothesis H1 of this research could not be objectively tested. Furthermore, cross loading of some factors has been evident, where factors loaded higher than 0.5 in multiple dimensions. For the sake of validity of further analysis they were also chosen not to be included further (*focus_1* and *ad_2* within focus and ad groups).

For determining the reliability of the data, Cronbach's Alpha was used and full analysis figures are provided in the appendix 8. As demonstrated in the figure 8, all of the four left factors have shown to have Cronbach's Alpha higher than 0.7, which indicates acceptable internal consistency at the compared level of 0.6 for the exploratory research (Taber, 2017). This allows the assumption of data reliability in all dimensions.

RELIABILITY ANALYSIS	GROUPS ITEMS	CRONBACH'S ALPHA
All variables mc_experience	1-3	0.765
All variables_clothes	1-2	0.834
All variables_focus	2-3	0.908
All variables_ads	1, 3	0.626

Figure 8: Cronbach's Alpha of four factors

With the purpose of examining the strength and the direction of the relationship among the set of variables within different dimensions, the correlation analysis was conducted for all 4 dimensions from the conceptual model with the results as shown in figure 9, and are individually discussed in further analysis.

		Correlations			
		EXPERIENCE_ MC	CLOTHES_OF FER	FOCUS_ON_W OMEN	ADS
EXPERIENCE_MC	Pearson Correlation	1	.205**	.211**	.165**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	1362	1362	1362	1362
CLOTHES_OFFER	Pearson Correlation	.205**	1	.368**	.404**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	1362	1362	1362	1362
FOCUS_ON_WOMEN	Pearson Correlation	.211**	.368**	1	.420**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	1362	1362	1362	1362
ADS	Pearson Correlation	.165**	.404**	.420**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	1362	1362	1362	1362

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 9: Correlations

4.2.1. Image

Although society's image influence to motorcycling experience could not be tested quantitatively due to the potential weakness of the model and data validity issues, analysis of qualitative data led to the conclusion that the way women motorcyclists are perceived by others decrease their enjoyment and create frustration. A few women during the focus group interviews expressed their dislike of being perceived as a "cool girl", or assigned masculine characteristics simply because they ride motorcycles, just as reported by Roster's (2007) or Buchman (2013). One participant explained how such stereotyped image of female rider has held her back from motorcycling:

"I don't know if it's just me, but sometimes the women driving motorcycles are seen as bad ass bitches. And I didn't want to be one of those <..> I didn't want to be part of that stereotyped picture of a woman driver." (28:49, Focus Group Interview I, recording nr. 1).

Similar concerns about discrepancies between women's perception of themselves and stereotyped society's images were also expressed, where another participant shares similar experience where she feels people see her differently just because she rides a motorcycle:

“Feminism is missing around it.. And also, when I talk with colleagues that know that I drive: “When will you bring your bike with you? Because...ohhh, it’s so <.> cool! Yah cool that you have one”! So why is it cool when I have it? And other male colleagues also have a bike and they have a bigger and nicer bikes that I have, but they are not cool. Because that is a woman and then they see me as this person that are bad ass, partying and everything.. I can do that, but I can also be a girlie person also.. I think that is necessary” (29:33, Focus Group Interview I, recording nr. 1).

While some were concerned about masculine labels they feel often receive by outsiders, others expressed difficulties accepting the implication of a tradition female role that they are expected to have. Participants shared experiences of how often people do not even expect them to drive motorcycles:

“But there is also a thing I noticed <.> if we meet up somewhere, private with other motorcycles <...> they always ask him (author. boyfriend) – “so, what do you ride? They think I’m the pillion! And.. and they ignore me! (30:17 Focus Group Interview I, recording nr. 1).

Another participant shares a similar experience, which also resonates with the Buchan (2013) findings:

“And they talk to him about motorcycles, and they.. they express themselves as if I don’t know anything. And then when I start participating, then they.. then they get an eye opener and wow! She knows something about this! Strange, she is a girl, wow!” (31:50 Focus Group Interview I, recording nr. 1)

Finally, women agree that a female motorcyclists is not something yet society perceives as “normal” and they often experience surprised looks and, in some cases, even blame.

“I rode around Denmark making these speeches, vortrag, for older people, younger people, in churches, many different (places) to try to make some commercial about – we are actually some girls that are very normal riding motorcycles. We have jobs, we have families. And I had pictures of my boys, the small one – one year old washing my motorcycle, and pictures with the boys on it, and people could ask me what is about? How is it driving on a motorcycle. That was very funny the questions I was asked <.> they were very curious especially about the most strange things – how do the men treat you? How do you pee with all of that clothes on when you’re on the trip? What do you do when you are bleeding and you have all of this? I mean it was everything I was asked.. How could you ride with your kids?! I mean many people were angry with me about that”(3:05 Focus Group Interview I, recording nr. 2).

“I noticed all the girls looking when I passed and “oh it’s a girl!!”, otherwise they go like – hm. And it’s a shame as it shows that they are still expecting the guy” (46:30, Focus Group Interview II, recording nr. 3)

Such findings confirm the discovery by authors like Roster’s (2007) and Buchman (2013), and demonstrate that society’s perception of women motorcyclists can act as constraint to women participation or their enjoyment of motorcycle experience. However, since the quantitative part of this research could not be used to confirm such findings, it was chosen to leave the first hypothesis un-confirmed and suggest the further research on this topic.

4.2.2. Women’s motorcycle clothes

The situation with women’s motorcycling clothes has clearly been identified as one of the main constrains women have experienced, which affected the level of enjoyment derived from motorcycling. In one particular case explored during the focus group interviews, it was named as a reason for considering not to participate in motorcycling at all:

“But actually when looking for clothes in the beginning I was like – it’s never gonna fit.. And I don’t like the textile version of the clothes, I want a leather clothing. And I went to a shop in Odense and I was like even if it was a women’s jacket it didn’t fir at all. It was really annoying and.. so I was like - I am never going to take the license because I couldn’t get the clothing that I wanted” (28:18, Focus Group Interview I, recording nr.1).

The concern about the motorcycle clothing and how the lack of them reduced or altered women’s experience was a consistent theme throughout the interviews:

“The discouraging thing is that it’s hard to find clothes for us to wear.. It’s mainly a man’s cut.. hmm..yah.. not for women with curves” (19:46, Focus Group Interview I, recording nr.1)

“Well I was in 12 stores 4 years ago before I found a jacket <...> I couldn’t find anything that fit me”.(46:59, Focus Group Interview I, recording nr.1)

Women expressed their worries about the inability to look good and feel good when riding, as well as raised concerns about their safety:

“I think it’s important that the industry knows that the clothing for some women are as important as the season are changing for the clothing in the (regular) shops. So they want to have something new, and something different, and something that is..it’s lækkert <...> should

be nice to wear, and should be comfortable” (1:03:31 Focus Group Interview I, recording nr.1)

Sizing and clothes created for “proper’ women shape seemed to be one of the greatest challenges participants experienced. One of the many participants with similar experience revealed:

“I was a bigger women two years ago... I was an XL girl. Yah. And I couldn’t fit in nothing. I also drove in men’s clothes” (22:37, Focus Group Interview I, recording nr.1).

More importantly, such lack of motorcycle gear for women or its unfitness seem not only to hinder their experience, but have an effect on their self-confidence and self-expression, as reported by Atkins (1976), Dubler & Gurel (1984), Piacentini & Mailer (2004).

“It is frustrating. And you also think It’s me there is something wrong with or...” (47:21, Focus Group Interview I, recording nr.1)

On the contrary, participants expressed clear joy and excitement seeing the change in the industry and applauded initiatives like Moto Lounge.

“If you’ve hips and tights and all that stuff.. I’ve always worn men’s clothing. And that’s why I really love the concept (Moto Lounge)!” (26:58 Focus Group Interview II, recording nr.3)

“I still have a problem because I have extra-long arms. So every women clothes I get in, they are too short. But there was one shop here that could get it longer for me.. so I have it now – my first women jacket!” (22:47, Focus Group Interview I, recording nr.1)

Such change in the industry could enable women not only to enjoy riding more, but could also have a positive impact on their self-confidence and satisfaction with self-identity. Just like one participant shares her excitement of finally riding in the proper women’s gear:

“I’m laughing now myself because then I bought leggings from here, and I bought the red leather jacket. And you know it’s like when you use those leggings its safety in it, but they are sooo nice! It’s like “oh, did I remember to put on my pants?!. Right? And then I actually could see when I look at my shadow it’s like “Fucking babe!”. I mean I could see my hip, and tight, and I was thinking “Damn, I’m looking good!” (1:15:40, Focus Group Interview II, recording nr. 3)

Another participant expressed her joy of having a possibility to look feminine in motorcycle clothes, just like argued by Martin, Schouten and McAlexander (2006).

“I like the clothes that makes me feel a lot of a woman still. Yah. That I still look good and I don’t mind the head turning when I walk through the mall in my motorcycle gear” (1:31:03 Focus Group Interview II, recording nr. 3).

Interesting observation from the focus group interviews was that, even though clothing topic was sensitive and the clothing situation was perceived by participants as frustrating, hindering the experience, or not fair, this potential constraining factor did not necessarily prevented the women from participating, or still enjoying the motorcycling. Many participants have expressed ideas, that could be considered as what Hubbard and Mannell (2001) calls a negotiation techniques women have developed to ease their frustration and simply “fight” the constraining situation. For example, the majority of women have had to ride in men’s apparel due to the lack of motorcycle clothes for women.

On top of potential developed negotiation mechanisms, the research results demonstrate that women motorcycling clothing have direct impact on their experience. The quantitative analysis of the research has also supported such findings.

Conducted Pearson's correlation as demonstrated in figure 9 has shown the correlation between *motorcycling experience*, which is the dependent variable based on the conceptual framework for this study, and the *Clothes_offer*. The Pearson's r being 0.205, with the p-values showing the significance level as being lower than $\alpha=0.05$. As the strength of the relationship increases when the Pearson's r approaches -1 or 1, we can claim that the strength of these relationships is though small, but positive. Therefore, it is claimed that the hypothesis 2 is accepted, as motorcycle clothing offer for women does have a positive relationship with the motorcycling experience.

4.2.3. Focus on women in motorcycling

Same as clothing offer, both the quantitative and qualitative analysis have shown that the focus on women in motorcycle shops and dealers has a direct impact on women’s experience. Pearson's correlation (figure 9) has demonstrated the relation between *motorcycling experience* and the *Focus_on_women* with the Pearson's r having a value of 0.211, with the p-values showing the significance level measured against the $\alpha=0.05$. Therefore, it is also claimed that the hypothesis 3 can be accepted.

The focus group interviews well illustrated the survey findings and showcased a real problem women motorcyclist experience in the shops:

“We went round to loads of dealers looking at bikes. And of course, the salesman he comes up to my boyfriend. He doesn’t even reflect whether it’s me that might be out buying the bike. It’s always goes up to the guy. And it could just as well be me. And that is a little bit annoying”(55:35, Focus Group Interview II, recording nr. 3).

The lack of focus on women in shops generally, as well as the feeling of being ignored or not taken seriously has been the most common mentions by participants. *“I got to the local shop and I asked them “Can I try it”- “No you can’t. You buy it and then you can try it”*(52:56, Focus Group Interview I, recording nr. 1) shares her experience one participant, who felt being discriminated in the shop. Another has experienced similar: *“I have also experience when I get out in the stores and they don’t take me seriously. I was also in a local store when I had to buy my first bike and for me, I have the money to buy it <..> But they didn’t took me seriously. So I just went out and said well it isn’t here”*(54:51 Focus Group Interview I, recording nr. 1)

Women in agreement claimed that such treatment not only makes them feel bad and hinders experience, but is also hurtful for the business:

“When I arrived at XXX, they didn’t even want to talk to me. I was not interesting. And then I said “You have to be aware I have the money, I have a possibility, I would like to have bike Yamaha MT standing over there, but now I am driving to Viborg and I am buying it over there. <..> you have to tell them. I don’t support them anymore/ they are losing customers”(56:22, Focus Group Interview I, recording nr. 1)

4.2.4. Motorcycling Advertising

The situation with motorcycling advertising and how women are portrayed in it has showed that the majority of women cannot relate to what they see and, that such advertising negatively influence their experience. Just like reported by Buchan (2013), focus groups participants pointed out the discrepancies between how women are pictured and the reality which they encounter: *“When I see internet picture or magazine picture, it is always a young, hot chick. And I’m just like “hmmm that used to be me, but not me anymore* (35:13, Focus Group Interview I, recording nr. 1). Another participant ads - *“that is not what I see when I drive around. I see women, they are over the 60th, and a bit overweight and with curves”*.

Participants agreed that such feminized and sexualized image of women are not relatable to them and is more created for the male liking (Ezzell, 2009, Wolf 200; Pritchard and Morgan 2000, Miyake, 2018).

"It's like making a wrong impression of women on bikes, because women are not like that" (35:42 Focus Group Interview I, recording nr. 1)

"They should use some real women, in all ages instead of only the young, hot girls"(36:28 Focus Group Interview I, recording nr. 1)

And while women point out that such image itself might not be an issue, as it also represents a part of women, the fact it is mainly the only image you encounter is problematic: *"there's nothing wrong with being slim and young – I mean we've all been there <..>but it's the stereotype"*(21:38, Focus Group Interview II, recording nr. 3)

For testing the final hypothesis of this paper, the Pearson's correlation was also conducted and the results showed the relation between *motorcycling experience* and the *Ad* (figure 9). The Pearson's *r* in this case being 0,165, with the *p*-values showing the significance ($\alpha=0.05$), we can see that the small, but positive relationship between these variables can be identified, therefore confirming the hypothesis 4 of this paper.

5. Conclusion

Despite the fact that women participation in motorcycling is steadily increasing (Council, Motorcycle Industry, 2018; Little, 2002), the research in this area is still scarce. Same is the business focus on women riders, who experience various constraints to participate in or enjoy this leisure activity (Auster, 2001). Therefore, the main objective of this study was to, based on leisure constraints theory, identify the specific factors which could act as limitation, and see if there is a relationship between those factors within motorcycling and women's motorcycle experience (Crawford and Godbey, 1987; Little, 2002; Raymore, 2002)

The results from quantitative survey of 1362 participants, supported by the focus group interviews, have indicated a relationship between the motorcycling experience and the offer of women's motorcycling clothes, the focus on women in motorcycle shops and dealers, as well as women's representation in motorcycling advertising. The correlation was not strong but measureable between variables, and therefore the 3 hypothesis of this paper could be confirmed as pictured in figure 10. Even though the fourth factor – society's image of women motorcyclists – could not have been tested quantitatively due to the model errors, the data from the focus group interviews has suggested such relationship as well.

The findings of the research demonstrate, that women riders have to deal with various stereotype lead perceptions of them as motorcyclists, which often hinder their

enjoyment of riding or even hold them back from motorcycling. Just like reported by Roster (2017), women in this research reject stereotypes that imply women cannot be feminine and ride motorcycles, as well as resist being labeled as social or gender misfits. As Raymore (2002) points out, our society grants rights and privileges to certain members of some groups, and not to others; and looks like motorcycling for women is still an example of that.

HYPOTHESIS		
H1	There is a positive relationship between society's image of women riders and women's motorcycling experience	Non tested
H2	There is a positive relationship between women's motorcycle clothes and women's motorcycling experience	Confirmed
H3	There is a positive relationship between the focus on women in motorcycle stores and dealers and women's motorcycling experience	Confirmed
H4	There is a positive relationship between motorcycling advertising and women's motorcycling experience	Confirmed

Figure 10. *The hypothesis of the research*

The offer of women's motorcycle clothing, or better said the lack of it, has proven to be another constraining factor for riding experience. Difficulties to find clothes that fit, look good or make women feel well and safe have so far in many cases been more an exception in participants' lives than a rule. This suggests the sad situation in motorcycle industry and the lack of focus on women riders, that could be an example of a structural constraint, like reported by authors Hubbard & Mannell (2001) and Son et al. (2009). The lack of focus on women in motorcycle shops and dealers, where they often get ignored or not taken seriously, implies the same findings proposing that the subculture of motorcycling is still seemingly a male domain that promote the dominant role of males, leaving a secondary place for females (Roster, 2007).

Finally, just like suggested by various authors (Buchan 2013, Hardin & Geer, 2009; Wolf , 2002; Ezzell, 2009, Wolf 200; Pritchard and Morgan 2000, Miyake, 2018) this paper has demonstrated that women think that motorcycling media and advertising supports the dominant heterosexist ideology and promotes the feminized and sexualized image of a women rider, which is more targeted towards male appeal than representing an actual picture of a "real" woman motorcyclist. Not surprisingly, the majority of women struggle to relate with such advertising, which presents an important and interesting business puzzle – are industry stakeholders purposely not

paying attention and ignoring such reality, or is it only a result of reciprocal relations between media images and society, as reported by Martin (2004)?

Anywise, witnessing women's excitement and positive feedback for the initiatives like Moto Lounge during this research, it could be claimed that businesses, as social and physical organizations, could act as structural facilitators to enable or promote leisure preferences, and so encourage or enhance participation (Raymore, 2002).

5.1. Limitations

A few aspects within this study could have some limitation effect on the results. It is worth reflecting on the recruitment of participant for the focus group interviews, which could be criticized for being a convenience sampling as individuals were selected based on their accessibility which could lead to "volunteer bias" (Krueger, 1999; Nyumba, Wilson, Derrick, Mukherjee, 2017; Brownell et al., 2013). Nevertheless, they can still be considered the right people to reflect the population of interest, because they were willing to participate and, due to their knowledge and personal experience in motorcycling, are able to contribute to the research topic (Nassar-McMillan, Borders, 2002; Steward and Shamdasani, 2007).

The distribution of the survey is another aspect worth to be taken critically. The data gathering was focused on sharing the questionnaire via Moto Lounge channels and in various women motorcycling groups on Facebook. Though the sample size of 1362 provides opportunity for generalizing across population of interest, the channels chosen have influence on the results, giving the voice to only women, who are active social media users.

One aspect of the research that was neglected was to determine the causality of the variables tested. This study is based on the correlation analysis, meaning it only looks at the relationship between variables, but no causation can be obtained from it. Therefore, it is important to reflect, that even though the study has shown the existing relationship between potential constraints and women's motorcycle experience, further experimental studies are needed to understand how exactly certain factors determine the experience.

5.2. Discussion & further research

This analysis has focused on female riders by studying how various factors influence women motorcycling experience. Even though the above discussed findings

have emerged, the number of related questions remain opened. Since the majority of women motorcyclists in the sample of quantitative survey has been attracted via the internet and active groups, the extent to which the findings represent women who are not part of various motorcycle groups on social media is unknown. The comparison study with a different sample approach could provide interesting insights about all women motorcycle operators.

The effect of demographic characteristics is another potential direction for the future research. Is there a difference how these factors affect women's experience in different places of the world? Do relationship between constraints and experience vary based on geographical location. Based on the open Facebook comments provided by survey participants, women in certain countries might be challenged more than others. Another important aspect identified in the comments, and inviting for the further research, is such characteristics as women's physical features (e.g. weight, height). Do some women experience more constraints than others and how could it be addressed.

Finally, the research to find out ways to minimize the constraints in women motorcycling has a lot of potential both for the motorcycling domain, and within the leisure constraints generally. Just like Austin (p. 296, 2011) suggests, "the goal should be for the individuals to have a wide variety of leisure choices available for them and for those choices not to be limited by leisure constraints that result from their demographic characteristics or cultural backgrounds". Within the domain of female riders, quoting one participant from the focus group, there is only one goal – "*we don't want to be an exception, we want to be a norm*" (46:08, Focus group interview II, recording nr. 3).

6. Course Reflections (*Project orientated course and career management course*)

The project orientated course and career management program within the course was a great process that enabled personal learnings and reflections on both myself as personality and professional, as well as various business and academic aspects.

To start with, it helped to realise and reflect on competencies I already own and the ones I wish to develop, as well as identified some important aspects within the way I have being working as a business owner or the student researcher. Doing the market research with company's customers, has given a chance to strengthen the position and

competences of myself not only as a business owner or a student, but also as the citizen of society, in this case a member of motorcycle community, which I would definitely like to explore further. While meeting women and performing the focus group interviews or gathering the data for the survey, I was able to use my knowledge and personality to build the connection with women and position myself as a certain role model. I have received a very positive response from women riders, both in person and online, where they have expressed their appreciation and admiration of my work. It made me understand that I have an eye for the need of others, and women feel secure and confident sharing their stories with me. And while it is flattering and pleasant for me as a person, I feel it has also called up for a higher sense of community responsibility (Nowell & Boyd, 2014). Therefore, now I feel even more motivated to work for the common good of women motorcycle community, and hold myself responsible for helping to improve the world of women motorcyclists.

At the same time it has given valuable lessons for me as a researcher. While I am confident in public speaking and have a lot of experience leading the workshops and discussions, facilitating the focus group interview was a very new and interesting experience. Even though I was able to purposely lead the conversation, I found it challenging to maintain the distance as the researcher and not involve myself in the discussion. The prior literature research on focus group interviews has helped with the guidance, however, I still felt like my facilitation was not up to the standard I wished it could have been and am very interested in developing this skill and experience further (Beyea & Nicoll, 2000; Subramony, et al, 2002).

Another valuable learning in regards to my competences was the realisation of my core competencies and how they can also act as weaknesses if not being aware of it. While I still believe the eager of learning new things is a positive characteristic to have, learning how to differentiate between the healthy eagerness and perfectionism is definitely the skill I wish to develop. While participating in the SDU RIO Entrepreneurship LAB workshops, which were the part of my project orientated course, I got the chance to find some thought-provoking insights about myself. For example reflective conversations with LAB adviser and the team helped me realised that my will to learn things and become knowledgeable in various areas often becomes a perfectionism barrier for action (Andrews et. al, 2013). Being aware of it and learning how to deal with it could definitely become a valuable competence to use in solving many future challenges in my business and academic pursuits.

Networking was another topic encouraged by the career management course and broadly explored during the project orientated course. Due to my professional experience so far, I was well familiar with the importance of building and maintaining network, however, the proactive focus on it has still brought many learnings. Doing the exercises for the course, as well as participating in the LAB workshops has helped to reflect on the way I have been networking so far and ways to improve it in the future. It helped me realise that my current network was majorly based on, what Ibarra & Hunter (2007) call “just like me” convenience perception/concept, and that misconception of the “weak ties” has been an actual issue in my case, leading to the often similar ideas and their execution, as well as potentially slowing down some business processes. Admittedly, even though I am a very outgoing personality, networking has often felt extra task on the busy agenda, and also a bit unnatural, which has prevented from engaging it in fully. I have also noticed that it is a process that has strong personal or cultural roots, which often defined the success of it based on who you were in contact with. Therefore I have found that the cultural competence (Seeleman, Suurmond & Stronks, 2009) and respect for personal differences can be very helpful in both the results of the networking and own satisfaction getting involved. Discussing networking and its benefits with the peers both in the course and the LAB, helped to realise that my network was missing the focus, especially on the strategic level. Therefore, I am happy to have already implemented changes and am keen on making it a part of the day job in the future.

The expressing own skills topic in the career management course has been executed slightly differently than instructed by the exercises during my project orientated course. Since I am the only person in my organisation and there are no HR functions, I had to rely on the contact and feedback from people outside of my organization. The LAB business adviser has been an excellent person to bounce ideas, get advice and receive feedback on my skills, competencies and general aspects of the business and its development. Even though I considered myself being well aware of my strength and weaknesses, our bi-weekly calls and meetings in person have helped to reflect on them deeper and see from different perspective. The adviser has pointed out some interesting observations about my personality and skills, that has led me to the some realisation and changes. For example, I was asked to share short videos of my reflections on our workshops and various topics we discussed. Keeping me accountable and encouraging the reflection has helped not to only re-consider various

aspects, but also talk about them and explain the value they created for my personality and performance.

Probably some of the most interesting reflections have been encouraged by the last part of the career management course. The discussions around the career pattern model and the completion of the strengths tests has created some food for thoughts. While I definitely see the love of learning as a strength in my personality, learning how to manage the sometimes over consuming curiosity is the skill I would like to work on. When analysing the VIA classification of strengths test results I was able to relate with the majority of findings and recognise them in my behaviours and experience, but at the same time I found them somewhat surprising. The constructive discussions during the LAB meetings have challenged my own perception and helped to identify ways of how to manage those strengths and ensure they do not become weaknesses. The career pattern model exercise was also a good reminder that the skills and competences I have can be easily transmitted to the various aspects of life benefiting both the personal and professional path.

The individual participation in the course has enabled do to the exercises at your own pace which has benefited the agenda of project oriented course. However, while I enjoyed such structure, I felt like a more clear introduction and definition of expectations, as well as its adaptability to the students doing project orientated course in own companies, could be valuable changes in the future.

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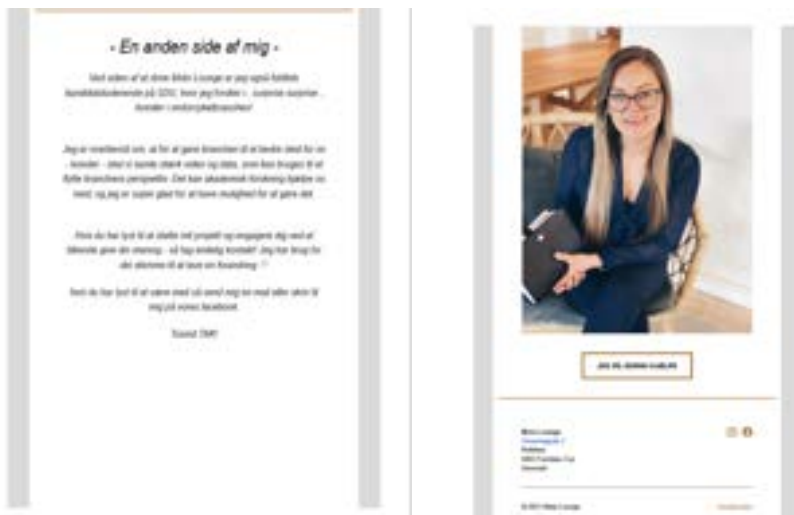
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Appendices

Appendix 1. Invitation to participate in the focus group interviews.

A. A part of Moto Lounge Newsletter



B. Moto Lounge Facebook post



Appendix 2. Focus groups participants' table

FOCUS GROUP PARTICIPANTS 12.11.21					
NAME	KATJA	JETTE	TINA	CHRISTA	CHRISTINA
AGE	41	55	50	44	49
LIVING PLACE	KERTEMINDE	ODENSE	EJBY	VEJLE	ODENSE
HOW MANY YEARS BEEN DRIVING A MOTORCYCLE	FIRST YEAR	37	22	2,5	4
MOTORCYCLE OWNED (IF ANY)	DUCATI MONSTER 900	SUZUKI GSX 1400	M800 INTRUDER	SUZUKI SV650 xa	KAWASAKI ER6F

FOCUS GROUP PARTICIPANTS 13.11.21					
NAME	KARIN	MAIKEN	JEANETT	LENE	
AGE	52	27	54	56	
LIVING PLACE	NÅRUP, TOMMERUP	HARNDRUP	ÅRSLEV	AABENRAA	
HOW MANY YEARS BEEN DRIVING A MOTORCYCLE	25	CURRENTLY TAKING DRIVING LICENSE	36	32	
MOTORCYCLE OWNED (IF ANY)	SUZUKI V-STROM 650	KAWASAKI VERSYS 650	INDIAN SCOUT SIXTY 2020	SUZUKI GS 500E & YAMAHA 750 XJ	

Appendix 3. Survey questionnaire

02/01/2022, 22:32

SurveyXact

Hello and thank you for your interest in this survey.

I am Raimonda Grigaite-Kjeldsen, a master's student at the University of South Denmark, where I am conducting research about women in motorcycling. Being a passionate motorcycle rider myself, as well as the founder of women's motorcycle clothing store, I am curious to explore ways how to make motorcycling a better place for female riders. Therefore my research aims to understand how various factors influence women's motorcycling experience.

Are you a woman motorcycle rider yourself? Then I would love to hear your opinion and would truly appreciate you completing this survey.

The more female riders express their opinion - the better results the research would present. Therefore, please feel free to share this survey with other women motorcyclists that you know.

The survey is very brief and will only take about 5-7 minutes to complete. Your participation in the survey is completely voluntary and anonymous. Needless to say - your contribution is much valued and appreciated!

Thank you very much for joining me on this "ride"!

Your age:

- 18-24
- 25-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+

How many years have you been riding a motorcycle?

- 0-2
- 3-5
- 6-10
- 11-20
- 21 -30
- 30+

On average, how often do you ride a motorcycle? Choose the most suitable answer.

- Daily or almost daily
- At least once a week
- A few times per month
- Only once in a while
- Currently I do not ride

<https://www.surveyxact.dk/service/com.pls.morepress.web.pages.CoreSurveyPrintDialog?surveyid=1363132&locale=en&printBackground=false&printing=true> 1/5

Why are you currently not riding a motorcycle?

Do you mainly ride motorcycle alone or with someone? Choose the most suitable answer.

- Alone
 With someone

With whom?

Do you ride a motorcycle when you are on holiday?

- Always
 Sometimes
 Never

In this section, based on your motorcycle experience and your perception of motorcycling in general, please rate the statements on a scale from being *Not important* to being *Very important* (use the slider to place your answer on the scale).

Motorcycling for me is:

- Not important

 Very important

The society's image of a woman motorcyclist for me is:

- Not important

Very important

Women's motorcycle clothes for me are:

Not important

Very important

The focus on women in motorcycling for me is:

Not important

Very important

Representation of different women in motorcycling advertising for me is:

Not important

Very important

Your motorcycling experience

Based on your experience as a woman motorcyclist, evaluate the following statements on a scale from 1 to 5, in which 1: you *strongly disagree*, and 5: you *strongly agree* with the statement.

I have a great experience as a woman motorcyclist.

Strongly disagree Disagree Neutral Agree Strongly agree

I am very satisfied with my motorcycling experience.

Strongly disagree Disagree Neutral Agree Strongly agree

There is nothing that prevents me from having a great motorcycling experience.

Strongly disagree Disagree Neutral Agree Strongly agree

Society's perception

Based on your experience as a woman motorcyclist, evaluate the following statements on a scale in which 1: you *strongly disagree*, and 5: you *strongly agree*.

I can identify myself with how others see me as a motorcyclist.

Strongly disagree Disagree Neutral Agree Strongly agree

I can be true myself as a woman motorcyclist.

Strongly disagree Disagree Neutral Agree Strongly agree

I have never felt being stereotyped as a women motorcyclists.

Strongly disagree Disagree Neutral Agree Strongly agree

Motorcycle clothes

Based on your experience as woman motorcyclist, evaluate the following statements on a scale in which 1: you *strongly disagree*, and 5: you *strongly agree*.

I think there is a great offer of motorcycle clothes for women.

Strongly disagree Disagree Neutral Agree Strongly agree

I always find motorcycle clothes that I need.

Strongly disagree Disagree Neutral Agree Strongly agree

I feel that availability of women's motorcycle clothes enables me to have good riding experience.

Strongly disagree Disagree Neutral Agree Strongly agree

Shopping experience

Based on your experience as a woman motorcyclist, evaluate the following statements on a scale in which 1: you *strongly disagree*, and 5: you *strongly agree*.

I always have great experience shopping for motorcycles or motorcycle clothes.

Strongly disagree Disagree Neutral Agree Strongly agree

I feel I am being taken seriously at motorcycle stores and dealers.

Strongly disagree Disagree Neutral Agree Strongly agree

I feel appreciated in motorcycle shops and dealers.

Strongly disagree Disagree Neutral Agree Strongly agree

Motorcycling advertising

Based on your experience as woman motorcyclist, evaluate the following statements on a scale in which 1: you *strongly disagree*, and 5: you *strongly agree*.

I think motorcycling advertisements represent women in motorcycling well.

Strongly disagree Disagree Neutral Agree Strongly agree

I can identify with most motorcycling advertisements (e.g. advertisements of motorcycle clothes).

Strongly disagree Disagree Neutral Agree Strongly agree

Motorcycling advertisements positively influence me.

Strongly disagree Disagree Neutral Agree Strongly agree

Thank you very much for your help and contribution!

Do you have any questions about the survey or this research? Feel free to get in touch with me at raimonda@moto-lounge.dk

And if one day we meet on the road - remember to say hi! I owe you a coffee for your help!

Until then - stay safe and enjoy the ride!

Appendix 4. Survey distribution

- A. Moto Lounge Facebook Post
- B. Post via author's private profile on Facebook
- C. Post in the WRWR - Women Riders World Relay
- D. Moto Lounge email newsletter

A.



B.



D.



C.



Appendix 5. Cross Tabulations – demographics with Importance_motorcycling

Age * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6	Very important	
Age	18-24	0	0	0	0	2	4	8	34
	25-30	0	0	0	4	17	8	24	53
	31-40	1	0	4	8	35	44	47	139
	41-50	1	3	8	24	75	114	135	300
	51-60	1	1	4	38	99	174	250	567
	61-70	0	0	0	9	41	66	92	208
	70+	0	0	0	1	3	8	9	21
Total		3	4	16	84	272	418	565	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.172	.288
	Cramer's V	.070	.288
N of Valid Cases		1362	

Frequency * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6	Very important	
Frequency	Daily or almost daily	1	0	0	9	24	66	100	372
	At least once per week	0	1	5	23	88	173	293	539
	A few times per month	2	1	0	41	105	142	117	409
	Only once in a while	0	0	8	21	47	25	14	115
	Currently does not ride	0	2	5	1	8	11	2	29
Total		3	4	16	84	372	418	565	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.508	<.001
	Cramer's V	.254	<.001
N of Valid Cases		1362	

Years_riding * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6	Very important	
Years_riding	0-2	0	0	3	19	51	50	49	174
	3-5	1	0	2	17	61	68	103	252
	6-10	0	3	4	14	59	71	130	265
	11-20	1	0	3	15	54	90	107	279
	21-30	0	1	1	6	22	36	72	158
	30+	1	0	1	13	25	79	124	243
Total		3	4	16	84	272	418	565	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.226	<.001
	Cramer's V	.101	<.001
N of Valid Cases		1362	

Alone_Someone * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6	Very important	
Alone_Someone	Alone	3	1	6	31	100	181	291	611
	with someone	0	3	10	53	172	237	374	749
Total		3	4	16	84	272	418	565	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.134	<.001
	Cramer's V	.134	<.001
N of Valid Cases		1362	

Holiday_riding * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6	Very important	
Holiday_riding	Always	1	1	1	7	29	84	103	308
	Sometimes	2	0	9	50	202	293	347	911
	Never	0	3	6	17	41	39	33	139
Total		3	4	16	84	272	418	565	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.292	<.001
	Cramer's V	.207	<.001
N of Valid Cases		1362	

Cross Tabulations – demographics with Importance_image

Age * Import_image

Count

		Import_image							
		Not important	2	3	4	5	6	Very important	Total
Age	18-24	1	1	0	4	2	3	5	14
	25-30	2	6	8	14	12	3	8	53
	31-40	19	21	17	26	23	18	15	139
	41-50	10	19	48	63	52	44	44	300
	51-60	18	97	67	109	79	59	78	567
	61-70	16	41	28	36	18	22	26	208
	70+	4	3	2	6	3	2	5	21
Total		190	228	171	258	189	149	177	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.160	.515
	Cramer's V	.065	.515
N of Valid Cases		1362	

Frequency * Import_image

Count

		Import_image							
		Not important	2	3	4	5	6	Very important	Total
Frequency	Only in school	11	39	23	52	40	18	17	271
	All local areas per month	75	88	71	87	70	55	80	536
	A few times per month	49	76	60	80	54	46	66	499
	Only once in a while	13	19	12	21	21	14	11	113
	Currently does not ride	8	6	5	6	6	8	2	49
	Total		190	228	171	258	189	149	177

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.152	.135
	Cramer's V	.076	.135
N of Valid Cases		1362	

Years_riding * Import_image

Count

		Import_image							
		Not important	2	3	4	5	6	Very important	Total
Years_riding	0-2	15	25	32	35	26	19	22	174
	3-5	33	44	35	41	36	26	37	252
	6-10	39	43	38	49	32	29	33	263
	11-20	19	46	29	49	41	33	33	270
	21-30	17	27	36	30	26	20	22	158
	30+	47	41	21	14	28	22	30	143
Total		190	228	171	258	189	149	177	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.146	.518
	Cramer's V	.065	.518
N of Valid Cases		1362	

Alone_Someone * Import_image

Count

		Import_image							
		Not important	2	3	4	5	6	Very important	Total
Alone_Someone	Alone	90	105	79	111	86	63	80	614
	With someone	100	123	92	147	103	84	97	749
Total		190	228	171	258	189	149	177	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.028	.982
	Cramer's V	.028	.982
N of Valid Cases		1362	

Holiday_riding * Import_image

Count

		Import_image							
		Not important	2	3	4	5	6	Very important	Total
Holiday_riding	Always	14	13	20	35	40	27	19	168
	Sometimes	121	149	129	189	150	106	201	945
	Never	15	16	22	29	19	16	17	139
Total		190	228	171	258	189	149	177	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.159	<.001
	Cramer's V	.133	<.001
N of Valid Cases		1362	

Cross Tabulations – demographics with Importance_clothes

Age * Import_clothes

Count

Crosstab

	Age	Import_clothes						Total	
		Not important	2	3	4	5	6		Very important
Age	18-24	0	0	0	2	1	4	7	14
	25-30	1	1	2	2	7	16	24	53
	31-40	2	4	2	9	10	33	59	119
	41-50	10	6	10	41	52	90	151	360
	51-60	3	14	29	68	84	128	241	567
	61-70	4	7	6	30	21	54	86	208
	70+	1	1	2	2	4	1	10	21
Total		21	33	51	154	199	326	578	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.176	.221
	Cramer's V	.072	.221
N of Valid Cases		1362	

Frequency * Import_clothes

Count

Crosstab

	Frequency	Import_clothes						Total	
		Not important	2	3	4	5	6		Very important
Frequency	Daily or almost daily	9	7	9	32	34	64	117	272
	At least once per week	6	12	21	70	77	119	234	519
	A few times per month	1	8	15	39	68	99	171	409
	Only once in a while	1	2	5	10	19	33	49	113
	Currently does not ride	0	4	3	3	1	1	9	29
Total		21	33	51	154	199	326	578	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.166	.037
	Cramer's V	.083	.037
N of Valid Cases		1362	

Years_riding * Import_clothes

Count

Crosstab

	Years_riding	Import_clothes						Total	
		Not important	2	3	4	5	6		Very important
Years_riding	0-2	2	0	4	15	25	47	81	174
	3-5	2	3	6	21	33	66	121	252
	6-10	2	5	12	29	45	60	112	265
	11-20	4	6	5	28	45	69	113	270
	21-30	3	6	10	21	18	34	66	158
	30+	8	13	14	40	31	30	81	243
Total		21	33	51	154	199	326	578	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.203	.003
	Cramer's V	.091	.003
N of Valid Cases		1362	

Alone_Someone * Import_clothes

Count

Crosstab

	Alone_Someone	Import_clothes						Total	
		Not important	2	3	4	5	6		Very important
Alone_Someone	Alone	11	19	26	68	91	119	258	613
	With someone	8	14	25	86	108	188	329	749
Total		21	33	51	154	199	326	578	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.068	.388
	Cramer's V	.068	.388
N of Valid Cases		1362	

Holiday_riding * Import_clothes

Count

Crosstab

	Holiday_riding	Import_clothes						Total	
		Not important	2	3	4	5	6		Very important
Holiday_riding	Always	8	13	12	39	34	64	140	308
	Sometimes	11	16	33	104	147	224	380	915
	Never	2	6	6	11	18	38	58	139
Total		21	33	51	154	199	326	578	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.114	.126
	Cramer's V	.081	.126
N of Valid Cases		1362	

Cross Tabulations – demographics with Importance_focus

Age * Import_focus

Count

Crosstab

	Age	Import_focus						Total
		Not important	2	3	4	5	6	
18-24	0	0	0	4	3	2	5	14
25-30	0	3	4	8	14	12	12	53
31-40	5	7	13	23	38	23	30	139
41-50	17	25	23	80	77	76	62	360
51-60	20	34	32	132	108	112	129	567
61-70	9	10	12	52	35	47	43	208
70+	2	1	1	3	4	4	6	21
Total		53	80	85	302	279	276	287

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.148	.754
	Cramer's V	.060	.754
N of Valid Cases		1362	

Frequency * Import_focus

Count

Crosstab

	Frequency	Import_focus						Total
		Not important	2	3	4	5	6	
Daily or almost daily	16	16	17	50	48	53	72	272
At least once per week	23	37	27	129	97	109	117	539
A few times per month	13	18	13	84	107	77	79	409
Only once or a while	1	7	7	31	18	18	17	113
Currently does not ride	0	0	1	4	9	9	2	25
Total		53	80	85	302	279	276	287

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.192	.001
	Cramer's V	.096	.001
N of Valid Cases		1362	

Years_riding * Import_focus

Count

Crosstab

	Years_riding	Import_focus						Total
		Not important	2	3	4	5	6	
0-2	4	7	10	34	42	35	42	174
3-5	9	9	17	63	60	48	48	212
6-10	4	17	20	53	53	61	59	265
11-20	13	19	16	54	52	58	58	270
21-30	8	15	8	29	33	35	30	158
30+	15	13	14	71	39	41	50	243
Total		53	80	85	302	279	276	287

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.168	.142
	Cramer's V	.075	.142
N of Valid Cases		1362	

Alone_Someone * Import_focus

Count

Crosstab

	Alone_Someone	Import_focus						Total
		Not important	2	3	4	5	6	
Alone	22	36	39	140	130	121	121	613
With someone	31	44	46	162	149	155	155	749
Total		53	80	85	302	279	276	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.036	.942
	Cramer's V	.036	.942
N of Valid Cases		1362	

Holiday_riding * Import_focus

Count

Crosstab

	Holiday_riding	Import_focus						Total
		Not important	2	3	4	5	6	
Always	18	27	19	72	43	49	80	308
Sometimes	13	39	18	207	200	189	185	811
Never	2	14	8	21	36	34	22	139
Total		53	80	81	302	279	276	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.170	<.001
	Cramer's V	.121	<.001
N of Valid Cases		1362	

Cross Tabulations – demographics with Importance_ads

Age * Import_ad

Count

		Import_ad						Total	
		Not important	2	3	4	5	6		Very important
Age	18-24	0	1	1	4	2	1	5	14
	25-30	1	1	2	7	8	12	22	53
	31-40	9	10	5	15	21	50	49	139
	41-50	29	21	18	60	69	63	110	360
	51-60	25	33	26	103	107	219	154	567
	61-70	12	15	8	42	31	47	53	208
	70+	1	1	2	2	4	0	11	23
Total		67	82	62	231	242	272	404	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.161	.495
	Cramer's V	.066	.495
N of Valid Cases		1362	

Frequency * Import_ad

Count

		Import_ad						Total	
		Not important	2	3	4	5	6		Very important
Frequency	Daily or almost daily	18	19	8	14	31	38	98	272
	At least once per week	29	29	21	37	101	98	119	519
	A few times per month	15	24	21	63	78	97	113	409
	Only once in a while	4	9	7	15	19	28	11	113
	Currently does not ride	0	2	1	4	1	12	3	29
Total		67	82	62	231	242	272	404	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.174	.016
	Cramer's V	.087	.016
N of Valid Cases		1362	

Years_riding * Import_ad

Count

		Import_ad						Total	
		Not important	2	3	4	5	6		Very important
Years_riding	0-2	6	11	6	18	18	34	83	174
	3-5	18	14	11	43	18	46	79	212
	6-10	8	18	11	41	18	58	90	245
	11-20	12	18	9	17	18	53	88	279
	21-30	12	10	11	27	15	40	33	118
	30+	18	12	10	47	47	38	68	243
Total		67	82	62	231	242	272	404	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.182	.038
	Cramer's V	.081	.038
N of Valid Cases		1362	

Alone_Someone * Import_ad

Count

		Import_ad						Total	
		Not important	2	3	4	5	6		Very important
Alone_Someone	Alone	17	48	21	111	108	112	199	613
	With someone	49	42	37	122	134	160	214	749
Total		67	82	62	231	242	272	404	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.058	.600
	Cramer's V	.058	.600
N of Valid Cases		1362	

Holiday_riding * Import_ad

Count

		Import_ad						Total	
		Not important	2	3	4	5	6		Very important
Holiday_riding	Always	21	29	12	63	48	48	94	304
	Sometimes	31	48	40	152	170	281	275	915
	Never	7	14	10	18	26	29	35	129
Total		67	82	62	231	242	272	404	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.139	.010
	Cramer's V	.098	.010
N of Valid Cases		1362	

Cross Tabulations – importance factors with Importance_motorcycling

Import_image * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6		Very important
Import_image	Not important	0	0	3	10	28	43	108	190
	2	0	3	4	18	50	75	74	228
	3	0	0	4	11	49	65	42	171
	4	1	0	1	22	84	88	100	218
	5	0	0	1	9	41	51	80	189
	6	2	1	2	8	24	37	37	149
Very important		0	0	3	6	16	25	124	177
Total		3	4	16	84	272	418	585	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.353	<.001
	Cramer's V	.144	<.001
N of Valid Cases		1362	

Import_clothes * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6		Very important
Import_clothes	Not important	0	0	0	1	2	7	11	22
	2	0	2	2	4	2	11	12	33
	3	0	0	3	3	7	16	23	51
	4	1	0	0	13	27	66	53	154
	5	1	1	1	6	15	51	75	149
	6	1	0	4	21	84	118	108	328
Very important		0	1	3	27	88	117	311	578
Total		3	4	16	84	272	418	585	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.328	<.001
	Cramer's V	.134	<.001
N of Valid Cases		1362	

Import_focus * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6		Very important
Import_focus	Not important	0	0	0	3	9	11	30	53
	2	0	2	4	8	16	22	28	80
	3	0	0	1	9	23	32	21	85
	4	1	1	3	33	67	95	100	302
	5	1	0	4	15	77	97	85	279
	6	1	0	3	11	58	106	97	276
Very important		0	1	1	9	23	53	203	287
Total		3	4	16	84	272	418	585	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.377	<.001
	Cramer's V	.154	<.001
N of Valid Cases		1362	

Import_ad * Import_motorcycling

Count

Crosstab

		Import_motorcycling						Total	
		Not important	2	3	4	5	6		Very important
Import_ad	Not important	0	0	1	7	10	14	35	67
	2	0	1	3	8	19	29	25	82
	3	0	0	1	7	14	20	20	62
	4	0	0	2	20	50	67	94	233
	5	2	3	2	15	71	79	70	242
	6	3	0	3	14	66	113	75	272
Very important		0	0	4	13	41	96	246	404
Total		3	4	16	84	272	418	585	1362

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.335	<.001
	Cramer's V	.137	<.001
N of Valid Cases		1362	

Appendix 6. Factor Analysis

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.727	31.511	31.511	4.163	27.751	27.751	3.295
2	2.177	14.513	46.024	1.112	7.412	35.163	2.811
3	1.246	8.306	54.330	1.731	11.542	46.705	2.413
4	1.116	7.442	61.772	.712	4.747	51.453	3.046
5	.934	6.230	68.001				
6	.853	5.689	73.691				
7	.755	5.033	78.724				
8	.655	4.364	83.088				
9	.555	3.701	86.789				
10	.481	3.205	89.994				
11	.426	2.837	92.831				
12	.342	2.278	95.109				
13	.308	2.055	97.164				
14	.261	1.743	98.907				
15	.164	1.093	100.000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Structure Matrix

	Factor			
	1	2	3	4
mc_exp_1	.154	-.174	.789	.119
mc_exp_2	.154	-.145	.811	.135
mc_exp_3	.251	-.216	.621	.215
image_1	.144	-.113	.277	.201
image_2	.103	-.158	.482	.110
image_3	.239	-.266	.222	.318
clothes_1	.818	-.315	.210	.462
clothes_2	.880	-.363	.213	.427
clothes_3	.428	-.192	.130	.301
focus_1	.679	-.500	.236	.476
focus_2	.410	-.908	.234	.440
focus_3	.402	-.917	.263	.453
ad_1	.490	-.390	.233	.742
ad_2	.578	-.398	.174	.862
ad_3	.322	-.333	.139	.639

Extraction Method: Maximum Likelihood.

Rotation Method: Oblimin with Kaiser Normalization.

Appendix 7. Factor Analysis – Communalities table

Communalities

	Initial	Extraction
mc_exp_1	.483	.630
mc_exp_2	.498	.666
mc_exp_3	.353	.395
image_1	.129	.095
image_2	.227	.234
image_3	.171	.135
clothes_1	.575	.671
clothes_2	.594	.782
clothes_3	.200	.189
focus_1	.478	.518
focus_2	.707	.825
focus_3	.711	.842
ad_1	.482	.561
ad_2	.569	.762
ad_3	.362	.413

Extraction Method: Maximum Likelihood.

Appendix 8. Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.765	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
mc_exp_1	8.27	2.458	.630	.650
mc_exp_2	8.23	2.563	.670	.621
mc_exp_3	8.57	2.236	.523	.795

Reliability Statistics

Cronbach's Alpha	N of Items
.834	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
clothes_1	2.45	1.172	.719	.
clothes_2	2.28	.979	.719	.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
focus_2	3.10	1.085	.833	.
focus_3	3.09	1.246	.833	.

Reliability Statistics

Cronbach's Alpha	N of Items
.626	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ad_1	2.61	.799	.455	.
ad_3	2.27	.767	.455	.