

chapter

4

SPORT FANS: Perspectives in Sport Consumer Behavior

KNES 452 – Lecture 3

Objectives

- To recognize the differences among socialization, involvement, and commitment for sport consumers
- To understand the various individual and environmental factors that shape consumer involvement and commitment in sport
- To understand the decision process for sport consumers

Introduction

- **Why people consume sport**
- **The larger context of general consumer behavior**
 - How people are socialized into sport (Socialization)
 - How they become involved and committed (Involvement, Identification & Commitment)
 - Environmental factors
 - Individual factors

Socialization

Socialization:

**“The process whereby individuals learn skills, traits, values, attitudes, norms and knowledge associated with performance of present or anticipated social roles”
(McPherson & Brown, 1988, p. 267)**

(continued)

Socialization Agent

- **According to McPherson's (1976) study,**
 - Four sources of socialization agents of sport fandom
 - Family
 - Peers
 - School
 - Community
 - Four sources of significant agents in the sport fan socialization of males.
 - Family
 - Players
 - Peers
 - School

(continued)

Socialization Agent

- **Much of a person's socialization into sport roles**
 - Interaction with significant others (family members, coaches, teaches, friends)
 - Parents play a vital role in introducing children to sport
 - World Championship Wrestling fans (family members & friends)
 - 27.3 %: their own
 - 22.4 %: parents
 - 11.1 %: grandparents
 - 19.2 %: other family members
 - 20.2 %: friends
 - Health or athletic club member
 - 61 %: first became aware of the clubs from *friends or colleagues*

(continued)

Socialization Agent

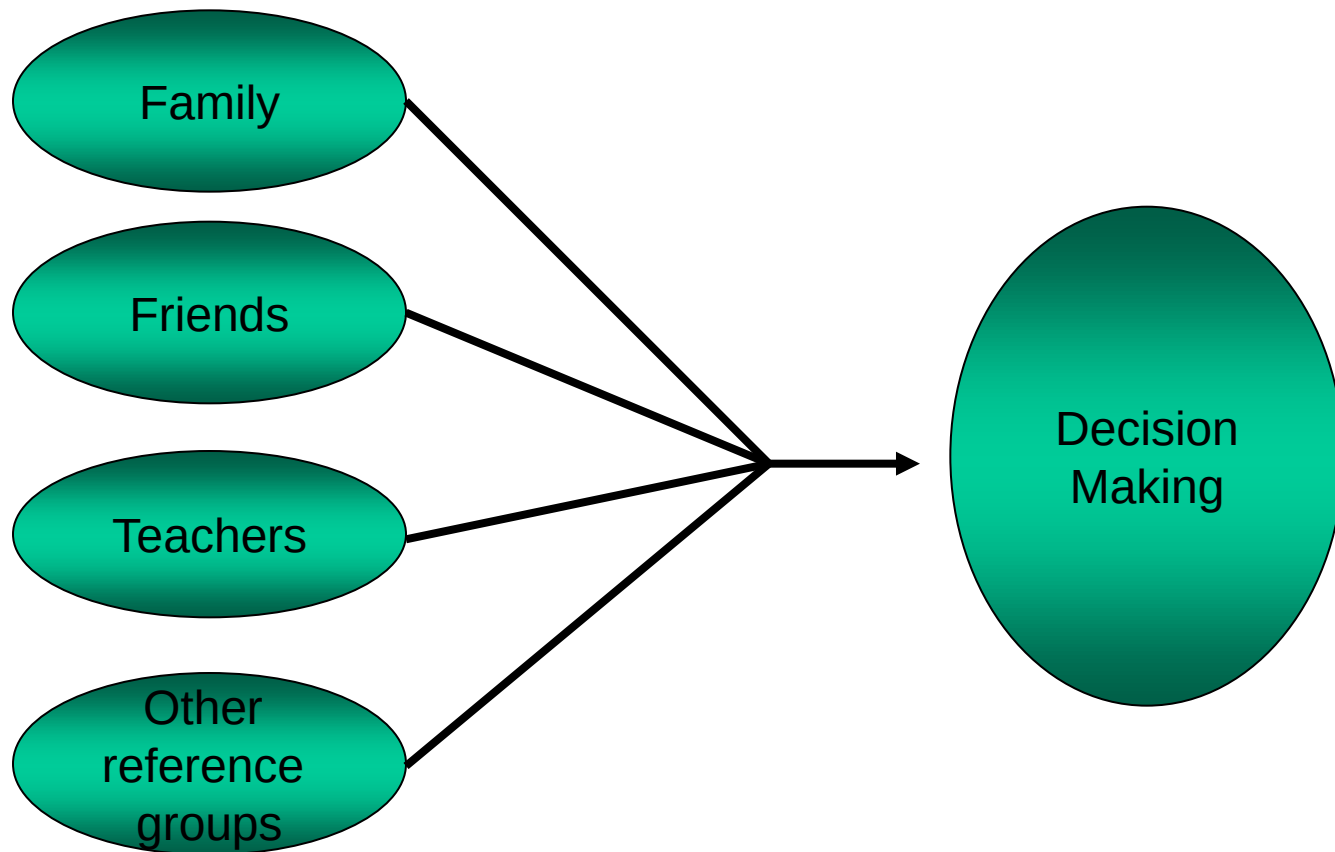
- **Family and friends**
 - most powerful force in sport socialization
- **Reference groups, heroes, or role models**
 - Ex. Celebrities (Tiger Woods, Michael Jordan)

Sport as a Socializing Agent

- **Socialization process**
 - A society's dominant values, attitudes, and beliefs passed down from generation to generation
 - A major component
 - Role learning: How young children learn to think and behave in accordance with the multiplicity of social roles available to them
- (Greendorfer, 2001) -

- **Parents are highly involved sport fans**
 - Often discuss sport
 - Frequently watch sport in person and on TV
 - Subscribe to several sport magazines
 - Take family trips to sporting events
- **Parents' sport involvement**
 - A good chance → children's socialization of the sport fan role

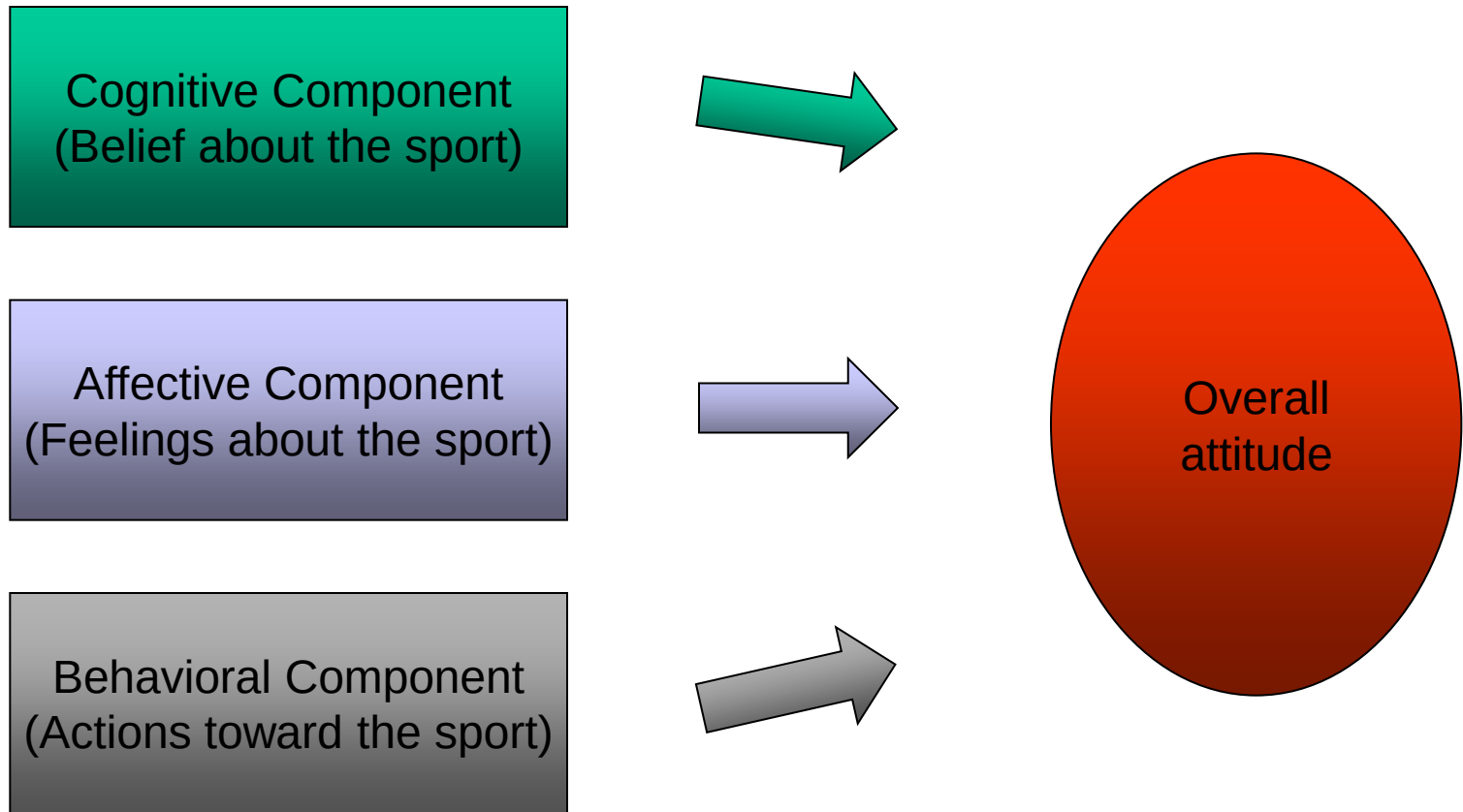
Consumer Socialization



Involvement

- An unobservable state of motivation, arousal or interest toward a recreational activity or associated product.
- ***Behavioral involvement***: The hands-on “doing”
 - Ex. Actually going and playing tennis
- ***Cognitive involvement***: The acquisition of information and knowledge about a sport
- ***Affective involvement***: The attitudes, feelings, and emotions that a consumer has about an activity
 - Ex. A loyal sport fan

Consumer attitudes



Identification

- **Social Identity Theory**
 - Who am I?
 - Feelings of close attachment
- **Team (Fan) Identification**
 - The extents to which a fan feels psychologically connected to a team
- **Examples**
 - How strongly do you see yourself as a fan of Towson Tigers?

Relationship between Identification and Involvement

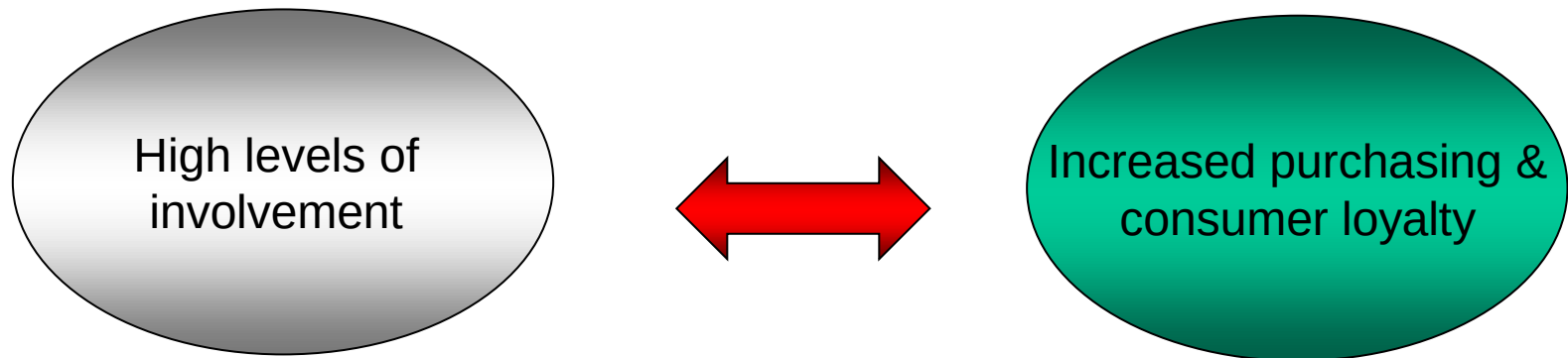
- **Identification and cognitive involvement**
 - Highly identified fans exhibited a positive bias regarding future successful teams
- **Identification and affective involvement**
 - Highly identified fans were more likely to exhibit higher levels of self-esteem, a more positive outlook toward life

Relationship between Identification and Involvement *(continued)*

- **Identification and behavioral involvement**
 - Highly identified individuals reported attending more home games than less identified individuals

Consumer Involvement and Identification

- **Consumer involvement**
 - A combination of one's interest in a sport product (e.g., team athlete, sport)
 - the degree to which one considers the product an important part of one's life
- **High levels of involvement**
 - Think about, talk about, and read about sports frequently



Consumer Involvement and Identification

- **Consumer (Team) Identification**
 - The extents to which a fan feels psychologically connected to a team
 - Closely related to involvement
 - Ex. I am a Red Sox fan, or I am a scuba diver
 - Expressions of identification with team
 - The most commons object of identification is **the team**
 - Team identification positively influence an individual's involvement

Commitment

- The tendency to resist to changing individual's preference in responses to conflicting information or experience
- Examples
 - Being a fan of my favorite sports team is important to me
 - Nothing could change my allegiance to my favorite sports team

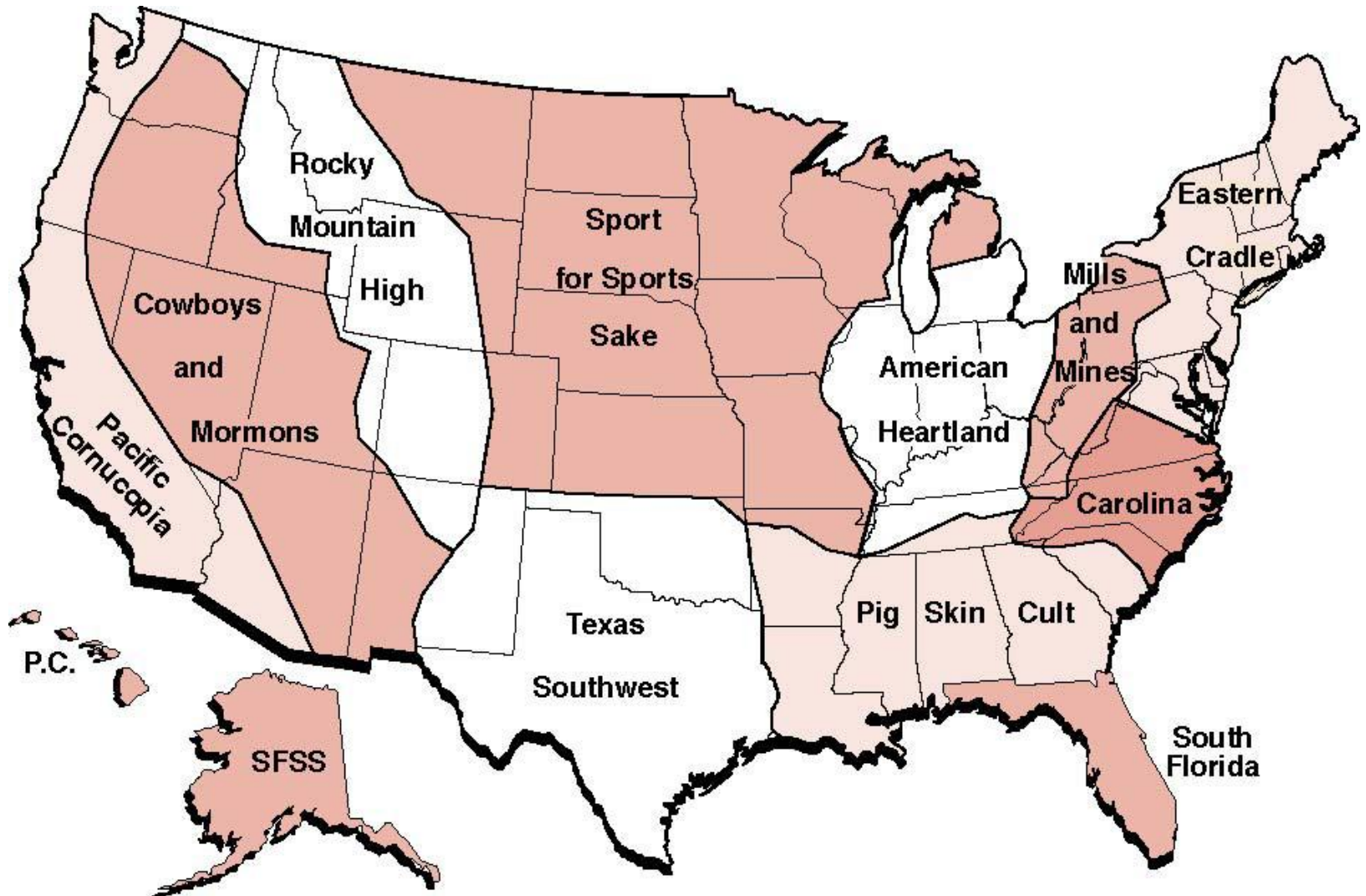
Environmental Factors

- **Social and cultural norms**
- **Climatic and geographic conditions**
- **Technology**
- **Market behavior of firms in the sport industry**
- **Sport opportunity structure**

Cultural Norms and Values

- **As late as the 1920s**
 - Many U.S. communities outlawed organized sports on Sunday.
- **X Games: Skateboarding & in-line skating**
 - Creativity and freedom over adult-directed regimens
- **China vs. Europe & North America**
 - In China:
 - Fan passion: participation and active appreciation of skill and technique
 - Europe and North American
 - Fan passion: team brands

Climate and Geography



Courtesy of John F. Rooney, Jr.

Individual Factors

- Self-concept/Self esteem
- Physical characteristics
- Learning
- Perception
- Motivations
- Attitudes
- Complex process of consumer decision making

Self-concept/Self esteem

- **All people hold certain cognitions or beliefs about themselves**
- **Theory of self-concept**
 - Images of how we would like to be (desired or ideal selves)
 - Team win ---→ I win

Learning

- **Learn → Feel → Do**
 - Information about product (cognitive involvement) through Advertising → develop a new feeling about the product (affective involvement) → buy the product (behavioral involvement)
 - Ex. X Games
- **Feel → Do → Learn**
 - Nike ads. Look to stir emotions before anything else → buy the product → knowledge about team, players
- **Do → Feel and learn**
 - Physical education classes

Perception

- **The process by which a person scans, gathers, assesses, and interprets information in the environment**
- **Exposure to violence**
 - Ice Hockey: some fans love a good brawl; others abhor the goons
- **Risk of injury or embarrassment**
 - Perception of high risk turn many people away from active participation

Consumers create their own perceptual space maps that help them assess choices in terms of effort and risk

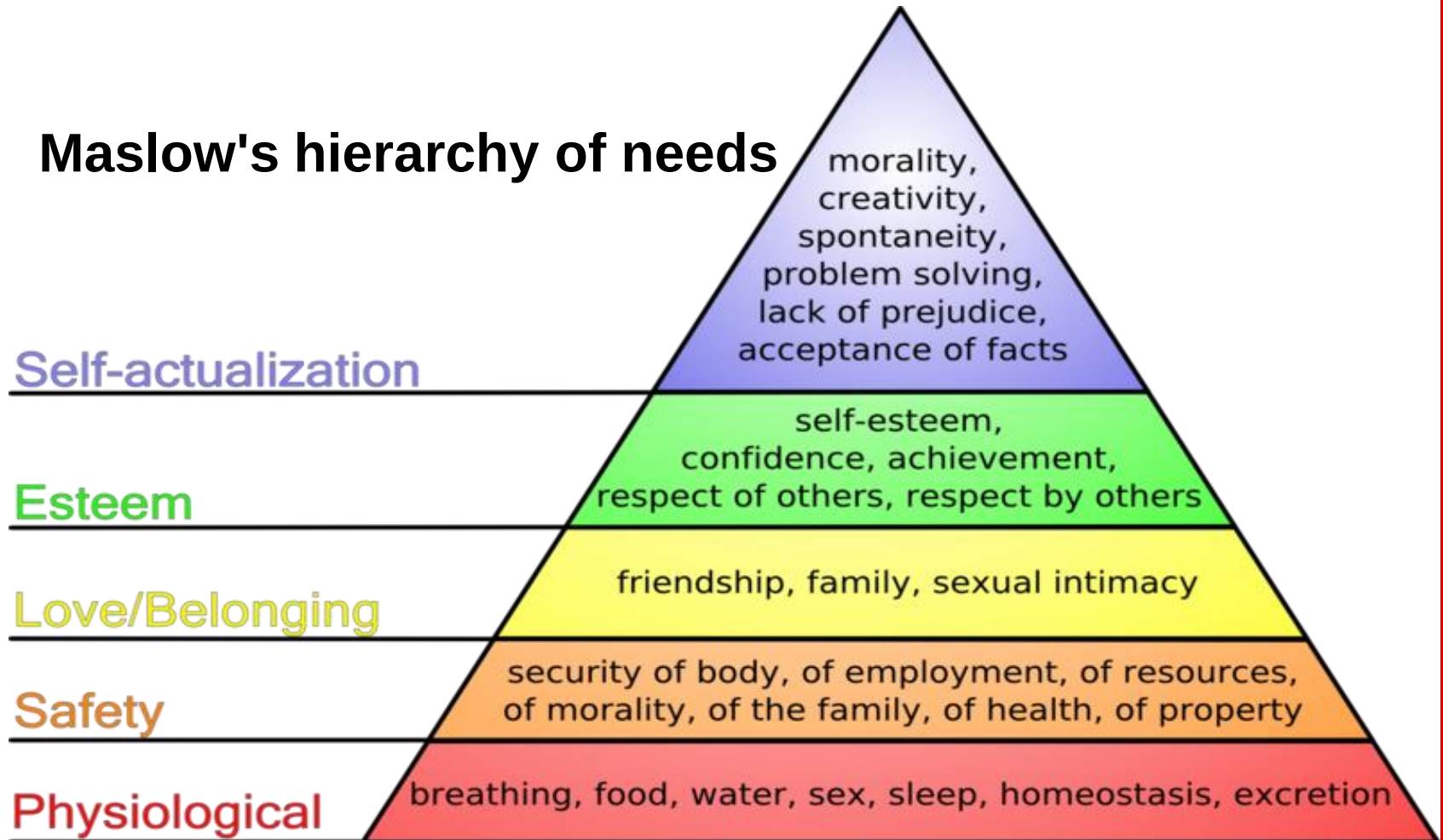
		Perceived risk	
		High	Low
Perceived effort	High	Rock climbing	Driving 1 hour to attend ball game
	Low	Attending local cockfight	Watching ball game on television

Motivation

- *motivation*
 - *Doing something is what causes you to want to do it*
- Motivation → Behavior

A Theory of Human Motivation

- **Maslow's hierarchy of needs**



Motivation for sport participation

- **Physical Fitness (Health and fitness)**
 - Feel healthy; gain physical strength
- **Risk-Taking**
 - thrill seeking: mountain climbing
- **Stress Reduction**
 - The process of reducing state anxiety
- **Affiliation or community**
 - developing and maintaining associations or relations with others
- **Skill Mastery**
 - Improving performance or skills
- **Competition**
 - His or her ability in relation to others

Motivation for sport spectatorship (SFMS)

- **The most common motivations:**
 - Group affiliation
 - Family
 - Aesthetic
 - Self-esteem
 - Economic
 - Eustress
 - Escape
 - Entertainment

SFMS

- ***Group Affiliation Motive***
 - provides an opportunity to spend time with others
- ***Family Motive***
 - provides an opportunity to spend time with family members
- ***Aesthetic Motive***
 - enjoy the artistic beauty and grace of sport movements

SFMS

- ***Self-esteem Motive***

- provides an opportunity to feel better about himself or herself

- ***Economic Motive***

- the potential economic gains afforded by sport gambling

- ***Eustress Motive***

- the excitement and arousal felt while watching sporting events

SFMS

- ***Escape Motive***
 - a diversion from the rest of his or her life
- ***Entertainment Motive***
 - an enjoyable pastime

Comparisons of the Prominence of the Fan Motives

- **The most common motives**
 - Entertainment
- **The least common motives**
 - Economic
- **Different Sports → Different Motives...**
 - Major & Minor
 - Types of sports (Horse racing, Golf, Martial Arts..

- **Sports of the television viewing preferences of college students**
 - Male: greater preferences for violent and aggressive (i.e., combative) sports
 - Female: greater preferences for elegant and stylistic sports

The Intrinsic and Extrinsic Motivation of Sport Fans

- **Intrinsic motives:**
 - *enjoyment* of a task
 - Three of the SFMS: aesthetic, eustress, and entertainment
- **Extrinsic motives:**
 - *the rewards and benefits* received for performing a task
 - The remaining five SFMS: self-esteem, escape, economic, group affiliation, and family

Situational Influences on the Sport Consumer

- A set of factors outside the individual consumer and removed from the product or advertisement of the product that the consumer is buying
- **Situational influence**
 - The influence arising from factors that are particular to a specific time and place and are *independent of individual customer's characteristics*

Situational Influence

- 1. Physical surroundings**
- 2. Social surroundings**
- 3. Task requirements**
- 4. Temporal perspective**
- 5. Antecedent states**

- (Kardes, 1999) -

1. Physical Surroundings

- **The geographic location, décor, sound, smells, lighting, weather, crowding**
 - Example
 - How weather would influence your decision to play tennis

2. Social Surroundings

- **Deal primarily with the presence of other people who could have an influence on your decision**
- **The effects of the physical presence of others**
- **Reference groups**
 - when no one is present at the time of the purchase
- **Example**
 - If you want to go to a movie but the group that you are with prefers to go bowling

3. Task Requirements

- **Speak to the context of the purchase (the intent or requirement of the purchase)**
 - Example
 - Consider the purchase of a pair of running shoes:
 - for yourself vs. gift
 - performance vs. price or vice versa

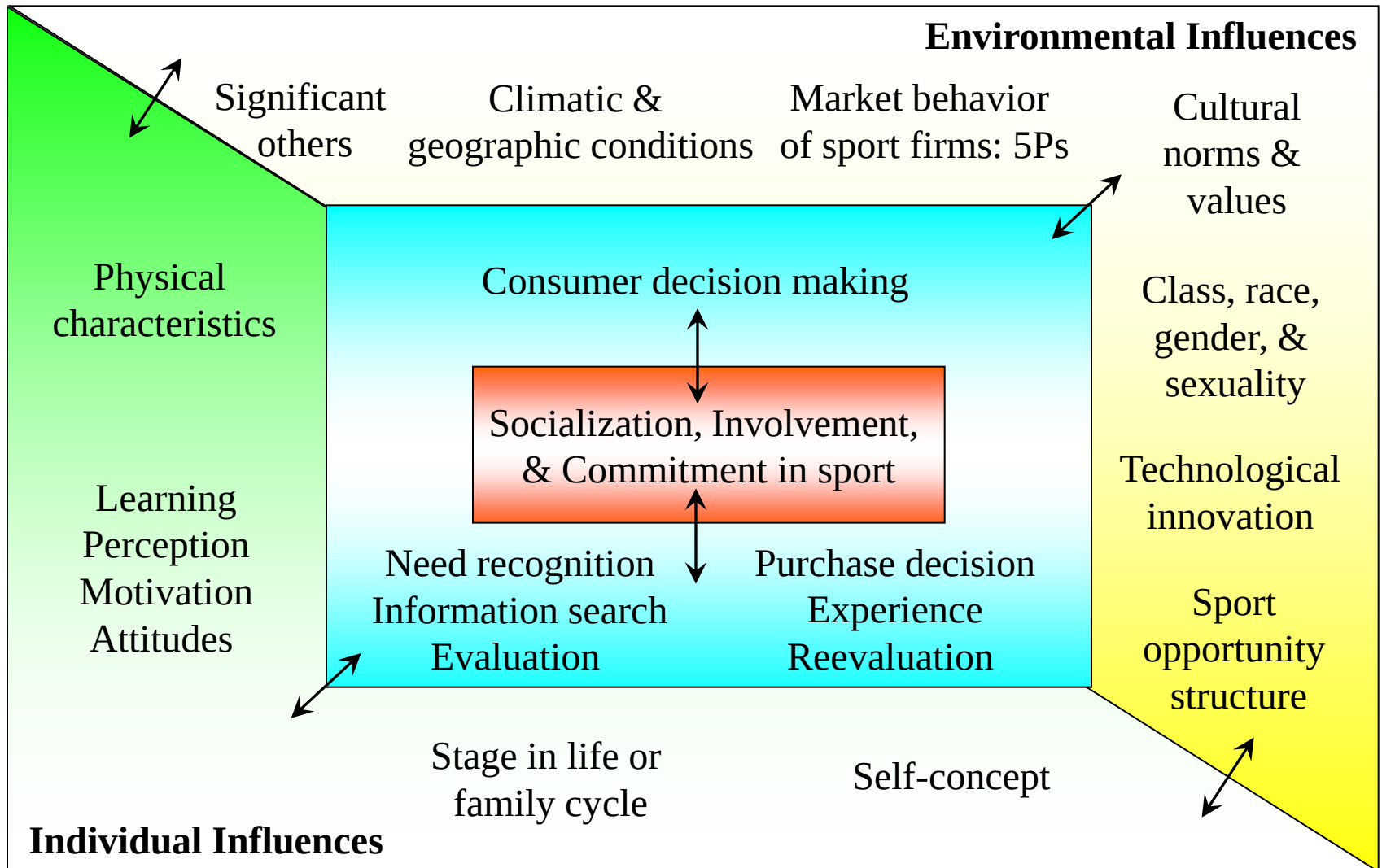
4. Temporal Perspective

- **Time pressures**, the time of day, and the season of the year are all examples of potential temporal influences on sport consumption
- **Ex.: Time pressure**
 - A busy person might pay more to be able to buy tickets online

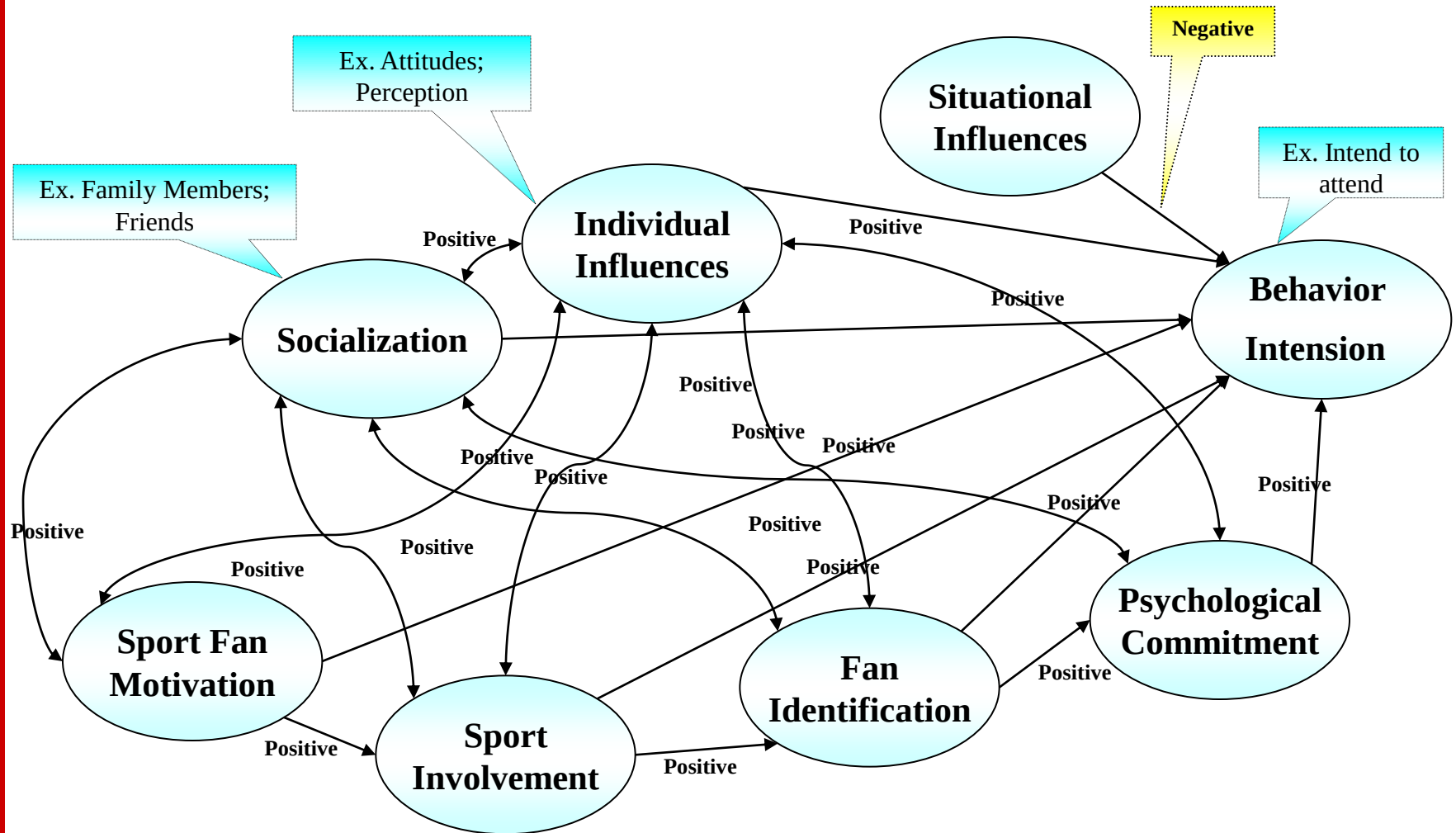
5. Antecedent States

- **Antecedent states encompass**
 - Momentary modes
 - Anxiousness, excitement, or even hunger
 - Momentary conditions
 - Cash on hand, fatigue, or illness

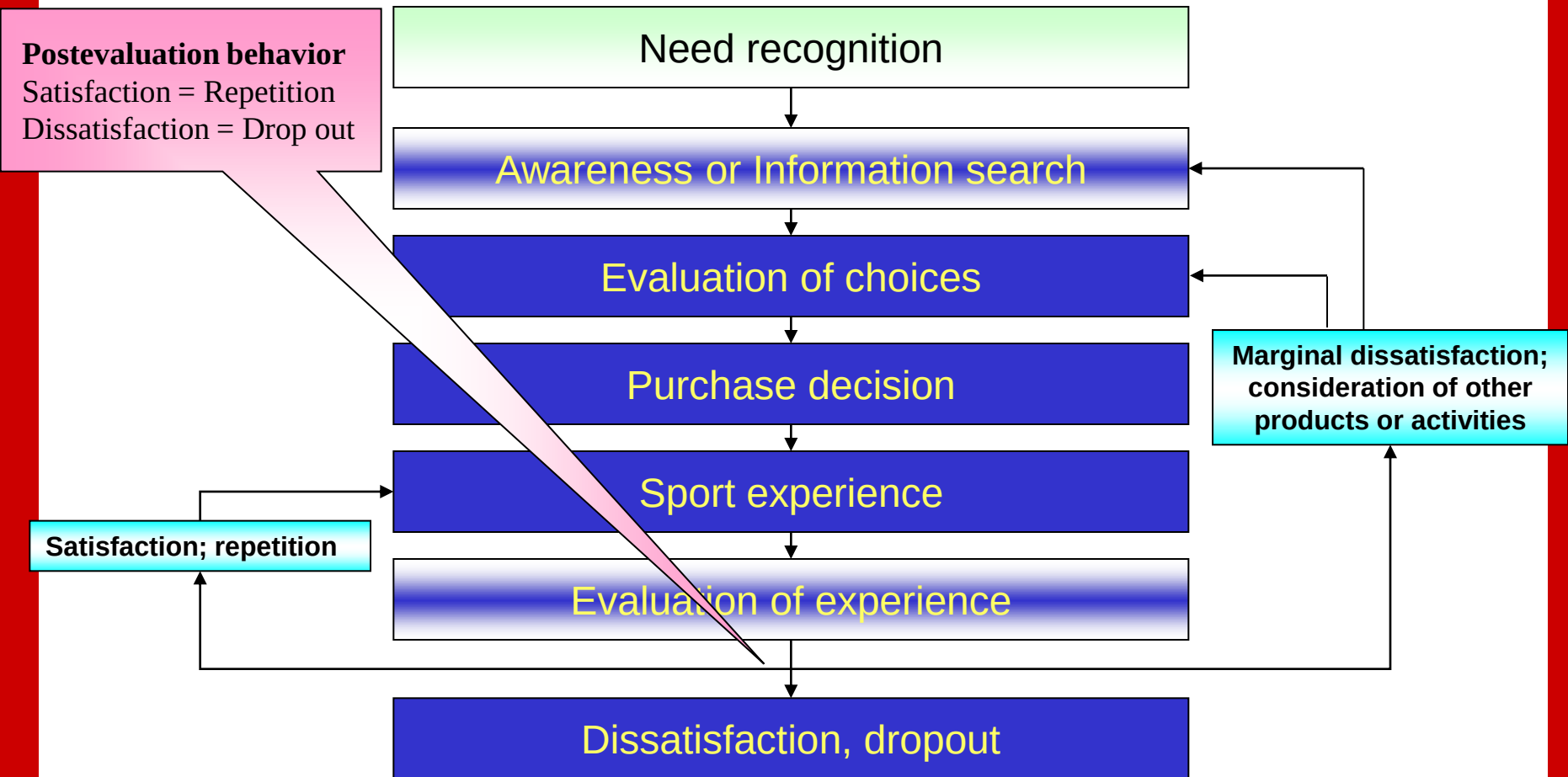
Consumer Behavior in Sport



Sport Consumer Behavior: The Case of Sport Spectatorship



Decision process for sport involvement



Search for information

- **Search for solution to satisfy their unmet needs**
- **Internal**
 - Retrieving knowledge from memory or genetic tendencies
- **External**
 - Collecting information from peers, family, and market place

Purchase Decision

- **Planned?**
- **Unplanned?**
- **Partially planned?**
 - A majority – especially in baseball, basketball, and hockey – make purchase decisions only a few days before the event
 - Season-ticket holders

Evaluation of Experience

- **Satisfaction = benefits – cost**
 - Satisfaction: social experience, self-concept, skill, or reliability
 - Benefit: characteristics like quantity and duration
 - Cost: money, time, and effort

Post-evaluation Behavior

- **Satisfied: Repeat the experience**
- **Dissatisfied**
 - Abandon
- **Partially satisfied**
 - Reevaluate the choices at various levels