Influence of Sport Fan Emotions on Sport Consumption Behavior

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Introduction

In the field of consumer behavior, scholars have become interested in the role of consumption emotion in explaining consumer satisfaction (Mano & Oliver, 1993), judgment (Homburg, Koschate, & Hoyer, 2006), decision making (Pham, 1998; Pham & Avnet, 2004), post-purchase behaviors such as revisit intention (Ladhari, 2007), loyalty (Yu & Dean, 2001), and word-of-mouth behavior (Nyer, 1997). Richins (1997) defined consumption emotions as various feelings, moods, or emotions experienced during the consumption of a product or a service.

Several researchers have suggested that emotions also play an important role in understanding sport consumption behavior (e.g., Roese & Maniar, 1997; Hirschman & Stern, 2001). As such, sport marketing scholars have revealed that sport fan consumption emotions are significantly related to sport fan satisfaction (Madrigal, 1995; Knobloch-Westerwick, David, Eastin, Tamborini, & Greenwood, 2009), attitude (Lim, Martin, & Kwak, 2010; Kang, Bagozzi, & Oh, 2011), team loyalty (Sumino & Harada, 2004), and future consumption intention (Taute, Sierra, & Heiser, 2010).

Among them, only Sumino and Harada (2004) and Taute et al. (2010) have examined the relationship between consumption emotion and specific sport consumption behaviors. However, the findings are inconsistent as Sumino and Harada (2004) found that emotions do not directly influence future revisit intention, but Taute et al. (2010) discovered that emotions are directly related to future consumption intention. One of the plausible explanations concerning the inconsistent findings is that the researchers did not use the same consumption emotion scale that measures specifically sport consumption emotions. For example, Sumino and Harada (2004) used Consumption Emotion Set (CES; Richins, 1997) to investigate the relationship among affective experience, team loyalty, and intention to attend among Japanese Soccer League fans. Taute et al. (2010) used PAD to explain collegiate football consumption for loved and loathed teams. Whereas CES is a categorical scale developed for general marketing research to measure consumer emotions, PAD (pleasure-arousal-dominance; Mehrabian & Russell, 1974) is a dimensional scale generated to measure consumers' emotions toward their consumption environments. However, as many researchers have indicated (e.g., Richins, 1997), emotion is context specific. Therefore, the different findings of the two studies might have been attributed to the use of the different emotion scales.

Considering the important role of emotion in understanding sport consumer behavior, it would be detrimental when sport marketing researchers cannot accurately measure sport fan emotion. Recently, Yim, Byon, and Baker (2013) developed a sport fan emotion scale that includes 33 items under 6 factors (i.e., hopelessness, triumph, serenity, anger, joy, and tension). The scale is a hybrid model comprising both categorical and dimensional structures.

Furthermore, the scale has been shown to have sound psychometric properties. Since, this scale was developed in the context of sport consumption, using this scale to measure sport fan emotion would be expected to provide more accurate information concerning sport fan emotion than those developed in non-sport context. In addition, the sport fan emotion scale can also be used to understand various sport consumption behaviors that may include, but are not limited to, the following: revisit consumption, media consumption, and licensed merchandise consumption. This multi-dimensional view of sport consumption behavior is in line with previous suggestions found in sport marketing literature (e.g., Byon, Cottingham, & Carroll, 2010; Kim, Trail, & Ko, 2011; Trail, Fink, & Anderson, 2005). As such, the current study was designed to test the influence of the multi-dimensional sport fan emotion on three sport consumption behaviors (i.e., revisit, media consumption, and licensed merchandise consumption).

Method and Results

A total of 461 surveys were collected through two online surveys; (a) survey was conducted via the Survey Monkey distributed at a public research institution in a southeast region of the United States and (b) survey was distributed...
through the Mechanical Turk targeted at non-student sample. Two screening questions filtered the sample so that participants who live in the southeast U.S. and who attended their favorite team's game within three month time period participated in this study. 53 responses (i.e., 43 from students and 10 from Mechanical Turk) were deleted due to systematic non-response, leaving 408 (287 student data and 121 Mechanical Turk data) for subsequent data analyses. Sport fan emotions were measured by Yim et al.’s (2013) sport fan emotion scale (33 items, 7-point Likert scale). It is a multi-dimensional scale with six emotional sub-dimensions: hopelessness (6 items), triumph (5 items), serenity (3 items), anger (6 items), joy (9 items), and tension (4 items). Kim et al.’s (2011) behavioral intention scale was used to measure three types of sport consumption behaviors (i.e., revisit intention with 3 items, media consumption with 3 items, and licensed merchandise consumption with 3 items, 7-point Likert type scale anchored by 1=strongly disagree and 7=strongly agree). Following Anderson and Gerbing’s (1988) two-step modeling, a confirmatory factor analysis (CFA) was conducted to examine the psychometric properties of the measurement model. The overall model fit was reasonably good ($\chi^2= 1856.57, df= 744, p< .001; \chi^2/df= 2.49; SRMR = .063; RMSEA = .061; TLI = .914; and CFI = .922$). The factor loadings ranged from .72 to .78 for hopelessness, .60 to .78 for triumph, .72 to .89 for serenity, .72 to .85 for anger, .63 to .91 for joy, and .77 to .84 for tension indicate convergent validity. The composite reliability (CR) ranged from 0.81 (triumph) to 0.92 (joy). Most of the average variance extracted (AVE) values were above the suggested standard and exceeded the minimum value of 0.50 (Hair, Anderson, Tatham, & Black, 1998), except the triumph factor (.47), which is marginal. The results indicate reasonable reliability and validity of the measurement model.

Next, a structural equation modeling (SEM) was conducted to test the relationship between six dimensions of sport fan emotion and three types of sport consumption behaviors. The chi-square value was significant ($\chi^2= 1856.57, df= 744, p< .001$), the normed chi-square ($\chi^2/df = 2.49$) was below the suggested cut-off value (i.e., <3.0), and SRMR (.063) and RMSEA (.061) were below acceptable fit ($\leq .08$). TLI (.914) and CFI (.922) were higher than the recommended cut-off ratio (> .90, Kline, 2010), indicating good model fit. The relationship between sport fan emotions and the three types of sport consumption behaviors was revealed. First regarding revisit intention, hopelessness was negatively related to revisit intention ($\beta = -.94, p< .001$). Triumph ($\beta = .21, p = .05$), serenity ($\beta = .20, p < .05$), and anger ($\beta = .92, p < .001$) positively predicted revisit intention. Regarding media consumption, hopelessness negatively predicted ($\beta = -.72, p < .01$), and triumph ($\beta = .21, p < .05$) and anger ($\beta = .96, p < .001$) positively predicted the media consumption. Only joy showed significant relationship with merchandise consumption ($\beta = .27, p < .02$).

Discussion

Along with the previous studies’ findings (e.g., Taute et al, 2010; Yim et al, 2013), the current study found that triumph and anger positively predicted and hopelessness negatively predicted revisit intention. An interesting finding is that media consumption showed similar pattern in relationship with sport fan emotions (i.e., triumph and anger positively predict and hopelessness negatively predict media consumption). Joy did not significantly predict revisit intention and merchandise consumption, implying the high threshold for sport fans’ pleasant emotion on these two behaviors. But one notable finding was that joy was the only emotion that positively predicted merchandise consumption.

So far, marketers used more cognitive information, but since this study revealed the relationship between emotion and three types of sport fan consumption behaviors, marketers could use this information in order to more efficiently deploy their marketing strategies. More detailed theoretical and practical implications associated with the findings in this study will be discussed in the presentation.