Research on Motivation and Loyalty of Different Kinds of Sports Consumers and on Reasons and Constraints of Consumption

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Abstract. The sports fan economy in today's era has led to the development of a large number of events and has become more of a dividend of the times, which means that researching the underlying reasons behind the culture of the sports rice circle is even more important for marketers. Through data collection and brief analysis, this paper examines two main parts. The first part examines the difference between sports viewers and sports fans, the five kinds of sports fans and the motivation and loyalty of diverse kinds of sports consumers. The second part of the paper examines the content of sports consumption, which involves brand equity, brand awareness and service quality, and analyzes the reasons why sports consumers consume and the three factors that constrain consumption. The paper draws conclusions about people's thinking about their fan identity, loyalty choices and recognized consumption constraints. This article broadly summarizes the important points about the sports fans and consumption section, which will help marketers in further marketing analysis and application.

Keywords: Motivation; sports; consumers; fans; brand.

1. Introduction

Spectators and fans have very different consumption behaviors, and consumption behaviors vary greatly from one sports fan to another; in short, each may require different marketing. Identifying the motivations of sports fans and consider the importance of fans behavior to marketers. However, our understanding of fans is incomplete and so as to develop specific marketing strategies it is essential to categorize sports customers using emotional attachment. This involves the use of the Team Psychological Commitment Scale to segment sports consumers into four different loyalties, as well as exploring three different motivations of sports consumers. More, this paper will also discuss the relationship between consumer spending and brand equity and service quality, as well as about relevant consumer constraints. These are more conducive for marketers to make targeted decisions and use them to attract more consumers and strengthen ties with their current customer base [1].

2. Consumption Motivation and Loyalty of Different Types of Sports Consumers

2.1. Distinguish between Spectators and Fans

Spectators are very different from fans and their biggest difference lies in their motivation to consume, Sloan argues that fans and spectators may have different motivations for attending games. [2]. For example, fans may be motivated more by the accomplishments of their favorite team, whereas spectators may be more attracted to the beauty or skill in the sport [3]. This could mean that spectators are always watching the game out of curiosity or because they are bored, however fans are genuinely recognizing and liking the team and enjoying the thrill of achievement it brings. According to Fisher and Wakefield , different motivations for watching a game and different effects on watching a game can have different impacts[4]. Motivation and different effects on individuals may change depending on the performance of the team or the outcome of the game [3].

2.2. Three Different Motivations

Based on the findings of Sloan and Fisher and Wakefield , Trail et al. ,a model that consisted of t hree different factors, which consisted of three different variables was successfully tested. One set of variables was the 'over-engagement motivation' variable, which consisted of the social motivation and the avoidance motivation, both of which were applicable to both fans and spectators [3]. The second variable is the "Virtual Achievement Motivation," which applies to fans of successful teams [3]. The third is "spectator motivation," which consists of aesthetic motivation, drama/stress motivation, knowledge acquisition motivation, and appreciation of physical skill motivation groups and applies to both spectators and fans of losing teams [3]. These realize if diverse groups of people classified by emotional attachment demonstrate different interrelationships between motives and behavioral intentions when they join in sporting competitions [5].

2.3. Distinguishing between Five Diverse Kinds of Sports Fans

Fans are categorized into five types: temporary fans, local fans, loyal fans, avid fans and dysfunctional fans. Such a categorization project concentrates on the sources of motivation and behaviors displayed by different kinds of fans. For instance, if social stress or temporary situations are proveniences of motivation for consumers to exhibit sport-related behaviors, then this motivation is referred to as situational motivation [6]. Situational motivation is limited by time or interspace and is therefore more temporary in nature. To the contrary, if the source of motivation is not limited by time or space, then the motivation is recognized as lasting. Lasting motivation is likely to occur because fans perceive the sport as important to their self-concept. Unlike situational motivation, lasting motivation is not limited by time or place. In our categorization scheme, the sources of motivation for casual and local fans are situational because casual fans are limited by time and local fans are limited by geography, whereas the sources of incentives for loyal, avid, and dysfunctional fans are lasting [6].

As to devoted fans, their emotional significance seems to be a higher-level kind of attachment, the kind of sports fan who maintains love even when the team failed. Whereas fanatical fans regard that identity of fans is of great importance to their self-identity, there is at least one other field of their lives (such as family, job, religion, etc.) that is more important than as fans [6]. The behavior of the fanatic fan goes beyond that of the average loyal fan, but that many other (like family, friends, and other fans) accept this behavior significantly [6]. The diversity between a loyal fan and a fanatic fan is the level to which a person engages in fan-like behavior. Dysfunctional fans, on the other hand, are different; instead of supporting the team, dysfunctional fans behave in ways that disrupt the event and the social communication surrounding it. Dysfunctional fans will be happy to participate in violent or otherwise disruptive behavior with the excuse that as a fan such behavior is justified [6]. Dysfunctional fans can constitute a danger to other fans in the vicinity, thereby reducing the number of other fans attending sporting games. This is why sports marketers must take every measure to prevent that fans become overreactive.

2.4. Four Types of Loyalty

Most loyalty studies have focused on two dimensions, behavior and attitude. So with the use of the Psychological Commitment to Teams (PCT) scale to segment sport consumers based on loyalty, this four-quadrant matrix divides participants into specific groups based on the strength of attitudes and behavioral consistency. According to the Figure 1, those consumers who demonstrated strong psychological attachment and active participation are always considered high attitudinal and behavioral loyalties, and are placed in the upper left quadrant, labeled "high loyalty" and also called "authentic loyalty" [7]. Consumers who exhibit high behavioral loyalty but low attitudinal loyalty are labeled "false loyalty" and are located in the upper right quadrant [7]. Respondents who have a strong sense of belonging to their activities (i.e., high attitudinal loyalty) but participate with low frequency (i.e., low behavioral loyalty) are placed in the lower left quadrant, labeled "Potentially Loyal." Potentially loyal consumers may be short of methods (as time, money, equipment, etc.) to participate

in activities on a stated and consistent basis, but usually demonstrate a strong desire to participate. Finally, "Low Loyalty" respondents, with low levels of behavioral and attitudinal loyalty, fall into the lower right quadrant [7].

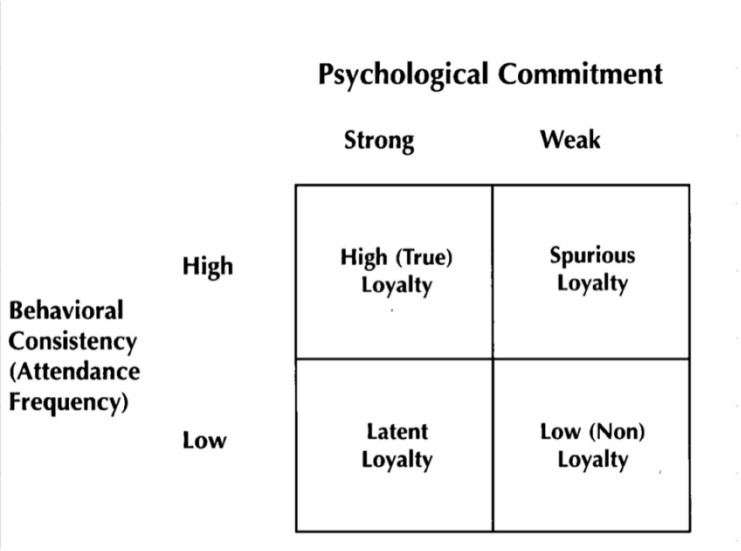


Fig. 1 Loyalty model (Photo credit: Daniel F. Mahony, Robert Madrigal and Dennis Hovk'ard.Using the Psychological Commitment to Team (PCT) Scale to Segment Sport Consumers Based on Loyalty. Sport Marketing Quarterly. 2000. 15-25.)

3. Relevant Consumer Consumption

3.1. Brand Equity

Aaker and Keller presented probably the most famous theories discussing the antecedents and consequences of the brand equity phenomenon [8]. Aaker conceptualized brand equity as a composite variable consisting of the following four classifications or dimensions four categories or dimensions of brand equity: brand awareness, brand association, perceived quality and brand loyalty [9]. Brand awareness seems to be the starting point for developing brand equity, while brand association is whatever is associated with the brand in memory. Brand association, on the other hand, is whatever is associated with the brand in memory. Aaker also notes that perceived quality is the consumer's overall judgment of the superiority or inferiority of a product relative to its intended use, while brand loyalty is considered to be the ability to attract and keep customers [9].He does not propose a specific measure of brand equity, but rather argues that these four elements directly create brand equity [9]. According to the associative network memory model, brand knowledge consists of brand awareness and brand image (a series of brand associations) [10].Consumers are more inclined to spend for brands that have favorable, strong, and unique brand associations in their memories when they spend for the underlying brand equity, as these give them a sense of intimacy and security [11].

3.2. Service Quality

Brand image consists of two components, technical and functional quality, and is influenced by expected versus perceived service, commitment and performance [12]. The consumer is not only interested in the production result, but also in the production process itself, i.e., what he gets and how he gets it. Marketers should have a firm grasp of these aspects, advertising and other traditional marketing activities are important, but they should give up over-promotion before they can't meet consumers' expectations, otherwise it will be counterproductive and lead to customer disappointment and even bring bad effects to the brand and the company. The functional and environmental directions of service quality have a crucial impact on the actual service quality severally, while the technical quality has a direct impact on the actual service quality and satisfaction [13]. Satisfaction is also

directly affected by sensed service quality and the indirect effects of environment and functional quality have significant effects on satisfaction [13].

3.3. Consumer Constraints

Consumers are often influenced by some factors when purchasing, especially inner constraints, interpersonal constraints and structural constraints. Inner constraints are mainly about what is in the mind and state of the individual, while interpersonal constraints are caused by friction in relationships with others or lack of companionship. This consciousness is activated by socialization processes, including friends, family, advertising, news and media [14]. In the end, structural constraints are due to disturbing factors such as travel, weather, financial costs, and other recreational choices.

4. Data Analysis

In conjunction with the above, here is a questionnaire that was filled out by 118 individuals, with a male to female ratio of close to 1:1, and most of the respondents were students from different classes in different schools, and this survey reflects their understanding of whether or not they are a fan of sports, their level of loyalty to the sports brand, and their constraints on spending.



Fig. 2 Whether they will consume as an audience member (Photo credit: original)

Figure 2 reflects the fact that 60.17% of them believe that consumption behavior occurs when they are viewers, while the other 39.83% believe that they do not consume.

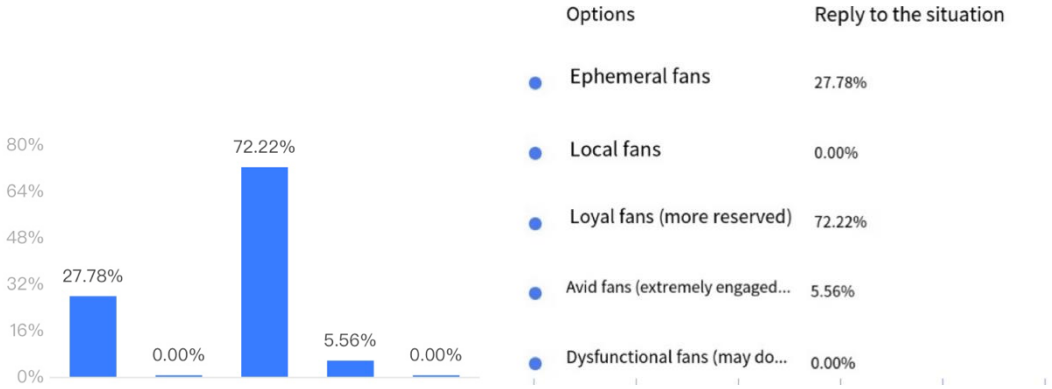


Fig. 3 Different styles of fans (Photo credit: original)

Figure 3 shows that most of them consider themselves as loyal fans, which account for 72.22%, a small number of them consider themselves as transient fans, which account for 27.78%, and a very small number of them consider themselves as avid fans, which account for only 5.56%. Almost no one considers themselves a local fan or a dysfunctional fan.

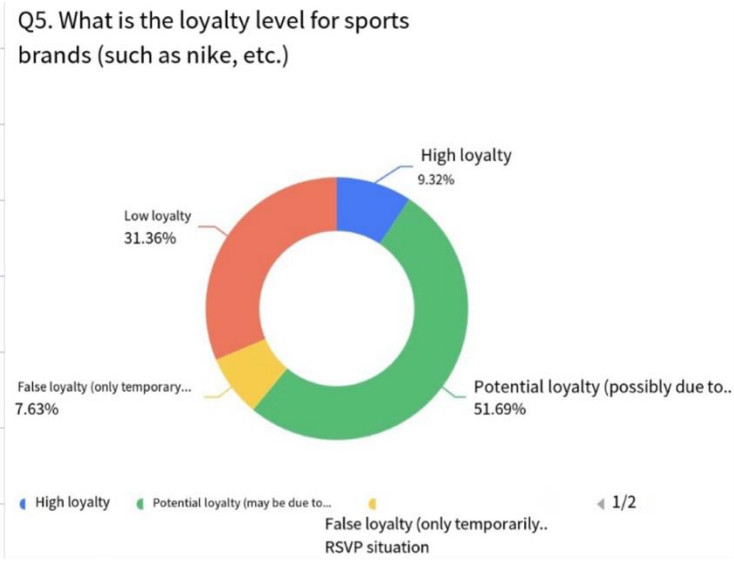


Fig. 4 Different loyalty levels for sport brands (Photo credit: original)

Figure 4 reflects the percentage of loyalty levels, with potential loyalty having the highest percentage of 51.69%, low loyalty having the second highest percentage of 31.36%, and high loyalty and false loyalty having the second highest percentage of 9.32% and 7.63%, respectively.

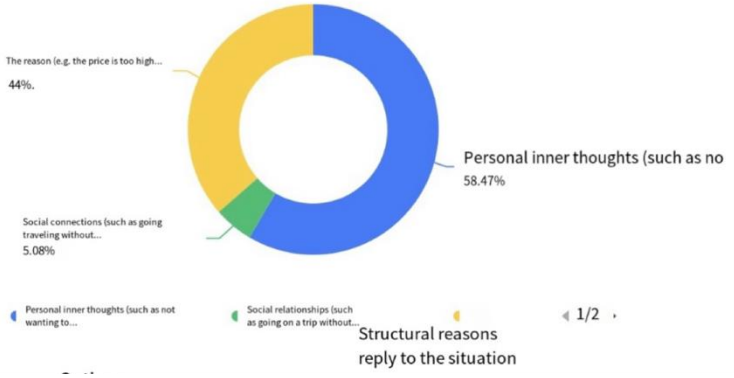


Fig. 5 What is the most likely reason for not consuming (Photo credit: original)

Figure 5 illustrates that 58.47% of them feel that they always refrain from spending because of personal thoughts or reasons, such as not being interested in the item, etc. 44% believe that they refrain from spending because of structural reasons, such as not having enough money and bad weather. And only 5.08% of them think that they may give up spending because of social reasons, such as going on a trip but having no one to accompany them.

5. Conclusion

Most people don't think they are likely to consume when they are viewers, but they also consume potential. In the four different loyalty level images, potential loyalty accounts for a large percentage, even more than low loyalty, which tells marketers more about the importance of good marketing to be able to convert viewers into fans or convert potentially loyal fans of a brand into highly loyal fans. The bar chart about the percentage of different kinds of fans shows that most of the people consider themselves as loyal fans, and transient fans also account for a larger percentage, which means that if marketers use the right methods, they can attract more transient fans and maintain the loyal fans, and even convert more transient fans into loyal fans. The last chart is about the reason for consumption, from here we can see that almost half of the consumers may not consume because of structural reasons, then marketers can start from this aspect, through discount tickets and choosing a good and comfortable venue to attract people to consume, and no matter whether it is a tournament event or a

brand, if you want to attract uninterested consumers, you have to spend a lot of effort to organize the event in a way to make the event more interesting and more eye-catching, while organizing events should be more exciting and hotter. Sports brands should create and refine their own unique brand story to make people truly impressed and attracted. What's more, this study was limited due to the content of the survey and the number of participants, and further studies will be conducted in the future to cover a wider range of content and make better recommendations.

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