



Examine The Association Of Sport Consumption Behaviors And Its Structure In Sports Management

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Citation: Jia Pengju & Abhijit Ghosh (2024), Examine The Association Of Sport Consumption Behaviors And Its Structure In Sports Management, *Educational Administration: Theory and Practice*, 30(4), 10540-10545

Doi: 10.53555/kuey.v30i4.7635

ARTICLE INFO

ABSTRACT

Relationship creation and maintenance are the backbones of modern marketing, particularly in the sports industry. There has been an earnest attempt by the teams to reach out to their fans. The purpose of this dissertation is to provide new insight into the interactions between sports teams and their supporters, and how this bond influences the preferences and watching behaviours of the supporters. In order to investigate the problems at hand, a conceptual framework was built around the relationship quality literature. Data on demographics, interpersonal traits, and sports watching preferences were gathered using both online and in-person surveys. The data was analysed using structural regression, multiple sample structural equation modelling, and confirmatory factor analysis (CFA). An evaluation of the quality of the relationships between UF football supporters and the team was found to be best done using a five-factor model that included trust, commitment, reciprocity, self-connection, and relationship satisfaction. Trust, commitment, reciprocity, and relationship pleasure make up the best four-factor model of relationship quality for iPod. Data from the UF football team and the iPod showed that the structural nature of connection quality could be explained by a second-order hierarchical factor model. No variables were found to modify the connection between relationship quality and outcomes. Adding to the "ii" expanding corpus of literature on sport management, this study applies relational marketing ideas to the study of sports fan behaviour.

KEYWORDS: Sports, Sports Management, Sports Structure, Sports consumption behaviour.

1. INTRODUCTION:

A large portion of the North American GDP comes from the sports industry. Howard and Crompton (2005) estimate that the sports industry is worth between \$213 billion and \$560 billion, making it one of the fastest-growing in the US. Spectator sports currently provide the most money for the business, and watching sports is something that many people love doing. According to Higgs and McKinley, almost all North Americans sometimes watch a broadcast sporting event. The ability to consistently attend and cheer on one's preferred teams' games is highly valued by many Americans. There isn't a single media outlet these days that doesn't cover some kind of sports story. Instead of discussing the current political or economic climate, many would prefer to discuss irrelevant sports statistics (Lundberg, 2022).

As reported in Street & Smith's Sports Business Journal, it is hardly surprising that Americans spend more than \$33 billion per year on sport as spectators.

The four major professional leagues' 2007 and 2006–2007 games drew over 170 million viewers in the US alone (ESPN, 2007). The MLB, NBA, NFL, and NHL fan bases are all part of this.

Badenhausen, Ozanian, and Settini estimated in 2007 that the three major networks' share of the National Football League's (NFL) broadcasting contract was worth over \$2 billion each year, or over \$70 million for each club. In addition, according to Badenhausen et al., the aggregate market value of all 30 MLB clubs and all 30 NBA teams was estimated to be \$12.94 billion and \$11.17 billion, respectively, for the 2007 fiscal year. Like in other places, college sports have become more popular among spectators. There were 37 million football fans and 27 million basketball fans that tuned in to NCAA Division I-A games in 2006 (Wang, 2022).

2. BACKGROUND OF THE STUDY:

Researchers need to go further into the concept of relationship quality for three reasons. To start, the nature of a relationship could provide clues as to what makes a connection strong or weak. Second, knowing how to assess relationship quality might help figure out what's wrong with your relationship and how to fix it. Consumer loyalty recommendations and anticipation of future interactions are all examples of relationship quality that have been shown to be an important predictor of business success **(Kim, 2020)**. Getting to know the concept of connection quality better can only benefit the sports team and the sports fan. Although there is a wealth of literature on the topic of relationship quality, a thorough review of the existing studies reveals several knowledge gaps. To start, there doesn't seem to be any consensus on the fundamental ideas or framework that comprise relationship quality. Studies of consumer behaviour in the sports industry have likewise mostly ignored the importance of relationship quality. Finally, there is no valid metric for measuring the intensity of the connection between teams and their fans or the efficacy of relationship marketing campaigns that is available to either academics or professionals working in the area of sports management. **(Inoue, 2018)**.

3. RESEARCH OBJECTIVES:

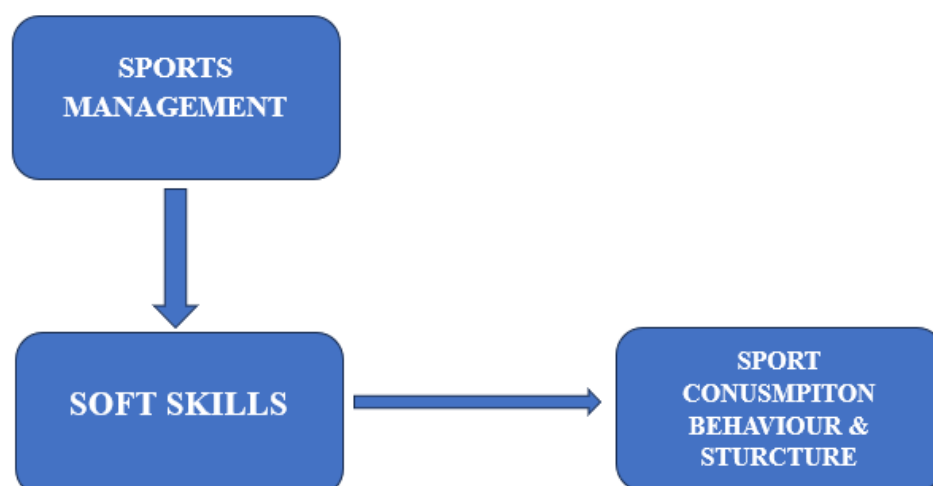
1. To find out the difference between sporting behaviour and deviant behaviour in sport.
2. To define sports consumption.
3. To explore influences the structure of a sport Organisation.
4. To analyse sports can promote positive consumption behaviour.

4. LITERATURE REVIEW:

The "relationship marketing" area has grown substantially since Berry first used the term to describe a different way of selling services. One factor that has accelerated the growth of relationship marketing is the general belief that it has the potential to improve seller performance outcomes including sales, market share, and profitability. Research in the field of relationship marketing today includes every discipline within marketing. Several studies have examined various aspects of sales management, brand management, business-to-business marketing, international business, cross-cultural marketing, and other related topics. Various fields have also done relationship marketing research: the financial industry information technology the automobile and others. Relationship notions have essentially replaced the short-term trade paradigm, according to marketing research and practitioners **(Kim, 2019)**.

Depending on the area of research and the precise criteria used, the term "relationship marketing" has been defined in many different ways. researcher create our conceptual model of relationship quality based a quick examination of the literature on relationship marketing conceptualization, which is why researcher present a description of relationship marketing. When it comes to organisations that provide more than one service, "relationship marketing is attracting, maintaining and—in multi-service organizations—enhancing customer relationships," according to Berry (1983, p.25). Gradroos (1994), Kotler, Bowen, Makens (1996), Morgan & Hunt (1984), and Sheth & Parvatiyar (2000) are just a few of the many efforts at defining relationship marketing since then **(Jiang, 2021)**.

5. CONCEPTUAL FRAMEWORK:



6. METHODOLOGY:

"Five independent confirmatory factor analyses were performed on each set of components using Mplus 5.1 to assess the measurement models for relational personality characteristics, relationship quality outcomes, and relationship quality constructs. Both the pilot and major studies employed Mplus, one of many specialised software programmes for SEM, because: (1) Multiple options are available for handling non-normal and categorical data in Mplus. (2) Missing data can be managed using Mplus's model-based imputation method. (3) Mplus can model both continuous and categorical latent variables. (4) Mplus can analyse multilevel structural equation modelling with complex sample data. (5) Factor scores can be provided by Mplus. (6) Mplus offers extensive Monte Carlo facilities for both data generation and analysis. (7) The syntax of Mplus is relatively straightforward.

The study included 154 participants from various sports and physical education groups. The sample consisted of somewhat more males (51% vs. 49%) than women (49%). The average age of the participants was 21 ($M = 20.52$, $SD = 2.93$), and just over half of them were white or non-Hispanic. A self-administered face-to-face procedure was used to acquire the information. All steps of the normal survey procedure, as authorised by the IRB, were followed. A typical respondent spent around fifteen minutes completing a questionnaire.

7. RESULT:

Table 3-1 displays the UF football team's relationship quality construct loadings, Cronbach's alpha, and AVE values. With $X^2/df = 984.26/506 = 1.95$, $RMSEA = .10$, $CFI = .80$, $SRMR = .09$, and $WRMR = 1.12$, the model and data were determined to be poorly related. Due to inadequate factor loadings or theoretical importance, five items were eliminated after the initial CFA. Recalculated fit statistics ($2/df = 654.209/356 = 1.84$, $RMSEA = .09$, $CFI = .85$, $SRMR = .08$, $WRMR = 0.98$) for the updated model were better than the previous ones. The remaining items for the relationship quality factors had appropriate Cronbach's alpha scores ($=.79-.89$) and Average Variance Explained (AVE) values ($.49-.69$) in the pilot study. The discriminant validity was shown by the fact that all component correlations were significantly different from 1.0 when utilising paired t-tests. Table 3-2 shows that individuals were unable to differentiate between the variables despite their conceptual differences; this was due to the fact that the squared correlation was greater than the AVE score of either component for certain combinations of factors. Consequently, the discriminant validity of these characteristics was reevaluated using a bigger sample in the initial experiment.

Table 3-3 displays the variables: average variance estimates, Cronbach's alpha, and loadings for the iPod relationship quality construct. Statistical measures of model-data agreement are poor ($RMSEA = .10$, $CFI = .80$, $SRMR = .12$, and $WRMR = 1.51$). Five items were removed after the first CFA. High reliability was indicated by average dependability estimates (AVEs) ranging from .53 to .72 and Cronbach's alpha values ranging from .78 to .92 for the remaining items.

Table 1. Summary results for measurement model of relationship quality

Factors and items	λ	α	AVE
Trust		.793	0.49
I trust the brand	0.718		
I can count on the brand	0.661		
The brand has integrity	0.694		
The brand is reliable	0.735		
Commitment		.890	0.69
I am dedicated to the brand	0.796		
I am faithful to the brand in spirit	0.744		
I am devoted to the brand	0.918		
I am committed to the brand	0.862		
Relationship Satisfaction		.858	0.55
My relationship with the brand is favorable	0.853		
I am pleased with the relationship that I have with the brand	0.813		
I am happy with my relationship with the brand	0.734		
I am satisfied with my relationship with the brand	0.534		
Self-Connection		.855	0.61
The brand's image and my self-image are similar in a lot of ways	0.771		
The brand and I have a lot in common	0.788		
The brand reminds me of who I am	0.713		
The brand is part of me	0.836		
Love		.891	0.62
I love this brand	0.696		
I am passionate about this brand	0.893		
I adore the brand	0.782		
I am emotionally attached to the brand	0.760		
Intimacy		.808	0.49
I am very close to the brand	0.827		
I am very familiar with the brand	0.587		
I know a lot about the brand	0.688		
I feel as though I really understand the brand	0.666		
Reciprocity		.833	0.55
The brand unfailingly pays me back when I do something extra for it	0.705		
The brand constantly returns the favor when I do something good for it	0.752		
The brand places my needs above its own needs	0.744		
The brand gives me back equivalently what I have given them	0.711		
The brand pays attention to what I get relative to what I give them	0.807		

Table 2. Correlations among relationship quality constructs

	1	2	3	4	5	6	7
1. Trust	1.00						
2. Commitment	0.77	1.00					
3. Reciprocity	0.62	.50	1.00				
4. Self-Connection	0.67	.89	.69	1.00			
5. Love	0.81	.98	.45	.86	1.00		
6. Intimacy	0.89	.87	.56	.83	.86	1.00	
7. Satisfaction	0.92	.84	.45	.70	.87	.88	1.00

Table 3. Summary results for measurement model of relationship quality (iPod)

Factors and items	λ	α	AVE
Trust		.847	0.57
I trust the brand	0.798		
I can count on the brand	0.881		
The brand has integrity	0.482		
The brand is reliable	0.793		
Commitment		.864	0.60
I am dedicated to the brand	0.798		
I am faithful to the brand in spirit	0.728		
I am devoted to the brand	0.765		
I am committed to the brand	0.817		
Relationship Satisfaction		.921	0.72
My relationship with the brand is favorable	0.831		
I am pleased with the relationship that I have with the brand	0.891		
I am happy with my relationship with the brand	0.857		
I am satisfied with my relationship with the brand	0.808		
Self-Connection		.854	0.60
The brand's image and my self-image are similar in a lot of ways	0.806		
The brand and I have a lot in common	0.741		
The brand reminds me of who I am	0.747		
The brand is part of me	0.799		
Love		.892	0.61
I love this brand	0.662		
I am passionate about this brand	0.860		
I adore the brand	0.831		
I am emotionally attached to the brand	0.749		
Intimacy		.776	0.53
I am very close to the brand	0.380		
I am very familiar with the brand	0.821		
I know a lot about the brand	0.914		
I feel as though I really understand the brand	0.679		
Reciprocity		.857	0.58
The brand unfailingly pays me back when I do something extra for it	0.816		
The brand constantly returns the favor when I do something good for it	0.804		
The brand places my needs above its own needs	0.709		
The brand gives me back equivalently what I have given them	0.687		
The brand pays attention to what I get relative to what I give them	0.793		

8. PURPOSE OF THE RESEARCH

While it's true that sports groups have made a killing off of spectator sports in the last three decades, a lot has changed in the sport industry recently.

According to Howard and Crompton (2005), organisations involved in collegiate and professional sports have four major challenges in the modern era: rising costs, market saturation, economic disparity, and technological advancements. The cost of running a sports organisation has increased at a considerably quicker rate than income, even if revenues have climbed substantially in the last several years. While a new NFL stadium might cost over \$1 billion, the average NBA salary is over \$4 million per year. The average cost of a Division IA programme is above \$20 million, which is far more than the national average. More people are vying for the same pool of spectator spending than in the past. There are more than 600 professional sports teams and 1,000 college athletic programmes vying for the interest of spectators in North America. Furthermore, many middle-class and lower-class Americans feel left out by their beloved sports teams because of the skyrocketing ticket

costs that they just cannot afford. Because of the ever-evolving nature of technology, sports organisations are confronted with both opportunities and threats.

9. DISCUSSION

The primary purpose of this dissertation was to provide an explanation of the importance of good connections in sports consumption and to provide a theory-driven, data-supported explanation of the quality of relationships between teams and sport consumers.

To what extent can they conceptualise and quantify the quality of the connection between a team and its sport consumers? That was the question my dissertation set out to address. This objective has been accomplished, at least in part, by developing and testing a scale to measure the strength of the bond between the sports franchise and its patrons. The

Based on the results of the reliability and validity tests, as well as the internal consistency values for each construct, the revised scale is considered to have adequate psychometric properties. The following are some of these properties: (1) adequate content validity as determined by a literature review, an expert review, and a content validity test; (2) high AVE values for each construct as evidence of reliability; and (4) statistically significant results.

Relationship quality literature proposes seven dimensions: trust, commitment, reciprocity, self-connection, relationship satisfaction, love, and intimacy. Results from an empirical study utilising data from the University of Florida football team provide credence to a five-factor model that includes; commitment; self-connection; relationship satisfaction; trust; and reciprocity. Once considered distinct measures of relationship quality, the findings revealed that love and intimacy did not possess discriminant validity. Prior research has distinguished between love and intimacy (Barnes, 1997; Fletcher, Simpson, & Thomas, 2000; Fournier, 1994; Monga, 2002; Nicholson et al., 2001; Pawle & Cooper, 2006; Smit et al., 2007).

The two components may not have discriminant validity because respondents' real distinctions do not match the semantic or theoretical distinctions established by researchers. Possible reasons for this difference may be that researchers were better at making subtle differences between ideas than the respondents, or that the respondents weren't actively involved in the assessment process, which would have given them the opportunity to do so. Changing the survey's format should close the difference if people weren't paying attention or weren't participating. For example, may reduce the number of survey questions given to players or provide rewards to those who fill them out. A further reevaluation of the construct's discriminant validity is required. The constructions in question may represent different theoretical ideas, but if the respondents couldn't tell them apart, then they describe relationship quality in the same way.

As a result, this study's weak discriminant validity for certain categories (like Love and Intimacy) necessitates additional empirical research to identify the components that are critical to 117 evaluate the quality of the relationship between teams and sport consumers.

10. CONCLUSION:

Ultimately, a five-factor model including trust, commitment, reciprocity, self-connection, and relationship satisfaction might effectively gauge the calibre of the bond between UF football supporters and the squad. A four-factor model including trust, commitment, reciprocity, and relationship satisfaction was shown to be the most effective in describing the quality of relationships with iPods. The structural nature of link quality was corroborated by results from both the UF Football Team data and the iPod data, which indicated a second-order hierarchical factor model. The "second-order hierarchical model explanation for" was also applicable to a model of sports consumption that accounted for things like attending games, seeing games on television, and purchasing licenced items. How likely someone was to buy an iPod and how much time they spent watching UF football were both significantly affected by the strength of their relationships. None of the potential variables mitigate the correlation between relationship quality and outcomes. Finally, researchers and practitioners in the sports industry should dig more into the relationship quality model that this study suggests.

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