

**The effect of perceived prestige of intercollegiate athletics on university identification and intentions to support university**

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As sports become more and more important in the everyday aspect of modern society, intercollegiate athletics have shown to increase the visibility of the university to not only individual members but to external communities as well. This will have great effect on promoting unity among the members within the university and eventually linking alumnae together. Research results have shown that the success of intercollegiate athletics has great effects on attracting prospective students (Murphy & Trandel, 1994) and even reaches to academic improvement of new students (McCormick & Tinsley, 1987; Tucker & Amato, 1993). Still, however, there is practically little research done on the topic of relationship between perceived prestige of intercollegiate athletics and identification with university.

This research seeks to find whether the degree of perceived prestige of intercollegiate athletics has effects on students' identification with the university and willingness to make contribution to the university after becoming alumni. To achieve the objective of this research, a survey was distributed to three universities within metropolitan Seoul, Korea. Total of 330 surveys were given out, and out of 312 which were deemed eligible. Each survey was entered into database after being coded and processed using SPSS/PC 11.0 for Windows. To achieve results, following analysis methods were used: Pearson Correlation, One Way ANOVA and Multiple Regression.

Results showed that perceived prestige of intercollegiate athletics indeed has effects on identification with intercollegiate athletics ( $\square f=.46, t=9.06, p<.001$ ) and identification with university ( $\square f=.52, t=10.75, p<.001$ ) as well. The identification of the students with intercollegiate athletics has effects on identification with university ( $\square f=.69, t=16.69, p<.001$ ) and the willingness to make contribution after graduation ( $\square f=.64, t=14.51, p<.001$ ). Finally, the identification with the university has effect on the willingness of contribution ( $\square f=.65, t=15.01, p<.001$ ) as mentioned above.

As such, perceived prestige of intercollegiate athletics plays an important role in not only increasing identification with intercollegiate athletics and university itself but also enhancing visibility of the university itself to the members and individuals outside school, thereby promoting unity among students and linking alumnae with alma mater. Therefore, it was suggested that an active intercollegiate athletics within the school can help in establishing better development plans of each school, and most importantly helping to increase the alumni contributions for the schools.