Social identity theory posits that individuals have both a personal identity and a social representation, athlete image creation and maintenance, among others.

Fantasy sport has created a new niche of fan, which identifies more with the individual players of the fantasy roster more so than his/her favorite team. Consequently, there is great utility in understanding fantasy sport consumers beyond their socio-demographic factors (Bernhard & Eade, 2006).

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identity (Tajfel & Turner, 1986). Studies conducted by Branscombe and Wann (1994), Wann and Branscombe (1995) and Wann and Grieve (2005) continually demonstrated that highly identified fans were more likely to rally around fans that also supported their favorite team. Sport fans (and to a greater degree, fantasy sport consumers) see “their” favorite team/athlete/coach as an extension of themselves (Wann, Melnick, Russell & Pease, 2001).

Psychological Commitment - Commitment is defined as “an enduring desire to maintain a valued relationship” (Moorman et al., 1992, p. 316) and “a tendency to resist change” (Pritchard et al., 1999). Mahony et al. (2000) developed the psychological commitment to team (PCT) scale to examine sport fans' attitudinal commitment to sports teams. The study focused on sport fans' continued allegiance to a certain team even when the team performed poorly, traded players or changed coaches.

Identification/Points of Attachment - In early work on identification, Trail et al. (2000) defined the concept as “an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment (p. 165-166).” Identification allows the individual to vicariously partake in accomplishments beyond his or her powers (Katz & Kahn, 1978). Consumer identification has been reported as an important predictor of numerous affective, cognitive, and behavioral reactions (Dutton et al. 1994; Homburg et al. 2009).

Involvement - Involvement is defined as a person's perceived relevance of the object based on a person's inherent needs, values and interests (Zaichkowsky, 1985). Links in the literature have been made that suggest involvement influences both greater sport media consumption (i.e. fantasy sport websites; Shank & Beasley, 1998).

Involvement as a Moderator - Celsi & Olson discovered involvement to be one of the important moderators that determines a consumer’s purchase decision (1988). According to research by Laurent and Kapferer (1985), a consumer may utilize different evaluative processes and search behaviors depending on the level of involvement with a product. As such, identifying and understanding a fantasy sport consumer's level of involvement in fantasy sports could provide an explanation in understanding the ways in which fantasy sport consumers interact with their game and how much energy they put into knowing and attaching themselves to the athletes available for drafting.

The authors believe that this proposed model will contribute to the body of knowledge of Identification and fantasy sport consumer behavior. As of yet, the moderating role of Involvement has not been investigated in the context of fantasy sport consumer behavior. Consequently, a deeper theoretical understanding fantasy sport consumer behavior will make both scientific and practical contributions. Research and practical implications, along with qualitative data results will be discussed.