Evaluating New Perspectives on Fan Engagement & Development

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Marketing 

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Abstract 2013-050

Understanding the process by which fans engage with sports organizations and develop higher levels of involvement has been the subject of a vast amount of research. Multiple measures and frameworks have been posited to explain or describe the involvement or commitment consumers have with a sport team or organization, including (but not limited to):

- The Psychological Continuum Model (PCM) (Funk & James, 2004)
- Psychological Commitment to Team (Mahoney, Madrigal & Howard, 1999)
- Sport Spectator identification Scale (Wann & Branscombe, 1993)
- Team*ID (multi-dimensional) (Heere & James, 2007)
- Points of attachment (Trail, Robertson, Dick & Gillentine, 2003),
- Attitudinal and behavioural loyalty (Bauer, Stikengurger-Sauer & Exler, 2008)
- Strength of motivation to attend (Funk & Brunn, 2007)
- Sport Fan Motivation Index (Wann, 1995)
- Fan Satisfaction (Madrigal, 1995)
- Season Ticket Holder Satisfaction (McDonald, Karg & Vocino, 2012)
- Organizational identity (Dietz-Uhler & Murrell, 1999)
- and Fan Avidity (DeSarbo & Madrigal, 2012)

Additionally, there is a growing volume of work examining sport team communities, and the role various stakeholders can play in influencing fan involvement (Heere & James 2007). Although some comparative studies have been conducted, there has been a tendency to propose alternative perspectives with only minimal consideration for how the newly proposed constructs relate to past work. Accordingly, we have several situations where researchers have alternative approaches to measuring the same, or very similar, constructs. In some cases, there is blurring and cross-over amongst the constructs themselves.

This session is proposed as a wide-ranging discussion of various perspectives on fan engagement and development. The intent is to identify which perspectives are complementary and which are competing, and review comparative work to date that has assessed perspectives.