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The MDA analysis produced two discriminant functions that present the important motives for the group segmentation (i.e., four levels of the PCM). In function 1, the explanatory power of the Esteem was considerably higher ($rs^2 = 79.2\%$) than other eight factors. Therefore the primary characteristic of function 1 can be defined as self-esteem related to golf participation. In function 2, the explanatory power of Excitement, Diversion, Performance, and Skill Mastery was 38.4%, 19.3%, 10.6%, and 9.2% respectively. Based on this finding the underlying characteristic of function 2 was the golf game itself as these benefits could be met only by golf participation.

In the function 1, the group centroid values of the four PCM levels gradually increased from awareness (-1.740) to attraction (-.738) to attachment (.001) to allegiance (1.077). This finding provides empirical evidence to the hypothesis that the strength of motivation increases as a consumer moves up attachment levels of the PCM (Beaton & Funk, 2008; Funk et al., 2009; Iso-Ahola, 1980). The group centroids of awareness and attraction were negative values while those of attachment and allegiance were positive values. This indicates that the esteem motive among recreational golfers may emerge or rise when their level of psychological connection moves from attraction to attachment. In the function 2, the group centroid values of the four PCM levels increased from awareness (-.522), to attachment (-.112), to allegiance (.009), and to attraction (.489). This finding verifies the hypothesized concept of the attraction level which includes needs and internal motives such as health related physical and mental benefits of sport participation (Funk, 2008).

This study demonstrated that there are specific motives that are unique to certain levels of psychological attachment. We validated that, similar to behavioral involvement, as participants become more attached their motives for participation become more important. Additionally there may be some key motives that distinguish the PCM levels. For example, in our study, self-esteem appeared to be a motivational factor that distinguishes higher attached participants. These findings contributed to several theories in sport participation such as the relationship between cognitive and behavioral outcomes and how motives change throughout sport participation. Limitations and implications related to target marketing will be discussed in the presentation.