The Effect of Sport Team Performance and Social Responsibility Perception on Fans’ Pride and Loyalty

Jaewon Chang, University of Florida
Joon Ho Kang (Advisor), Seoul National University
Yong Jae Ko (Advisor), University of Florida
Kitak Kim, Paichai University

Marketing
Friday, May 30, 2014
20-minute oral presentation
(including questions)

Abstract 2014-153
2:05 PM
(Phipps)

Pride is defined as the feeling of higher status compared with others (Jones, 2010; Tracy, Shariff & Cheng, 2010; Decrop & Derbaix, 2010). Although sport fans show various emotions when they watch sporting events, they often feel pride for about a certain team, particularly when the team show high performance (Denham, 2010; Derbaix & Decrop, 2010). For example, people could feel pride when their national team or athletes win in Olympics or FIFA World Cup. Pride receives tremendous attention from scholars in psychology (e.g., Bushman & Baumeister, 1998; Jones, 2010; Paulhus, Robins, Trzesniewski, & Tracy, 2004; Tracy, Shariff & Cheng, 2010) and business marketing (e.g., Du, Bhattacharya & Sen, 2010). However, there has not been systematic study on this important domain of research in the field of sport management. Against this background, the purpose of this study was to examine the antecedents and consequences of pride in the context of spectator sport. In the research model, the authors identified perceived team performance and team social responsibility as independent variables of pride and the loyalty as dependent variable. Additionally, this study examined group differences between high vs. low individualism and high vs. low regional identity groups.

In the psychology literature, Lewis (2000) claimed that pride is closely related to self-esteem or self-enhancement. Paulhus et al. (2004) and Twenge and Campbell (2003) found that pride significantly related to communication skills. In the field of business marketing, Du, Bhattacharya, and Sen (2010) found that pride is positively influenced by both customers’ perceived corporate ability and corporate social responsibility (CSR). This approach was based on Brown and Dacin’s (1997) concept of corporate association which was defined by both corporate ability and CSR. Numerous follow up studies showed that corporate ability and CSR perception positively influenced consumers’ attitudes, loyalty and identification (Brown & Dacin, 1997; Bhattacharya & Sen, 2003; Berens, van Riel & Bruggen, 2005; Kaynak, Salman & Tatoglu, 2008; Berens, van Riel & van Rekom, 2007; Vlachos, Tsamakos, Vrechopoulos & Avramidis, 2011; Walsh & Batikowski, 2013). According to Du et al. (2010), however, CSR needs to be explored in the domain of emotion study. The authors proposed that CSR perception is very closely related to pride. Based on this review, we developed:

H1. Spectators’ perceived team performance is positively related with their team pride.
H2. Perceived CSR is positively related with team pride.
H3. Perceived team performance is positively related with loyalty.
H4. Perceived CSR is positively related with loyalty.
H5. There is an interrelationship between team performance and perceived CSR.

Sosia (2007) found that customers’ pride positively influence repurchase intention and word-of-mouth behavior. In other words, pride is an important antecedent of fan loyalty. Decrop and Derbaix (2010) suggest that this relationship should be investigated in the spectator sport context. In consideration of social function of sport, such relationship is believed to be influenced by spectators’ preexisting psychological traits (i.e., individualism; Triandis, 1995; Han & Ha, 2011, and regional identity; Rhee, 2008; Rhee, Kang & Kim, 2009). Individualism, in this study, consists of competitive, uniqueness, and comparison tendencies. Competitive and uniqueness tendencies positively influence the relationship between CSR and Pride, while comparison tendency influence on the relationship between...
pride and loyalty. Regional identity is hypothesized to impact on the relationship between team performance and CSR. Accordingly, this study hypothesized that:

H6. Perceived team pride is positively related with loyalty.

H7. There is a significant group difference between high vs. low individualism.

H8. There is a significant group difference between high vs. low regional identity.

To test the research hypotheses, a cross-sectional survey was conducted using spectators of Korean professional baseball events. A total of 540 valid samples were obtained through an online survey. All items were answered on a 7-point Likert-type scale. Structural equation model was employed by using AMOS 20.0 to test research model. As indicated by $\chi^2/df = 126.254/50 = 2.53$, CF = .98, SRMR = .05, RMSEA = .05, the structural model achieved the goodness of fit (Hair, Black, Babin, Anderson & Tatham, 2006). Examination of the hypothesized paths indicates that team performance ($\beta = .11$, $p < .05$) and CSR ($\beta = .47$, $p < .05$) significantly influence pride. Team pride positively influences loyalty ($\beta = .83$, $p < .05$). However, there were no direct significant relationships between team performance/CSR and loyalty. Multi-group analysis demonstrated significant moderating effects of individualism and regional identity. Specifically, individual tendency positively influenced the relationship between CSR and pride and the relationship between pride and loyalty (Oliver, 1999; Walsh & Bartikowski, 2013; Bhattacharya, 2010). In detail, the lower individualism group feels stronger relationship between CSR and pride and the relationship between pride and loyalty. The result showed that regional identity significantly influences on the relationship between team performance and CSR. In detail, the high regional identity group feels stronger relationship between team performance and CSR. This study sheds light on emotion study in the context of sport spectators, and provides a clear theoretical understanding of spectators’ pride in predicting their loyalty formation. Specific results will be presented along with theoretical and managerial implications.