An Extension to Fan Behavior: The Introduction and Initial Measurement of Basking in Other's Failure (BOFing), Cutting Off Other's Failure (COOFing), Basking in Other's Success (BOSing), and Cutting Off Other's Success (COOSing)

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Introduction
Existing research has shown that fans commonly support their favorite teams following success via basking in reflected glory (BIRGing), while distancing themselves from unsuccessful outcomes through cutting off reflected failure (CORFing; Jensen et al., 2016). Fans may also support their favorite teams following failure using basking in reflected failure (BIRFing) and may even distance themselves following triumphs through cutting off reflected success (CORSing; Campbell et al., 2004). Although previous investigations have reported and validated measures of these integral fan behaviors related to one's identified team, we propose a novel set of behaviors derived from outcomes of competing or rival teams. Researchers have considered how rivalries often play a major role in fan behavior and how fans perceive such rivalries (Havard et al., 2013).

We propose that following a rival’s loss, fans may celebrate this defeat by basking in other’s failure (BOFing). Fans may also gain a similar sense of emotional accomplishment via glory out of reflected failure (GORFing; Havard, 2014). However, BOFing focuses on not only emotional features, but also behavioral, external fan responses to losses by both rival and non-favorite teams. Fans may also temporarily support a non-favorite team if that team is playing a rival or if a win by that team helps their favorite team (e.g., move up in the standings). If that temporarily supported team loses, fans may dissociate themselves by cutting off other's failure (COOFing). If that team wins, fans may rejoice by basking in other’s success (BOSing). In contrast, if a rival team wins, fans may separate themselves behaviorally and emotionally through cutting off other’s success (COOSing). We offer four preliminary scales derived from Spinda (2011) to measure these behaviors and evaluate the underlying influence of team identification.

Method and Results
Four scale development studies were conducted to assess the initial questionnaires, wherein fans specified their favorite team’s rival, given that certain teams may not be perceived as rivals due to subjective experiences (Sierra et al., 2010). A series of exploratory factor analyses were performed using principal axis factoring extraction method with oblique (promax) rotation. Our analyses yielded a 10-item BOFing scale (α = .83), 8-item COOFing measure (α = .61), 10-item BOSing questionnaire (α = .78), and 9-item COOSing scale (α = .76), which each demonstrated adequate internal consistency for new scales (Churchill, 1979). Team identification contributed to the extent to which each of these behaviors were displayed. More highly identified fans exhibited greater levels of COOSing (distancing from rival win) and BOFing (celebrating rival loss). Lower identified fans reported more BOSing (celebrating another team’s win over rival) and COOFing behaviors (distancing from another team’s loss to rival).

Discussion
Our findings add to the literature by introducing four new measures to capture how fans may behaviorally and emotionally react to other teams' success and failure. While further research is necessary to authenticate and validate the viability of these novel constructs, we hope our studies encourage further investigation into fan behaviors related not only to one’s identified team, but also to rival and non-favorite teams.