

ABSTRACT

GREENWOOD, PAUL BRIAN. Sport Fan Team Identification in a Professional Expansion Setting. (Under the direction of Michael A. Kanters.)

This study assessed the relationship between team identification of sport fans and a number of different variables including but not limited to: the reasons for initially becoming a fan, specific sport knowledge, and purchasing behavior. A non-random sample of spectators (N = 356) at an Arena Football League (AFL) game completed a survey designed to identify or measure the aforementioned variables. A t-test revealed that males reported significantly higher levels of team identification than females. Analysis using a Pearson correlation matrix showed a positive correlation between team identification and sport knowledge, attendance rate, and purchasing behavior. Likewise, a positive correlation was found between team identification and the following reasons for initially becoming a fan: closest team, born and/or live in the city and/or state, team success, the players and/or coaches, parents and/or family influence, and the tailgating and party atmosphere. The findings have important implications for professional sport franchises in terms of tailoring marketing efforts for potential fans.

**SPORT FAN TEAM IDENTIFICATION IN A
PROFESSIONAL EXPANSION SETTING**

by
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DEDICATION

This thesis is dedicated in loving memory of two very special people in my life that have passed from this Earth in the last year, Ruth Laney Fowlkes & William Irving Greenwood. Thank you “Mema” for your shining example of strength and independence. You will always be one of my guardian Angels. And thank you “Grandaddy Bill” for your loving support.

Biography

Paul Brian Greenwood, born in Chapel Hill, NC in 1972, is a diehard Tarheel, Steeler, Phillies, Canes, Pam Pack, and Michael Jordan fan.

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- George Wallace and the Carolina Cobras

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INTRODUCTION

Sports are interwoven into the very core and fabric of American society. The pervasiveness of sport in our everyday lives has never been more evident. Research conducted in each of the last three decades has yielded responses that indicated at least two-thirds of Americans considered themselves to be sport fans (Anderson & Stone, 1981; Thomas, 1986; Lieberman, 1991). Further support for this assertion can be attained in attendance figures from the major professional sports. Major League Baseball drew more than 64 million fans in the 1998 season (Wann, Melnick, Russell, & Pease, 2001). In the corresponding seasons (1997-1998), the National Football League drew 19.7 million, the National Hockey League drew 17.3 million, the National Basketball Association drew 21.8 million, and the Winston Cup professional racing series drew 6.4 million (Wann et. al., 2001). In addition to attendance at sporting events, Americans consume a heavy daily dose of sports through extensive television programming (ESPN networks, CNN/SI, Fox SportsNet, etc), radio (each professional team broadcasts games and 24-hour sports talk stations), the print media (sports pages in newspapers, Sports Illustrated, ESPN: The Magazine, etc), and the numerous Internet sites devoted entirely to sports (Wann et. al., 2001). The two-thirds of the population that consider themselves sport fans are the customers that provide economic support for a professional sport franchise.

Professional sport teams wage a daily battle for the loyalty of these sport fans, the driving financial force behind a successful franchise. Ticket sales alone account for up to 75% of the income for a professional sports team (Zhang, Smith, Pease, & Mahar, 1996).

This figure does not include secondary sources of revenue that are directly related to fans like concessions, merchandising, and parking. The amount of revenue generated in broadcasting rights and corporate sales is contingent upon the number of fans (or “potential consumers”) that networks and companies feel will be reached. By examining the behavior of sport fans while engaged in the process of sport consumption, a more complete characterization of sport fans will emerge that will enable a sport franchise to better serve and expand their current customer base. Despite the prominent place that sport fans hold within the context of our society and the sports world, Wann and Hamlet (1995) found less than 5% of sport psychology and sport sociology research focused on sport fans.

A relatively large amount of the existing sport fan research has focused on the effects of team identification on sport fans (Branscombe & Wann, 1991; Dietz-Uhler, Harrick, End, & Jacquemotte, 2000; Gantz & Wenner, 1995; Grove, Hanrahan, & McInman, 1991; Hirt, Zillman, Erickson, & Kennedy, 1992; Madrigal, 1995; Melnick, 1993; Pease & Zhang, 1996; Sloan, 1989; E. R. Smith & Henry, 1996; Smith, 1988; Wakefield, 1995; Wann 1997; Wann & Branscombe, 1990; Wann & Branscombe, 1993; Wann & Branscombe, 1995; Wann & Dolan, 1994; Wann, Inman, Ensor, Gates, & Caldwell, 1999; Wann, Roberts, & Tindall, 1999; Wann & Schrader, 1997; Wann et. al., 2001). Team identification has come to be defined as the degree to which an individual feels psychologically linked to a team (Hirt et. al., 1992; Wann 1997; Wann & Branscombe, 1993) and used interchangeably to describe an individual’s connection with a player of that team (Wann, 1997). Wann, Tucker, and Schrader (1996) and Jones

(1997) have recently expanded the research into sport fans by studying the reasons for becoming a sport fan. Based on the current published research, the relationship between team identification of sport fans and the reasons for becoming a sport fan has not been examined. The purpose of the following study is to take a closer look at sport fan team identification by examining this relationship between team identification and the reasons for becoming a fan. By examining this relationship in the context of a professional expansion franchise, a model can be created for initially establishing identification among sport fans. The relationships between team identification and knowledge of the particular sport (Dietz-Uhler et. al., 2000; Wann & Branscombe, 1995; Zhang et. al., 1996) and team identification and purchasing behavior (Wann & Branscombe, 1993) will also be examined in an attempt to further previous research into these areas.

REVIEW OF LITERATURE

Research on sport fans has expanded exponentially over the last decade coinciding with the economic boom created by sports. Researchers from various disciplines including social psychology, sociology, sports marketing, and sports management have studied sport fans in an effort to better characterize and understand the complex nature of fans. The intent of the following review of literature is to develop a more complete characterization of the sport fan by examining the research into team identification in relation to: demographics, behavioral and affective reactions, implications for sport teams, and reasons for initially becoming a fan.

Demographics

Research into the demographics of sport fans in general as well as in relation to team identification has been marred by inconsistent operational definitions that affect the generalizability to the population at large (Wann et. al., 2001). In addition, the existence of different sports that are derived from varied cultures creates an almost impossibility in determining a universal or national characterization of sport fans in regards to demographics. While the importance of a national or even regional profile of sport fans in general is debatable, specific demographic information for individual sports and area teams is vital for the purposes of sports marketing. Therefore, studies tend to center on a particular team or sport. Despite the limitations, several researchers have attempted to quantify the American sport fan in general and in relation to team identification by generalizing their studies to the population at large.

Dietz-Uhler et. al. (2000) found evidence that supported both a survey by Thomas (1986) and research by Iso-Ahola and Hatfield (1986) that reported 71% of Americans as sport fans and approximately 70% of Americans discuss, read, or view televised sports once a day respectively. Dietz-Uhler et. al. (2000) used a sample of seventy-six college students, and results from a questionnaire revealed that roughly 75% were sport fans. Wann et. al. (2001) further validated the poll with a questionnaire sampling over one thousand college students by finding that 69% of respondents reported watching a televised sporting event once a week and 67% reported discussing sports once a week. Studies (Gantz & Wenner, 1995; Schurr, Ruble, & Ellen, 1985) have shown that males were more likely to be sport fans and attend live contests than females. In contrast, Dietz-Uhler et. al. (2000) found that females were equally likely to attend sporting events as males, and females considered themselves sport fans as often as their male counterparts.

In relation to team identification, Branscombe and Wann (1991) did not find significant differences between males and females, while Dietz-Uhler et. al. (2000) reported that males were more identified with a team than females. Dietz-Uhler et. al. (2000) pointed to ingrained gender stereotypes as justification for the higher male identification levels. Similarly, females were less likely than males to engage in other sport fan behavior such as watching on television and discussing sports with others (Dietz-Uhler et. al., 2000). Males also reported higher scores than females on self-reported and actual knowledge of sports (Dietz-Uhler et. al., 2000). Pease and Zhang (1996) conducted research at a National Basketball Association (NBA) game that

indicated significant differences on team identification for the demographic variables age and ethnicity. Younger respondents and Hispanics reported significantly higher levels of team identification than older respondents and Caucasians, African Americans, and Asian Americans (Pease & Zhang, 1996). As mentioned previously and consistent with other research into sport fan demographics, the generalizability of the data is highly questionable due to various limitations including the sample sizes (Dietz-Uhler et. al., 2000; Schurr et. al., 1985; Wann et. al., 2001). Researchers have been more successful in examining the effects of team identification than establishing a demographic profile.

Behavioral And Affective Reactions

There has been extensive research examining the degree of team identification in relation to cognitive, affective, and behavioral tendencies of sport fans. Fans with high identification levels are the “die hards” that derive a sense of identity through their support of a particular team (E. R. Smith & Henry, 1996; Wann, 1997; Wann & Branscombe, 1993). One might imagine then that sport fans that score high on an identification scale might consequently experience “ups and downs” that affect their self-concept and lead to emotional and psychological imbalance. Conversely, the research suggests that sport fans with high team identification use attributional biases in an effort to cope with both wins and losses (Branscombe & Wann, 1991; Grove et. al., 1991; Wann and Branscombe, 1990; Wann & Branscombe, 1993; Wann & Dolan, 1994). Wann and Branscombe (1990) expanded the respective studies by Cialdini, Borden, Thorne, Walker, Freeman, and Sloan (1976) and Snyder, Lassegard, and Ford (1986) into

the attributional biases of “basking in reflected glory” (or BIRGing) and “cutting off reflected failure” (or CORFing) by sport fans

Wann and Branscombe (1990) used BIRGing and CORFing to help measure and explain self-esteem associated with sport fans in relation to identification levels. Their study found that fans with high team identification levels had a tendency for more BIRGing and less CORFing, while fans with moderate to low team identification levels had a tendency for less BIRGing and more CORFing. Because individuals with high identification levels maintain their allegiance even in trying times, they must develop other strategies. Selective attributions are used to maintain their positive social identity. Whereas, those individuals with low identification levels are less likely to use these strategies. They simply “jump ship” subsequent to negative outcomes (Wann & Branscombe, 1990). Fans with high team identification levels tend to internalize attributions after team success, boosting their self-esteem and serving as an ego-enhancer (Grove et. al., 1991; Wann & Branscombe, 1993; Wann & Dolan, 1994). In addition to increased levels of self-esteem, Branscombe and Wann (1991) found that fans with higher identification levels exhibited positive emotions that act as an agent against feelings of alienation, depression, and other negative emotions. Similarly and in support of Grove et. al.’s (1991) study, Wann and Dolan (1994) found that participants with high identification levels strategically manipulated their attributions after a loss in an attempt to protect their self-esteem. Fans with low identification levels were less bothered by the team’s defeat and as such were less motivated to use these strategies.

Wann, Inman et. al. (1999) took the research one step further by comparing the overall psychological health of sport fans that exhibited high and low levels of team identification in a close geographical setting. Sport fans and non-fans as well as the identification levels of “distant” (fans of teams not geographically close to their current residence) fans were also compared. The findings indicated that local sport fans with high identification levels displayed a healthier psychological profile than their counterparts with low identification levels. Fans and non-fans as well as distant fans with low and high scores on team identification showed no significant differences in psychological health (Wann, Inman et. al., 1999). These findings supported previous research (Branscombe & Wann, 1991; Gantz & Wenner, 1995; Melnick, 1993; Sloan, 1989; Smith, 1988; Wann and Branscombe, 1993) that showed individuals with high team identification develop a sense of belonging and have a special bond with other fans.

Despite the research, the contention can be made and is recognized by Wann and Dolan (1994) that fans with high identification levels may naturally possess elevated levels of self-esteem. The relationship between self-esteem and affective reactions and team identification may not be causal in nature. Wann et. al. (2001) point to limitations in the research recognizing that overall psychological health and high team identification for sport fans is correlational in nature and therefore cannot be viewed as a cause and effect relationship. Research into team identification for sport fans, though for the most part positive, has unveiled negative attributes. The most glaring negative attribute of sport fans with high identification levels involves aggression. Fans that score higher on identification scales exhibit higher levels of both hostile (intending harm) and

instrumental (intending another goal besides harm) aggression (Wann, Carlson, & Schrader, 1999; Wann, et. al, 2001). After witnessing a loss, fans with high identification levels look for external attributes in an effort to protect their self-esteem, and aggression is generally directed at officials and opposing players and/or fans which can lead to spectator violence (Wann et. al., 2001).

Implications For Sport Teams

The research that has been mentioned thus far has centered upon behaviors and reactions of sport fans with varying levels of team identification from a psychological viewpoint. Some of these same studies have shown effects of team identification on sport fans with positive implications for revenue generating sport teams. Researchers have shown that sport fans with high identification levels have higher attendance rates than their counterparts that exhibit moderate or low levels of identification (Pease & Zhang, 1996; Wakefield, 1995; Wann & Branscombe, 1993; Wann, Roberts, & Tindall, 1999). Pease and Zhang (1996) found that a high level of team identification was the best predictor of game attendance. Wann and Branscombe (1993) also found that sport fans with high team identification levels spent more money and time in the process of watching their team play. These highly allegiant fans were also willing to pay a large amount of money to see their team play in an important game (Wann & Branscombe, 1993). In addition to being more positive in their assessments of the team's play, fans with high identification levels were more optimistic about the team's future (Wann & Branscombe, 1993) and viewed attendance at games as a more enjoyable experience (Madrigal, 1995; Wann & Schrader, 1997) than fans with moderate or low identification

levels. Other researchers have examined the relationships between both fan knowledge and team identification and fan knowledge and attendance decisions.

Sport fans with high team identification levels scored higher on both specific team knowledge and history (Wann & Branscombe, 1995) and overall sport knowledge (Dietz-Uhler et. al., 2000) than sport fans with moderate or low identification levels. Wann and Branscombe (1995) found that individuals with high identification levels were more knowledgeable of the specific team's players and history than those fans with moderate to low identification levels. Dietz-Uhler et. al (2000) found that fans with high identification levels scored higher than fans with moderate and low identification levels on both self-reported and actual overall sport knowledge. Zhang et. al. (1996) developed an instrument, the Hockey Knowledge Quiz (HKQ), to measure the hockey knowledge of sport fans. By administering the HKQ at minor league hockey games, Zhang et. al. (1996) found that hockey knowledge was positively correlated with attendance at hockey games. The significance of the work that has been conducted on team identification is that studies have painted a picture of sport fans with high identification levels as the ideal fan for both collegiate and professional sport teams. The next logical question that arises from the research is: why do sport fans originally identify with a particular team and continue to identify with that team?

Reasons For Initially Becoming A Fan

Wann, Tucker, and Schrader (1996) found parental influence, talent level and personality of players, peer influence/geographic influence (tied), and success of the team

as the five most prevalent reasons given for initial identification with a team. The same study found that the prevailing reason for continuing identification with a team was success quantified by won/loss record (Wann et. al., 1996). In response to the Wann et. al. (1996) research, Jones (1997) found that geographical reasons were the most dominant reason for continuing to support a team. Both studies have limitations that could easily have skewed the data in one way or another. The Wann et. al. (1996) study sampled college students who were more likely to be displaced or distant fans who were living in a geographical area different than the location of their favorite team. In contrast, the Jones (1997) study sampled English soccer fans who were highly localized. The contrasts between local and displaced or distant fans may describe the differences as supported by Branscombe and Wann (1991) who found differences in identification reasons between local and distant fans.

Based on the current published research, the relationship between team identification of sport fans and the reasons for becoming a sport fan has not been examined. The purpose of the following study is to take a closer look at sport fan team identification by examining this relationship between team identification and the reasons for becoming a fan. By examining this relationship in the context of a professional expansion franchise, a model can be created for initially establishing identification among sport fans. The relationships between team identification and knowledge of the particular sport (Dietz-Uhler et. al., 2000; Wann & Branscombe, 1995; Zhang et. al., 1996) and team identification and purchasing behavior (Wann & Branscombe, 1993) will also be examined in an attempt to further previous research into these areas.

METHODS

Subjects

One thousand one hundred surveys were distributed by research volunteers throughout the seats of the Raleigh Entertainment & Sports Arena prior to the May 4, 2001 Arena Football League contest between the Carolina Cobras and Buffalo Destroyers. Due to the uncertainty of the size of the crowd, research volunteers placed surveys in sections that traditionally have the highest capacity for Cobras games. Surveys were distributed in a statistically non-random manner by research volunteers. Each survey was taped to a seat along with a golf pencil. In addition, a research volunteer distributed surveys at the pre-game “block party” to fifty fans participating in a football toss.

Instrumentation

The thirty-seven-item survey (see Appendix A) was divided into five sections: Becoming a Fan, Arena Football Knowledge, Team Identification, You and Your Household, and Social and Purchasing Behavior. The “Becoming a Fan” section asked subjects to rate their reasons for personally becoming a fan of the Cobras using a five-point Likert scale (1 = not important, 5 = very important). Six items (parents and/or family members, team’s success, born and/or live in city or state, friends, players and/or coaches of the team, and closest geographical team) were taken from previous studies by Wann et. al. (1996) and Jones (1997). Two other items were added at the request of the Vice President for Marketing and Promotions for the Cobras. These items were: the “Snake Charmers” (Cobras dance team) and the tailgating and party atmosphere. The

“Arena Football Knowledge” section was developed specifically for this study using Zhang et. al.’s (1996) hockey knowledge quiz as a basis. The six items were derived from the 2001 Cobras Information Guide using the section “Rules of the Game.” Five of the six items were multiple choice questions with four possible responses, while one item was a true or false question.

The “Team Identification” section consisted of the seven items of the Sport Spectator Identification Scale (Wann & Branscombe, 1993). The Sport Spectator Identification Scale (SSIS) was determined by Wann and Branscombe (1993) to be both a reliable and valid assessment of spectator team identification. This scale combines seven items to form a single measure of identification. The seven items assess the individual’s perceptions of being a fan of the particular team, the importance of winning, the degree to which the individual sees themselves as a fan of that team, the extent to which their friends view them as a fan, how closely the individual follows the progress of the team, how often the fan displays or wears team memorabilia or team apparel, and to what degree the individual dislikes their respective team’s principal rivals (Wann & Branscombe, 1993). The questions for the seven-item Sport Spectator Identification Scale along with confirmatory factor analysis used to determine whether the questionnaire fits the model are shown as Table 1 (Wann & Branscombe, 1993, p. 5). In an effort to remain consistent and limit confusion for subjects, the scale was changed from the original eight-point Likert scale used by Wann and Branscombe (1993) to a five-point Likert scale (1 = not at all descriptive of me, 5 = very descriptive of me) with the anchors for individual questions in parenthesis below each question.

The “You and Your Household” section included basic socio-demographic items: gender, age, marital status, number of children and their involvement with football, zip code, and household income. The “Social and Purchasing Behavior” section was included both as an incentive for the Cobras and to compare both attendance rates and purchasing behavior in relation to identification levels. The nine items in the section included: description of party, type of ticket, number of games attended in 2000 season, intention to purchase a future ticket, how subject found out about the game, and amount of money personally spent. The amount of money personally spent was divided into four items: tickets & parking, merchandising (apparel, souvenirs, etc.), concessions, and travel to/from the game.

Data Collection

Instructions on the first page of the survey encouraged subjects to answer each question completely and honestly and return their survey to one of the research volunteers or an usher in their section. A pre-test of the survey determined that completion time ranged from three to eight minutes with an average of six minutes prompting concerns as to the response rate. Therefore, research volunteers canvassed the various sections starting approximately fifteen minutes prior to kickoff holding a survey in the air in an effort to encourage subjects to complete the survey. In addition, a public service announcement encouraging subjects to complete the survey was read twice by the Cobras announcer, once during the first timeout of the first quarter and once during the first quarter intermission. After kickoff, research volunteers continued to collect surveys during timeouts and breaks in the action. After collecting surveys at halftime of the

contest, it was decided that the majority of completed surveys had been collected. After completion of the game, research volunteers went to the various sections and collected surveys from seat ushers stationed at the various exits.

RESULTS

Three hundred fifty-one surveys out of the one thousand two hundred distributed were included in the final analysis for an overall response rate of 29.25%. Several surveys (5) were discarded from the final analysis due to incomplete answers. The pre-game “block party” yielded eleven completed surveys out of the fifty surveys distributed to fans for a response rate of 22%. At least two hundred surveys were placed on seats that remained unoccupied for the duration of the game. These surveys were not re-distributed. By adjusting the response rate to take into consideration the unoccupied seats, the rate changes to 35.1%.

The summary statistics for each socio-demographic variable as well as the social and attendance variables are included as Table 2. Most spectators that completed the aforementioned survey were male (76%), 26-50 years old (77.8%), married (62.5%); and season ticket holders (62.8%) with a household income of \$50, 000 or more per year (78.1%) that would purchase another ticket to attend a future game (95.7%). 51.8% of the respondents reported having between 1-8 children, while 48.2% of the respondents did not have children. Only 10.8% of the spectators surveyed reported having children that played football. For the “describe your party” variable, spectators often chose more than one descriptor for their party. Of the 394 affirmative descriptors marked for this variable, 91.4% considered their party as friends and/or family. 74% of the respondents attended at least one Carolina Cobras game during the inaugural 2000 season. Nearly half of the spectators (47.9%) attended four or more games last season, while 23.8% attended all eight home games that were played in 2000. The mean, median, and

standard deviation for the “games attended last season” variable was also calculated with a mean of 3.79, median of 3.00, and a standard deviation of 3.24. Thirty-six of the respondents decided to use more than one descriptor to more accurately describe how they found out about the game. Over half (56.3%) of the spectators found out about the game through friends and/or their season tickets.

The descriptive statistics of the socio-demographic variables (gender, age, marital status, income, and children played football) in relation to overall team identification scores are presented as Table 3. Results of significance tests performed to assess the relationship between these socio-demographic variables and team identification are included as Table 4. A reliability analysis performed on the Sport Spectator Identification Scale using the scores from the survey revealed a composite alpha rating of .86 for the seven variables. A t-test for Equality of Means was used to test the significance of the relationship between gender and team identification. The t-test revealed a significant difference between males and females at the 95% confidence interval with equal variances assumed ($t = 2.090$, $\text{Sig} = .037$) and not assumed ($t = 1.998$, $\text{Sig} = .048$). One-way analyses of variance with a 95% confidence interval were used to test the significance of relationships between team identification and age ($F = 1.899$, $\text{Sig} = .069$), marital status ($F = .835$, $\text{Sig} = .475$), income ($F = 1.322$, $\text{Sig} = .255$), and parents with children who played football ($F = .285$, $\text{Sig} = .594$). The results showed no significant difference in the relationships between these various socio-demographic variables and team identification.

The purchasing behavior variables were analyzed using descriptive statistics. Using the means for the four variables, the average respondent spent an overall total of \$63.80 divided among tickets and parking (\$36.68, $sd = 41.25$), merchandise (\$4.77, $sd = 13.14$), concessions (\$18.86, $sd = 14.71$), and travel to/from the game (\$3.49, $sd = 9.87$). In comparison, the average of the six different levels of ticket prices for Cobras games, ranging from \$119.50 to \$10, was \$41.83.

Item difficulty for each of the six questions designed to measure arena football knowledge is presented as Table 5. Item difficulty is calculated as the percentage of respondents that answered the question correctly. A higher percentage of correct answers is indicative of a low difficulty rating or an easier question and vice versa (Wood, 1960). Questions 1-4 (average item difficulty rating of 83.9%) were considerably easier than Questions 5-6 (average item difficulty rating of 27.8%). Question 1 was considered the easiest with an item difficulty rating of 88.2%, while Question 6 was considered the most difficult with an item difficulty rating of 19.5%. Frequency distributions as well as descriptive statistics were administered for the overall scores on the knowledge test. Due to the discrepancies in item difficulty ratings for the questions, analysis was performed using both the full six questions (labeled "Test Scores") and with Questions 5 and 6 deleted (labeled "Test Scores 2"). This data is reported in Table 6. Using all of the questions, 64.3% of the respondents answered at least four of the six questions correctly with a mean score of 3.7. Using only the first four questions, 80.1% of the respondents answered at least three of the four questions correctly with a mean score of 3.2. The median score for both tests was 4.0.

The results of the descriptive statistics for each of the eight reasons for initially becoming a fan are presented as Table 7. Respondents rated the geographical variables (Closest Arena Football League team to me and Born and/or live in Raleigh and/or North Carolina) as the biggest influences for initially becoming a fan. According to the mean scores, the variables that rated third through fifth most influential in becoming a fan were team's success, friends were fans and enjoy interaction with friends, and the "Snake Charmers". The variables that respondents scored as the weakest influences on initially becoming a fan were parents and/or family members were fans and the tailgating and party atmosphere. A closer look at the frequency distributions for the variables revealed that two variables, the "Snake Charmers" and the tailgating and party atmosphere yielded the most divided responses from fans completing the survey. For the "Snake Charmers" variable, 37.8% of respondents recorded a 1 or 2 (lowest scores) while 44.1% recorded a 4 or 5 (highest scores). For the tailgating and party atmosphere variable, 38.3% of respondents recorded a 1 or 2 while 41.2% recorded a 4 or 5.

A Pearson correlation matrix was performed in an effort to identify the relationships between team identification and the reasons for initially becoming a fan. In addition, the corresponding relationships between team identification and arena football knowledge and team identification and purchasing behavior were also analyzed using a Pearson correlation matrix. The results are summarized in Table 8. A positive correlation was found between team identification and the reasons for becoming a fan for the following variables: parents and/or family members were fans ($r = .203, p < .01$), team's success ($r = .149, p < .01$), born and/or live in Raleigh and/or North Carolina ($r =$

.246, $p < .01$), the players and/or coaches of the team ($r = .426$, $p < .01$), the tailgating and party atmosphere ($r = .249$, $p < .01$), and closest Arena Football League team to me ($r = .195$, $p < .01$). A positive correlation was found between team identification and arena football knowledge for both "Test Scores" ($r = .142$, $p < .01$) and "Test Scores 2" ($r = .208$, $p < .01$). In addition, arena football knowledge was positively correlated with attendance rate for the previous season for "Test Scores" ($r = .143$, $p < .01$) and "Test Scores 2" ($r = .235$, $p < .01$). Team identification and the number of games attended in the previous season were also positively correlated ($r = .445$, $p < .01$). Additionally, positive correlations were found between team identification and the following purchasing behavior variables: tickets and parking ($r = .143$, $p < .05$), merchandise ($r = .220$, $p < .01$), and travel to/from the game ($r = .115$, $p < .01$).

DISCUSSION

The results of this study provide both support for previous research as well as insight into the relationship between team identification and the reasons for initially becoming a fan of a team. The results support previous research by Dietz-Uhler et. al. (2000) that showed a significant difference between males and females in relation to team identification. Positive correlations between team identification and sport knowledge, attendance rate, and purchasing behavior support previous findings (Dietz-Uhler et. al., 2000; Pease & Zhang, 1996; Wakefield, 1995; Wann & Branscombe, 1993; Wann & Branscombe, 1995; Wann, Roberts, & Tindall, 1999). In addition, the current findings suggest a positive relationship between sport knowledge and attendance rates in support of research by Zhang et. al. (1996). The geographic variables (closest team and born and/or live in the city and/or state) as well as the variables team success, the players and/or coaches, parents and/or family were fans, and the tailgating and party atmosphere were shown to be reasons for initially becoming a fan that were positively correlated with team identification.

Males reported significantly higher levels of team identification than females in support of research by Dietz-Uhler et. al. (2000) and in contrast to findings by Branscombe and Wann (1991) that indicated no significant difference in team identification between gender. In becoming psychologically linked to a team or player (team identification) at a high level, sport fans derive a sense of identity through this association (E. R. Smith & Henry, 1996; Wann, 1997; Wann & Branscombe, 1993). Based on the results, males derive a greater sense of identity through their identification

and support of a team. Whereas, females may not view being a fan of a particular team as central to their identity. Though our society has progressed in terms of gender stereotypes, sports in terms of exposure received from the mainstream media are still male-dominated. Therefore, a certain socialization process takes place that may account for some of the differences that exist between male and female sport fans. Research by Gantz and Wenner (1991) supported this claim by revealing that males receive significantly more socialization into sport than females.

In terms of other socio-demographic variables, a significant difference did not exist between the varying age groups in terms of team identification contrary to research by Pease and Zhang (1996). Pease and Zhang (1996) indicated that younger respondents scored significantly higher on team identification than older respondents. As mentioned previously, it is difficult to compare across different sports and with varying sample sizes. The study by Pease and Zhang (1996) was administered at National Basketball Association games in the western United States with 861 respondents. To illustrate the vast differences between the sports, 28.3% of respondents in the Pease and Zhang (1996) study were minorities. In contrast, the ethnic diversity of spectators for arena football in Raleigh was judged to be an insignificant amount. Therefore, ethnicity was not included as a demographic variable for the purposes of the current study.

The positive correlation between arena football knowledge and team identification was consistent with previous findings by Dietz-Uhler et. al. (2000) comparing overall sport knowledge and team identification and Wann and Branscombe

(1995) comparing team specific knowledge and team identification. The current study focused on the relationship between specific sport knowledge and team identification. Based on published research, specific sport knowledge and team identification had not been previously examined. However, Zhang et. al. (1996) found that hockey knowledge was a significant predictor of game attendance. In addition, Pease and Zhang (1996) found that team identification was the single best predictor of game attendance. The current findings also indicated a positive correlation between team identification and the number of games attended during the previous season. Based on these assertions as well as previous research into the relationship between specific team and general sports knowledge and team identification, it would only seem natural that specific sport knowledge be positively correlated with team identification. This indeed turned out to be the case.

Wann and Branscombe (1993) reported that fans with high identification levels were willing to spend more time and money in the process of watching their team play than those fans with moderate to low identification levels. The results of the current study offered partial support to Wann and Branscombe's (1993) research with positive correlations being found for team identification and three of the four purchasing behavior variables. For the self-reported measures of purchasing behavior, tickets & parking, merchandise, and travel to/from were positively correlated with team identification. The purchasing behavior variable concessions was not found to be positively correlated with team identification. Wann and Branscombe (1993) found that persons with high identification levels were willing to invest greater amounts of money in the process of

watching their particular team play. In addition, these same people were willing to spend a large one-time sum of money to see their team play in an important game. A speculative explanation for the lack of correlation between concessions and team identification may be the exorbitant prices charged by the local arena for concessions. The Arena Football League has made a concerted effort to be a cost effective entertainment option. The Arena Football League's "Fans' Bill of Rights" printed in the Cobras Information Guide states, "We believe that every Fan should receive the very best in competitive football, entertainment, merchandise, food and beverage for their purchasing power." While ticket prices and merchandise were indeed reasonable in comparison with other professional leagues and entertainment options, concession prices were set at the same expensive level as all events at the arena (\$6 for an 18-ounce domestic beer, \$4 for a cheeseburger, and \$2.50 for a 20-ounce soft drink) and may account for the lack of significance for this purchasing behavior variable.

Wann et. al. (1996) found parental influence, talent level and personality of players, peer influence/geographic influence (tied), and success of the team as the five most prevalent reasons given by sport fans for initial identification with a team. The five most highly rated reasons for initially becoming a fan in the present study were: geographical influences (closest team, born and/or live in the city and/or state), team success, peer influence, the team's dance squad, and the players and/or coaches. Parental influence was the most stated reason for initial identification in the Wann et. al (1996) study but rated by respondents as the weakest reason for initially becoming a fan in the current study. The differing results may be due to several contributory factors. The

study by Wann et. al. (1996) sampled college students and asked the subjects to record the top forty reasons for initially becoming a fan of their favorite professional or collegiate team. The current study involved fans of a specific second-year professional expansion franchise. Therefore, parental influence would naturally not be as prevalent a reason for initial identification with the team. In addition, marketing strategies have been focused on promoting the overall entertainment experience. The team's dance squad (the "Snake Charmers") was featured prominently in these promotions.

The geographic variables (closest team and born and/or live in the city and/or state) as well as the variables team success, the players and/or coaches, parental influence, and the tailgating and party atmosphere were shown to be reasons for initially becoming a fan that were positively correlated with team identification. Since the study of the relationship between team identification and reasons for initially becoming a fan was exploratory in nature, a frame of reference for analysis is not available. Therefore, the explanations of correlation or lack of correlation between variables is speculative at best. Two variables, the team's dance squad and peer influence were determined to not be positively correlated with team identification. Respondents who became fans of the team for these reasons may have been drawn more by the entertainment aspect of the event and having fun with friends, rather than the actual team. However, this explanation does not account for the positive correlation between the tailgating and party atmosphere variable and team identification.

The results of this study have important implications for sports marketing professionals of the various sport entities. Despite the significant difference found between male and female team identification, existing research is divided on the subject. Sport marketers would be wise to focus marketing efforts across gender rather than limiting their customer base. The research on reasons for being a sport fan in general has indicated that women tend to be sport fans for social reasons while men list reasons that include sport participation and added exposure to sports (Dietz-Uhler et. al., 2000). Used in conjunction with the current research on the relationship between team identification and the reasons for initially becoming a fan, marketing strategies can be molded to take these reasons into account. While marketing and promotion strategies centered on entertainment value may draw fans in the short term, do these fans eventually become identified with the team and spend more money in the long run? This question has not been answered fully, but the results of the current study perhaps lend some credence to the notion. The results of the study point to the following ideal scenario for marketing to sport fans: Market geographical variables as well as the talent level and personalities of players/coaches, teach the fans about the sport, tailgating & partying should be an option, market to parents who will help create the next generation of fans, and have a successful team. The reward for these efforts is sport fans with high team identification who will attend more games and spend more money in the process. However, the current study does have limitations and should not be generalized to the sport fan population at large.

As with most studies, there are weaknesses that should be noted. The sampling method was not a random sample. Research volunteers distributed the surveys in a non-

random manner across the most popular seating sections. Due potentially to the sampling method, 62.8% of the respondents were season ticket holders. The data could have been skewed due to this over-representation of one group. As with most studies that involve sport teams, generalizing across sports should be limited in any case and enhanced here, as the team was a second-year expansion franchise of a second-tier professional league. In regards to the knowledge section of the study, it should be noted that the knowledge quiz for arena football was created from the “Rules of the Game” section of the team’s information guide. The quiz was not tested for reliability, validity, or item difficulty and discrimination prior to the survey administration. As mentioned previously, two of the six questions were judged to be substantially more difficult than the other questions. Further, during the process of surveying, subjects were observed using their information guides to assist with answering the questions on the quiz. Therefore, the results related to knowledge may have been affected by these factors.

There are quite a few issues that should be addressed in future research into team identification of sport fans. The relationship between team identification and the reasons for initially becoming a fan of a particular team was exploratory in nature and should be replicated to test for reliability. A specific sport knowledge test should be created with input from professionals in the chosen field and tested for item difficulty and discrimination before widespread administration. The majority of research into sport fans has centered on male-dominated sports in terms of the participants on the playing field. With the rise of women’s professional sports, similar research should be conducted on sport fans of women’s leagues. Research has indicated that those fans of college sport

teams possess the highest degree of team identification (Schurr et. al., 1985). A comparative study measuring the levels of team identification for the subjects' favorite college and professional team would add insight to this area. The direction that was used for the study by Wann et. al. (1996) into reasons for becoming a fan should be incorporated to include subjects other than college students. A multiple city study with the subject's "favorite team" used as the frame of reference would be beneficial in generalizing across sports. In addition, the Sport Fan Motivation Scale (Wann, 1995) should be used to further explore the relationship between sport fan motivation and team identification. The Sport Fandom Questionnaire (Wann et. al., 2001) is currently being tested and will also become an important tool for sport fan research.

In summary, the current study served a twofold purpose: new relationships between variables were explored and previous research was either supported or refuted. Sports are and will remain an integral part of our society as a whole. Professional and collegiate sport teams are important parts that make up the whole of many cities and states. Their initial and continued success will only serve to strengthen the economic infrastructure of their respective cities and states. Sport fans are vital to both initial and continued success of a sport franchise. By continuing to research sport fans, we will gain valuable insight that will both enhance the experience for fans and draw new and more diverse customers for sport franchises.

Table 1

Questions and Respective Factor Loadings for Preliminary Validation of the Sport Spectator Identification Scale Using Team Identification Measures for Study 1 & 2

Questions	Study 1	Study 2
How important to YOU is it that the (<u>university</u>) basketball team wins? (Not important/Very important)	.883	.813
How strongly do YOU see YOURSELF as a fan of the (<u>university</u>) basketball team? (Not at all a fan/Very much a fan)	.903	.912
How strongly do your FRIENDS see YOU as a fan of the (<u>university</u>) basketball team? (Not at all a fan/Very much a fan)	.905	.893
During the season, how closely do you follow the (<u>university</u>) basketball team via ANY of the following: a) in person or on television, b) on the radio, or c) television news or a newspaper? (Never/Almost everyday)	.754	.796
How important is being a fan of the (<u>university</u>) basketball team to YOU? (Not important/Very important)	.901	.913
How much do YOU dislike the (<u>university</u>) basketball team's greatest rivals? (Do not dislike/Dislike very much)	.583	.634
How often do YOU display the (<u>university</u>) basketball team's name or insignia at your place of work, where you live, or on your clothing? (Never/Always)	.713	.714

Note. Responses to each question are on a scale of 1 to 8 with the anchor in parentheses below the question. From "Sports Fans: Measuring Degree of Identification with Their Team," by D. L. Wann & N. R. Branscombe, 1993, International Journal of Sport Psychology, 24, p. 5. Reprinted with permission of the authors.

Table 2

Frequency Distributions for Socio-Demographic, Social, and Attendance Variables

n = 356

Socio-Demographic Variables	Frequency	Valid Percent
<u>Gender</u>		
Male	260	76
Female	82	24
<u>Age</u>		
Under 16	12	3.5
16-20	10	2.9
21-25	22	6.5
26-30	59	17.3
31-40	126	37.0
41-50	80	23.5
51-60	29	8.5
Over 60	3	0.8
<u>Marital Status</u>		
Married	213	62.5
Divorced	25	7.3
Single	102	29.9
Widower	1	0.3
<u>Household Income</u>		
Less than \$20,000	9	2.9
\$21,000-\$30,000	12	3.9
\$31,000-\$40,000	25	8.2
\$41,000-\$50,000	21	6.9
\$51,000-\$75,000	73	23.9
More than \$75,000	166	54.2
<u>Number of Children</u>		
0	164	48.2
1	57	16.8
2	79	23.2
3	32	9.4
4	6	1.8
5	1	0.3
8	1	0.3

Table 2 (continued)

Socio-Demographic Variables	Frequency	Valid Percent
<u>Do Children Play Football?</u>		
Yes	36	10.8
No	298	89.2
<u>Describe Your Party</u> (some respondents indicated all that applied)		
Family	197	59.2
Friends	163	48.9
Business Associates	26	7.8
Organization (church, club, etc)	5	1.5
Other (blank)	3	0.9
<u>Type of Ticket</u>		
Advance	29	8.6
Season	211	62.8
Mini-Pack	0	0.0
Gate	17	5.1
Group	6	1.8
Corporate Suite	2	0.6
Gift	37	11.0
Complimentary	30	8.9
Other	2	0.6
<u>Found Out About Game</u> (some respondents indicated all that applied)		
Newspaper	34	10.6
Friend	63	19.7
Television	12	3.8
Radio	22	6.9
Work Associate	35	10.9
Family	27	8.4
Season Ticket	117	36.6
Players/Coaches/Management	2	0.6
Team Schedule	8	2.5
Last Game	3	0.9
Internet	11	3.4
Promotion	2	0.6
Canes Game	1	0.3
Other	19	5.9

Table 2 (continued)

Attendance Variables	Frequency	Valid Percent
<u>Attendance Last Season</u>		
0	87	25.9
1	34	10.1
2	30	8.9
3	24	7.1
4	15	4.5
5	19	5.7
6	22	6.5
7	23	6.8
8	80	23.8
10	1	0.3
11	1	0.3
<u>Purchase a Ticket to Attend in the Future?</u>		
Yes	313	95.7
No	14	4.3

Table 3

Descriptive Statistics for Relationship Between Socio-Demographic Variables and Overall Team Identification Scores

n = 356

Variable	N	Mean	St Dev
<u>Gender</u>			
Male	259	22.77	6.38
Female	81	21.04	6.95
<u>Age</u>			
Under 16	12	25.00	5.97
16-20	10	26.50	7.68
21-25	22	20.18	8.93
26-30	59	21.97	7.02
31-40	126	22.71	5.81
41-50	79	21.41	6.61
51-60	29	22.72	5.64
Over 60	2	29.50	3.54
<u>Marital Status</u>			
Married	212	22.11	6.28
Divorced	25	24.28	5.37
Single	101	22.42	7.36
Widower	1	24.00	----
<u>Household Income</u>			
Less than \$20,000	9	17.11	8.37
\$21,000-\$30,000	12	22.17	8.35
\$31,000-\$40,000	25	22.48	7.42
\$41,000-\$50,000	21	23.76	6.99
\$51,000-\$75,000	72	22.63	6.48
More than \$75,000	166	22.26	6.41
<u>Children Played Football</u>			
Yes	35	22.89	6.44
No	297	22.26	6.62

Table 4

Significance Tests for Relationships Between Socio-Demographic Variables and Team

Identification

n=356

Variable	df	t or F	Significance
Gender (t-test for Equality of Means)	338	2.090	.037*
Age (one-way ANOVA)	7	1.899	.069
Marital Status (one-way ANOVA)	3	.835	.475
Income (one-way ANOVA)	5	1.322	.255
Children Play Football (one-way ANOVA)	1	.285	.594

*p<.05

Table 5

Item Difficulty Ratings for Knowledge Test Questions

Questions	Item Difficulty
1. How many downs are allowed in arena football for the offensive team to advance the ball ten (10) yards? A. 3 B. 2 C. 4 ✓ D. 6	88.2
2. Punting may only be used in certain situations. A. True B. False ✓	79.9
3. How many players from <u>each</u> team are on the field at the same time? A. 8 ✓ B. 11 C. 6 D. 9	85.9
4. Where does the kicker place the football for the opening kickoff? A. 10 yard line B. Goal line ✓ C. 20 yard line D. 5 yard line	81.5
5. Non-specialists may substitute _____ per quarter. A. Twice B. Three times C. None D. Once ✓	36.1
6. Passing and receiving rules are the same as the _____ rules with the notable exception being endzone rules due to rebound nets. A. National Football League (NFL) B. National Intramural-Recreational Sports Association (NIRSA) C. National Collegiate Athletic Association (NCAA) ✓ D. National Basketball Association (NBA)	19.5

Table 6

Frequency Distributions and Descriptive Statistics for Test Scores and Test Scores 2

n = 356

Number of Correct Answers	Frequency	Valid Percent	
<u>Test Scores</u>			
0	17	4.8	
1	11	3.1	
2	30	8.4	
3	69	19.4	
4	126	35.4	
5	73	20.5	
6	30	8.4	
<u>Test Scores 2</u>			
0	17	4.8	
1	15	4.2	
2	39	11.0	
3	94	26.4	
4	191	53.7	
Score	Mean	Median	Standard Deviation
Test Scores	3.7	4.0	1.4
Test Scores 2	3.2	4.0	1.1

Table 7

Descriptive Statistics of Reasons for Initially Becoming a Fan

n = 356

Variable	Mean	Median	Standard Deviation
Parents and/or family members were fans (FAMILY)	2.08	1.00	1.41
Team's success (SUCCESS)	3.19	3.00	1.26
Born and/or live in Raleigh and/or North Carolina (BORN)	3.54	4.00	1.51
The "Snake Charmers" (CHARMERS)	3.09	3.00	1.55
Friends were fans and enjoy interaction with friends (FRIENDS)	3.18	3.00	1.48
The players and/or coaches of the team (PLAYERS)	3.04	3.00	1.30
The tailgating and party atmosphere (TAILGATE)	3.00	3.00	1.45
Closest Arena Football League team to me (CLOSEST)	3.68	4.00	1.47

Table 8

Pearson Correlation Matrices for Team Identification and Reasons for Becoming a Fan,

Arena Football Knowledge, Attendance, and Purchasing Behavior Variables

n = 356

	1.	2.	3.	4.	5.	6.	7.	8.	9.
1. Team Identification	1.000								
2. FAMILY	.203**	1.000							
3. SUCCESS	.149**	.264**	1.000						
4. BORN	.246**	.032	.044	1.000					
5. CHARMERS	.096	.060	.216**	.013	1.000				
6. FRIENDS	.076	.243**	.268**	.073	.312**	1.000			
7. PLAYERS	.426**	.225*	.415**	.050	.155**	.354**	1.000		
8. TAILGATE	.249**	.170**	.214**	.108**	.218**	.351**	.301**	1.000	
9. CLOSEST	.195**	.094	.161**	.194**	-.003	.082	.168**	.167**	1.000

*p<.01, **p<.001

	1.	2.	3.	4.	5.	6.	7.	8.
1. Team Identification	1.000							
2. TEST SCORES	.142**	1.000						
3. TEST SCORES 2	.208**	.889**	1.000					
4. ATTENDANCE	.445**	.143**	.235**	1.000				
5. TICKETS & PARKING	.143**	.106	.108	.207**	1.000			
6. MERCHANDISE	.220**	.103	.066	.069	.042	1.000		
7. CONCESSIONS	.103	.040	.016	-.025	.057	.013	1.000	
8. TRAVEL TO/FROM	.115*	-.019	.005	.039	-.103	.040	-.008	1.000

*p<.01, **p<.001

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APPENDIX

Appendix A. Cobras Survey



Please take a few minutes of time to complete this sport fan survey. The results of this survey will be used to help the Carolina Cobras franchise enhance your experience as a sport fan. Therefore, please answer each question completely and honestly. All survey responses are strictly confidential.

Please return your completed survey to one of the research volunteers walking through the aisles or an usher in your section.

Thank you for your time and effort!

Part 1: BECOMING A FAN: Rate EACH of the following reasons for personally becoming a Cobras fan using the 1 to 5 scale below.

NOT IMPORTANT 1 2 3 4 5 VERY IMPORTANT

_____ Parents and/or family members were fans

_____ Team's success

_____ Born and/or live in Raleigh and/or North Carolina

_____ The "Snake Charmers"

_____ Friends were fans and enjoy the interaction with friends.

_____ The players and/or coaches of the team.

_____ The tailgating and party atmosphere

_____ Closest Arena Football League team to me

Part 2: ARENA FOOTBALL KNOWLEDGE: Please answer EACH of the following questions using ONLY your own personal knowledge of arena football. Use of other people's knowledge or other sources will affect the data and hinder our efforts in serving you in the future. If you don't know, GUESS!

- _____ 1. How many downs are allowed in arena football for the offensive team to advance the ball ten (10) yards?
- A. 3
 - B. 2
 - C. 4
 - D. 6
- _____ 2. Punting may only be used in certain situations.
- A. True
 - B. False
- _____ 3. How many players from each team are on the field at the same time?
- A. 8
 - B. 11
 - C. 6
 - D. 9
- _____ 4. Where does the kicker place the football for the opening kickoff?
- A. 10-yard line
 - B. Goal line
 - C. 20-yard line
 - D. 5-yard line
- _____ 5. Non-specialists may substitute _____ per quarter.
- A. Twice
 - B. Three times
 - C. None
 - D. Once
- _____ 6. Passing and receiving rules are the same as the _____ rules with the notable exception being endzone rules due to the rebound nets.
- A. National Football League (NFL)
 - B. National Intramural-Recreational Sports Association (NIRSA)
 - C. National Collegiate Athletic Association (NCAA)
 - D. National Basketball Association (NBA)

Part 3: TEAM IDENTIFICATION: Please answer EACH of the following questions about sport spectating using the 1 to 5 scale below EACH question. By using the space next to each item, indicate how well each item describes you. There are no right or wrong answers. Remember, these questions are about sports spectating, not sports participation.

- | | | |
|------------------------------------|-----------------------|------------------------------|
| NOT AT ALL
DESCRIPTIVE
OF ME | 1 2 3 4 5 | VERY
DESCRIPTIVE
OF ME |
|------------------------------------|-----------------------|------------------------------|
- _____ 1. How important to YOU is it that the Cobras win?
(Not important 1 2 3 4 5 Very important)
- _____ 2. How strongly do YOU see YOURSELF as a fan of the Cobras?
(Not at all a fan 1 2 3 4 5 Very much a fan)
- _____ 3. How strongly do your FRIENDS see YOU as a fan of the Cobras?
(Not at all a fan 1 2 3 4 5 Very much a fan)
- _____ 4. During the season, how closely do you follow the Cobras via ANY of the following: in person or on television, on the radio, or television news or a newspaper? (Never 1 2 3 4 5 Almost everyday)
- _____ 5. How important is being a fan of the Cobras to YOU?
(Not important 1 2 3 4 5 Very important)
- _____ 6. How much do YOU dislike the Cobras greatest rivals?
(Do not dislike 1 2 3 4 5 Dislike very much)
- _____ 7. How often do YOU display the Cobras name or insignia at your place of work, where you live, or on your clothing?
(Never 1 2 3 4 5 Always)

Part 4: YOU AND YOUR HOUSEHOLD

1. What is your gender? male female
2. How old are you?
- | | | |
|--------------------------------------|-----------------------------------|-----------------------------------|
| <input type="radio"/> under 15 years | <input type="radio"/> 26-30 years | <input type="radio"/> 51-60 years |
| <input type="radio"/> 16-20 years | <input type="radio"/> 31-40 years | <input type="radio"/> 61 or older |
| <input type="radio"/> 21-25 years | <input type="radio"/> 41-50 years | |
3. Marital Status? married divorced single widower
4. How many children do you have? _____ Do any of them play football? _____
5. What is your zip code? _____
6. Household income:
- | | | |
|------------------------------------------|-----------------------------------------|------------------------------------------|
| <input type="radio"/> less than \$20,000 | <input type="radio"/> \$31,000-\$40,000 | <input type="radio"/> \$50,000-\$75,000 |
| <input type="radio"/> \$21,000-\$30,000 | <input type="radio"/> \$41,000-\$50,000 | <input type="radio"/> more than \$75,000 |

Part 5: SOCIAL AND PURCHASING BEHAVIOR

1. How would you describe your party?

- family
- friends
- other: _____
- business associates
- organization (i.e., church, social club, etc.).

2. What type of ticket did you purchase to attend this game?

- advance
- season
- mini-pack
- other: _____
- gate
- group
- corporate suite
- gift
- complimentary
- scalper

3. How many Cobras games did you attend last season? _____

4. Will you purchase a ticket to attend another game? yes no

5. How did you find out about tonight's game?

- newspaper
- friend
- other: _____
- television
- radio
- work associate
- family

6. Please give your best guess estimate on the amount of money (in dollars) that you have/will personally spend on the Cobras game tonight.

_____ Tickets & Parking

_____ Concessions

_____ Merchandising
(apparel, souvenirs, etc)

_____ Travel to/from

THANK YOU VERY MUCH!!!! Please do not forget to turn in your survey to a research volunteer or an usher!