

The Impact of Individual Motive, Service Quality and Past Behavior on Behavioral Intention

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Every season, sport fans follow their favorite sport and spend considerable amounts of time watching sporting events. Extant research has focused on this phenomenon in terms of both its antecedents and consequences. Primary antecedents of sport event consumption that are identified include but are not limited to the following: attendance motivation, perceived outcome qualities, and functional qualities (Funk, Filo, Beaton, & Pritchard, 2009; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013). Attendance motivation is related to psychological attitudinal factors such as socialization, excitement, diversion, and satisfaction, and these attitudinal factors influence sport event attendance behavior (Funk et al., 2009). Perceived outcome qualities and functional qualities are based on service quality (SERVQUAL) (Theodorakis et al., 2013; Tsuji, Bennett, & Zhang, 2007). Outcome qualities are associated with the primary qualities of a given sporting event such as game quality and team performance (Byon, Zhang, & Cannoughton, 2010). Functional qualities include peripheral elements of the service quality such as tangible factors in a stadium, responsiveness of employees, accessibility to the stadium, reliability of the service provided, and security provided during the sporting event.

Sport marketing researchers have studied the impact of antecedents on behavioral intentions as they relate to sport consumption (Du, Jordan, & Funk, 2015; Inoue & Havard, 2014; Shapiro, Ridinger, & Trail, 2013). Although extant studies have already clarified the relationship that exists between the antecedents and the consequences of sport event consumption, we found a gap in the research. For instance, in studying the antecedents of behavioral intentions of sport consumption, researchers have focused primarily on the individual attitudinal motive or service quality. Few studies have suggested that a relationship exists between a consumer's past behavior and future behavioral intention (Shapiro et al., 2013). Past behavior is important predictor of future behavioral intention because past cumulative service encounter creates customer experience, and positive experience consequently lead customer's future behavior such as event attendance (Bodet & Bernache-Assollant, 2011). Few scholars have studied past behavior on behavioral intention such as sport event participation, media consumption, season ticket holder, and word of mouth (Shapiro et al., 2013; Brady et al., 2005; Kim et al., 2011). Several researchers predicted customer's purchase according to past purchase behavior pattern (Borle et al., 2008; Cheng & Cheng, 2009; Safari et al., 2015). They measured customer lifetime value with three types of past purchase data: recency (R), frequency (F) and monetary value (M). Each means "the interval between the time that the lastest consuming behavior happens and present (R)", "the number of transactions in a particular period" (F), and "consumption money amount in a particular period (M)" (Cheng & Chen, 2009, p. 4179) Recency, frequency, and monetary value (RFM) have been effectively used to segment customers for purposes related to direct marketing strategies (Hughes, 1994). RFM analysis was also recently conducted as a means of profiling profitable hotel customers (Dursun & Caber, 2016).

The purpose of the current research was to develop a model of behavioral intention that took into account extant attitudinal and behavioral variables.

We collected online survey data from individuals who attended North American professional sporting events in 2017. Respondents answered questionnaire items posted on Amazon Mechanical Turk (M-Turk). A total of 420 responses were collected, and after excluding missing or unreasonable samples, 403 responses remained and were used. Funk et al.'s (2009) scales for the motives of sport event attendance (e.g., socialization, performance, excitement, esteem and diversion) and Theodorakis et al.'s (2013) scales for functional quality, outcome quality, satisfaction, and behavioral intentions were modified and employed. Additionally, we measured recency, frequency, and monetary value for ticket purchase, sporting goods purchase, and media consumption, then we assigned each sample with number 1 to 5 such as previous research (Miglautsch, 2000). 1 is assigned to bottom 20 percent, and 5 was assigned to top 20 percent. We combined these scales and measured the impact of the antecedents on

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behavioral intention.

To test the effects of the antecedents, including both latent variables and observable variables on the behavioral intention, a multiple regression was conducted. The regression diagnostic was conducted with Bonferroni p-value, Cook's distance, and variance inflation factor (VIF) resulting in one influential observation was being removed. We found that several RFM variables influenced behavioral intention. Compared to benchmark models, such as Funk et al. (2009), Theodorakis et al. (2013), and Shapiro et al. (2013), our model showed a better model fit when R square value was compared, which was .48. In the benchmark models, R squares were .30 (Funk et al. 2009), .43 (Theodorakis et al. 2013), and .19 (Shapiro et al. 2013) respectively. Out of RFM variables, sporting goods purchase frequency (P-value <.05), media consumption frequency (P-value <.05), and media consumption monetary value (P-value <.05) were significant.

This study makes contributions. First, we extended study of antecedents of behavioral intention by empirically testing the utility of past-behavior variables, namely RFM. While scholars used attitudinal variables as predictors of behavioral intention, we demonstrated a higher variance explained by using objective sport consumer data. Second, sport marketing practitioners may apply RFM score to segment sport consumers. According to each score level, customers could be classified with several groups. As such, more customized marketing strategies can be developed to keep the repeated sport consumers.