
TESTING A STRUCTURAL MODEL OF CONSTRAINTS NEGOTIATION IN SPECTATOR SPORT: THE MODERATING EFFECT OF SATISFACTION WITH MARKETING STRATEGIES

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Synopsis:

Abstract:

Aim of the paper

The sport industry is one of the largest industries in the world, and spectator sport is a major part of it (Plunkett, 2013). However, professional sport organizations are facing challenges such as increasing costs and falling attendance (Howard & Crompton, 2004). Baseball, for example, is the most popular spectator sport in Taiwan, and the professional league has experienced fluctuations in game attendance since 1995 (Chen, Lin, & Lin, 2012). Thus, it would be helpful for team managers and marketers to understand the factors affecting consumers' decisions to attend sporting events as well as the strategies they use in the constraint negotiation process. In the sport management literature, limited attention has been devoted to the constraints negotiation process of spectator attendance, along with the moderating effect of marketing strategy. Thus, this paper aims to examine the relationships among event motivation, negotiation-efficacy, event constraints, event negotiation, and event participation, and to clarify the moderating influences of event marketing strategies in event constraint negotiation.

Literature review

In the sport management literature, a number of studies have examined constraints (Baade & Tiehen, 1990; Pritchard, Funk, & Alexandris, 2009; Trail, Robinson, & Kim, 2008), or constraints in conjunction with motives, to spectator attendance, but a conceptual model to guide constraint research is still lacking. Although the existing literature provides a ready constraint negotiation model in the leisure study field (Hubbard & Mannell, 2001), it has not been applied to the sport management field. Furthermore, previous studies have suggested that

the testing of the constraint negotiation model remains inconclusive (Loucks-Atkinson & Mannell, 2001; Son, Mowen, & Kerstetter, 2008; White, 2008). For example, the relationship between negotiation efficacy and perceived constraints is not clear. Different conclusions were reached in previous studies, which can be attributed to the samples and the study of different leisure activities. Thus, more research on understanding the roles of negotiation-
efficacy and perceived constraints in the leisure participation processes such as spectator sport is necessary. While some studies have indicated that promotional efforts have a positive effect on spectator attendance (McDonald & Rascher, 2000; Shih & Huang, 2009; Wu, 2009), a few (Chen, 2012) have also mentioned insufficient marketing efforts as a negative predictor of intention to attend spectator sport. Thus, further work on understanding the role of marketing in aiding constraint negotiation to result in higher attendance is necessary (Santos-Lewis & Moital, 2013). Without controlling for sufficient necessary variables in a model, a precise conclusion may not be easily made. Based on the reviewed literature, the current study not only considers the necessary factors affecting spectator attendance in the model, but extends the constraint negotiation model by examining the moderating effect of marketing strategy in the sport management area.

Methodology/Potential contributions

This study utilizes survey research with the four professional clubs of the Chinese Professional Baseball League (CPBL). In order to obtain a representative sample of spectators' views, questionnaires will be distributed to spectators at an interval of every five seats in reserved and bleacher seats in both home and guest games on weekdays and weekends. Geographic areas covering north, central, and south Taiwan will also be considered. The target sample will be around 800. The analyses will be conducted using SPSS 20.0 and Amos 20.0 to test the hypothesized research model. A confirmatory factor analysis (CFA) will be employed to confirm the factor structure of the measurement models. The researcher will assess the reliability, convergent, and discriminant validity of the main constructs before testing the structural model. The structural model will be evaluated using multiple fit indices. A series of multi-group SEM analyses will be conducted for testing the moderator effect in the proposed structural model. Theoretically, the current study will add to the knowledge base on constraint negotiation by examining the moderating effect of the satisfaction with marketing strategies. Practically, the findings will not only result in a more comprehensive understanding of CPBL fans, but will also provide the opportunity to more effectively serve existing fans and attract new fans. (The results are not yet available at the time of abstract submission. The author guarantees that the results will be presented at the conference). Note: This research was supported by the Ministry of Science and Technology, Taiwan, R.O.C.

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