

Experiential Value for Professional Football Spectators in Japan: Focusing on Cluster Analysis by Aesthetics, Playfulness, Service Excellence and Customer ROI

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Abstract

Introduction

The authors empirically tested Mathwick et al.(2001)'s experiential value scale (EVS) in the context of professional football team spectators in Japan. An experiential value scale (EVS) reflects the benefits derived from perceptions of playfulness, aesthetics, customer "return of investments" (CROI), and service of excellence, which Mathwick et al.(2001) developed and tested in the internet and catalog shopping context. Since sport business derives from "playfulness" and consumed during leisure time, it is necessary to understand one's experiential value while experiencing sport scenes. There are no empirical literatures in sport marketing field mentioning in terms of experiential marketing. Therefore, by using EVS as conceptual framework, a comparative study was conducted to sport spectators during the J-League 2007 season to see whether the same experiential value would construct in sport spectators.

Method

Each item was taken from Mathwick et al. (2001) .The questionnaire was translated into Japanese and changed the wording to fit the football spectator point of view by the author. Back translation had done by two academic experts in sport marketing and experiential marketing area.

Data was collected by asking to spectators in seats by student volunteer conductors at the stadium with capacity of 70,000 people in suburb of Tokyo area, the city of Yokohama, Japan on September 22nd, 2007. In order to achieve higher response, small gifts from the team were given to people for incentives.

Altogether, 700 usable questionnaires were collected. The confirmatory analysis had done to see whether the EVS would suit to sport spectators. (Composite Reliabilities for Aesthetics, CR=.904, Playfulness, CR=.755, Service Excellence, CR=.748, CROI, CR=.792, RMSEA=0.092, CFI=0.854)

After confirming that the EVS was a good fit, the non-hierarchical cluster analysis was conducted. We clustered by EVS constructs, Aesthetics, Playfulness, Service Excellence, and Customer Return on Investments (CROI). The clusters were measured and compared by using the composite scores (Onishi et al., 2008)

Conclusion & Limitation

The confirmatory analysis was done and results provide support in the context of sport spectators.

The result of the cluster analysis is shown on Fig.3. First, cluster A is average in three factors, "aesthetic", "service excellence", and "customer ROI", but showed less than average in "playfulness". Therefore we named this cluster as "ordinary fans". On the contrary, cluster B is also almost average in all factors except "playfulness" and is significant against cluster A. We named cluster B as "escapism fans". Thirdly, cluster C is significantly negative in all factors, by contrast, cluster D is significantly positive in all factors. Therefore we named cluster C as "potential fans" and cluster D as "steady fans".

Limitation is that since this was the first research to investigate whether EVS would fit in sport marketing categories, but the translation into sport categories may had to be discussed more by using this data for making better questionnaire in the future.

The result needs to be analyzed more specifically but these findings which was clustered by EVS is valuable to think about experiential marketing aspects may be effective for future sport marketing.

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