

Live sport experience – A representative factor analysis to the relevant motives

Author: Prof. Dr. Guido Ellert & Prof. Dr. Guido Schafmeister
Institution: Macromedia University of Applied Sciences,
 Sport and Event Management
E-mail: g.ellert@mhmk.org

Abstract

In case of product homogeneity and the human development of the experience drive, the marketing professionals have long ago discovered the advantages of using live communication as part of their marketing strategy. There is an increasing consumption of live experience that serves certain spectator needs and motivations (Yoshida, James, 2010). Marketing management has to identify the most suitable way to meet existing needs and motivations. Therefore it is necessary to understand spectator motivations for managing and improving live experiences (Uhrich, Benkenstein, 2010). This representative empirical research focuses on how to measure live sport experience (LSE) and start with an explorative study to correlate LSE and Brand Experience.

Theoretical Background

Experience is still a central part of societies' life and can be adapted to consumption situations. It includes a psychological process with the handling of internal and external stimuli that is itemised within the Experience Map (Ellert, Schafmeister, Dallwig & Seitz, 2011). The reaction based on the varied stimuli is responsible for a connected reaction what makes (live) experience interesting for marketing management (Vroom, 1964). Hence live communication is used to strengthen the brand experience with the customers live experience. Experience is based on a broad literature review and follows most likely Schmitt's five experiences: sense, feel, think, act and relate (Brakus, Schmitt, Zarantonello, 2009). Due to the lack of an existing way to measure live sport experience, this academic research fulfils the gap in one's knowledge.

Methodology

As research method serves a 3Q (qualitative, quantitative, quantitative) triangulation with the purpose to construct a questionnaire to test individual live-sport experience.

- Q1: a qualitative approach (LSE)
- Q2: a quantitative analysis (LSE)
- Q3: an explorative approach (LSE & brand experience)

The first approach identifies statements for how people like to have a live sport experience by an expert group

discussion. A balloon test and a sentence completion test completed the developed statements (Q1). A quantitative online questionnaire rates the statements and emotions regarding live sport events with five-point Likert scales. The online option is chosen to get a representative sample of 906 sports interested people in Germany. The results are calculated with a factor analysis to evaluate categories of live sport experience (Q2). These categories are put in a final questionnaire and tested in field at the VIP areas of two worldwide acting companies in a German soccer stadium (1st Bundesliga) by a semi biotic situation (n=81) (Q3). Finally the results of LSE are compared with a brand experience questionnaire to find any correlations between.

Results and implications

Q1 brings out 96 final items that are clustered into various dimensions, followed by a further reduction to balance a single dimension. After the test by the online questionnaire the factor analysis identifies four categories of live sport experience and respective statements to represent the single categories. Each category consists of three statements and therefore finally twelve statements (Q2). The survey at the hospitality area shows no correlation between brand and live sport experience (Q3).

By now it is possible to evaluate why people ask for live sport by knowing their motives. It provides an actual and valid instrument to measure live sport experience. Furthermore a correlation between the brand and live sport experience can be excluded what means a distinguished. So we can see that guests of hospitality can differ explicitly between their brand- and live sport experience.

This instrument was tested for situations concerning football on top. For further knowledge it would be valuable to know the sport specific differences.

References

- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73, pp. 52-68
- Ellert, G., Schafmeister, G., Dallwig, S., & Seitz, M. (2011). Lenkt der Blick? - Optimierungspotenzial in der Live-Kommunikation. *Marketing Review St. Gallen*, 2/2011, pp. 14-21
- Uhrich, S., Benkenstein, M. (2010). Sport Stadium Atmosphere: Formative and Reflective Indicators for Operationalizing the Construct. *Journal of Sport Management*, 24, pp. 211-237
- Vroom, V.H. (1964). *Work and Motivation*. New York, USA: Wiley.
- Yoshida, M., James, J. D. (2010). Customer Satisfaction with Game and Service Experiences: Antecedents and Consequences. *Journal of Sport Management*, 24, pp. 338-361