

SEGMENTING THE PERCEPTION OF ENVIRONMENTAL QUALITY AND SATISFACTION IN INTERCONTINENTAL CUP BASEBALL COMPETITION

Chin-Huang Huang
National Taiwan University of Physical Education and Sport

Aim of abstract/paper - research question

Physical environment (servicescape) has a great impact on the behavior of customers. The servicescape may have a substantial effect on customers' satisfaction with service experience, especially those who must stay in the facility or stadium for an extended of time. It will play an important role in determining whether spectator willingness to watch a game at the stadium next time. Segmenting spectators based on their perception of servicescape and characteristics that enhance managers to ascertain the strengths and opportunities of the market and help to meet their satisfaction. This research aims to evaluate the perception of spectators of the servicescape on the level of satisfaction and explores the differences among segmented groups on satisfaction in 2010 Intercontinental Cup in Taiwan.

Theoretical background or literature review*

The environmental quality of sports events played a significant role in the audience's enjoyment experience level (Wakefield & Sloan, 1995). The experience of spectator is affected by the quality of sports physical environment and their experiences. However, the quality of baseball stadium and physical facilities also played an important factor to influence their satisfactions (Wakefield & Blodgett, 1994), because the environmental quality of the sports events is the main effect of the experience for fans (Wakefield & Sloan, 1995). Comfortable places will also increasing the level of excitement and satisfaction of sports spectators (Wakefield & Blodgett, 1994). The well quality of physical environment increases the satisfaction and intention of consumer to participate again, in the same time it also raise the audience's willingness to pay for products that increasing the revenue of organizer (Baker & Crompton, 2000).

The basic conceptual framework constructs the relationship between perceived quality of physical environment and the level of satisfaction, which is based on the models of Hightower, Brady, and Baker (2002), Van Leeuwen, Quick, and Daniel (2002), and Wakefield and Blodgett (1994).

Methodology, research design and data analysis

Exploratory factor analysis method is adopted to extract the major factorial dimensions of stadium's physical environment. Cluster analysis identifies the characteristics of the audience's perception of stadium's physical environment into different groups. ANOVA is performed to test the differences in satisfaction with the audience clusters. Regression analysis is used to examine the effect of physical environment of the cognitive factors on satisfaction.

The questionnaire on physical environment and satisfaction of the baseball field evaluated all of the statements on a five-point Likert scale (1=Strongly disagree and 5=Strongly agree). Face-to-face on-site samples were conducted by trained interviewers during the 17th ICB. During this period, 450 people were asked, and 422 complete replies were obtained, yielding a 93.78% response rate. This contained 282 male and 142 female, i.e., the ratio is 2:1. The main age group is between 19 to 34 years old, i.e., 77.4% of the total. Also, samples with university education degree was 267, 63.0%, and the Institute was 69, 16.3%

Results, discussion and implications/conclusions**

There are five major factorial dimensions of stadium's physical environment, including environmental tidiness/seat comfortableness, space /sign design, traffic convenience, architectural aesthetic, and the functions of scoreboards. The audiences' perception of stadium's physical environment has three groups: transportation accessibility and architectural aesthetic, total quality pursuit, and stadium design and clean. The most important market segmentation is the "total quality pursuit", which has the largest segment of the market and the best satisfactory. Market segmentation must be carried out according to different characteristics of audiences to meet the specific needs of them in sport events. The spectators in 'total quality pursuit' cluster had the highest education level averagely compare to the other clusters. The spectators in cluster I (convenience and architectural seekers) and cluster III (stadium design and scoreboards) were relatively younger and with lower income who cared more about architectural aesthetic. Spectators in cluster II were relative older and with higher income who felt traffic convenience was the most important factors. Finally, based on regression analysis, the result shows that all of the five dimensional factors have an obvious effect on satisfaction; that is, audience's perception of field physical environment can influence satisfaction.

References

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