
PERSONAL VALUES AS PREDICTORS OF FOOTBALL AND RALLY EVENT ATTENDENCE

Submitting author: Mr Maximilian Stieler

,
Bayreuth, 95447
Germany

All authors: Maximilian Stieler (corresp), Osmo Laitila, Claas Christian Germelmann, Risto Rasku

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Abstract

AIM OF PAPER – RESEARCH QUESTION

Consumers' personal values drive their involvement and behavior (Bardi, Calogero, & Mullen, 2008). Thus, the personal values of people visiting sport events may shape the way they think about sponsors, marketing efforts and the sport itself. This paper focuses on value types and aims to identify differences between two types of sport (football and rallying).

We pose the following question:

Do visitors of football and rally events have different personal value structures?

THEORETICAL BACKGROUND

Research on human value systems has identified patterns of culturally independent values that represent basic human needs (Schwartz & Sagiv 1995). Schwartz (1994) identified ten distinct motivational types of values that constitute a circular structure of four basic higher-order values. Schwartz's (1994) value system comprises self-enhancement (power, achievement), openness to change (hedonism, stimulation, and self-direction), self-transcendence (universalism, benevolence) and conservation (tradition, conformity, and security). It is important to note that openness to change and conservation as well as to self-transcendence and self-enhancement are two opposing poles, respectively.

Theory on value types also suggests that domain-specific values might be derived from global, centrally held values (Vinson, Scott, & Lamont, 1977). Thus, personal value systems are fragmented and shape specific

value microcultures in certain domains (Thompson & Troester, 2002). In the context of sports, each sport event may attract visitors whose personal value structures differ. Values may thus serve as a predictor of such target groups. Underlying beliefs drive consumer behaviors at sport events and may lead to judgments about sponsors and brands that surround the event. In this respect, we examine whether personal values are good predictors of sport event attendance.

METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS

We conducted survey research to answer our research question. The data (n=1.292) was collected between 2010 and 2013 during following major sport events:

- 2010 FIFA World Cup in South Africa (n=302)
- 2012 UEFA European Championship in Poland/Ukraine (n=344)
- 2012 FIA World Rally Championship (WRC) in Finland (n=321)
- 2013 FIA World Rally Championship (WRC) in Finland (n=325)

The main principle for data collection was to interview every 10th person. If the potential interviewee refused to participate or did not meet the minimum requirements, the interviewers selected the next available person. Due to the linguistic diversity at the venues, the questionnaire was in English. To participate in the study, respondents needed to speak English, be at least 18, and could not be working at the event. Based on Schwartz's (1994) value system, participants had to rate ten motivational types of values on a six-point portrait scale. Respondents also provided information about their gender, age and nationality.

RESULTS, DISCUSSION AND IMPLICATIONS

We ran a factor analysis to replicate Schwartz's (1994) higher-order value structure. The results yielded a three- factor solution (openness to change, conservation and self-enhancement), whereas the two self-transcendence statements were not interpretable. The subsequent logistic regression model treated the two sports (football =0 and rally = 1) as a dependent variable. The results from the model indicate that one higher-order value dimension (openness to change vs. conservation) and gender are good predictors of whether a person visits a football or a rally event. Openness to change is the most powerful predictor of whether people go to a football or a rally event, $b = -0.659$, Wald $\chi^2(1) = 74,124$, $p < .05$. The odds of visiting a rally event decrease by 0.517 if the overall openness to change variable increases by 1 (odds ratio = 0.517). Moreover, the conservation variable significantly predicts whether a visitor attends a football or a rally event, $b = 0.244$, Wald $\chi^2(1) = 11,293$, $p < .05$. For every one-unit increase on the overall conservation score, we expect a 27.6% increase in the log-odds of visiting a rally

event, holding all other independent variables constant (odds ratio = 1.276). The pseudo R2 measures were .320 for Cox & Snell R2 and .427 for Nagelkerke R2. In our data, we found that the self-enhancement factor and age were not significant predictors. We also found that nationality doesn't have an influence in the model. Here, our results are in line with Schwartz (1994), which suggests that basic value systems are culturally independent.

Our results have consequences for the marketing of sport events. Sponsors may be attracted to specific sport events where visitors' personal values are compatible with their brands. In this context, a sponsor can precisely stimulate value profiles that are relevant for the target group. Personal values may also be a good criterion for segmenting sport event visitors in general.

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