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Market research

Why do people attend games in the Iceland
Express Man's basketball league?

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Viðskiptafræðideild
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HÁSKÓLI ÍSLANDS

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Preface

As a professional basketball player and a student of Marketing and International Business at the University of Iceland I chose to write about marketing in the sport of basketball in this Master of Science Thesis. The supervisor of this paper is Auður Hermannsdóttir, adjunct at the University of Iceland, School of Business. I thank her for the help and her patient and encouraging guidance. I would also like to thank KKÍ and the members of the teams who assisted during the distribution and execution of the survey and special thanks to my girlfriend Lára Flosadóttir, my sister in law Vala Flosadóttir and the president of the Stjarnan basketball club, Gunnar Sigurðsson, who were very supportive and always ready to assist me when needed.

Abstract

This market research has the aim to assess the current situation of the sport consumers in the men's Iceland Express league in basketball. The purpose is twofold, one to assess the loyalty measured through the team identification and the other is to assess the importance of the motives for attending games. The motives measured were: achievement, knowledge, action, drama, escape, family, physical skills, aesthetics and social interaction and they were measured with the Motivational Scale for Sport Consumption originally developed by Trail and James (2001). The results indicate that the action, aesthetics, drama and physical skill are the most important motives for people following this league. The correlation analysis showed the motive of achievement as the biggest contributor to the team identification in comparison with the other motives. When divided by the level of team identification into spectators and fans the results indicate a difference in all of the motives except for family. The motives of achievement, knowledge, physical skills and social interaction were clearly more important for the fans in comparison with the spectators.

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1. Introduction

The Icelandic basketball teams are organizations which generate profit from marketing their arena's seats to the people and lease the advertising space in the arenas to the local companies. So it is in the interest of the teams to see more people, spectators attending each game. First of all, it is an opportunity for the teams to increase the ticket revenue. A regular-season game ticket costs 1000 kr. and a play-off game ticket costs 1500 kr. Secondly, the teams as a unique marketing communication vehicle of the local companies are able to attract more sponsorship money if more spectators attend the games and become strongly aware of the companies' brand names, logos, slogans etc.

In the Iceland Express Men's Basketball league there is a large gap in attendance between the regular season games and the playoff games. The last two years an average regular-season game has had around 30 percent attendance of the stadium capacity, while a playoff game has had around 90 percent attendance of the stadium capacity. Attendance outside the Reykjavik area was slightly higher. In the regular-season games twelve teams were competing. The top eight ranked teams from the regular-season played in the playoffs. In the regular-season each team played eleven games on home court and eleven away games. During the playoffs each of the eight teams played minimum one and maximum eight games on their home court. As we can see, there is a tremendous growth potential in attendance on the regular-season games.

In order to bridge the gap in attendance between the regular-season and the playoff games, there is a need of effective marketing strategies for increasing the attendance. From a basketball perspective, the marketing concept begins and ends with the sport consumer (Mullin, Hardy and Sutton, 2007). The problem with sport marketers is that when they do market research they are focused on the demographics. Demographics research explains about 3 to 5 percent of the game attendance. The psychographic research explains why people are going to show up on the game (King, 2004). For example, a group of NBA spectators who are demographically similar but in terms of emotional components, they have a different psychological connection with the team and are motivated to attend games by different reasons (King, 2010).

Pooley (1978) divided the sport consumers into spectators and fans, where a spectator will watch a game and forget it quickly but the fan continues his interest until the

intensity of feeling toward the team becomes so great that the parts of his life are devoted to his team. In other words, while spectators have a weak or no identification with a team, fans have a strong identification with a team and watch or attend as many games as possible. The term identification denotes the psychological connection, relation of the sport consumer with the team. Sport marketers' goal is to increase the attendance of the games and create fans. In other words, they should build strategies that can create fans while still focusing on the marketing variables that will attract spectators on the games (Neale and Funk, 2006).

The official definition of marketing given by the American Marketing Association is: *"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large"* (American Marketing Association, 2007). Therefore the key marketing question in relations to basketball should be: what do people value in watching, attending a basketball game? When marketers find out what the value is and why people spend their money, time and energy to watch ten guys playing the game of basketball, then they can focus and direct the marketing resources to create, communicate and deliver that value. A particular group of motives for sport consumption developed by sport scientists reveal what people value in the game of basketball. In other words, that set of various motives or motivational factors are able to answer the crucial question: In what business are the Icelandic basketball teams, what are they selling?

This research examines the spectators' and fans' identification with the team, their motives for attending games and the interrelationship between the team identification and the motives. Additionally the attendance, gender and the location of residence of the spectators and the fans and how those variables explain the above mentioned relationship will be investigated.

The purpose of this study is twofold. First to divide the sport consumer market into spectators and fans based on their level of identification with the team, defined by the level an individual is psychologically attached or connected with the team. The level of identification with the team will determine who the fans are and who are mere observers or spectators. Mullin et al. (2007) called this a state-of-mind psychographic segmentation based on levels of identification and loyalty. *"Although repeat attendance may be the most evident*

manifestation of a person's attachment to a team, this strictly behavioral ignores the underlying psychological processes explaining why some people attend more games over time. In fact, research has shown attendance alone is a poor measure of loyalty" (Mahony, Madrigal and Howard, 2000, p. 16). The strength of the individual's identification with the team is a strong predictor of sport consumption (Fink, Trail and Anderson, 2002). The second task is to divide the above mentioned motives for sport consumption into spectator motives and fan motives based on the relationship with the lowly identified spectators and the highly identified fans. In other words, which motives for attending games appeal to the spectators and which appeal to the fans? It will be tested whether individuals with different levels of identification are motivated to attend games because of different reasons. In this study the focus is on the motives for sport consumption and on the spectators' and the fans' identification with the team as potential variables for a psychographic segmentation of the sport consumer market.

The main research questions in this study are:

- 1) What is the composition in the Iceland Express men's basketball league games audience regarding fans and spectators?
- 2) What motivates spectators and fans to attend Iceland Express men's basketball league games?

Understanding the specific motivation that drive a spectator and a fan to the game can be used in an effective psychographic segmentation that can result in designing and implementing effective market-driven strategies and marketing plans (Wann, Grieve, Zapalak and Pease, 2008).

Very few studies have been conducted outside the USA and the majority of the studies and research discussed in the thesis and related to the sport consumer was executed in the USA. That might answer the question why most of the North American professional and non-professional leagues and teams are one step ahead in comparison to the other parts of the world from the perspective of business, marketing and profitability. The games of the American National Basketball Association league (NBA) are generally considered to be one of the best marketed sport products in the world. The author recently met and had a conversation with the president of the International Basketball Federation (FIBA) of Europe, Ólafur Rafnsson, where he said: *"NBA is a business. They are market oriented"* (personal

communication, May 1, 2011).

Identification will be discussed next, followed by the motives for sport consumption, the interrelationship between the team identification and the motives, methods, findings

2. Identification

Identification as a concept in sport literature has its roots in the social psychology. Allport (1935) defined social psychology as the attempt to understand and explain how the psychological experiences and behaviors of individuals are influenced by the actual, imagined, or implied presence of other human beings. Human psychological experiences are thoughts, feelings, motivations etc. and they unfold in the context of social interaction (Hewstone, Stroebe and Jonas, 2008). Mullin et al. (2007) pointed out that people view sport as a special experience and that sport has a special place in their lives. Hewstone et al. (2008) defined the self and identity as an expression of human experiences from a socio psychological point of view. They said that the sense of self and identity, “who am I”, is partly a result of the experiences created in the social interaction in life. They noted that our identity has a two-way relationship with the social interaction. The identity is a result of the social interaction, but also guides the social interaction (Simon, 2004). *“Acknowledging this dual role, social psychologist have come to conceptualize self and identity as a social psychological mediator - that is, as a variable process that takes shape during social interaction and then guides subsequent interaction”* (Hewstone et al., 2008, p. 91) (figure 1).

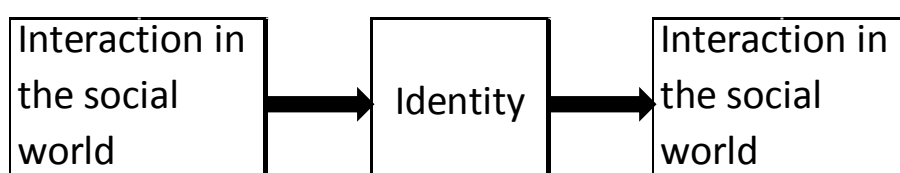


Figure 1: Based on Simon (2004) - Identity as a social psychological mediator

The term identity is closely related to identification. Whereas identity is the knowledge about a particular social group or category, identification denotes the relationship of self with that social group or category, which represents the strength of that particular identity (Hewstone et al., 2008). The theory of identification derived from: The Social Identity Theory (SIT) (Tajfel and Turner, 1979) and the Self Categorization Theory (SCT) (Turner 1982).

2.1 Social Identity Theory

By the Social Identity theory (SIT) which was developed by Tajfel and Turner (1979) *“social identity is defined as that part of a person’s self-concept which derives from the knowledge of his or her membership in a social group (or groups) together with the value and emotional significance attached to that membership”* (Hewstone et al., 2008, p. 104). The groups or

categories may be a basketball team, a nationality, a political party, particular university, religion etc. The knowledge, the emotions and the values associated with a team could create the social identity in the self-concept of a basketball fan. The SIT suggested that, when acting as group members people have a need for a positive social identity, positive self-esteem and are therefore motivated to positively differentiate their in-group from relevant out-groups. Self-esteem is the attitude towards oneself along a positive-negative dimension (Hewstone et al., 2008). People behave in manners that improve the way they are perceived by others because that will make them feel good (King, 2004). A social comparison between our own and other groups on a valued dimension provided the information which individuals need for the formation of a positive or negative social identity (Hewstone et al., 2008). The most relevant dimension for a social comparison for most sport fans is the team performance relative to their competitors (End, Dietz-Uhler, Harrick and Jacquemotte, 2002). Identification with social groups is motivated by the desire of individuals to achieve favorable emotional and psychological states. People want to enhance a positive social identity by connecting themselves with attractive social groups (Fisher and Wakefield, 1998).

The self-concept might consist of more social identities. *"Self-concept is a cognitive representation of oneself that gives coherence and meaning to one's experience, including one's relations to other people. It organizes past experience and helps us to recognize and interpret relevant stimuli in the social environment"* (Hewstone et al., 2008, p. 91). We watch the world around us through the glasses of our self-concept. The structures of the self-concept can be divided into individuals with a low self-complexity and a high self-complexity. Self-complexity is a function of the self-aspects and the level of their relatedness. Self-aspects are represented by roles, identities, abilities, preferences, attitudes, traits etc. A high self-complexity consists of a large number of independent self-aspects where a low self-complexity of the self-concept relates to a small number of highly related self-aspects (Linville, 1985). Research suggests that the level of good and bad feelings after pleasant or unpleasant events is related to the self-complexity. Low self-complexity is associated with more extreme emotional reactions than high complexity. This is because the self-aspect affected by success or failure, represents a larger portion of the overall self-concept for people with low self-complexity than for people with high self-complexity. A complex self-

structure protects the people from an emotional disturbance (Hewstone et al., 2008). A personal example was when my self-concept was low in complexity and in structure as I identified myself as “only” a basketball player. I experienced the wins and losses extremely emotionally. I was extremely happy after the wins and I could not sleep for hours after the losses. But a few years later when I became an Icelandic citizen and entered the master’s program at Háskóli Íslands the feelings and emotions after the games were not as extreme because my self-concept structure was richer and higher in complexity with more social identities. In other words, the structure of the self-concept of a fan of one team will affect his level of fandom, happiness, and sadness as outcome of the team success or failure. He will be more emotionally sensitive and connected to the team’s success or failure if he is low in self-concept structure since his team represents a bigger part of his self-concept structure. Therefore, the way fans view and experience the game might be affected by the underlying structure of their self-concepts and the diversity of the social identities. Hence, the motives for watching and attending the game are affected by the underlying self-concept of the sport consumer.

2.2 Self-Categorization Theory

Turner (1982) developed the Self-Categorization Theory (SCT). According to SCT social identity derives from self-categorization which means *“formation of cognitive groupings of oneself and other people as the same in contrast to some other class of people”* (Hewstone et al., 2008, p. 106). Whenever individuals categorize themselves into in-group and others into out-group and identify themselves with the in-group, they demonstrate intergroup behavior. These processes of categorization and identification influence the behavior, motivations and the way people perceive themselves and others (Hewstone et al., 2008).

Ashmore, Deaux, and McLaughlin-Volpe (2004) provided a model based on the review of the literature about the components of identification: categorization, evaluation, importance and attachment. The core aspect of identification is self-categorization which is the definition of self in terms of a particular social group. Once the categorization is established an evaluation follows. Evaluation refers to the positive or negative attitude that a person has towards the particular social category. The third element, importance, specifies the degree of importance from low to high, of a particular group membership to the individual’s self-concept. The fourth and a major element is a sense of belonging or

emotional attachment to the group. It is the affective involvement a person feels with a social group or the degree to which fate of the group is perceived as overlapping with one's personal fate. The emotional attachment is related with the human need to form positive and long-lasting relationship. The consequence of the identification is behavioral involvement which represents the degree to which a person engages in action as a clear expression of identification (Ashmore et al., 2004). Hewstone et al. (2008) based on Ashmore et al., (2004) defined the components of identification (Table 1).

Table 1: Components of identification, definitions (Hewstone et al., 2008)

Component	Definition
Self-categorization	Identifying self with a social category
Evaluation	Positive or negative attitude towards the category
Importance	Importance of a particular group membership for an individual's overall self-concept
Attachment and emotional involvement	Emotional involvement felt with a particular social group
Social embeddedness	Degree to which a group membership is embedded in the person's everyday social relations
Behavioral involvement	Degree to which an individual engages in actions on behalf of a social group
Content and meaning	Attributes and traits associated with a social group, beliefs about one's group experience, history and position in society

Strong identification makes individuals perceive things which are good for the group as being good for themselves. In other words, the group goals are becoming personal goals. This explains the intergroup behavior (Hewstone et al., 2008).

3. Team Identification

Team identification represents a strong predictor of sport consumption behavior. Highly identified fans are more likely to spend their money, time and energy on games, buy more tickets, team-related merchandise, and stay loyal to their team in times when their teams perform poorly (Fink et al., 2002). The majority of the sport literature suggests that strongly identified fans are loyal to their team, to its players and to the sport (Dietz-Uhler and Lanter 2008; Gau, James and Kim, 2009; King, 2004; Madrigal, 1995). The team should focus on creating highly identified sport consumers because they will remain with the team over an extended period of time and will help the team to achieve its financial objectives. A loyal consumer base consists of individuals with a strong psychological connection with a team (James, Kolbe and Trail, 2002). A psychological connection to the team is used interchangeably with team identification in the sport literature. One of the most important aspects for sport marketers to build and strengthen is the fan identification with the team (Fink et al., 2002). Identifying with a team enhances a person's self-esteem because of the personal meaning and value that comes from the psychological connection with a particular team (Gau et al., 2009).

There are a few different yet similar definitions of sports fan identification. Sutton, McDonald and Milne (1997) defined sports fan identification as a personal commitment and emotional involvement of fans with a sport object. They point at the sport as unique in evoking high levels of emotional attachment and identification. The sport is different from the other products in the way that the fans are able to identify with the team, but in other product markets the customers can only identify with the users of the product-brand. Dietz-Uhler and Lanter (2008) defined sports fan identification as a psychological attachment to a sport or a team and emphasized that identification can range from very weak to extremely strong. Swanson, Gwinner, Larson and Janda (2003) defined sports fan identification as a fan perceived connectedness to the team.

The identification construct has been used frequently in sport consumer studies to explain and predict various sport spectating and consumption behavior of sport consumers (Kwon and Armstrong, 2004). Swanson et al. (2003) found that identification can predict attendance and a positive word of mouth. Therefore, the more fans with a higher identification with the team will lead to a higher level of attendance. The most important

aspect of identification is that individuals are motivated to establish and maintain their psychological connection to the team through behavior (Fisher and Wakefield, 1998). For example, sport consumption behavior of buying a ticket, team related apparel etc. The outcome of high identification with the sport team is that a fan feels a sense of personal success when the team is successful and a sense of loss when the team loses or fails (Funk and James, 2001). Madrigal (1995) found that team identification is significantly correlated with the enjoyment and the overall satisfaction of the sport consumption experience when attending games. Team identification explained 26% of the variance in enjoyment. The individuals who view their association with the team as a more important aspect of their self-identity tend to experience a greater enjoyment and seek stronger individual connections with the team when it experiences successful outcomes (Madrigal, 1995).

Dietz-Uhler and Lanter (2008) argued that identified fans benefit in two ways: as a member of the group of fans and also as a virtual member of the team. For example, it is common to hear fans make statements such as *"We will win them next year"*. End et al., (2002) found that fans may be more likely to identify and associate with a team that has a history of being successful or is expected to be successful during the current season than with a team which is unsuccessful. But in hard times when the team loses games, strong fan identification with the team will keep the fans in the audience and away from other choices of entertainment (Sutton et al., 1997). Dietz-Uhler and Lanter (2008) added that when the team loses, highly identified fans adapt and adjust to the threat by engaging in a variety of behavior that still allows them to maintain a positive image of their team and as a consequence on themselves. This is called social creativity, when the highly identified fans create a new dimension in order to compare their team to the victorious opponent (End et al., 2002). The new dimension might be the players of the unsuccessful team. The fans might highly identify with the players of the losing team and stay attached-connected with their team.

The biggest challenge for sport marketers is to answer the question: what strengthens the identification? Winning can help foster identification, but the team performance cannot be influenced much by the sport marketers. In the 90s the image of the NBA players and the league in general was associated with drugs and other crimes. Nobody wanted to identify with those players. People identify and are often attracted to similar people to themselves.

The image of the players is something which is under marketers control and can be changed (King, 2004). The NBA was extremely popular among the fans when players with a positive image such as Michael Jordan, Magic Jonson and Larry Bird were a part of the league. The NBA commissioner, David Stern has lately been controlling the behavior of the players in order to keep the positive image of the NBA players and consequently the image of the NBA league. He put strict rules and big punishments for the players who in anyway engaged in crime and drugs. This is the way to build heroes who will be loved by the sport consumers. To be clear, basketball stars are many, but only a few are basketball heroes with true positive values.

3.1 Basking in reflected glory (BIRG), Cutting-off reflected failure (CORF) and Team Identification

Basking in reflected glory (BIRG) phenomenon is a tactic for enhancing the self-esteem and is closely linked to the team identification. BIRG reflects the tendency people have to increase and publicize the connection to successful others. A modern example is from the social networking sites such as Facebook where it is common to see people upload pictures or post statements related to successful teams or players. In the same manner people enjoy talking about meeting or being in the same theater, movie or restaurant with a famous person. People want to bask in the glory, success of others' even if they themselves have not done anything for to earn that success. In three football field studies Calдини and Borden, (1976) found that university students were more likely to want to wear school identifying apparel after their school team had been successful, than not successful and that students used "we" more often when describing a victory than a lost game of their school football team. But people do not bask in the success of just any groups, but only to those that have relevance to their self-identities. For example, Americans do not bask in the Russian success at the Olympics (Wann and Branscombe, 1990). Wann and Branscombe (1990) defined BIRG as a capability of people for a strategic self-presentation, that is people decrease the distance between themselves and a successful group with which they have only the most trivial associations. In the other direction, people tend to increase the distance between themselves and groups viewed negatively as a result of some perceived failure. This is called CORF or cutting-off-reflected failure. BIRG and CORF assists in maintenance of self-esteem and a positive self-identity (Wann and Branscombe, 1990).

Team identification or the level of the psychological attachment to a team varies and plays a moderating role in the BIRGing and CORFing. For example, some fans' identification with a particular team is central to their identity and they stay loyal regardless problems facing the team, while the other individual's loyalty is performance dependent as they are low in identification (Madrigal, 1995). Wann and Branscombe, (1990) investigated the relationship between the level of identification with the University of Kansas Men's basketball team and BIRGing and CORFing with the team. They found that individuals high in identification showed increased tendency to BIRG in the victory, relative to those low and moderate in identification with the team. Also highly identified individuals showed a reduction in tendency to CORF when the team faced a defeat, relative to those low in identification. They used the level of identification to divide the fans into highly identified "die-hard fans" and low in identification fans or "fair-weather fans". Die-hard fans are those who will stay loyal with the team during hard times including years of defeat, whereas fair-weather fans will support the team only when it is performing well (Wann and Branscombe, 1990). Less identified fans and BIRGing and CORFing may be the explanation why in some cases the performance of the team is an important reason for attendance fluctuations (Wann and Branscombe, 1990). But a young individual highly identified with the basketball player Kobe Bryant dreaming one day to play with the Lakers will do everything to increase the perceived similarity between him and Kobe. The person will wear team clothes, shoes or engage in other consumption behavior. In this situation the attractiveness and identification with Kobe strengthens the person's connection with the Lakers team and the performance of the team will not affect the consumption behavior of attending games (Fisher and Wakefield, 1998). High identification keeps the fans in the audience in times of bad team performance.

Kwon, Trail and Lee Donghun, (2008) investigated the effect of achievement and team identification on BIRGing in winning situations and CORFing in losing situations. Achievement explained 16.9% of the variance in team identification which means that as the need for achievement increased the level of team identification also increased. 17% of the variance in CORFing was explained by the need of achievement. People with a high need of achievement would CORF after their team loss or failure. 44% of the variance in BIRGing was explained by team identification. There was a negative correlation between the level of identification and CORFing. That means that individuals with low identification are more

likely to CORF and highly identified fans are less likely to CORF. Knowing the fact that it is only one winner at the end of the sport season, Kwon et al. (2008) point out that “*marketers need to increase team identification in their spectators by various means, especially in those who can be identified as having low/moderate connection to the team*”(p. 216).

3.2 Team Identification as a basis for segmentation of the sport consumers

The strength of the psychological connection between the sport consumers and the team that is the level of individual team identification was used for a multiple segmentation of the sport consumer.

Table 2: Segmentation of the sport consumers based on the level of identification.

Wann and Branscombe, (1990)	Sutton, McDonald, and Milne, (1997)	Hunt, Bristol, and Bashaw, (1999)	Mahony, Madrigal, and Howard (2000)	Funk, and James, (2001)	Trail, Robinson, Dick, and Gillentine, (2003)
Fair-weather fan Die-hard fan	Social fan Focused fan Vested fan	Temporary fan Local fan Devoted fan Fanatical fan Dysfunctional fan	Low loyalty Latent loyalty Spurious loyalty High loyalty	Awareness level Attracted level Attached level Allegiance	Spectator Fan

The sport consumers have been divided into fair-weather and die-hard fan (Wann and Branscombe, 1990), social, focused and vested fans (Sutton et al., 1997), fans in awareness, attracted, attached and loyal fans (Funk and James, 2001), and spectator and fans (Trail et al., 2003) (Table 2). They used the level of identification with the team as a basis for segmentation of the sport consumers. Sutton et al. (1997) divided the fans into social fans (low in identification), focused fans (medium in identification) and vested fans (high in identification). The low identification with the team refers to a passive and long relationship with the sport. These fans are not emotionally attached to the team. They are merely attracted by the sport. They are attracted by the entertainment, the eustress/drama and the social aspects of the event. Fans with high identification have the strongest, the most loyal and the longest relationship with the team. Strongly identified fans heavily invest their time and money in the team. When their team plays, highly identified fans say: “*We play*” (Sutton et al., 1997).

A different segmentation of the fans was made by Hunt, Bristol and Bashaw (1999). They suggested two different sources of motivation for sport consumption behavior:

enduring and temporary. Temporary is when the source of motivation for sport consumption behavior is external, social and context dependent. Enduring is when the team or other sport object are important for the fans self-concept. On the basis of motivation for sport consumption they divided the fans into: temporary, local, devoted, fanatical and dysfunctional. They argued that these fans developed through three phases: BIRG, information processing and emotional attachment. The BIRG phenomenon is the driver of the behavior of the temporary fans. Local fans' motivation is geographically based and those fans may be also temporary fans. Devoted, fanatical and dysfunctional fans are different from the temporary and the local fans as they are emotionally attached to the team. The team as a social identity is an important part of their self-concept. These three types of fans differentiate from each other by the level of attachment to the team and how central the team is within the fans' self-concept (Hunt et al., 1999).

Funk and James (2001) said that it is unlikely that an individual will wake up one day realizing that he is a loyal fan. In their Psychological Continuum Model (PCM) they suggested four different levels of psychological connections to the sport objects. In order to become a loyal fan an individual must go through three different levels: awareness, attraction, attachment and allegiance (Figure 2).

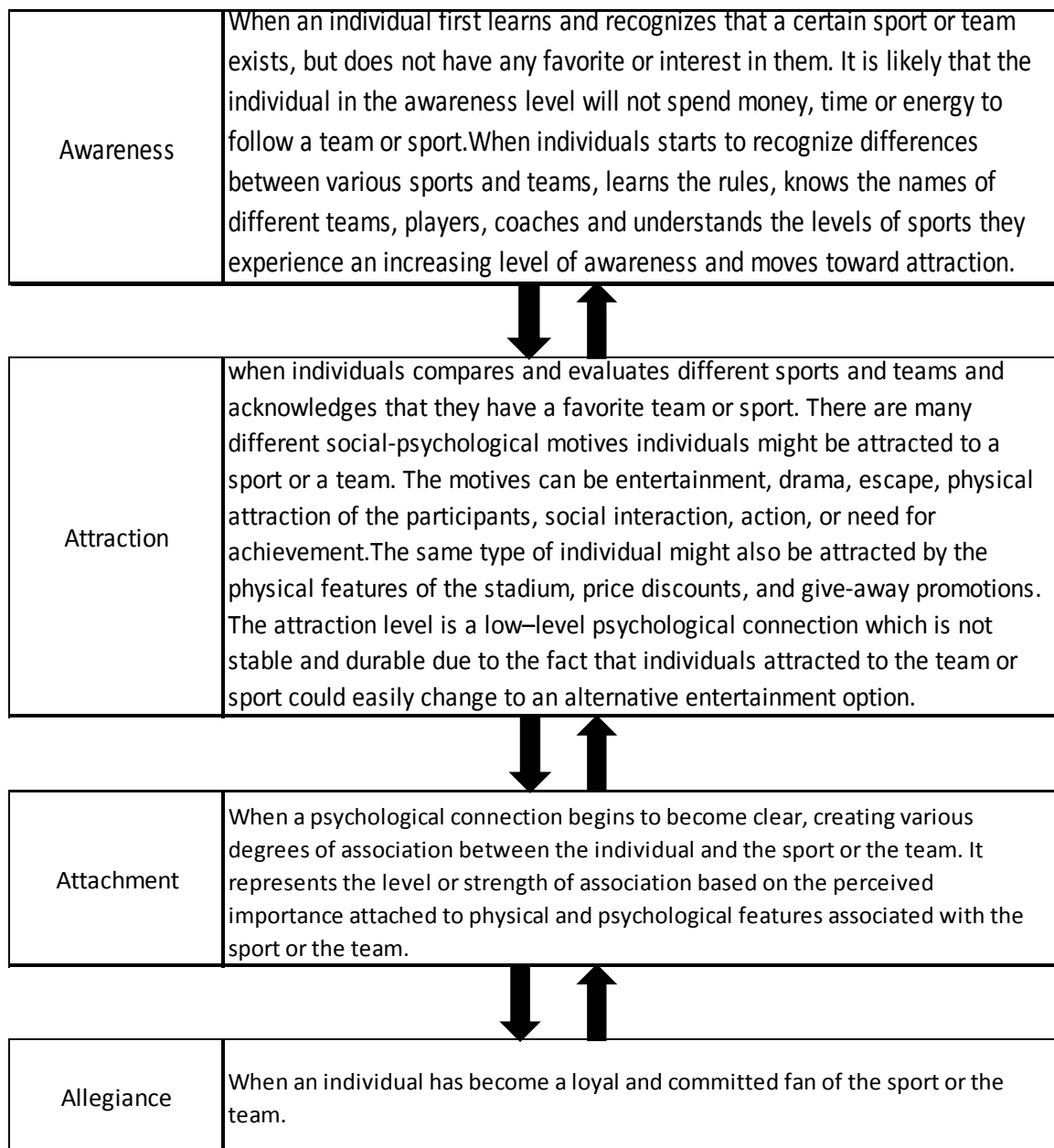


Figure 2: Psychological continuum model (PCM) (Funk and James, 2001).

The Psychological Continuum Model (PCM) suggests that the psychological connections between an individual and a sport or a team are controlled by the complicated nature and strengths of sport related association. Individuals are able to move up and down between the levels of the PCM. Mostly important PCM suggests that loyal fans are created by going through the levels of awareness, attraction and attachment (Funk and James, 2001).

Last and most important for this thesis is the segmentation of fans and spectators. What we can see from the sport marketing literature is that the terminology regarding the use of the terms fan and spectator is not consistent. They are used interchangeably even

though there is a good understanding about the difference between them. Spectators are just attracted by the live event, whereas the fans are attached and identified with the team, the players, etc. There is a psychological connection between the fan and the sport team. The distinction between a fan and a spectator is crucial from the marketing perspective. *"When marketing to fans, one is preaching to the choir"* (Trail et al., 2003, p. 218). An effective marketing plan stresses that connection. Marketers need to provide time for fans to interact with the team, the player, the coach in order to maintain and strengthen the connections. But the same marketing plan will not work for spectators. There is a need of different marketing strategies for spectators (Trail et al., 2003). Spectators might only want to see a quality game, great skills, aesthetics beauty of the sport, and drama in the game (Trail et al., 2003), while fans are more likely to be motivated by the need of achievement. Spectators attend games because of different motives and identify with different aspects of the experience in contrast with fans that attend games because of different motives and identify with different aspects of the sport experience (Trail et al., 2003). *"Dividing the market into different segmentations and applying different strategies for each segment based on their characteristics and needs is crucial in order to come up with effective marketing plans"* (Woo, Trail, Kwon and Anderson, 2009, p. 38). A group of researchers analyzed and investigated the mutual effect of the motives and the identification in order to segment the sport consumer market. James et al. (2002) study showed that a psychological connection to the team seems to be an appropriate segmentation tool for marketers. Their study showed that individuals in the three levels of psychological connection (strong, moderate and weak) with the team showed different relationship with the team and were motivated by different team factors to purchase season tickets. Individuals with strong and moderate connections with the team or the sport were mostly influenced by the physical skill of the participants, acquisition of knowledge and prestige of being a major league city, to purchase season tickets. Those with a weak psychological connection reported only physical skill as a motive.

Overall all of the segmentations are very similar, but the wording used is just different. For example, there is not a big difference between die-hard fans, focused, vested fans, attached, loyal fans and enduring fans. They all have a strong relationship, are attached, highly identified, associate or are psychologically connected with the sport object.

3.3 Sources of Identification and Points of attachment

Fisher and Wakefield (1998) investigated the factors that lead to identification among the fans of one successful and one unsuccessful professional sport team. The factors analyzed were perceived group performance, the sport in general and group member attractiveness. They found that the fans of the successful team identify with the team because of the favorable association related to the sport in general and the perceived group performance. The fans of the unsuccessful team identify with the team because of the favorable association related to the group member attractiveness and the sport in general. Group member attractiveness refers to the players and the coach. Both groups, the fans of the successful and unsuccessful team wanted to promote their positive self-image. This does not mean that fans of unsuccessful sport teams are less likely to identify. It is important to know that the underlying reasons for identification are different for successful and unsuccessful teams. Fans seek alternative ways to connect with the group that allows them to maintain a positive self-image as in this case the group member attractiveness (Fisher and Wakefield, 1998). Sutton et al. (1997) suggested three strategies leading to identification: increased team/player accessibility to the public, increased community involvement and activities that reinforce team history and tradition.

Recent research suggests that team identification as a one-dimensional scale, may not be able to explain why people maintain loyalty or why they attend games (Kwon, Trail and Anderson, 2005). Robinson and Trail (2005) suggested that a team might be only one of more possible points of attachment and identification. In addition to the team identification they proposed other points of attachments for fans being the player, the coach, the community, the sport, the university and the level of sport. For example, when individuals move from their home community to the country side or Reykjavik they still recognize themselves and maintain being fans of their home town because of their attachment with the community. They suggested that as individuals are exposed to different aspects of the game, to different points of attachment, their motivation for attending games might change, decrease or increase. For example people might only enjoy the drama of the game to begin with but later after interacting with a certain player or coach their motivation might evolve or change. Koo and Hardin (2008) recognized the need to use emotional attachment for segmenting the sport consumers in order to develop specified marketing strategies.

4. Motivational theory and sport consumption

Motivation refers to the “*drives, urges, need, wishes, or desires*” that initiate and direct behavior (Bayton, 1958). To get a better picture, Kelly (1980) illustrates the process of motivation: Needs – drives – behavior – goals – reduction or release of tension. Needs are driving behavior toward unsatisfied needs. One of the goals of sport marketing is to initiate particular types of behavior, in this case persuading someone to attend a basketball game. Therefore it's important for marketers to understand how to use an individual's needs and motivation for attending games in order to initiate and direct desired behavior (Koo and Hardin, 2008). Maslow (1943) designed a model to explain how psychological and social needs influence human behavior in his popular theory of motivation.

4.1 Hierarchy of needs

Maslow (1943) grouped the human needs in his well-known theory of motivation in a hierarchy of five different levels (Figure3).

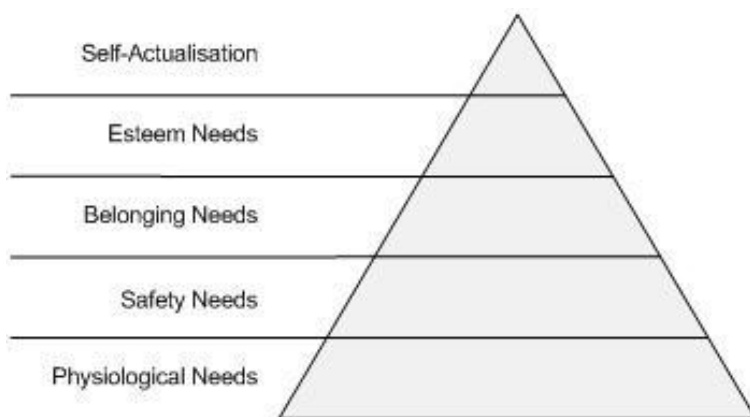


Figure 3: Hierarchy of needs (Maslow, 1943)

In his hierarchy of needs the first level consists of the basic physiological needs which are hunger, thirst, sex and rest. The needs of the second level focus on physiological and psychological safety. The third level consists of needs for belonging, that is socialization, affiliation, being a part of something and acceptance. The fourth level is related to esteem needs for example respect from others, recognition and self-respect. The fifth and the top of the hierarchy is the need for self-actualization. Maslow noted that the behavior is motivated by these needs and is directed towards satisfying them. He argued that the appearance of one level of needs rests on prior satisfaction on the needs from the previous level. For

example an individual without largely satisfied physiological needs would not move up to satisfy the needs from the second, third, fourth or fifth level of the hierarchy. He characterized the human as perpetually wanting animal. Maslow's is worth to be mentioned because the general needs from his hierarchy of needs served as a base for creating a body of knowledge on motivation for sport consumption. Each of the four Maslow's general needs: physiological, social, esteem, self-actualization, except safety have been proposed in the sport literature as motivating factors for sport participation and spectatorship (McDonald, Milne and Hong, 2002). Spectators' and fans' behavior of watching and attending games satisfy their social and psychological needs (Robinson, Trail, Dick and Gillentine, 2005).

4.1 Motivation scales for sport consumption

Over the last two decades sport scientists including sport psychologists, sport sociologists and sport marketing professionals have shown an increased interest in the socio-psychological factors that motivate individuals to consume sports (Wann et al., 2008). Academics have investigated a variety of motives and needs linked to sport consumption behavior (Funk, Mahony and Ridinger, 2002). To be able to measure the socio-psychological motivations that influence sport consumers' behavior, researchers developed four well known scales (Table 2). It is interesting that all of them were developed in North America.

Table 3: Motivational scales for sport consumption.

The Sport Fan Motivation Scale (SFMS) Wann, (1995)	The motivation of the Sport Consumer (MSC), Milne and McDonald, (1999)	The Sport Interest Inventory (SII), Funk, Mahony, Nakazawa and Hirakawa, (2001)	The Motivation Scale for Sport Consumption (MSSC), Trail and James, (2001)
Eustress Self-esteem Escape Entertainment Economic Aesthetic Group affiliation Family	Risk-taking (participants in sport) Stress reduction (participants in sport) Aggression Affiliation Social facilitation Self –esteem Competition Achievement Skill mastery (participants in sport) Aesthetics Value development Self-actualization	Sport interest Vicarious achievement Excitement Team interest Supporting women's opportunity in sport Aesthetic Socialization National pride Drama Player interest	Achievement Acquisition of knowledge Aesthetics Drama/ Eustress Escape Family Physical attractiveness Physical skill Social interaction

The Sport Fan Motivation Scale (SFMS) was originally designed by Wann (1995) to measure eight sports motives of university college students. 23 items scale was measuring the relative

importance of each of the eight underlying motives. The entertainment motive scored highest and the economy motive scored lowest. He also tested the motivational differences between genders. Males scored high on eustress, self-esteem, escape, entertainment, and aesthetic. The females scored high on family motivation. There were no differences in economic and group affiliation subscales. A significant negative relationship between group affiliation and age was also found (Wann, Schrader and Wilson ,1999).

The second scale, Motivations of the Sport Consumer (MSC), measured twelve motives focusing on the spectator's motivations, but also the motives of the participants.

The third, 30 items scale, Sport Interest Inventory (SII), was originally developed by Funk, Mahony, Nakazawa and Hirakawa (2001) to measure 10 motives of the spectators attending the 1999 Women's World Cup.

The fourth, Motivational Scale for Sport Consumption (MSSC), was developed by Trail and James (2001) from a review of the literature and evaluation of the (SFMS) and (MSC) scales. The motives are based on sport sociology literature and are consistent with the motives identified by the previous research. This scale allows academics and practitioners to understand the impact of socio-psychological motives on attendance of sport events. Identifying the motives will allow researchers to advance the understanding of why people make a commitment to a specific team or sport (Trail and James, 2001). Of all the scales developed to measure sport fan motivation the MSSC has been used the most and in a variety of sporting contexts and in many different countries (Fink and Parker 2009; James and Ridinger, 2002; James and Ross, 2004; Hoye and Lillis, 2008; Robinson et al., 2005; Woo et al., 2009).

4.2 Common motives for sport consumption

The common socio-psychological motives for sport consumption mentioned in the sport literature and part of the MSSC are: achievement/self-esteem, acquisition of knowledge, aesthetics, drama/eustress, escape, family, the quality of physical skill of participants and social interaction.

1. The first important motivation to be mentioned related to sport consumption is the need for achievement. The Psychologist McClelland (1961) worked on describing the achievement motivation in his book *The Achieving society*. He noted that some people have the need for achievement and therefore seek achievement and seek to attain realistic but

challenging goals. They have a strong need for feedback as to achievement and progress, and a need for a feeling of accomplishment (McClelland, 1961).

The achievement and self-esteem motive measures whether there is a positive emotional association with a successful team (James and Ridinger, 2002). Building a positive connection with the team increases the self-esteem and makes people feel good (King, 2004). This motivational factor measures the human need for achievement, the need to be successful and the sense of empowerment that an individual can receive from associating or making a connection with a successful team or player (Fink et al., 2002). Involvement in sport helps many individuals to create and maintain a positive self-esteem. Fans attempt to associate with a successful athlete or team and thus appear more positive as a result (McDonald et al., 2002). When a fan's team is successful, the fan gains a feeling of achievement (Wann et al., 1999) or in other words "if my team wins, I win". Self-esteem is the psychological lift of the self- image that people feel when their team wins (King, 2010). If a fan has an emotional connection with a team and his or her team plays well, the fan feels proud and engages in the Basking in Reflected Glory (BIRG), a process for enhancing the self-esteem (James and Ridinger, 2002). The human need for competing and rivalry is highly related to the motive for achievement (McDonald et al., 2002).

2. Aesthetic motives appeal to the individuals who want to enjoy and appreciate the inherent artistic beauty and grace of sports movement (Fink et al., 2002; Wann et al., 2008). The motive of action belongs to the aesthetic motive. Action motive was used for basketball fans and measures the extent to which a fan or spectator watch a sport because of the action associated with the sport (James and Ridinger, 2002). For example, there is a basketball TV show called NBA Action, which shows selected plays where players are part of fast and exciting action where the ball quickly moves from one player to other player usually ending with a scored basket. This show is extremely popular among the fans and spectators of the NBA league. Action is one of the motives that drive individuals to watch NBA games.

3. The escape motive relates to individuals who are dissatisfied by their home life, work or school experience and consuming sport is their way to temporary forget or escape from their everyday troubles or monotone routines (Wann et al., 2008). It motivates individuals who want to escape from the predictable and unexciting activity of everyday life by watching and attending a game (Fink et al. 2002). People have a need to move out of

their “life tunnel” to refresh their minds by doing something different. People sometimes escape daily hassles and find pleasure in watching games (Gau et al., 2009).

4. The eustress/drama motive relates to individuals who consume sport because they enjoy the excitement and arousal they experience during the game. Eustress or euphoric stress motivates people who desire to gain excitement and stimulation through sports (Wann et al., 2008). It is a positive form of stress that energizes an individual (Wann et al., 1999). It is a need to experience pleasurable stress gained from the drama of the event (Fink et al., 2002). Uncertainty and the drama are the strong, favorable and unique differentiating points that kept the sport game as a product accountable and alone on the throne for many thousands years. In the sport game you never know who will be the winner or who will win the season with high percentage of certainty. The NBA marketing team is very aware of this fact. They usually choose games where the winner was revealed in the last seconds of the game with one final big shoot and use those high adrenalin moments in their marketing communication strategies. Marketers in that way accentuate the uncertainty and the drama aspects of the basketball game. There is also a salary cap rule making teams spend the same amount of money for payment of their players. The goal with this rule is try to make the teams more equal in quality in order to increase the uncertainty regarding the winner and to produce close scoring games.

5. Acquisition of knowledge represents the need people have to learn about the team, the sport or players through attending live game or media consumption (Fink et al., 2002).

6. The social interaction or group affiliation motive concerns the social nature of the sport game spectating. Spending time with friend is a driving motivational force behind sport attendance (Wann et al., 2008). People are social beings and have a need to be with others, to be part of a group (McDonald et al., 2002) and to interact with others (Fink et al., 2002). The opportunity to socialize with other spectators is an important motivator of people attending games (Neale and Funk, 2006). The enjoyment of sport is often a function of interaction with other people and only 2 percent of those attending collegiate and professional sport events attend by themselves (Mullin et al., 2007). Sport provides a source of group identity and satisfies the basic need for belonging (King, 2004).

7. The family motive is a subgroup of the social interaction group. This motive

appeals to individuals who see a sport as an opportunity to spend and enjoy time with family members (Wann et al., 2008).

8. The physical skill of the participant's motive relates to people who appreciate the physical skill of the athletes or a well-executed performance of the team (Fink et al., 2002). Fans and spectators love to see difficult moves or fast, high jumping dunks executed by a talented NBA player for example. NBA had short TV shows named: top ten dunks, top ten assist, top ten blocks which are in function of emphasizing the physical skills of the players. Fans and spectators like this aspect of the game.

Gau et al. (2009) noted that drama, physical skill of the participants and aesthetic are not psychological features. Those are the game related attributes, attributes of the sport event. They proposed three types of motives: enjoyment or game related entertainment motives (escape, aesthetic, drama, and physical skill of the participants), self-definitional motives (achievement) and sociability motives (social interaction and family).

According to the motivation theory and from a marketing perspective it is important to note that environmental stimuli may activate the drive to satisfy an underlying need (Mullin et al., 2007). The challenge lies in the fact that not all consumers watch sport because of the same motives and satisfy the same needs. *"Aspects of different sports are going to be appealing to different people. If you can understand what is appealing about your sport, you can market it in a way that people will be most likely to respond positively to it"* (King, 2010, p. 4).

A sport marketer's job is to find out which are the underlying needs that are satisfied with the sport consumption and to create the marketing communication strategy based on those specific needs. A satisfied experience as an outcome of attending game is a good predictor of a consumer's likelihood of attending future games (Madrigal, 1995).

4.3 Research on motivation in sport

The motivation scales mentioned above have been used to measure the importance of the motives across different and specific sports, between the gender and other types of sport studies. The motives were tested if they could explain the variance in the various types' of sport consumption behavior. For illustration, three studies which explored the importance of the motives across different sports will be discussed here.

McDonald et al. (2002) examined 12 spectator motives across nine sports: auto

racing, college baseball, pro baseball, college basketball, pro basketball, college football, pro football, golf, ice hockey. They investigated what psychological needs are satisfied through spectatorship and what drives a consumer to watch a particular sport. The MSC scale was used and only respondents who indicated a sport as their favorite to watch were included in the analysis. The result showed three motives without any significant differences: social facilitation, self-esteem and competition. These motives appealed to spectators of all the sports. Basketball scored high on the following motives: achievement, competition and aesthetics. Significant differences were found between sports in nine of the twelve motivational factors.

In the second study, James and Ross (2004) examined the motivation for attending the games connected with three university sports: men's baseball, women's softball and men's wrestling. Entertainment and social interaction were the motives with no significant difference between the three sports but the results indicated significant differences across the three sports in seven of the nine motives.

In the third study, Wann et al. (2008) investigated the level of fandom and motives for 13 different sports: professional baseball, college football, professional football, figure skating, gymnastics, professional hockey, boxing, auto racing, tennis, professional basketball, college basketball, professional wrestling and golf. In this case the SFMS was used. Basketball scored high on eustress, entertainment and group affiliation motives. This research revealed many significant motivational differences between the 13 sports.

These three studies reveal that motives differ from sport to sport. To illustrate, basketball spectators and fans might like the sport because of the aesthetic, achievement and competition value of the game, while football spectators might like it because of the physical skills of the players and the opportunities for social interaction in the football game. The results help the team marketers to come to a better understanding of what aspects of the game experience are important to the sport consumers of their sport in comparison to the other sports. Hence the games from different sports should be marketed differently.

The team marketers should also consider the differences between the male and female fans and spectators in their strategies. James and Ridinger (2002) investigated if the MSSC motives for being a fan were different depending on gender among people attending women's and men's college basketball games. The results revealed that the action, escape

and drama in the game of basketball were the three highest rated motives by the female spectators. The male spectators had a greater need of being associated with a winning team and scored high on the need of achievement. They appreciated the beauty in the game of basketball, were attracted by the aesthetic motive and enjoyed the game because of their knowledge of basketball.

To get a better picture and understanding of the sport consumer motives related to a specific sport, the team marketers tested the ability of the motives to explain various kinds of sport consumption behavior in a specific sport. As the sport marketer's objective is to increase the sport consumption, they need to understand the relationship between the motives and the various sport consumption behavior. A group of researchers assessed the ability of different motivational scales to explain the behavior of sport consumption, attitudinal loyalty, frequency of attendance, game attendance, length of being a fan, fandom in specific sport, consumer support, intention to attend future games and frequency of travel to the away games. The ability of the motives to explain the game attendance behavior was unfortunately rather limited. The motives combined explained maximum 18% of the variance in the game attendance. The percentage increased when the motives were related to: the consumer support, the length of time as a fan, the level of attitudinal loyalty, the intention to attend future games, team commitment etc.

Mahony, Nkazawa, Funk, James and Gladden (2002) examined the influence of specific motives on the behavior of the Japanese professional soccer league spectators. The behavior was measured by the frequency of the attendance and the length of time as a fan across seven motivational constructs. The result of the regression was that only 16% of the variance in length of time as a fan was explained by aesthetic, drama, sport, team and player attachment and only 15% of the variance in attendance was explained by drama, vicarious achievement, community pride, team and player attachment.

Ridinger and Funk, (2006) investigated the relationship between SII motives, team commitment and game attendance among spectators attending men's and woman's basketball games in NCAA division one. The regression model revealed that for fans at the men's basketball games only 18% of the variance in the game attendance was explained by four out of fifteen (SII) factors: excitement, escape, team interest, and university pride.

As only 18% of the variance in the game attendance was explained by the motivational

measurement scales, Funk, Filo, Beaton and Pritchard (2009) created and tested a scale with five factors: Socialization, Performance, Excitement, Esteem and Diversion (SPEED). The SPEED scale was made from a combination of the previous motivational factors. The goal was to develop a scale which would be able to explain a bigger percentage of the variance in the attendance. They tested the motives of spectators at a professional football game and on individuals in the general population. The results indicated that performance, excitement and esteem explained 30% of the variance in the past attendance. The SPEED scale showed the highest explanation ability related to attendance. Overall the scales were a weak predictor of sport consumer behavior related to game attending. The motives explained maximum 18% of the variance in game attendance. Only the SPEED scale could explain 30% of the variance in the past attendance.

5. Interrelationship between team identification and the motives for sport consumption

Fink et al. (2002) were the first to examine the interrelationship between the motives and the team identification. They also investigated the gender effect on the relationship between the motives and identification. The MSSC motives they used were: achievement, acquisition of knowledge, aesthetics, social interaction, drama/excitement, escape, family, and quality of the physical skills of the participants. Data was collected at two intercollegiate basketball games at a large Southern university. The motives significantly correlated among each other except family which was not significantly correlated with five motives. All the motives significantly correlated with team identification. Combined the motives explained 72.6% of the variance of the team identification, where achievement, aesthetics, drama and social interaction significantly related to team identification. The biggest variance in team identification was explained by achievement (33%), followed by aesthetics (9.4%). For women three motives explained significant amounts of the variance: achievement (55%) aesthetic (6.4%) and drama (4.2 %) and for men four of the motives: achievement (20.1%), aesthetic (10.1%), acquisition of knowledge (4.9%), and social Interaction (4%). The need for achievement is a primary indicator of team identification.

The findings suggest that the need for social prestige, the need an individual has to maintain a positive self-esteem and good feelings about themselves and the association with a successful team or player are the strongest motivator of becoming attached to the team (Fink et al., 2002). The problem is that this motive is connected with the performance of the team, with the win/lose record where sport marketers don't have much influence. If the team is winning then sport marketers can simply build the strategy around the motive for achievement, but if the team loses, there is a risk for individuals to CORF in order to maintain a positive self-image. Wann and Branscombe (1990) suggested that only fans with weak team identification are likely to CORF. In this study the spectator's favorite team had a successful season and that might be the reason for the high scores of the achievement motive (Fink et al., 2002).

Another striking motive which highly correlates with spectator's level of identification is aesthetic. That means individuals' enjoyment in the artistic beauty associated with the sport or the team contributes to those individuals to attach or identify more to that sport or team.

Therefore, sport marketers should emphasize their particular aesthetic qualities to be able to take full advantage of this motive and to enhance identification (Fink et al., 2002).

Fink et al. (2002) suggests that social interaction, physical skill of the participants and acquisition of knowledge in their interplay develop a higher level of identification. For example, when people come to the basketball game they enjoy interacting with other spectators, discuss certain skillful player's move, debate about the player's statistics, and learn more about the team and the players as well as feeling more connected, identified to the team.

The family motive was not related to other motives and identification. This is logical as the need to spend time with the family could be satisfied in many different ways. Drama, escape and social interaction are also motives that can be satisfied via many different entertainment events. But in this study they correlate with the other motives as those spectators' choose to satisfy the needs through attending a basketball game (Fink et al., 2002).

McDonald and Milne (1997) pointed out the same motives, entertainment, eustress and social interaction as relevant to fans with low identification and without an emotional attachment to the team and who only might be attracted by the sport. Regarding gender differences, it is interesting to note that the female motive of achievement explained 35% more than for the male part in the variance in the identification. There was also a negative correlation between the drama and the identification among female attendees. The more they enjoyed the drama, the less likely they were to highly identify with the team. It is understandable that highly identified fans do not enjoy to watch dramatic close-scoring game and possibly lose the game, and to feel bad. Instead highly identified fans want a clear win (Fink et al., 2002). Another gender difference was that social interaction and acquisition of knowledge were playing a bigger role in the identification for males than females.

5.1 Interrelationship between the points of attachment and the motives for sport consumption

Kwon et al. (2005) were first to test the multidimensional approach to identification or Points of Attachment Index (PAI). The PAI scale include: attachment with the team, the player, the coach, the sport, the university and the level of sport. Kwon et al. (2005) investigated the relationship between the points of attachment, satisfaction and behavior

loyalty meaning number of games attended. Attachment to the team or team identification explained a significant amount of the variance in satisfaction (26%) and also a significant amount of the variance in attendance (24%). They also measured the (MSSC) motives: achievement, aesthetics, drama, escape, knowledge, physical skills and social interaction across the sport consumers of football, men's basketball and women's basketball games. The result indicate that the gender explained 2% and 3% of the variance in motives and points of attachment respectively and the type of sport explained 4% of the variance in motives and 7% of the variance in the points of attachment. The correlation analysis suggested three canonical significant correlations which showed a shared variance among motives and points of attachment in excess of 70%. The results indicate several sets of relationships between motives and points of attachment which can be the basis for creating marketing communication strategies. The interplay between the motives and points of attachment of this study suggest two segments and two communication strategies appropriate for them. The first strategy focuses on the team, the coach, the university and the community as points of attachment and the motive achievement. The second strategy focuses on the sport in general as a point of attachment and the motives aesthetic and drama related to the sport in general.

Robinson and Trail (2005) noted that if team marketers can develop multiple points of attachment and appeal to multiple motives within their spectators and fans, satisfaction and retention increases. Trail et al. (2003) examined the relationship between the motives and points of attachment. To measure identification they used seven points of attachment separated into two groups. Organizational identification consisted of: identification with the team, the player, the coach, the community, the university. Sport identification consisted of: identification with the sport in general (football) and the level of sport (first division, second division etc.). The MSSC motives were used to measure motivations of the attendees of four football games. The motives were: achievement, escape, social interaction, and acquisition of knowledge, physical skills of the participants, aesthetic and drama. The goal of the study was to segment the spectators and fans on the basis of their motives and points of attachment. The premise was that the ones who attended games as spectators do not have a strong psychological connection to the team entity, such as the team, the player, the coach, while fans are more likely to be attached to one or more of these connections (Woo

et al., 2009). That means that spectators' motives are likely to be linked with sport identification and fans' motives connected to organizational identification. The regression revealed that the achievement motive significantly correlated with organizational identification explaining (73%) of the variance in organizational identification (the team, the player, the community, the university, the coach). Aesthetic, eustress/drama, acquisition of knowledge and physical skill of the participants significantly correlated with sport identification explaining (51%) of the variance in sport identification (the sport, the level of sport). The escape and social interaction significantly correlated with all the other motives. The results indicate segmentation of the motives in three categories. First is the motive for the fans of successful team: achievement. Second are the motives relevant for the spectators: aesthetic, physical skill of the participants, eustress/drama and acquisition of knowledge. These might also be motives for the fans of the unsuccessful team. Third, overarching motives which apply to both spectators and fans are: escape and social interaction (Trail et al., 2003). Spectator motives were related to sport identification and fans motives were related to organizational identification. These results confirmed Fisher and Wakefield's (1998) study where highly identified fans of the winning team were motivated by the achievement and the highly identified fans of the losing team were motivated by the member group attractiveness and the sport in general.

Robinson et al. (2005) tested the same model to investigate motives and points of attachment. They tested the model in three different NCAA football divisions. The result supported the segmentation of the motives made in the previous research. Also the top division attendees were highly identified with the points of attachment from the organizational identification (team, coach, players, university, community) in comparison to other division where attendees identified high with the points of attachment from the sport identification (sport and level of sport).

Woo et al. (2009) examined the same topic and in the same manner, the motives and the points of attachment in the context of college football. The goal was to make a distinction between spectators' motives and fans' motives. The study confirmed the previous research that the motives for fans and spectators were different and that they lead to different set of points of attachment. The results indicated that social interaction and achievement are motives for fans of teams. Physical skill, drama, acquisition of knowledge

and aesthetic were motives for the spectators. Escape was an overarching motive related to both fans and spectators and linked to the organizational identification and to the sport identification. The outcome suggests that fans and spectators should be approached differently and that the marketing plans need to be developed differently for fans and spectators.

6. Research Method

The purpose of this research was as stated before to answer the two main research questions:

- 1) What is the composition of the audience in the Iceland Express men's basketball league? How many are fans and how many are spectators?
- 2) What motivates spectators and fans to attend Iceland Express men's basketball league games?

The following sections discuss the survey-questionnaire, the research execution and information about the participants.

6.1 Questionnaire

The questionnaire consisted of 30 items or statements and was divided into three main parts: motivational, identification and a demographic part (Appendix 1). The first question on the survey was "What is your favorite team in the Iceland Express man's basketball league?". The goal of this question was to make the survey more fun and interesting for the respondents and to attract more responses. The first part consisted of statements measuring the motives of the people with modified MSSC which was originally developed by Trail and James (2001). MSSC measured the level of the importance of the nine motivational factors of the people following basketball. The MSSC was chosen because it has been used most widely of all the scales developed to measure sport fan motivation in a variety of sporting contexts and countries (Fink and Parker 2009; James and Ridinger, 2002; James and Ross, 2004; Hoye and Lillis, 2008; Robinson et al., 2005; Woo et al., 2009) and because of its applicability to Icelandic basketball context. This scale measured nine motivational factors with 17 items. The motives measured were: achievement, acquisition of knowledge, aesthetics, action, drama, escape, family, the quality of physical skills of participants and social interaction.

The second part, identification, measured the level of loyalty with a three item scale: "*I consider myself to be a real fan of my basketball team*", "*I want others to know that I'm a fan of my team*", and "*Being a fan of my team is very important to me*". (Woo et al., 2009, p. 48).

The third part measured the place of living, relationship status and the age of the people. Additionally the number of games attended was measured and points of attachment which are: the coach, the players, the community and the sport: basketball. The motivation and

identification parts used the Liker scale responses from “1-Strongly disagree” to “7-strongly agree”.

6.2 Procedure

The survey was conducted in four play-off games during the season 2010-2011. Before the game started and in half time the attendees answered the questionnaires. It was distributed by the board members of the teams and the instructions were in writing on the survey. On some occasions the host of the game explained the goal of the survey and read the instructions on the sound system. The instructions are written in the beginning of the survey and are accessible in appendix 1. The questionnaire was also posted online for three days on the Icelandic basketball federation’s (IBF) Facebook page “Körfuknattleikssamband Íslands (KKI)” and on the IBF related website “www.karfan.is”.

6.3 Participants

499 people answered the survey, 359 males and 140 females. The participants were of all ages but a great majority was younger than 34 years old and male. The participants’ place of living was rather equally divided between the countryside and the capital area.

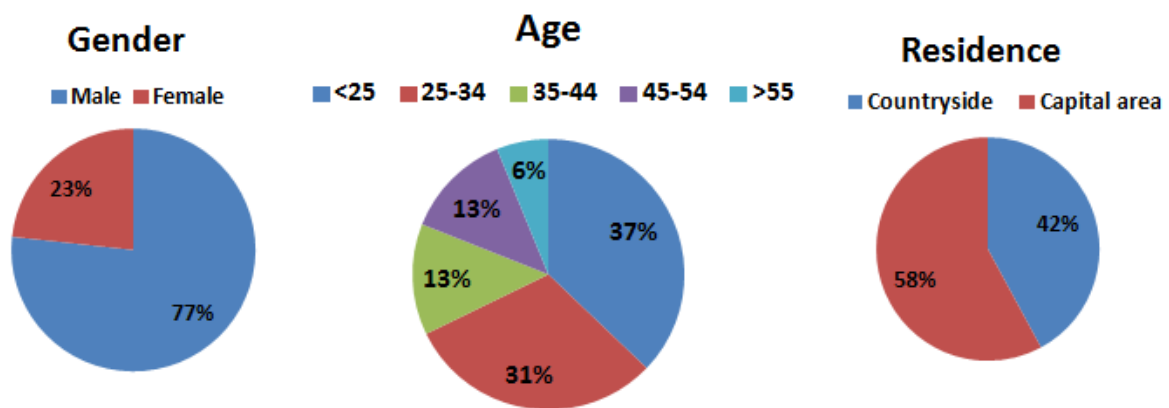


Figure 4: Information about the participants

7. Findings

The findings are divided into two parts. The first part covers the statistical results of the motives, the team identification, the points of attachment and their interrelationship. The second and main part answers the research questions.

7.1 Motives

The importance of the nine motives was measured by 17 items. Table 4 shows the mean and standard deviation values of the motives of the respondents. The motives of aesthetics, action, physical skills of the participants and the drama aspect of the basketball game have the highest mean values. In other words, those motives are the most important for the respondents. On the other side escape and family motives were least important for the respondents.

A paired-samples t-test was done in SPSS a statistical program for social sciences. The results showed no mean values difference between the motives of drama and physical skills of the participants $t(498)=-1.835$; $p>0.05$, action and aesthetics $t(498)=-1.282$; $p>0.05$ and achievement and knowledge $t(498)=1.304$; $p>0.05$. The mean values among all the other motives were significantly different.

Table 4: Motivational factors

	No. of answers	Mean	Standard deviation
Achievement I feel like I have won when my team wins I feel personal sense of achievement when my team plays well I feel proud when the team plays well	499	5.52 5.63 4.79 6.16	1.335 1.589 1.792 1.316
Knowledge I increase my knowledge about basketball at the games I increase my understanding of basketball strategy by watching the game I learn about the technical aspects of basketball by watching the game	499	5.61 5.62 5.77 5.46	1.305 1.482 1.415 1.453
Action I like that basketball is a fast past game	499	6.33	1.167
Drama I enjoy the drama of a close game I prefer watching a close game rather than one sided game I enjoy it when the outcome is decided until the very end	499	6.13 6.37 6.02 6.01	1.087 1.144 1.404 1.307
Escape The game provides an distraction for me from my day to day activities The game provide a diversion from life's problems for me	499	5.06 5.13 4.99	1.485 1.747 1.768
Family I like going to the game with my family	499	5.36	1.716
Physical skills The athletic skills of the players are something I appreciate I enjoy a skillful performance by the team	499	6.21 6.05 6.38	1.063 1.220 1.077
Aesthetics I enjoy the gracefulness and talented plays of the sport game	499	6.39	1.076
Social interaction I enjoy interacting with other people at the game	494	5.70	1.209

7.2 Team Identification

Table 5 shows the mean and standard deviation values of the team identification and the other points of attachment in form of the coach, the players, the community and the sport-basketball. Team identification and community attachment have the highest mean values.

The respondents emphasized the community as an important object of attachment in comparison with the player, the coach and the sport- basketball. The player's attachment and the coach attachment have the lowest mean values.

Table 5: Team identification and points of attachment

	No. of answers	Mean	Standard deviation
Team Identification	499	5.48	1.40
I consider myself to be a real fan of my basketball team		5.75	1.548
I want others to know that I'm a fan of my team		5.35	1.628
Being a fan of my team is very important to me		5.34	1.616
Coach Attachment	499	3.48	1.989
I'm a fan of my team because I like the coach			
Players' Attachment	499	3.00	1.928
I'm a fan of a specific player more than I'm a fan of a team			
Community Attachment	499	4.91	1.839
I'm a fan of the team because it enhances the image of my community			
Basketball Attachment	499	4.23	1.815
First and foremost I consider myself a fan of a basketball, more than being a fan of some team			

7.3 Relationship between the motives and team identification

All the motives and the team identification significantly correlate (Table 6). All the results are significant $p < 0.05$. There is a different criteria related to the interpretation of the strength of the correlations. This study used Cohen's (1988) suggestion: small correlation from 0.10 to 0.29; medium correlation from 0.30 to 0.49 and high correlation from 0.50 to 1. The results show high correlation between the team identification and the motive of achievement $r(499) = 0.689; p < 0.001$. In other words, a winning performance of the team is the most important for the fans and a winning performance of the team creates fans.

Table 6: The Pearson correlation

	Team Identification	Physical Skills	Escape	Drama	Knowledge	Achievement	Social Interaction	Aesthetics	Family	Action
Team Identification	1									
Physical Skills	.403	1								
Escape	.320	.245	1							
Drama	.183	.546	.150	1						
Knowledge	.327	.476	.177	.435	1					
Achievement	.689	.447	.280	.251	.365	1				
Social Interaction	.384	.456	.225	.271	.286	.354	1			
Aesthetics	.358	.837	.247	.550	.478	.391	.409	1		
Family	.220	.393	.316	.188	.223	.228	.300	.365	1	
Action	.300	.609	.194	.557	.455	.318	.329	.623	.348	1

The motive of action, aesthetics, drama and physical skills of the participants strongly correlated between them. This is a logical result due to the similar entertainment nature of these motives. These motives may be the motives for the spectators attending games. The spectators motivated by the fast past game they also want to see a game with a lot of uncertainty and drama about the winner. The correlation results can be a foundation for segmentation of the people in the audience. The first segment could be the fans interested in winning the game and the second segment could be the spectators motivated by the entertainment value of the game, action, drama and aesthetics. The physical skill of the participants is in medium correlation with the team identification. This motive is important for the spectators, but also for the fans. It is logical the fans to want to see a skillful performance of “*their*” team.

The regression analysis shows that the all the motives are able to explain, predict 51.2% ($r=0.512$) of the variance of the team identification as seen in Table 7. Significant results were found in four particular motives were $p<0.05$. The motive of achievement had the far highest impact on the team identification, Beta was 0.579. I other words the winning

capabilities of the teams were crucial in developing fans. The motive of drama had a negative impact on the team identification even though the size of the Beta was small. Beta was -0.105 . It is understandable that fans dislike drama and prefer safe wins for their teams.

Table 7: Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.360	.342		1.052	.293
	Physical skills	.106	.084	.077	1.266	.206
	Escape	.113	.033	.119	3.475	.001
	Drama	-.138	.053	-.105	-2.590	.010
	Knowledge	.049	.042	.045	1.189	.235
	Achievement	.615	.039	.579	15.718	.000
	Family	-.028	.030	-.034	-.945	.345
	Aesthetics	-.002	.080	-.001	-.025	.980
	Social interaction	.147	.043	.127	3.441	.001
	Action	.062	.054	.049	1.152	.250

a. Dependent Variable: Team Identification

All of the points of attachment are able to explain the 21.7% ($r=0.217$) of the variance of the team identification (Table 8). Three out of four points of attachments significantly contributed to the team identification. In terms of the size of Beta the community attachment influenced the team identification the most. There was also a negative influence on the team identification by the player's attachment.

Table 8: Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.316	.212		20.325	.000
	Coach attachment	.089	.030	.126	2.960	.003
	Player attachment	-.111	.030	-.152	-3.651	.000
	Community attachment	.303	.032	.396	9.585	.000
	Basketball attachment	-.071	.032	-.091	-2.231	.026

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	Basketball attachment	-.071	.032	-.091	-2.231	.026

a. Dependent Variable: Team Identification.

7.4 Research question 1

As mentioned earlier, the basis for the segmentation of the participants into spectators and fans was the level of the team identification. More precisely the team identification item: “I want others to know that I am fan of my team” was a criterion for dividing them into fans and spectators. The respondents who answered with the values 6 and 7 were classified as fans. The respondents answering with the values 1, 2, 3, 4 and 5 were classified as spectators (Figure 6). The survey was executed in the playoff times when the excitement is higher and the teams are more present in the people’s life. The teams as nodes in the mental maps of the people who follow basketball were aggressively recalled and reinforced during the time of the playoffs and influenced the team identification. Therefore the high values 6 and 7 were chosen as criteria for being a fan. The findings show that 239 or 47.9 % of the respondents were spectators and 260 or 52.1 % were fans.

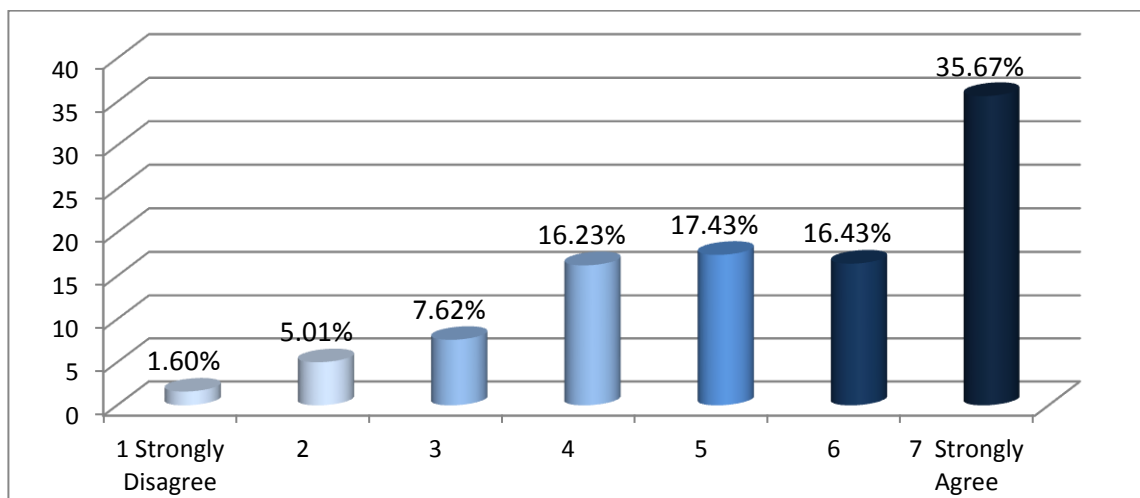


Figure 5: Team Identification - I want others to know that I am a fan of my team

The results show that fans are younger than the spectators. The majority of the fans or 44.2% were 25 years old and younger but 29.3% of the spectators were 25 years old and younger (table 9).

Table 9: Age of fans and spectators

Age (years)	Fans	Spectators
<25	44.2	29.3
25-34	23.8	38.1
35-44	13.8	12.6
45-54	11.2	14.6
>55	6.9	5.4

7.5 Research question 2

Table 10 shows the mean values of the motives of the fans and the spectators and a t- test was executed to analyze the mean differences.

A t-test was done to analyze the possible difference in the mean values of the motivational factors among the spectators' and the fans' motives (Table 10). There was a difference in the mean values of the motivational factors among all of the spectators' and fans' motives except for the family motive. In other words, the importance of the family motive is not different for the spectators and the fans. The fans scored higher than the spectators on all of the motivational factors.

Table 10: Independent-samples T-test

	Spectators Mean	Spectators St.dev	Fans Mean	Fans St.dev	T-test
Achievement	4.93	1.399	6.08	0.993	$t(497) = -10.55; p < 0.05$
Knowledge	5.30	1.411	5.90	1.126	$t(497) = -5.21; p < 0.05$
Action	6.11	1.429	6.53	0.812	$t(497) = -4.00; p < 0.05$
Drama	5.98	1.267	6.27	0.869	$t(497) = -3.01; p < 0.05$
Escape	4.77	1.488	5.30	1.435	$t(497) = -4.21; p < 0.05$
Family	5.17	1.702	5.53	1.714	$t(497) = -2.37; p > 0.05$
Physical skills	5.94	1.245	6.46	0.785	$t(497) = -5.52; p < 0.05$
Aesthetics	6.16	1.366	6.60	0.705	$t(497) = -4.47; p < 0.05$
Social interaction	5.39	1.288	5.99	1.055	$t(497) = -5.65; p < 0.05$

The motive of achievement, social interaction, physical skill of the participants and knowledge were most different and the fans emphasized those motives as more important than others in comparison with the spectators.

Table 10 shows the level of the importance for the motives among the fans and the spectators. The fans scored high or showed a strong need of achievement, knowledge, action, drama, physical skills, aesthetics and social interaction, whereas the spectators showed strong interest of action, drama and aesthetics. Family and escape scored low or were not important motivators for the fans and the spectators to watch games.

Table 11 shows the mean values of the spectators' and the fans' points of attachment and their difference. There was a mean difference between the spectators and the fans community attachments and coach attachment. The fans and the spectators emphasized the community as the most important point of attachment. It is interesting that the spectators scored higher on players' attachment in comparison with the fans.

Table 11: Independent-samples T-test

	Spectators Mean	Spectators St.dev	Fans Mean	Fans St.dev	T-test
Coach Attachment	3.15	1.849	3.78	2.069	$t(496) = -3.56; p < 0.05$
Players' Attachment	3.17	1.946	2.85	1.903	$t(497) = 1.86; p > 0.05$
Community Attachment	4.40	1.781	5.38	1.766	$t(497) = -6.21; p < 0.05$
Basketball Attachment	4.32	1.782	4.15	1.844	$t(497) = 1.05; p > 0.05$

Figure 6: Points of Attachment.

Table 11 shows the difference in percentage in the game attendance between the fans and the spectators. 25% of the spectators attended 16-22 games in the regular season, while 40.8% of the fans attended 16-22 games. The percentage difference was calculated by hand with the formula for significance of the difference between two percentages and result was $z = 3.8$.

Table 12: Games attendance

Games attended	Fans	Spectators
None	3.8	8
1-3	6.5	10
4-7	15	18
8-15	33.8	39
16-22	40.8	25

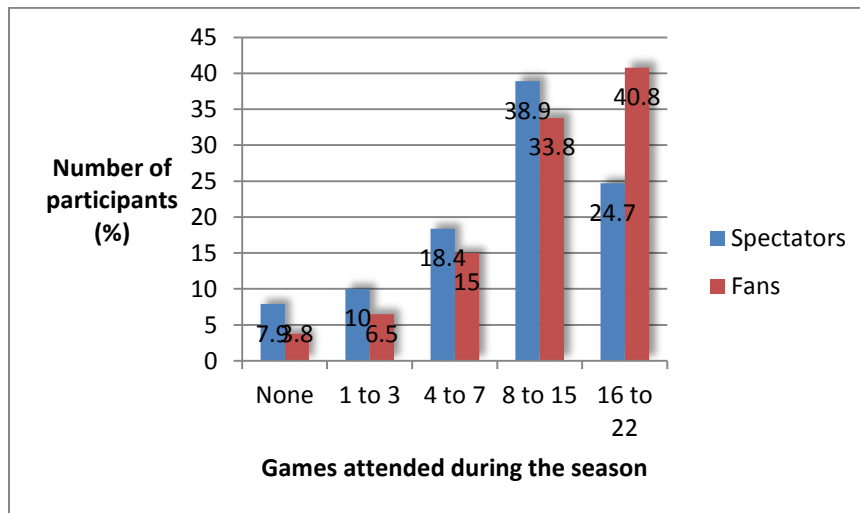


Figure 7: Cross-tabulation: Game attendance and spectators and fans

Figure 7 shows the relationship between the games attended and the level of team identification (fans and spectators). The fans attended more games than the spectators.

7. Discussion

The purpose of this research was to investigate the distribution of spectators versus fans among people who follow the Icelandic basketball league and to find out what motivates them to attend and watch basketball games. Spectators are those who are just attracted by the game whereas the fans are attached and strongly identify with the team. The results of this study roughly showed that half of the people following the men's Iceland Express basketball league are spectators and the other half are fans. The main finding is that the motive of achievement, knowledge, physical skills and the social interaction are more important motives for the fans in comparison with the spectators. When marketing the games the teams should have the spectators and the fans in mind. When they develop the marketing strategy in order to increase the team identification, that is loyalty, they should focus on the motives mentioned above but when they want to attract more spectators on the games, they should emphasize the action, drama and aesthetics aspect of the games.

Furthermore, the findings showed that the fans or people with "high" team identification do not really identify with or attach to the basic team components i.e. the players and the coaches. This could have a logical explanation as the majority of the best players in the league and the coaches move to new teams or leave the country almost every basketball season. The majority of the teams do not have a long term strategy of team building and creating a fan base. Every year the teams change their two or three foreigners, who often represent the core of the team and play the most of the minutes in the games. As a consequence the people do not have enough time to connect, attach and create a strong relationship with the team through the players and the coaches. Funk and James (2001) noted that it is unlikely that an individual will wake up one day realizing that he is a loyal, highly identified fan. In their PCM they suggested four different levels of psychological connections to the sport objects. In order to become a loyal fan an individual must go through three different levels: awareness, attraction and attachment. In contrast to Icelandic teams, the teams in the NBA usually sign long-term contracts with their main players. For example, Kobe Bryant spent his last 10 years in Lakers, Kevin Garnet spent many years in Boston Celtics etc. It is interesting to note is that when LeBron James moved from Cleveland to Miami, the Cleveland fans were extremely angry and now three years later, they still express hard feelings towards him.

The fans pointed out the community as the most important point of attachment. Therefore, we can define the basketball fans in Iceland as community dependent or geographically dependent. The results showed a connection between the community attachment and the team identification. The fans acknowledged “I’m a fan of the team because it enhances the image of my community” as a very important reason for them in comparison with the other points of attachment (Trail et al., 2003, p. 223). For example, when individuals move from their home community to the country side or Reykjavik they still recognize themselves and maintain being fans of their home town because of their attachment with the community. The community attachment explained the most of the variance of the team identification. Hunt et al. (1999) defined those types of fans as local fans bounded by geographical constraints and identified with a geographical area. They called them temporary fans because they are not emotionally attached to the team and are motivated to attend games by external, social and context dependent factors. They note that the local fan sees the team as peripheral to their self-identification, but devoted, loyal fans see the team as more central to their self-concepts. Dietz-Uhler and Lanter (2008) emphasized that identification can range from very weak to extremely strong. The results of this study indicate that the Icelandic basketball fans are moderate and low in the team identification as their attachment is mainly community based. Hence, we have spectators who are low in team identification and fans that are moderate in team identification. Kwon et al. (2008) point out that *“marketers need to increase team identification in their spectators by various means, especially in those who can be identified as having low/moderate connection to the team”* (p. 216). Therefore the results suggest the community or the city can be useful in the marketing communication strategy but the teams also need to develop other points of attachment. Sutton et al. (1997) suggested three strategies leading to identification: increased team/player accessibility to the public, increased community involvement and activities that reinforce team history and tradition.

There were differences in the mean values in all motivational factors, except family among the fans and the spectators. The motive of achievement, knowledge, physical skill of the participants and social interactions were more important motives for the fans in comparison with the spectators. Small evidence of difference was found among the drama, escape, aesthetics and action motive among the spectators and the fans. The study indicates

the motive of achievement as a clear motive among the fans. The fans were meaningfully more motivated by the performance of the team which is achievement, in comparison with the spectators. This is consistent with the previous research (Fink et al., 2002) who notifies that the motive of achievement is a primary indicator of team identification, fanship. Fink et al. 2002 suggested that the need for social prestige, the need an individual has to maintain a positive self-esteem and good feelings about themselves and the association with a successful team are the strongest motivator of becoming attached to the team. The problem is that this motive is connected with the performance of the team, with the win/lose record where sport marketers don't have much influence. If the team is winning then sport marketers can simply build the strategy around the motive for achievement, but if the team loses, there is a risk for individuals to CORF in order to maintain positive self-image (Fink et al., 2002). This does not mean that fans of unsuccessful sport teams are less likely to identify with the team. It is important to know that the underlying reasons for identification are different for successful and unsuccessful teams. Fans seek for alternative ways to connect with the group that allows them to maintain a positive self-image as in this case the group member attractiveness (Fisher and Wakefield, 1998.) Kwon, Trail and Lee Donghun, (2008) found out that 17% of the variance in CORFing was explained by the need of achievement. In other words, the people with a high need of achievement would CORF after their team loss or failure. If the team loses the only way to keep them on the games is to strengthen the team identification, i.e. loyalty. If the team is unsuccessful, the players, group members' attractiveness and the sport in general can be the attachment points (Fisher and Wakefield, 1998). In other words, Los Angeles Lakers might lose games, but the fans will come to the games to see Kobe Bryant. Icelandic basketball teams have very few basketball stars and heroes who will keep the audience in the games in the times of bad performance. Dietz-Uhler and Lanter (2008) added that when the team loses, highly identified fans adapt and adjust to the threat by engaging in a variety of behavior that still allows them to maintain a positive image of their team and as a consequence on themselves. This is called social creativity, when the highly identified fans create a new dimension in order to compare their team to the victorious opponent (End et al., 2002).

The findings also show the motives: knowledge, physical skill of the participants and social interaction as the motives of the fans. This is in consistent with Fink et al. (2002)

where they suggest that the three motives in combination develop team identification. The interplay among the knowledge, the physical skill of the participants and the social interaction is self-evident. For example, the fans come to the games and enjoy interacting with other fans and spectators: discuss the skillful players, particular moves, well-executed performances of the team, and statistics of the players, the team, the team strategy and feel more attached to the team.

The findings show that fans are motivated the most by the aesthetics, action, physical skills of the participants and the drama aspect of the basketball game. They were less motivated by the achievement, knowledge and social interaction and the motives least important for the fans were family and escape. Similarly, the spectators were highly motivated by the aesthetics, action, drama and physical skills of the participants.

James et al. (2002) study showed that a psychological connection to the team seems to be an appropriate segmentation tool for marketers. Their study showed that individuals in the three levels of psychological connection (strong, moderate and weak) with the team showed different relationship with the team and were motivated by different team factors to purchase season tickets.

It was expected to see meaningful difference in the most important motivational factors among the spectators and the fans. Contradictory, the results in this study show the four most important motives among the spectators are also the most important motives among the fans: the aesthetics, the action, physical skills and the drama motive.

It is logical that the main motives for the spectators to watch games are: to see a fast past game (action), with a lot of exciting actions, talented play (aesthetics) and the drama of the close scoring game where the winner is not decided until the very end (drama). This is true especially during the play-off games where the level of action and drama are at their highest point. The greater importance of the games, the fight for the championship title and the need of achievement of the basketball players in the play-off time may be the reason for the higher running intensity and speed in the play-off games in comparison with the regular season games. This could partly explain the low attendance in the regular season games. In the regular season the level of drama and action in the games is low in comparison with the play offs. Hence, during the regular season the spectators could satisfy those needs better by going to the movie theatre, another sport event or attend other entertainment

events etc. This is supported by Funk and James (2001) who note that people can be attracted by the drama and action of the sport event but defined the attraction as a low level psychological connection which is not stable and durable due to the fact that the individuals attracted by the game could easily change to an alternative entertainment option.

It is a not a logical result that among the fans the primary reasons for watching games are the motive of action, aesthetic and drama. The motive of drama and action were not expected to score higher among the fans in comparison with the motive of achievement. For example, a highly team identified fan might not be interested in the action and the drama of a close game due to the possibility of losing the game. His primary motive would be the motive of achievement and he would want a clear win. The greatest need and satisfaction of a loyal fan is to “win” the game. This initiates the question whether the 51.2% of the fans in the Icelandic basketball league identified highly with their team? If they did the action and the drama is not expected to be their main motives for attending games.

The results indicate that the fans are coming to the game to enjoy the physical skills of the athletes and the well-executed performances of the team. It is understandable that the fans to want to see “their” team and players’ physical skills as they are attached and associated with them. The motive of escape and drama were the least important among the spectators and the fans. The Icelandic people who follow basketball do not attend and watch games in order to spend some fun time with the family or to escape from the hard every day work routine.

Almost the half of the fans attended 16-22 games, but only a quarter of the spectators attended 16-22 games. This is consistent with (Fink et al., 2002) who noted that highly identified fans are more likely to attend more games, buy more tickets and stay loyal to their team. It is expected for the team identified fans to follow their intergroup and to attend more games. The majority of the fans or 44.2% were 25 years old and younger. The self-concept of the younger fans is low in complexity. Therefore, the team as a social identity represents a larger part of the self-concept of the younger fans and strengthens their team identification.

The strength of the survey is the high number of respondents. The limitations could possibly be the narrow definition and criteria for being a fan. It is not sure that the

statement in the survey “I want others to know that I am a fan of my team” completely defines and describes the fan. Is someone really loyal to his team if he or she wants others to know that he or she is a fan? Or is there a need of additional statements or questions to measure the loyalty? When the season 2012-2013 begins new rules will be implemented. Until this season the number of foreign players was unlimited with the exception of American citizens who could only be two in each team. Each team had three to four foreign players. The new rule states that during a game there must always be three Icelandic players on the court. This limits the rotation of the foreign players and gives opportunities for the fans to connect more with the Icelandic players since people are easily attracted and attached to ones similar to themselves. With the new rule the Icelandic players get the chance to have a bigger role in the team and will be less likely to leave the country for playing time abroad and this will build local basketball stars and heroes. In for example three years it would be interesting to repeat this research and investigate the impact of this new rule and the influence it may have on loyalty and motives for attending basketball games.

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Könnun á áhorfendum Iceland Express deild karla í körfubolta

Með hvaða liði heldur þú í Iceland Express deild karla?

- Hér fyrir neðan eru nokkrar fullyrðingar. Vinsamlegast tilgreindu hversu ósammála eða sammála þú ert fullyrðingunum með því að setja hring utan um tölu frá 1 og upp í 7. Hafðu liðið sem þú heldur með í huga þegar þú svarar könnunni.

		Mjög sammála						
1.	Þegar liðið vinnur líður mér eins og ég hafi unnið.	1	2	3	4	5	6	7
2.	Þegar liðið stendur sig vel líður mér eins og ég hafi afrekað eitthvað.	1	2	3	4	5	6	7
3.	Ég er stolt/ur þegar liðið spilar vel.	1	2	3	4	5	6	7
4.	Ég fræðist um körfubolta með því að horfa á leiki.	1	2	3	4	5	6	7

5.	Skilningur minn á körfubolta eykst með því að horfa á leiki.	1	2	3	4	5	6	7
6.	Ég læri um tæknilega þætti körfuboltans með því að horfa á leiki.	1	2	3	4	5	6	7
7.	Ég hef ánægju af körfubolta því það er hröð íþrótt þar sem margt gerist.	1	2	3	4	5	6	7
8.	Ég nýt spennunnar sem fylgir jöfnum leik.	1	2	3	4	5	6	7
9.	Ég vil frekar horfa á jafnan leik heldur en leik þar sem annað liðið er með mikla forystu.	1	2	3	4	5	6	7
10.	Ég nýt þess þegar útkoma leiks er ekki ljós fyrr en alveg í lokin.	1	2	3	4	5	6	7
11.	Að horfa á leik er tilbreyting frá mínu daglega lífi.	1	2	3	4	5	6	7
12.	Ég hef gaman af því að fara á leiki með fjölskyldu minni (t.d. maka, börnum).	1	2	3	4	5	6	7
13.	Ég met íþróttahæfileika leikmannana.	1	2	3	4	5	6	7
14.	Ég hef ánægju af því að sjá flotta íþróttalega frammistöðu.	1	2	3	4	5	6	7
15.	Ég hef ánægju af því að sjá hæfileikaríka frammistöðu liðsins.	1	2	3	4	5	6	7
16.	Ég hef ánægju af því að hafa samskipti við annað fólk á leikjum.	1	2	3	4	5	6	7
17.	Ég lít á mig sem alvöru stuðningsmann liðsins míns.	1	2	3	4	5	6	7
18.	Að horfa á leik er tilbreyting frá vandamálum hverdagsins.	1	2	3	4	5	6	7
19.	Ég vil að aðrir séu meðvitaðir um að þetta sé liðið sem ég held með.	1	2	3	4	5	6	7
20.	Að vera stuðningsmaður liðsins míns er mjög mikilvægt fyrir mig.	1	2	3	4	5	6	7
21.	Ég er stuðningsmaður liðsins af því að mér líkar við þjálfarann.	1	2	3	4	5	6	7
22.	Ég er mikill stuðningsmaður ákveðinna leikmanna frekar en alls liðsins.	1	2	3	4	5	6	7

23.	Ég er stuðningsmaður liðsins því liðið bætir ímynd bæjarfélagsins/hverfisins.	1	2	3	4	5	6	7
24.	Ég álít mig vera aðdáanda körfuboltaíþróttarinnar frekar en stuðningsmaður ákveðins liðs.	1	2	3	4	5	6	7

Hvar býrð þú?

- 1) Á höfuðborgarsvæðinu
- 2) Á landsbyggðinni

Hvað hefur þú farið á marga körfuboltaleiki í Iceland Express deild karla tímabilið 2010/2011?

- 1) Enga
- 2) 1-3
- 3) 4-7
- 4) 8-15
- 5) 16- 22

Hvað ert þú gamall/gömul?

- 1) Yngri en 25
- 2) 25- 34
- 3) 35-44
- 4) 45-54
- 5) 55 eða eldri

Hvert er kyn þitt?

- 1) Karl
- 2) Kona

Hver er hjúskaparstaða þín?

- 1) Gift/ur
- 2) Einhleyp/ur
- 3) Í sambandi

Takk fyrir.