SEC Football Away Game Consumption: The Roles of Motives, Subcultural Identification, Contextual Dimensions and Destination Image in Sport Tourism

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ABSTRACT

The popularity of college football, specifically Southeastern Conference (SEC) football, is at an all-time high. Extant research analyzes consumer behavior in sport consumption settings; however, the away game sport tourist is often overlooked. Given the economic impacts associated with sport tourism, a deeper understanding of the college football sport tourist is desirable. This study utilized a research model grounded in social identity theory and motivation theory to examine the relationships among various sport consumption motives, subcultural identification, and destination image applied to SEC football away game sport tourists.

The results of the study indicate that SEC football away game sport tourists do not attend games based solely upon individual motives. However, these motives are connected to subcultural identification, and in order to satisfy various self-identity and social identity needs, these consumers attend away games. Away game attendance also relies upon a destination's image, in that a more favorable image leads to greater likelihood of attending. The results of this study contribute to academic knowledge of sport consumers through the application of existing sport consumption motivation models to the away game sport consumer. Additionally, the examination of destination image's role in predicting away game attendance allows for the extension of established tourism constructs to the specialized domain of sport tourism. The contextual dimensions proposed by this study add a distinctive set of motives for scholars to utilize in the future. Through an understanding of the away game college football sport tourist, cities and destination management organizations will be more informed regarding the applicable planning and promotion of sport tourism destinations.

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CHAPTER I: INTRODUCTION

Sport is a meaningful cultural phenomenon in the United States, and a growing segment of the tourism industry. Travel to watch sporting events is a centuries-old phenomenon, starting with the ancient Olympic Games (Delpy, Grabijas, & Stefanovich, 1998; Gibson, 1998a), and remains one of the most common travel experiences of the 21st Century. More than 55 million people traveled 50 miles or more in 2008 to attend organized sporting events in the United States (U.S. Travel Association, 2010). This travel resulted in estimated spectator sport revenues of approximately $32 billion, an increase of 6.6% over the previous year, and a 31% increase from 2003 (U.S. Census Bureau, 2010). Additionally, consumer sporting event admission expenditures (i.e. tickets) were approximately $20.5 billion in 2008, an increase of 76% since 2000 (U.S. Travel Association, 2010). Considering the potential economic impact that sport consumer expenditures have on teams, institutions, and tourism entities, an enhanced understanding of sport spectator motivations is of great importance to sport marketers and tourism stakeholders alike (Hall, O'Mahony, & Vieceli, 2010; Trail & Fink, 2003; Wann, Grieve, Zapalac, & Pease, 2008).

SPORT TOURISM

The focus of sport tourism research has shifted during the past 15 years from identification and segmentation of sport tourists (Armstrong, 2002; Fink & Trail, 2002a; Gibson, 1998a; Wann, 1995) to the discovery and assessment of salient factors leading to diverse sport consumption outcomes such as satisfaction (Laverie & Arnett, 2000), loyalty (Chen, 2006; Kim & Trail, 2010), game attendance (Funk, Filo, Beaton, & Pritchard, 2009), fandom (Trail &

James, 2001), and team identification/attachment (Trail, Anderson, & Fink, 2000). However, complete modeling of the consumer-sport relationship and the elements leading individuals to undertake travel has been problematic, as sport tourism consumers are motivated by multiple factors (Trail & James, 2001; Wann, 1998; 2002). Early development of multi-attribute sport consumption motivation scales demonstrated that multiple needs, such as psychological, sociocultural, and contextual factors, are effective predictors of behavioral or attitudinal outcomes (Madrigal, 2006; Trail & Anderson, 2005; Trail & James, 2001; Wann, 1995).

NCAA & SOUTHEASTERN CONFERENCE FOOTBALL

Of all professional and amateur spectator sports in the United States, NCAA Division I-Football Bowl Subdivision (FBS) football is one of the most popular, reflected in its 120 member institutions hosting 37 million spectators in 2012(2012 National College Football Attendance, n.d.). The Southeastern Conference (SEC) is one of the most storied NCAA FBS conferences, as evidenced by 21 national titles in the "modern era" (since 1938) of college football, nine of which are Bowl Championship Series (BCS) titles (awarded since 1998). In 2009, the SEC signed a $3 billion contract with ESPN and CBS for the rights to broadcast SEC events on television. Representative of its popularity, 6 of the 14 SEC institutions ranked in the top 10 in national attendance figures and 12 SEC schools ranked in the top 30 (home games, road games, and neutral site games) (2012 National College Football Attendance, n.d.), totaling 11.9 million tickets sold. Contingent on institutional agreements, an allocation of 15-25% of all tickets are reserved for visiting fans for each game (Knight, 2013). Therefore, depending on the size of the host facility, a university may set aside seating for up to 25,000 visiting fans for each home game. Given the magnitude of SEC football attendance, and potential revenues associated with

visiting fans for all stakeholders, the need to gain a more thorough understanding of the travelling SEC football fan is vital.

RESEARCH JUSTIFICATION

Given the copious amount of existing sport consumption research, some shortcomings are evident. First, few researchers differentiate between "home" and "away" fan motivation outside the context of mega-events, such as the Olympic Games or the Super Bowl. Sport tourists' expenditures create significant financial gains to host regions; therefore, determining the motives of visiting sport fans may assist marketers in attracting fans to the area (Baloglu & Brinberg, 1997; March & Woodside, 2005). Fans of a local team may attend home games and may undertake travel to do so; however the decision to travel to away games could involve a different set of motivations, specifically social-cultural factors (e.g. interaction with friends or family) and contextual (game specific) factors, calling for further research in this area.

Second, multiple studies have broadly classified individual sport consumption motives as "psychological," "social," or "sociocultural" (Madrigal, 2006; Trail et al., 2000); however, comprehensive empirical tests of these assumptions are generally lacking. Furthermore, subcultural identification related to sport is another area that lacks exploration in the sport tourism context. Sporting events provide highly identified fans with a social identity, and also provide a place for these individuals to express this identity to others. Although higher levels of identification with a sport team has been shown to positively affect local sporting event attendance (Boyle & Magnusson, 2007), subcultural identification, in the context of sport tourism, has received little attention in research (Snelgrove, Taks, Chalip, & Green, 2008). These gaps lead to the following research questions that will be explored in this study.

Research Questions

RQ1: Which motives are most salient in predicting SEC college football consumers' desire to attend away games?

RQ2: What is the impact of subcultural identification in away game motivation?

RQ3: What is the impact of contextual dimensions on away game motivation?

RQ4: What is the role of destination image in SEC college football sport tourists' travel decisions?

Purpose of the Study

This study seeks to answer these questions through the utilization of sport and tourism research streams in order to extend existing models of sport consumption motivation. A research model grounded in social identity theory and motivation theory examined the relationships between existing sport consumption motives and SEC football consumers' desire to attend away games. Specifically, it was proposed that subcultural identification mediates the relationship between psychological and sociocultural motives (presented as both individual factors and second-order latent factors) and away game travel motivation. Additionally, the proposed model examined the relationship between contextual dimensions (e.g. balance of competition, team success) and away game attendance intention. Multi-item measures of relevant contextual factors were generated for the purposes of this study. Finally, as the domain of this research is tourism, the moderating role of destination image related to away game attendance intention was examined.

Academic and Practitioner Implications

The results of this study contribute to the academic knowledge of sport consumers through the application of existing sport consumption motivation models to the away game sport consumer. Additionally, the examination of destination image's role in predicting away game attendance allows for the extension of established tourism constructs to the specialized domain

of sport tourism. The contextual dimensions proposed by this study add a distinctive set of motives for scholars to utilize in the future. Given the economic impact associated with college football tourism, the results of this study prove valuable to destination stakeholders. Through an understanding of the away game college football sport tourist, cities and destination management organizations will be more informed regarding the applicable planning and promotion of sport tourism destinations.

CHAPTER II: LITERATURE REVIEW

The following chapter provides a review of the literature relevant to this study. The review begins with a conceptualization of sport tourism, including a profile of the sport consumer. Motivation theory and social identity theory are presented as the theoretical foundation of the study. Then, the proposed conceptual research model is introduced (see Figure 3). Finally, the proposed antecedents of sport consumption travel motivation are introduced, followed by a review of the proposed constructs: identification, destination image, and future behavioral intention.

SPORT TOURISM

Tourism research has evolved from more generalized studies of tourists' behaviors and decision-making factors (Fodness, 1994; Leiper, 1979; Mathieson & Wall, 1983) to more specialized studies. For example, the exploration of research domains such as culinary tourism (Chai, 2005; Quan, 2004), cultural/ethnic tourism (Carnegie & Mccabe, 2008; Chang, Wall, & Chu, 2006), and nature-based tourism (Haukeland, Grue, & Veisten, 2010; Luo & Deng, 2007; Reynolds, 2001), have allowed for the expansion of traditional tourism models. Among these specialized domains, sport tourism has become an increasingly prevalent topic over the past 25 years (Gibson, 1998a; Hinch & Higham, 2001; Weed, 2009). While sport tourism studies have appeared in tourism journals (e.g. *Journal of Vacation Marketing, Current Issues in Tourism, Tourism Review International*), sport management journals (e.g. *Journal of Sport Management, Sport Management Quarterly, Sport in Society)*, and sport tourism journals (*Journal of Sport & Tourism)*, the domain still suffers from a lack of conceptual consensus. It is this lack of

consensus that leads many researchers to position sport tourism as a niche within tourism or a subset of sport management (Hall & Weiler, 1992). Given this ambiguity, the following section discusses the origins of the sport tourism domain, providing insight into how sport tourism is situated within the broader tourism literature. Two conceptualizations of sport tourism are introduced - the first from a traditional tourism perspective, and the second from a sport tourism perspective.

Origins of Sport Tourism Research

Sport tourism, as a focus of academic inquiry, has experienced significant growth during the past 25 years, yet tourism and sport management scholars have yet to agree upon the factors comprising the domain (Weed, 2009). Early attempts to address the nature of sport tourism tended to preserve a detached notion of both sport and tourism, viewing sport tourism simply as a market niche within tourism (Hall & Weiler, 1992). This sentiment is echoed by Hinch and Higham (2001) who stated, "…sport tended to be treated as a general or even accidental context for tourism research rather than as a central focus" (p.45).

Due to the continued separation of tourism and sport in the sport tourism literature, advances in research suffered greatly until the 1990s (Sofield, 2003), when Glyptis (1982) identified two types of sport tourism: participation in sport as the primary purpose of the trip (such as a ski vacation), and sport participation that is incidental to other purposes for the trip (such as a round of golf while on a business trip). Widely considered a groundbreaking study within the sport tourism domain, Glyptis' (1982) survey of Western European citizens (representing five countries) revealed preferences to participate in active pursuits (e.g. hiking, skiing) while on vacation as opposed to sedentary activities (e.g. spa, beach). This study,

presented to the Tourism Council of Great Britain, was the first of a steady stream of tourism-focused research of sport-related travel pursuits, and was the first study to identify sport tourists and classify them as either “participative” or “non-participative.” While this represented a prodigious leap forward in sport tourism research, the predominance of either sport or tourism could not be established in most sport tourism experiences, signifying the need for a different view beyond the simplistic, dichotomous perspective suggested by Glyptis (Weed, 2008). Additionally, this conceptualization did not include those who travel to view sporting events.

Gibson (1998b) further enhanced this conceptualization of sport tourism by defining sport tourism as "leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities" (p. 49). Active sport tourists travel in order to participate in a sporting event or activity, while passive sport tourism involves travel in order to watch sporting events. Nostalgia or heritage sport tourism consists of travel to sport heritage sites, such as museums, stadia, and halls-of-fame (Gibson, 1998a). Gibson’s definition of sport tourism allows for the simplified categorization of sport tourists as “active, passive, and nostalgia”, which is the most accepted view of the domain, and is utilized for the purpose of this study.

Sport Consumers

The identification and segmentation of sport tourists was followed by specific inquiry into sport consumer behavior. Early sport spectator (passive) consumption research concentrated on the team sport environment, examining the effects of economic factors, promotions, and game preferences (i.e. team schedule, facilities, accessibility) on sporting event attendance (Baade &

Tiehen, 1990; Hansen & Gauthier, 1989). While these studies were useful to sport marketers by offering insight into how these factors affect attendance, these variables did not relate to the actual event on the field or court (James & Ross, 2004), nor did they examine individuals' motivations to engage in passive sport behavior. As inquiry into the sport consumer expanded, multiple motives, behaviors, and consumer profiles began to emerge.

Sport consumer behavior research reveals that sport consumers engage in a variety of consumption behaviors upon which sporting entities thrive. Common sport consumption behaviors range from watching sports on television, listening to games or sport talk shows on the radio, reading sport newspapers and magazines, visiting sport websites, participating in online message board discussion, sharing sport-related information on social media platforms, purchasing sport merchandise, and traveling to watch sporting events (Horne, 2005) While some sport fan behaviors unfortunately border on the obsessive or even deviant (i.e. criminal, delinquent) (Madensen & Eck, 2008; Rees & Schnepel, 2009), the sport consumer experience has been shown to satisfy multiple psychological and social needs, such as the need to escape from everyday routines, or spending time with family or friends (Trail & Fink, 2003). Sport consumers also use teams as vehicles to construct self-identities, and use their relationships with a sport or team as their primary form of leisure (Smith & Stewart, 2007). Additionally, sport consumers may commit to frequent travel in order to satisfy needs and bolster self and social identities through sport consumption (Trail et al., 2000).

Sport tourism studies, from a tourism perspective, tend to utilize well-established tourism and consumer behavior constructs, such as motivation (Dann, 1977), tourist roles (Cohen, 1979), direct (hotel, restaurant, etc.) economic impact studies (Weed & Bull, 2004), tourist attraction systems (Leiper, 1979), satisfaction (Chen, 2006), and loyalty (Kim & Trail,

2010), to name a few. In contrast, sport management perspectives are more focused on the management and marketing aspects of sport (Chalip, Green, & Hill, 2003; Cohen, 1979), such as economic impact (more global than direct), destination development (Deery & Jago, 2005), and sport policy (Weed & Bull, 2004). These studies have been invaluable in expanding the understanding of sport tourists: who they are, what they do, and what their impact on different tourism structures is. However, as noted in Gibson (2004), sport tourism research needs to move beyond the "what" and "how" of sport tourism, and into the "why" of sport tourism.

Conceptualization of Sport Tourism

Given the multiplicity of sport tourism studies, it appears that only two clear conceptual perspectives are offered in the sport tourism literature. First, Hinch and Higham (2001) define sport tourism as "sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and a playful nature" (p. 49). Their conceptualization of sport tourism consists of three dimensions: Spatial (space or place), Temporal (time), and Activity, where sport-related pursuits represent the activity dimension (see Figure 1). Each dimension contains three themes (for example the sport dimension consists of rules, competition, and play) that can be investigated singularly or in conjunction with themes from the other dimensions. Hinch and Higham's (2001) conceptualization is grounded in the tourism discipline as tourism is generally defined as an individual traveling to a destination away from home (spatial), for a certain period of time (temporal), to participate in some touristic pursuit (activity). While this conceptualization appears to view sport as subordinate to tourism, the authors make it clear in subsequent articles that "the complexity of sport when combined with the complexity of tourism leads to countless

diverse variations of the sport tourism phenomenon" (Hinch & Higham, 2005, p. 247), and that sport tourism is a "heterogeneous rather than a homogenous phenomenon" (Weed, 2007, p. 17). The experiences and enjoyment of a sport tourism endeavor arise not only from the sport event itself, but also from the immersion and participation in the local culture.

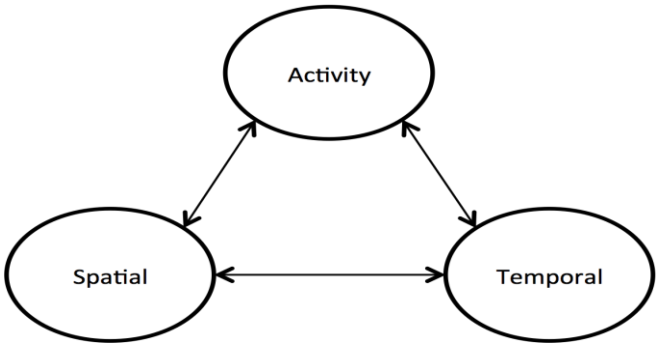


Figure 1. Hinch & Higham's (2001) conceptualization of sport tourism

Noting the lack of synergy and interaction among Hinch and Higham's (2001) conceptual dimensions, Weed and Bull (2004), provide the second clear conceptualization of sport tourism as a "social, economic, and cultural" phenomenon resultant from the interaction of the dimensions of activity, people, and place (see Figure 2). In reviewing the sport tourism literature, it is apparent that sport tourism is all too often treated as an economic phenomenon, bypassing the opportunities to investigate the social and cultural aspects of the domain. Therefore, the interaction proposed by Weed and Bull (2004) is represented as a multifaceted, yet symbiotic link between sport and tourism.

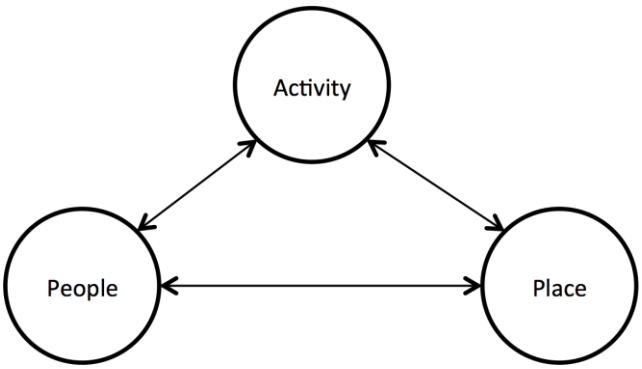


Figure 2. Weed & Bull's (2004) conceptualization of sport tourism

According to Weed and Bull (2004), the only way to conceptualize sport tourism is by first establishing an understanding of both sport and tourism. First, sport must involve some form of "activity" (kayaking, mountain climbing, etc.), which can be formal or informal, recreational or competitive, or participative (active/passive). Sport also involves other people, as competitors and/or co-participants. From a spectator standpoint, the "people" dimension can involve other spectators, as well as the actual competitors in the sport. Similarly, active participants may experience other people as either active or passive participants. Even sports or activities that are sometimes participated in alone (e.g. running) may involve other people as participants and may reference their participation in terms of the subculture of the activity, and thus participants experience a feeling of belonging to the group or subculture. For example, runners who have never run a race together can compare times for specific distances, equipment they utilize, or even physical or mental issues encountered when participating in the sport.

The "people" dimension also applies to tourism, as tourism also involves other people, represented as either co-travelers or as residents of the tourism destination. Even solitary tourism pursuits, such as a hike on the Appalachian Trail, entail meeting fellow hikers and passing through inhabited areas. Tourism also involves visiting places outside the tourist's usual

environment, and there is a travel element involved; but travel is notably missing from this conceptualization, as travel must already have occurred in order for a tourist to reach the "place" (destination). The knowledge of the features of sport and tourism allows for a conceptualization of sport tourism as "arising from the unique interaction of activity, people and place" (Weed and Bull, 2004, p. 17). Of note is the focus on the interaction among the dimensions, emphasizing the synergistic nature of sport tourism, and moving it away from any dependence on either sport or tourism as the primary defining factor. This conceptualization of sport tourism establishes the phenomenon as "related to, but more than the sum of sport and tourism" (Weed and Bull, 2004, p. 37), and establishes sport tourism as something that cannot be understood as a tourism market niche nor as a subset of sport management.

THEORETICAL FRAMEWORK

As this study seeks to understand subcultural identification and motivation as they relate to sport consumers' travel decisions, the proposed model is operationalized through two relevant theoretical constructs: social identity theory and motivation theory.

Social Identity Theory

General consumer behavior studies posit that consumption behaviors emanate from consumers' identification with or attachment to a particular product or group. When a subgroup of society comes together in sharing a common product, such as a sport, they form a subculture (Gelder, 2007). Members of specific subcultural social structures tend to possess comparable attitudes, beliefs, feelings, and show similar behaviors when engaging within the structure. Social identity theory proposes that an individual's self-concept is a result of the value and

emotional significance associated with social group membership (Tajfel, 1981). The concept of the self is composed of two separate factors: personal identity and social identity (Tajfel, 1981). While these two dimensions of subcultural identification (description of self and description by others) are closely related, they are conceptually different, as social identity affects one's perception of self-identity (Snelgrove et al., 2008; Tajfel, 1981). As individuals assimilate into a social group, they internally categorize attitudinal and behavioral differences between in-group and out-group members, and determine the similarities among in-group members. Thus, because the concept of self is defined in terms of group membership and acceptance, individuals tend to behave in such ways that favor the in-group over the out-group (Terry, Hogg, & White, 2010, p. 227).

Sport consumers assimilate into a subculture by watching and discussing sport; enabling them to display their allegiance to a team, sport, university, or player to other members of the subculture (Branscombe & Wann, 1991). Subcultural associations are important, as they are shown to be a primary source of self-identity of sport consumers (Trail et al., 2000). Subcultural allegiance is often espoused through a form of personal sacrifice, such as long-distance travel to view a sporting event (Smith & Stewart, 2007), advocating the need to explore how team identification affects travel decisions. In addition to self and social identity, other motives lead consumers to undertake sport-related travel. Therefore, this study is also operationalized through motivation theory.

Motivation Theory

Consumer motives "determine what people want to do or want to have, and the extent to which they want to do it or have it" (Kurtzman & Zauhar, 2005, p. 23). At its most basic level,

motivation theory denotes a process of internal psychological needs, wants, and goals (motivations) that, when unmet, cause internal psychological tension (Fodness, 1994). Consequently, individuals will engage in behaviors designed to release this tension, thereby satisfying needs. Factors determining individuals' motivations are a function of their personality characteristics, lifestyle, past experiences, perception of self, and how they wish to be viewed by others as a result of engaging in a specific behavior (Swarbrooke & Horner, 1998).

MOTIVATION

Tourism psychology research portrays motivation as the primary driver of travel behavior, which is represented by a wide range of individual factors (Eagles, 1992; Fodness, 1994). Tourism motives are typically described as a function of factors related to a set of needs which, in turn, cause a person to engage in a tourist activity (Dann, 1977; Pizam, Neumann, & Reichel, 1978). Every tourist is different, so it is unlikely that all tourists are influenced by a singular motivational factor, but by a combination of motives specific to the individual and to the situation. Although multiple motives are shown as predictors of assorted behavioral and attitudinal outcomes, it is imperative to understand that consumer motives display dynamic characteristics, changing in response to individuals' personal circumstances, such as health, marriage, having a child, or simply over time (Iso-Ahola, 1980; Swarbrooke & Horner, 1998).

Sport consumption motives are similar to tourism motives in that they are both varied and intricate. Sport spectator motivation has been observed through multiple frameworks including Maslow's (1954) hierarchy of needs, Crompton's (1979) push-pull model of tourism motivation, Iso-Ahola's (1980) escape-seeking model, and Sloan's (1989) psychological needs profile (Funk et al., 2009). This diversity of paradigms reveals the inherent challenges in effectively

identifying sport consumer motivations. Additionally, comparative studies show that sport consumption motives vary by nationality, type of sport, and involvement or attachment to a sport or team (James & Ross, 2004; Koo & Hardin, 2008; McDonald, Milne, & Hong, 2002). The diversity of applied paradigms coupled with the dynamic nature of sport consumption motives, led to the establishment of multiple scales designed to measure sport consumption motivations.

Sport Consumption Scale Development

Early attempts to identify sport spectator consumption motives began with Sloan (1989), who found that achievement-seeking behaviors best explain the phenomena; a motive that has been shown to be consistently significant in subsequent studies. Building upon the work of Sloan (1989), measurement scales were developed and implemented utilizing multiple motivation factors (Milne & McDonald, 1999; Wann, 1995). For example, Wann (1995) implemented the Sport Fan Motivation Scale (SFMS), and tested the salience of eight motivational factors on the desire to attend different types of sporting events (basketball, gymnastics, swimming, etc.). The SFMS features eight motivational factors including eustress (positive stress or arousal), escape (diversion from daily life), entertainment, aesthetic pleasure (the inherent beauty of sport), group affiliation (social needs), family needs (spending time with family), economic (gambling), and self-esteem (personal enhancement). All eight SFMS factors were positively correlated with the desire to attend each of the sports analyzed.

Citing limitations of existing scales, Trail and James (2001) developed the Motivation Scale for Sport Consumption (MSSC), a hybrid model consisting of elements of Wann's (1995) SFMS scale and Milne and McDonald's (1999) Motivations of the Sport Consumer Scale (MSCS). The MSSC measures nine motivations for the consumption of sport: achievement

(vicarious), knowledge acquisition (discovering more about the team/player), drama (the excitement found in many games), aesthetics (the inherent beauty of the sport), the skill of the athletes, physical attraction, escape (diversion from everyday life), family (spending time with), and social interaction (spending time with others). Their initial results indicated that the MSSC possessed adequate psychometric qualities for measuring sport consumption motivation. Additional studies utilizing varied individual measures adopted from the MSSC have confirmed the reliability and validity of the scale (Fink & Trail, 2002b; Kim & Trail, 2010; Woo, Trail, Kwon, & Anderson, 2009).

It is important to note that while existing scales, such as the Sport Fan Motivation Scale (Wann, Schrader, & Wilson, 1999), the Motivation Scale for the Consumption of Sport (McDonald et al., 2002), the Motivation Scale for Sport Consumption (Trail and James, 2001), and the Motivation Scale for Sport Online Consumption (Seo & Green, 2008), appear distinctive due to different terminology, these differences are often semantic (Smith & Stewart, 2007). Given the number of identified motives, and the potential ambiguity arising from varied terminology used by researchers, it therefore becomes essential to categorize these motives in order to gain a more holistic understanding of the nature of sport consumption.

Motive Dimensions

In addition to examining the relationships among sport spectator motives and several outcome variables, many researchers have classified motives into multiple dimensions in order to describe the dimensionality of these motives (Funk, Ridinger, & Moorman, 2004; Madrigal, 2006; Trail & James, 2001; Wann et al., 2008). Motives have been classified using Holbrook's (1999) dichotomous framework , labeling them as utilitarian or hedonic. In a study of visitors to

the 2005 Pan American Junior Athletics Championships, Snelgrove, et al. (2008) suggests that sport fan consumption motivation consists of three dimensions: (1) motives associated with being a fan of the sport, (2) motives associated with leisure preferences, and (3) identification with the subculture of the sport or the event. In their comprehensive review of sport fan consumption behavior research, Smith and Stewart (2007), posit that all previously devised sport consumption motivation scales can be reduced to three dimensions: (1) psychological, (2) sociocultural, and (3) social belonging. However, this particular dimensionality has yet to be empirically tested, and is addressed by this study. Specifically, the dimensionality of psychological and sociocultural motives is examined.

Sport consumers seek to fulfill psychological and sociocultural needs through sport consumption (i.e. reading about sports, watching games on television, attending a game). When these needs are met, consumers are shown to have positive feelings and states-of-mind, which then determine outcomes such as satisfaction (Laverie & Arnett, 2000), loyalty (Chen, 2006; Trail & James, 2001), game attendance (Funk et al., 2009), fandom (Trail & James, 2001), and team identification/attachment (Trail et al., 2000). For the purpose of this study, sport consumption motivations are adopted from Trail and James' (2001) Motivation Scale for Sport Consumption (MSSC). The following section provides an overview of the psychological and sociocultural motivations adopted in this study (see Appendix A).

Psychological Motives

Psychological motives are the factors associated with an individual's interest in and enjoyment gained from an activity (Smith & Stewart, 2007; Trail et al., 2000). Examples of psychological motives categorized by Smith, et al. (2007) and utilized in Trail and James' (2001)

MSSC are: drama, aesthetics, knowledge acquisition, and escape. The categorical assumption of psychological motives is examined by this study. Therefore, it is proposed:

> *Proposition 1: Measures of Drama, Aesthetics, Knowledge Acquisition, and Escape are significant and positive indicators of the latent construct Psychological Motives.*

In addition to the overarching dimensional assumption of psychological motives, individual relationships between each motive and subcultural identification are analyzed. Each psychological motive utilized in this research is discussed in the following sections.

Drama

Fink et al. (2002b) defined drama as the "need to experience pleasurable stress or stimulation" related to watching a sporting event (p. 198). Sport events provide drama to consumers (Fink & Trail, 2002b; Sloan, 1989) through "an appealing blend of high performance, carnival, theatre, emblems, and noise" (Smith & Stewart, 2007, p. 161), and inherently contain periods of tension, or pleasurable stress (called eustress), which allows for consumers to experience stress in exciting ways (Trail & Kim, 2011). However, it is the uncertainty of the event's outcome that creates drama which motivates sport consumers (Sloan, 1989; Trail & James, 2001). Therefore, drama is typically associated with sport spectator motives rather than fan motives (Trail & Fink, 2003). Sport motivation research denotes a spectator as one who attends a sport event due to some specific attribute of the event, while fans are those who exhibit any attachment or involvement to the sport, team, or event (Trail & James, 2012). For example, Robinson and Trail (2005) found that drama was associated with interest in a particular sport, but drama was not related to being a fan of the coach, team, or university. Therefore, if an individual is highly identified with a team, that individual will not want the game to be so dramatic that

their favorite team might lose (Trail & James, 2012). The highly identified fan wishes the favored team to win by a large margin. A spectator, or fan of the sport in general, wants to witness a close, exciting, dramatic game in which either team could win or lose at the end. Hence, the highly identified, traveling sport consumer is expected to show a lower preference for drama if their favorite team is involved.

Aesthetics

Aesthetics reflects fans' appreciation of the inherent beauty of a competitive sport combined with the possibility of witnessing the "great moments" involving athletic skill and mastery that sometimes occur in sport (Weed & Bull, 2004). For example, a long touchdown pass in football, a well-executed fast break in basketball, a complicated spinning dismount in gymnastics, all can be considered aesthetically pleasing. It is the grace, beauty, or other artistic characteristic of sports that motivate consumers to watch (McDonald et al., 2002), and the association between aesthetics and sport event attendance is well-established (Madrigal, 2006; Sloan, 1989).

Evidence suggests that the aesthetic enjoyment of sports may entail the entire environmental experience, including the venue, the region, and the city itself (Smith & Stewart, 2007). For the sport tourist, it is not the sporting event alone that engages her/his aesthetic evaluation, but also the trip itself, the presence of like others, and the behavior of the public with whom the sport tourist must interact.

Knowledge Acquisition

Knowledge Acquisition is a desire to learn about a sport, team, or players through media consumption or game attendance (Trail et al., 2000; Wann, 1995). Gathering information about

an activity or product and the related enjoyment of sharing it with others, also referred to as mavenism (Billings & Ruihley, 2013), may be resultant of the need to be well versed in social situations when the topic of sports is raised. Knowledge acquisition fulfilled by sport consumption may serve multiple purposes. As an individual gains knowledge about a team, the internal connection between the fan and the team, and the external connection between the fan and the team subculture is elevated (Fink & Trail, 2002b). Additionally, Billings and Ruiley (2013) refer to the term "Schwabism", which denotes how much participants consider themselves highly versed (or "know it alls") on a particular subject. Therefore, highly identified individuals may sense that they must be knowledgeable about their team, or others will not perceive them as "true" fans.

In prior sport consumption studies, the acquisition of knowledge is correlated with motives such as escape, social interaction, and aesthetics, and is associated with behavioral outcomes such as ticket purchasing (Madrigal, 2006), spectatorship (Milne & McDonald, 1999), and being a fan of a team (Fink & Trail, 2002b; Robinson & Trail, 2005), and fantasy sport participation (Billings & Ruihley, 2013). Knowledge Acquisition could motivate the traveling sport consumer as they will be able to discuss their experiences with members of the subculture regarding the game, sport facilities, campus, city, restaurants, and lodging, thereby increasing their connection and status within the team subculture.

Escape

Attending a sporting event can provide fans with a sense of escape from the tedium (i.e. fatigue or boredom) or stress associated with everyday life (Sloan, 1989). Sport spectating gives fans an opportunity to scream, shout, and cheer before returning to their prescribed role as a

"civilized" member of society. For many sport consumers, witnessing a game is the ultimate form of escape, and is thought to provide psychological well-being (Fink & Trail, 2002b). Escape has been associated in prior studies with game attendance (Wann, 1995). For the traveling sport consumer, distance from home is thought to add to the intensity of the escape motive as events that require travel to a unique sport-scape is desirable (Smith & Stewart, 2007). With this in mind, it is hypothesized:

> *H_1: Psychological motives (drama, aesthetics, knowledge acquisition, and escape) are positively related to subcultural identification.*

Sociocultural Motives

Whether participating, spectating, or sharing experiences and knowledge with others, the function of social interaction in sport is of great importance. Smith and Stewart (2007) categorized widely utilized motives such as vicarious achievement, social and family interaction as Sociocultural Motives. The overall impact of sociocultural motives on away game travel intention will be analyzed by this study. Therefore, it is proposed:

> *Proposition 2: Measures of Vicarious Achievement, Social Interaction, and Family are significant and positive indicators of the latent construct Sociocultural Motives.*

Individual sociocultural motives adopted for this study and the hypothesized relationships among these motives are discussed below.

Vicarious Achievement

Vicarious achievement signifies the sense of self-esteem and social status gained through association with an athlete or successful team (Trail et al., 2000; Woo et al., 2009). This association can enable an individual to feel a sense of accomplishment when his/her team wins,

furthering their enjoyment of the game and support for their team (Smith & Stewart, 2007). Vicarious achievement has been shown to be related to sport consumer behaviors such as level of support (Funk, Mahony, & Havitz, 2003) and game attendance (Trail & James, 2001). Interestingly, consumers who have a need to achieve vicariously were more likely to be highly identified with a team (Trail & Anderson, 2005). In the sport tourism context, consumers who are motivated by vicarious achievement (and therefore are highly identified), may be more likely to travel to sporting events than those who are less motivated by vicarious achievement.

Social Interaction

Social interaction reflects the need to maintain relationships with members of the subculture, which bolsters the individuals' sense of belonging to the subculture. Sense of belonging signifies the level to which a person feels he is valued, needed, and considered important by a group, and how he fits in with others (Hagerty, Williams, Coyne, & Early, 1996). The opportunity to interact with others at games serves as motivations for consumers at all levels of identification. Social interaction has been shown to be related to sport consumption behaviors such as television viewing and attendance (Milne & McDonald, 1999), yet there is no direct relationship between social interaction and team identification. Social interaction is closely related to the escape motive (Trail & Kim, 2011), and for the travelling sport consumer, going away from home to a game and interacting with others at the destination could be considered the ultimate form of escape from daily routine.

Family

Sporting events can act as a mechanism for consumers to spend time with their families, an important social need for many consumers. However, some studies show that the family

motive may be negatively correlated with team identification (Fink & Trail, 2002b; Trail & James, 2001; Wann, 1995). From a sport tourism perspective, if a consumer is motivated to attend a game primarily by family needs, then the contextual factors of the game (i.e. strength of opponent) may be irrelevant (Fink & Trail, 2002b; Trail & Anderson, 2005). Therefore, family and social interaction is representative of the need for associated experiences rather than the experience of the game itself. Given this, it is hypothesized:

> *H_2: Sociocultural motives (vicarious achievement, social, and family) are positively related to subcultural identification.*

Given the previously identified relationships between psychological and sociocultural motives and outcomes such as team identification, satisfaction, and game attendance, the proposed model for this study explores these relationships. This exploration is important, because these relationships have yet to be applied to the sport tourist who attends away games.

CONCEPTUAL MODEL

The conceptual model (Figure 3) highlights the proposed relationships among psychological, sociocultural, contextual dimensions and subcultural identification. Additionally, the model illustrates the relationship between subcultural identification and away game attendance intention and the proposed moderating role of destination image.

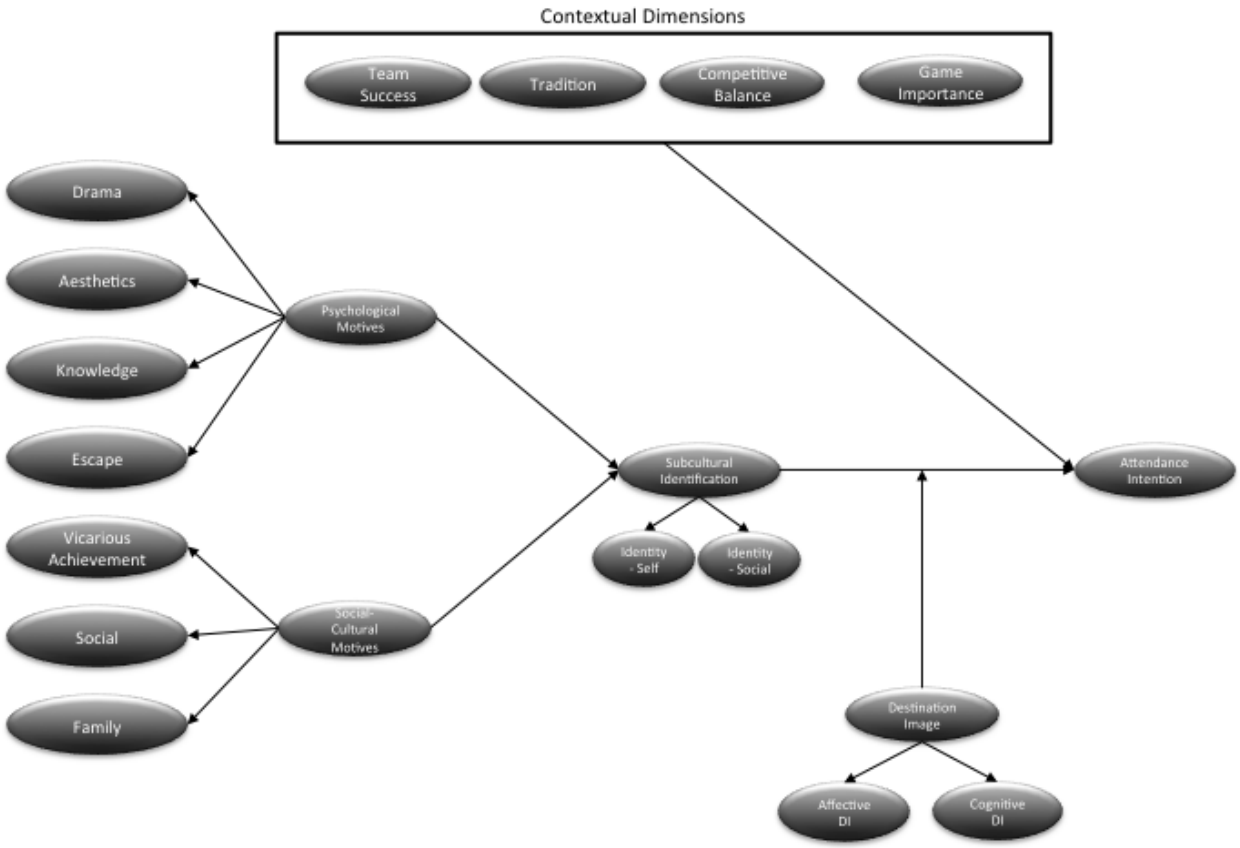


Figure 3. Conceptual model of away game consumption

SUBCULTURAL IDENTIFICATION

Recently, sport consumer research has examined the role of subcultural identification in the sport-consumer relationship. Trail, et al. (2000) define identification as "an orientation of the self in regard to other objects including a person or group that results in feelings or sentiments of close attachment" (p. 165-166). Sport fans who identify with a specific team form a subculture through sharing a common bond, and develop distinctive beliefs, attitudes, and values (Gelder, 2007). Therefore, when an individual is socialized into a subculture, his/her identification with the subculture expands to the point that the individual defines him or herself, and may be defined by others, as a member of the subculture (Snelgrove et al., 2008). From a social identity

perspective, highly identified individuals desire to interact with others who share similar identification, an effect that serves as a motive to attend sport events (Branscombe & Wann, 1991). Consequently, and as a form of self-reinforcement, game attendance bolsters subcultural identification (Branscombe & Wann, 1991).

Sports teams can even become representative of a community, city, or region and as such, they provide individuals with a sense of belonging to that community (Robinson & Gammon, 2004). For example, a tornado narrowly missed the University of Alabama campus in April 2011, yet the storm devastated the city of Tuscaloosa. Many University of Alabama student-athletes assisted in cleaning up the city, visited victims in local hospitals, and the football team even dedicated the 2011 national championship season to the city of Tuscaloosa and to the fans affected by the disaster. Through subcultural identification, football then became a diversion from the realities and hardships of rebuilding a community, and helped to instill a sense of civic pride.

Identification with a sports team is a key predictor of sport consumption choices and preferences (James & Ross, 2004; Trail & Anderson, 2005), impacting sport-related behaviors that display subcultural membership or represent values of the subculture (Kane, 2010). These behaviors are apparent by increasing purchases of sport-related merchandise, which are consequently displayed on consumers' clothing, cars, and homes. Team identification has also been shown to predict desirable consumer behaviors such as satisfaction, purchase of merchandise, and intention to attend future games (Fink & Trail, 2002b; J. Hall et al., 2010). Furthermore, previous studies revealed that diverse psychological and sociocultural motives are antecedents of team identification.

Sport event attendance reinforces or increases a consumers' subcultural identification. However, the decision to attend an away game may involve greater effort than attending a home game, which may intensify subcultural identification. Therefore, fans choosing to attend an away game are expected to possess higher levels of subcultural identification than those who do not attend. With this in mind, it is hypothesized:

> *H_3: Consumers exhibiting higher levels of subcultural identification will reveal greater intention to travel to away game sport events.*

CONTEXTUAL DIMENSIONS

Sport consumers are motivated by a number of psychological and social functions. However, these motives can only partially explain fan behavior, as a fan's emotional or psychological connection does not definitively translate into consumption decisions. Ferrand and Pages (1996) found that team attachment does not predict regular game attendance. Similarly, Mahony et al. (2000) reveal that highly identified fans change their attendance preferences based upon team success. Specifically, consumers did not attend games when the team was underperforming. Therefore, game attendance should be considered a specific contextual factor, in addition to the psychological and social-cultural motives. Unfortunately, most studies that include contextual factors tend to utilize secondary data, such as tickets sold compared to a team's win/loss record, or to both teams' win/loss record in a specific game. While these factors are valuable to both marketers and researchers, there is a dearth of literature exploring contextual factors as motives to attend sporting events. This study presents four contextual factors (team success, tradition, competitive balance, and game importance) sport consumers assess when making their away game travel decision.

Team Success

A team with a winning record attracts more fans than a team with a poor record, regardless of the opponent (Davis, 2009). When discussing team identification, the long-standing notion that fans prefer to identify with a successful team rather than a losing team still holds true today; however, the relationship between team success and fan identification is neither consistent nor ubiquitous. For example, in 2003, the Atlanta Braves tied for the best regular-season record in Major League Baseball history, but ranked in the bottom half of all teams in home attendance. Similarly, the Florida Marlins (who won the World Series that same season) had nearly a million fewer attendees than the Major League average (Boyle & Magnusson, 2007). While successful teams may experience lower attendance than expected, some teams (e.g. the Cleveland Browns, Chicago Cubs) that are perennial "under performers" or "losers" inexplicably experience a fiercely loyal fan base. This presents a conundrum for marketing managers and team stakeholders. If team success were the sole motivating factor for attracting fans, then the only marketing strategy would be to put a winning team on the field (which is easier said than done), and wait for fans to arrive. Therefore, it is likely that other contextual dimensions, in addition to previously identified psychological and sociocultural motives, have an impact on desire to attend sporting events.

> *H_{4a}: There is a positive relationship between team success and away game travel intention.*

Tradition

One such factor is tradition. As sport teams' schedules are released to the public, there may be a specific game between two teams that rarely play one another, such as cross-divisional opponents who play on a rotating basis. Therefore, the opportunity to see these games could serve as a strong motive to attend. Tradition may also reflect an annual pilgrimage that traveling

sport consumers undertake whenever two particular teams play one another (e.g. rivalry games). Moreover, a sport consumer's tradition may involve travel to every away game in which his/her favorite team plays. Given this, it is hypothesized:

H_{4b}: There is a positive relationship between tradition and away game travel intention.

Competitive Balance

Another proposed contextual factor is competitive balance. The decision to attend a game may be influenced by the anticipated parity of the two teams. According to Macdonald and Booth (2007), the anticipation of a high-quality game will most likely result in higher levels of fan arousal, and subsequently, greater attendance. For example, in a study of Premier League soccer fans, Ferrand and Pages (1996) found that the primary factor affecting fan attendance was the opportunity to witness an exciting match between evenly matched (by win/loss record) teams. Conversely, when there is little doubt about the outcome of a game, fans are less likely to attend (Davis, 2009). Therefore, when the result of a game is expected to be close, it increases the likelihood that consumers will travel to see the game. Therefore, it is hypothesized:

H_{4c}: There is a positive relationship between competitive balance and away game travel intention.

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Game Importance

Many times during the course of a sport season, the outcome of a specific game may affect a team's success in respect to entry into the post-season, conference rankings, national rankings, etc. When the success of a team's season hinges on these outcomes, a fan may be more motivated to attend, due to consumers' perceived game importance. If there were little to be gained from winning a particular game, one would not expect consumers to travel to an away game. Therefore, it is hypothesized:

H_{4d}: There is a positive relationship between game importance and away game travel intention.

DESTINATION IMAGE

Although psychological, sociocultural, and contextual factors coupled with team identification may serve as motivation to undertake sporting event travel, destination image is a valuable concept in understanding the destination selection process of tourists. The link between destination image and tourist behavior has received significant attention in the tourism literature, beginning with the work of Hunt (1975), who assessed the role of image in tourism development. While most destination image studies tend to lack a theoretical foundation, destination image is widely considered a key aspect of tourists' pre-purchase and post-purchase travel decisions (Beerli & Martín, 2004). Destination image assessment can help destination managers predict tourists' travel intentions through the identification of a destination's strengths and weaknesses (Fakeye & Crompton, 1991). Tourists who hold positive perceptions or impressions of a destination are more likely to select that destination in their travels (Fakeye & Crompton, 1991; T. H. Lee, 2009), and these perceptions can positively affect satisfaction and future behavioral intentions (Beerli, 2004). While a seemingly simple measurement, it is widely agreed that destination image is a multifaceted construct consisting of affective, cognitive, and behavioral elements (Beerli & Martín, 2004; Gallarza, Saura, & García, 2002; Pike, 2002; Tasci, Gartner, & Cavusgil, 2007).

Most definitions of destination image relate to the individual tourist, and are typically defined as tourists' perception of a destination (Fakeye & Crompton, 1991), or as a mental portrayal of the destination area (Gallarza et al., 2002). Although multiple definitions of

destination image exist (see Echtner and Ritchie, 2003), Crompton's (1979) conceptualization of destination image as the sum of beliefs, ideas, and impressions held by a tourist regarding a specific destination and its attributes is the most common. While Crompton's definition indeed encapsulates the cognitive and affective components of destination image, other definitions not only fail to capture the holistic nature of destination image; they also serve to (negatively) affect the operationalization of the construct in many ways, as they only focus on a singular element (i.e. cognitive image) (Tasci et al., 2007). Hence, Tasci et al. (2007) offer a definition of destination image as "…an interactive system of thoughts, opinions, visualizations, and intentions toward a destination" (p. 200). This view acknowledges the multiple elements thought to comprise the construct, and also gives credence to their influence on the travel decision process, as a composite destination image is formed as a result of interactions between these elements. The components of destination image are discussed in the following sections.

Components of Destination Image

The destination image construct is quite complex. Just as there are multiple definitions of destination image, there are a number of conceptualizations of the construct. Destination image studies have identified three components: cognitive, affective, and conative (Gallarza et al., 2002; Prayag, 2007; Tasci et al., 2007), all of which have been utilized in conjunction with one another or as singular destination image measures. Generally speaking, cognitive destination image (CI) refers to the beliefs or knowledge regarding a destination's attributes, such as the weather, accommodations, attractions, and transportation (Baloglu & McCleary, 1999). Affective image (AI) is related to an individual's feelings, moods, and emotions toward a destination (Baloglu & Brinberg, 1997; San Martín & Rodríguez del Bosque, 2008). Gartner (1993)

describes the affective component of attitude as the value individuals place on a destination based on the travel motives they seek. Affective images are inclusive of positive or negative feelings of varying intensity (Tasci et al., 2007). The conative component of destination image is a behavioral outcome referring to how an individual will act based on the knowledge of the cognitive and affective components (Pike, 2002; Tasci et al., 2007). For the purpose of this study, travel intention is used as a proxy for conative destination image. Given this, an overall assessment or composite image is formed as a result of the interaction between cognitive and affective evaluations (Tasci et al., 2007). For example, if a tourist's primary travel motive is relaxation, their affective image of a secluded resort is expected to be high. However, multiple cognitive destination attributes, such as weather, accommodations, or distance from home are also assessed in order to form a holistic destination image.

Cognitive Destination Image

Most early destination image research focused on the cognitive component of destination image (Crompton, 1979; Fakeye & Crompton, 1991; Hunt, 1975), placing emphasis on lists of destination attributes. For example, in their study of destination image perceptions of first-time and repeat visitors to the Lower Rio Grande Valley, Fakeye and Crompton (1991) analyzed 32 image items resulting in 5 image attribute factors or domains: Social Opportunities and Attractions, Natural and Cultural Amenities, Accommodations and Transportation, Infrastructure Foods and Friendly People, and Bars and Evening Entertainment. While these types of studies that explicitly measure CI are helpful in understanding the "pull" motives for travel to a destination, Echtner and Ritchie (1993) caution against the use of varied destination attribute lists in research, because these lists may be incomplete in their assessments of destination

characteristics. Furthermore, image research argues that the affective or emotional image has been overlooked in explaining the nature of destination image (Gallarza et al., 2002), claiming that image is not solely determined by the cognitive component, and researchers must consider the role of affective value in explaining overall image assessments (Holbrook & Hirschman, 1982; Russell, Ward, & Pratt, 1981).

Affective Destination Image

As affective destination image (AI) delineates a range of emotions, a widely used measure of AI is a two-dimensional bipolar scale designed by Russell and his colleagues (Russell et al., 1981; Russell & Pratt, 1980; Russell, Lewicka, & Niit, 1989). These scales are defined by eight variables: pleasant-unpleasant, exciting-gloomy, arousing-sleepy, and distressing-relaxing. Although many tourism studies measure destination image as a composite of cognitive and affective images, the measure of affective image as a singular construct is also acceptable. As noted by Russell et al. (1989), "Behavior may be influenced by the affective quality of an environment rather than by its objective properties directly" (p. 246). In their study of the affective images of European countries, Baloglu and Brinberg (1997) found that tourism destinations do indeed have distinct affective images, and these images are based on the realization of motives in seeking travel destinations. In addition to these findings, the authors suggest that the affective image of destinations can be utilized as a market positioning mechanism. In other words, destinations with poor affective images can adopt strategies to modify or improve their image, while destinations with a positive affective image can develop a unique positioning by better understanding their competitors.

Relationship between Cognitive Destination Image and Affective Destination Image

Given the studies highlighting the use of cognitive and affective destination image separately, researchers also sought to understand the relationship between CI and AI. As the physical attributes of a place, and the emotional meanings attached to this place, interact with one another, both CI and AI may need to be considered concurrently when measuring a destination image (Baloglu & McCleary, 1999; Prayag & Ryan, 2012). While the directionality of a causal relationship between CI and AI has been debated, more recent destination image research suggests that AI is a function of CI (Baloglu & McCleary, 1999; Phillips & Jang, 2008). For example, Phillips and Jang (2008) found a sequential relationship between cognitive image and affective image. This finding is in agreement with Russell (1980), who states that environmental information is interpreted, and then used to categorize the individual's emotional states, thereby justifying the sequential or causal nature of destination image.

Destination Image Formation and Evaluation

While some researchers may assume that destination image is only a pre-consumption image assessment, destination image assessment occurs before, during, and after consumption takes place. Research suggests that actual visitation creates an image more realistic than that existing prior to visitation (Yilmaz, Yilmaz, İçigen, & Ekin, 2009). Therefore, as a tourist interacts with a destination, he or she evaluates the performance of multiple attributes against his initial (pre-visit) destination image, and this evaluation can lead to changes in overall destination image. This change in image is related to expectancy-disconfirmation theory (Oliver, 1980).

Expectancy-disconfirmation theory states that consumers have preconceived expectations of a product or service before consumption. Post-consumption, the consumer internally compares

expectations with reality to form an opinion of the product or service. Expectancy confirmation has been shown to affect attitude, satisfaction, and revisit intention; and is therefore critical to destination stakeholders (Oliver, 1980). For example, in a study of pre and post-visit destination image, Yilmaz et al. (2009) found significant differences in many of the measured CI dimensions (i.e. environmental conditions, attractiveness, climate factors), all of which were more favorable post-visit. In this study it was apparent that expectations were formed pre-visit, then either confirmed or disconfirmed during actual visitation. Tourists may also evaluate attributes differently due to the strength of their travel motivations, coupled with the primary activity undertaken on the trip. For example, if the primary motivation for a tourist is hiking, then his expectations of a destination are more closely tied to the quality of hiking trails, vistas, etc., versus other cognitive image factors (e.g. restaurants, hotels, shopping, etc.). Subsequently, confirmation/disconfirmation of destination image leads to attitude formation.

Destination Image Summary

Although the link between destination image and tourism behavior is well established, some issues still remain. As noted by Tasci et al. (2007) destination image in the tourism context has not identified a widely agreed-upon conceptualization or operationalization of the construct. Confusion within the domain emanates from multiple destination image definitions, or from the lack of a definition in specific studies, which could lead to destination image research becoming atheoretical. Very few destination image studies utilize a theoretical framework, although Tasci (2007) provided a theoretical basis to Boulding's (1956) image theory. A primary issue at hand is the measurement of cognitive image. There is no accepted cognitive image measure utilized throughout destination studies. While this may be due to the fact that all destinations inherently

contain multiple image factors, more work is needed to establish a base cognitive image scale. This would advance the field by providing a framework through which comparative studies could be conducted utilizing similar measures.

Another issue regarding destination image studies is the use of a holistic framework. Although affective image has been shown to act as a mediator between cognitive image and several dependent variables (Phillips & Jang, 2008; Russell et al., 1981), multiple studies continue to only measure cognitive image, ignoring the affective component of destination image formation. Because travel decisions are based on psychosocial motivations involving attitudes and emotions, omission of an emotive construct when measuring image is disconcerting.

In the context of sport tourism, studies reveal a significant relationship between destination image and consumers' intentions to visit the host destination (Chalip et al., 2003; Mohan, 2010). Furthermore, travel decisions are formed on the basis of the consumer's overall image of the event environment, including the venue, the city, and the region (Chalip et al., 2003; Chalip & Costa, 2005). Therefore, it is not simply the event that is evaluated, but a wide array of factors accompanying the event, such as travel to the event, the presence of like others both on the trip and at the destination, the local people, and the general image of the destination area. Given this, it is hypothesized:

> *H_5: Consumers who exhibit a more favorable image of a destination are more likely to travel to an away game.*

BEHAVIORAL INTENTION

The ability to predict actual sport consumption behavior is of primary interest to both tourism and sport stakeholders. However, predicting actual consumer behavior is tedious and difficult at best. A major point of contention among researchers is which specific construct and

measure should be utilized. Self-reported behavioral intentions are most frequently utilized in academic marketing research. For example, many consumer satisfaction studies utilize purchase intention as the dependent variable, and practitioners depend on purchase intention data to make predictions regarding consumers' purchase of new products or the repeat purchase of existing products (Chandon, Morwitz, & Reinartz, 2005). Although it is generally recognized that participants' self-reported intentions do not always accurately translate to actual behavior (Morwitz, Steckel, & Gupta, 2007), using intention as a measure to predict or explain actual behavior is justified based upon various theoretical and practical reasons.

First, many consumer behavior theoretical frameworks conceptualize intention as a representation of actual behavior. For example, as stated in Fishbein and Ajzen (1975), "if one wants to know whether or not an individual will perform a given behavior, the simplest thing one can do is to ask the individual whether he intends to perform that behavior (p. 368-369). Morwitz et al. (2007), found in their meta-analysis of behavioral intention that intentions are usually predictive of future behavior, and the variation in explanatory power of intention could be accounted for by product type and the way that the data was collected. The authors further suggest that intention could be a useful predictor of future behavior if researchers have knowledge about the contextual factors that affect the strength of the intention-behavior relationship, and ability to properly interpret intention scores in various situations based on the knowledge of those factors. In the context of sport consumption behavior, Trail et al. (2005) suggested that behavioral intention is an indicator of actual sport consumption behavior. Furthermore, Trail et al. (2006) examined the relationship between spectators' attendance intentions and their actual attendance. Their results reveal that preseason attendance intention accounted for 45% of the variance in actual attendance, indicating that intention to attend sport

events is a significant predictor of actual attendance. This is important for this study as prior attendance to away games is utilized as a proxy for predicting future away game travel.

Summary of the Literature

A review of the relevant literature for this study reveals that although sport consumption motivation is a relatively new topic of research inquiry, several studies have assisted in advancing knowledge in this area. The implementation of measurement scales, particularly the MSSC (Trail and James, 2001) reveals numerous motives that are effective predictors of sport consumer behavior. Subcultural identification, consisting of self-identity and social-identity, has shown to predict desirable behaviors and provide psychological well being for fans, but the relationship between subcultural identification and away game travel intention has not been explored by research. As the domain of this study is tourism, the addition of a destination image measure is expected to have an effect on desire to attend away games, another aspect of sport tourism that has received scant attention in the literature.

CHAPTER III: METHODS

Chapter III describes the methodology of this study. First, the hypotheses developed in Chapter II are restated and presented in a model. Next, the study participants and data collection methods are introduced. This is followed by an overview of the construct development process and measurement purification processes utilized in this study.

RESEARCH MODEL

As shown in Figure 4, the exogenous constructs are four psychological motives, three sociocultural motives, four contextual dimensions, and destination image. The endogenous constructs are subcultural identification and attendance intention. Subcultural identification serves as a mediating variable between psychological and sociocultural motives and away game attendance intention, which is the outcome variable in the model.

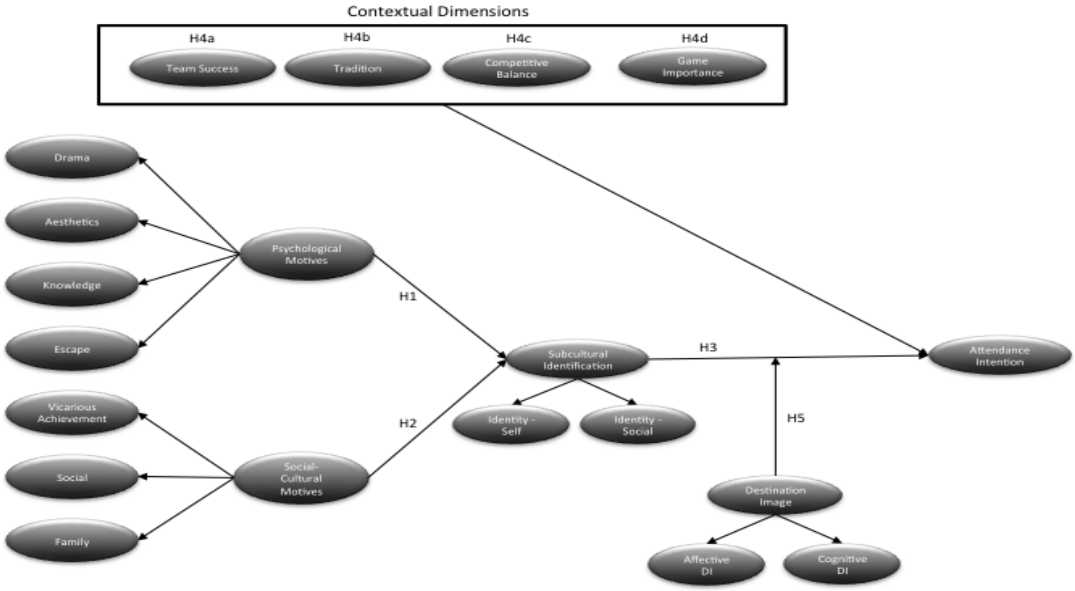


Figure 4. Research Model

Hypothesized Relationships

- H_1: *Psychological motives (drama, aesthetics, knowledge acquisition, and escape) are positively related to subcultural identification.*
- H_2: *Sociocultural motives (vicarious achievement, social, and family) are positively related to subcultural identification.*
- H_3: *Consumers exhibiting higher levels of subcultural identification will reveal greater intention to travel to away game sport events.*
- H_{4a}: *There is a positive relationship between team success and away game travel intention.*
- H_{4b}: *There is a positive relationship between tradition and away game travel intention.*
- H_{4c}: *There is a positive relationship between competitive balance and away game travel intention.*
- H_{4d}: *There is a positive relationship between game importance and away game travel intention.*
- H_5: *Destination Image moderates the relationship between subcultural identification and away game attendance intention.*

RESEARCH DESIGN

The purpose of this study is to develop an understanding of sport consumers' behavior as tourists when traveling to games away from the home stadium, to determine what motives and factors drive such tourism activity. The proposed research design is a causal, quantitative design utilizing online self-administered survey methodology with items adopted from existing studies, as well as newly developed measurement items.

PARTICIPANTS

Potential respondents were selected using both judgmental and chain-referral sampling methods. Judgmental sampling is a type of non-probability sampling in which the researcher selects the survey sample based on the researcher's knowledge of the population, its elements, and the purpose of the study (Creswell, 2009). This type of sampling procedure is a suitable alternative to probability sampling, when it is unrealistic to obtain a purely random sample, and

when the researcher feels that the chosen sample is representative of the entire population (Creswell, 2009, p. 146). Also, due to sample specificity, chain-referral sampling was utilized. This method is used if the sample for the study is very rare or limited to a small subgroup of the population (Heckathorn, 2002). During chain-referral sampling, an initial set of subjects serve as seeds for a larger referral chain, as subjects from each wave refers subjects of the next wave. This pattern continues until the researcher has collected the desired number of responses.

DATA COLLECTION

The target population for this study was individuals, 18 years of age or older, who are SEC football fans and have traveled to away games. Participants were recruited in January 2013 by posting a message to Southeastern Conference (SEC) football fan websites (see Appendix D for list of sites). Academic and market researchers are increasingly utilizing online surveys due to numerous advantages such as faster response times, reduced costs, and wider geographic reach (Deutskens, Jong, Ruyter, & Wetzels, 2006). Website message posting was accomplished via permission from site owners and hosts. As chain-referral sampling was also selected for this study, a message was posted to a social media site (Facebook). Both posts included a link to the questionnaire which was hosted on a secured website (UTK Qualtrics). The message post can be found in Appendix C. Participants were encouraged to share the link on other SEC websites and/or with other individuals as they saw fit. Survey completion time was approximately 10 minutes, and no incentive was offered for participation. The survey remained online and active for one month, during which 831 surveys were completed. Respondents with incomplete answers (117) were excluded, as were respondents who indicated that they do not attend away games (339). Excluding these responses, 375 completed surveys were used for data analysis.

SAMPLE

An overview of the sample characteristics can be found in Table 1. Demographic information (n=375) reveals a wide range of age, income, and education, with 84.6% of participants possessing a Bachelors Degree or higher. Thirty-six percent of respondents reported a household income (*M*= $105,000) between $50,000 and $109,999, while 30.5% reported income between $110,000 and $170,000. Twenty-one percent of respondents stated a yearly household income of over $170,000. There is a lack of diversity from both a sex and race perspective as 88% of the respondents were male, and 95% were White. Eighty-five percent of participants attend one to two away games each year, with 12% attending three to four away games. Expenditures for yearly away game travel (*M* = $1861) varied widely with 65% of participants spending up to $2,000 and 26.9% claiming expenditures between $2,000 and $5,000.

Table 1. Demographic information
(N = 375)

Characteristic	**n**	**%**
Sex		
Male	329	87.7
Female	40	10.7
No Response	6	1.6
Marital status		
Single	71	18.9
Married	277	73.9
Divorced	15	4.0
Widowed	6	1.6
Other	1	.3
No Response	5	1.3
Education		
High school	6	1.6
Some college	36	9.6
College graduate	175	46.7
MS/MA/MBA	93	24.8
Ph.D.	16	4.3
Professional Degree (e.g. JD)	44	11.7
Other	1	.3
No response	4	1.1

Table 1. Continued.

Characteristic	n	%
Children		
Yes	251	66.9
No	123	32.8
No response	1	.3
Race/ethnicity		
White	354	94.4
Black	4	1.1
Asian American	3	.8
Hispanic/Latino	1	.3
Native American	3	.8
Other	2	.5
No response	8	2.1
Annual household income		
Under $30,000	3	.8
$30,000 - $49,999	20	5.3
$50,000 - $69,999	26	6.9
$70,000 - $89,999	48	12.8
$90,000 - $109,999	63	16.8
$110,000 - $129,999	49	13.1
$130,000 - $149,999	37	9.9
$150,000 - $170,000	28	7.5
More then $170,000	81	21.6
No response	20	5.3
Age		
18-29	36	9.6
30-39	98	26.1
40-49	90	24.0
50-59	65	17.3
60-69	54	14.4
70-79	9	2.4
80 and older	1	.3
No Response	22	5.9
Yearly away game travel expenditures		
0 to $999	113	30.1
$1,000-$1,999	131	34.9
$2,000-$2,999	51	13.6
$3,000-$3,999	33	8.8
$4,000-$4,999	17	4.5
$5,000 or more	29	7.7
No Response	1	.3

Regarding specific destinations and travel intentions, 23% of the respondents indicated that Texas A&M University would be the most likely away game destination for the next two years, with The University of Tennessee (16.3%) and The University of Georgia (12%) following. Respondents were asked to assess the image of each destination (affective and cognitive) from which a composite destination image variable was created. The composite destination image variable was split along the median (4.5), and categorized as "Low DI" (< 4.5) or "High DI" (>4.5) (Table 2).

Table 2. Destination image of SEC member institutions

University	Low DI	Low %	High DI	High %	Total
The University of Alabama	24	75.00%	8	25.00%	32
The University of Arkansas	0	0.00%	4	100.00%	4
Auburn University	18	69.23%	8	30.77%	26
The University of Florida	1	25.00%	3	75.00%	4
The University of Georgia	17	37.78%	28	62.22%	45
The University of Kentucky	1	9.09%	10	90.91%	11
Louisiana State University	18	56.25%	14	43.75%	32
The University of Mississippi	1	5.00%	19	95.00%	20
Mississippi State University	8	47.06%	9	52.94%	17
The University of Missouri	0	0.00%	1	100.00%	1
The University of South Carolina	4	66.67%	2	33.33%	6
The University of Tennessee	18	29.51%	43	70.49%	61
Texas A&M University	44	49.44%	45	50.56%	89
Vanderbilt University	3	11.11%	24	88.89%	27

MEASUREMENT

The questionnaire is comprised of four principal sections: (1) motives for sport consumption, (2) social and self-identity, (3) perceived destination image, and (4) demographics. Measures of psychological motives, sociocultural motives, team identification, and destination image were adapted from established scales, and are discussed in detail in the following sections.

Psychological and Sociocultural Motives

The proposed psychological and sociocultural motive constructs were adopted from Trail and James' (2001) Motivation Scale for Sport Consumption. The psychological construct consists of four subscales (drama, aesthetics, knowledge acquisition, and escape), and the social-cultural motive construct contains three subscales: vicarious achievement, social interaction, and family represented by a total of 27 items. The MSSC was adopted based on its appropriateness for this study and that it has shown satisfactory internal consistency in previous studies (α = .72 to .93) (Robinson & Trail, 2005; Trail & Fink, 2003; Trail & James, 2001). All psychological and social-cultural items were measured on 7-point scales anchored by 1= strongly disagree and 7= strongly agree.

Subcultural Identification

Subcultural identification has been shown to be a primary predictor of sport consumption and decision-making (James & Ross, 2004; Trail & Anderson, 2005). The model proposes that subcultural identification mediates the relationships between psychological and sociocultural motives and away game attendance intention. A measure of subcultural identification was adapted from Snelgrove et al's (2008) study of visiting sport fan motives in a mega-event setting. Subcultural identification consists of two factors (self-identity and social identity), each reflected

by three items. Self-identity is an assessment of how a person sees him or herself relative to a subculture, and is measured using a 7-point semantic differential scale (i.e. 'does not describe me/describes me'). Social identity is reflective of how an individual feels he or she is perceived by other members of a subculture, and was measured on a 7-point scale anchored by 1= strongly disagree and 7= strongly agree.

Destination Image

While there is much debate regarding the conceptualization and operationalization of destination image (Echtner & Ritchie, 2003; Gallarza et al., 2002; Tasci et al., 2007), there is general agreement that both affective and cognitive components comprise the construct. Originally utilized in environmental studies, (Russell et al., 1981; Russell & Pratt, 1980), affective measures refer to the intangible nature of destinations, and have been utilized in many studies (Baloglu & McCleary, 1999; Russell et al., 1981). Affective destination image was measured using a 7-point semantic differential scale adopted from Kaplanidou and Vogt (2007).

Cognitive destination image reflects what a tourist thinks about the destination's specific attributes (e.g. beaches, attractions, cultural appeal), and is an effective predictor of travel decisions (Crompton, 1979; Fakeye & Crompton, 1991). Cognitive destination image was adapted from Mohan's (2010) study of hockey fans' destination images of away games. Ten cognitive image factors were measured using a 7-point scale anchored by 1= strongly disagree and 7= strongly agree.

Contextual Dimensions

The four contextual dimensions utilized in this study are team success, tradition, competitive balance, and game importance. To date, no multi-item measure of these constructs

exists in the literature. Measures for contextual dimensions were developed based on findings and recommendations from prior sport consumer behavior studies (Ferrand & Pages, 1996; Wann et al., 1999; Weed, 2006). All contextual dimension items are measured on a 7-point scale anchored by 1= strongly disagree and 7= strongly agree. As discussed previously, the proposed constructs did not lack domain specificity or nomenclature, yet required multi-item measurement. In other words, researchers have suggested a need to measure specific contextual dimensions, yet measures for these items have not been developed.

Away Game Attendance Intention

Measures of away game attendance intention (the outcome variable of the proposed model) were readily available from the current literature. However, measurement of this construct is typically seen as a single-item measure. Given the need for a multi-item measure for each construct, a single-item measure of game attendance intention was adapted from Trail and Fink (2003) for use in this study. The resulting away game attendance intention construct is measured using a 7-point scale anchored by 1= strongly disagree and 7= strongly agree.

MEASURE DEVELOPMENT

Four contextual motive dimensions (game importance, competitive balance, tradition, and team success) and one attendance intention construct were developed for use in this study. Because no multi-item operationalization of the proposed contextual and attendance intention constructs exists, Churchill's (1979) method for construct development was followed and is described when applicable. This widely accepted stepwise procedure has been adopted in multiple studies (see (Cleveland & Laroche, 2007; Cronin & Taylor, 1992; Fodness, 1994; Han, Back, & Kim, 2011).

The first step in construct development is domain specification, which typically involves an in-depth literature review with the purpose of defining the construct of interest (Churchill, 1979). A list of relevant measurement items was compiled from the previous literature review. Although most measures were available in the literature, slight modifications were needed to increase their relevance to the research setting. For example, an item measuring the Aesthetics construct states, "There is a certain natural beauty to the game." This item was reworded to read, "There is a certain natural beauty to football."

The second step in the construct development process is the generation of a sample of items reflective of the phenomenon in question. Some satisfactory techniques for item generation as outlined by Churchill (1979) include discussion groups, expert interviews, and reviews of literature. Hence, these techniques were utilized in the generation of measurement items. Table 3 provides a timeline of the techniques used for item generation.

Table 3. Domain specification and item generation

Technique	Description	Date	Outcome
Literature Review: Academic	Numerous scholarly articles (n > 120) reviewed in the fields of tourism, sport management, sport tourism, consumer behavior, sociology, and psychology.	January 2012 – present	Domain specification
Review of existing scales	Existing scale items reviewed for face validity. As noted, existing items were adapted in order to reflect each specified construct.	January 2012 - present	Item generation
Discussion group	One professor and six Ph.D. candidates reviewed the initial list of items for face validity and relevance to the specified domain.	May 2012	Items revised; deletion of items
Expert review	List of items compiled into survey. Two sport management and two hospitality management professors reviewed the survey items and provided feedback.	August 2012	Items revised
Pretest	Internet survey consisting of all adopted and newly generated items. Posted to course website of undergraduate hospitality management course (n=60)	October 2012	Items revised

Discussion Group

First, all adopted and newly generated measurement items were reviewed for face validity, structure, and relevance to the domain by a discussion group, which was comprised of individuals who have knowledge in scale item development and domain specification (Churchill, 1979; T. H. Lee & Crompton, 1992). Upon review, items were re-worded or deleted as suggested. For example, an item measuring team success read as follows: "(team name) is better than most other FBS teams this year". The feedback indicated that this item was confusing, and there was a possibility that not all respondents would know what the acronym "FBS" means. Therefore, based upon the recommendation of the panel, the item was reworded to read: (team name) will be better than most FBS (Division 1) teams next season."

Expert Panel

Further scale purification started with the assessment of face and content validity through a panel comprised of individuals who are experts on the concepts measured and/or methodological issues associated with survey research design, as recommended by Caro & Garcia (2007). Panel members were selected based upon their research and teaching areas and their publications in the domains of sport and tourism. Two sport management professors and two retail, hospitality, and tourism management professors were asked to review the survey items to evaluate whether the content was suitable for measuring the intended constructs, and to identify any issues commonly associated with survey design. No issues were raised requiring measurement item changes at this step.

Pretest

The next step in the construct development process is the reduction of items produced in the previous step via a pretest of the questionnaire on a subset of the intended study population (Churchill, 1979). In order to pretest the measures, an online survey was posted to the course management system site of an undergraduate hospitality management course located at a university in the southeastern United States. Students were given four days to complete the survey, and no incentive was given for survey completion. In addition to the proposed measures, the questionnaire included a section in which respondents could list any confusing items or ask any questions regarding item wording. A total of 60 responses were received.

Using the pretest data, internal consistency of the measurement items was measured via an assessment of Cronbach's alpha (α), which assesses the level to which a set of items are reflective of a construct's domain (Peter, 1979). When specifying new items, a Cronbach's alpha of .60 or higher is considered sufficient, while an alpha of .70 or higher is desirable (Nunnally, 1967). Analyzing the overall change in alpha when each item was deleted assessed the reliability of individual measurement items.

Pretest data analysis revealed that three adopted first-order motives (drama, social, and family) and one newly created contextual dimension (tradition) fell below the .70 cutoff criteria. Upon further review and consultation with the expert panel mentioned earlier, it was determined that the specificity of the pilot test sample (undergraduate students) may have led to lower reliabilities. A sample of students in their early twenties might not be able to properly relate to or identify with the tradition, social, and family constructs as motives to travel to away football games. Regarding drama, the experts thought that sport consumers do not always undertake

away game travel for the game itself or any anticipated drama; they may travel for the experience of the destination itself. Therefore, these measures remained in the final instrument.

Upon establishing preliminary construct reliability, analyses were conducted in order to assess the factor structure of the contextual dimensions. Items reflective of each contextual dimension were analyzed using principal components analysis with varimax rotation. Analysis of the eigenvalues and the associated scree-plot suggested a four-factor structure with 66% of variance explained. The results of this analysis were used to further refine the scale items for each contextual dimension. The resulting PCA for four contextual dimensions can be seen in Table 4.

Table 4. Pretest PCA of contextual dimensions Common Method Bias

Constructs and Indicators	**Component**			
	1	**2**	**3**	**4**
Team Success (SUC)(α = .93)				
(SUC1) "team name" will be successful in the foreseeable future.	**.940**			
(SUC2) "team name" will be very good next season.	**.971**			
(SUC3) "team name" will be better than most other FBS (Division 1) teams next season.	**.918**			
(SUC4) "team name" will be better than most other SEC teams in the foreseeable future.	**.925**			
Game Importance (IMP)(α = .73)				
(IMP1) This is a very important game.		**.688**		
(IMP2) This game is more important to my team than most of the games this season.		**.708**		
(IMP3) This game may determine the outcome of the season for "team name"		**.860**		
(IMP4) I will be upset if I cannot attend this particular game.		**.523**		
Tradition (TRA)(α = .60)				
(TRA1) The teams playing in this game are traditional powers in the sport.			**.704**	
(TRA2) I always attend away games between these two teams.			**.654**	
(TRA3) This game is a great tradition.			**.678**	
(TRA4) I have always wanted to attend a game at this stadium.			**.652**	
Competitive Balance (BAL)(α =. *70)*				
(BAL1) This game features two evenly matched teams.				**.836**
(BAL2) I am expecting a close game between these two teams.				**.775**
(BAL3) Regardless of win/loss record, these teams historically play a close game.				**.630**

COMMON METHOD BIAS

In order to acquire empirical data on sport consumption motivation, identification, and destination image, data were collected using an online self-administered questionnaire. Given the importance of common method bias and associated measurement error, a discussion of how common method bias was addressed in this study follows.

Common method bias can have an enormous effect on behavioral research, and is resultant of the interaction between the respondent and the instrument and/or environment. Four types of common method bias are: 1) common rater, 2) item characteristics, 3) common item context, and 4) measurement context (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). These biases are shown to influence behavior during the five response processes identified by Podsakoff, et al. (2003): 1) comprehension of survey questions, 2) retrieval of information from memory, 3) judgment, 4) response selection, and 5) response reporting. During these stages, responses are affected by factors such as a lack of comprehension due to item ambiguity, a respondent's mood, the influence of preceding answers on the instrument, and social desirability response, among others. Well-designed studies increase the likelihood of response accuracy by minimizing difficulty and maximizing respondent motivation (Podsakoff, MacKenzie, & Podsakoff, 2012). Measurement error variance associated with these methodological biases can be minimized through proper instrument design. Therefore, a discussion of the most likely sources of method bias attributable to this research design and the procedural techniques utilized to minimize potential error follows.

Common Rater Effects

First, common rater effects refers to artificial covariances resulting when the same respondent provides measurements of the predictor and outcome variables. Two typical causes of common rater effects are acquiescence bias and transient mood states (Podsakoff et al., 2003). Acquiescence bias refers to the tendency of respondents to agree (or disagree) with questionnaire items regardless of their content (i.e. "yay-saying" or "nay-saying") (Podsakoff et al., 2003). Hence, acquiescence bias was addressed through the insertion of reverse coded items into the survey with the hope that respondents would carefully read each item without simply "highly agreeing" to them (Dillman, Smyth, & Christian, 2009; Podsakoff et al., 2003). Transient mood state refers to the impact of a mood-enhancing event recent to the respondent that may influence the manner in which items are answered. To address transient mood states, the completion time of the survey was tested during the pretest to ensure a completion time of less than 15 minutes.

Item Characteristic Effects

Second, item characteristic effects refer to any artifactual covariance related to the item itself, stemming from causes such as item ambiguity and common scale formats. Addressing potential item ambiguity, pilot test respondents reviewed newly generated items and items adopted from other studies to ensure that the content was presented as clearly and succinctly as possible. Common scale format refers to artifactual covariation stemming from the use of the same scale format (e.g., Likert scales, semantic differential scales) on a questionnaire (Podsakoff et al., 2003). Therefore, as much care as possible was taken to ensure that a mixture of Likert-type and semantic differential scales was utilized.

Item Context Effects

Third, item context effects denote any influence or interpretation that a respondent might attribute to an item simply based on its relation to the other items comprising the instrument. One potential cause of item context effects is grouping or intermixing of items or constructs on the questionnaire. To address potential grouping effects, items were sporadically intermixed between groups to ensure that inter- and intra-construct correlations were not artificially affected due to item placement.

Measurement Context Effects

Similar to item context effects, attempts were made to ensure that measurement context effects would not be a potential source of measurement bias. In order to reduce measurement context effects, various forms of separation between the independent and dependent variables must take place. While the best method for dealing with potential bias resulting from measurement context effects is to obtain measurements of the predictor and criterion variables from different sources (Podsakoff et al., 2003), this study's research design did not facilitate the use of this technique. However, separation of each variable group measurement within the survey instrument can reduce the effects of measurement context error (Podsakoff et al., 2003), which was addressed by the questionnaire design. It is important to note that researchers cannot control all forms of common method bias, but should try to do so. The greatest control a researcher has over common method bias is through proper understanding of error resulting from measurement design and implementation, coupled with an understanding of the function and assessment of reliability and validity.

METHODS SUMMARY

This chapter provided a detailed description of the methods used for construct development and data collection. The construct development process involved an extensive literature review, expert discussion groups, and pretest of the data. After establishing preliminary reliability and validity of the measures, a link to an online survey was posted to various message boards and social media sites. Of the unknown number of participants solicited, 830 responses were collected, and due to missing data and screening questions, 375 usable responses remained. The following chapter discusses data analysis in relation to the hypotheses proffered in Chapter II.

CHAPTER IV: DATA ANALYSES AND RESULTS

INTRODUCTION

This chapter describes the analyses conducted for data purification and hypothesis testing and provides related findings. First, the data were analyzed in order to identify problematic scale items that could hinder subsequent analysis. Items exhibiting high levels of skew (-2 to +2) or kurtosis (-3 to +3) were identified at this stage. Next, a two-step process to assess factor structure and validity of the proposed model using confirmatory factor analysis (CFA) and test hypotheses using structural equation modeling (SEM) was employed using AMOS 20.0 (J. C. Anderson & Gerbing, 1982). SEM was utilized in order to examine the relationships among both observed and latent variables concurrently, while taking measurement error into account; which other statistical procedures lack the ability to do (Kline, 2010). Tests for partial mediation between the proposed sport attendance motives and away game attendance intention were conducted. Last, the moderating role of destination image was analyzed.

FIRST-ORDER FACTOR STRUCTURE

Individual confirmatory factor analyses using maximum likelihood estimation were conducted for each of the 16 constructs. In conjunction with assessments of normality, items were identified for potential deletion based on the magnitude of error variances, presence of large modification indices, and the significance of residual covariation. Results from descriptive statistic analysis and individual CFAs were considered in reaching a decision on item retention or deletion.

As a result of these analyses, 58 of the 67 items were retained. Table 4 shows the measures utilized for final data analysis, with the deleted items (AES4, KNO2, ESC4, VIC3, SOC4, IMP4, TRA2, SCID3) denoted by ***. Internal consistency and reliability of individual constructs were supported using composite reliability, meaning that each individual item is measuring the same underlying construct. Table 6 summarizes the descriptive statistics of the final measurement items, providing evidence for the assumption of multivariate normality required for structural equation modeling (SEM) analysis (Hair, Anderson, Tatham, & Black, 1998).

Table 5. Measures before removal

Construct	Measures
Sport Consumption Motives	
Drama (α = .829)	**DRM1:** I enjoy the drama of a "one score" game **DRM2:** I prefer a "close" game rather than a "one-sided" game. **DRM3:** I do not like "blowout" games. **DRM4:** A game is more enjoyable to me when the outcome is not decided until the very end.
Aesthetics (α = .907)	**AES1:** I appreciate the beauty inherent in the sport of football. **AES2:** There is a certain natural beauty to football. **AES3:** I enjoy the gracefulness associated with football. **AES4:** Football is pleasing to watch. ***
Knowledge (α = .696)	**KNO1:** I regularly track the statistics of specific players. **KNO2:** I usually know the team's win/loss record. *** **KNO3:** I read the box scores and team statistics regularly. **KNO4:** I know more about my favorite team that most other people.
Escape (α = .850)	**ESC1:** Games represent an escape for me from my day-to-day activities **ESC2:** Games are a great change of pace from what I regularly do. **ESC3:** I look forward to the games because they are something different to do. **ESC4:** Going to games are my primary form of recreation. ***

Table 5. Measures before removal - continued

Construct	Measures
Vicarious Achievement (α = .842)	**VIC1:** I feel like I have won when the team wins. **VIC2:** I feel a personal sense of achievement when the team does well. **VIC3:** I feel proud when the team plays well. *** **VIC4:** I am unhappy when the team performs poorly. **VIC5:** I take it personally when the team loses a game.
Social (α = .872)	**SOC1:** Interacting with other fans is a very important part of being at games. **SOC2:** I like to talk to other people sitting near me during the games. **SOC3:** Games are great opportunities to socialize with other people. **SOC4:** I try to avoid interacting with other fans at games (r). ***
Family (α = .783)	**FAM1:** I like going to games with my family **FAM2:** I like going to games with my spouse/significant other **FAM3:** I like going to games with my children
Contextual Dimensions	
Game Importance (α = .846)	**IMP1:** This is a very important game **IMP2:** This game is more important to my team than most of the games this season **IMP3:** This game may determine the outcome of the season for (team name) **IMP4:** I will be upset if I cannot attend this particular game. ***
Competitive Balance (α = .843)	**BAL1:** This game features two evenly matched teams **BAL2:** I am expecting a close game between these 2 teams **BAL3:** Regardless of win/loss record, these teams usually play a close game.
Team Success (α = .886)	**SUC1:** (team name) will be successful in the foreseeable future. **SUC2:** (team name) will be very good next season. **SUC3:** (team name) will be better than most other FBS (Division 1) teams next season. **SUC4:** (team name) will be better than most other SEC teams in the foreseeable future.
Tradition (α = .696)	**TRA1:** The teams playing this game are traditional powers in the sport. **TRA2:** I always attend games between these two teams. *** **TRA3:** This game represents great college football tradition. **TRA4:** I have always wanted to attend a game at this stadium.

Table 5. Continued.

Construct	Measures
Identification	
Social-Identity (α = .847)	**SCID1:** Many people think of me as being a fan of (team) **SCID2:** Other people think that (team name) is important to me **SCID3:** People would be surprised if I stopped being a (team name) fan. *** (Team Name):
Self-Identity (α = .770)	**SELF1:** Does not describe me/describes me **SELF2:** Does not affirm my values/Affirms my values **SELF3:** Do not have strong feelings/Have strong feelings
Destination Image	
Affective Destination Image (α = .881)	The city of _____ as a destination is: **DIA1:** Unpleasant/Pleasant **DIA2:** Gloomy/Exciting **DIA3:** Sleepy/Arousing **DIA4:** Distressing/Relaxing **DIA5:** Unfriendly/Friendly
Cognitive Destination Image (α = .922)	When I think of _____as a destination; I think: **DIC1:** The city is clean. **DIC2:** The city has good accommodations **DIC3:** The city offers quality entertainment. **DIC4:** The city has good restaurants **DIC5:** The city has cultural appeal **DIC6:** The city is friendly **DIC7:** The city is hospitable **DIC8:** The city is affordable **DIC9:** The city is safe **DIC10:** The city offers things to do and see
Away game Attendance Intention (α = .865)	**ATT1:** I intend to attend this game. **ATT2:** The likelihood that I will attend this game is high. **ATT3:** I will attend (team name) away games in the future.

**** Indicates item removed*

Table 6. Assessment of normality.

Construct	Item	Mean	Standard Deviation	Skew	Kurtosis
Drama	DRM1	4.90	1.555	-.650	-.082
	DRM2	5.11	1.511	-.859	.003
	DRM3	4.34	1.597	-.321	-.703
	DRM4	4.68	1.486	-.476	-.268
Aesthetics	AES1	5.98	1.102	-1.259	1.568
	AES2	5.68	1.194	-.829	.291
	AES3	5.30	1.308	-.582	-.123
Knowledge	KNO1	5.22	1.439	-.897	.293
	KNO3	6.18	1.096	-1.769	3.847
	KNO4	6.25	.999	-1.594	2.775
Escape	ESC1	5.36	1.541	-1.041	.525
	ESC2	5.61	1.248	-1.109	1.263
	ESC3	5.57	1.215	-1.030	1.207
Vicarious Achievement	VIC1	5.52	1.489	-1.142	1.021
	VIC2	5.11	1.580	-.779	.086
	VIC4	5.63	1.265	-1.260	1.652
	VIC5	3.89	1.836	-.084	-1.154
Social	SOC1	5.57	1.267	-1.179	1.710
	SOC2	5.42	1.346	-1.307	1.616
	SOC3	5.62	1.303	-1.398	2.205
Family	FAM1	6.06	1.083	-1.551	2.702
	FAM2	5.90	1.267	-1.253	1.195
	FAM3	5.53	1.414	-.699	-.074
Game Importance	IMP1	5.61	1.421	-1.161	1.076
	IMP2	4.35	1.940	-.135	-1.265
	IMP3	4.24	1.898	-.189	-1.179
Competitive Balance	BAL1	3.66	1.622	-.050	-.872
	BAL2	4.17	1.689	-.443	-.826
	BAL3	4.17	1.589	-.245	-.619
Tradition	TRA1	4.82	1.825	-.665	-.664
	TRA3	5.15	1.798	-.794	-.454
	TRA4	4.75	1.772	-.521	-.603

Table 6. Continued.

Construct	Item	Mean	Standard Deviation	Skew	Kurtosis
Team Success	SUC1	6.42	.696	-1.069	.926
	SUC2	5.61	1.372	-.694	-.377
	SUC3	5.88	1.205	-.926	.092
	SUC4	5.78	1.247	-.826	-.082
Social Identification	SCID1	6.54	.737	-1.189	.873
	SCID2	6.40	.788	-1.506	1.197
	SCID3	6.70	.742	-1.917	.601
Self Identification	SELF1	4.08	1.805	-.247	-.925
	SELF2	3.98	1.846	-.170	-1.007
	SELF3	5.81	1.325	-1.593	2.871
Affective Destination Image	DIA1	4.86	1.610	-.708	-.021
	DIA2	4.65	1.532	-.619	.092
	DIA3	4.52	1.421	-.465	.247
	DIA4	4.30	1.478	-.314	.070
	DIA5	4.60	1.743	-.522	-.573
Cognitive Destination Image	DIC1	4.66	1.433	-.590	-.088
	DIC2	4.64	1.415	-.444	-.256
	DIC3	4.76	1.378	-.357	-.208
	DIC4	4.93	1.268	-.616	.491
	DIC5	4.50	1.528	-.345	-.313
	DIC6	4.80	1.511	-.648	-.011
	DIC7	4.83	1.507	-.658	-.006
	DIC8	5.11	1.134	-.719	1.210
	DIC9	4.79	1.476	-.756	.227
	DIC10	4.51	1.561	-.375	-.413
Attendance Intention	ATT1	5.86	1.078	-1.000	1.523
	ATT2	5.71	1.220	-.951	.790
	ATT3	6.27	.969	-1.618	1.241

Goodness-of-fit of the estimated models was assessed using varied methods, including the χ^2 statistic, the ratio of chi-square to degrees of freedom (*df*), the root mean square error of approximation (RMSEA), and the comparative fit index (CFI). The chi-square (χ^2) statistic is highly sensitive to sample size and evaluates the disparity between the specified model's covariance structure and the observed covariance structure (Bollen, 1990). Unlike the model chi-square statistic, the chi-square to degrees of freedom ratio is less sensitive to sample size. A desirable $\chi 2/df$ ratio is < 3.0 (Kline, 2010). Root mean square error of approximation (RMSEA) is a parsimony-adjusted index that corrects for model complexity. Typically, less-complex models exhibit better fit (due to fewer degrees of freedom); yet, the RMSEA index accounts for this discrepancy. Comparative fit index (CFI) assesses the improvement in the specified model's fit relative to a baseline model, which assumes zero population covariances among the observed variables (Kline, 2010). The following cutoff criteria are used in the assessment of acceptable model fit: RMSEA<0.08; CFI>0.90; p>.05, and good model fit: RMSEA<0.06; CFI>0.95. These criteria are generally acknowledged as acceptable and good model fit criteria, respectively (Bagozzi & Yi, 1988; Hu & Bentler, 1999). Subsequently, the standardized residual matrices were analyzed in order to isolate large residuals (positive or negative) that contributed most to poor model fit. Modification indices based on Lagrangian multiplier (LM) tests were used to identify unspecified parameters, which, if specified, would have resulted in a more favorable model fit. The results of these analyses are discussed in the following sections.

SECOND-ORDER CFA – PSYCHOLOGICAL AND SOCIOCULTURAL MOTIVES

All first-order constructs were subjected to individual confirmatory factor analysis. Upon establishing the structure for each first-order dimension of the multidimensional Psychological

Motives construct (drama, aesthetics, knowledge, and escape), the next step was to confirm the second-order structure of the construct. Therefore, a CFA was conducted specifying the second-order structure illustrated in Figure 5. While this specification demonstrated a good fit to the data ($\chi 2 = 89.436$, $df = 51$ [$\chi 2/df = 1.75$]; RMSEA = .05; CFI = .98), the parameter estimates of each first-order latent construct were not significant, signaling that the four indicators did not load on the proposed second-order latent construct. Similarly, the proposed second-order sociocultural motive (Figure 6) structure was not acceptable due to poor model fit ($\chi 2 = 150.4$, $df = 32$ [$\chi 2/df = 4.7$]; RMSEA = .09; CFI = .93) and insignificant parameter estimates.

A higher order construct is a single latent phenomenon comprised of observed indicators that offer discriminant and convergent validity. A second-order latent construct is made up of multiple first-order latent constructs. When a second-order latent variable is proposed, yet exhibits poor model fit or insignificant parameter estimates, it signifies that the measurement items do not have the necessary convergent and discriminant validity to comprise a second-order factor. This provides evidence that the factor structure of the construct (e.g. psychological motives) is not hierarchical in nature, and that "psychological motives" is multi-dimensional (Runyan, Ge, Dong, & Swinney, 2012). That is, the construct itself does not give rise to the first order factors of drama, aesthetics, knowledge and escape. Rather, the concept of psychological motives can be thought of, in this case, as a sort of organizing construct to describe the proposed first order constructs. Therefore, only first order latent constructs were utilized in further analyses.



Figure 5. Proposed second-order factor structure: Psychological motives

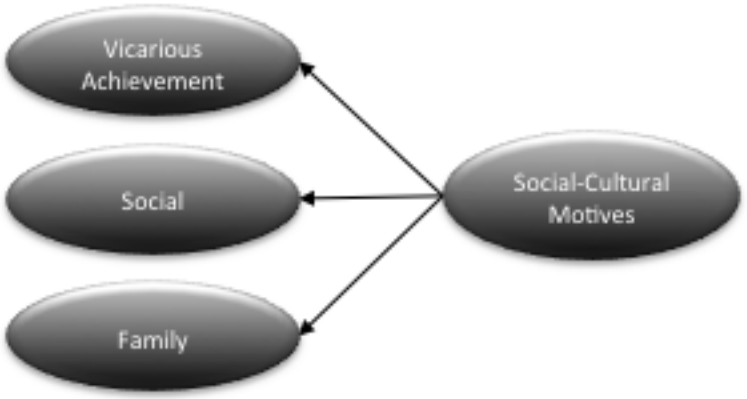


Figure 6. Proposed second-order factor structure: Sociocultural motives

Due to the absence of significant psychological or sociocultural second-order factor structures, the hypotheses for this study were re-specified as follows:

H_{1a}: The psychological motive "drama" is significantly related to subcultural identification.

H_{1b}: The psychological motive "aesthetics" is significantly related to subcultural identification.

H_{1c}: The psychological motive "knowledge acquisition" is significantly related to subcultural identification.

H_{1d}: The psychological motive "escape" is significantly related to subcultural identification.

H_{2a}: The sociocultural motive "vicarious achievement" is significantly related to subcultural identification.

H_{2b}: The sociocultural motive "social interaction" is significantly related to subcultural identification.

H_{2c}: The sociocultural motive "family" is significantly related to subcultural identification.

H_{3}: Consumers exhibiting higher levels of subcultural identification will reveal greater intention to travel to away game sport events.

H_{4a}: There is a positive relationship between team success and away game travel intention.

H_{4b}: There is a positive relationship between tradition and away game travel intention.

H_{4c}: There is a positive relationship between competitive balance and away game travel intention.

H_{4d}: There is a positive relationship between game importance and away game travel intention.

H_{5}: Consumers who exhibit a more favorable image of a destination are more likely to travel to an away game.

MEASUREMENT MODEL

Following the examination of the proposed second-order factor structures, a measurement model was specified using all first-order factors, as hypothesized above. Initially, the model would not converge due to negative error variance attributed to the measurement item TRA1 associated with the contextual dimension "tradition," upon which the variance was constrained to

0.05; and the model was re-specified. The re-specified model exhibited negative error variance for TRA3; therefore the contextual dimension tradition was removed from further analysis. This result was more than likely due to poor conceptualization of the tradition construct, which is addressed in the discussion.

Upon re-specification, the model demonstrated good model fit ($\chi 2 = 1212.64$, $df = 739$ [$\chi 2/df = 1.64$]; RMSEA = .04; CFI = .95), with all specified paths significant at the $p < .001$ level (see Table 6). Support for convergent validity is found due to the following: (1) all loadings were significant ($p < .001$), (2) the composite reliability for each construct met or exceeded .70, and (3) the average variance extracted (AVE) for each construct was above the recommended .50 level (Hair et al., 1998) (see Table 6 & 7).

Table 6. Composite reliability and average variance extracted.

Construct	**CR**	**AVE**
FAMILY	0.783	0.553
DRAMA	0.829	0.562
AESTHETICS	0.907	0.765
KNOWLEDGE	0.696	0.505
ESCAPE	0.850	0.655
VICARIOUS ACHIEVEMENT	0.842	0.529
SOCIAL	0.872	0.695
GAME IMPORTANCE	0.846	0.648
COMPTETITIVE BALANCE	0.843	0.656
TEAM SUCCESS	0.886	0.662
ATTENDANCE INTENTION	0.880	0.718
SOCIAL IDENTITY	0.847	0.651
SELFID	0.770	0.555

CR = Composite Reliability; AVE = Average variance extracted

Table 7. Measurement model correlation matrix

	FAM	DRM	AES	KNO	ESC	VIC	SID	IMP	BAL	SUC	ATT	SOC	SELF
FAM	0.743*												
DRM	-0.038	0.750*											
AES	0.119	0.027	0.875*										
KNO	0.132	-0.034	0.253	0.711*									
ESC	0.064	0.166	0.136	0.136	0.809*								
VIC	0.055	-0.158	0.333	0.263	0.375	0.728*							
SID	0.262	-0.046	0.313	0.316	0.241	0.393	0.807*						
IMP	-0.018	0.006	0.235	0.103	-0.025	0.219	0.148	0.805*					
BAL	0.100	0.223	-0.027	0.006	-0.070	-0.063	0.038	0.360	0.810*				
SUC	0.064	-0.218	0.280	0.299	0.136	0.382	0.221	0.278	-0.140	0.814*			
ATT	0.217	0.098	0.144	0.183	0.087	0.126	0.342	0.195	0.116	0.156	0.847*		
SOC	0.142	0.112	0.255	0.096	0.156	0.161	0.262	0.094	0.051	0.181	0.169	0.833*	
SELF	-0.008	0.049	0.232	0.237	0.288	0.535	0.199	0.223	-0.012	0.271	0.170	0.079	0.745*

*= square root of AVE

STRUCTURAL MODEL

After fitting the measurement model, a structural model was specified in order to test the hypotheses developed in Chapter II, and re-specified in this chapter due to the lack of dimensionality among the proposed psychological motives and sociocultural motives constructs. The proposed relationships among sport consumption motives, contextual dimensions, subcultural identification, and away-game attendance intention were specified (Figure 7).

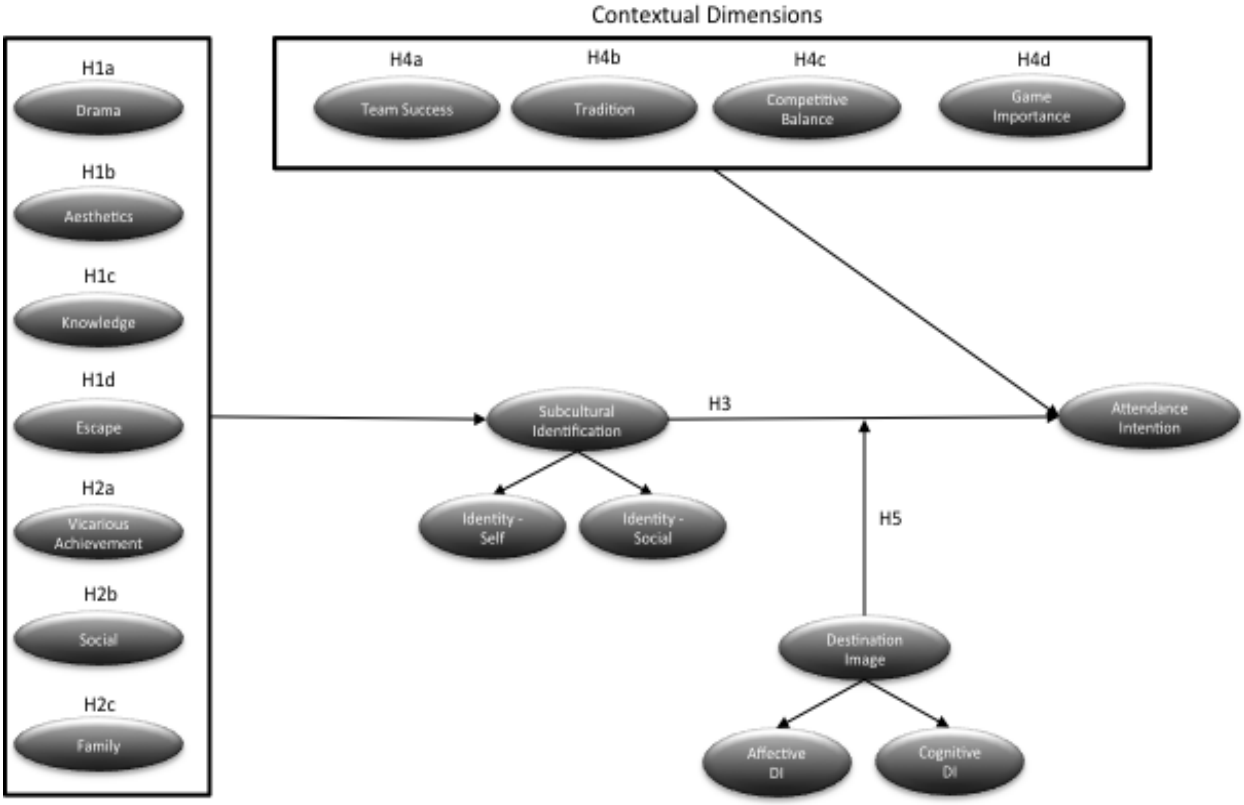


Figure 7. Re-specified research model

Using the same fit index criteria as the measurement model, the structural model assessed the extent to which the specified relationships among the constructs fit the data. Initially, the structural model would not converge due to negative error variance associated with the BAL2 indicator for the contextual dimension "competitive balance." The error term for BAL2 was constrained to 0.05, and the model was run again. This resulted in negative error variance associated with measurement item BAL1 for the contextual dimension "competitive balance." Again, these issues may be the result of poor conceptualization and operationalization of the construct, which is explained in the discussion section. The structural model was re-specified without competitive balance, and exhibited an acceptable fit to the data ($\chi 2 = 1362.90$, $df = 650$ [$\chi 2/df = 2.10$]; RMSEA = .054; CFI = .91), allowing for analysis of the estimated model paths. Six motives (aesthetics, knowledge, escape, vicarious achievement, social, and family) explained 35.9% of the variance in subcultural identification ($R^2 = .359$). Table 8 shows that all specified paths, with the exception of Drama - Subcultural Identification (H1a) and Team Success - Away Game Attendance Intention (H4a) were significant as hypothesized (see Table 8).

Table 8. Structural model evaluation

Hypothesis: Path	**Std. Solution**	**Critical Ratio**	***p***	**Supported**
H1a: DRM – ID	0.128	1.34	0.18	No
H1b: AES – ID	0.139	2.57	0.01	Yes
H1c: KNO – ID	0.377	3.80	< .001	Yes
H1d: ESC – ID	0.119	2.05	0.04	Yes
H2a: VIC – ID	0.364	4.94	< .001	Yes
H2b: SOC – ID	0.134	2.10	0.035	Yes
H2c: FAM – ID	0.166	2.74	0.006	Yes
H3: ID – ATT	0.324	3.33	< .001	Yes
H4a: SUC – ATT	0.017	0.33	0.74	No
H4d: IMP – ATT	0.086	2.41	0.02	Yes

Model Fit: $\chi 2 = 1362.90$, $df = 650$; RMSEA = .054; CFI = .90

MEDIATION

The process outlined by Baron and Kenny (1986) was followed in order to examine the mediating role of subcultural identification between each motive and away game attendance intention. In addition to providing an assessment of the hypothesized relationships in the model, mediation analyses allow for comparisons between the hypothesized model and alternative models that may better explain the data. Full mediating effects by subcultural identification was proposed *a priori* by the study; therefore, the following mediation tests examine any partial mediation.

In order to test mediation effects of each motive and away game attendance intention, a path was specified from each endogenous construct individually (e.g. drama) to the exogenous construct (ATT) in separate models, and model fit difference (assessed by chi-square) was examined (Table 9). Significant model fit differences were found related to the vicarious achievement motive ($\Delta\chi2$= 16.04, df = 1, p < .001*)*, and the family motive ($\Delta\chi2$= 8.31, df = 1, p < .04*)*. Therefore partial mediation of VIC-ATT by ID is supported. Regarding the FAM-ATT relationship, when a path between FAM-ATT was specified, the FAM-ID path was insignificant, indicating that no partial mediation exists. Therefore, the accepted alternate model is one in which a direct relationship between Drama and attendance intention is preferred.

Table 9. Mediating effects of subcultural identification.

Construct (X)	Sig. X-M (ID)	Sig. X-Y	Chi-Square	p-value	Mediation
Drama	p =.391	p =.079	1359.639	p =.08	None
Aesthetics	p = .013	p = .082	1362.6	p =.58	Full
Knowledge	p < .001	p = .499	1361.3	p =.317	Full
Escape	p = .033	p = .318	1362.18	p = .37	Full
Vicarious	p < .001	p = .002	1346.863	p < .001	Partial
Social	p = .092	p = .163	1361.02	p = .44	Full
Family	p = .091	p = .004	1354.586	p = .04	Full

Model Chi-square: 1362.90 df = 650, Ratio 2.09 CFI.91, RMSEA = .054

MODERATION

In order to test Hypothesis 5, the moderating effect of destination image on away game intention was examined by specifying two-group nested models. Two destination image groups were formed (LOW/HIGH), using median split: (1) LOW was below 4.5 (n = 157); and (2) HIGH was above 4.5 (n = 218). Two models, one nested in the other, were run: (1) first, each of the paths was specified as equal across groups and (2) second, these paths were freed in each group. The difference between the unconstrained and constrained models was $\Delta\chi 2 = 61.60$, df = 37. A chi-square difference test revealed the groups were significantly different at the model level (p = 0.007). Next, path analysis of the ID-ATT path was attempted, and the paths were significantly different (t=6.85, p< .001), supporting Hypothesis 5.

ANALYSIS SUMMARY

In this chapter, the data collected in Chapter II were analyzed. This process began with the identification and assessment of the factor structure and psychometric properties of each construct. Next, the proposed second-order factor structure (psychological and sociocultural motives) was examined utilizing confirmatory factor analyses. Each proposed second-order factor exhibited either poor model fit or insignificant parameter estimates; therefore, only first order latent constructs were used in all further analyses. Next, a measurement model was specified to assess the reliability and validity of the constructs when specified together in a model. Structural equation modeling was then used to test the hypothesized relationships among the variables in the model. Hypothesis testing provided support for all hypotheses with the exception of H_{1a} (DRM-ID) and H_{4a} (SUC-ATT). Tests for partial mediation between the

proposed sport attendance motives and away game attendance intention were conducted. Mediation analyses reveal that subcultural identification partially mediates the relationship between vicarious achievement and away game attendance intention. Last, the moderating role of destination image on away game attendance intention was examined, resulting in a significant difference between destination image groups (high/low). The following chapter provides a discussion of these results and their theoretical and practical implications.

CHAPTER V: DISCUSSION AND CONCLUSION

This study explored the phenomenon of away-game sport tourism in the context of college football, specifically SEC football. The focus on away-game college football sport tourists is of particular importance to a number of domains including sport management, sport tourism, hospitality management, and destination management. Most importantly, this study revealed that destination image plays a major role in away game attendance intention, in that a more favorable image of the location hosting the football game leads to a greater likelihood of attendance intention, regardless of psychological and sociocultural motives, contextual dimensions, or subcultural identification. The results of the study reveal that SEC football away game sport tourists do not attend games based solely upon individual sport consumption motives; rather their attendance is reliant upon the level to which they identify with their respective subculture. This study's findings suggest that these sport consumers attend away games, in order to satisfy various self-identity and social identity needs and related motives.

The following paragraphs interpret and discuss the results of the analyses reported in Chapter IV. The findings of the study and their significance relative to theoretical and practical implications are discussed. This is followed by a discussion of limitations of the study. Last, suggestions for future research are presented.

DISCUSSION OF FINDINGS

In addition to an assessment of the second-order factor structure of psychological motives and sociocultural motives, the specific research questions addressed by this study were:

RQ1: Which motives are most salient in predicting SEC college football consumers' desire to attend away games?

RQ2: What is the impact of subcultural identification in away game motivation?
RQ3: What is the impact of contextual dimensions on away game motivation?
RQ4: What is the role of destination image in SEC college football sport tourists' travel decisions?

The following sections will address each of the research objectives.

PROPOSED SECOND-ORDER MOTIVE DIMENSIONALITY

Based upon categorizations of sport consumption motives suggested by Smith and Stewart (2007), two second-order factors (psychological motives and sociocultural motives) were proposed with the goal of identifying a more parsimonious sport consumption model. Other studies have made assumptions of motive dimensionality (i.e. composition of higher order factors) (Wann et al., 1999), yet these higher order factors are typically seen as a singular construct (e.g. "motives"). The specific dimensionality, grounded in the existing literature (Smith et al., 2007), proposed by this study did not fit the data. In other words, the specified factors (i.e. drama, aesthetics, knowledge, and escape) were not related to one another in such a way as to imply that they form a hierarchical structure. This is perhaps due to a lack of convergent validity needed to form a second order factor. This result does not imply that individual sport consumption motives do not form any second-order factors, only that the factors specified *a priori* by this research do collectively yield psychological and sociocultural factors. Given the lack of higher-order dimensionality, the first-order factors were individually assessed in relation to subcultural identification, the mediating variable in the model.

SPORT CONSUMPTION MOTIVES AND THE MEDIATING ROLE OF SUBCULTURAL IDENTIFICATION (RQ1 & RQ2)

In order to address research questions 1 and 2, the salience of away-game sport consumption motives and the mediating role of subcultural identification were examined. Sport

consumption motives are routinely associated with various forms of psychological attachment or identification with a sport, team, coach or player (Fink & Trail, 2002b; Wann, 2002; Wann & Branscombe, 1995), and these attachments or levels of identification lead to various sport consumption behaviors. This study provides further evidence that motives (with the exception of drama) are related to sport consumption intentions only when mediated by subcultural identification. The following sections discuss the results related to each motive utilized in this study, and the similarity or difference among extant studies in the domain.

Drama

Drama was not significantly related to subcultural identification in this study (H_{1a}). This is not unexpected as drama is more related to being a fan of the sport rather than a fan of a specific team, coach, or player (Robinson & Trail, 2005). This finding confirms studies in which the relationship between individual sport consumption motives and team identification were examined and drama was not significantly related to highly-identified consumers (Fink & Trail, 2002b; Wann et al., 2008). A spectator (or fan of the sport in general), who is not necessarily psychologically identified with a particular team, prefers an exciting, dramatic game in which the outcome is not decided until the last second. Conversely, highly-identified individuals, such as the respondents in this study (e.g. subcultural identification x= 5.54, s = .84), do not wish to witness a dramatic game in which the favored team might lose (Trail & Kim, 2011), especially if they undertake significant travel and expense to go to an away game.

Aesthetics

For the away game sport tourists in this study, aesthetics is positively related to subcultural identification (H_{2a}). Typically, the appreciation of a sport's aesthetic qualities are

attributed to being an interested spectator rather than a highly-identified sport consumer (Robinson & Trail, 2005; Sloan, 1989; Wann & Branscombe, 1995); however, this study suggests the aesthetic motivation also applies to the highly-identified away game sport tourist. It is reasonable to expect a highly-identified individual to hold a great appreciation for the beauty inherent in the sport of football. This finding suggests that individuals at all levels of identification appreciate the aesthetic qualities of the sport.

Knowledge Acquisition

Knowledge acquisition represents a need or learning about a sport, team, or players through media consumption or game attendance (Trail et al., 2000; Wann & Branscombe, 1995). The positive relationship between knowledge acquisition and subcultural identification found in this study (H_{1c}) is consistent with previous studies, such as Fink et al. (2002b), in which the need for knowledge is related to team identification. Knowledge acquisition as a sport consumption motive is reflective of the need for away game sport tourists to increase awareness regarding a particular team, serving as a function of self-identity and leading to higher levels of subcultural identification. Knowledge acquisition may also be representative of the need for social group membership, and could possibly be reflective of the need for highly-identified individuals to be extremely knowledgeable about their team. This is perhaps due to fear that others may not perceive them as worthy members of the subculture due to a lack of extensive knowledge. Knowledge gained from attending away games (e.g. the game, sport facilities, campus, city, restaurants, and lodging) relates to the concept of mavenism, which is the gathering of information and the related enjoyment of sharing said information (Billings & Ruihley, 2013), which thereby increases their connection and status within the team subculture. For example,

being able to share information about a specific city's amenities (e.g. lodging properties, restaurants, things to do) could augment a highly-identified sport consumer's prestige within the team subculture. This enhanced prestige could further heighten this aspect of one's self and social identity.

Escape

Sport events can provide the ultimate form of escape for game attendees. The significant relationship between escape and subcultural identification (H_{1d}) is consistent with studies in which escape is related to various points of attachment such as a team, coach, university, or community (Fink & Trail, 2002b; Robinson & Trail, 2005; Wann & Branscombe, 1995). Escape also serves as a direct motive leading to game attendance (Robinson & Gammon, 2004; Trail & Fink, 2003), and in the context of the away game sport tourist, travel requiring significant investments of time and/or distance serves to further enhance the escape motive. In these cases, the travel to a unique or different destination represents escape from the sport consumers' day-to-day responsibilities.

Vicarious Achievement

It comes as no surprise that vicarious achievement exhibited a large effect size ($R = 0.36$) in relation to subcultural identification (H_{2a}), as respondents were highly identified with their respective subcultures. Highly-identified individuals often let their affiliation with a sports entity form their sense of self-worth and social-worth (Sloan, 1989), hence this significant relationship. The primacy of vicarious achievement related to various states of being or behavioral outcomes is consistent with prior studies that indicate vicarious achievement predicts a sport consumer's interest in a team or being a fan (Fink & Trail, 2002b; Robinson & Trail, 2005; Wann, 1995),

attachment to a coach, team, or player (Robinson & Trail, 2005), and game attendance (Robinson & Trail, 2005; Woo et al., 2009). The sport consumers in this study who were motivated by vicarious achievement believe that attending away games increases their visibility as a member of the subculture, and are thereby motivated to attend away games.

Social Interaction

Football games provide fans and spectators alike an opportunity to engage in social interaction, which in turn, serves as a predictor of subcultural identification (H_{2b}). Social interaction reflects the need to maintain relationships with others in the group; therefore, attending an away game increases one's sense of subcultural identification. This finding is similar to multiple studies (Fink & Trail, 2002b; M. Robinson & Trail, 2005; Wann, 1995), yet is in direct contrast to Milne and McDonald (1999), who found no direct relationship between social interaction and team identification. Trail and Kim (2011) found that social interaction was significantly related to the escape motive. This study also found a significant correlation ($r = .16$) between the two motives, and therefore, for the sport consumer, travel to an away game and interacting with others in a different setting could represent the ultimate form of social motivation.

Family

Family as a sport consumption motive has shown to be negatively correlated with team identification in prior studies (Fink & Trail, 2002b; Trail & James, 2001; Wann, 1995); yet the positive, significant relationship between family and subcultural identification found in this study (H_{2c}) characterizes the need for shared experiences advocated by respondents. This result is perhaps reflective of the familial nature of SEC football games, which are frequently attended by

large groups of family members (St John, 2005). Stories have circulated among SEC fans of season tickets being passed down through generations, to the point where some SEC universities no longer allow this practice (St John, 2005). In this study, the family motive was highly correlated with away game attendance intention ($r = .22$), and was slightly correlated with other motives and was even negatively correlated with some contextual dimensions. Therefore, from a sport tourism perspective, when a consumer is motivated to attend a game primarily by family needs, the contextual factors of the game (e.g. strength of opponent) may be irrelevant (Fink & Trail, 2002b). The family motive applied to the away game sport tourist may be even more salient because not only the game, but also travel to and from the game, and the activities engaged in while at the destination, offer opportunities for more time with family, thereby increasing motivation to attend away games.

EFFECT OF SUBCULTURAL IDENTIFICATION ON AWAY GAME ATTENDANCE INTENTION (RQ2)

In order to address Research Question 2, the impact of subcultural identification on away game attendance intention was examined. Multiple studies (James & Ross, 2004; Trail & Anderson, 2005) utilize constructs such as team attachment or involvement in order to assess motivation or behavioral outcomes, yet these constructs typically lack a social identity component, and are simply evaluating a consumers' sense of self in relation to an object. Therefore, a measure of subcultural identification, which is reflective of both self-identity and social identity (Snelgrove et al., 2008), was adopted for this study; and may serve as a more appropriate measure of identification with, or attachment to, a sport entity. Other researchers (Fink & Trail, 2002b; J. Hall et al., 2010), have examined team identification related to game attendance, however, with the exception of Snelgrove et al. (2008), the relationship between subcultural identification and away game attendance intention has yet to be examined. The role

of subcultural identification in the sport-consumer relationship is an important one, as identification with a sports team is predictive of away game attendance (H_3). Of course, there are constraints and barriers to travel, such as time and expense (see Kim & Trail, 2010), but when a sport consumer is highly identified with a team's subculture, the motivation to attend every game can be very high.

EFFECTS OF CONTEXTUAL DIMENSIONS ON AWAY GAME ATTENDANCE INTENTION (RQ3)

As discussed in Chapter II, sport consumers' attendance behavior is more than a function of individual motives, emotional connectedness, attachment, or subcultural identification (Fink & Trail, 2002b; Woo et al., 2009). Research reveals, and is validated by this study, that attendance is also related to the context within which the sport event occurs. Therefore, the motives and identification of sport consumers are assessed in concurrence with specific contextual factors and circumstances, all of which holistically play a role in the game attendance decision-making process.

While multiple issues regarding the operationalization of the tradition and competitive balance dimensions were encountered, the results pertaining to the game importance and team success dimensions are uniquely important for understanding sport consumers' motivations. First, the lack of a relationship between team success and away game attendance intention (H_{4a}) insinuates that, regardless of a team's win/loss record, subcultural identification supersedes the sport consumer's subjective assessment of their favorite team's success. In other words, an individual may be highly identified with a losing team, and he or she will still attend a game.

Second, during any given football season, the outcome of a game has ramifications that may go far beyond just that game. For example, an early-season loss could derail national or conference championship hopes. However, for highly-identified fans, all is not lost. For teams

that are not in the title picture, a win over a rival can salvage what was otherwise a disappointing season. Therefore, regardless of a team's record or perceived success, individual game importance appears to serve as a motive for highly-identified sport consumers to attend away games (H_{4d}).

MODERATING ROLE OF DESTINATION IMAGE (RQ4)

The link between destination image and travel intention has received ample attention in the tourism literature, yet has been somewhat ignored by sport tourism researchers, with the exception of a few studies (Chalip et al., 2003; Mohan, 2010). These studies reveal a significant relationship between destination image and sport consumers' intentions to visit the host destination, which was examined in this study through a moderation effect. In this study, away game sport tourists who held a higher (more positive) image of a destination were more likely to express away game attendance intentions (H_5) than those who held a less favorable image of a destination. This finding suggests that a destination's image could significantly enhance the likelihood a sport tourist will travel to a destination for an away game. Moreover, a destination's image could be even more important than the teams playing in terms of away game motivations.

Respondents rated some university destinations as having a "low" destination image. Even when respondents rated destinations low, they still signified the intention to attend a game at that destination, although the attendance intention was not as strong. In these cases, sport consumers exhibited either high levels of subcultural identification or high game importance (or both), which supersedes destination image in these cases. It is important to note that the respondents in this study rated the destination image of their most hated football rivals low, although they attend the rivalry game each year, regardless of location. For example Auburn

University fans rated Tuscaloosa, Alabama (The University of Alabama) as a having a low destination image, yet still intend to attend the away game next season.

This finding leads to the question regarding how or when sport event destination image is formed. Kaplanidou and Vogt (2007) suggest that destination image in a sport event context only serves to bolster pre-visit event image, not post-visit event image. In other words, once a tourist visits a destination and the game is over, the image of the destination as a game destination does not change. Conversely, tourism research advocates that previous visitation to a destination creates an image that is more realistic and influential than pre-consumption image (Yilmaz et al., 2009). The results of this study suggest that sport consumers who have a higher image of a destination also have extensive experience with the destination, and have visited said destination an average of four times, supporting the notion that previous visits assist in the formulation of destination image. Therefore, a more accurate image of a destination is a primary influence in choosing whether or not to attend an away game.

LIMITATIONS OF THE STUDY

The primary limitations of this study stem from the sampling frame. First, due to the specificity of the desired sample, judgmental and chain-referral sampling were used. These non-random techniques were the most effective methods to achieve the desired number of participants. Second, because the study drew its sample from SEC football away game attendees, application of the results to other college football conferences, professional football, other collegiate sports, and other sports in general requires caution. Also, because the respondents were recruited from SEC football Internet sites, application of the results to all away game tourists, even SEC away game tourists, should be approached with some trepidation. Many who

attend away games, even highly-identified sport consumers, do not frequent Internet message boards or social media sites.

Another limitation of the study evolved from the conceptualization of the contextual dimensions. The results suggest that perhaps the dimensions were not conceptualized effectively, thereby leading to issues with model fit upon operationalization and implementation. Given the issues that arose in this study related to contextual dimensions, it is difficult to maintain that contextual dimensions, as conceptualized, play a role in sport consumers' travel decisions.

FUTURE RESEARCH

The results of this study and the associated limitations lead to multiple opportunities for future research. First, several opportunities exist for the examination of the away game sport tourist in regards to demographic factors such as, age, sex, education, ethnicity, and income. Future research examining the relationships between these factors and strength of motives, subcultural identification, and game attendance is desirable. For example, an important future study would examine whether university alumni are more likely to attend away games than sport consumers who did not graduate from the university. Additionally, exploring the role of age could provide unique insight on sport tourists' motivations.

Additional studies could examine the factor structure of motives with the goal of more parsimonious sport consumption models, which could benefit future research. While the second-order factor structure specified in this study was not significant, future studies may be successful in identifying higher-order motive factors. More parsimonious models allow for the application of existing models into unique sport consumption settings. Moreover, care should be taken to more definitively conceptualize the contextual dimensions presented in this study. Similarly, the

conceptualization and operationalization of other distinctive contextual dimensions is encouraged. Future identification and conceptualization of contextual dimensions and their meanings could be accomplished through qualitative methods. Comprehensive lists of contextual dimensions could be generated and then further refined in order to provide accurate measures of these dimensions. Sport consumption research has holistically revealed that no single motive definitively results in consumption behaviors. Therefore, the identification and creation of new constructs, which may provide more explanatory power to sport consumption models, is desired.

Destination image is a promising construct for future passive sport consumption research. In this study, destination image moderated the relationship between subcultural identification and away game attendance intention. However, moderation does not imply causation, it simply represents an interaction affect between variables. Incorporating destination image into other passive sport consumption models could position the construct as a causal antecedent to attendance intention. The explanatory power of destination image in conjunction with subcultural identification and contextual dimensions could be examined, potentially leading to a more holistic model of passive sport consumption. Post-consumption studies of destinations could also shed insight into the influence of destination image on satisfaction and patronage intention applied to a sport event destination. Research involving away game sport tourists could also examine the game's outcome effects (win/loss) on satisfaction with the event and image of the destination.

The addition of subcultural identification to existing models of sport consumption motivation offers multiple research opportunities. First, the continued use of subcultural identification in place of constructs such as attachment or team identification is recommended, because it captures consumers' perception of their social identity in addition to self-identity.

Also, because subcultural identification is a second-order factor, the relationships among various motives and each component of subcultural identification could lead to interesting findings. For example, which specific component (self or social identity) of subcultural identification is related to individual motives, such as knowledge acquisition? These determinations may lead to more precise models in that motives can be aggregated as either self-identity or social identity motives.

The motivation and subcultural identification measures in this study could also be applied to sport consumers who do not attend away games, and compared to consumers who do undertake travel for sport consumption. Comparative studies such as these will allow for the examination of motive salience for each group, providing insight that can be used by academics and practitioners alike.

ACADEMIC AND PRACTITIONER IMPLICATIONS

The results of this study offer both academic and practitioner implications. The application and modification of existing sport consumption models to the away game sport consumer contributes to academic knowledge in multiple ways. First, the Motivation Scale for Sport Consumption (MSSC) (Trail & James, 2001) remains a strong predictive passive sport consumption model, given the presence of a mediating psychological-state variable (such as subcultural identification). When combined in a model with other factors, such as contextual dimensions and destination image, it is likely that the study can be replicated in the future in other tourism domains.

The moderating role of destination image between subcultural identification and future away game attendance prescribed in this research indicates that destination image should play a more significant role in future passive sport consumption studies. Given the primacy of the destination image construct in traditional tourism research, this is surely a welcome addition to

the sport tourism discipline, providing ample opportunities for future studies. Moreover, the application of a higher-order factor (subcultural identification) to the sport tourism domain allows for the expansion of passive sport tourism research by providing a multi-dimensional construct through which multiple consumption models could emerge. Last, upon re-conceptualization and operationalization, the contextual dimensions proposed by this study may add yet another distinctive set of motives for scholars to utilize in the future.

In addition to academic implications, the results of this study provide valuable information to destination stakeholders, which could be applied in the planning of sport tourism events, and the promotion of sport tourism destinations to visiting fans. Given the economic impact associated with college football tourism, there is an opportunity for developing a better understanding of away game college football sport tourists. Participants in this study reported a yearly average income of $105,000, and typically spend $2,000-$5,000 per year on away game travel to 1-2 games. Therefore, developing a marketing strategy that attracts these types of away-game sport tourists could be economically advantageous for these destinations. Marketing strategies offering "high-end" amenities such as deluxe accommodations and better seating, above standard food and beverage offerings, and luxury transportation to and from the event provide extra revenue for tourism stakeholders. These high-end amenities typically exist for patrons of a home game (skyboxes, pre-game buffets, etc.), but the addition of these opportunities for visiting fans would be an interesting addition to the game day experience. These types of offerings would require sport marketing departments from each SEC institution to strategically coordinate and plan each game (whether home or away), which could potentially increase the profitability of football games for each institution.

One of the primary results of this study is that away game SEC football sport tourists who have a more favorable image of a destination are more likely to attend a game at that destination, and return to the destination in the future. Therefore, even in the presence of various motives, subcultural identification, and contextual dimensions that destination entities have no direct control over, the importance of a destination's image related to passive sport tourism consumption becomes paramount. A game featuring two highly ranked teams would be an easy draw to a destination. Similarly, an annual rivalry game or a rare match-up between teams would serve as a strong contextual motive for sport consumers to attend. Yet in the case of a game lacking these types of match-ups, a destination must evaluate and exploit the favorable qualities of their destination to the greatest extent possible.

Destination marketing campaigns could be designed to focus on sport consumption motives, contextual dimensions, subcultural identification, or destination image. For example, a destination such as Nashville, TN (the home of Vanderbilt University) could implement a marketing campaign, targeting SEC sport tourists, touting the cultural appeal of the city, making it clear that there are many things to do in the city before and after the game. Similarly, Knoxville, TN (the home of The University of Tennessee) could express the opportunity for away game attendees to enjoy the many restaurants and attractions in the area, such as Market Square downtown, or the Great Smoky Mountains National Park.

These campaigns should not be restricted to DMOs or large-scale hospitality organizations. Individual hospitality entities, such as restaurants, lodging properties, and attraction management organizations, could market to potential away-game tourists in order to maximize potential profitability. These campaigns would encourage visitors to arrive early or extend their stay beyond the game, as well as instill a desire to return in the future. As such, this

study's findings suggest that both small and large-scale hospitality and tourism entities should strategically partner with SEC institution's athletic marketing departments to showcase the destination's attributes. This type of strategic partnership has the potential to significantly increase the economic impact of sport tourism for these destinations.

Some cites, such as Starkville, MS (the home of Mississippi State University), or Auburn, AL (the home of Auburn University) may have more of a challenge in marketing the city as a cultural destination, but should focus on each city's family-friendly, socially-welcoming atmosphere. For example, SEC football sport consumers attending away games at Tiger Stadium in Baton Rouge, LA (the home of Louisiana State University) are typically greeted by an extremely welcoming fan base that is eager to feed visiting fans at their legendary tailgates. Oxford, MS (the home of The University of Mississippi) is known for lavish tailgating on "The Grove", where visitors will find tents adorned with chandeliers and beverages served in crystal stemware. The ability to identify and market a unique destination attribute may serve in forming a favorable pre-consumption destination image, resulting in higher levels fan arousal, and therefore, visitation. Therefore, future research should give attention to the specific destination attributes that are most salient for sport tourists, and provide destination stakeholders with information critical to the formation of specialized marketing campaigns.

CONCLUSION

This study examined the motivation and consumption intentions of SEC football away game sport tourists. Psychological and sociocultural sport consumption motives were adopted from Trail and James' (2001) Motivation Scale for Sport Consumption (MSSC), which remains a psychometrically sound measure of sport consumption motivation. Contextual (game-specific) dimensions (team success and game importance) were conceptualized and operationalized as

motivations to attend SEC football away games. The results showed that perceived game importance served to increase away game attendance intention, while perceived team success did not. Subcultural identification, a measure of social and self-identity relative to a group, mediated the relationship between motives (with the exception of drama) and away game attendance intention. In this study, destination image, an oft-overlooked construct in sport tourism studies, was shown to be a primary indicator of SEC football away game attendance intention, as a more favorable destination image led to higher levels of attendance intention. This study extends the knowledge of sport tourism research through the addition of sociological (subcultural identification) and tourism (destination image) constructs to existing sport consumption models. This study provides a deeper understanding of what motivates SEC football away game sport tourists, which could provide unique insight to city and destination managers interested in marketing to these individuals.

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APPENDICES

APPENDIX A. SPORT CONSUMPTION MOTIVES ADOPTED FROM (TRAIL & JAMES, 2001)

Table A-1. Sport consumption motives.

Motive	Definition
Vicarious Achievement	The need for social prestige, self-esteem and sense of empowerment that an individual can receive from the association with a successful team.
Acquisition of Knowledge	The need to learn about the team or player through interaction and media consumption.
Aesthetics	The artistic appreciation of the sport due to its inherent beauty.
Social Interaction	The need to interact and socialize with others of like interests to achieve feelings that one is part of a group.
Drama	The need to experience pleasurable stress or stimulation gained from the drama of the event.
Escape	The need to find a diversion from work and the normal unexciting activity of everyday life.
Family	The opportunity to time with one's family doing something everyone enjoys.

APPENDIX B. MEASUREMENT ITEMS

Table B-1. Measurement items.

Source	Scale	Factor	Rating Scale	Scale Items (Original)	Scale Items (modified)
Trail & James, 2001	MSSC - Motivation Scale for Sport Consumption	Knowledge	7-point anchored by Strongly Disagree to Strongly Agree	• I regularly track the statistics of specific players • I usually know the team's win/loss record • I read the box scores and team statistics regularly	• I regularly track the statistics of specific players. • I usually know the team's win/loss record. • I read the box scores and team statistics regularly. • I know more about my favorite team that most other people.
		Achievement	7-point anchored by Strongly Disagree to Strongly Agree	• I feel like I have won when the team wins. • I feel a personal sense of achievement when the team does well • I feel proud when the team plays well	• I feel like I have won when the team wins. • I feel a personal sense of achievement when the team does well. • I feel proud when the team plays well. • I am unhappy when the team performs poorly. • I take it personally when the team loses a game.
		Aesthetics	7-point anchored by Strongly Disagree to Strongly Agree	• I appreciate the beauty inherent in the game • There is a certain natural beauty to the game • I enjoy the gracefulness associated with the game	• I appreciate the beauty inherent in the sport of football. • There is a certain natural beauty to football. • I enjoy the gracefulness associated with football. • Football is pleasing to watch.

Table B-1.
Continued.

Source	Scale	Factor	Rating Scale	• Scale Items (Original)	• Scale Items (modified)
		Drama	7-point anchored by Strongly Disagree to Strongly Agree	• I enjoy the drama of a "one run" game • I prefer a "close" game rather than a "one-sided" game. • A game is more enjoyable to me when the outcome is not decided until the very end.	• I enjoy the drama of a "one score" game • I prefer a "close" game rather than a "one-sided" game. • A game is more enjoyable to me when the outcome is not decided until the very end. • I do not like "blowout" games.
		Escape	7-point anchored by Strongly Disagree to Strongly Agree	• Games represent an escape for me from my day-to-day activities • Games are a great change of page from what I regularly do. • I look forward to the games because they are something different to do in the summer	• Games represent an escape for me from my day-to-day activities • Games are a great change of pace from what I regularly do. • I look forward to the games because they are something different to do. • Going to games is my primary form of recreation.
		Family	7-point anchored by Strongly Disagree to Strongly Agree	• I like going to games with my family • I like going to games with my spouse/significant other • I like going to games with my children	• I like going to games with my family • I like going to games with my spouse/significant other • I like going to games with my children

Table B-1.
Continued.

Source	Scale	Factor	Rating Scale	Scale Items (Original)	Scale Items (modified)
		Game Importance	7-point anchored by Strongly Disagree to Strongly Agree		• This is a very important game • This game is more important to my team than most of the games this season • This game may determine the outcome of the season for (team name) • I will be upset if I cannot attend this particular game.
		Competitive Balance	7-point anchored by Strongly Disagree to Strongly Agree		• This game features two evenly matched teams. • I am expecting a close game between these 2 teams • Regardless of win/loss record, these teams historically play a close game.
		Tradition	7-point anchored by Strongly Disagree to Strongly Agree		• The teams playing this game are traditional powers in the sport. • I always attend away games between these two teams. • This game represents great tradition in college football. • I have always wanted to attend a game at this stadium.
Snelgrove, et al., 2008, Journal of Sport and Tourism	Shamir, 1992, Self and Social Identity	Self-Identity	7-point Semantic Differential	• Athletics : • describes me/does not describe me • affirms my values/doesn't affirm my values • have strong feelings/don't have strong feelings	• (Team Name): • Does not describe me/describes me • Does not affirm my values/Affirms my values • Do not have strong feelings/Have strong feelings
		Social-Identity	7-point anchored by Strongly Disagree to Strongly Agree	• Many people think of me as being an Athletics fan • Other people think that Athletics is important to me • People would be surprised if I	• Many people think of me as being a fan of (team) • Other people think that (team name) is important to me • People would be surprised if I stopped

				stopped being an Athletics fan.	being a (team name) fan.

Table B-1.
Continued.

Source	Scale	Factor	Rating Scale	Scale Items (Original)	Scale Items (modified)
Kaplanidou & Vogt, 2010		Destination Image (affective)	7-point Semantic Differential	• The city of _____ as a destination is: • Unpleasant/Pleasant • Gloomy/Exciting • Sleepy/Arousing • Distressing/Relaxing • Unfriendly/Friendly	• The city of _____ as a destination is: • Unpleasant/Pleasant • Gloomy/Exciting • Sleepy/Arousing • Distressing/Relaxing • Unfriendly/Friendly
Mohan, 2010		Destination Image (cognitive)	7-point anchored by Strongly Disagree to Strongly Agree	• When I think of _____as a destination; I think: • The city is clean. • The city has good accommodations • The city offers quality entertainment. • The city has good restaurants • The city has cultural appeal • The city is friendly/hospitable • The city is affordable • The city is safe • The city offers things to do and see	• When I think of _____as a destination; I think: • The city is clean. • The city has good accommodations • The city offers quality entertainment. • The city has good restaurants • The city has cultural appeal • The city is friendly/hospitable • The city is affordable • The city is safe • The city offers things to do and see
Kim & Trail, 2010		Away game Attendance Intention	7-point anchored by Strongly Disagree to Strongly Agree	• # Of games attended last season.	• I intend to attend this game. • The likelihood that I will attend this game is high. • I will attend (team name) away games in the future.

APPENDIX C. MESSAGE BOARD AND SOCIAL MEDIA POSTS.

Message Board Post:

Hi all. I am a PhD student at the University of Tennessee currently gathering data for my dissertation. My study involves travel motivations of SEC football fans. I am asking for you all to take a simple 10 minutes out of your day to complete my survey. Also, feel free to pass along the survey as you see fit (Facebook, Twitter, etc.)

All information gathered is confidential, and any help you could give me is greatly appreciated. You can click on the "survey" link below, or copy and paste the following into your browser.

https://utk.us2.qualtrics.com/SE/?SID=SV_0xLSHUoTh5Cr6Ch

Facebook Post:

Hello, Facebook friends! I am finally ready to take my dissertation survey live. I am conducting a study on the away game travel motivations of SEC football fans (sorry fans of other conferences, I'll get you next year). If you don't travel to away games, you should still complete the survey, as there is lots of information that I can gather. The surveys are completely confidential. Any help you can give me is greatly appreciated!!! Link is below:

https://utk.us2.qualtrics.com/SE/?SID=SV_0xLSHUoTh5Cr6C

APPENDIX D. LIST OF SEC FAN WEBSITES TO WHICH MESSAGE WAS POSTED

Table D-1. List of SEC fan websites.

Website Name	University Represented	Web Address
Alligator Alley	University of Florida	www.insidethegators.com
Dawgchat	University of Georgia	www.ugasports.com
House of Blue	University of Kentucky	www.catsillustrated.com
The Tigers Lair	University of Missouri	www.powermissou.com
The Insiders Forum	University of South Carolina	www.gamecockcentral.com
Vol Chat	University of Tennessee	www.volquest.com
Commodore War Room	Vanderbilt University	www.vandysports.com
Tider Insider	University of Alabama	www.tiderinsider.com
The Razors Edge	University of Arkansas	www.hawgsports.com
The Bunker	Auburn University	www.auburnsports.com
The Tiger Den	Louisiana State University	www.tigerbait.com
The Grove	University of Mississippi	www.rebelgrove.com
The Dawg Pound	Mississippi State University	www.bulldogblitz.com
Northgate	Texas A&M University	www.aggieyell.com

APPENDIX E. INSTITUTIONAL REVIEW BOARD APPROVAL FORM

FORM A

Certification for Exemption from IRB Review for Research Involving Human Subjects

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A. **PRINCIPAL INVESTIGATOR(s) and/or CO-PI(s)**: Robert .B. "Ripp" Daniell
Student Advisor: Wanda M. Costen

B. **DEPARTMENT:** Retail, Hospitality, Tourism Management

C. **COMPLETE MAILING ADDRESS AND PHONE NUMBER OF PI(s) and CO-PI(s):**
1215 W. Cumberland Ave.
211 Jessie Harris Bldg.
Knoxville, TN 37996-1911
(865) 306-2683 (Daniell)
(865) 974-2909 (Costen)

D. **TITLE OF PROJECT:** The motives of 'away' game sport spectators: The roles of subcultural identification and destination image

E. **EXTERNAL FUNDING AGENCY AND ID NUMBER** (if applicable)**:** N/A

F. **GRANT SUBMISSION DEADLINE** (if applicable)**:** N/A

G. **STARTING DATE** (NO RESEARCH MAY BE INITIATED UNTIL CERTIFICATION IS GRANTED.)**:** Upon receipt of certification.

H. **ESTIMATED COMPLETION DATE** (Include all aspects of research and final write-up.)**:** March, 2013

I. **RESEARCH PROJECT**

1. **Objective(s) of Project** (Use additional page, if needed.)**:**
To collect consumer data through internet-based survey in order to ascertain the socio-cultural and psychological motivations most salient to sport-related travel; and to evaluate the role of team identification and destination image in predicting sport-related travel behavior.

2. **Subjects** (Use additional page, if needed.)**:**
   a. Survey of Participants – The target population for this study is people 18 years of age or older who are fans of college football that intend to travel to away games.

3. **Methods or Procedures** (Use additional page, if needed.)**:**
   a. All data collected from customers is anonymous.
   b. Researchers will solicit participation via an online message to college football "fan" sites requesting the completion of online survey with a link to the survey. Informed consent will be obtained by stating that continuing to the web-based survey upon opening the internet-based survey will constitute informed consent. The survey design will not allow participants to continue without informed consent (attached)
   c. Survey will be administered through UTK Qualtrics system (survey attached).
   d. Data collected will be presented in aggregate, so there is no direct tie to any individual. Data will be stored on Robert Daniell's personal computer (220A Jessie Harris Building), which is password protected and data encrypted.

APPENDIX E. INSTITUTIONAL REVIEW BOARD APPROVAL FORM (CONTINUED)

4. **CATEGORY(s) FOR EXEMPT RESEARCH PER 45 CFR 46** (See instructions for categories.):
Category 2: Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), **survey procedures**, interview procedures or observation of public behavior

J. **CERTIFICATION:** The research described herein is in compliance with 45 CFR 46.101(b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Principal Investigator: Robert B. Daniell — Name | Signature | 12/4/12 Date

Student Advisor: Wanda M. Costen — Name | Signature | Dec 2012 Date

Department Review Committee Chair: Rachel Chen — Name | Signature | 12/4/2012 Date

APPROVED:
Department Head: Ann Fairhurst — Name | Signature | 12/7/12 Date

COPY OF THIS COMPLETED FORM MUST BE SENT TO COMPLIANCE OFFICE IMMEDIATELY UPON COMPLETION.

Rev. 01/2005

APPENDIX F. SURVEY INSTRUMENT

Motives of away game sport spectators

The University of Tennessee
Sport Tourism Motivation Survey

INFORMED CONSENT
INFORMATION ABOUT PARTICIPANTS' INVOLVEMENT IN THE STUDY
The following survey will be used in research designed to better understand leisure and tourism preferences of college football spectators. You will be asked to answer questions about tourism preferences, game-specific views, destination image, and other general questions. The survey should take approximately 12 minutes to complete. Complete information is necessary for your survey to be used in our research. Your participation in this study is completely voluntary. You are not required to answer any question or release any personal information. Additionally, you may stop filling out the questionnaire at any time.

RISKS There are no apparent risks to you for participating in this study. We will also implement procedures to protect your confidentiality. You may refuse to respond to any questions and remove yourself from the study at any time.

CONFIDENTIALITY
The information obtained in this study will be kept confidential. Information obtained in the questionnaire will be made available only to persons conducting the study unless participants specifically give permission in writing to do otherwise. No reference will be made in oral or written reports that could link you to the study.

CONTACT INFORMATION
If you have questions at any time about the study or the procedures, (or you experience adverse effects as a result of participating in this study,) you may contact Ripp Daniell, 220-A Jessie Harris Building, or Dr. Wanda Costen, 220-D Jessie Harris Building. If you have questions about your rights as a participant, you may contact the Office of Research Compliance Officer, Brenda Lawson, at (865) 974-3466.

PARTICIPATION
Your participation in this study is completely voluntary; you may decline to participate without penalty. If you decide to participate, you may withdraw from the study at anytime without penalty and without loss of benefits to which you are otherwise entitled.

- o By clicking this box, I agree to participate in this survey.

Q1: Which is your favorite SEC football team?

- The University of Alabama
- The University of Arkansas
- Auburn University
- The University of Florida
- The University of Georgia
- The University of Kentucky
- Louisiana State University
- The University of Mississippi
- Mississippi State University
- The University of Missouri
- The University of South Carolina
- The University of Tennessee
- Texas A&M University
- Vanderbilt University

Q2: Please answer the following questions regarding ${q://QID3/ChoiceGroup/SelectedChoices} football.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
I regularly track the statistics of specific players.	○	○	○	○	○	○	○
I usually know the team's win/loss record.	○	○	○	○	○	○	○
I read the box scores and team statistics regularly.	○	○	○	○	○	○	○
I know more about my favorite team than most other people.	○	○	○	○	○	○	○
I feel like I have won when the team wins.	○	○	○	○	○	○	○
I feel a personal sense of achievement when the team does well.	○	○	○	○	○	○	○
I feel proud when the team plays well.	○	○	○	○	○	○	○
I am unhappy when the team performs poorly.	○	○	○	○	○	○	○
I take it personally when the team loses a game. (9)	○	○	○	○	○	○	○
I appreciate the beauty inherent in the sport of football.	○	○	○	○	○	○	○
There is a certain natural beauty to	○	○	○	○	○	○	○

football.							
I enjoy the gracefulness associated with football.	○	○	○	○	○	○	○
Football is pleasing to watch.	○	○	○	○	○	○	○
I prefer a "close" game rather than a "one-sided" game.	○	○	○	○	○	○	○
I enjoy the drama of a "one score" game.	○	○	○	○	○	○	○
I do not like "blowout" games.	○	○	○	○	○	○	○
A game is more enjoyable to me when the outcome is not decided until the very end.	○	○	○	○	○	○	○
Games represent an escape for me from my day-to-day activities.	○	○	○	○	○	○	○
Games are a great change of pace from what I regularly do.	○	○	○	○	○	○	○
I look forward to the games because they are something different to do.	○	○	○	○	○	○	○
Going to games are my primary form of recreation.	○	○	○	○	○	○	○
I like going to games with my family.	○	○	○	○	○	○	○
I like going to games with my	○	○	○	○	○	○	○

spouse/significant other.							
I like going to games with my children.	○	○	○	○	○	○	○
Interacting with other fans is a very important part of being at games.	○	○	○	○	○	○	○
I like to talk to other people sitting near me during the games.	○	○	○	○	○	○	○
Games are great opportunities to socialize with other people.	○	○	○	○	○	○	○
I try to avoid interacting with other fans at games.	○	○	○	○	○	○	○

Q3: Please answer the following questions about ${q://QID3/ChoiceGroup/SelectedChoices} football

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
${q://QID3/ChoiceGroup/SelectedChoices} will be successful in the foreseeable future.	○	○	○	○	○	○	○
${q://QID3/ChoiceGroup/SelectedChoices} will be very good next season.	○	○	○	○	○	○	○
${q://QID3/ChoiceGroup/SelectedChoices} will be better than most FBS (Division 1) teams next season.	○	○	○	○	○	○	○
${q://QID3/ChoiceGroup/SelectedChoices} will be better than most other SEC teams in the foreseeable future.	○	○	○	○	○	○	○

Q4: Please answer the following questions regarding your relationship with ${q://QID3/ChoiceGroup/SelectedChoices}

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
Many people think of me as being a fan of ${q://QID3/ChoiceGroup/SelectedChoices}	○	○	○	○	○	○	○
Other people think that ${q://QID3/ChoiceGroup/SelectedChoices} is important to me.	○	○	○	○	○	○	○
People would be surprised if I stopped being a ${q://QID3/ChoiceGroup/SelectedChoices} fan.	○	○	○	○	○	○	○

Q5: Please indicate the number of "away" games you normally attend each year.

- ○ None - I do not attend away games
- ○ 1-2
- ○ 3-4
- ○ 5-6

Q6: Of the upcoming SEC away games (2013 or 2014)
for ${q://QID3/ChoiceGroup/SelectedChoices}, which are you most likely to attend?

- The University of Alabama
- The University of Arkansas
- Auburn University
- The University of Florida
- The University of Georgia
- The University of Kentucky
- Louisiana State University
- The University of Mississippi
- Mississippi State University
- The University of Missouri
- The University of South Carolina
- The University of Tennessee
- Texas A&M University
- Vanderbilt University

Q7: Regarding the game between ${q://QID3/ChoiceGroup/SelectedChoices} and ${q://QID4/ChoiceGroup/SelectedChoices}, please answer the following questions.

	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither Agree nor Disagree (4)	Somewhat Agree (5)	Agree (6)	Strongly Agree (7)
This is a very important game.	○	○	○	○	○	○	○
This game is more important to my team than most of the games during the season.	○	○	○	○	○	○	○
This game may determine the outcome of the season for ${q://QID3/ChoiceGroup/SelectedChoices}.	○	○	○	○	○	○	○
I will be upset if I cannot attend this particular game.	○	○	○	○	○	○	○
This game features two evenly matched teams.	○	○	○	○	○	○	○
I am expecting a close game between these two teams.	○	○	○	○	○	○	○
Regardless of win/loss record, these teams historically play a close game.	○	○	○	○	○	○	○
The teams playing this game are traditional powers in the sport.	○	○	○	○	○	○	○
I always attend away games between these two teams.	○	○	○	○	○	○	○
This game represents great tradition in college football.	○	○	○	○	○	○	○
I have always wanted to attend a game at this stadium.	○	○	○	○	○	○	○

Q8: Regarding the game between ${q://QID3/ChoiceGroup/SelectedChoices} and ${q://QID4/ChoiceGroup/SelectedChoices}, please answer the following questions.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Agree	Strongly Agree
I intend to attend this game.	○	○	○	○	○	○	○
The likelihood that I will attend this game is high.	○	○	○	○	○	○	○
I will attend ${q://QID3/ChoiceGroup/SelectedChoices} away games in the future.	○	○	○	○	○	○	○

Q9: ${q://QID3/ChoiceGroup/SelectedChoices} football

	1	2	3	4	5	6	7
Does not describe me:Describes me	○	○	○	○	○	○	○
Does not affirm my values:Affirms my values	○	○	○	○	○	○	○
Do not have strong feelings:Have strong feelings	○	○	○	○	○	○	○

Q10: When I think about the city where ${q://QID4/ChoiceGroup/SelectedChoices} is located as a destination, it is:(If you are thinking about a neutral site game i.e. Jacksonville, FL) Please answer with Jacksonville in mind.

	1	2	3	4	5	6	7
Unpleasant:Pleasant	○	○	○	○	○	○	○
Gloomy:Exciting	○	○	○	○	○	○	○
Sleeply:Arousing	○	○	○	○	○	○	○
Distressing:Relaxing	○	○	○	○	○	○	○
Unfriendly:Friendly	○	○	○	○	○	○	○

Q11: When I think of ${q://QID4/ChoiceGroup/SelectedChoices} as a destination; I think:(If you are thinking about a neutral site game i.e. Jacksonville, FL) Please answer with Jacksonville in mind.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The city is clean. (1)	○	○	○	○	○	○	○
The city has good accommodations. (2)	○	○	○	○	○	○	○
The city offers quality entertainment. (3)	○	○	○	○	○	○	○
The city has good restaurants. (4)	○	○	○	○	○	○	○
The city has cultural appeal. (5)	○	○	○	○	○	○	○
The city is friendly (6)	○	○	○	○	○	○	○
The city is hospitable (7)	○	○	○	○	○	○	○
The city is affordable. (8)	○	○	○	○	○	○	○
The city is safe. (9)	○	○	○	○	○	○	○
The city offers things to do and see besides a football game. (10)	○	○	○	○	○	○	○

Q12: How many times have you visited this destination before?

- 0
- 1
- 2
- 3
- 4
- 5 or more

Q13: Did you graduate from (or are you a student at) ${q://QID3/ChoiceGroup/SelectedChoices}?

- Yes
- No

Q14: What is your sex?

- Male
- Female

Q15: What is your marital status?

- Single
- Married
- Divorced
- Widowed
- Other

Q16: Do you have any children?

- Yes
- No

Q17: How many children do you have?

- 1
- 2
- 3
- 4 or more

Q18: What is your level of education

- Some high school
- High school
- Some college
- College graduate
- MS/MA/MBA
- Ph.D.
- Professional Degree (e.g. JD)
- Other

Q19: What was your age on your last birthday? (please type numbers)

Q20: What is your race/ethnicity

- Caucasian/White
- African American
- Asian American
- Hispanic/Latino
- Native American
- Other

Q21: What is your yearly household income?

- Under $30,000
- $30,000 - $49,999
- $50,000 - $69,999
- $70,000 - $89,999
- $90,000 - $109,999
- $110,000 - $129,999
- $130,000 - $149,999
- $150,000 - $170,000
- Over $170,000

Q22: How much would you estimate your yearly travel expenses to watch SEC football AWAY games? (in Dollars)Please include tickets, hotel, gasoline, food, etc.

VITA

Robert Bruce “Ripp” Daniell received his Bachelor’s degree in 1998 from the University of Alabama. His extensive work experience in the hospitality industry and desire to teach piqued his interest to pursue advanced degrees. In 2010, he received his Master’s degree from the University of Alabama, and accepted a graduate assistantship to pursue his Ph.D. at the University of Tennessee. In 2013, he graduated with a Ph.D. in Retail, Hospitality and Tourism Management with a focus in Sport Tourism.

In addition to sport tourism, Ripp’s areas of interest include food and beverage consumer behavior, LGBT tourism, event management, pedagogical technology, and sport management. His research has been published in City, Culture, and Society. Ripp continues to pursue these interests as an Assistant Professor in the Nutrition, Hospitality and Retailing Department in the College of Human Sciences at Texas Tech University.