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Sport MOMsumers

A Modern Reexamination of the Role That Mothers Play in their Families' Professional Sport Consumption

Jessica R. Braunstein-Minkove
Jennifer L. Metz

Abstract

As the role of women and, therefore, mothers has changed, so too, has their place in their families' professional sport consumption experience. This qualitative assessment, including a demographic and consumption snapshot, provides insight into the perspective of mothers in their families' professional sport consumption habits and intentions. Primary findings fall under the themes of *Personal Priorities* and *Constraints*. While Constraints drove the conversation, this group of women was interested in maintaining and sharing the role of sport in their lives. As such, minimal-investment recommendations are made to address the concerns that mothers have with many of these items.

Keywords: *Consumer behavior, female market, segmentation, sport marketing*

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Research Problem Addressed

The purpose of this manuscript was to examine the role that mothers (momsumers) play in the professional sport consumption experience. Specifically, the intention was to investigate what motivates them at this stage of their family lifecycle and their potential barriers to consume sport. This research indicated while the constraints may be plentiful, their intentions to remain professional sport consumers are steeped in their individual identity being tied to sport and sport consumption. Additionally, small investments by teams could lead to significant strides in winning over women at this stage in their family lifecycle. These findings can be useful to sport marketing staff that work directly with consumers of professional sport. However, this information could also prove insightful to sport marketing professionals that are looking to attract mothers and families to any type of sport event or facility and, therefore, is not limited to professional sport consumption.

Background

At a time when a decline in attendance has been noted as the result of a change in priorities among younger fans, the high cost of tickets, poor in-venue experience, changes in viewing habits/media consumption and increased access to watch the game and receive highlights and analysis elsewhere (Scott & Master-son, 2014), an assessment of these changing viewpoints is vital. Sport consumer behavior literature has continued to move forward regarding the general internal (e.g., Gencer, 2015; Trail, Fink, & Anderson, 2003a; Trail, Anderson, & Fink, 2000; Underwood, Bond, & Baer, 2001) and external (e.g., Byon, Zhang, & Connaughton, 2010; Zhang, Lam, & Connaughton, 2003) determinants of spectator decision making. However, the family unit, and its intricacies, is often overlooked in the assessment of professional sport consumption.

In the past, researchers have used family as a motive to explain fan identification (e.g., Trail et al., 2000; Trail et al., 2003a; Wann, 1995), with Trail et al. (2003a) indicating that the factor could impact intentions for consumption behavior. Also noted by Trail, Robinson, Dick and Gillentine (2003b), one's level of identification may impact the way in which they facilitate this social interaction. As sport consumption has long been tied to a consumer's social identity (e.g., Fink, Trail, & Anderson, 2002; McPherson, 1976; Trail et al., 2000; Trail et al., 2003; Wann et al., 1995), the idea that an individual's identity is tied to that of a sport brand and/or entity (e.g., self-brand connection (Escalas, 2004; Escalas & Bettman, 2005) should be a focus for both practitioners and scholars. As family has been linked to fan identification in sport (e.g., Trail et al., 2000), the role of family, or stage in the family lifecycle, is one that begs to be readdressed with an assessment of the modern family and consumption behaviors. With this, current developments in marketing and sociocultural literature around family consumption of sport have focused on affordability (Sangkwon & Chi-Ok, 2016), the development and pro-

curement of the female consumer (Esmonde, Cooky, & Andrews, 2015; Toffoletti, 2017) and family participation in sport and leisure activities (Nomaguchi & Bianchi, 2004; Taniguchi & Shupe, 2012; Trussell & Shaw, 2012). While the phenomenon has been touched on, little work has been done to evaluate and address the (new) family unit as consumers of professional sport experiences.

A family evolution in sport spectatorship (e.g., Simmons, Greenwell & Aicher, 2016) means understanding that one potential piece of this puzzle—the female fan and, more specifically, the mother as consumer (i.e., momsumer)—is now more than just a consumer of sport merchandise. Female fans, particularly those with children in the home under the age of 18, are a permanent fixture in the sport landscape. Specifically, female consumers total 32–46% of those in attendance in all five of the premier American sport leagues (i.e., MLB, MLS, NBA, NFL, and NHL; Fan Markets/Attendance, n.d.). Additionally, 27–37% of attendees for the same five leagues are aged 35–49, with an additional 24–36% between the ages of 18 and 34 (Fan Markets/Attendance, n.d.), an optimal time for many to begin and/or grow their family. In addition to the age of the consumer herself, the age of her child(ren) impacts her consumption habits, as one's abilities and interests differ when the child is an infant, toddler, child, tween, or teen. With this, continuing down the same homogenous path marginalizes the role that women, particularly mothers, play in the landscape of sport consumption (Glass, 2014). With increased access to sport at a younger age as the result of Title IX, strong female athlete role models (e.g., Serena Williams, Alex Morgan, Danica Patrick, etc.) and changing family dynamics (e.g., working moms, increased expectations for the role of mom, etc.) have the ability to influence (a) the individual and (b) the role that a mother plays in the family's sport consumption process. Combine this trajectory with the long-hypothesized idea that the mother is the primary decision maker regarding family consumption—particularly regarding sport consumption (e.g., Howard & Madrigal, 1990), it leads to the assumption that the modern sport momsumer may very well consume professional sport differently than her predecessors.

In general, the state of the American family unit has changed (e.g., Angier, 2013; Krogstad, 2014; Oswald, 2003) and this dynamic shift will continue. Some of the key characteristics that have evolved in the past century include women with higher levels of education, leading to more working moms and greater amounts of time spent in the office and away from the family. As a result, this shift impacts the activities that take place when families do spend time together (Thompson, 2013) and, as such, decisions that mothers make for themselves and their families. Thompson's (1999) seminal work interviewing mothers and wives on their role in the family sporting experience keyed in on the integral role mother's play in the production of a family's sport participation. Thompson focused on "expected" or unrecognized labor of driving, laundry, waiting, purchasing of equipment, organization of participation that mothers and wives undertake to produce a family participation. She found these women's lives and their relationship to sport was controlled by motherhood. Further she argued, "They illustrate how mothers' serviced their children's sports from two highly interrelated foundations, one being

their relationship to material resources and waged labor, the other being their commitment to ‘familial ideologies’, specifically, the ideology of motherhood” (p. 230). With this, it is imperative that academic investigation of the “sport mom” continues beyond that of sport facilitator or participant in order to move forward from both theoretical and practical perspectives in sport consumerism. Therefore, the purpose of this study is to assess the role of the modern mother (i.e., momsumer) in the professional sport consumption process.

Method

To develop an initial understanding of the form and function of the important momsumer segment of the sports market, we employed a qualitative assessment (i.e., interviews and focus groups) in coordination with a brief questionnaire to provide a snapshot of the sample’s demographic and sport consumption habits. The request for participation in the interviews and focus group was posted on a Facebook group where proof of family (i.e., children) must be provided to be granted access to the group. Additionally, the community where the mother’s group was based is in a large metropolitan area with access to both men’s and women’s professional sports teams at various levels. In order to be included in the study, potential participants had to indicate that they were current consumers of professional sport. All interested parties were included until we reached data saturation. With this, data collection included 15 in-person, semi-structured interviews and one (5-person), in-person, focus group that lasted approximately 30-60 minutes each (Gubrium & Holstein, 2002, 2012; Holstein & Gubrium, 2003). Interview and focus group prompts focused on family consumption habits and perceptions (e.g., what types of sporting events do you/your family attend, what does the in-person sport/entertainment experience look like for you/your family, are there amenities that you/your family enjoy, amenities that you believe are missing, how do you feel about cost of attendance, how do you manage the care of children at events, in what way do you feel sport organizations do/do not accommodate your family’s needs). At the completion of the sessions, recordings were transcribed and reviewed by three researchers to inductively identify, and agree upon, emergent themes (Thomas, 2006). In addition to these qualitative assessments, all participants were provided with a brief (14 question) demographic and sport consumption questionnaire to assess descriptive and quantifiable consumption characteristics of the sample (e.g., how often do you attend professional sport contests, what professional sports do you consume, how much money do you spend annually on the consumption of professional sport and how do you classify your level of identification with professional sport).

Findings

From the interviews and focus group, a thematic analysis was employed to determine emergent themes in the data (Braun & Clarke, 2006). The data were transcribed, coded, and reviewed until the saturation point by three independent researchers. Additionally, pseudonyms were assigned to each participant to ensure

anonymity. The 20 participants were, on average, 35 years of age and primarily White (93%). The majority had two children (80%), with the remaining 20% having one child. Of that, 54% of the children were male and 46% were female. Additionally, the majority of the children (89%), were 10 years or younger, with 58% under the age of 6. This was also a highly educated group, with 80% indicating the highest degree earned as a postgraduate degree. Two participants indicated their roles were stay-at-home moms, while the others noted professional careers, with 70% holding full-time positions and 20% working in a part-time capacity. Additionally, 95% of the sample was married with 47% of the group reporting a household income of \$100,000–\$180,000. For frequency of attendance, 50% of the sample attended a sporting event 3-5 times a year, with an additional 30% noting increased level of attendance at 6-10 times a year. Of this, all of the respondents noted attending baseball games, with 60% of the respondents also indicating football as a sport they and/or their family attended. While attendance at other professional sporting events were mentioned, the primary focus was on baseball and football, with hockey, soccer and basketball also highlighted, with 20% indicating attendance at each. Table 1 provides an overview of some of the current demographic and sport consumption habits of the participants.

Two major themes emerged in the data, including *Personal Priorities* and *Constraints*. Additionally, under each of the main themes, a number of sub-themes also came to the surface, including Socializing, Nostalgia, Healthy Lifestyle and Mother's Identity under *Personal Priorities* and Cost, Safety, Weather, Mixed Messages, Caretaker and Alternative Options under *Constraints*. In general, the conversations veered much more strongly in the direction of *Constraints*.

Personal Priorities

The primary theme of *Personal Priorities* emerged from these sessions, as many of the participants' comments indicated that consuming professional sport with their children, or even just at this stage in their family lifecycle (i.e., with young children), is more of an investment in their family and children's future than anything else. As noted by Liz, "Sport is something that is part of our lives and family... we want our kids to learn to enjoy it early on." Often highlighted were sentiments that indicated the misalignment with interests and abilities when one's children are young, as will be addressed under *Constraints*; however, there remains a consistent theme of intentional consumption for reasons related to both the individual and family.

Socializing. For many moms, "It's not about the sport, it's about the experience (Emily)." Each respondent (i.e., 100%) noted the social aspect of attending a professional sporting event as the primary factor that drives their consumption. For example, Blake noted that "I am a social consumer. I love the big (state) teams (e.g., NFL, MLB) and getting to games when I can. However, it's a social experience for me, not mood-altering and all-consuming like (it is for) my husband." Some participants indicated that their preference is to attend without children, given their self-assigned role of caretaker at these events. Jennifer said that she's

Table 1
Demographic and Current Sport Consumption Overview

Pseudonym	Age	Marital Status	# of Children (Age, Gender)	Frequency of Attendance (Mother's Attendance)	Approximate \$ Spent Annually (Whole Family)	Individual's Self-Perceived Level of Identification (1=low; 5=high)
Blake	36	Married	2 (2/1, male)	6-10 times/year	\$2,000	3
Cassie	40	Married	2 (9, female/7, male)	3-5 times/year	\$3,000	5
Claire	33	Married	1 (1, male)	3-5 times/year	\$1,000	5
Colleen	40	Married	2 (3/1, male)	6-10 times/year	\$500	5
Connie	39	Married	2 (6, female/3, male)	3-5 times/year	\$500	3
Ellen	35	Married	2 (2 male/2 months female)	3-5 times/year	\$150	3
Emily	30	Married	1 (11 months, male)	1-2 times/year	\$2,000	1
Erica	36	Married	2 (8, male/5, female)	1-2 times/year	\$100	3
Hailey	47	Divorced	2 (13/1, male)	6-10 times/year	\$300	2
Heather	36	Married	2 (8/5, female)	6-10 times/year	\$200	4
Jennifer	34	Married	2 (5, male/3, female)	6-10 times/year	\$500	4
Kate	37	Married	2 (3/10 months, female)	3-5 times/year	\$400	3
Kathleen	33	Married	2 (8, male/6, female)	3-5 times/year	\$100	3
Kerri	36	Married	2 (3, female/1, male)	3-5 times/year	\$500	3
Lacey	46	Married	2 (14/1, male)	3-5 times/year	\$1,000	3
Lindsay	35	Married	2 (8/5, male)	1-2 times/year	\$100	1
Liz	38	Married	2 (9, male/5, female)	6-10 times/year	\$600	3
Meredith	29	Married	1 (1, female)	>10 times/year	\$400	4
Sandy	42	Married	1 (5, female)	3-5 times/year	\$1,500	2
Susie	36	Married	2 (10/6, female)	3-5 times/year	\$150	2

the one that “makes it happen,” but sees the least of the game when bringing kids. That leads to greater interest in nights out with friends, as this is a social event that they like to engage in, particularly with others (kids or friends).

Nostalgia. Various nostalgic elements emerged in this analysis. The idea that identification in sport is often linked to family traditions was not lost on this group. As Ellen noted, “It is a fond memory I have of time with my dad...watching sporting events together. I remember that our treat was always to go to the ballpark and get ice cream. I now do that with my son so that we can share those memories too.” The individuals who were willing to bring their children out to sporting events (particularly young children) often cited aspects of their childhood that they would like to infuse into their current family dynamic, hoping that this tradition will be passed along to future generations. For example, Lindsay said that “my husband really wanted to be the one to take him to his first (MLB) game, they got a picture with the certificate and everything.”

Healthy lifestyle. The idea that consuming professional sport will instill an interest in physical activity was mentioned numerous times. Sandy, indicated that “(they) want to foster their love of sport and physical activity” through attendance at professional sporting events. There was the belief that this would instill and/or heighten an interest in particular sports or sport in general. Additionally, many of the mothers noted that they encouraged continued participation in their children’s activities by attending sporting events involving sports that their children participate in – whether they are fans or not. This was particularly true of those with older children, as mothers of younger children were more often driving the conversation regarding the type of sport that was consumed.

Mother’s identity. On a larger scale, many of the responses indicated that these women did not want to lose their own identity at this stage in their life. As these individuals are consumers of professional sport, they want to continue to do so. As noted by Meredith, “It’s something I love and I’m not willing to give up.” While it might be more difficult to participate in various activities at different stages in one’s life, there is no need to lose oneself. Therefore, there was a “once a fan, always a fan” mentality, that might not include children. According to Colleen, “I don’t want my football experience ruined by a screaming child.” However, as will be addressed below, quite a few constraints make attending these events more difficult than it might need to be for moms.

Constraints

As indicated above, there are numerous arguments for mothers to encourage professional sport consumption; however, many mothers of young children indicated that “it’s not worth the risk (Kate)” to bring them out to a sporting event. Given the number of constraints, many mothers consume less professional sport at this stage in their child’s life. Even those who are heavy users question their continued consumption. Blake, is a season ticket holder for a NFL team and noted: “I’m paying all of this money (PSL) and they don’t care about me as a female

consumer at this stage in my life...it definitely does impact my perception of the organization.”

Cost. As with most conversations regarding barriers to attendance, traditional costs associated with attending a professional sporting event (e.g., price and value) were discussed. However, one of those traditional costs was addressed in a unique way, as there are many additional factors. Specifically, if a consumer is attending without his or her child, childcare must be factored into the cost. Additionally, if consumers do opt to take their children, they must assess the cost of a quick departure, as “it is usually THE factor. Can one or both handle this? Can we leave early if necessary? Will we be out \$300 if we leave early? (Colleen).”

Safety. The idea of safety and/or the perception of being safe in and around the stadium was addressed quite often. The location of stadiums, including the need to be in a particular location late at night, was discussed. For example, Kerri shared a story that has impacted her consumption habits, stating, “I hate to say it, but we have friends that when their daughter was younger...she got held up in the parking garage and gave them her wallet...she told her daughter to hide behind the car.” However, more often, what was mentioned was the feeling of safety, or lack thereof, in the stadium itself. This was primarily noted for football, which is also reflected in the difference between baseball and softball consumption, as the two were often compared, with Ellen noting that “(baseball) is much more kid-friendly. Their outreach matches their stadium experience. Family friendly atmosphere...(football) does not seem kid-friendly at all. More of an adult/loud environment.”

Weather. Rain, bad weather, and heat are often noted as a deterrent for sport consumption, which was indicated here as well. This often impacted the way in which tickets were purchased, including lead time. As exemplified by Liz’s statement, other factors are playing in when consuming for a family:

...we talked about getting season tickets and we’d rather just wait to see what the weather is. Is it (going to) be too hot? Is it (going to) be too cold? Is it (going to) rain? And even like on Stub Hub and other different things where you can have an instant download. You know, I’d rather pay a few extra dollars to know, tomorrow it’s (going to) be 75 and sunny all day long and I want those seats and I am free tomorrow.

Mixed marketing messages. Participants noted that sport is often marketed to families, with images of happy children wearing their favorite team’s gear. However, as Blake noted, “sport is a family-friendly experience that is not family friendly.” She also echoed the thoughts of several participants regarding concerns with appropriate nursing and pumping spaces:

Current amenities (at the football stadium) are an embarrassment. I had to pump twice at the stadium (once in 2014, the second time in 2016). Each time was a disaster, even after feedback on a season ticket holder survey. As a PSL holder and a pretty engaged fan—both emotionally and financially—this has put a bad taste in my mouth.

Additionally, game times are difficult for many individuals with young children, as “7:00 is late for us” (Jennifer), was heard in many variations. Cassie, in a thought echoed by others, noted that it was “not financially sustainable to bring a young kid to a game. . . especially when the atmosphere can be vulgar, violent, and not really conducive for kids. Combined with the (potentially) quick turnaround time at a game with a small child, this ‘family-friendly’ experience did not seem to fit with organization’s messaging.”

Caretaker. Most of the women noted that they took on primary caretaker duties while attending sporting events, although it was not intentional on their or their partner’s behalf. As such, it was difficult for them to make the decision to attend without a motivating factor (see *Personal Priorities*). “Planning, planning, planning! What time is the event? Is it meal time, is it snack time, is it nap time? It is exhausting” (Colleen). Many of the participants indicated that they were the ones that “make it happen” in their family, yet they see the least of the event, instead being the lead for bathroom breaks, walks around the stadium with antsy kids and trips to the kids’ zones.

Alternative options. Given the many entertainment options for families, particularly those with young children, consumption of live sporting events was not always a priority for this group. Many felt that there were more viable options for their family at this point in time:

...even though when you go to a game multiple times it is a great experience, but it’s still, I don’t want to say, just it’s just a baseball game but, it’s just a baseball game and spending that money every few weeks, you know. I’d rather go to (an amusement park). (Liz)

Additionally, most of the participants felt as though their children were able to connect to sport by consuming at home with most of the sports televised locally. Interestingly, while many of our participants had young children, who are often limited on screen time—as was discussed, all but one of our participants did not see the viewing of sport as screen time and did not limit consumption as they would with other forms of children’s programming.

While these constraints weaved their way through each conversation, the participants always came back to the fact that they will still try to attend professional sporting events. This is something that they believe provides an example and/or value that they would like to instill in their children moving forward. However, as will be addressed in the discussion, there are small changes that can be undertaken by practitioners to make a meaningful impact.

Discussion and Implications

Our investigation was grounded in the philosophy that as the form and function of the family unit has evolved (e.g., Angier, 2013; Krogstad, 2014; Oswald, 2003), the sport consumption experience would as well. While the consumption process itself has evolved for professional sport momsumers, the intention behind the action is still quite traditional, primarily focusing on the social nature of the

sport consumption experience and, therefore, one's social identity and/or roles in these settings – positive or negative (e.g., Fink et al., 2002; McPherson, 1976, Trail et al., 2003b). In discussing their consumption habits versus their partner's habits, the women saw the social aspect as the primary focus, while consumption of the core product (i.e., the sport event itself) as secondary. They noted that the opposite was true of their partners, indicating that, perhaps, gender-based differences remain in professional sport consumption. Similarly, Thompson (1999) highlighted the silent work of mothers in the sport experience. Our study finds similar themes, noting that the silent work that mothers do to provide the opportunity for sport consumption falls under an overarching commitment to the ideology of family. In fact, many see the consumption of sport as core component of the family unit. Additionally, the personal constraints that are often noted regarding female sport consumption—particularly participation (e.g., Nomaguchi & Bianchi, 2004; Taniguchi & Shupe, 2012; Trussell & Shaw, 2012)—continue to heavily influence the decision-making process. For example, when discussing nursing, this can be as simple as not being able to easily access information regarding breastfeeding or pumping in stadiums prior to an event or as significant as being denied access to appropriate accommodations when on site – whether this is policy or not—as game-day staff is often not properly educated on the topic.

When addressing both *Personal Priorities* and *Constraints*, marketers need to understand the role that these women have taken on at this stage in their lives. The identity and, therefore, influencing factors, of a general female consumer is different than a momsumer and, as such, should be addressed differently. Additionally, the investment in the sport momsumer has a much larger reach, as this is one individual making a decision for, minimally, one additional person. Similar to Sharma and Sonwaney's (2014) assessment of the consumer socialization of children, these parents were looking to socialize their children to the sporting environment no matter the "cost." With this comes investment where they believe it is most beneficial for their children's social development. Therefore, an organization's actions have the potential to align with the internal motivators of both fan identification (e.g., Trail et al., 2000) and self-brand connection (e.g., Escalas, 2004; Escalas & Bettman, 2005). From a practical perspective, sport marketers do not want these consumers to wait until their children are older to make their way back to the ballparks, stadiums, and arenas of their youth. As attendance numbers slip, teams need to keep these decision-makers from taking a hiatus and forgetting to return as additional alternative entertainment options emerge in the market.

With the potential economic impact of the female sport consumer, particularly mothers, on the radar of the sport manager/marketer, it is imperative that they understand how this factors into their development of a strategic integrated marketing communications plan to reach this group. While it might seem outdated to have a continued focus in the areas of merchandising and female-focused promotional activities, practitioners could very well be tapping into some of the traditional roles that mothers continue to look for out of sport consumption (i.e.,

an outlet for social experiences and growth). However, now that they have begun to fine-tune these particular actions, these defining characteristics can be enhanced through various “social” outlets and practices that should be taken into consideration as well. Specifically, practitioners need to understand how women socialize via sport and, perhaps, how this might evolve in various stages in their family lifecycle. For example, those with younger children noted the time of the games, heat, and safety as potential barriers for consumption, while those with older children focused on family consumption being driven by the interests of their children (i.e., reverse socialization; Hyatt, Kerwin, Hoeber, & Sveinson, 2018). Additionally, while amenities did not come up as a primary driving force of consumption, when looking at the consumption snapshot, the majority of these women decided that the consumption experiences that they were willing to invest in for their young children were those that do have heightened levels of amenities for young families (e.g., areas for nursing/pumping, children’s play areas, etc.). As such, there are a variety of inexpensive ways to better cater to these markets. Some family/mom-friendly recommendations that stem from these findings include educating game-day staff on facility policies and laws (e.g., breastfeeding and pumping), space reallocation for nursing/pumping/quiet time for young children and/or those with special needs—including TVs in those areas for continued consumption (e.g., think about repurposing unused/underutilized spaces—old phone booths, unused suites, etc.), differentiated pricing for youth tickets, family sections, grassroots efforts with local youth programs, family lifecycle-specific promotions (e.g., play date at the park with earlier games, mom’s night out, toddler activities—toddlers are often too young for many of the activities currently offered), alternative game times for “family-forward” sports/leagues (e.g., baseball), and a mom’s panel to both understand these stakeholders and to tap into the resources that these local influencers are in their communities. Additionally, the primary focus of the interviews was most often professional baseball (often positive) or football (often negative) and rarely included women’s sport. Many families were unaware of or “forgot” about alternative options (e.g., Minor League Baseball, Major League Lacrosse, Major Arena Soccer League, etc.). As these are often great family-friendly alternatives, that have many of these amenities, perhaps organizations should assess communication strategies to better reach these groups.

Limitations and Future Research

While work has emerged regarding the changing characteristics of the family unit, as a whole (e.g., Angier, 2013; Banchefsky & Park, 2016; Krogstad, 2014; Oswald, 2003), it has only been touched (e.g., Simmons et al., 2016) in relation to the sport market. Given the role of family in various aspects of sport consumption through the lifecycle, this assessment is vital for organizations moving forward. With research indicating the mother’s role in purchase decisions, particularly regarding their children’s sport consumption, and the evolution in the female (sport) consumer, we believe that this is only the beginning; however, there are still limitations to the work that has been presented here. Of primary concern is

the size and make-up of the sample, as it is small and quite homogenous. While it may be representative of some professional sport markets, it does not reflect all, particularly in different metropolitan markets. Additionally, from both limitation and future research perspectives, it will be beneficial to examine this phenomenon from the perspective of the momsumer's partner as well as from the view of the industry professional. Finally, there were a number of more nuanced findings, including the consistent notations of sport not being recognized as screen time and the role of external influencers in their decision-making process. While not overtly addressed during our conversations, these particular areas could have significant implications on practitioners and their approach to the female and youth markets moving forward.

Conclusion

In general, this work begins the assessment of just one aspect of an evolving market. However, what it does is acknowledge the major shifts in the communities that have pledged their loyalty (often) for generations. While we were surprised to find that momsumer's self-defined sport consumption identities were still socially-driven, there were some extremely telling findings that have tremendous implications for sport marketers. Specifically, these mothers are not looking for sweeping changes, but small investments in policy, education and attitude. Additionally, they are looking for safe spaces to have positive family experiences that they can continue to share for generations to come. What will be interesting moving forward is an examination of how this population is influenced within these norms as well as other perspectives (e.g., partners and professionals) on these roles and relationships to see if perspectives have changed from different angles. While there is more work to done, we believe that this research provides a foundation from which both academicians and practitioners can benefit by beginning to provide a greater understanding of both the wants and needs of modern sport momsumers.

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