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**An Empirical Exploration of Relationships Between  
Personal Values and Spectator Sport Consumption**

**Li-Shiue Gau<sup>1</sup>, Jeffrey D. James<sup>2</sup>**

1. Asia University, Taiwan

2. Florida State University, USA

**Correspondence with:**

**Li-Shiue Gau**

[lishiuegau@gmail.com](mailto:lishiuegau@gmail.com), [lsgau@asia.edu.tw](mailto:lsgau@asia.edu.tw)

Department of Leisure and Recreation Management

Asia University

Lioufeng Rd., Wufeng , Taichung, 41354

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## **An Empirical Exploration of Relationships Between Personal Values and Spectator Sport Consumption**

### **Abstract**

This study examined relationships between personal life values and spectator sport consumption. From Kahle (1983), Rokeach (1973), and Schwartz (1992, 1996) value systems, twenty-eight personal values were identified probably relevant to spectator sport consumption for inclusion in a survey. A questionnaire was designed to assess the importance of each value and the frequency of spectator sport consumption. The questionnaires were administered through which 384 participants rated the importance of each value in their daily lives. The questionnaires also included assessment of spectator sport consumption in terms of in-person viewing, media consumption, and discussion with others. Using an exploratory logistic regression with values as predictor variables and consumption as a dependent variable, it was concluded that values of loyalty and a sense of accomplishment predicted consuming spectator sports. These values might stimulate motives of team affiliation and vicarious achievement for watching sports. On the other hand, those who placed importance on creativity and morality tended to consume spectator sports to a lesser degree. These results provided a better understanding of motivation for sport consumption and indicated possible negative connotations of spectator sports.

**Keywords:** Personal value; sport; spectator; sport event consumption; sport consumption motivation; stepwise logistic regression

## **An Empirical Exploration of Relationships Between Personal Values and Spectator Sport Consumption**

### **Introduction**

The value concept has been considered a crucial criterion to select actions and a predictor variable to influence behavior (Rokeach, 1973; Schwartz, 1992). As such, it is expected that personal values would effect spectator sport consumption. Through the current research an attempt was made to identify the values associated with spectator sport consumption. According to the means-end chain model and value theory, spectator sports would align with some personal values that are important to consumers to be most effective selling tickets.

The means-end chain model (Young & Feigin, 1975; Gutman, 1982, 1997) is utilized to explain the major consumption processes that link values to behavior. Means are activities in which people engage; ends are the achievement of value states. Likewise, people may choose watching sports because such activity would be consistent with values such as enjoyment, sociability, and identity (Gau, 2007; Zillman, Bryant, & Sapolsky, 1989).

Personal values are conceived as desirable goals in accord with the requirements of people's personality and societal demands (Gau & Korzenny, 2009; Kluckhohn, 1951; Perry, 1954; Rokeach, 1973; Schwartz, 1994; Williams, 1968). Values may be representations of needs and manifested by meeting human desires and preferences (Kluckhohn, 1951; Williams, 1968). The preference for or relative importance of something is, however, under assessment, evaluation and judgment with societal demands (Kluckhohn, 1951; Williams, 1968). With the appraisal in mind, values are enduring (Rokeach, 1973) like trans-situational goals (Bagozzi & Dholakia, 1999; Schwartz, 1994), associated more with cognition than whimsical intuition (Kluckhohn, 1951).

Values govern people's behavior in all aspects of life (Rokeach, 1973; Gutman, 1982), influencing the selection of particular actions (Kluckhohn, 1951) and explaining consumption behaviors (Kahle, 1996; Vinson, Scott, & Lamont, 1977). Examples include a connection between stimulation-seeking values and alcoholic use (Dollinger & Kobayashi, 2003), between personal values and career choices (Hojat, Brigham, Gottheil, Xu, Glaser & Veloski, 1998), and between life values and the use of oral

contraceptives (Wright, 1987). In the setting of spectator sports, Kahle's (1983, 1996) list of nine values were used to investigate the correlation between values and watching sports (Baba, 2003; Kahle, Duncan, Dalakas, & Aiken, 2001; Shao, 2002). However, Kahle's value system is not extensive enough (Lee & Trail, 2011), which covers a finite set of individual interests and omits values for collective interests such as universalism, benevolence, tradition, and conformity (Gau, 2007; Schwartz, 1996). Therefore, some values which were likely relevant to spectator sports, would be neglected in the previous studies.

Through the current research, an effort was made to extract values from more comprehensive sources than prior studies, in an attempt to more thoroughly capture values associated with spectator sports. The research process consisted of four stages. In the first stage, we scanned the extant literature (Kahle, 1983; Maslow, 1970a, 1970b; Rokeach, 1973; Schwartz, 1992, 1994) for personal life values. In the second stage, two focus groups were used to discuss the list of the personal life values, and to identify which values were associated with spectator sports. The focus group moderator kindled a discussion of prior experiences in regards to spectator sports, digging out personal opinions about which life values were relevant to spectator sports. In the third and fourth stage, data from the pilot study and the main study were analyzed to check the relationships between personal life values and spectator sport consumption.

## **Methodology**

### ***The First and Second Stage***

Ethical approval was granted for this study by an appropriate ethics panel. Seventy-seven life values (Table 1) were identified from Maslow's (1970a, 1970b) needs theory, Rokeach's (1973), Kahle's (1983), and Schwartz's (1992, 1994) value systems. Through comparisons with the spectator sport literatures (Duncan, 1983; Wann, Melnick, Russell, & Pease, 2001) and two focus group discussions with 15 and 13 participants who had experiences watching sports, forty values (Table 2) were considered relevant to spectator sport consumption and agreed by at least half of the group discussants. The 40 values were retained in the pilot study.

**Table 1.** 77 Personal Life Values.

A SPIRITUAL LIFE (emphasis on spiritual not material matters)	INTELLIGENT (logical, thinking)
A COMFORTABLE LIFE (a prosperous life)	LOGICAL (consistent; rational)
A SENSE OF ACCOMPLISHMENT (to succeed at what you want to do)	LOVING (affectionate and tender)
A VARIED LIFE (filled with challenge, novelty and change)	LOYAL (faithful to my friends, group)
A WORLD AT PEACE (free of war and conflict)	MATURE LOVE (deep emotional and spiritual intimacy)
A WORLD OF BEAUTY (beauty of nature and the arts)	MEANING IN LIFE (a purpose in life)
ACCEPTING MY PORTION IN LIFE (submitting to life's circumstances)	MODERATE (avoiding extremes of feeling and action)
AESTHETICS (to pursue the beauty)	MORAL (to stick to what is good and right)
AMBITIOUS (hard-working, aspiring)	NATIONAL SECURITY (protection of my nation from enemies)
AN EXCITING LIFE (to experience stimulation and thrills)	OBEDIENT (dutiful, meeting obligations)
AUTHORITY (the right to lead or command)	OBSERVING SOCIAL NORMS (to maintain face)
BEING WELL-RESPECTED (to be admired by others and to receive recognition)	PEAK EXPERIENCES (perfection, everything in its right place)
BROAD-MINDED (tolerant of different ideas and beliefs)	PEAK TRANSCENDENCE (to view life from a larger perspective)
CAPABLE (competent, effective, efficient)	PLEASURE (gratification of desires)
CHOOSING OWN GOALS (selecting own purposes)	POLITENESS (courtesy, good manners)
CLEAN (neat, tidy)	PRESERVING MY PUBLIC IMAGE (protecting my face)
COURAGEOUS (standing up for your beliefs)	PRIVACY (the right to have a private sphere)
CREATIVITY (uniqueness, imagination)	PROTECTING THE ENVIRONMENT

	(preserving nature)
CURIOUS (interested in everything, exploring)	RECIPROCATION OF FAVOURS (avoidance of indebtedness)
DARING (seeking adventure, risk)	RESPECT FOR TRADITION (preservation of time-honored customs)
DETACHMENT (from worldly concerns)	RESPONSIBLE (dependable, reliable)
DEVOUT (holding to religious faith and belief)	SALVATION (saved; eternal life)
ENJOYING LIFE (enjoying food, sex, leisure, etc.)	SELF RESPECT (belief in one's worth)
EPISTEMIC VALUE (to pursue the truth)	SELF-CONTROLLED (restrained, self-disciplined)
EQUALITY (equal opportunity for all)	SELF-DISCIPLINE (resistance to temptation)
EXISTENTIALISM (meaning in life, a purpose in life)	SELF-FULFILLMENT (to make the best use of your talents)
FAMILY SECURITY (safety for loved ones)	SELF-INDULGENT (doing pleasant things) 自我放縱
FORGIVING (willing to pardon others)	SENSE OF BELONGING (feeling that others care about me)
FREEDOM (freedom of action and thought)	SOCIAL JUSTICE (correcting injustice, care for the weak)
FUN AND ENJOYMENT IN LIFE (to lead a pleasurable, happy life)	SOCIAL ORDER (stability of society)
HEALTHY (not being sick physically or mentally)	SOCIAL POWER (control over others, dominance)
HELPFUL (working for the welfare of others)	SOCIAL RECOGNITION (respect, approval by others)
HONEST (genuine, sincere)	SUCCESSFUL (achieving goals)
HONOURING OF PARENTS AND ELDER (showing respect)	TRUE FRIENDSHIP (supportive friends)
HUMBLE (modest, self-effacing)	UNITY WITH NATURE (fitting into nature)
INDEPENDENT (self-reliant, self-sufficient)	WARM RELATIONSHIPS WITH OTHERS (to have close companionships)

INFLUENTIAL (having an impact on people and events)	WEALTH (material possessions, money)
INNER HARMONY (freedom from inner conflict)	WISDOM (a mature understanding of life)
INTELLECTUAL (intelligent and reflective)	

**Table 2.** 40 Values Considered Relevant to Spectator Sports.

A SENSE OF ACCOMPLISHMENT (to succeed at what you want to do)	INTELLIGENT (logical, thinking)
A SPIRITUAL LIFE (emphasis on spiritual not material matters)	LOYAL (faithful to my friends, group)
A WORLD AT PEACE (free of war and conflict)	FUN AND ENJOYMENT IN LIFE (to lead a pleasurable, happy life)
A WORLD OF BEAUTY (beauty of nature and the arts)	MORAL (to stick to what is good and right)
PEAK TRANSCENDENCE (to view life from a larger perspective)	NATIONAL SECURITY (protection of my nation from enemies)
MEANING IN LIFE (a purpose in life)	OBEDIENT (dutiful, meeting obligations)
AMBITIOUS (hard-working, aspiring)	PEAK EXPERIENCES (perfection, everything in its right place)
BEING WELL-RESPECTED (to be admired by others and to receive recognition)	AESTHETICS (to pursue the beauty)
BROAD-MINDED (tolerant of different ideas and beliefs, open-minded)	PERSEVERANCE (plan for the future, long-term oriented)
CAPABLE (competent, effective, efficient)	PRESERVING MY PUBLIC IMAGE (protecting my "face")
CREATIVITY (uniqueness, imagination)	RESPECT FOR TRADITION (preservation of time-honored customs)
CURIOUS (interested in everything, exploring)	SELF RESPECT (to be proud of yourself and confident with who you are)
DEVOUT (serious, earnest in a pursuit, belief, or mode of behavior)	SELF-DISCIPLINE (self-restraint, resistance to temptation)

EQUALITY (equal opportunity for all)	SELF-FULFILLMENT (to find peace of mind and to make the best use of your talents)
EXCITEMENT (to experience stimulation and thrills)	SELF-INDULGENT (unstrained gratification)
KNOWLEDGE (to pursue the truth, knowledge)	SENSE OF BELONGING (to be accepted and needed by our family, friends, and community)
HONEST (genuine, sincere)	SOCIAL POWER (control over others, dominance)
INDEPENDENT (self-reliant, self-sufficient)	SUCCESSFUL (achieving goals)
INFLUENTIAL (having an impact on people and events)	WARM RELATIONSHIPS WITH OTHERS (to have close companionships and intimate friendships)
INNER HARMONY (at peace with myself, freedom from inner conflict)	WEALTH (material possessions, money)

### ***The Third and Fourth Stage***

Using a 9-point scale from 7 (supreme importance) to -1 (opposed to my values) (6-1: no label) (Schwartz, 1992, 1994), 109 participants rated the importance of each value "AS A GUIDING PRINCIPLE IN MY LIFE" and responded to six items assessing frequency of spectator sport consumption: watching sports in person, on television, on the Internet, reading about sports in newspapers or magazines, talking about sports with others, and listening to sports on the radio (Kahle, Beatty, & Homer, 1986; Lee & Trail, 2011) (using 5-point scale, see Table 3). Values that had significant regression coefficients (Betas) with spectator sport consumption, or had significant Pearson correlation coefficients with two or more modes of consumption were retained. Additionally, participants were divided into consumption and non-consumption groups by a K-means cluster analysis based on the six types of consumption. If a value significantly differed between the consumption and non-consumption groups, the value was retained.

**Table 3.** Representation of Sport Spectator Consumption.

Modes of consumption	Categories				
	1	2	3	4	5
In Person (an average season)	Never	1-2 times	3-5 times	5-10 times	> 10 times
TV, Internet, Read, Radio (an average week)	Never	< 0.5 hour	0.5-2 hours	2-4 days	Every day
Talk (an average week)	Never	1 time	2-3 times	2-4 days	Every day

Twenty-eight values (see Table 5) were identified for inclusion in the main study. The questionnaire for the mail study was distributed in a southeastern university and public library in the U.S. Totally, 384 participants were recruited.

## Results

### *The Profile of the Sample*

In the sample, 48.2% of the participants were female. The majority of participants (83%) were between 18 and 26 years old with a mean age of 23.8 (SD = 6.7). Most respondents (77%) were Caucasian and the overwhelming majority (98%) had completed at least some college education (Table 4). Hence, the participants had enough knowledge to complete the survey.

**Table 4.** Summary of Demographics of the Sample.

Category	Frequency	%	Category	Frequency	%
Gender			Education		
Female	184	48.2	Middle school	0	0.0
Male	198	51.8	High school	6	1.6
Age			Some college	61	15.9
< 18	2	0.5	College	248	64.6
18 - 20	99	26.1	Graduate	68	17.7
21 - 23	167	44.1	Other	1	0.3

24 - 26	47	12.4				
27 - 29	30	7.9				
> 29	34	9.0				
			Ethnicity			
			Black	54	14.1	
			Native American	2	0.5	
			White	293	76.5	
			Asian	7	1.8	
			Latino	20	5.2	
			Other	7	1.8	

Note: If the total frequency is less than 384, the deficit is the missing data.

### **Descriptive Analyses**

The value ranked the highest was honest; the value ranked the lowest was social power (see Table 5). The frequency of watching sports in person was approximately 3 to 5 times in an average season, while the frequency of talking about sports with others was about 2 to 3 times in an average week. Weekly, participants spent approximately between half an hour and two hours watching sports on television and spent more than half an hour reading about sports news (see Table 5). Because a majority of respondents had never watched sports on the Internet (60%) or listened to sports on the radio (59%) and the mean time in an average week was less than half an hour for watching sports on the Internet and listening to sports on the radio (Table 5), these two modes of consumption were not included in the subsequent analyses.

**Table 5.** Means and Standard Deviations (SD) of Values and Spectator Sport Consumption.

	Total		Consumption Non- Group consumption (n=178) group (n=198)			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
<b>Personal Values</b>						
HONEST	6.17	1.08	6.11	1.13	6.20	1.04
FUN AND ENJOYMENT IN LIFE	6.11	1.17	6.06	1.23	6.16	1.12
LOYAL	6.03	1.17	6.07	1.12	5.97	1.23
A SENSE OF ACCOMPLISHMENT	6.01	1.13	6.10	1.03	5.92	1.22
INTELLIGENT	6.00	1.09	5.94	1.12	6.06	1.05
SELF-CONFIDENCE	5.99	1.09	6.06	1.02	5.92	1.14

KNOWLEDGE	5.98	1.13	5.88	1.21	6.06	1.06
SUCCESSFUL	5.90	1.18	6.01	1.04	5.78	1.29
MORAL	5.83	1.41	5.66	1.52	5.96	1.31
SELF-FULFILLMENT	5.82	1.32	5.84	1.29	5.79	1.37
WARM RELATIONSHIPS WITH OTHERS	5.73	1.43	5.69	1.34	5.75	1.52
AMBITIOUS	5.62	1.35	5.60	1.31	5.62	1.40
CAPABLE	5.57	1.23	5.53	1.23	5.60	1.25
INNER HARMONY	5.54	1.49	5.37	1.56	5.67	1.41
EQUALITY	5.44	1.77	5.30	1.85	5.53	1.71
EXCITEMENT	5.32	1.48	5.36	1.39	5.29	1.56
SENSE OF BELONGING	5.13	1.49	5.08	1.44	5.15	1.55
CREATIVITY	5.08	1.65	4.80	1.63	5.33	1.63
INFLUENTIAL	4.96	1.64	5.03	1.64	4.88	1.66
A WORLD AT PEACE	4.89	1.86	4.79	1.85	4.92	1.86
CURIOUS	4.85	1.69	4.76	1.72	4.90	1.67
DEVOUT	4.73	1.66	4.75	1.58	4.68	1.75
OBEDIENT	4.69	1.75	4.66	1.69	4.70	1.83
A SPIRITUAL LIFE	4.57	2.15	4.44	2.18	4.67	2.15
AESTHETICS	3.87	2.02	3.65	1.84	4.07	2.15
SOCIAL RECOGNITION	3.78	1.81	3.94	1.72	3.62	1.86
PRESERVING MY PUBLIC IMAGE	3.71	1.99	3.85	1.88	3.58	2.09
SOCIAL POWER	2.64	2.28	2.87	2.23	2.44	2.30
<b>Spectator Sport Consumption</b>						
In Person	3.07	1.38	4.02	1.03	2.18	1.02
Television	2.96	1.34	3.06	1.14	1.47	0.59
Read	2.24	1.20	4.19	0.91	1.98	0.79
Talk	3.05	1.40	4.01	0.93	2.03	0.87
Internet	1.70	1.07	2.25	1.25	1.17	0.39
Radio	1.63	0.91	2.07	1.03	1.19	0.45

### ***Logistic Regression Model***

Using four types of consumption (in person, on television, read, and talk) to proceed K-means cluster analysis, respondents were divided into the consumption group

(n=178) and the non-consumption group (n=198) (see Table 5). Analyses of variance showed that the consumption group had statistically higher means than the non-consumption in all modes of consumption. Analyses of cross tabulation showed that the consumption group had significantly higher percentage of males (69%) than the non-consumption group (35%) (chi-square=44.33,  $p < .001$ ).

Then, using stepwise estimation, the logistic regression model included predictor variables selected from twenty-eight values and a dependent variable of non-consumption (=1) or consumption (=2). A review of the results of the regression analysis (Omnibus test  $p < .001$ , Cox & Snell R square = 0.069, Nagelkerke R square = 0.092) showed that sense of accomplishment ( $B = 0.263$ ,  $p = 0.015$ ), loyal ( $B = 0.275$ ,  $p = 0.015$ ), creativity ( $B = -0.248$ ,  $p = 0.001$ ), and moral ( $B = -0.267$ ,  $p = 0.005$ ) (Table 6) emerged from the twenty-eight as predictor variables. Sense of accomplishment and loyal predicted consuming spectator sports. On the other hand, those who placed more importance on creativity and moral tended to consume spectator sports to a lesser degree.

**Table 6.** Results of the Logistic Regression with Forward Stepwise Estimation.

Predictor Variables	B	S.E.	Wald	$p$ value	Exp(B)
Constant	-0.510	0.805	0.401	.526	0.601
A SENSE OF ACCOMPLISHMENT	0.263	0.108	5.918	.015	1.300
CREATIVITY	-0.248	0.075	10.992	.001	0.780
LOYAL	0.275	0.113	5.952	.015	1.317
MORAL	-0.267	0.095	7.966	.005	0.766

Note: The dependent variable was the consumption group (code 1) versus the non-consumption group (code 0).

### Discussion and Conclusion

The amount of variance explained by values might range between 7% (Cox & Snell R square) and 9% (Nagelkerke R square). Because values were fairly remote from each specific selection of consumption (Kamakura & Novak, 1992; Lee & Trail, 2011), values expectedly explained a small amount of consumption variance, indicating mediating or moderating factors may exist for consideration in further studies. Nevertheless, this study is exploratory in nature and shows four values potentially

associated with spectator sport consumption: two in positive and two in negative patterns.

Spectator sport consumption was positively associated with the value, a sense of accomplishment. The positive relation suggested that spectator sports provided good forums for concrete interaction in demonstrating competence and experiencing accomplishment vicariously. Spectators appreciate games in reaction to the fluid movements of players that are possibly beyond what the audiences can imagine themselves doing (Holt, 1995). However, by establishing any kind of imaginary relationship with players, spectators are able to engage in vicariously producing practices, enhance their perception that they are involved in the production (Holt, 1995), and feel a sense of accomplishment when players perform well.

The individual value loyalty also positively predicted spectator sport consumption. Respondents faithful to friends or groups might consume sports as a means to demonstrate loyalty to a team. Loyal fans may use the shared meanings with a team to classify themselves (Holt, 1995). When an individual supports a team, the person forms a psychological connection with the team (Wann, 1997), imagines being part of the team, and enhances personal identity when the team performs well. Thus, this value, loyal, might encourage following, supporting the team, watching games and talking about them (Gau, James, & Kim, 2009).

Using common sense, one might hypothesize that a creative person would be interested in spectator sports for their creative skills and strategies. However, the results indicated the opposite. People who emphasized creativity responded that they consume spectator sports to a *lesser* degree. They might think that watching sports is a passive activity requiring little creativity. By definition, creativity means uniqueness and imagination. In spectator sports some people may see the repetition of movements. The rules, techniques and styles are repetitive and already set in stone. These may not inspire creative imagination in spectatorship. People may not enjoy uniqueness in sport spectatorship.

Perhaps creative people would enjoy consuming sports that involve creativity, but are not broadcast frequently. For example, figure skating, diving, and gymnastics all require a great deal of creativity as well as skill, but they are not popular enough sports to warrant broadcast weekly or even more frequently.

Respondents who rated moral as a more important value in their daily lives consume spectator sports to a *lesser* degree. Moral people might consider spectator

sports ugly due to the violent and aggressive nature of sports. When there are scandals, such as athletes using performance enhancing supplements, people might associate spectator sports with immoral actions. It seems probably that the moralists view some rugged sport spectacles as barbaric and bloody and associate spectator sports with no value or with negative values. A person who valued MORAL might see the dark side of spectator sports with a negative connotation in morals. Rough contact or robust tackling in sports might inspire aggression rather than peace or harmony.

Using Schwartz' two dimensional analyses (one dimension: conservation versus openness to change; the other dimension: self-enhancement versus self-transcendence) (Schwartz, Melech, Lehmann, Burgess, Harris, & Owens, 2001; Schwartz & Rubel, 2005), this study indicated that spectator sport consumption for the American college students could be more related to conservation (+LOYAL, -CREATIVITY) and self-enhancement (+SENSE OF ACCOMPLISHMENT, -MORAL). This result resonates with Lee and Trail's (2011) finding: Watching sporting events more frequently on television tended to have high conservation (i.e. high Conservatism) and high self-enhancement (i.e. high Ambition but low Social Equality).

Because honest and fun and enjoyment in life were significant values for both consumers and non-consumers (Table 5), these two values did not emerge as predictor variables in the analysis of the stepwise logistic regression, in which the dependent variable was the nominal variable consumption versus non-consumption. This implied that those respondents who placed importance on honest and fun and enjoyment did not necessarily consume more spectator sports. However, for spectator sport consumers, honest and fun and enjoyment were still important values in their daily lives. Therefore, it is likely that spectator sport consumers can associate these two values with games.

The audience must admit that the essence of spectator sports is honesty. If any player, coach, or referee would not play games honestly or were committed with sports bribery to fix games, any similar type of such a gambling-related scandal would hurt spectator sports hugely, inducing a great loss of people's interest in watching sports. If spectator sports cannot assure clean and honest games, spectator sports would not exist.

Fun and enjoyment is often the primary goal for spectators to pursue in games (Zillman, Bryant, & Sapolsky, 1989). Because of the attributes of the spectator sports such as drama in sport displays and the uncertainty about the outcome, sports spectatorship provides an opportunity for recreational values. By watching sports,

spectators can escape daily hassles, relieve job stress, and find the pleasure in sporting events (Zillman, Bryant, & Sapolsky, 1989).

In short, values are inherent in the perception of a cognizing subject and can be expressed in experiences associated with an object (for example, spectator sport) of the subject's apprehension (Alicke, 1983). Extracting values from more comprehensive sources such as personal life values and needs (Kahle, 1983; Maslow, 1970a, 1970b; Rokeach, 1973; Schwartz, 1992, 1994), this study provided more understanding of value constructs related with sport spectating behavior.

This study identified 28 value constructs probably relevant to sport spectating behavior and examined their relationships with spectator sport consumption. Not all of them (four) were found to be significantly related with sport consumption behavior possibly because general personal life values in the context of this study were more remote from actual consumption behavior than product (i.e. the activity of watching sports in this study) specific attributes or benefits. However, the examination of the end value states associated with spectator sports rather than attributes or benefits of watching sports can provide more basic information for marketers to address the shared and important sport values. Values are broader and more abstract in concept hierarchy, influencing product attributes and benefits (Gau, 2007; Gutman, 1982, 1997; Woodruff, 1997).

### ***Implications and Recommendations***

The results provide implications for theory in sport consumer behavior to explain spectator sport consumption. Prior studies found that self-esteem or achievement (Trail & James, 2001; Wann, 1995) and affiliation (Wann, 1995; Milne & McDonald, 1999) were motives driving people to watch sports. Values can serve as criteria to stimulate motivation for behavioral response (Gau, 2007; Gutman, 1982; Vinson, Scott, & Lamont, 1977). Likewise, values of a sense of accomplishment and loyalty might stimulate motives of achievement and group affiliation for watching sports. That is, according to the means-end chain model (Gutman, 1982, 1997), people may choose engaging in spectator sports because such engagement would align with their values such as self-enhancement and sociability. However, a motive might be situational but might not be a real value to predict consuming spectator sports. The current study examining values associated with spectator sports provided a better understanding of motives for

consuming (or not) sporting events and also further indicated possible negative connotations of spectator sports.

The results provide useful information to spectator sport managers. In order to inspire experience for audience with a sense of accomplishment, it might be important to first enhance team identification or player identification. The audience would vicariously experience the sense of accomplishment through the good performance of the favorite team or player. Also, managers should pay attention to carefully communicate the value of integrity with players and employees. Not only integrity is the essence of the spectator sports, but also this effort might reduce the negative association between spectator sports and moral.

Most respondents in this current study were college students. One could argue that they have less money but more time than most other consumers. They also have easier access to college sports, and these sports are more salient for them. Thus, they might not be the representative of sports consumers. This would be a limitation of the current study to generalize the findings. However, as an initial step to empirically explore the relationships between personal life values and spectator sport consumption, a more homogeneous group in this study would benefit controlling disturbing variables. In the future, one would recommend conducting a larger study with a more diverse sample.

A direction for more research is to examine how different sports and cultures influence the associations of personal values with spectator sport consumption. Compared to an individualistic society, a collectivistic society may be more probable to connect social values such as sense of belonging with an extended family group rather than with a sport team (Gau & James, 2010; Gau & Kim, 2011). Future research can also identify attributes of various spectator sports to attract consumers for the fulfillment of different values.

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