The Relationship Between Adaptation Patterns of Recent Korean Immigrants and Team Identification with the Atlanta Braves Major League Baseball Team: A Mixed Methods Study

Ji-Ho Kim
University of Tennessee - Knoxville

To the Graduate Council:

I am submitting herewith a dissertation written by Ji-Ho Kim entitled "The Relationship Between Adaptation Patterns of Recent Korean Immigrants and Team Identification with the Atlanta Braves Major League Baseball Team: A Mixed Methods Study." I have examined the final electronic copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Exercise and Sport Sciences.

Joy T. DeSensi, Major Professor

We have read this dissertation and recommend its acceptance:

Vincent A. Anfara, Lars Dzikus, Daniel J. Flint

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

To the Graduate Council:

I am submitting herewith a dissertation written by Ji-Ho Kim entitled "The Relationship between Adaptation Patterns of recent Korean Immigrants and Team Identification with the Atlanta Braves Major League Baseball Team: A Mixed-Methods Study. I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Exercise and Sport Sciences.

<div align="right">

_____Joy T. DeSensi_____

Major Professor

</div>

We have read this dissertation

and recommend its acceptance:

__Vincent A. Anfara_____

__Lars Dzikus_____

__Daniel J. Flint_____

<div align="right">

Accepted for the Council:

_____Carolyn R. Hodges_____

Vice Provost and Dean of the Graduate School

</div>

THE RELATIONSHIP BETWEEN ADAPTATION PATTERNS OF RECENT KOREAN
IMMIGRANTS AND TEAM IDENTIFICATION WITH THE ATLANTA BRAVES MAJOR
LEAGUE BASEBALL TEAM: A MIXED-METHODS STUDY

A Dissertation
Presented for the
Doctor of Philosophy
Degree
The University of Tennessee, Knoxville

Ji-Ho Kim
August 2010

DEDICATION

This dissertation is dedicated to my wife, Ji-Hyang, and my family in Korea.

I received incomparable support and love from them, and I would not have been able to complete

my degree without their support. In addition, being a father of two daughters, Se-Min and Se-

Yeon, was always the biggest motivation in life. I love you all.

ACKNOWLEDGEMENTS

ABSTRACT

The purpose of this explanatory mixed-methods study was to understand how Korean immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players. This study involved two research phases. In the quantitative phase, the relationships between variables in the conceptual framework were tested based on quantitative data. The data were collected at Korean ethnic churches in Atlanta and at the championship game of the Atlanta Korean Adult Baseball League. The primary purpose of the follow-up qualitative research in the second phase was to elaborate and explain the results of the quantitative data analysis in the first phase.

Four hundred six Korean immigrants in the Atlanta area participated in the survey, and 391 obtained data were valid for the measurement model and structure model test. SPSS 18 and AMOS 18 were utilized to test reliability, construct validity, measurement model, and structure model. The quantitative data analysis showed acceptable reliability, construct validity (convergent validity and discriminant validity), measurement model fit (CMIN/DF = 1.785; CFI = .963; RMSEA = .045) and structure model fit (the integration group: CMIN/DF = 2.396, CFI = .982, RMSEA = .060; segregation group: CMIN/DF = 2.499, CFI = .980, RMSEA = .062).

Thirteen semi-structured interviews were conducted for the follow-up qualitative research. The research participants were selected based on a two-stage case selection method (Ivankova, 2004). The interview questions for the follow-up qualitative research were developed based on the results of the statistical analysis of the relationship among variables in the conceptual framework.

Both the results of the quantitative and qualitative research showed that the adaptation patterns of Korean immigrants with involvement in sports and MLB games were significant

predictors in explaining team identification of Korean immigrants with the Atlanta Braves and

MLB teams with Korean players. At the same time, however, the results of the quantitative and

qualitative research suggested that a holistic understanding of Korean immigrants' lives in

Atlanta should be required for a better comprehension of their team identification with the

Atlanta Braves and MLB teams with Korean players.

TABLE OF CONTENTS

CHAPTER 4. RESULTS OF QUANTITATIVE AND QUALITATIVE DATA

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Statement of the Problem

Sport is a significant part of many people's lives in the United States (U.S.). The amount

of media coverage allocated to sport in the U.S. surpasses coverage given to other topics, such as

the economy, politics, and education (Coakley, 2009). In sport consumer behavior research,

considerable attention has been paid to team identification (Fink, Trail, & Anderson, 2002;

Kwon, Trail, & Games, 2007; Wann & Branscombe, 1993) as a predictor of sport consumption

behaviors. The findings of previous studies show that increasing team identification is a crucial

task for sport marketers to increase team revenue and retain stable ticket sales (Fink et al.,; Wann

& Branscombe). However, relatively few studies have been conducted on how individuals

develop team identification, particularly in the area of immigrant sport consumer behavior,

which can be seen as a potentially lucrative niche market in the sport industry.

Sport has been used as a vehicle to assist immigrants with learning a new culture and

entering the mainstream of the host society (Coakley, 2009). In addition, sport has been found to

be a means of acculturation among Korean immigrants into the white American middle class

mainstream (Walseth & Fasting, 2004). However, sport is utilized not only as a means of

adaptation to the host society, but also as a means of retaining ethnic identity in the host society

(Kim, Lim, & DeSensi, 2007; Kim, DeSensi, & Koo, 2009). Korean sport websites and the front

pages of Korean newspapers in Korean-American communities in the U.S. are filled with

Korean-American and Korean professional athletes' names. The performances and presence of

Korean and Korean-American athletes in the U.S. are among the most interesting daily topics for

Korean-Americans in their lives as members of an ethnic minority.

The increasing number of Asian professional athletes in the United States during the last decade has been recognized as a phenomenon in the sport industry (Kim & Jeon, 2008; Rovell, 2002). Most Asian professional athletes are from South Korea and Japan and are associated with Major League Baseball (MLB), the Professional Golf Association (PGA), and the Ladies Professional Golf Association (LPGA). The presence of Korean professional players has significantly influenced Korean-American sport consumer behaviors (Lee, 2003; Rovell).

According to the 2000 U.S. Census, about 5 percent (13.1 million) of the total American population are Asian-American, and most Asian-Americans reside in large metropolitan cities in the U.S., such as Los Angeles, New York, and San Francisco. These major cities where the Asian-American population is concentrated are also where America's major professional sport teams are located. However, generalizing about Asian-Americans as a group could be a misconception, especially in terms of sport (Kaufman-Scarborough, 2000), since there are over 30 Asian ethnic groups which have different cultures in the U.S. About 90 percent of Asian-Americans in the U.S. are from China, India, Vietnam, Philippines, Korea, and Japan (U.S. Census Bureau, 2000). Professional sports are popular in only a few Asian countries, such as China, Japan, and South Korea, and only a few of them have professional leagues in sports such as baseball and soccer.

The role of sport to Asian immigrants in the U.S. as a means of adaptation has not received enough coverage in the sport sociology and sport marketing literature. This is surprising, considering the fast growing Asian-American population and possible influence of the increasing number of Asian professional athletes in the U.S., which may have an effect on Asian immigrants' perception of sport and their local professional teams. In this respect, exploring the relationship between adaptation patterns of immigrants and their team

identification with their local professional teams is an important research issue in the sport sociology and sport marketing research.

Purpose of the Study

The purpose of this sequential mixed methods study from a sociological perspective was to understand how Korean immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players. This was done by investigating the relationships between adaptation patterns of recent Korean immigrants in Atlanta, involvement in sport and MLB games (moderator), and team identification with the Atlanta Braves. A two phase explanatory design was employed. In the first phase, quantitative data for acculturation level (adaptation patterns), sport involvement, MLB involvement, team identification with the Atlanta Braves, socioeconomic status, and the length of stay of recent Korean immigrants in the Atlanta area were collected to statistically test the relationships between these variables. The second phase (qualitative study) was conducted to explain and probe the statistical results of the first phase of the study based on the quantitative data. How sport is utilized and seen by Korean immigrants in a host society (Atlanta, Georgia) was explored by asking Korean immigrants about the factors that encourage them to develop team identification with the Atlanta Braves.

Research Questions

The following first two research questions guided the quantitative research in the first phase. Additionally, five hypotheses were proposed to investigate the research questions and examine the additional relationships among variables included in the conceptual framework. The last two research questions guided the qualitative research in the second phase.

1. What is the relationship between adaptation patterns of Korean immigrants and team identification levels with the Atlanta Braves?

2. Do the levels of involvement in MLB games of Korean immigrants have a moderating effect on the relationship between adaptation patterns of Korean immigrants and team identification levels with the Atlanta Braves?

3. What are the factors that encourage or discourage Korean immigrants as an ethnic minority group to develop team identification with the Atlanta Braves?

4. How do Korean MLB players influence which teams Korean immigrants develop team identification with?

Research Hypotheses

Acculturation theory and social identity theory provide the theoretical framework of this study to explain the relationships between the Korean immigrants' adaptation patterns and their team identifications with the Atlanta Braves and MLB team with Korean players. Previous studies related to the research phenomenon of this study and acculturation theory and social identity theory are discussed in Chapter 2. The following hypotheses in the conceptual model are proposed based on the literature review in Chapter 2.

H1: Korean immigrants who have a high level of ethnic identity (segregation, integration adaptation pattern) have a positive relationship with team identification with MLB teams to which Korean MLB players belong.

H2: Acculturation level of Korean immigrants (integration, assimilation adaptation pattern) have a positive relationship with team identification with the Atlanta Braves.

H3: There will be positive relationships between the acculturation levels of Korean immigrants (assimilation, integration adaption pattern) and the levels of their sport involvement.

H4-1: Korean immigrants who display high levels of sport involvement will have a high level of team identification with the Atlanta Braves regardless of their acculturation level.

H4-2: Korean immigrants who display high levels of sport involvement will have a high level of team identification with MLB teams with Korean players regardless of their acculturation level.

H5-1: Levels of involvement in MLB games will have a moderating effect on the relationship between team identification and adaptation patterns. The levels of involvement in MLB games will be significant for team identification of Korean immigrants who show a low level of acculturation.

H5-2: The levels of involvement in MLB games will have a moderating effect on the relationship between team identification with MLB teams with Korean players and ethnic identity.

The Figure 1 in the next page shows the proposed relationships in the research hypotheses.
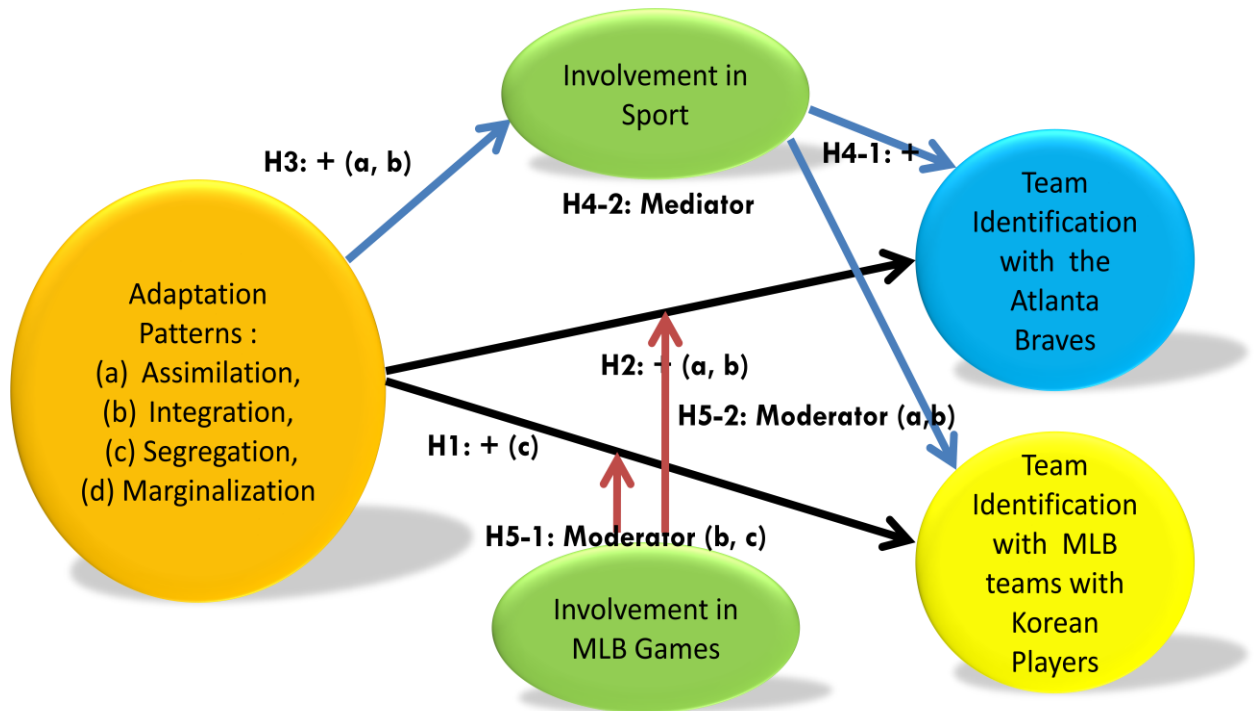
Figure 1. Conceptual Model for the Study

Definition of Terms

This section defines words and concepts that are used in this study. Some of the definitions have been operationalized by the researcher for the purpose of this study because there is no clear consensus for certain terms in this study, such as first generation and second generation.

Acculturation is defined as "a complex, multidimensional process of learning [the culture of the host society] that occurs when individuals and groups come into continuous contact with a different society" (Stephenson, 2000, p. 77).

Adaptation patterns refer to acculturation strategies of immigrant to the host society. According to Berry (1980), there are four types of acculturation strategies: integration, assimilation, segregation, and marginalization. These four strategies are considered the results of immigrants' efforts for adapting into new cultural contexts and their status between new and old societies. A positive attitude toward both new and original societies yields integration. Assimilation is the process by which immigrants relinquish their culture and accept a new culture; they become a part of a new society. Segregation occurs when immigrants do not accept a new culture but retain their original culture. And, marginalization is caused when immigrants lose their relationship to both their original and a new culture.

Cultural assimilation/adaptation defined as "the change of immigrants' cultural patterns to those of the host society" (Gordon, 1964, p. 71).

Social assimilation refers to "the large-scale entrance into cliques, clubs and institutions of the host society on the primary group level" (Gordon, 1964, p. 71).

Ethnic attachment is defined as "strong positive attitudes of [immigrants] toward the [their] ethnicity" (Hurh & Kim, 1984, p. 195).

First generation of Korean Americans refers to Korean-born individuals who came to the United States at the age of 18 or older. Generally, the people are old enough to have experienced Korean culture and learned traditional Korean values.

Second generation of Korean Americans is defined as Korean-born children who came to the United States before at the age of 5 and who have lived in the United States at least 5 years as well as those who were born in the United States (Hong & Min, 1999; Portes & Schauffler, 1994).

Recent Korean-Americans immigrants refer to Koreans who came to the United States between 1980 and the present because the majority of Korean immigrants came to the United States after 1980s. 78 percent of Korean Americans immigrated after 1980 (Yu, Choe, & Han, 2002).

Team identification is defined as "the degree to which a fan defines him/herself by the same attribute that defines the sport team" (Mahony, 1995, p. 12).

Sport involvement is not simply participation "but rather the perceived interest in and personal importance of sports to an individual" (Shank & Beasley, 1998, p. 436).

Social identity refers to "the part of the individual's self-concept which derives from their knowledge of their membership in a social group together with the value and emotional significance attached to that membership" (Tajfel, 1982, p. 2).

Limitation and Delimitations

Limitations

"Limitations identify potential weaknesses of the study" (Creswell, 2003, p. 148). Three potential limitations are identified in the study: (a) language equivalence, (b) nonprobability sampling (data from convenience and purposive sampling), (c) economic recession, (d) explanatory mixed-methods design for an exploratory research phenomenon, and (e) data collection for the follow-up qualitative research.

First, language equivalence would be a potential major limitation of the study since all of the data were collected in Korean and translated into English. In particular, when translating qualitative data from the interviews into English, there may be subtle differences in the interview in the meaning that is conveyed in English. In addition, the research participants for the

interviews consisted of first generation Korean immigrants who indicate the integration or segregation adaptation pattern groups. Thus, utilizing the back translation method (Chapman & Cater, 1979) can be considered an alternative to minimize this limitation. However, when considering limited English competence of the research participants showing the segregation adaptation pattern, still the back translation method for the English transcription seems to be limited to completely solve this problem.

Second, a probability sampling method (e.g. simple random sampling, cluster sampling, and systematic sampling) is known as the appropriate way to enhance the generalizability of the findings from quantitative data. However, it is impossible to have complete information about all of the Korean immigrants in the Atlanta area. Also, when considering different status of professional teams in their communities (e.g., teams' performance or traditionally popular local sporting events), the findings of this study may not be appropriate to understand factors that encourage or discourage Korean immigrants in other regions to develop team identification with a local professional team in the United States (e.g., Los Angeles and New York). Therefore, utilizing convenience sampling is considered a weakness of this study in terms of generalizing the findings of the relationship between acculturation level of recent Korean immigrants and their team identification with a local professional team in the United States. In addition, when considering the limited information for Korean immigrants in the Atlanta area for data collection in the random sampling method, Korean ethnic churches are considered the most appropriate sites for data collection. According to MissionLife.com, a Korean website in the U.S., there are 3,882 Korean churches in 2009 and more than 70 % of Korean Americans were considered Christians (Warner, 1993). However, still it is worth noting that the majority of the data was obtained from Korean ethnic churches in the Atlanta area; therefore, this could be considered

another limitation of this study since Korean immigrants at the Korean churches are not perfectly

representative of the Korean immigrant population in the Atlanta area.

Third, the recent economic recession is a serious problem in the U.S. A large portion of

Korean immigrants are self-employed or in subprime credit categories (Lee, 2006). In this

respect, many Korean immigrants may have a hard time with their business or may be laid off

from their jobs. Thus, Korean immigrants' interest in participating in the research survey or

interviews might be low. In addition, the meaning and feeling of sports to them could be

different depending on economic situations.

Fourth, the researcher developed the conceptual framework based on 1) theoretical

foundation, 2) previous studies regarding the adaptation patterns of immigrants in the U.S., 3) the

researcher's knowledge obtained from his previous research regarding Korean immigrant sport

consumers' behaviors, and 4) the researcher's experience accumulated for seven years in the U.S.

as an international student and a potential first generation immigrant. It is believed that the

conceptual framework includes significant variables in explaining how and why Korean

immigrants develop team identification as an ethnic minority. However, considering the

exploratory nature of the research phenomenon, there may be other crucial factors which were

not identified. In addition, the primary purpose of utilizing the semi-structured interview method

in the follow-up qualitative research is to elaborate and explain the results of the quantitative

research. Thus, interviews were conducted until the data became saturated in terms of

elaborating and explaining the results of the quantitative research. In this point, this interview

method would be helpful in gaining a deeper understanding regarding the results of the

quantitative research. However, at the same time, this method could be a limitation to find

additional variables which were not included in the conceptual framework when considering the

exploratory nature of the research phenomenon. Therefore, utilizing an explanatory mixed-methods approach, which weights more on the quantitative research, could be considered a potential weakness if the follow-up qualitative data discover additional significant factors which were not included in the conceptual framework. In this line, utilizing an exploratory mixed-methods approach, which weights more on the qualitative research, would be an ideal alternative for researchers who have strength on qualitative research method and not have sufficient research experiences in the phenomenon of interest. In addition, although the researcher tried to improve the validity of the qualitative data analysis by clarifying the researcher's bias, incorporating multiple theories and the member checking process, and utilizing different investigators, still the researcher may have to admit that the findings of the qualitative data analysis could be subjective depending on researchers.

Last, Creswell and Plano Clark (2009) argued that collecting both quantitative and qualitative data from the same individuals are important issue for the validity of an explanatory mixed-methods design. As the researcher suffered, recruiting interview participants from the pool of survey participants was not an easy task. In fact, no one voluntarily contacted the researcher regarding the participation in the interviews while collecting the quantitative data. However, the researcher was able to recruit a sufficient number of research participants through the gatekeepers in the community. While the current researcher was able to successfully recruit participants with the assistance of gatekeepers, collecting data from the same participants must be considered as a potential challenge for future researchers intending to conduct explanatory mixed-methods studies.

Delimitations

According to Creswell (2003), delimitations are used to narrow the scope of a study related to specific variables, a central phenomenon, specific participants, and research design. There are two delimitations on this study.

The first delimitation is that the study focuses only on recent first generation Korean male and female immigrants in the metropolitan areas surrounding Atlanta. According to the 2000 U.S. Census, the majority of the Korean immigrant population, about 65 %, is first generation, and the Atlanta area has a rapidly growing Korean immigrant population (Yu, Choe, & Han, 2002).

Second, this study focused on exploring the relationship between adaptation patterns of Korean immigrants and team identifications with the Atlanta Braves. The Atlanta Braves are recognized as one of the major professional teams in this city, along with the Falcons (football) and the Hawks (basketball), based on its successful team standings during the last decade and a franchise history dating back to 1966.

Significance of the Study

This study offers a significant contribution to the literature in sport sociology, applied sport sociology, and sport marketing and provides practitioners with marketing information and socially relevant information regarding the sport industry. The following are the specific contributions of this dissertation to those areas.

First, this study contributes to the literature in sport sociology. As mentioned in the introduction, this study fills a gap in the sport sociology literature pertaining to Asian-Americans in sport. Even though research in sport sociology has covered a breadth of issues in sport, Asian-Americans in sport have received relatively little attention in the sport sociology research. In

particular, by investigating the relationship between adaptation patterns of Korean immigrants in the host society and their team identification with the Atlanta Braves and MLB teams with Korean players, this present study can expand our understanding of how the fast growing population of Korean immigrants in the U.S. perceives the role of sport as a means of adapting into a new society. At the same time, this study advances our understanding of the role sport plays in retaining ethnic identity by supporting Korean professional athletes in the United States.

Second, according to Yiannakis (1992), applied sociology of sport is "the process of generating knowledge of practical value and importance, and translating and delivering it to professionals for use in diverse contexts of application" (p. 11). In line with this perspective, this study contributes not only to sport sociology, but also to sport marketers in the sport industry and sport marketing researchers. Developing team identification is an important task for sports marketers to generate revenue and maintaining a fan base (Fink et al., 2002). Thus, having a better understanding of why and how immigrants develop team identification with a local professional team is crucial to developing an efficient marketing plan for Korean immigrant sport consumer groups, which are considered an important niche market based on fast growing and concentrated population in the major cities in the United States. According to South Korea Ministry of Foreign Affairs and Trade (MFAT) (2009), the Korean-American population is estimated at over 2 million. Furthermore, including various conceptual constructs describing relationships such as involvement in sports and Major League Baseball, team identification, and adaptation patterns of immigrants, will provide a better theoretical explanation for why and how Korean immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players.

Third, the findings of this research are helpful in developing more effective marketing plans with a better understanding of the fast growing consumer group of Asian-Americans, specifically recent Korean immigrants in this dissertation. As the sport industry in the U.S. has realized the importance of the Asian-American sport consumer, professional sport teams developed various promotions toward the Asian-American sport consumers, such as national basketball association (NBA), major league baseball (MLB), and major league soccer (MLS) (Clarke & Mannion, 2006). These increasing marketing efforts to Asian-Americans are evidences that professional sports leagues recognize Asian-American sport consumers as a niche market in their business. As a result of professional sport leagues' efforts to attract Asian-Americans, they were able to achieve a noticeable revenue increase from Asian-American sport consumers and Asian company sponsors and sport consumers in Asian countries, such as South Korea and Japan (Kim & Jeon, 2008). Even though marketing efforts for Asian-Americans market has been increased, there is relatively little theoretical explanation of why the Asian-American sport consumer attends sporting events in the U.S. and why Asian professional athletes are attractive to them except for a few studies (Claussen, Ko & Rinehart, 2008; Kim, DeSensi, & Koo; 2009; Stodolska & Alexandris, 2004). Thus, this study's conceptual framework based on acculturation theory (Berry, 1980; 1997) and social identity theory (Tajfel, 1982) provided a theoretical explanation for the phenomenon related to Asian-American sport consumer behaviors.

Finally, conducting research with an explanatory design (mixed-method approach) provides a better understanding for research issues on which limited studies have been done (Creswell & Plano Clark, 2007; Tashakkori & Teddlie, 2003). If the topic of this study was conducted by a quantitative or qualitative research approach alone, the findings from each of these approaches would be able to provide only a limited explanation of the research questions in

this study. For instance, findings of a qualitative study will be useful in understanding the findings of a quantitative study by elaborating and explaining the relationships among the constructs in the conceptual framework of this study. At the same time, the qualitative data can provide the researcher with an opportunity to consider and realize additional variables that were not included in the conceptual framework. In this respect, utilizing a mixed methods approach provides a more thorough understanding of the phenomenon being studied and a direction for future researchers when investigating the similar research phenomena by suggesting the important additional factors found in the qualitative research.

Organization of the Dissertation

Chapter 1 includes the research problem, the purpose of the study, research questions, research hypotheses, definition of terms, and limitations/delimitations of the study, and the significance of the study. This study consists of the following stages: literature review in Chapter 2, research design in Chapter 3 which includes research methods of quantitative research and follow-up qualitative research, results of both the quantitative and the follow-up qualitative research in Chapter 4, discussion of the results in Chapter 5, implications and conclusions in Chapter 6.

Chapter 2 discusses the literature of sport in Korea and immigrants in sport in order to gain a better understanding of the relationship between adaptation patterns of recent Korean immigrants and their team identification with the Atlanta Braves and MLB teams with Korean players. In addition, adaptation theories, social identity theory, and literature of sport consumer behaviors related to team identification and sport involvement are discussed to present the development of the conceptual framework of this study.

Chapter 3 consists of two parts. The first part presents the research design of this study, which includes explanatory mixed methods research design, the rationale of utilizing the explanatory mixed-methods research approach, the role of the researcher, target population, and the research context: Koreantown in Atlanta. In the second part, the research method of quantitative and follow-up qualitative research is presented.

Chapter 4 shows the results of both quantitative and qualitative research. In particular, findings of the follow-up study elaborate the results of the previous quantitative research. In addition, this chapter discusses findings that are not considered in the conceptual framework in the first phase as a significant factor influencing the relationship between the adaptation patterns of Korean immigrants and their team identification with MLB teams.

Chapter 5 discusses the meaning of both the quantitative and qualitative data. In particular, both findings are discussed based on the research questions of the study and the conceptual framework. In addition, the modified conceptual framework based on both findings of the quantitative and qualitative research is discussed.

Chapter 6 presents the conclusion of the study and the implications for sport sociology and sport marketing. In addition, this chapter provides directions for future studies related to immigrants in sports and immigrant sport consumers' behaviors.

CHAPTER 2

REVIEW OF RELATED LITERATURE

Chapter Introduction

The purpose of this sequential mixed methods study from a sociological perspective was to understand how Korean immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players through investigating the relationships between adaptation patterns of Korean immigrants and their team identification with the Atlanta Braves and MLB teams with Korean players. This literature review presents key issues related to the conceptual framework of this study. This study is conducted by investigating the relationships between adaptation patterns of recent Korean immigrants, sport involvement, MLB involvement, team identification with the Atlanta Braves, and team identification with MLB teams with Korean players. Thus, the following is included in this chapter to develop the conceptual framework in this dissertation. Part I addresses the brief history of Korean immigration and demographic data of Korean Americans: population, income, concentrated locations, and buying power. Part II of this review presents the role of sport as a means of adaptation to immigrants in the host society. Part III presents literature related to the conceptual framework of this study: acculturation theory, social identity theory, sport identification and sport involvement. Finally, Part IV summarizes this literature review in this chapter.

Part I: Korean Immigration History and Demographic Data of Korean Americans

Part I of the literature review covers the history of Korean immigration into the U.S. and demographic information of Korean immigrants. As mentioned in the Chapter 1, sport is a significant part of American culture. Thus, gaining knowledge of Korean immigration history

and general demographic information is necessary to have a holistic understanding of the

relationship between their adaptation patterns and team identifications with the Atlanta Braves

and MLB teams with Korean players as an ethnic minority group. Even though understanding

the experiences of second generation Korean-Americans is out of scope in this study, a brief

review of is offered to present the long history of Korean immigrants in the U.S. Learning about

the second generation also provides an opportunity to design for the follow-up research of this

study.

Korean Immigration into the United States

Korean immigration into the U.S. has a long history that includes four distinctive waves.

The first wave of Korean immigration was from 1883 to 1902. Korean immigrants during this

period came through Hawaii to the U.S. as laborers and there were about 200-400 Koreans in the

U.S. in this period (Son, 1988). The second wave of the Korean immigration into the U.S. was

during 1903 to 1924. Most Korean immigrants came to Hawaii as plantation laborers and the

number of Korean immigrants had been continuously increasing (approximately 10,000) until the

ban on all Asian immigration was enacted in 1924 by the U.S. government. Most Korean

immigrants were concentrated in Hawaii and California. As the result of the U.S government's

immigration policy regarding Asian immigrants, the Korean immigrant population did not show

a significant increase until 1950. The third wave of the Korean immigration began with the

Korean War. During the third wave period (1951 to 1964), about 6,500 brides of American

soldiers, 6,300 adopted children, and 6,000 students came to the U.S. These three groups were

the major part of Korean immigration in this period. In addition, Koreans from various areas

(e.g., scholars, government workers, scientists, and nurses) came to the U.S. and later became

permanent residents (Yu, Choe & Han, 2002). The Immigration Act of 1965 led the fourth wave

of Korean immigration into the U.S and the Koreans were able to apply for permanent residence

visas. As a result, those Koreans became a major part of Korean immigration and they petitioned

for their families (e.g., parents, siblings, and respective spouses) to immigrate to the U.S. (Yu et

al.). Since 1970s, consequently, the families of the permanent resident Koreans or citizens were

the majority of the Korean immigration. The number of Korean immigrants dramatically

increased during the 1971 to 1980 period, and about 270,000 Korean immigrants were admitted

to the U.S. in that decade. Then, 35,849 Korean immigrants were admitted to the United States

between 1981 and 1990. This period was the peak of Korean immigration into the United States.

After this period, the number of Korean immigrants gradually decreased. The reason for the

decreased number of Korean immigrants after the 1990s was due to the improved conditions

(e.g., politics and economy) in Korea since the 1980s (Yu et al.). In addition, when considering

the Korean immigration pattern in the U.S., the first generation of Korean immigrants is a major

part of the present Korean immigrant society. As a result of the continuous and substantial flow

of Korean immigration into the U.S., the Korean population in the U.S. increased by more than

15 fold (.38 % of the total U.S. population in 2000) during the last three decades (Yu et al.).

Demographic Information of Korean Americans: Population, Distribution, and Buying Power

Many Asian immigrants have settled in metropolitan cities that are considered major

sports markets in the United States. With specific respect to Korean-Americans, the 2000 U.S.

Census indicated that there were 1,076,872 Koreans residing in the U.S., making them the fifth

largest ethnic group among Asian-Americans. Other estimates put the Korean-American

population at over 2,000,000 (M FAT, 2009). Furthermore, about 65 percent of Korean-

Americans were born outside of the U.S., which ranks them ninth in foreign-born population, and 78 percent of Korean-Americans use Korean as their primary language. Most Koreans are recent immigrants as 78 percent of Korean Americans immigrated after 1980. Based on the U.S. Census data, Camarota (2007) reported that 255,000 Koreans came to the U.S. from 2000 to 2007.

According to the U.S. census analysis of Yu et al. (2002), the Korean American population is concentrated in several regions such as Los Angeles, New York City and Washington, DC. In addition, 96 percent of Korean-Americans live in metropolitan areas. Korean towns have been founded in Los Angeles (CA), New York (NY), Annandale (VA), Atlanta (GA), Bergen County (NJ), Chicago (IL), Dallas (TX), Oakland (CA), and San Diego (CA). The average household income of foreign-born Korean-Americans is $62,604 and the average household income of native-born Korean American is $71,550. In addition, both groups showed the above the average house hold income of the national average in the U.S. ($66,000) and their overall spending power is estimated $3.6 billion. Thirty-five percent of Korean Americans have a bachelors degree or higher. More native-born Korean-Americans (61.8%) have bachelor's degree than foreign-born Korean Americans (46.9%) (Yu et al, 2002).

In addition, based on the surveys conducted in major Koreantowns in the U.S., such as Los Angeles, Chicago, New York, and Atlanta, about one-third of Korean immigrant householders are related to a self-owned business. Their businesses are highly concentrated in specific areas, such as apparel and accessory stores, food stores, general merchandise stores, apparel and other textile products. Recent immigrants tend to open their business relatively quick compared to the Korean immigrants in the 1970 due to the strong economy and the flexible foreign exchange laws in Korea (Yu et al, 2002). Language difficulties and unfamiliarity with

American culture are considered reasons for the concentration in small business (Hurh & Kim, 1990). The small business types owned by family often require working longer hours which makes their business competitive, but at the same time, they often have to work without vacations or weekends (Bonacich, Hossain, & Park, 1987; Hurh & Kim, 1984).

The brief demographic information of Korean Americans represents the fast growing population of Koran-Americans and their significance as a segment consumer group in the United States. Therefore, understanding how and why Korean immigrants develop or what factors discourage them to develop team identification with a local professional team can be a crucial issue to not only scholars in sport sociology, but also sport marketers. Even though the data show that the majority of the Korean-American population consists of first generation Korean-Americans, understanding the immigration history of second generation Korean-Americans is needed when considering a long history of Korean immigration in the United States. The following section presents brief information of second generation Korean Americans.

Second Generations of Korean Americans

Hong and Min (1999) conducted the first quantitative study on second generation of Korean Americans in the New York area and 485 second generation Korean Americans participated in the research. The researchers measured the levels of ethnic attachment in three dimensions: cultural, social, and psychological. In terms of use of language, the findings revealed a high level of cultural assimilation and a low level of cultural ethnic attachment. However, second generation Korean Americans showed a high level of social ethnic attachment with approximately half of them having co-ethnics as a close friend or dating partner. Thus,

major findings from a survey of second-generation Korean adolescents consistent with social

adaptation theories revealed that a high level of cultural assimilation does not indicate a similarly

high level of social assimilation (Gordon, 1964; Hurh & Kim, 1984; Zhou, 1997). In addition,

this study was conducted based on data from the New York area, which has a large Korean-

American community. Thus the researchers asserted that the findings would be limited in

understanding second generation Korean-Americans in areas with large Korean-American

communities. Also, the researchers expected lower levels of ethnic attachment of second

generation Korean-Americans in small Korean communities than large Korean communities.

Since there are a very limited number of studies which investigated second generation Korean-

Americans, it is hard to have a comprehensive understanding of their ethnic and sociocultural

characteristics. Even though this study focuses on the relationship between adaptation patterns of

first generation of Korean immigrants and their team identification, when considering the fact

that major number of Korean immigrants came to the U.S. after 1980s, there should be more

attention to studies regarding adaptation patterns of second generation Korean-Americans in the

future studies.

Part II: Sports and Korean Immigrants

Part II presents general information of sports in South Korea in order to show the reasons

why team identification with an MLB team (the Atlanta Braves) is investigated instead of other

professional sport teams (e.g., NFL and NBA) and to assist with understanding of adaptation

patterns of Korean immigrant through sport (the role of sport).

Sports in South Korea

It is necessary to have general background knowledge of sports in South Korea in order to understand the possible different meanings of sports to Korean immigrants. There are four professional sports in South Korea (men's baseball, men's soccer, men's and women's volleyball, and men's and women's basketball), with baseball and soccer being the most popular sports. The South Korean professional baseball league consists of eight teams, and each team has 133 games in a season. These teams are located in major cities in South Korea, such as Seoul, Pusan, Kwang-Ju, Dae-Goo, and Su-Won. The league began in 1982, with an average attendance of 5,995. The popularity gradually increased until 1995, with an average attendance of 10,727 per game (Korea Baseball Organization, 2009). From 1995 to 1998, South Korea confronted an economic crisis. As a result the Korean government asked for financial support from the International Momentary Federation. At the same time, Se-Ri Park, who played in the Ladies Professional Golf Association (LPGA), and Chan-Ho Park, who played in Major League Baseball (MLB), inspired Koreans by their outstanding performance in the United States. These two Korean stars increased the popularity of sporting events in the U.S., such as MLB and LPGA tournaments, in South Korea. The economic crisis in the 1990s and the increased popularity of sporting events in which Korean players participate in the U.S. are considered convincing reasons for the decreased attendance of professional baseball games in South Korea (Lee, 2006). However, baseball still has the biggest fan base along with professional soccer, compared to other professional sports in Korea. At this point, one may assume that MLB is considered as a means through which Korean immigrants adapt into the host society. In other words, MLB games can be utilized by Korean immigrants to create opportunities to interact with host society members. Thus, these interactions may lead them to feel like a member of the host society and

increase their self-esteem by recognizing themselves as a part of the host society, which in turn may encourage them to develop team identification with a local professional sport team in their community.

In short, baseball is a sporting event that Korean immigrants used to enjoy when they were living in Korea. Thus, baseball could be a sporting event that Korean immigrants can assess easily in American sport culture as a means to adapt into the host society. Therefore, a MLB team (the Atlanta Braves) was selected to investigate how and why Korean immigrants develop team identification with their local sport team instead of other professional sport teams in the United States.

The Role of Sport to Korean Immigrants

When considering the status of sport in American culture, the meaning of sport to Korean-Americans can be a factor in understanding their levels of cultural assimilation to American society. Along with the increase in the number of Asian players in the U. S. during the last decade, many professional sport teams (NBA, MLB, and MLS (Major League Soccer)) are paying more attention to Asian American consumers in their communities, as shown by advertisement in the target Asian languages, discounted tickets, and public relation activities toward Asian communities (Clarke & Mannion, 2006). As the result of the increased number of Asian players, particularly from South Korea and Japan, MLB and franchise teams were able to significantly increase their revenue by selling broadcasting rights, merchandises, and sponsorships to South Korea and Japan. At the same time, there was a visible increased number of Asian spectators for the games in which Korean and Japanese players participate (Kim & Jeon, 2008; Rovell, 2002). Also, according to a study by Wiesendanger (2003), cultural sensitivity in advertising is significant to attract Asian American consumers, such as using their

languages and emphasizing family bonding in advertisements. In the world of professional sport, the number of Asian nationals playing in MLB has rapidly increased since the arrival of pitchers Chan Ho Park (South Korea) and Hideo Nomo (Japan) in 1994. As of the beginning of the 2009 season, there were 22 Asian players on MLB season rosters, with 18 of them being from either South Korea or Japan (ESPN.com, 2009). As the number of Asian players in MLB has risen, teams such as the Los Angeles Dodgers and Seattle Mariners have seen an increase in revenue coming from Asian American communities as well as from South Korea and Japan through selling the broadcasting rights (Kim & Jeon, 2008). Specifically, since Japanese and Korean players came to MLB, the broadcasting right fees in Japan and South Korea have increased by 300 percent and 4000 percent from the 1997 season to the 2005 season. MLB expected to earn over $204 million through broadcasting right fee for 2006 through 2009 season from those countries.

In addition, the influence of Korean players in the U.S. is not only attracting the attention of Korean immigrants, but also stimulating them to participate as spectators and players in sports (Stodolska & Alexandris, 2004). Furthermore, several studies argued that the significant impact of MLB Asian players in cities with large Asian communities in the U.S. increases attendance among Asians as well as team revenues (Kim & Jeon, 2008; Hong, McDonald, Yoon & Fujimoto, 2005; Rovell, 2002). In particular, the Los Angeles Dodgers had an additional 5000 attendances per game when a Korean player participated in the game as a starting pitcher. It is estimated at $900,000 to $1.5 million per year through the Korean player (Lee, 2002). Previous studies showed that Korean professional players in the U.S. have a significant influence on the Korean students' attention to sporting events in which Korean players participate (Kim et al., 2007). In other words, Korean students as an ethnic minority group in the U.S. feel vicarious

achievement and national pride through Korean players' successful performances in the U.S.

professional sports leagues (Funk, Mohony, & Ridinger, 2002). In addition, Kim, DeSensi, and

Koo (2009) investigated sociological motives of first generation Korean immigrants who attend

MLB games based on acculturation theory (Berry, 1997). The results of the study indicated that

the presence of Korean MLB players was the most significant reason to attend MLB games

compared to other sociological reasons such as cultural adaptation and structural adaptation into

the host society. It is worth noting the difference between this dissertation and the previous study

by Kim et al (2009). In the previous study, the researchers focused on discovering factors

explaining the unique motives of Korean immigrant MLB consumer as an ethnic minority group.

In this dissertation, on the other hand, the researcher proposed the team identification Korean

immigrants perceive toward the Atlanta Braves and MLB teams with Korean players as a

product of their adaptation patterns in the host society. In other words, this study discussed not

only the reasons for following MLB games, but also reasons for developing or feeling

attachment toward the Braves and MLB teams with Korean players based on adaptation patterns

and the social identity theory (Tajfel, 1982). According to Min and Kim's (2009) study, first

generation of Korean immigrants in the New York area showed the highest ethnic identification

compared to Chinese and Indian immigrants in the United States. Furthermore, over 90 percent

of Korean immigrants showed that they 'definitely support' Korean national teams when Korean

national sport teams compete against the U.S. national sport teams. In addition, when it comes to

considering the sport participation of immigrants is highly related to their social class and ethnic

background. In this respect, immigrants' socioeconomic status can be highly related to ways they

experience new culture and ways to maintain their culture (Stodolska & Alexandris, 2004).

Lee (2005) explored the meanings of sport to 1.5 and second generation Korean-Americans who grew up in a city with a growing Korean-American population. The term of 1.5 generation is defined in her study as those born in Korea but who came to the U.S. when they were young. This study was conducted based on the interviews with six Korean-American female students. Even though research participants did not identify themselves as foreign, their stories in sports represented an uncertain status in the United States. The major findings of the study showed that sport is used and represented in various ways such as ethnic identification, means of assimilation to the main society, intergenerational conflict, and gender issues. Lee concluded that "sports played a critical role in tracing one group within Asian American culture that is yet to establish boundaries" (p. 493).

Even though very few studies of Korean-Americans (Korean immigrants) in sports have been conducted, it was clear that ethnic attachment provides a significant reason not only to watch sporting events in which Korean players participate, but also to participate in sport activities (Kim et al., 2007; Stodolska & Alexandris, 2004). In addition, Korean students in the U.S. as an ethnic minority feel vicarious achievement (or national pride) through Korean players' successful performances in the U.S. professional sports leagues (Kim et al, 2007). In addition, sport participation of immigrants is highly related to their social class and ethnic background. In this respect, immigrants' socioeconomic status can be highly related to ways they experience new culture and ways to maintain their culture (Stodolska & Alexandris, 2004). Furthermore, Korean-American students used sport as a means to adapt to the main society and to feel ethnic identity, as well as described intergenerational conflict and gender issues as a meaning of sport (Lee, 2005).

In short, sport has been located and utilized as a means of learning a new culture as a part of the cultural adaption process, and at the same time, sport provides an opportunity for Korean-Americans to retain and feel their ethnicity through watching sporting events in which Korean professional athletes participated in the United States. Therefore, sport is considered an important means of immigrants' adaptation process. In this respect, we may assume that their patterns of sport participation may likely be correlated to their adaptation patterns into the host society.

Part III: Conceptual Framework

Part III presents major theories pertaining to adaptation patterns of immigrants. The key constructs of the theories are discussed. Sport involvement and team identification are also discussed as factors that influence sport consumer behaviors. The proposed conceptual model based on the literature review is presented at the end of Part III.

Adaptation Theories: Assimilation Theory, Adhesive Sociocultual Adaption Model, and

Acculturation Theory

There have been many studies conducted and theories developed in order to explain the adaptation patterns of immigrants to a new society. They include a focus on assimilation theory (Gordon, 1964), segmented theory (Zhou, 1997), the adhesive sociocultural adaptation model (Hurh & Kim, 1984), acculturation theory (Berry, 1980; 1997), and pluralism (Hraba, 1979). In order to explain adaptation patterns of immigrants in the United States, the assimilation theories were first developed based on the adaptation patterns of immigrants from European nations (Hurh & Kim, 1984; Zhou, 1997) since the majority of immigrants to the U.S. were from Europe

before 1965. However, after the Immigration Act in 1965, the majority of immigrants in the U.S. changed from white European immigrants to non-white immigrants from Asian and Hispanic countries. As various ethnic groups who have different social, cultural value and socioeconomic conditions migrated to the U.S. after 1965, several assimilation/adaptation theories were proposed and developed in sociology based on non-white immigrants from Asian and Hispanic countries.

In the early stages of immigrant assimilation/adaptation studies, the dominant paradigm was a unidimensional adaptation pattern of immigrants. In that period, assimilation theory provided a theoretical framework to understand white immigrants' adaptation patterns. However, with the shift in immigration patterns that occurred after 1965, scholars realized that there are bi or multidimensional adaptation patterns of immigrants who are non-white immigrants such as Hispanic and Asian immigrants. As a result, several theories have been developed and tested to explain various immigrant groups' adaptation patterns and factors that influence their adaptation patterns (Zhou,1997).

Assimilation Theory: Unidimensional Adaptation Process (Gordon, 1964)

This theory was proposed by Gordon (1964) and developed based on early immigrant groups from European countries, and the perspective of assimilation had been a dominant part of the sociological thought regarding the adaptation patterns of immigrants in the U.S. (Zhou, 1997). Assimilation theory assumes that immigrant groups will eventually converge into the host society. Also, the theory proposed that in order to be fully assimilated to the new society, the immigrants have to accept the culture of the host society. On the other hand, preserving their culture of origin is considered a barrier preventing immigrants from being assimilated into the

host society (Gordon, 1964). Thus, Gordon's assimilation theory emphasizes unidimensional adaptation process of immigrants into the host society. This is the most distinctive perspective from other theories that explain about adaptation process of immigrants in their host society.

Gordon (1964) proposed seven stages in the assimilation process: cultural, structural, marital, identification, attitude-recreational, behavior-recreational, and civic assimilation. The stages do not occur in an orderly fashion. Even though, in his theory, cultural and social assimilation are key stages in the assimilation process, social assimilation does not always follow the cultural assimilation process since social assimilation heavily depends on the willingness of the dominant population to accept the immigrants as a part of their society. According to Gordon (1964), cultural assimilation refers to "immigrants' changes regarding cultural patterns to those of the host society" (p. 71). Social assimilation is defined as "the large-scale entrance into cliques, clubs and institutions of the host society on the primary group level" (p. 71). After the process of social assimilation, the rest of the processes were assumed to be easier. Even though assimilation theory may have provided an acceptable conceptual framework for understanding adaptation patterns of immigrants in the early stages of the immigration research, there have been many criticism of the use of the theory in explaining the recent non-white immigrants (Alba & Nee, 1997).

Recent studies have revealed that many immigrant groups maintain the culture of origin, but at the same time accept the new culture successfully in the adaptation process (bi or multi dimensional adaptation patterns). Thus, an integrated adaptation pattern is considered an ideal pattern of adaption in the new society, which is a different assumption compared to assimilation theory. In addition, assimilation theory is not able to account for the glass ceiling effect, which is associated with racial discrimination that many non-white immigrants experience. As mentioned,

social assimilation depends on the willingness of the host society to accept immigrants as a part of their society. Thus, even if non-white immigrants adapt into the host society culturally, visible physical differences between white and non-white immigrants are considered barriers which prevent non white immigrants from being fully integrated into the host society. Therefore, even though assimilation theory was a dominant concept for decades in explaining the patterns of white immigrants, the theory is limited in its ability to explain the adaptation patterns of recent immigrant groups (non-white immigrants: Hispanic and Asian immigrants).

Adhesive Sociocultural Adaption Model (Hurh & Kim, 1984)

This model was developed by Hurh and Kim (1984) and empirically tested to show sociocultural adaption patterns of Korean immigrants in the United States. They defined adhesive adaptation as:

> a particular mode of adaptation in which certain aspects of the new culture and social relations with members of the host society are added on to the immigrants' traditional culture and social networks, without replacing or modifying any significant part of the old. (p. 188)

The distinction between cultural and social assimilation in assimilation theory (Gordon, 1964) provided the theoretical framework for this model. Previous studies related to the assimilation patterns of immigrants suggested that cultural assimilation and certain levels of socioeconomic status of immigrants are necessary for the social assimilation, but this is not a sufficient condition for social assimilation due to their undeniable ascribed status of being–non white (Gordon, 1964; Hurh, Kim, & Kim, 1978). In this sense, the adhesive sociocultural adaption model assumes that immigrants who are not white experience limited social acceptance

by the host society and they would tend to "maintain or enhance their ethnic attachment for sustaining their sense of security, primary-group satisfaction, social recognition and identity" (Hurh & Kim, 1984, p. 189).

Based on the above concept of adhesive sociocultural adaptation, the model can be considered a part of pluralism or separatism. Hraba (1979) defined cultural and structural pluralism as:

> The existence of distinct ethnic subcultures in a society which affect and make variable the way people think, feel and act. Structural pluralism means that ethnic identity is evident in social interaction in a society, manifest in either restrictions on social interaction or in the use of ethnic identity in open and free exchange. (p.63)

Even though the adhesive sociocultural adaptation model seems to be a subtype of pluralism, it is considered different from pluralism due to "a specific analytical category which is distinguishable from other types of ethnic adaptation" (Hurh & Kim, 1984, p. 191). Based on their analysis on the successive mode of adaptation among immigrants, people who have limited attachment to their culture of origin, but high levels of attachment and acceptance toward the new society were more successful in the adaptation process, and this mode is considered an ideal type of adaptation. In the case of separatism, this assumes that immigrants are voluntarily or involuntarily segregated from the host group's culture and society. This segregation causes a complete ethnic insulation (Yuan, 1963). Thus, separatism is considered the exact opposite of assimilation.

Hurh and Kim (1984) empirically tested the adhesive socioculuctral adaptation model based on the experiences of Korean-Americans in the Los Angeles area with 615 structured

interviews. The study focused on investigating the extent and intensity of their acculturation and social assimilation, and of adherence to their Korean ethnic attachment. The results of the study confirmed the adhesive sociocultural adaptation patterns of Korean-Americans that their strong pervasive ethnic attachment is largely unaffected by their length of residence in the U.S., socioeconomic status, and sociocultural assimilation rates. In addition, structural, situational conditions of immigrants are considered key factors that contribute to different patterns of ethnic adaptation. For instance, structural situations in the U.S., such as the dominant group's attitude toward immigrants to accept them as a part of the host society and the relationships between the U.S. and their native country (e.g., politics, history, and economy), have a significant influence on the different patterns of ethnic adaptation.

Hurh and Kim's (1984) study showed strong evidence that adhesive sociocultural adaptation model appropriately explained the adaptation patterns of Korean-Americans. Also, the results of their research have been cited in many studies, but not the model. However, this model had been tested in the Los Angeles area which has the largest Korean-American population in the U.S. Thus, we may assume that adaptation patterns of Korean-Americans who reside in areas with a small size of Korean-American community or no Korean-American community would be different depending on where they reside. Therefore, there should be more empirical studies employing the adhesive sociocultural adaptation model in various areas which have different ethnic demographic conditions in order to explain adaptation patterns of the non-white ethnic immigration groups.

Acculturation Theory

Acculturation theory has been widely used to explain the adaptation patterns of immigrants. This theory explains how immigrants have developed in one cultural context and managed to adapt to new contexts resulting from migration (Berry, 1997). Several sociologists have defined acculturation and cultural assimilation. Stephenson (2000) defines acculturation as "a complex, multidimensional process of learning that occurs when individuals and groups come into continuous contact with different society" (p. 77). In the case of Gordon (1964), cultural assimilation is "the change of immigrants' cultural patterns to those of the host society" (p. 71). In acculturation theory, acculturation is defined as "the general processes and outcomes (both cultural and psychological) of intercultural contact" (Berry, p. 8).

According to Berry (1980), there are four types of acculturation strategies: integration, assimilation, separation, and marginalization. These four strategies are considered the results of immigrants' efforts for adapting into new cultural contexts and the extensiveness of relationships to new and old societies. The positive attitude toward both new and original societies yields integration. Assimilation is the process by which immigrants relinquish their culture and accept a new culture; they become a part of a new society. Segregation occurs when immigrants do not accept a new culture, but retain their original culture. And, marginalization is caused when immigrants lose their relationship to both their origin and a new culture. Based on the review of the previous immigration studies, Berry (1997) proposed factors that have significant influence of immigrants' acculturation as moderators on the adaptation process in the host society. The factors are categorized as prior to acculturation and during acculturation. The following are considered the factors prior to acculturation: age, gender, education, pre-acculturation, socioeconomic status, migration motivation and expectation, cultural distance between the host

society and their origin culture, and immigrants' personality. Factors with significant influence on acculturation include length of residence, acculturation strategies (attitudes and behaviors), social support from host society, and social attitudes (prejudice and discrimination from the host society members).

In addition, these four different adaptation patterns show bi- or multidimensional adaptation strategies of immigrants entering into the new society. This is a different perspective from assimilation theory (Gordon, 1964), which argued that immigrants discard the origin of their own culture and value to be assimilated to the new society. Previous studies showed that Korean immigrants seek to learn the new culture, and at the same time they tend to keep their culture of origin and social ties in the ethnic community (Hurh & Kim, 1984; 1990; Lee, Sobal, & Frongillo, 2003). In addition, length of residence has been found as an indirect indicator of acculturation of Korean immigrants (Hurh & Kim, 1990).

Numerous studies with empirical data have employed acculturation theory (Berry, 1980, 1997; Berry, Phinney, Sam, & Vedder; Zea, Asner-Self, Birman, & Buki, 2003) because it has provided a strong conceptual framework for previous studies investigating adaptation patterns of immigrants into their host society. Even though acculturation theory provides a strong theoretical framework, this theory is not perfect, as every theory in social science does not fully explain immigrants' adaptation process in the new society when considering an unpredictable and fast changing society. In addition, when considering long immigration history of Korean-Americans in the U.S., acculturation theory may provide a limited conceptual framework to explain adaptation patterns of several generations. However, the purpose of this dissertation is to understand adaptation patterns of recent Korean immigrants through sport in the U.S., thus the

limitations of acculturation theory may not be considered a major limitation upon utilizing this theory to this study.

In summary, various theories have been developed and employed to explain the adaptation patterns of immigrants into the new society. There are two distinctive differences between the theories. First, assimilation theory (Gordon, 1964) was developed based on the adaptation patterns of White immigrants; thus this theory showed a limitation when it came to explaining the different adaptation patterns of non-White immigrants, such as Asian and Hispanic immigrants. Second, adaptation theories have different approaches to adaptation patterns of immigrants (e.g., one-dimensional and multidimensional adaptation patterns). The key point of this difference is whether immigrants have to discard or preserve their ethnicity in order to successfully adapt. Even though there are some differences among the theories in terms of the adaptation patterns of immigrants, the following three constructs have been employed to explain the adaptation patterns of immigrants: ethnic attachment, cultural adaptation, and social adaptation. When considering sport as an important part of American culture (the host society culture) and the key concepts of adaptation theories, Korean immigrants who show integration or assimilation adaption pattern may show higher involvement in sport compared to Korean immigrants who show segregation or marginalization adaptation pattern.

Team Identification: Social Identity Theory

Team identification research has been developed based on social identity theory and identity theory (Kwon, Trail, & James, 2007). In this dissertation, social identity theory (Tajfel, 1982) is utilized as a theoretical framework for team identification. Social identity is defined as "the part of the individual's self-concept which derives from their knowledge of their membership in a social group together with the value and emotional significance attached to that membership" (Tajfel, p. 2).

Self-enhancement/positive distinctiveness and uncertainty reduction are considered social identity motivations. These motivations lead groups to strive to be both better than and distinct from other groups (Hogg, Sherman, Dierselhuis, Maitner, & Modffitt, 2007). Self-enhancement and positive distinctiveness are considered some of the most basic motives an individual needs in order to have self-esteem and positive social identity (Sedikides & Strube, 1997). The belief of these motives is that "we are better than them in every possible way" (Hogg, 2000, p. 120). With uncertainty reduction, people would like to reduce subjective uncertainty about their social world and their place within their social world. Thus people would like to know "who they are and how to behave and who others are and how they might behave" (Hogg et al., p. 136). For instance, some Korean immigrants in the U.S. may identify themselves as Americans, not Korean immigrants, and this helps them to reduce subjective uncertainty about who they are in the U.S. and to understand expected behaviors as members of the American society, not immigrants. In other words, identifying themselves as a member of a group (social categorization) is particularly effective to reduce uncertainty because "it furnishes group prototypes that describe how people (including self) will and ought to behave and interact with one another" (Hogg et al., p. 136).

Based on the motives of developing social identity, we assume that Korean immigrants in the Atlanta area who have high level of acculturation may also have higher team identification with the Atlanta Braves team because high level of acculturation can represent their attitude toward the host society. In addition, the high acculturation level of Korean immigrants may describe how they see themselves as a member of the host society, not as an ethnic minority. At the same time, as acculturation theory and other adaptation theories present, retaining a strong ethnic identity while accepting the host society culture and value can be explained by motives of social identity about why Korean immigrants in large Korean communities in the U.S. develop team identification with a sport team with Korean players.

Motives of Team Identification

Fink, Trail, and Anderson (2002) defined team identification as an extension of self-identity that occurs in a sports fan from his/her psychological connection to the team. Team identification has received significant attention in sport marketing research as a predictor of sport fan behaviors, such as ticket purchase decisions (Wakefield & Wann, 2006), team loyalty during a poor performance period, impulse buying (Kwon & Armstrong, 2002), and satisfaction with attending a sporting event (Fink et al., 2002; Matsuoka, Chelladurai, & Harada, 2003). Team identification and satisfaction with game experiences showed significant influences on intention to attend future games (Matsuoka et al., 2003). Even though developing team identification is one of the most important goals of sport marketers, relatively few studies have been conducted to explore reasons why individuals have team identification.

According to Fisher and Wakefield (1998), "...affiliation with a successful group provides individuals with an important way to establish and maintain a positive view of themselves" (p.

27). In addition, group member attractiveness is explained in desirable and aspirational qualities of group members. "Being a part of a group that has members with attractive qualities should have positive self-definition effects for members of both successful and unsuccessful groups" (Fisher & Wakefield, p. 28). For instance, attractive qualities of an MLB team may include star players, successful team history, positive public reputation, and successful team standing. According to Fink et al., nine concepts are highly correlated with team identification: (a) vicarious achievement, (b) acquisition of knowledge, (c) aesthetics, (d) social interaction, (e) drama, (f) escape, (g) family, (h) physical attractiveness of the participants, and (i) physical skill of the participants. However no research has been conducted to understand specifically how Asian immigrants develop team identification with a local professional sport team.

Moderating effect of MLB Involvement on Sport Consumer Behaviors

Involvement has been considered a significant moderator on consumer behaviors. Psychological involvement refers to a state of motivation, arousal, or interest with regard to a product, an activity, or an object (Rothschild, 1984). Many consumer behavior studies examined the relationship between the psychological involvement in consumer goods and purchase behaviors (Laurent & Kapferer, 1985; Rothschild). According to Mitchell (1979), involvement represents an internal state variable that reflects the amount of arousal, interest, or drive evoked by a particular stimuli or situation that mediated consumer behavior. In this dissertation, involvement in MLB games refers to "the perceived interest in and personal importance of sports to an individual" (Shank & Beasley, 1998, p. 436).

A few studies were conducted on the relationship between levels of involvement and sport consumer behaviors (Lascu, Giese, Toolart, Guehring & Mercer; 1995; Shank & Beasley,

1998; Wilson, 2002). According to Shank and Beasley's (1998) study, there are strong

relationships between levels of sport involvement and sport consumer behaviors, such as

"participation in sports, attendance at sporting events, sports-related television viewing behavior,

sports-related newspaper and magazine readership" (p. 436). In addition, Fisher and Wakefield

(1988) argued that sport involvement is considered to sometimes be a more significant

antecedent to identification for individuals due to the need to maintain a favorable self-definition.

Therefore, even though the researcher assumes that adaptation patterns of Korean immigrants

can be an indicator of their team identification toward the MLB teams (the Atlanta Braves and

MLB teams with Korean players), it would be possible to assume that the levels of MLB

involvement would be a moderator on the relationships between adaptation patterns of Korean

immigrants and their team identification with MLB teams.

Conceptual Framework for the Study

The following Figure 1 is based on the adaptation theories and key variables which were

discussed in the above four parts, and the model explains the relationships among variables

which are examined in the first phase of this study, quantitative research.
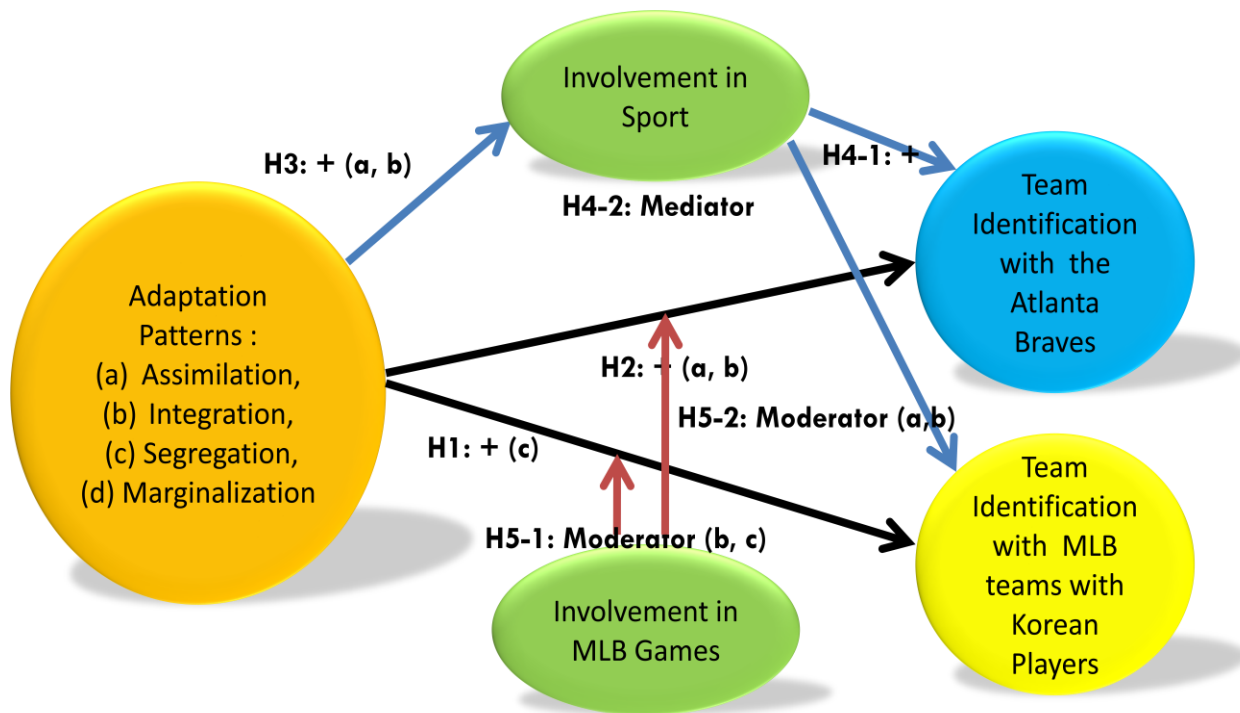
Figure 1. Conceptual Model for the Study

Part IV Summary

This chapter provided conceptual justifications, based on an extensive review of literature, for the conceptual framework in this study. The following issues were discussed in the review of literature: (a) the Korean immigration history to the U.S. and demographic data of Korean Americans, (b) the role of sport as an adaptation means for immigrants to integrate into the host society and as a means to retain ethnic identity by supporting Korean players in the U.S. and (c) the key factors in the conceptual framework, such as involvement in sports and MLB games, team identification, and adaptation theories.

Throughout the literature review, Korean immigrants are considered an attractive niche market to MLB teams for several reasons: the popularity of baseball in South Korea, demographic characteristics, such as the fast growing and concentrated population in the major

cities in the United States, and buying power as a consumer group. Previous studies regarding adaptation patterns of immigrants, roles of sports to immigrants, the motives of team identification, and the moderating effect of involvement in MLB games provided a convincing justification for the conceptual model. Overall, the conceptual model of this study describes that Korean immigrant adaptation patterns and involvement in sport and MLB games are significant factors that encourage Korean immigrants to develop team identification with the Atlanta Braves and MLB teams with Korean players. These relationships among the variables in the conceptual framework can represent the role of sport as an adaptation means for immigrants in their host society, at the same time, as a means for Korean immigrants to retain their ethnic identity by supporting Korean players in the United States.

CHAPTER 3

RESEARCH DESIGN

Chapter Introduction

The objective of this chapter is to present the rationale for utilizing a mixed-methods approach and the research design used to explore how Korean immigrants develop team identification with the Atlanta Braves. This research was done by investigating the relationships between adaptation patterns of recent Korean immigrants, involvement in sports and MLB games, and team identification with the Atlanta Braves and MLB teams with Korean players. This chapter includes the rationale for employing a mixed-methods study, the research design, target population of the research, procedures of data collection and analysis.

Rationale for a Mixed Methods Study

Greene, Caracelli, and Graham (1989) presented the five purposes for utilizing a mixed method research design. These include (a) triangulation, (b) complementarity, (c) development, (d) initiation, and (e) expansion. Triangulation is the most general purpose for using a mixed methods design (Creswell & Plano Clark, 2007). The purpose of a mixed methods design with triangulation is to "to seek convergence, corroboration, correspondence of results from the different methods" (Greene et al., p. 259). Researchers seek "to obtain different but complementary data on the same topic" to gain the best understanding of the research phenomenon (Morse, 1991, p. 122). Complementarity is another major purpose for using a mixed methods design. Researchers seek "elaboration, enhancement, illustration, clarification of the results from one method with the results from the other method" (Greene et al., p. 259). With development, researchers seek "to use the results from one method to help develop or inform the

other method, where development is broadly construed to include sampling, implementation, [development of instrument] and …measurement decisions" (Greene et al., p. 259). By initiation, the researchers seek "the discovery of paradox and contradiction, new perspectives of frameworks, the recasting of questions or results from one method with questions or results from the other method" (Greene et al., p. 259). The final purpose is expansion, or extending "the breadth and range of inquiry by using different methods for different inquiry components" (Greene et al., p. 259). This was done with the desire to produce a more comprehensive understanding.

Although all of the five purposes of utilizing mixed methods are related to the rationale of utilizing an explanatory mixed-methods research design for this dissertation, complementarity, and development are the most important reasons in this study. Quantitative data showed significant (or non significant) and unexpected results of the relationships between variables in the conceptual framework of this study. Qualitative data elaborate on why these results occurred (Creswell & Plano Clark, 2007). In this respect, complementarity is the primary purpose of utilizing a mixed method research design.

In addition, the results of the survey helped select purposive sampling for qualitative research in the second phase. Based on the quantitative data analysis, interview participants were purposively recruited and categorized (e.g., on the basis of acculturation levels, team identification levels with the Atlanta Braves, and involvement levels with MLB games).

In short, the mixed method research design increases the validity of constructs and results by "both generalizing the findings to a population [with quantitative data] and developing a detailed view of the meaning of a phenomenon or concept for individuals [with qualitative data]" (Creswell, 2003). In addition, according to Orellana and Bowman (2003), researchers recognize

the limitation of employing single method, either quantitative or qualitative, for understanding

ethnic and cultural diversity issue. Mixed-methods is considered more useful to gain a better

understanding of such research phenomenon as in the current study.

Therefore, utilizing the advantages of both quantitative and qualitative data provided a

better understanding of the relationship between adaptation patterns of Korean immigrants and

team identification with the Atlanta Braves and MLB teams with Korean players.

Research Design

The researcher utilized a sequential explanatory design (Ivankova, 2004) that consists of

collecting and analyzing quantitative data first, then collecting and analyzing qualitative data as a

follow-up study in order to elaborate the results of the quantitative data. The main purpose of

using this design was so that the qualitative data can assist in explain and interpreting what the

quantitative data mean. This research design is particularly useful when explaining unexpected

results in quantitative research (Morse, 1991). In addition, there are available measurements

developed to test the relationships between variables in the conceptual framework, and theories

to guide this dissertation; thus the sequential explanatory design is more appropriate than the

two-phase exploratory design. Furthermore, my previous research regarding sociological motives

of Korean immigrant sport consumers and the role of sport to Korean immigrants as a means to

adapt to the host society provides a convincing reason to utilize the explanatory design for this

dissertation. The exploratory design collects and analyzes qualitative data first. The results of the

qualitative data were used to identify important variables in an unexplored research phenomenon

for a follow-up quantitative study, with a greater emphasis on the qualitative data (Creswell &

Plano Clark, 2007). Thus this design is useful when developing an instrument or to test aspects

of an emergent theory (Morgan, 1998). In this dissertation, quantitative data, which measure the adaptation patterns, team identification to the Atlanta Braves and MLB teams with Korean players, and involvement of Korean immigrants in MLB games and sports, were collected and analyzed first. In the second phase, research participants were asked questions (e.g., tell me what you felt when you were watching a MLB game in which Korean players were playing) about specific experiences related to both expected and unexpected quantitative results. In this research, priority was given to the quantitative study and both the quantitative and qualitative data are interpreted together after analyzing qualitative data as Creswell (2003) suggests. The following figure based on Creswell and Plano Clark's (2007) work presents the procedures of an explanations model (quantitative aspects emphasized). The Figure 2 in the next page, the word 'quantitative' is bolded in order to indicate that this mixed methods research design has greater priority and emphasizes the use of quantitative data and analysis (Creswell, 2003).

| **Quantitative** | Qualitative |

1. **Quantitative** Data Collection:
(a) adaptation patterns of Korean immigrants
(b) team identification
(c) involvement in MLB games
(d) demographic data of Korean immigrants

5. Qualitative data collection based on the results of the quantitative data for follow-up

2. **Quantitative** data analysis
3. Results
4. Identify results for follow-up

6. Qualitative data analysis
7. Results

8. Interpretation of **Quantitative** and qualitative Results

Figure 2. The Procedures of Explanatory Research Model

Data Collection Strategy: Sequential Intermethod Mixing Data Collection

I applied sequential intermethod mixing for data collection. This method is "accomplished by concurrently or sequentially mixing two or more methods. The use of questionnaires and observation in a research study is an example of intermethod mixing" (Johnson & Turner, 2002, p. 298). In this dissertation, a survey and in-depth interviews were used and the data were collected sequentially.

The primary purpose of using a survey is to understand the relationships between these variables in the conceptual framework and develop interview questions based on the result of the

quantitative data analysis. A survey was administrated to evaluate the level of recent Korean immigrants' acculturation, team identification with the Atlanta Braves, and team identification with MLB teams to which Korean players belong, involvement in MLB games, and demographic data of Korean immigrants (e.g., age, socioeconomic status, and the length of stay in the U.S.).

After analyzing the quantitative data, in-depth interviews followed with Korean immigrants who participated in the survey or "can best help explain findings of the quantitative data" (Creswell & Plano Clark, 2007, p. 72). In particular, the interviewees were recruited based on a two-stage case selection (Ivankoca, 2004). The two-stage case selection process is discussed more in the following section of the qualitative research method. In-depth interviews were conducted with semi-structured, open-ended questions that are related to the findings of quantitative data analysis. Specific key results in the first phase, the quantitative study, (e.g., statistically significant/non significant results, or key predictors) were explored in more detail through in-depth interviews in the second phase (Creswell & Plano Clark). Through in-depth interviews, I was able to understand and better illustrate the relationship between adaptation patterns of Korean immigrants and team identification with the Atlanta Braves and MLB teams with Korean players.

The combination of quantitative and qualitative data provided a more complete understanding of the relationship between the adaptation patterns of Korean immigrants and team identification, providing complementarity and triangulation of the findings toward answering the research questions. The data from in-depth interviews helped my understanding of findings from the quantitative data analysis. However, strengths and weaknesses of the quantitative data (survey) and interviews should be considered when developing a research

design for the dissertation. The researcher must consider the roles of both quantitative and

qualitative data in this study in order to achieve a better understanding of the research questions.

Data Analysis Strategy: Integration of Quantitative and Qualitative Data

In order to maximize the use of a mixed methods research design, substantial integration

of both quantitative and qualitative data and findings is crucial. Effectively integrating or linking

both quantitative and qualitative components can produce a greater meaning or understanding

than the sum of their parts (Woolley, 2009). Based on Caracelli and Greene's (1993) suggestion,

extreme case analysis strategy is available for my study. Extreme case analysis involves

"extreme cases identified from the analysis of one data type and pursued via additional data

collection and analysis of data of the other type, with the intent of testing and refining the initial

explanation for the extreme cases" (p. 197). Thus, the extreme case analysis provided a better

understanding of the complex interrelationships among variables in the conceptual framework.

For instance, a Korean immigrant, who showed the segregation adaptation pattern, unexpectedly

showed very high team identification with the Atlanta Braves. In the in-depth interview, he

described that he came to the U.S. as an MLB fan, and his high level of MLB involvement

encouraged him to develop team identification with the Atlanta Braves. In addition, it was worth

noting that even though he showed the segregation adaptation pattern, the pattern does not mean

that he has a negative attitude toward American culture, but he did not have enough opportunity

and time to learn American culture and language enough to identify him with the integration

adaptation pattern.

Target Population

According to the analysis of the U.S. census from 1990 to 2000 by Yu et al. (2002), the Korean population including both Koreans and Korean-Americans in Georgia showed the highest increase rate (88%) among all 50 states. The Korean population is estimated to be about 149,000 in Georgia (MFAT, 2009). In addition, major league professional teams and major sporting events in the Atlanta area provide plenty of opportunity to attend sporting events and participate in sport activities. Familiarity and convenience to the researcher was another reason for data collection in the Atlanta area. Thus, this area was considered the right site to investigate the relationship between recent Korean immigrants' adaptation patterns and team identification. Thus, even though ideal sampling strategies for the first phase quantitative research consists of probability sampling (e.g., simple random sampling, cluster sampling, and systematic sampling) and the second phase consists of purposive sampling qualitative research, it is impossible to gather contact information for all Korean immigrants in the Atlanta area. Thus, a combination of a purposeful and convenience sampling method was employed for the quantitative study. In addition, since the purpose of this study is to understand adaptation patterns of recent immigrants through sport in the U.S., only first generation Korean immigrants who live in the Atlanta area were asked to participate in the survey. First generation of Korean immigrant refers to Korean-born who came to the United States at the age of eighteen or older. Bae (2007) suggested that a sample size of 200 people is appropriate for structural equation model (SEM) with maximum likelihood (ML) estimation. When considering possible incomplete data and the population size of Korean immigrants the researcher has access to, 300 recent Korean immigrants were the target sample size needed for the quantitative study in order to conduct statistical analysis with SEM. In

addition, 14 semi-structured interviews including a pilot interview were conducted until the data were saturated in terms of explaining and elaborating the results of the quantitative research.

In addition, without a general understanding of the Koreantown in which the majority of the research participants reside, one may experience limitations in understanding and comprehending the unique aspects of the Korean immigrants' lives. In order to assist readers' understanding of the Koreantown in Atlanta, the researcher presents actual photos of the Koreantown (i.e. Korean church, Korean grocery markets, Korean public sauna, Korean restaurant, and Korean bakery- see Appendix A). These photos should be helpful for understanding the research participants' experiences as an ethnic minority group in Atlanta.

The Role of the Researcher

The role of the researcher was different in the quantitative research and the qualitative research. In the first phase, the researcher was involved in contacting Korean ethnic churches, administrating survey, analyzing data including reliability and validity test of the measurements. The data analysis was conducted by utilizing SPSS 18 and AMOS 18 statistic programs, and the proposed relationships in the conceptual framework were evaluated based on the statistically significant values.

The role of the researcher in the follow-up qualitative research was involved in development of interview questions based on the results of the quantitative research in the first phase, qualitative data collection through semi-structured interviews, qualitative data analysis, and verification of qualitative data and data analysis. In the data analysis, the researcher focused on not only elaborating the results of the quantitative data analysis in the first phase, but also being aware of the researcher's bias on the research phenomenon. The researcher was born in

South Korea and initially came to the U.S. in 2002 to study English. Since 2002, the researcher has been continuously living in the U.S. as an international student. Korean immigrant sport consumer behaviors and the meaning of sport to Korean immigrants have been the researcher's research interest since 2005. In addition, the researcher's experiences related to the research phenomenon in the U.S. as a potential Korean immigrant for seven years would be helpful in understanding the sport experiences and lives of Korean immigrants. However, as Creswell (2003) mentioned, qualitative research is interpretative. Thus, it is worth noting that even though the conceptual framework was developed based on the review of theoretical perspectives, the proposed conceptual framework reflects the possible bias the researcher has, such as the researcher's personal experiences as an international student, formal baseball player and previous studies regarding sport consumer behaviors and immigrants in sports. Being aware of the researcher's bias was helpful to interpret the interview data more accurately and to find additional themes which are not considered in the conceptual framework in understanding why and how Koran immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players.

First Phase: Quantitative Research Methods

This section describes quantitative research methodology. In the methodology section, this section includes 1) variables in the conceptual framework with research hypotheses of the quantitative research in this dissertation; 2) data collection procedures which include discussion of instruments, sampling and survey administration used in this study; and 3) data analysis which consists of measurement model test, structural model test, and hypothesis test.

Methods and Procedure

Variables in the Conceptual Framework

As stated in Chapter 1, the primary purpose of this study is to understand the relationships between the adaptation patterns of Korean immigrants in Atlanta and their team identifications with the Atlanta Braves MLB team and MLB teams with Korean players. Therefore, this study quantitatively examines these relationships and the influences of other factors on these relationships, such as levels of sport involvement and involvement in MLB games. Additionally, the following qualitative research was conducted to explain and elaborate the findings of the quantitative research testing the proposed relationships among variables such as the adaptation patterns, team identifications, and involvements in sport and MLB games.

The Figure 1 shows the proposed relationships in the research hypotheses.
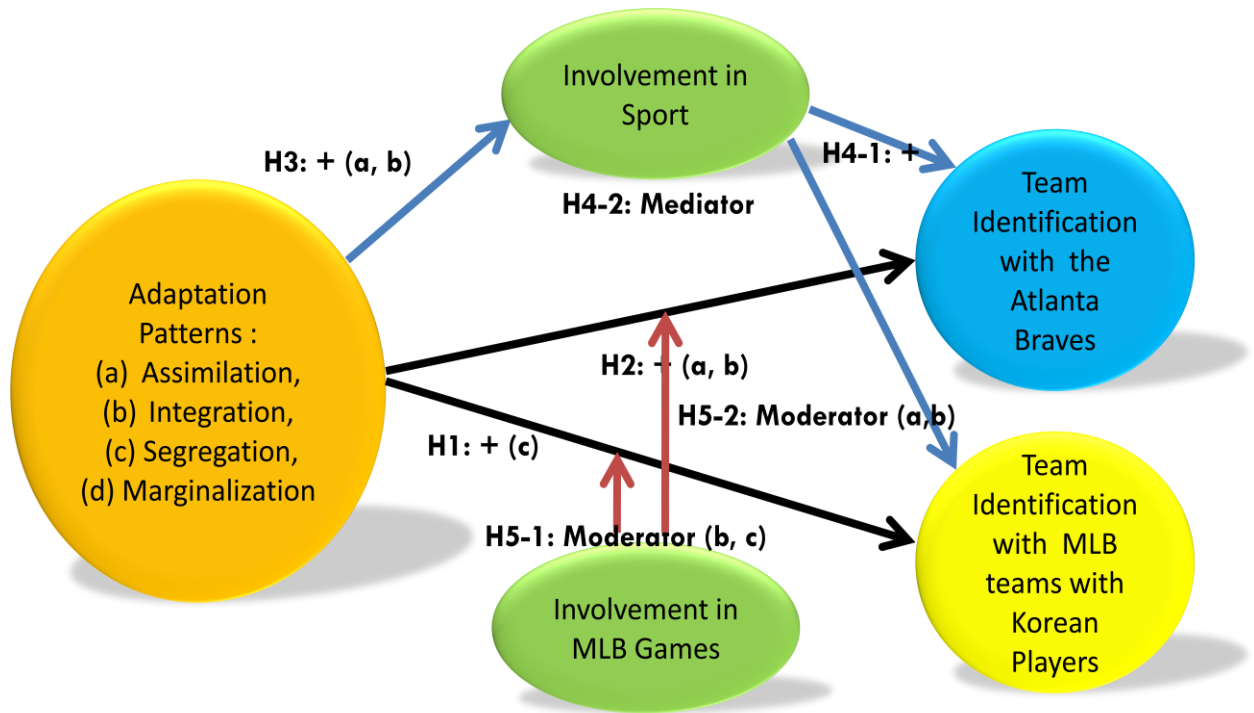
Figure 1. Conceptual Model for the Study

Survey Instrument

This study adapted existing measurements indicating good reliability and validity from previous studies. Each latent construct included in the current study was measured by using multi-item scales, except demographic information, and all items, except socio-demographic information, were measured by 7-point Likert type scales anchored by strongly disagree (1) and strongly agree (7) or not at all (1) and extremely well (7).

All of items were translated into Korean by using the back translation method (Chapman & Cater, 1979) for the data collection. First, modified items of the measurements were translated into a Korean version by a bilingual Korean. After the translators proofread and corrected their work, the questionnaires were translated back into English by another Korean bilingual individual. Then, the original English and back-translated versions were compared. Two bilingual Koreans participated in this study as translators of the measurements: a doctoral Korean student in the college of education and a first generation Korean immigrant, who has been in the U.S. over 20 years. There was no major inconsistency between the two translators.

Socio-demographic data were collected to investigate the relationships among socio-demographic variables (e.g., age, length of stay in the Atlanta area/ the United States, household income and gender, education level, the place of born and marital status), team identification, involvement in the MLB games, and adaptation patterns in the host society. Even though examining the relationships between socio-demographic variables and three variables in the conceptual framework is not the main purpose of the study, the relationships among these variables are tested due to possible significant influences (e.g., moderating and mediating effect) of socio-demographic variables on the relationships between the main variables in the conceptual framework.

Acculturation level of Korean immigrants were measured by using Abbreviated

Multidimensional Acculturation Scale (AMASZABB; Zea, Asner-Self, Birman, & Buki, 2003).

Even though numerous acculturation scales have been developed, the AMAS-ZABB scale was

developed based on the model of acculturation. In addition, this measurement was utilized in

several studies and showed acceptable reliability and validity (references) and is relatively short

compared to other acculturation scales (Zea et al). Zea and his colleagues recommend use of

their scale for immigrant samples, U.S.-born samples, or samples of combined generations. The

AMAS-ZABB is a bilinear acculturation/enculturation measure with 42 items, which includes

the three dimensions of identity, cultural competence, and language competence. AMAS-ZABB

was developed and tested through two studies based on both college students and community

samples. The results showed strong internal consistencies of the scale (.90 to .97) and concurrent

validity, based on the differences of acculturation scores of participants in the U.S. and those

born in Latin America. The results provided evidence of discriminant and convergent validity of

the AMAS-ZABB in both studies by comparing with other two scales which contain the same

dimensions with the AMAS-ZABB (e.g., BIQ-B; Birman, 1998; MEMIM; Phinney, 1992). The

items of the AMAS-ZABB is found in the Appendix B.

Team identification was measured by using Kwon and Armstrong's (2002) scale for sport

team identification, including one factor with 10 items. The scale was adapted from Mael and

Ashforth's (1992) scale for organizational identification and the items in the scale were modified

to improve the applicability to a sport team context. Team identification is based on social

identity theory (Kwon & Armstrong). The Kwon and Armstrong's scale was utilized in previous

studies and showed strong reliability with Cronbach's alpha (.90 to .97) and validity (Kwon et al.,

2007; Kwon & Armstrong, 2004). According to Kwon and Armstrong, identification is "a

cognitive construct and it is not necessarily represented by any resultant behavior" (p. 97). Kwon and Armstrong used only six items from the modified version of sport team identification, which were adapted by Kwon and Armstrong from organizational identification scale (Mael & Ashforth, 1992). Therefore, team identification of Korean immigrants with the Atlanta Braves and MLB teams with Korean players was measured by using the six cognitive items. The items of the scale are found in Appendix B.

Involvement in MLB game and Sports: Involvement in MLB games and sport was measured by using a 7-point scale with a modified version of the Sports Involvement Inventory (SII; Shank & Beasley, 1998), which was developed based on the Personal Involvement Inventory (PII; Zaichkowsky, 1994). The scale consists of two dimensions with eight items: affective components (i.e., exciting, interesting, appealing) and cognitive aspect of involvement (i.e., useful, needed, relevant and important). According to Shank and Beasley (1998), the scale showed an acceptable coefficient alpha value (.93), and the results are consistent with other involvement studies that were conducted using the Personal Involvement Inventory (PII; Zaichkowsky, 1994). The items of the modified version of the SII are found in the Appendix B.

Pilot Study

A pilot study was conducted to test the survey questionnaires prior to conducting the main research study. The main purpose of the pilot study was to confirm the validity and reliability of the scales utilized for this study and to test the measurement model. This section shows the procedures of testing the measurement model and the validity and reliability of the scales and the results of data analysis including measurement model fit, construct validity (discriminant and convergent validity) and reliability.

Translation

Before the pilot study in Atlanta, the survey was pre-tested to enhance their clarity. Thirty Korean immigrants and Korean students in the Knoxville area participated in the pretest, and there were no major comments on the questionnaires, but some minor wording issues. In addition, the Korean immigrants and Korean students, who are bilingual, confirmed that there was no distinguishable difference when they were completing both Korean and English versions of the questionnaires. After modifying the minor wording issues in the survey, the measurement model fit, reliability and construct validity of scales were tested during the pilot study in Atlanta.

Sampling for Pilot Study

A convenience sampling method was applied for the pilot study data collection. Data were collected in a Korean market, Korea restaurants and a shopping mall in the Atlanta area from 151 first-generation Korean immigrants who were not participating in the final study. One of the questionnaires (in English or Korean) was distributed, depending on the preference of the research participants.

Pilot Study Results

151 Korean immigrants in the Atlanta area participated in the survey, and 140 surveys obtained were valid for the measurement model test after deleting those with missing information. Participants ranged in age from 19 to 52 years (M=25.93, SD=6.63), with a majority indicating male (64.65%) and single marital status (75.2%). The average length of stay of the participants in the U.S. was 9.4 years (SD=6.03 years), and 7.3 years (SD=5.18 years) in Atlanta. 89% of the participants showed integration (50.7%) or segregation adaptation pattern (39.3%). In

addition, the surveys with missing demographic data were included because the demographic data were collected to learn about the participants' background information, but not collected to test any relationships in the conceptual model.

Scale Confirmation

Scale confirmation process consists of tests of measurement model fit, reliability, and construct validity (convergent and discriminant validity). The data were analyzed by utilizing the AMOS program to evaluate the measurement model fit. The initial measurement model test showed an unacceptable model fit which is not appropriate to be used to test the structural model of this study (CMIN/DF= 2.322; CFI=.813; RMSEA=.098). Therefore, the initial measurement model was modified based on the following criteria: (a) regression coefficient weight (>.50), (b) modification index (MI≥10), (c) CMIN score, (d) cross-loading, and (e) theoretical and logical rationale. All of the items in the initial measurement model showed good regression coefficient weights (>.65). Items indicating high modification index (10 ≤ MI) were deleted if the items show high correlation with items in the different construct because allowing the correlation between items in different construct are negative in improving discriminant validity of the measurement model. After allowing correlations between items or deleting items based on the above criteria, CMIN score and other measurement model indices (i.g., RMSEA, CFI) were utilized to confirm that the modified model is statistically superior to the previous model. If there is more than a difference of 4 with losing one degree of freedom in the CMIN score between the previous and modified model, this difference which is more than 4 confirms the statistically significant difference between the two models. Through the modification procedures, 16 items were deleted and 54 items were retained. The modified measurement model showed an

acceptable model fit (CMIN/DF = 1.774; CFI=.907; RMSEA=.075). However, the sample size

of the pilot study is not large enough to delete any items for the main study. Thus, all items in the

initial model were utilized for the main study.

Reliability and Construct Validity

Reliability and validity of the measurements are very crucial for decreasing errors that

might arise from measurement issues in quantitative research (Ivankova, 2004). The following

describes the procedures and results of reliability and construct validity test.

Reliability

Reliability of the scales in this study was evaluated based on Cronbach's alpha values of

the scales and the results showed good reliability. All Cronbach's alpha values of the constructs

ranged from .90 to .98. Therefore, reliability of the scales was satisfied. The following Table 1

summarized the reliability test results. In addition, Table 1 includes the results of composite

reliability, average of variance extracted (AVE), Chronbach's alpha, and factor loadings of the

items remaining after the measurement model modifications for the structural model analysis.

Table 1. Factor Loading, Cronbach's Alpha, Construct Reliability, AVE of Measurement

Model in Pilot Study

		Factor loading	Composite Reliability	AVE	α
	Factor 1				
	A_ID_1	0.888			
	A_ID_2	0.951			
	A_ID_3	0.823	**0.789**	**0.757**	**0.937**
	A_ID_4	0.817			
	A_ID_6	0.863			
	Factor 2				
	A_LAN_2	0.963			
	A_LAN_3	0.972			
	A_LAN_4	0.944	**0.872**	**0.827**	**0.970**
AC_American	A_LAN_5	0.887			
	A_LAN_7	0.865			
	A_LAN_9	0.813			
	Factor 3				
	A_CUL_1	0.921			
	A_CUL_2	0.931			
	A_CUL_3	0.909	**0.872**	**0.782**	**0.958**
	A_CUL_4	0.895			
	A_CUL_5	0.824			
	A_CUL_6	0.819			

Table 1. (Continued)

		Factor loading	Composite Reliability	AVE	α
AC_Korean	**Factor 4**				
	K_ID_3	0.853			
	K_ID_4	0.843	**0.774**	**0.922**	**0.748**
	K_ID_5	0.964			
	K_ID_6	0.791			
	Factor 5				
	K_LAN_2	0.950			
	K_LAN_3	0.950			
	K_LAN_4	0.953			
	K_LAN_5	0.974	**0.983**	**0.893**	**0.983**
	K_LAN_6	0.964			
	K_LAN_8	0.925			
	K_LAN_9	0.896			
	Factor 6				
	K_CUL_1	0.888			
	K_CUL_2	0.808	**0.756**	**0.705**	**0.902**
	K_CUL_3	0.874			
	K_CUL_5	0.783			
IV_SPORTS	**Factor 7**				
	IV SPORT_ 1	0.922			
	IV SPORT_ 3	0.904			
	IV SPORT_4	0.934			
	IV SPORT_5	0.961	**0.938**	**0.888**	**0.983**
	IV SPORT_ 6	0.957			
	IV SPORT_7	0.968			
	IV SPORT_ 8	0.949			

Table 1. (Continued)

		Factor loading	Composite Reliability	AVE	α
	Factor 8				
	IV_MLB_1	0.928			
	IV_MLB_2	0.976			
IV_MLB	IV_MLB_3	0.969	**0.932**	**0.900**	**0.982**
	IV_MLB_4	0.968			
	IV_MLB_5	0.943			
	IV_MLB_7	0.906			
	Factor 9				
	TI ATL_ 1	0.899			
TI_ATL	TI ATL_ 3	0.959	**0.883**	**0.863**	**0.961**
	TI ATL_ 4	0.936			
	TI ATL _6	0.921			
	Factor 10				
	TI MLBK_ 2	0.875			
TI_MLBK	TI MLBK_ 3	0.89	**0.847**	**0.824**	**0.959**
	TI MLBK _4	0.948			
	TI MLBK_ 5	0.896			
	TI MLBK_ 6	0.930			

Construct Validity

Construct validity is defined as "the degree to which a measure's scores (variance) performs as substantive (and psychometric) theory postulate they should perform" (Peter, 1981, p. 142). Construct validity was evaluated based on convergent validity and discriminant validity of the scales by conducting CFA.

Convergent Validity

Convergent validity is defined as the "evidence from different sources gathered in different ways all indicate the same or similar meaning of the construct" (Kerlinger & Lee, p. 671). The following three methods were used to test convergent validity of the scales: (a) factor loading above .70 (Hair, Anderson, Tatham, & Black, 1998), (b) AVE above 50% or (c) composite reliability (over .70). As shown in Table 1, all of the constructs in the measurement model showed acceptable factor loadings (>.70), AVE (.65), and composite reliability (.75). Thus, convergent validity of the scales was satisfied.

Discriminant Validity

Discriminant validity refers to the process where "one can empirically differentiate the construct from other constructs that may be similar, and that one can point out what is unrelated to the construct" (Kerlinger & Lee, p. 672). In this study, discriminant validity was tested by comparing the values of AVE for each construct and ϕ^2 value (AVE > ϕ^2). None of ϕ^2 values was above the values of AVE for each construct. Based on the results of the test of convergent and discriminant validity, construct validity of the scales was confirmed. Through

evaluating measurement model fits, reliability, and construct validity of the scales, the researcher

has

Table 2. Discriminant Validity Test - Comparison between AVE and Correlations

	AC_K	AC_A	IV_S	IV_MLB	TI_ATL	TI_MLBK
AC_K	.79					
AC_A	-.72	.84				
IV_S	.18	.14	.88			
IV_MLB	-.04	.47	.59	.90		
TI_ATL	-.32	.57	.24	.51	.86	
TI_MLBK	.33	-.40	.29	.30	.29	.82

Note. Scores in the yellow diagnose are AVEs for the constructs

confirmed that the measurement model is appropriate to be utilized for main study. The initial

measurement model is provided in Appendix C.

Quantitative Data Collection for Main Study

Sample Selection and Survey Administration

Since the University of Tennessee requires all research methods be approved by the

Institutional Review Board (IRB), data collection was preceded when approval was granted.

There are more than 200 Korean ethnic churches in the Atlanta area, yet only 17 Korean ethnic

churches have more than 150 church members (christanitydaily.com, 2010). The survey was

administered at six Korean American ethnic churches that have more than 150 church members

and the survey was conducted at the championship game of the Atlanta Korean Adult Baseball

League (AKABL). The researcher initially contacted all 17 Korean ethnic churches. However,

only six churches agreed to participate in this study. Eight weeks were required to collect a large

enough data pool (n≥300) to be tested by using SEM. The churches were chosen as main sites for

the data collection because Korean churches in the U.S. are considered not only religious places, but also social places among Korean immigrants (Park, 1997). To the recent Korean immigrants, Korean churches are the place to meet Korean community members to have support to adapt into the host society (Dearman, 1982). However, as mentioned in Chapter 1, the majority of the quantitative data obtained at the Korean churches should be considered a limitation of this study in representing Korean-American population in Atlanta. In addition, collecting data at Korean ethnic churches and the Korean baseball tournament championship should be considered a convincing reason why the majority of Korean immigrants showed integration and segregation adaptation patterns. Prior to starting data collection, the purpose of study, potential benefits and risks of research participants, and the characteristics of the questionnaire items were explained. The researcher asked the Pastors for special announcements given during part of the Sunday service or placed in the church bulletins. Major Korean churches were contacted to get permission for the data collection. Data were collected during the fellowship hours after Sunday service. The research participants were asked to return the survey questionnaire after completing it. If they are not able to complete the survey, they were asked to bring it back at the next Sunday service. When administrating the survey, Korean immigrants who participated in the survey and who were interested in a follow-up interview were asked to contact the researcher via email or phone. However, no one contacted the researcher regarding participation in the interview. Thus, the researcher modified the strategy for recruiting the research participants to a snowballing sampling method.

Quantitative Data Analysis

The following section provides the results of data analysis and describes the procedures of data analysis for the main study. This chapter includes results of descriptive statistics, sample demographics, and the measurement model and the structural model analysis by utilizing CFA.

Confirmatory Factor Analysis

In the first phase quantitative data analysis, the software AMOS 18and SPSS 18 were utilized to test the measurement model, reliability and validity of the scales and examine the hypotheses which address the relationships between variables in the conceptual framework. Structural Equation Modeling (SEM) is the main statistical tool used to test the measurement and structural models. It is well known that SEM is a very effective methodology for nonexperimental research with numerous research problems (Byrne, 2001). In addition, SEM is useful and has become a standard tool for investigating theoretical propositions related to how constructs are theoretically linked, and the directionality of significant relationships (Hu & Bentler, 1998; Schreiber, Stage, King, Nora, & Barlow, 2006). The following model fit indices were used to evaluate the models: Chi-square statistics (CMIN), Degrees of Freedom (DF), Chi-square ratio (CMIN/DF), CFI, and RMSEA.

Descriptive Statistics and Data Screening

Descriptive statistics were utilized to describe the characteristics of socio-demographic information, levels of acculturation, ethnic identification, team identification, and involvement in MLB games. The findings were used to classify and compare groups of different levels of variables (e.g., levels of acculturation, ethnic identification, team identification) in the conceptual framework. Finally AMOS 18 was used to analyze measurement model fits and the relationships in the conceptual framework. The correlation matrix, along with standard deviation, estimation

method, *p*-value, means, coefficients, standard errors of the parameter estimates, composite

reliability, and several model fit indexes (e.g., RMSEA, CFI, and X^2), were provided in the

findings section of the quantitative data (Boomsma, 2000; Schreiber et al., 2006).

Handling Missing Data

SEM models require complete data since these models are based on "the premise that the

covariance matrix follows a Wishart distribution" (Byrne, 2001, p. 289). To meet this

requirement, missing data can be handled by using several techniques, such as listwise deletion,

pairwise deletion, imputation (e.g., basis on mean, regression, pattern-matching imputation), and

maximum likelihood (Byrne). Missing data in this study were handled based on listwise deletion

because there were only a few surveys including missing data. This method is the fastest and

simplest way to treat missing data, thus listwise is the most popular method for handing

incomplete data (Byrne). For the main study, 403 surveys were collected, and 391 were valid

after excluding surveys with missing data. However, as mentioned in the previous section, the

surveys with missing demographic data were included because the demographic data were

collected to learn about the participants' background information, but not collected to test any

relationships in the conceptual model.

Measurement Model Test

As discussed in the pilot study, the initial measurement model was evaluated and

modified based on the following criteria: (a) regression coefficient weight, (b) modification

index (MI), (c) CMIN score, (d) cross-loading, (e) model fit indices (e.g. RMSEA, CFI) and (e)

theoretical and logical rationale.

Reliability and Construct Validity

As processed in the pilot study, as described in the previous section, reliability of the scales was tested based on chronbach's alpha value (.70). The construct validity test consists of two components, convergent and discriminant validity. First, convergent validity was evaluated based on AVE (>.50), composite reliability (>.70) of the scales. Furthermore, discriminant validity was tested by comparing the values of average variance extracted (AVE) for each construct and ϕ^2 value $(\text{AVE} > \phi^2)$.

Structural Model Test

AMOS 18 was used to test the following relationships in the structural model of this dissertation: (a) between adaptation patterns, levels of involvement in sport and team identification; (b) between adaptation patterns and involvement levels in sport; (c) between the level of involvement in sport and team identification; and (e) the moderating effects of levels of involvement in MLB games between adaptation patterns and team identification with the Atlanta Braves and MLB teams with Korean players.

Test of Hypothesis

According to a descriptive data analysis for the main study, integration and segregation adaptation patterns represent about 96 % of the respondents' adaptation patterns. Therefore, this study only focused on hypotheses related to those two groups, and those two groups were

separately tested. The following Figures 4-1 and 4-2 are the structural models for the integration

and segregation adaptation pattern groups.

Moderating Effect – Involvement in MLB Games

A moderator is defined as "a qualitative (e.g., sex, race class) or quantitative (e.g., level

of reward) variable that affects the direction and/or strength of the relation between an

independent or predictor variable and a dependent or criterion variable" (Baron & Kenny, 1986,

p. 1174). In this dissertation, the involvement level in MLB games is hypothesized as a

moderator on the relationships: (a) between acculturation and team identification and (b)

between ethnic identity and team identification with Koran MLB players. In order to test the

moderating effect of involvement in MLB games, the data were treated as categorical data. The

data were categorized into two groups based: (a) high level of involvement in MLB games

(High_MLB_IV) and (b) low level of involvement in MLB games (Low_MLB_IV). The high

and low group were defined by taking the top one third and the bottom one third of the

involvement levels in MLB games. Among the collected valid data, the mean score of

involvement in MLB was 4.16 out of 7. Additionally, 32.5 % of the respondents (Low_MLB_IV)

showed their involvement levels in MLB games 3.40 or less and 29.2 % of the respondents

(High_MLB_IV) showed their involvement levels 5 or more. These two relationships were

tested under these two conditions in order to test the moderating effect of involvement in MLB

games. The following Figure 3-1 and 3-2 are the research models to test moderating effect of

involvement in MLB games.
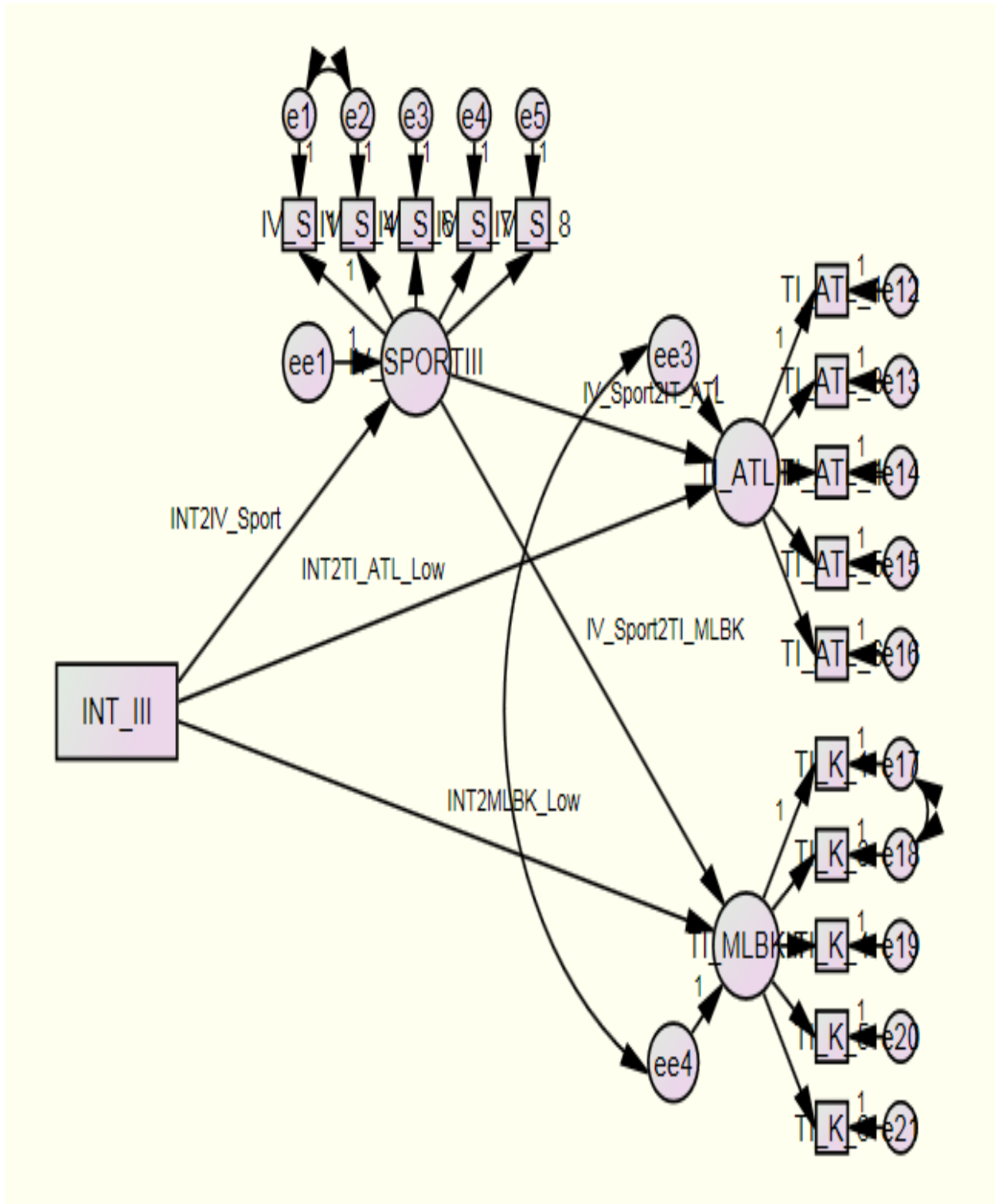
Figure 3-1. Moderator Test – Integration Adaptation Model

Figure 3-2. Moderator Test – Segregation Adaptation Model

Cutoff Values for Structural Model Fits

The structural models were evaluated based on the cutoff values of model fits. The following are common model fit indexes in the research paper with SEM analysis (Schreiber, et al., 2006) : (a) Root Mean Square Error of Approximation (RMSEA); (b) Comparative Fit Index (CFI); (c) the Normed Fit Index (NFI); (d) Incremental Fit Index (IFI); and (e) Non-Normed Fit Index (NNFI). The following Table 3 shows the cutoff values of these model fit indexes.

Table 3. Cutoff Values of Model Fit Indexes

Indexes	Cutoff values for acceptable model fit	Sources
Absolute fit X^2 RMSEA	Ratio of to *df 2 or 3* .05 to .08 with 90% confidence interval	Carmines and McIver (1981) Steiger (1990)
Comparative fit NFI NNFI CFI	.90 for acceptance .90 for acceptance .90 for acceptance	Bentler and Bonett (1980) Bentler and Bonett (1980) Bentler (1990)
Parsimonious fit AIC	Smaller the better	Akaike (1987)

Second Phase: Follow-Up Qualitative Research

Introduction

As mentioned in previous chapters, the primary purpose of the follow-up qualitative research is to elaborate the results of the quantitative research analysis and to explain hypotheses that were not statistically supported in the hypothesis test. This section describes (a) qualitative data collection, (b) data analysis, and (c) validity of qualitative data analysis.

Qualitative Data Collection

Connecting Quantitative and Qualitative Data in Mixed Methods Design

The primary purpose of the qualitative data in the mixed methods sequential explanatory design is to explain the results of the proposed relationships in the conceptual framework. The selection of interview participants and interview questions for qualitative data collection were developed based on the statistical results of the hypothesis test in Chapter 4. The results of both quantitative and qualitative data were integrated during the interpretation of the outcomes of the study (Ivankova, 2004). Table 14 in the next page was used as a guideline for the interview question development and the selection of interview participants for the follow-up qualitative research.

Table 14. Summary of Hypothesis Test with Standardized Regression Weights

	Hypothesis	Estimate[1]	C.R.	P Value	Result
H1-1	SEG ➜ Team ID_MLBK	.127	2.78	.005	Supported
H1-2	INT ➜ Team ID_MLBK	-.029	.19	.565	Not Supported
H2	INT ➜ TI_ATL	.129	2.64	.008	Supported
H3	INT ➜ IV_SPORT	.078	1.53	.127	Not Supported
H4–1	IV_SPORT ➜ Team ID_ATL	.31(S); .30(I)	6.26 (S)	.000	
H4–2	IV_SPORT ➜ Team ID_MLBK	.27(S); .26(I)	6.10 (I) / 5.26 (S) 5.14 (I)	.000 .000 .000	Supported
H5-1 H5-2	*Moderating Effect – IV_MLB* INT ➜ TI_MLBK/ TI_ATL SEG ➜ TI_MLBK/ TI_ATL				Not Supported

[1] Standardized Regression Weights
(S) Segregation Adaptation Pattern Group
(I) Integration Adaptation Pattern Group

Research Participant Selection

As Creswell and Plano Clark (2007) suggested, the same individuals need to be included in both data collection phases, since the purpose of sequential mixed methods design is "to use qualitative data to provide more detail about the quantitative results and to select participants that can best provide this detail" (p. 122). In this study, a two-stage case selection was utilized (Ivankova, 2004). The first stage of the case selection is based on potential interview participants' level of acculturation (adaptation patterns), team identification with the Atlanta Braves and MLB teams with Korean players, and involvement in sport and MLB games. In the second stage of the case selection, the results of socio-demographic data analysis were utilized to identify a typical respondent from each group. Demographic data include (a) the length of stay in the U.S., (b) the length of stay in Atlanta, (c) gender, and (d) age. The average and standard deviation of the demographic data were utilized to identify the most appropriate interviewees

Table 4. Summary of Survey Respondents' Characteristics

	Mean	**Standard Deviation**
Age	41.96 (year)	6.63 (year)
Length of Stay in the U.S.	14.43 (year)	9.05 (year)
Length of Stay in Atlanta	9.05 (year)	6.90 (year)
Team Identification – Braves	2.57	1.56
Team Identification - MLBK	4.03	1.69
Sport Involvement	4.92	1.65
MLB Involvement	4.14	1.72

to represent the typical characteristics of the first generation Korean immigrants who participated

in the survey. Table 4 summarizes demographic data of the survey respondents.

Interviewee Recruitment

As briefly mentioned in Chapter 4, the researcher planned to recruit potential interviewees

from survey participants for follow-up qualitative research while collecting the survey. The

researcher and pastors at the Korean ethnic churches informed the survey participants about

voluntary participation in the in in-depth interviews; the researcher's contact information for the

in-depth interview was included in the survey. However, no one voluntarily contacted the

researcher for the in-depth interview in the two weeks following the quantitative data collection.

Therefore, the snowball sampling method was implemented to recruit the research participants.

The process of snowball sampling is considered an appropriate approach to find information-rich

informants whose experiences contribute to the goals of the study (Bogdan & Biklen, 2003).

Since the researcher spent about three months in the Atlanta area to collect the quantitative data,

it was not difficult to find referrals (gatekeepers) among Korean ethnic church members and

members of the Korean baseball league in Atlanta who introduced potential interviewees who

participated in the survey for the follow-up qualitative research. Snowball sampling began by asking the referrals the question "Who should I talk to?" (Patton, 1990, p. 176). At the end of each interview, the referrals and participants were asked to recommend others who they believed would be willing to participate and who could also articulate their experiences in sport as immigrants. Several of the initial participants did indicate that they did know someone who could contribute to the study. Contact information of the potential participant was shared and subsequent contact was made.

The research hypotheses covered not only the attitudes of Korean immigrants who have very limited sport experience with MLB teams and the Atlanta Braves, but also Korean immigrants who have very limited interest and experience in sports. Thus, female and male Korean immigrants who lived in the U.S. more than five years and three years in Atlanta and came to the U.S. as first generation Korean immigrants were considered potential research participants at the beginning stage of the qualitative data collection. As several interviews were conducted, the interviewee recruitment became more specific and purposive in selecting appropriate research participants who were able to provide rich information related to the results of the research hypothesis testing. For instance, for the initial four interviews, the researcher asked the research participants to introduce persons who participated in the survey and who met demographic criteria, such as age and length of stay in the U.S. and Atlanta. After analysis of the first four interviewees' adaptation patterns and experiences in sports, the researcher was able to note more specific criteria for the next interviews. After conducting 13 interviews, data became saturated indicating that the collected data were sufficient to describe and elaborate cases in the proposed hypotheses. The researcher asked the research participants to introduce a person who first met the demographic criteria and who may have had specific experiences which were not

described in the previous interviews to explain or elaborate the results of the quantitative data analysis.

After the research participants who introduced potential interviewees confirmed the willingness of the potential interviewees to participate in in-depth interviews, the researcher contacted by emails or phone calls those Korean immigrants who were recommended to schedule an interview.

Furthermore, it is worth noting that, as mentioned several times in previous sections, the primary purpose of employing the explanatory mixed-methods approach is not to create a new conceptual model, but to have rich descriptions that explain and elaborate the results of the quantitative data analysis. Therefore, the qualitative data collection was conducted until the data become saturated so that there was enough data that covered the primary objective of utilizing the explanatory mixed-methods approach.

Interview Protocol Development

Interview questions were developed based on the results of the statistical analysis of the relationships among variables in the conceptual framework. The interview protocol consisted of seven open-ended questions with several sub-questions, and probing questions were added to confirm the accurate interpretation of the researcher on the research participants' experiences related to the research phenomenon during interviews. The seven questions mainly focused on understanding the participants' lives in the U.S. as immigrants and their experiences in sports, especially MLB games. First, the participants were asked to provide background information, such as age, the length of stay in the U.S., the city or cities in which he/she came first or stayed longest in the United States, and to indicate on a seven point scale their adaptation pattern, levels

of sport and MLB game involvement and levels of team identification with the Atlanta Braves and MLB teams with Korean players. Several figures which describe variables in the conceptual framework were provided to help the research participants to indicate to which level they belonged. The interview question protocol and the provided figures are found in Appendix D and J.

After participants shared their background information, they were asked to relate their reasons for coming to the U.S. and their lives as immigrants in the United States. They were also asked about their lives as Korean immigrants living in the Korean community in the United States. Additionally, sub-questions related to racial discrimination experiences in sport and in their lives as an immigrant group were asked, since these experiences are considered moderators which negatively influence immigrants' adaptation patterns in the new society through sport (Berry, 1997).

After talking about their background and lives as immigrants, participants were asked to share specific sporting experiences, such as watching MLB games and sporting events with Korean players or Korean national teams that were especially meaningful to the research participants. Questions were asked in order to gain an understanding of the meaning and significance of sport and/or a particular sporting experience in the lives of participants. An example of a question was, "What experience as a spectator in sport do you have that stands out to you as an immigrant and why was it so meaningful?"

Questions explored factors which increased the immigrants' interest in attending sporting events and encouraged/discouraged them to feel attachment to a local professional sport team. For example, the following question was asked to the interview participants, "What do you feel when you are attending the Atlanta Braves game"?

In addition, participants were asked if they felt pride and/or satisfaction when Korean MLB players excelled in MLB. For instance, the participants were asked "Could you tell me the experiences which stood out in your mind when you watched or attended sporting events in which Korean players participated?" The primary aim of this question was to elaborate the results of the research hypothesis 1 which investigates the influence of Korean MLB players on the relationship between ethnic identity and team identification with a MLB team with Korean MLB players.

Finally, research participants were asked to discuss additional sport experiences which stood out as unique experiences as immigrants, but did not previously arise in the interview. In addition, after providing a brief summary of the researcher's interpretation of the research participants' experiences related to the research hypotheses, a probing question was added to ensure the researcher' interpretation of the research participants' experiences. For instance, the participants were asked "as far as I understand, sport seems to be a useful tool in your experiences to learn American culture and social tool to interact with Americans. Is this correct?" Before conducting the main interviews, a pilot interview was conducted with a purposively selected first generation Korean immigrant in Atlanta. The primary purpose of the pilot study was to find additional interview questions which would be necessary to understand lives and sport experiences as a Korean immigrant in the United States. The following section discusses the pilot study with additional interview questions.

Pilot Study

The primary aim of this pilot interview was not only to test the interview protocol but also to discover additional significant issues related to the research hypotheses, but not included the interview protocol. The pilot study was conducted with Song, a 42 year old male who came to United States with his family when he was 23. This participant was believed to possess the typical characteristics of the survey participants such as time-in-US, sports involvement, and team identification. He indicated the integration adaptation pattern and high involvement levels of sport and MLB games. In addition, he has a moderate level of attachment toward the Atlanta Braves and MLB teams with Korean players. Currently, he is living in the Atlanta Korean community with two daughters and his wife. Atlanta is his fifth place of residence in the United States and he lived in Cleveland for more than 10 years and spent 2 years in Chicago as his first place in the United States. In general, he is satisfied with his life as a middle-class immigrant.

This pilot study indicated that an important consideration in terms of interpreting integration adaptation pattern which possibly contains two different meanings. Song clearly asserted that he identified himself as a Korean, but not Korean-American even though he is an American citizen legally: "I am an American legally, but I believe I am a Korean, not Korean-American. I think it is not going to be changed ever". Thus, his statement encouraged the researcher to consider that the meaning of the integration adaptation pattern could be either how he identifies himself as a Korean or American. At the same time, the integration adaptation pattern may simply show how they are knowledgeable of American culture and how they are fluent at speaking English. These aspects may be simply related to how long they stayed in the U.S., but these aspects may limitedly reflect their attitude toward host society regarding the way they identify as Americans or Korean-Americans. In this regard, we may assume that Korean

immigrants in Atlanta presenting the integration adaptation patterns, but identifying themselves as Koreans, not Korean-American, would feel less attachment toward the Atlanta Braves. Noticing the possible different interpretation on the integration adaptation pattern was helpful to explain the results of hypotheses in the quantitative research.

Based on the results of the statistical data analysis, the integration adaptation pattern is not a significant factor to predict Korean immigrants' team identification with major league baseball teams with Korean players. The following statement by Song provided a possible reason for the unsupported hypothesis:

> I went to Pittsburgh with two Korean friends from Cleveland. We drove about 4 hours to see Chan-Ho Park's game…he was playing for the LA Dodgers, but we are not fan of the Dodgers. We went to there to see Chan-Ho Park. So, how Dodgers played was not important, but how Chan-Ho Park played was what I really care about……And, I always wish that he can play better, even more than best. I feel that I am a winner when Chan-Ho Park became a winning pitcher at the game.

The integration adaptation pattern was expected to be a predictor for explaining the team identification of Korean immigrants with the Atlanta Brave, and the statistical data analysis supported the hypothesis. Even though Song did not show strong team identification with the Atlanta Braves, his following statement could be an appropriate explanation of the statistically supported the hypothesis expecting the integration adaptation pattern as a convincing predictor related to immigrants' team identification with their local teams:

At the beginning in Chicago, I did not speak English well and I did not know about American culture. So, even though I like sport when I was in Korea, American sporting events were not attractive to me. However, as I got adjusted to American culture and as knowing team's history, players, especially some popular players, such as (Michael) Jordan, Magic Johnson, and Larry Bird, I became a fan of Chicago Bulls.

Although Song does not show strong team identification with the Atlanta Braves, his statement helps to illuminate/allowed the researcher to reassess the relationship between the integration adaptation pattern and team identification with the Atlanta Braves. In 20 years in United States, Song lived in five different places. As Song's pattern suggests, it can be assumed that the Korean immigrants indicating the integration adaptation pattern came to Atlanta as their second or third residence in the United States. Furthermore, even though Song currently lives in Atlanta, he lived in Cleveland longer. In this line with this relationship, Song identified the Cleveland Cavaliers as his favorite sport team. As the descriptive data analysis in the quantitative research showed, the average length of the survey participants' time in the U.S. was 14 years and an average of 9 years in Atlanta. Thus, it would be not too much to assume that even though Korean immigrants in Atlanta have the integration adaptation pattern, they would not feel any specific attachment toward the Atlanta Braves simply because they had not had enough time and opportunity to develop team identification with the Atlanta Braves. Also, we may assume that their team identification had already been formed with another team prior to their arrival in the Atlanta.

In addition, it is worth noting that the team's successful standing and its star players could be the more convincing reason why Song has become a fan of the Chicago Bulls:

> I am not following the Chicago Bulls anymore, but I like Cleveland
> Cavaliers……Because I came to the Cleveland from Chicago, and there are no
> Jordan anymore and they (Bulls) are not doing good anymore. At the same time,
> LeBron James joined to the Cavaliers and they are doing great.

However, as he ages, Song has tended to lose his interest in basketball, but now enjoys golf:

> I am aged and I am losing taste of basketball. And I am playing golf. So, basically
> I do not have enough time to follow my team (Cavaliers). That's why I think I am
> losing interest in following my team.

The integration adaptation pattern seems to be a unique predictor in explaining team identification based on the statistical support in the quantitative research and Song's experience. However, understanding team identification simply based on adaptation patterns seems to be limited, especially for Korean immigrants who are living in Atlanta as their second or third location of residence in the U.S.

Furthermore, the level of sport involvement was tested as a predictor to explain Korean immigrants' team identification. The statistical analysis supported this hypothesis. In Song's case, even though he did not show specific team attachment toward the Atlanta Braves, he identified himself as a fan of the Cleveland Cavaliers. Thus, it would be acceptable that sport involvement

level is a convincing predictor in explaining Korean immigrants' team identification which was

tested in the research hypothesis 4.

The relationship between adaptation patterns and sport involvement was tested in the

research hypothesis 3, and the analysis showed that adaptation pattern is not a significant

predictor in explaining the sport involvement of the Korean immigrant survey participants.

Based on Song statement, he was a sport fan in Korea, and he found that enjoying sport was not

different from country to country:

> Sport is sport. There is nothing different to me in the way to enjoy sports in Korea
>
> and America. I used to watch baseball games when I was Korea, so there is
>
> nothing different when I watch MLB games in America.

However, football was perceived by him as new culture:

> Football is different from sports what I used to enjoy. I noticed that Americans
>
> seemed to care about football more than any other sports and football is a more
>
> physical and a more body contacting sport. So, I think those things might
>
> encourage me to have interest in football.

Sport is significant to Korean culture as well, so even though the position sport has in

American culture is comparatively larger than in Korean culture, there was not a significant

influence of adaptation pattern on Song's attitude toward American sport in general.

Based on the above findings, this pilot study provided an opportunity to consider

additional aspects in understanding Korean immigrants' experiences in sports. First, in terms of

interpreting the integration adaptation pattern, the pilot study provided a great chance to

reconsider the two possible different meanings of the integration adaptation pattern. Thus, this recognition of the possible different interpretation on the adaptation patterns may be applied to understand the segregation adaptation pattern as well, which possibly represents both their cultural knowledge and their attitude toward being Korean. For instance, even though Korean immigrants who show positive attitude toward accepting American culture and learning English, they can be considered the segregation adaptation pattern if they do not show competence of American culture and English skills due to the not sufficient time to learn the new culture and to improve their English skills regardless of their attitude toward the host society. In short, the categorization of adaptation patterns as integration or segregation does not always exactly reflect the immigrants' attitudes toward the host society. Therefore, having a holistic understanding of the research participants became one of the key objectives in the main interviews.

When considering the long history of Korean immigration into the U.S. and the fast growing Korean immigrant population in Atlanta, it is important to remember that as in Song's case, Atlanta may not be the first place of residence in the U.S. for Korean immigrants presenting the integration adaptation pattern. Therefore, even though Korean immigrants in Atlanta show the integration adaptation pattern with high involvement in sport and MLB games, the adaptation pattern and their involvement levels would be limited predictors for their team identification with the Atlanta Braves. However, it is possible that they would have or used to have felt team identification with professional sport teams in the areas where they lived first or where they lived longer in the United States. Therefore, depending on where they lived first or longest in the U.S., the relationships between their adaptation pattern and team identification would be different. For that reason, asking where Korean immigrants lived before coming to Atlanta and where they lived longest in the U.S. was added in the main interview questions. In

addition, asking about team identification with professional sport teams in those areas was added to understand the relations between adaptation patterns and team identification.

Data Collection for Main Study – Interview Procedures

In this current study, interviews were conducted in the Atlanta area (in Korean) at a time and place that was convenient for the participants. Interviews were audio-taped and transcribed upon their completion. All transcripts of the audio taped interviews were conducted in Korean and translated into English to present findings of the interview data analysis. The average of the interview time was about 50 minutes.

Since the primary purpose of the follow-up qualitative research was to explain and elaborate the statistical results of the research hypotheses, the in-depth semi-structured interview method was utilized as the primary data collection technique to elicit detailed responses from the participants. Semi-structured interviews are known as a useful way to understand relationships between variables or specific topics (Sampson, 1972). Thus, a semi-structured interview method is generally used by interviewers who have a conceptual framework to be investigated (Lindlof & Taylor, 2002). Even though all major open-ended questions related to the conceptual framework were presented to every participant, depending on the interviewees' experiences and adaptation patterns, interview questions were tailored in order to explore the specific experience of each participant. The major questions for the in-depth semi-structured interview method consist of key perspectives which address significant aspects of their sport experiences and the meaning of having team identification with the Atlanta Braves and MLB teams with Korean players, such as the satisfaction of their lives in the U.S. as immigrants, sport experiences in the

U.S. and Korea, and their interest in major league baseball games.   Table 5 presents a summary

of the research participants' characteristics.

Table 5. Summary of Research Participants' Characteristics

Name	Age	Sex	AP[1]	IV-S[2]	IV-MLB[3]	TID-B[4]	TID-MLBK[5]	T in ATL[6]	T in U.S.[7]	Status[8]	Residence in the U.S.
Myung-Tae	35	M	INT [a]	7	6	5	6	5	5	H1[a]	TN/SC/ Atlanta
Jin-Hong	40	M	INT	6	6	7	6	20	20	Citizen	Atlanta
Yong-Kook	43	M	SEG [b]	7	7	4	7	5	5	E2[b]	LA, CA/Atlanta
Ki-Jung	38	M	SEG	7	7	6	6	8	8	G.C.[c]	Atlanta
Min-Young	33	F	SEG	1	1	1	1	4	7	G.C.	Boston, MA/Atlanta
Hyuk-Joon	35	M	INT	6	6	6	6	4	17	Citizen	Denver, CO/Atlanta
Jin-Soo	56	M	INT	4	4	6	6	29	29	Citizen	Atlanta
Kyung-Chul	46	M	SEG	7	7	2	2	4	15	G.C.	VA/TX/Atlanta
Ki-Soo	45	M	INT	4	4	1	1	7	20	Citizen	OH/NJ/Atlanta
Joon-Soo	45	M	INT	6	5	5	5	5	13	G.C.	Boston, MA/Atlanta
Hyun-Woo	36	M	SEG	7	7	4	1	12	12	H1	Atlanta
In-Ho	37	M	SEG	5	1	1	1	5	7	G.C.	Boston, MA/Atlanta
Jin-Hee	31	F	INT	4	5	4	1	7	7	Citizen	Atlanta

Note: AP, IV-S, IV-MLB, TID-B, TID-MLBK, T in ATL, and T in U.S. were measured by 7-point Likert type scales.

AP[1]: Adaptation Patterns – (a) Integration Adaptation Pattern, (b) Segregation Adaptation pattern
IV-S[2]: Involvement in Sport
IV-MLB[3]: Involvement in MLB Games
TID-B[4]: Team Identification with the Atlanta Braves
TID-MLK[5]: Team Identification with MLB teams with Korean players
T in ATL[6] (year): Time in Atlanta
T in U.S.[7] (year): Time in the U.S.
Status[8]: Stay Status in the U.S.
     (a) H1: Visa for professional in a specialty occupation
     (b) E2: Visa for investor
     (c) G.C.: Permanent resident card

Qualitative Data Analysis

In the second phase data analysis, understanding and exploring why these significant, unexpected things occurred will be the most crucial goal to understanding the relationship between adaptation patterns of Korean immigrants and team identification with a local professional team in the host society. The quantitative data were a way to understand the statistical relationships between variables in the conceptual framework. However, the interview data qualified the findings of the quantitative data in the first phase.

After the interviews were completed, the process of data analysis was initiated. Since the primary purpose of the follow-up qualitative research was to elaborate on the statistical results of the proposed research hypotheses, the conceptual framework was a guideline to indentify the interview data. In addition, interview data that are not directly related to the research hypotheses were analyzed in an inductive process of analysis. The patterns, themes, and categories of analysis come from the data rather than from being imposed on the data prior to data collection and analysis (Patton, 1990). Open coding was utilized to categorize the participants' responses into several themes. Through the open coding process, initial codes were assigned and "the first attempt to condense the mass of data into categories" were made (Neuman, 2000, p. 421). Participant quotations were analyzed and then placed into a category.

Validity of Qualitative Data Analysis

Validity is considered strength of qualitative research (Creswell, 2003). The validity in qualitative research can be established through various triangulation methods. Creswell (2003) suggests the following strategies to check the accuracy of the findings: (a) clarification of researcher's bias on the study creates "an open and honest narrative that will resonate well with

readers" (p. 196), (b) use of multiple and different investigators, source, methods, and theories to provide corroborating evidence (Glesne & Peshkin, 1992; Lincoln & Guba, 1985; Merriam 1988), (c) the process of member checking to determine the accuracy of the qualitative findings, and (d) use an external auditor to review the study. In this study, (a), (b), and (c) were utilized to improve validity of the qualitative data. First, even though the conceptual framework of this study was developed based on a relevant literature review and the researcher's previous studies related to immigrant sport consumer behaviors, the proposed conceptual framework would reflect the researcher's possible bias. Thus, admitting the proposed hypotheses describing the conceptual model of this study as the researcher's possible bias in understanding the research phenomenon through interpreting the research participants' experiences replaces the bracketing interview in phenomenological qualitative research. Furthermore, three Korean graduate students in the college of education participated in the qualitative data analysis. All transcripts and a summary of codes and themes were provided to them to check any additional themes they may have found in the transcripts or any disagreement they had with the researcher's data analysis. As a result, no additional theme and suggestion was made to the researcher' data analysis from them. All interviews were transcribed and these transcriptions and the summaries of the interviews were sent to the research participants via email to check the accuracy of the data and to confirm the correct understanding of their experiences. All research participants confirmed the accuracy of the qualitative data and the appropriate understanding of their experiences.

The nature of mixed methods research is consistent with using multiple methods and theories. In member checking, interview transcripts, and the findings that are intended to be presented to the reader, are provided to the study's participants in order to ensure that their thoughts, feelings, and beliefs are being portrayed accurately (Glesne, 2006).

Validity of Integrated Quantitative and Qualitative Data

Validity is considered one of the most important issues in mixed methods research

(Tashakkori & Teddlie, 2003). Validity, or inference quality, in a mixed method research study

is defined "as the ability of the researcher to draw meaningful and accurate conclusions from all

of the data in the study" (Creswell & Plano Clark, 2007, p. 146). "Choosing significant results or

strong predictors to follow up on qualitatively … and addressing both quantitative and

qualitative validity" (p. 148) are considered ways to enhance validity in a mixed method

research. Furthermore, Creswell and Plano Clark (2007) suggest that choosing the same

individuals for the qualitative follow-up interviewees of the first phase study (quantitative study)

is important for validity of an explanatory design. In this study, all interviewees participated in

the survey for the quantitative research, except one research participant; however, the one

research participant was asked to indicate his demographic information, such as age, the length

of stay in the U.S., and his adaptation pattern and involvement level in sport and MLB games. As

a result, the researcher was able to confirm that the research participant shows a typical

characteristic of the survey participants. Providing both quantitative and qualitative validity is

another way to minimize the treat of explanatory mixed method research design (Creswell &

Plano Clark). All of the aspects discussed above were utilized to evaluate validity (inference

quality) of this dissertation.

CHAPTER 4. RESULTS OF QUANTITATIVE AND QUALITATIVE DATA ANALSIS

First Phase: Results of Quantitative Data Analysis

The following section presents the results of data analysis in the following order: 1) descriptive information for main study, 2) measurement model test including reliability and construct validity, and 3) the results of hypothesis testing.

Descriptive Statistics

Four hundred six Korean immigrants in the Atlanta area participated in the survey, and 391 obtained data were valid for the measurement model and structural model test after deleting survey with missing information. Participants ranged in age from 18 to 67 years (M=41.96, SD=6.63), with a majority indicating male (52.9%) and married marital status (76.7%). The average length of stay of the participants in the U.S. was 14.43 years (SD=9.05 years), and 9.05 years (SD=6.90 years) in Atlanta. In addition, 49.9% of the respondents showed that they do not have a favorite sport team in the United States. Furthermore, 51.2% of the respondents mentioned that they do not have a favorite MLB team and 23.3 % of them indicated the Atlanta Braves as their favorite MLB team. Adaptation patterns of Korean immigrants were categorized based on mean scores for acculturation levels toward Korean and American. Approximately 96% of the participants showed integration (34.0%) or segregation adaptation pattern (61.9%). In addition, there were significant relationships between length of time in the U.S. and adaptation patterns of Korean immigrants. The following Table 6 summarizes those relationships, and Table 5 describes the criteria to determine their adaptation patterns.

Table 6. Correlations between Adaptation Patterns and the Length of Stay in the U.S.

Adaptation Patterns	Time in the U.S.
Integration Adaptation Pattern Pearson Significance N	 0.396 *** 371
Segregation Adaptation Pattern Pearson Significance N	 -0.373 *** 371

Table 7. Criteria for Adaptation Pattern Categories

Adaptation Pattern	AC - AM	AC – KOR	Criteria
Assimilation	High	Low	AC-AM $\geq$ 4 and AC-KOR $\leq$ 4
Integration	High	High	AC-AM $\geq$ 4 and AC-KOR $\geq$ 4
Segregation	Low	High	AC-AM $<$ 4 and AC-KOR $\leq$ 4
Marginalization	Low	Low	AC-AM $<$ 4 and AC-KOR $<$ 4

Survey with missing data regarding demographic data were included because the demographic data are collected to learn about the participants' background information, but not collected to test any relationships in the conceptual model. Table 8 in the next page is the summary of adaptation patterns, and the descriptive information of Korean immigrant participants in the main quantitative study is present in Appendix E.

Table 8. Summary of Adaptation Patterns of Korean Immigrant Respondents

Adaptation Pattern	Case Number
Assimilation	11 (2.8%)
Integration	133 (34.0%)
Segregation	242 (61.9%)
Marginalization	5 (1.3%)

Assessment of Normality

Normality of the collected data was evaluated based on values of skewness and kurtosis. Data for all items in the scales showed a nomal distribution except items in a consturct related to level of Korean language skill. Becasue the data were obtained at the Korean ethnic churches and all of the respondents were first generation immigrants, high levels of Korean language skill were expected. Therefore, no item was deleted due to the high level of skewness and kurtosis. A summary of the normality assessment and the variables in the concpetual model are provided in Appendix F.

Measurement Model Confirmation

The measurement model was tested as the second-order measurement model and showed acceptable model fits of the overall goodness-of-fit after deleting 19 items or correlating between measurement errors based on the modification indices (CMILN/DF: 1.785; TLI: .960; CFI: .963; RMSEA: .045). The model modification was conducted based on the following criteria: (a) regression coefficient weight, (b) modification index (MI), (c) CMIN score, (d) cross-loading, (e) model fit indices (e.g. RMSEA, CFI) and (e) theoretical and logical rationale.

Table 9. Comparison of Initial and Final Measurement Model Fit

Model	CMIN/DF[1]	TLI[2]	CFI[3]	RMSEA[4]
Initial Model	3.028	.872	.877	.072
Final Model	1.785	.960	.963	.045

[1] 2 or 3 indicates acceptable fit level (Carmines & McIver, 1981)
[2] >.90 = acceptable (Bentler, 1990)
[3] >.90 = acceptable (Bentler, 1990)
[4] <.05 = very good, <.08 = acceptable, <.10 = mediocre (Steiger, 1990)

Table 9 provides a comparison of the initial measurement model and the final measurement

model fit. The final model in Figure 6 on the following page was used for the structural model

analysis.
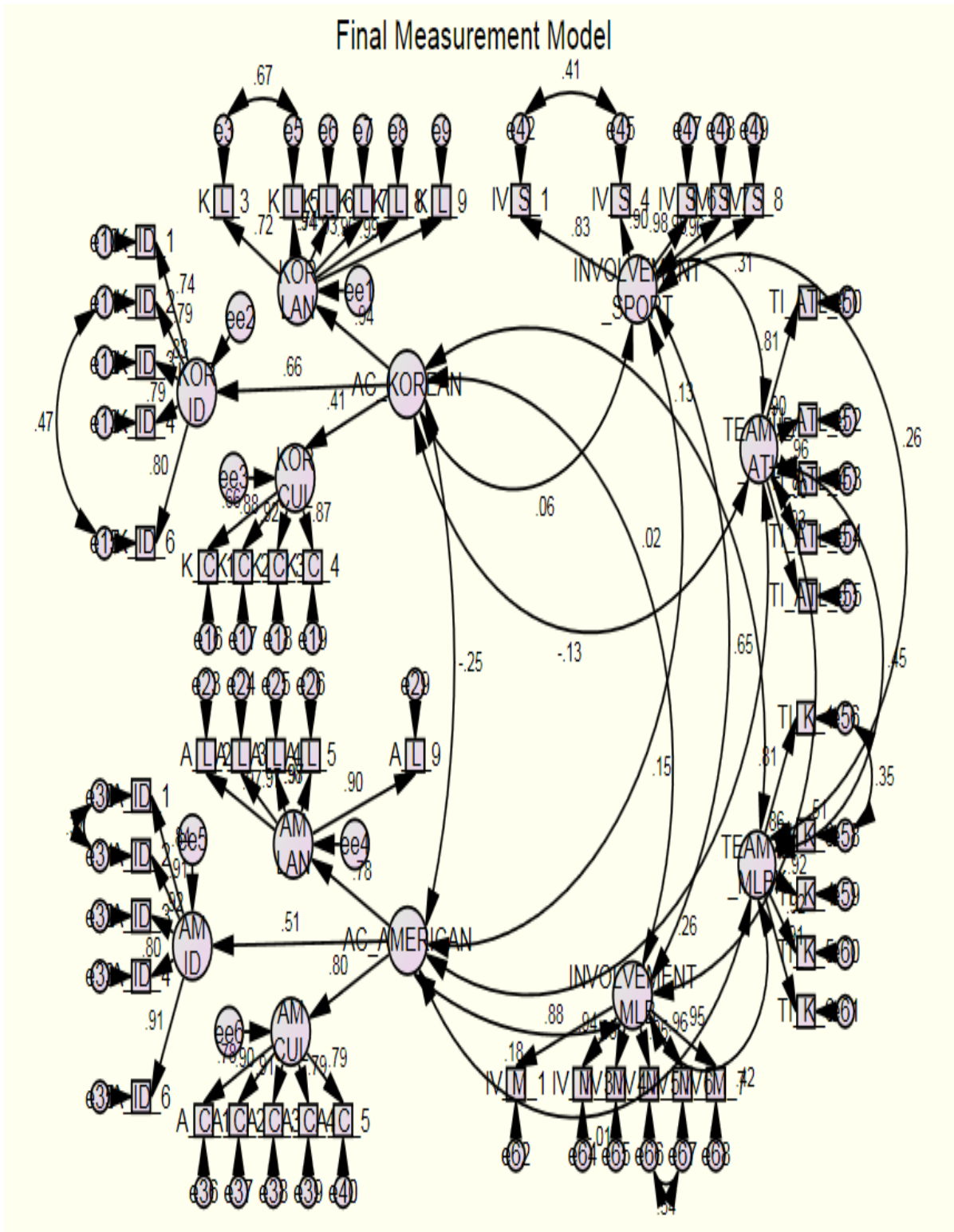
Figure 4. Final Measurement Model

Reliability and Construct Validity of Measurement Model

After conducting the final measurement model, the reliability and construct validity (convergent validity and discriminant validity) were tested to assess the quality of the measurement model.

Reliability

All Cronbach's alpha values of the constructs ranged from .898 to .982. Therefore, reliability was satisfied. The following table is the summary of the reliability test results. In addition, the table includes the results of composite reliability and average of variance extracted (AVE).

Table 10. Factor Loading, Construct Reliability, AVE, and Cronbach's Alpha of

Measurement Model in Main Study

		Factor loading	Composite Reliability	AVE	A
AC_American	**Factor 1**				
	A_ID_1	0.842			
	A_ID_2	0.908			
	A_ID_3	0.922	**0.808**	**0.77**	**0.945**
	A_ID_4	0.803			
	A_ID_6	0.907			
	Factor 2				
	A_LAN_2	0.969			
	A_LAN_3	0.97			
	A_LAN_4	0.969	**0.95**	**0.917**	**0.982**
	A_LAN_5	0.983			
	A_LAN_9	0.896			
	Factor 3				
	A_CUL_1	0.777			
	A_CUL_2	0.899			
	A_CUL_3	0.909	**0.826**	**0.7**	**0.92**
	A_CUL_4	0.794			
	A_CUL_5	0.793			

Table 10. (Continued)

		Factor loading	Composite Reliability	AVE	A
AC_Korean	**Factor 4**				
	K_ID_1	0.739			
	K_ID_2	0.791			
	K_ID_3	0.827	**0.816**	**0.623**	**0.898**
	K_ID_4	0.789			
	K_ID_6	0.802			
	Factor 5				
	K_LAN_3	0.719			
	K_LAN_5	0.741			
	K_LAN_6	0.939	**0.932**	**0.787**	**0.958**
	K_LAN_7	0.928			
	K_LAN_8	0.962			
	K_LAN_9	0.993			
	Factor 6				
	K_CUL_1	0.656			
	K_CUL_2	0.884	**0.784**	**0.702**	**0.898**
	K_CUL_3	0.918			
	K_CUL_4	0.869			
IV_SPORTS	**Factor 7**				
	IV SPORT_ 1	0.827			
	IV SPORT_4	0.9			
	IV SPORT_ 6	0.975	**0.913**	**0.866**	**0.971**
	IV SPORT_7	0.98			
	IV SPORT_ 8	0.963			
IV_MLB	**Factor 8**				
	IV_MLB_1	0.876			
	IV_MLB_3	0.941			
	IV_MLB_4	0.953	**0.927**	**0.875**	**0.977**
	IV_MLB_5	0.947			
	IV_MLB_6	0.957			
	IV_MLB_7	0.95			

Table 10. (Continued)

		Factor loading	Composite Reliability	AVE	α
TI_ATL	**Factor 9**				
	TI ATL_ 1	0.809			
	TI ATL_ 3	0.911			
	TI ATL_ 4	0.954	**0.88**	**0.818**	**0.954**
	TI ATL _5	0.894			
	TI ATL _6	0.947			
TI_MLBK	**Factor 10**				
	TI MLBK_ 1	0.813			
	TI MLBK_ 3	0.857			
	TI MLBK _4	0.921	**0.84**	**0.784**	**0.95**
	TI MLBK_ 5	0.92			
	TI MLBK_ 6	0.912			

Construct Validity

Construct validity is defined as "the degree to which a measure's scores (variance) performs as substantive (and psychometric) theory postulate they should perform" (Peter, 1981, p. 142). Construct validity was evaluated based on convergent validity and discriminant validity of the scales by conducting CFA.

Convergent Validity

Convergent validity is defined as the "evidence from different sources gathered in different ways all indicate the same or similar meaning of the construct" (Kerlinger & Lee, p. 671). The following three methods were used to test convergent validity of the scales: (a) factor loading above .70 (Hair, Anderson, Tatham, & Black, 1998), (b) AVE above 50% or (c) composite reliability (over .70). As shown in Table 10 in the next page, all of the constructs in the measurement model showed acceptable factor loadings, except one item (>.70), AVE (.63), and composite reliability (.89). Therefore, convergent validity of the scales was satisfied.

Discriminant Validity

Discriminant validity refers to the process where "one can empirically differentiate the construct from other constructs that may be similar, and that one can point out what is unrelated to the construct" (Kerlinger & Lee, p. 672). In this study, discriminant validity was tested by comparing the values of AVE for each construct and ϕ^2 value (AVE $> \phi^2$). As shown in Table 11, none of ϕ^2 values was above the values of AVE for each construct. Based on the results of the evaluation of convergent and discriminant validity, construct validity of the scales was confirmed.

Table 11. Summary of AVE Values and Correlations among Constructs

	AC_K	AC_A	IV_S	IV_MLB	TI_ATL	TI_MLBK
AC_KK	.708					
AC_A	-.245	.805				
IV_S	.061	.148	.866			
IV_MLB	.026	.183	.655	.879		
TI_ATL	-.139	.265	.312	.510	.818	
TI_MLBK	.125	-.007	.260	.419	.446	.784

Note. Scores in the yellow diagnose are AVEs for the constructs

Through evaluating measurement model fits, reliability, and construct validity of the scales, the researcher has confirmed that the measurement model is appropriate to be utilized for main study.

HYPOTHESES TESTING AND MODEL ANALYSIS

The previous section showed acceptable measurement model fits, reliability, and construct validity of the scales utilized in this study. Based on these findings, the hypotheses proposed in the Chapter 1 were tested using structural equation model with AMOS 18.

Based on the acculturation theory, four types of adaptation patterns into the host society were expected to be found. However, the majority (96%) of the Korean immigrants who participated in the survey indicated segregation and integration adaptation pattern. This result may be attributed to that data were only collected at Korea ethnic churches and the Korean baseball league in Atlanta. Therefore, assimilation and marginalization adaptation pattern groups were excluded in the structural model test. Because a correlation between team identification with the Atlanta Braves and team identification with MLB teams with Korean players was not

expected for the segregation adaptation pattern groups, the proposed hypotheses were separately tested for the integration adaptation and segregation adaption pattern group in the research model. The structure model fit indices showed that the research models are acceptable (the integration group: Chi-square ratio = 2.396, CFI= .982, RMSEA=.060; segregation group: Chi-square ratio=2.499, CFI=.980, RMSEA=.062).

Hypothesis One

The first hypothesis (H1) stated that Korean immigrants who have high levels of ethnic identity (segregation, integration adaptation pattern) have a positive relationship with team identification with MLB teams to which Korean MLB players belong. H1 was statistically supported in segregation (estimate = .127; C.R.= 2.781; p = .005), but not in integration adaptation pattern group (estimate = -.029; C.R.= -.576; p = .565). These results showed that the level of ethnic identity is not always a significant factor in developing team identification of the Korean immigrants in the Atlanta area with MLB teams with Korean players. Thus, the follow-up qualitative research discussed in the next chapter attempted to elaborate why H1 was supported by the segregation adaptation pattern group, but was not supported by the integration adaptation pattern group. The following Tables 12-1, 2 and 13-1, 2, 3 and Figures 5 and 6 describe the research models and provide the results of research model analysis.

Table 12-1. Regression Weights for Research Model – Integration Adaptation Pattern

			Estimate [1]	S.E.	C.R.	P
IV_SPORT	<--	INT_III	0.078	0.183	1.527	0.127
TEAM ID_ATL	<--	INT_III	0.129	0.156	2.641	0.008
TEAM ID_MLBK	<--	INT_III	-0.029	0.188	-0.576	0.565
TEAM ID_ATL	<--	IV_SPORT	0.304	0.044	6.1	***
TEAM ID_MLBK	<--	IV_SPORT	0.262	53	5.137	***

1. Standardized Regression Weight

Table 12-2. Comparison of Model Fit Indices for Research Model and Nested Models

Model	CMIN	DF	CMIN/DF[1]	RMSEA[2]	CFI[3]	PNFI[4]
Research Model	229.97	96	2.396	0.60	0.982	0.776
Modified Model I – Constrained INT to MLBK	230.3	97	2.374	0.059	0.982	0.784

[1] 2 or 3 indicates acceptable fit level (Carmines & McIver, 1981)
[2] <.05 = very good, <.08 = acceptable, <.10 = mediocre (Steiger, 1990)
[3] >.90 = acceptable (Bentler, 1990)
[4] a higher score indicates better model fit
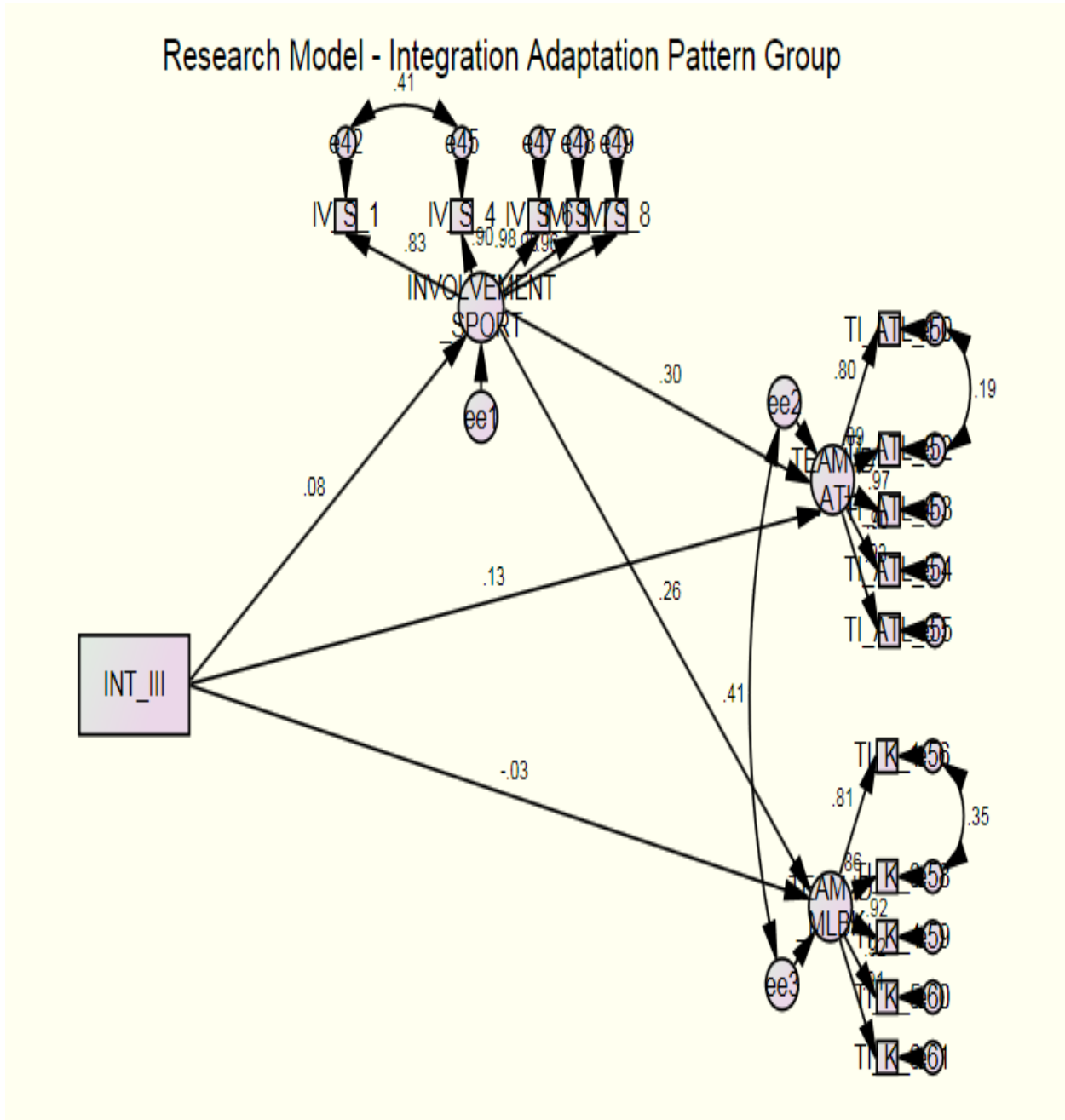
Figure 5. Research Model – Integration Adaptation Pattern Group
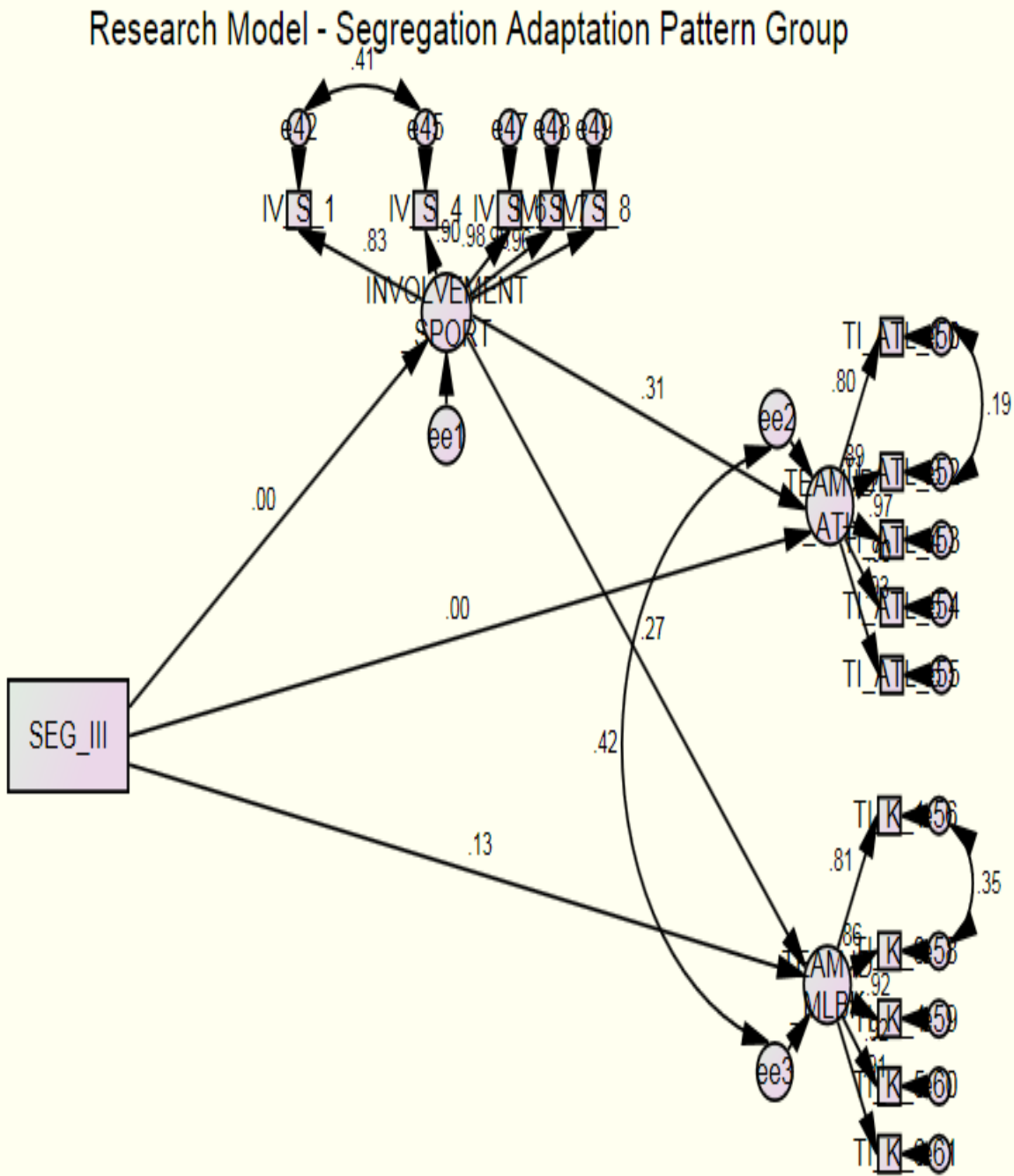
Figure 6. Research Model – Segregation Adaptation Pattern Group

Table 13-1. Regression Weights for Research Model - Segregation Adaptation Pattern

			Estimate[1]	S.E.	C.R.[2]	P
TEAM ID__ATL	<--	IV__SPORT	0.314	0.044	6.260	***
TEAM ID__MLBK	<--	IV__SPORT	0.265	0.053	5.256	***
TEAM ID__MLBK	<--	SEG III	0.127	0.167	2.781	0.005

[1.] Standardized Regression Weight

[2.] >1.96 at .05 level indicates significance

Table 13-2. Regression Weights for Competing Model - Segregation Adaptation Pattern

			Estimate[1]	S.E.	C.R.[2]	P
IV__SPORT	<--	SEG_III	-.060	0.179	-1.183	0.237
TEAM ID__ATL	<--	INVOLVEMENT__SPORT	.304	0.044	6.147	***
TEAM ID__MLBK	<--	INVOLVEMENT__SPORT	.264	0.053	5.181	***
TEAM ID__MLBK	<--	SEG_III	.063	0.182	1.248	0.212
TEAM ID__ATL	<--	SEG_III	-.158	0.151	-3.259	0.001

[1.] Standardized Regression Weight

[2.] >1.96 at .05 level indicates significance

Table 13-3. Comparison of Model Fit Indices for Research Model and Competing Model

Model	CMIN	DF	CMIN/DF[1]	RMSEA[2]	CFI[3]	PNFI[4]
Research Model	244.92	92	2.499	.062	.980	.801
Competing Model	232.96	96	2.427	.060	.982	.785

[1] 2 or 3 indicates acceptable fit level (Carmines & McIver, 1981)

[2] <.05 = very good, <.08 = acceptable, <.10 = mediocre (Steiger, 1990)

[3] >.90 = acceptable (Bentler, 1990)

[4] a higher score indicates better model fit

Hypothesis Two

The second hypothesis (H2) stated that acculturation levels of Korean immigrants (integration, assimilation adaptation pattern) have a positive relationship with team identification with the Atlanta Braves. As mentioned, only integration and segregation adaptation pattern groups were tested in the research model. Significant and positive standardized path estimate (.129; C.R. = 2.641; p = .008) supported the hypothesis that the level of acculturation toward host society is a significant factor in developing team identification of the Korean immigrants in the Atlanta area with the Atlanta Braves.

Hypothesis Three

The third hypothesis (H3) stated that there will be positive relationships between the acculturation levels of Korean immigrants (assimilation, integration adaption pattern) and the levels of their sport involvement. However, there was no statistically significant relationship (standardized path estimate = .078; C.R. = 1.527; p = .127) between the integration adaptation pattern and sport involvement. These tests showed that the level of acculturation of the Korean immigrants toward their host society does not have significant influence in developing sport involvement of the Korean immigrants.

Hypothesis Four

The fourth hypothesis (H4-1 and 2) stated that Korean immigrants who display high levels of sport involvement will have high level of team identification with the Atlanta Braves and MLB teams with Korean players regardless of their acculturation level. H4-1 and 2 were supported at by positive direct effects between sport involvement and team identification with

the Atlanta Braves and MLB teams with Korean players in the integration adaptation pattern group and sport involvement and team identification with MLB teams with Korean players in the segregation adaptation pattern group. As expected, data showed that regardless of the adaptation patterns, sport involvement was a significant factor for team identifications of the Korean immigrants. The paths from sport involvement to team identification with the Atlanta Braves and MLB teams with Korean players were significant with standardized estimates of .304 and .262 (C. R. = 6.10, 5.13; p = .00) in the integration adaptation pattern group and .277 and 5.19 (C. R. = 6.26, 5.26; p = .00) in the segregation adaptation pattern group.

Hypothesis Five

The fifth hypothesis (H5) stated that involvement levels in MLB games will have a moderating effect on the relationship between team identification and adaptation patterns. Based on the CMIN score comparison of the free and constrained models, this hypothesis was not supported in both groups: 1) integration adaptation group (constrained model: CMIN = 425.388, DF = 199, CMIN/DF = 2.138; free model: CMIN = 418.223, DF = 195, CMIN/DF = 2.145) and 2) segregation adaptation group (constrained model: CMIN = 429.639, DF = 200, CMIN/DF = 2.148; free model: CMIN = 426.16, DF = 198, CMIN/DF = 2.152). Appendix G and H provide the research models and the results of research model analysis for H5.

Summary of Hypotheses Test

The quantitative data analysis consisted of two steps including analysis of the measurement model and of the structural model. The measurement model was evaluated in the second order measurement model and the analysis of the measurement model showed an acceptable fit to be utilized for the structural model test after modifying the initial measurement model (CMIN/DF = 1.835; RMSEA = .046; CFI = .960). Analysis of the structural model also showed an adequate model fit resulting in a good overall fit: 1) integration adaptation group: CMIN/DF = 2.396; RMSEA = .060; CFI = .982 and 2) segregation adaptation group: CMIN/DF = 2.499; RMSEA = .062; CFI = .980. However, hypothesis 1-2, 3, and 5 were not statistically supported. The adaptation patterns of Korean immigrants were not always significant predictors of their team identification with the Atlanta Braves and MLB teams with Korean players. In addition, there were not significant correlations between adaptation patterns of Korean immigrants and their involvement levels in sports. The involvement levels of MLB games played differently as moderator on the relationship between team identification and adaptation patterns of Korean immigrants. The following Table 16 summarizes the results of proposed hypotheses. Chapter 5 elaborates the results of the quantitative data analysis, which supported the hypotheses, while the follow-up qualitative research provides an opportunity to consider possible reasons why some of the proposed hypotheses were not supported.

Table 14. Summary of Hypothesis Test with Standardized Regression Weights

	Hypothesis	Estimate[1]	C.R.	P Value	Result
H1-1	SEG → Team ID_MLBK	.127	2.78	.005	Supported
H1-2	INT → Team ID_MLBK	-.029	.19	.565	Not Supported
H2	INT → TI_ATL	.129	2.64	.008	Supported
H3	INT → IV_SPORT	.078	1.53	.127	Not Supported
H4–1	IV_SPORT → Team ID_ATL	.31(S); .30(I)	6.26 (S)	.000	Supported
H4–2	IV_SPORT → Team ID_MLBK	.27(S); .26(I)	6.10 (I) /	.000	
			5.26 (S)	.000	
			5.14 (I)	.000	
H5-1	*Moderating Effect – IV_MLB* INT → TI_MLBK/ TI_ATL				**Not**
H5-2	SEG → TI_MLBK/ TI_ATL				**Supported**

[1] Standardized Regression Weights

(S) Segregation Adaptation Pattern Group

(I) Integration Adaptation Pattern Group

Findings of the Follow-Up Qualitative Research

The main purpose of this section is not only to elaborate the supported results of the quantitative data but also to provide possible explanations of the results that were not statistically supported in the quantitative research. Thus, the findings of the follow-up qualitative study consist of four themes elaborating and explaining the results of hypotheses testing. Furthermore, the themes include additional essential perspectives in understanding team identification of Korean immigrants with professional sport teams in the United States. The following Table 15-1 presents the results of both the quantitative data analysis and the follow-up qualitative research.

Table 15-1. Summary of Quantitative and Follow-up Qualitative Research

Hypothesis	Result in Quantitative Analysis	Theme
H1: INT, SEG -> Team ID with MLBK	Not /Supported (SEG)	Followers of Korean players, not their team
H2: INT -> Team ID with the Braves	Supported	Are you from Atlanta?
H3: INT -> Sport Involvement H4: Sport IV -> Team ID with MLBK and Braves	Not Supported Supported	Old habits never die
H5: MLB IV -> Team ID and Adaptation Patterns	Not Supported	Yes, if I am from Atlanta

Theme 1: Followers of Korean Player – "I don't care about the team anymore [his previous

team] because how he plays is what is important" (Hyun-Woo).

Table 15-2. Summary of both Quantitative and Qualitative Research Findings related to
Hypothesis 1

Quantitative Research	Qualitative Research	Supported or not
H1: INT, SEG -> Team ID with MLBK	Followers of Korean Players, not their Team	SEG – Supported INT - Not Supported

As Table 15-2 shows, the research hypothesis 1 was partially supported by only the

segregation adaptation pattern group in the quantitative research. However, most research

participants did not show any specific attachment toward the previous team to which the Korean

player belonged and even the current team to which they belong. Participants described the

presence of Korean players in MLB games as the most significant reason to watch MLB games.

Hyun-Woo, a 36-year-old male, came to Atlanta as his first location of residence in the

U.S. in 1998 to pursue his Ph.D. degree. He indicated a high level of satisfaction with his life as

an immigrant in Atlanta. Also, he showed a high involvement level in MLB games, and noted

the presence of Korean players in MLB games as the reason for attending the games:

> In my case, almost 90 percent, or even more, of the reason is attributed to the
>
> presence of Korean MLB players when I went to MLB games. I went to the
>
> games with my family and friends. And, you know, it was unforgettably exciting
>
> moments when Korean players were on the mound. For instance, if Chan-Ho
>
> [Korean MLB pitcher] threw to the seventh inning as a starter and came off the
>
> mound, I usually changed the channels. (Hyun-Woo: Segregation adaptation
>
> pattern)

Hyuk-Joon, a 35-year-old man, first lived in Denver, Colorado for 13 years and came to Atlanta in 2006. He showed the integration adaptation pattern and described his reason to follow the Rockies games as follows:

> Well…actually, when I was living in Colorado, I did not have any interest in the Rockies [Colorado MLB team] because they were not popular at all. You know…They were just not doing well at all……any way they were not good. So I and other Koreans actually went to the games to support only the Korean player [Byung-Hyun Kim]. …… That is the reason why I went to the games. I think I watched most of his games or listened to them on radio (Hyuk-Joon).

Ki-Soo, a 45-year-old male, came to the U.S. in 1990 as an international student. He is currently running a marketing company in Atlanta. Baseball has been his favorite sport since he was in South Korea. He mentioned that the presence of Korean players is the reason to watch MLB games as well:

> Especially, I feel pretty good when Chan-Ho did well. In general, I am very interested in MLB games in which Korean players participate. But, frankly their teams do not mean much, but the presence of Korean players makes the teams' games very meaningful to me. (Ki-Soo: Integration adaptation pattern)

In addition, regardless of adaptation patterns, most research participants felt vicarious achievement as a Korean through watching Korean MLB players, which was a reason to watch and support Korean MLB players.

> I am so proud of him because he [Hyung-Hyun Kim] is the first Korean who
> pitched as a MLB player on the Colorado Rockies' mound. And, American people
> in the town talked about him and they said the Korean is doing well. That makes
> me feel some sort of vicarious achievement as a Korean. However, there are some
> Japanese players as well, but I do not feel any sort of attachment toward them.
> They are just like other foreign players to me. (Hyuk-Joon)

Consistently, vicarious achievement was described as a feeling the research participants had through supporting Korean MLB players. Ki-Jung, a 37-year-old male, has been living in Atlanta as his first residence in the U.S. since 2002, and he is running a mobile store in Atlanta. He showed the segregation adaptation pattern and described a similar feeling when watching Korean players' games:

> Since they are representing Korea, so I always wish Korean players do well and
> through their games, I feel a sense of satisfaction, at the same time, I am proud of
> being a Korean and feel some patriotism. (Ki-Jung)

Furthermore, the presence of Korean MLB players in the games was perceived as the essential glue that provided an opportunity to strengthen ties between Korean immigrants in the Korean community and to enjoy a break from the hectic routine of immigrants. A 44-year-old male, living in United States for 18 years as a permanent resident and showing a high level in sport involvement, described the role of the sporting events in which Korean players participate in the immigrant community as follows:

The presence of Korean players in the games is a sort of the pivotal role to the Korean community in bonding together through watching the games in which Korean players participate and supporting the Koran players……In fact, it is hard to make a time to go to the stadium due to the time conflict with my work. But, I believe that if Korean players come to the Atlanta, the Korean community's attention to the game will be different and we probably have more chances to cheer for the Korean players (Joon-Soo).

In addition, a 45 year-old-male (Ki-Soo: integration adaptation pattern), holding citizenship and living in the U.S. and showing a high level of sport involvement, perceived a lack of cultural life for the Korean immigrants in Atlanta and described a considerable longing for cultural life in the Korean immigrant community.

I believe that if the Braves get Korean players, it would be essential glue to the Atlanta Korean immigrant community. In fact, even though there is a substantial need for any type of essential glue among Korean immigrants, there has been not much offered. As you know, we do not have a sort of the cultural life in the United States. We just go to churches and talked with Korean people. At this point, if the Braves get a Korean player, the impact should be significant to Korean immigrants' attention toward the Braves.

Furthermore, the research participants showed not only the presence of Korean players, but also the knowledge of a team and its standing is a significant factor in developing team identification with MLB teams to which Korean players belong. In fact, not many Korean

players stayed with the same team, except Chan-Ho Park with the LA Dodgers, so that there was no enough time to Korean immigrants to learn about the team and develop team identification.

> Well… I don't care about the team that Korean players belong to, because I do not know about the team, such as other players in the team, its history and so on……I believe that if I learned about the team through supporting Chan-Ho's game, I would feel some attachment toward the team……In fact, when Chan-Ho was playing for the Dodgers (Chan-Ho Park played for the Dodgers for seven years), I think I used to have a pretty high team identification with the Dodgers. Actually, everyday Korean newspaper in the U.S. talked about the Dodgers games and when he had a game, I watched his game through the internet or cable (Ki-Soo).

In short, the presence of Korean players in the games was the most significant factor encouraging the research participants to pay their attention to the game. However, the relatively short period of Korean players staying with the same team to learn about the team was discussed as a considerable reason in explaining the low level of team identification with MLB teams with Korean players.

Theme 2. Are you from Atlanta?

Table 15-3. Result Summary of both Quantitative and Qualitative Research Findings related to Hypothesis 2

H2: INT -> Team ID with the Braves	I am living in Atlanta vs. I am from Boston	Supported

As themes 2-1 and 2-2 show, the participants expressed two different attitudes toward the Atlanta Braves although they indicated the same adaptation pattern. Table 15-3 presents the result summary of both quantitative and qualitative research related to hypothesis 2.In general, the research participants indicating a high level of team identification with the Braves came to Atlanta as their first place of residence in the United States, and they have lived there since they first came. On the other hand, for the research participants indicating a low level of team identification with the Braves, Atlanta is their second, third, or even fifth residence in the United States. Even though the statistical analysis supported that the integration adaptation pattern is a significant predictor to expect team identification with the Braves, the result was not always consistent with Korean immigrants who came to Atlanta as their second or later place of residence. However, even though they did not have any specific attachment toward the Atlanta Braves, they tended to support the professional teams in the areas where they lived longest or first in the United States as immigrants.

Theme 2-1. I am living in Atlanta – "I like the Braves because it is the Atlanta team" (Jin-Hong)

All research participants who continuously lived in Atlanta since they came to the U.S. from Korea showed a high level of team identification with the Atlanta Braves. Increased cultural closeness and adaptation to the Atlanta area was described as a predictor of their team

identification with the Atlanta Braves. Jin-Hong, who has been in Atlanta for 20 years as his first residence in the U.S. and who indicated a high level of sport involvement, described that relationship:

> Well… I don't have any specific reason why I like the Braves, but I think I like them because the Braves are the Atlanta team…… The Braves used to be a very poor team in the 1980s and if I remember correctly, they won the World Series in 1991 which is my first year in Atlanta. Maybe after that, I seem to have begun following the Braves. And, I know most Braves players' names, so I go to games to see them. Also, it is not too much to say that I became more interested in the Atlanta Braves as the level of satisfaction with my life in Atlanta increased.

Myung-Ho, a 35-year-old male, has been in Atlanta for 5 years and sowed similar reasons why he follows the Braves:

> Atlanta is like my second hometown. When I was living in Tennessee and South Carolina, sometimes I came to Atlanta for shopping (Korean food and commodity less expensive in Atlanta). At that time, I thought Atlanta will be the ideal place to live, especially for me as an immigrant……Last time, I went to the Braves game and we lost by such a large margin. Of course, I was so upset about it because I am living here and my home team. The Braves lost…..I think this sort of feeling [emotional attachment toward the Braves] is attributed to the increased closeness toward the Atlanta area where I am living.

In the case of Hyuk-Joon, who lived in Denver, Colorado, for 10 years as his first residence in the United States, even though he does not show a high level of team identification with the Braves, he noted that as he adapted to the new society, his interest in the football team, the Denver Broncos, increased:

> The Broncos are the representative sport team in Denver. So talking about the team is a common conversation topic between people and friends when I was in Denver. As I spent more time in Denver, I felt more attachment toward the team and when the Broncos won a game, I feel like my town won the game. Even my mom, even though she does not have any interest in football, knows about the Broncos.

Furthermore, the research participants, showing the segregation adaptation pattern and living in Atlanta as their first residence in the U.S., also indicated a moderate level of attachment toward the Atlanta Braves. Hyun-Woo, a 37-year-old male, are very satisfied with living in Atlanta. His attitude toward the Braves improved as time passed in Atlanta and identified the Brave as his team or home team:

> I think Atlanta would be the best place to immigrants. I am not sure how I would live in Knoxville (Knoxville has a small Korean community)…… When I first came to Atlanta, I tried to be more Americanized to adapt to this society better. However, I feel like I am becoming more Koreanized now after spending 10 years in Atlanta. Most MLB games are same to me, except the game in which Korean players participate. However, the Braves are different because they are

our home team. As time passed, I think I began to care more about the Braves as my team.

Theme 2-2. I am from Boston – "I have a credit card on which the Boston Red Sox is ……Boston is like my second hometown" (Joon-Soo).

As briefly discussed pertaining to the pilot study, based on the difference between the average time in the U.S. and time in Atlanta, a considerable number of Korean immigrants in Atlanta came from other cities or states in the United States. Therefore, even though some research participants have positive attitude toward accepting new culture as their integration adaptation pattern shows, they did not have enough time and opportunity to develop team identification with the Braves. In addition, their team identification with teams in the areas where they lived longest or first in the United States seems to be another aspect in explaining their low level of team identification with the Atlanta Braves. Ki-Soo has been living in Atlanta since 2003, and he lived in Cleveland for his first 6 years in the United States. He stated:

> When I was a student, I used to watch almost all of the Cleveland Indians' games, so I knew most players' names …... But, now there are more players I do not know……The Atlanta Braves were a rival with the Indians and in my memory, they [Braves] used to have very defensive games and were a sort of boring team……I think the Braves are the representative sport team in Atlanta because they are doing better compared to other teams. As a resident in Atlanta, I just want the Braves do well, but that's it. The results of the Braves' games don't have any specific meaning yet.

Joon-Soo, lived in Boston for 8 years as his first place in the United States, described his attachment toward the Boston Red Sox as follows:

> Boston is the first place I lived in the United States in my immigration time. I feel like… even though I had a hard time at the beginning in Boston, I learned American culture and American life style when I was in Boston. That would be reason why I feel Boston like my second hometown. As you know, there is very strong sport culture in Boston and when they (Red Sox) had games against the New York Yankees, it was just crazy. Also, there was such an amazing pitcher, Pedro. I really enjoyed his games and he was one of reasons to watch the Red Sox games…... So the Red Sox is more meaningful than just one of my favorite sport teams…… For the Braves, I have just general interest in the team because I am living here (Atlanta).

Meanwhile, immigrants' unstable job status and business were described another barrier to enjoy not only MLB games but also cultural life in the United States.

> As you know, as most Korean companies have the five-day workweek, Many Korean people enjoy their leisure activities in Korea recently. However, it is a different situation for most Korean immigrants due to their unstable job status or their business types (self-employee such as dry cleaner, restaurant, and beauty supplier).   So it is not easy to have time for their leisure activities……they have to work on weekend because weekend is peak for their business. So having an off day for weekend is very tough. For this reason, participating in sporting events in the U.S. is almost impossible (Myung-Ho).

Joon-Soo, 45-year-old male, ran a laundry for 8 years in Boston and he had a similar experience as follows:

> It was just so busy……I think it should be different depending on job types, laundry was just too busy to make any second for me. So I was just able to watch the Boston Sox game on TV. However, I really want to go to the stadium with my family.

In short, even though the statistical data supported the hypothesis 2 that the integration adaptation pattern is a significant predictor explaining the team identification with the Atlanta Braves, the previous residences of Koran immigrants in the U.S. were described as a significant factor when explaining Korean immigrants' attitude toward the Braves. In addition, the research participants not only confirmed the statistic result of the hypothesis, but also presented the immigrants' perceived satisfaction with the living in Atlanta can be another factor which encourages Korean immigrants in developing team identification with the Atlanta Braves. Furthermore, immigrants' unstable job status or self-employee business type was presented as a barrier to enjoy leisure activities in the United States.

Theme 3. Old habits never die.

Table 17-4. Result Summary of both Quantitative and Qualitative Research related to Hypothesis 3 and 4

H3: INT -> Sport Involvement H4: Sport IV -> Team ID with MLBK and Braves	Old habits never die	Not Supported/ Yes

All research participants showing the integration adaptation pattern indicated a high level of sport involvement, which was consistent with the proposed hypothesis, but which conflicted with the result of the quantitative research. Table 15-4 summarizes the results of both quantitative and qualitative research. However, it is worth noting that all research participants in the qualitative research showing the integration adaptation pattern came to the United States as sport fans from Korea. Thus, even though the Korean immigrants showing the integration adaptation pattern are aware of the significance of sports in American culture, their perception of sport status in American culture did not have significant influence on being sport fans, but had some influence on the way they enjoyed sports in the U.S. as compared to their time in Korea. They admitted that the heightened sport environment and culture, such as sport facilities near their residence, facilitated experiencing sports in the U.S., and they also used sports as a means to learn American culture. In addition, Korean immigrants who have a high level of sport involvement regardless of their adaptation patterns seem to utilize sports as a means to adapt to the new society and to provide/keep ties to the Korean community.

Joon-Soo, having various experiences in sport from Korea, indicated the integration adaptation pattern and positive attitude toward American society. Currently, he is running a cleaning service company, and its main business comes from a major carpet company in the United States. He noted how sport is utilized as a social tool in his immigrant life:

When interacting with Americans, sport is always useful……sport is very important in American culture and it is a great tool to learn American culture. In this line, I thought that sport should be useful to make American friends……For instance, when supervising my business at an American company, it was interesting that there were many sport teams' flags on desks, and sports were always great conversation topics with people in the company. Even though I am not a person who talks well with strangers, talking about sports is always a great tool to become intimate with Americans.

Hyun-Woo, a 36-year-old male, came to Atlanta in 1998 as a sport fan, with especially high involvement in baseball. He has lived continuously in Atlanta since he came to the United States as an international student. He indicated himself as having the segregation adaptation pattern even though he has positive attitude toward accepting new culture as an immigrant in Atlanta. He described his sport experiences as a useful tool to adapt to the host society; at the same time, he used sport as a social tool with Korean immigrants:

I think sport is an important tool to adapt to American society…...Sport is a good thing to share with Americans…..Sport seems to be what most Americans enjoy, so that I just easily join their conversation, even with strangers about the Braves game last night just like this. In addition, I am a member of ALTA [the Atlanta Lawn Tennis Association] with my Korean friends, and this is the largest tennis association in the United States. Some of my company colleagues are also members of ALTA and we sometimes talked about how I played last weekend. And this is a great opportunity to get close with my American friends.

In contrast to Hyun-Woo, a 33-year-old female (Min-Young), who indicated the segregation adaptation pattern but is open to learn new culture, showed quite a different attitude toward sport. She indicated no interest in sport at all and her attitude toward sport was not changed after coming to the United States:

> In general, I am satisfied with my life as an immigrant in Atlanta…… well actually some time I feel like here (Atlanta) is not much different from Korea. I was not interested in sport when I was in Korea and that is not different at all from now. I feel like sport does not have any relation at all…… And, to me following sport stars seemed to be wasting my time when I was a student in Korea……However, I can see that sport has a significant position in American culture, and if my children play sports in the future, I may have more interest in sports.

In summary, regardless of Korean immigrants' adaptation patterns, their sport involvement was developed already before coming to the United States. As introduced in Chapter 2, sport is a significant part of the Korean culture. Likewise, the research participants showing high-level sport involvement developed their sport involvement when they were young through various experiences such as playing sports and watching sporting events in South Korea. Even though the perceived position of sport in American culture has a certain amount of influence on the way Korean immigrants enjoy sports, the perception was not considered a significant factor for increasing their sport involvement in the United States. In terms of the relationship between sport involvement and team identification, sport was described as a useful social tool by the Korean immigrants showing a high-level sport involvement. In this line,

knowledge about the Braves or other franchise teams in Atlanta is portrayed as involvement in sports and the knowledge seems to be a significant predictor of their team identification in Korean immigrants' experiences.

Theme 4. Yes, if I am from Atlanta

In the research hypothesis 5, the involvement level in MLB games was proposed as a moderator between adaptation patterns and team identification of the Korean immigrants with the Atlanta Braves and MLB teams with Korean players. However, the results of the statistic analysis do not support it. As discussed in theme 1 and 2, the research participants tended to follow Korean players instead of MLB teams to which they belong. Table 15-5 shows the summary of both quantitative and qualitative research related to the research hypothesis 5. In addition, even though the research participants showed the integration adaptation pattern, their attitude towards the Atlanta Braves were different based on how they came to Atlanta (e.g., as first place in the U.S., as second or later place). In addition, although the research participants indicated the same adaptation pattern as segregation adaptation type, their attitude toward the host society culture was different. When considering MLB as a portion of American culture, the different attitude influenced a significant different on Korean immigrants' involvement in MLB games and attitude toward Atlanta Braves and MLB teams with Korean players.

Table 15-5. Summary of both Quantitative and Qualitative Research Findings   related to Hypothesis 5

H5: MLB IV -> Team ID and Adaptation Patterns	Not Supported	Yes, if I am from Atlanta

The following Ki-Jung and Kyung-Chul statements described their different attitudes toward MLB games and teams despite their same adaptation pattern to the host society. Ki-Jung, 38 year-old male, indicates the segregation adaptation patterns and high involvement in sport and MLB games. He has been living in Atlanta for 8 years as his first place in the United States.

> I like living in Atlanta. I would rate around 8 out of 10 on my satisfaction with living in Atlanta. I think the Braves could be a reason why I like Atlanta……I knew the Braves before coming to the United States, and there have been many good players (at the Braves). I went to the Tuner Field (the Braves' home stadium in Atlanta) almost 20 times per season…...the game against the Chicago Cubs in Atlanta is a game I remembered in the last season because there were more Cubs fans in the stadium. But, we lost…… of course it was not pleasant ……so if the Braves won games, I drink in a good mood, if not, it's a just opposite……As time passed in Atlanta, I have become more sensitive for the Braves' standing……if the Braves have a game against teams in which Korean players belong, I feel like I want Korean players do well, but the Braves win at the game.

Kyung-Chul is a 46 year-old male and indicated the segregation adaptation pattern. He lived three different places in the United States in 15 years, and it is his fifth year in Atlanta. He showed a high level of sport involvement, but low interest in MLB games. He tended to show a moderate level of satisfaction with immigrant life in the United States, but seemed to be uncomfortable with both American and Korean culture. Kyung-Chul described his attitude toward MLB games as follows:

In fact, players in here [the U.S.] are different from me. You know I have

been adjusting my lifestyle to Americans, but players in games here [the U.S.] are

different from us. So I feel different watching sporting events in Korea from

watching it in here. Even the World Series, it seems to me just like a game of

Americans, it's just not meaningful at all to me. So if I got a free ticket for the

World Series, I would not have any interest in going to the game.

In brief, the high involvement level in MLB games was presented as the required

condition in developing team identification. However, as discussed in the previous themes and

Kyung-Chul's case above, attitude of Korean immigrants toward American culture and their

previous residences before coming to Atlanta seem to be the more meaningful predictor in

explaining their team identification with Atlanta Braves. In particular, Korean immigrants'

previous residences before coming to Atlanta were portrayed a significant moderator between the

relationship between the integration adaptation pattern and their team identification with the

Atlanta Braves.

Reinforced Conceptual Framework

Figure 7 in the next page was developed to assist in summarizing the findings of both the

quantitative and qualitative research. Based on the two studies, the researcher proposed the

modified conceptual framework to explain the relationships between adaptation patterns and

team identification. In addition, the conceptual framework includes additional moderators on the

relationship between adaptation patterns and their team identification. As proposed, adaptation

patterns of Korean immigrants were significant predictors in explaining their team identification

with the Atlanta Braves. However, their previous residence before coming to Atlanta and socio-economic status were presented as moderators on the relationship between adaptation pattern and team identification. Both quantitative and qualitative research showed the involvement levels in sport and MLB games are required conditions in developing team identification. In addition, team standing and the perceived sport culture in the host society were considered external moderators in explaining the relationship between adaptation patterns and their team identification.
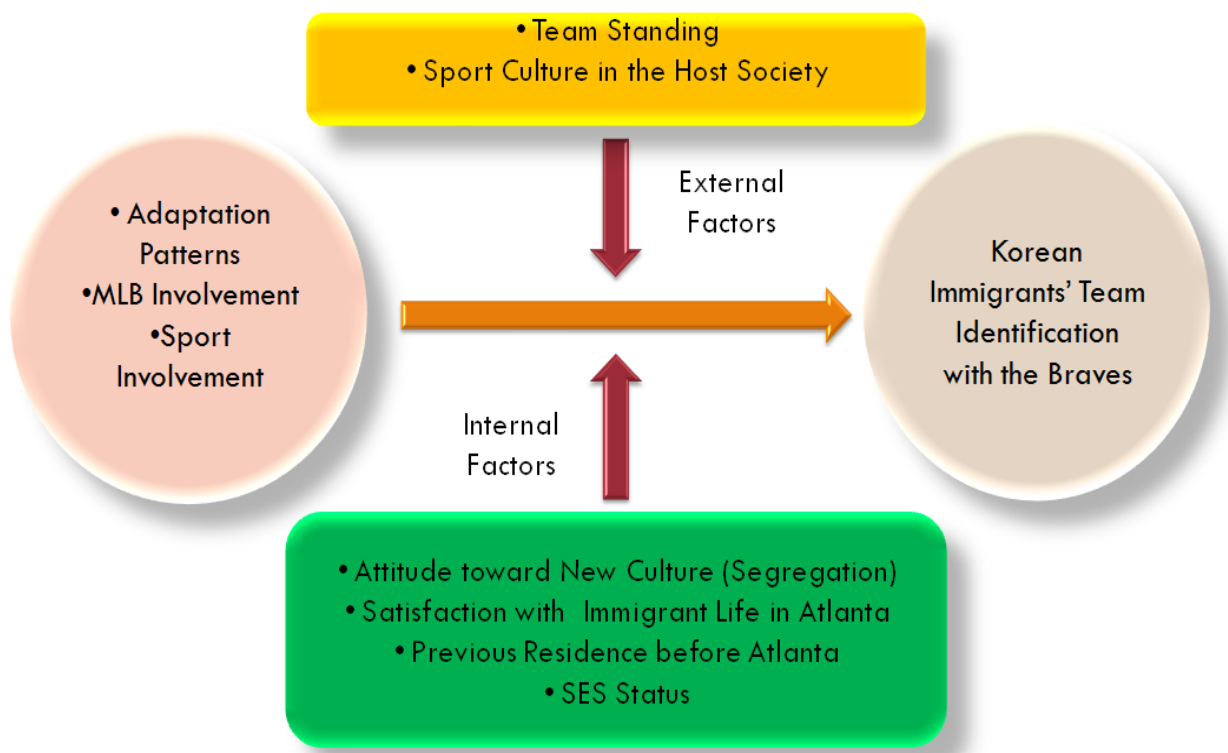
Figure 7. Modified Conceptual Framework

CHAPTER 5. DISCUSSION

Overview

`   The purpose of this explanatory mixed-methods study was to understand how Korean immigrants develop team identification with the Atlanta Braves and MLB teams with Korean players. This study involved two research phases. In the first phase, the relationships between variables in the conceptual framework were tested based on quantitative data. The conceptual framework included the following variables: (a) adaptation patterns of Korean immigrants in Atlanta, (b) sport involvement, (c) MLB involvement, (d) team identification with the Atlanta Braves, and (e) team identification with MLB teams with Korean players. The convenience sampling method was employed and the data were collected at Korean ethnic churches in Atlanta and at the championship game of AKABL. Based on the results of the quantitative data analysis, the interview protocol for the follow-up qualitative research in the second phase was developed.

        The primary purpose of the follow-up qualitative research in the second phase was to elaborate and explain the results of the quantitative data analysis in the first phase. Thus, the results of the quantitative data analysis were used to develop the interview protocol, but also to develop criteria to identify the ideal interview participants, and the snowball sampling method was used to recruit the research participants. The findings of the follow-up qualitative data consisted of four themes related to the research hypotheses. The results of the quantitative and the follow-up qualitative data were combined to provide a richer understanding of the research hypotheses and research questions in as presented the following section.

Integration of Quantitative and Qualitative Research

This section integrates the results of the quantitative and the follow-up qualitative research to answer the research questions of both the quantitative and the follow-up qualitative research. First, the results of the quantitative data analysis were interpreted to discuss the quantitative research questions with the findings of the follow-up qualitative research. Then, the qualitative research questions were discussed based on the themes in the qualitative research and the related results of the quantitative research.

Guiding Quantitative Research Questions

1. What is the relationship between adaptation patterns of Korean immigrants and team identification levels with the Atlanta Braves?

The adaptation patterns of Korean immigrants were proposed as significant predictors to explain team identification with the Atlanta Braves. The research question was statistically tested in the research hypothesis 2, and the research hypothesis 1tested the relationship between adaptation patterns and team identification with MLB teams to which Korean players belong.

First, the results of the quantitative data analysis supported the hypothesis 2 that the integration adaptation pattern is a significant predictor in explaining the team identification with the Atlanta Braves. At the same time, the Korean immigrants with the segregation adaptation pattern showed a low level of team identification with the Atlanta Braves. These statistical results were partially supported by the follow-up qualitative data, and the findings of the qualitative data analysis provided a convincing explanation of the results of the quantitative research in the first phase. The findings of the qualitative data suggested that when investigating the relationship between immigrants' adaptation patterns and their team identification, the

researcher has to consider the long history of Koreans immigrating into the United States and the immigrants' involvement in sport before coming to the United States. For instance, as discussed in Chapter 5, there were two types of Korean immigrants in Atlanta while who still show the same integration adaptation patterns. As the fast growing Korean population suggests, it is reasonable to anticipate that a considerable number of the Korean population in Atlanta is living in Atlanta as their second or later residence in the United States. As Gordon (1964) suggested that the cultural adaptation is produced during the early stage of immigration in the host society. Likewise, MLB games and the Atlanta Braves may not be perceived as a new culture by Korean immigrants who came to Atlanta as their second or later residence after passing the cultural adaptation period. On the other hand, Korean immigrants who came to Atlanta as their first residence and have been living there continuously would have accepted MLB games and the Atlanta Braves games as new culture in the host society, and the accepted new culture would act as a seed of their team identification with the Atlanta Braves. In this line, experiences that Korean immigrants had before coming to Atlanta is considered a moderator on the relationship between adaptation patterns of Korean immigrants and their team identification with Atlanta Braves. The moderating effect of the MLB involvement on the relationship will be discussed further in the following section.

2. Do the levels of involvement in MLB games of Korean immigrants have a moderating effect on the relationship between adaptation patterns of Korean immigrants and team identification levels with the Atlanta Braves?

The research question was statistically tested in the research hypothesis 5. The results of the data analysis showed that there is not a statistically significant moderating effect of

involvement in MLB games on the relationship between adaptation patterns and team

identification with the Atlanta Braves. As briefly discussed in the previous section, even though

the integration adaptation pattern of Korean immigrants was statistically supported as a

significant predictor in explaining team identification with the Atlanta Braves, the findings of the

qualitative research provided a convincing opportunity to reconsider the relationship between

adaptation pattern and team identification. Based on both the quantitative and qualitative

research findings, the high level of involvement in MLB games was presented as a required

condition in terms of explaining team identification of Korean immigrants with the Atlanta

Braves. Appendix K presents the correlations among the variables in the conceptual framework.

The involvement in MLB games was the most significant predictor in explaining team

identification of Korean immigrants with the Atlanta Braves and MLB teams with Korean

players. However, the Korean immigrants' previous residence before coming to Atlanta was

presented as a significant moderator on the relationship. In addition, the qualitative data provided

an opportunity to reconsider what the introduced adaptation patterns mean. In acculturation

theory (Berry, 1997), the segregation adaptation pattern occurs when immigrants do not accept a

new culture, but retain their original culture. However, the research participants who show the

segregation adaptation pattern were identified as two types. The first type of Korean immigrants

showing segregation adaptation pattern is consistent with what the acculturation theory argues.

However, most research participants showing segregation adaptation patterns in this study

indicated positive attitude toward accepting the new culture in Atlanta. Since their adaptation

pattern is identified based on their language skills, knowledge of culture, and self-ethnic

identification, these participants did not have enough time and opportunity to be categorized into

the integration adaptation pattern. Therefore, the relationship between the segregation adaptation

pattern and team identification with the Atlanta Braves was not proposed in the conceptual model; the relationship is needed to be considered a significant factor in understanding their team identification with the Atlanta Braves depending on the attitude of Korean immigrant showing the segregation adaptation pattern.

In short, the findings of both the quantitative and qualitative research showed that immigrants' previous residence prior to Atlanta and their attitude toward accepting new culture, not simply judging their adaptation pattern, should be considered moderators on the relationship between team identification and their adaptation patterns in understanding their team identification.

Guiding Qualitative Research Questions

1. What are the factors that encourage or discourage Korean immigrants as an ethnic minority group to develop team identification with the Atlanta Braves in their host society?

In the quantitative research, the integration adaptation pattern, sport involvement, and MLB involvement were proposed as factors encouraging Korean immigrants to develop team identification with the Atlanta Braves, and those variables showed significant correlations with the team identification with the Atlanta Braves. In addition, team's standing was presented as a significant factor encouraging them to develop team identification. This is consistent with Fisher and Wakefield' study (1998) that perceived group performance was the most significant factor leading to team identification. They argued based on previous studies on the BIRG (basking in reflected glory) that "individuals' connections to winning sports teams provide an effective way to enhance both public and private images of the self" (p. 28). The involvement level in MLB games showed the highest correlation with the team identification with the Braves. In addition,

the length of stay in the Atlanta area and gender (male) were presented as significant predictors to explain the team identification with the Braves. Those results were consistent with the qualitative research findings except gender. However, since only two female Korean immigrants participated in the in-depth interview for the follow-up qualitative research, it may not be appropriate to argue whether gender is a significant predictor in explaining team identification with the Atlanta Braves in the qualitative research. As discussed in the previous section, the attitude of Korean immigrants toward accepting new culture, their satisfaction with the immigrant life in Atlanta and their previous residence should be considered when understanding their team identification with the Atlanta Braves. On the other hand, the descriptive statistics presented a negative correlation between the segregation adaptation pattern and Korean immigrants' team identification with the Atlanta Braves. Still, as mentioned, researchers have to be aware that Korean immigrants with the segregation adaptation could have positive attitude toward accepting new culture, but show the segregation adaptation pattern due to the lack of time and opportunity to learn it. Furthermore, unstable job status and self-employed status of Korean immigrants were described as another significant barrier to make time for their leisure activities (Lee, 2006).

In brief, both the results of quantitative data and qualitative data confirmed that the proposed variables have statistically significant correlations with Korean immigrants' team identification with the Atlanta Braves. In addition, the qualitative data discovered the essential aspects for gaining a holistic comprehension of the immigrants' team identification though understanding of adaptation pattern based on their attitude toward the host society and their lives in Atlanta.

2. How do Korean MLB players influence the development of Korean immigrants' team identification with MLB teams with Korean players?

Regardless of adaptation patterns, the presence of Korean players in MLB games was the most appealing factor encouraging Korean immigrants to watch MLB games in the follow-up qualitative research. In the descriptive data analysis, about 80 percent of the research participants indicated that their preference level for the Atlanta Brave would increase if Korean players play for the Atlanta Braves. These findings should be interpreted as that the presence of Korean players is one of the significant factors encouraging the team identification. In previous studies, the following have been considered the motives of team identification: vicarious achievement, aesthetic, drama, and social interaction, and family, acquisition of knowledge, escape, and physical skill (Fink et al., 2002; Trail et al., 2000). The vicarious achievement was the most significant motive for team identification (Fink et al., 2002), and it was described as the feeling Korean immigrants have when watching MLB games in which Korean players participate and the reason to watch them. The vicarious achievement can be interpreted to mean that the presence of Korean players in the U.S. was portrayed as a means to retain their ethnic identity though supporting Korean players.

In addition, the findings of the follow-up qualitative research showed a considerable advantage of MLB teams with Korean players over other teams without Korean players in increasing team identification of Korean immigrants. The teams, with which the research participants used to have team identification or used to feel attachment, were described as teams for which they knew the teams' history, players and standing. In this line, the presence of Korean players is expected to provide an opportunity for Korean immigrants to learn about the teams

while following the games in which Korean players participate, particularly if the players stay

with their teams long enough to let Korean immigrants learn about the teams.

Furthermore, even though not directly related to the development of team identification,

providing important glue in the Korean community and an opportunity of cultural life should be

worth discussing as the influence of Korean players on Korean immigrants' lives in the United

States.

CHAPTER6. IMPLICATIONS, FUTURE RESEARCH AND CONCLUSION

Implications

Managerial Implications

The understanding of Korean immigrant MLB consumers based on the findings of this study suggests the following practical applications: (a) short-term strategy and (b) long-term strategy toward Korean immigrant MLB consumers.

The first contribution of this study to MLB marketers is providing a resource to develop an effective marketing plan toward the Korean immigrant MLB consumer group. Understanding reasons why or why not Korean immigrants have interest in MLB games could be one of the most important resources for the MLB marketers targeting the Korean immigrant MLB consumer group. Then, developing team identification of the Korean immigrant MLB consumer group should be considered an ultimate goal of the marketers. In pursuing this goal, the findings of this study provide useful information in understanding the Korean immigrant MLB consumer related to their team identification by discussing significant factors in their team identification with the Atlanta Braves. Without a doubt, the presence of Korean players was the most appealing factor in MLB games to Korean immigrants regarding both developing interest in games and team identification.

Short-term Strategy: Based on the findings of this study, the researcher suggests MLB teams in areas with a large Korean immigrant community to consider both a short-term and long-term marketing strategy goal with obtaining Korean players. The primary goal in a short-term strategy for retaining Korean players would be to increase awareness and interest in the teams by advertising the presence of Korean players in games and in the public relations activities toward the Korean immigrant community. As a result of the short-term marketing strategy, the teams

can expect extensive media exposure in Korean immigrant communities in the United States as well as an increased awareness of the team in Korea.

Long-term Strategy: The primary goal in a long-term strategy toward the Korean community is to make the Korean community the team's followers, not Korean players' followers. This goal would be achieved through constant marketing efforts, such as continuous public relation activities with Korean players. In other words, the team likely can expect the increased team identification in the Korean immigrant community and the increased team identification is considered the ultimate goal of the team's marketing activities toward its fan in general as well.

However, it is worth noting that vicarious achievement was described as one of the most appealing reasons for watching MLB games in which Korean players participate. Thus, obtaining competitive Korean players will be the key for the success of the marketing strategy through retaining Korean players. In addition, when considering a significance of Korean MLB consumers as a major revenue resource of the MLB International, obtaining competitive and popular free agents in MLB or in Korea should be crucial. Of course, however, since it is impossible to predict the Korean players' performance exactly with a new team, obtaining highly paid Korean free agents can be risky to the teams although this also applies to highly paid free agent American players.

Implications for Researchers

The conceptual model based on the theoretical foundation provides a tool for understanding how sport is used as a means for immigrants to adapt to host societies and to retain their ethnic identity through understanding their team identification with the Atlanta

Braves and MLB teams with Korean players. In particular, Korean immigrants' team identification with the Atlanta Braves was expected as a product of their adaption patterns in the host society and the quantitative data analysis supported the proposed relationship. However, the findings of the qualitative research revealed additional crucial factors researchers need to consider to gain a better understanding of immigrants' sport experiences such as the immigrants' previous residence, satisfaction with the current residence, the status of sport culture in the host society, team's standing and busy life as self-employee. In other words, understanding the context surrounding immigration life in the host society is essential to accurately interpret their sport experiences as an ethnic minority. Therefore, this study tested acculturation theory to explain Korean immigrants' experiences in sport, and also provided additional aspects in understanding immigrants' experience in sport.

As mentioned, there have been limited studies conducted that explain conceptually why specific marketing promotions are efficient in attracting Asian-American sport consumers or how they develop local team identification. As it progresses toward filling this gap, this study may encourage researchers to apply additional theoretical bases to investigate how immigrants as ethnic minority groups develop local professional sport team identification and the relationships between adaptation patterns and team identification levels. For instance, as functionalists argue that sport serves an integration role in a society (Coakley, 2009), in this current study, sport was portrayed as a useful means to Korean immigrants in terms of not only adapting to the host society, but also retaining ethnic identity. However, when considering different values placed on sport in society, the role of sport to immigrants could be different. As presented in this study, Korean immigrants showed different team identification depending on not only their adaptation patterns into the host society, but also other various individual factors, such as involvement in

sport and MLB games, local sport culture and social economic status. In this regard, utilizing both macro and micro sociological approaches would be helpful to gain a holistic understanding for such an exploratory research phenomenon. In addition, several such approaches may be useful as lenses to understand the current research phenomenon, such as segmented assimilation theory (Portes & Zhou, 1993), identity theory (Burke, 1980), and symbolic interactionism (Blumer, 1969).

Lastly, this study was conducted using explanatory mixed-methods approach. Even though the researcher has research experiences in the phenomenon of this study, the follow-up qualitative research discovered significant additional aspects which were not included in the conceptual framework for understanding the relationship between Korean immigrant's adaptation patterns and team identification. Therefore, the researcher suggests that exploratory mixed-method approach, which conducts qualitative research first followed by quantitative research, would be also useful to investigate the exploratory research topic as this study was.

Future Research

The limitations in this study should be considered a guideline for future studies. The researcher suggests that the following three aspects need to be explored for a deeper understanding of Korean immigrant sport consumer behaviors: (a) second generation immigrants, (b) Korean town vs. non Korean town, and (c) American sport.

Second Generation:

According to the 2000 U.S. Census, the immigrant population has gradually reached about 40 millions in 2000. In particular, the Korean immigrant population dramatically increased

after the Immigration Act in 1965 and about 30 % of Korean Americans are second generation or later. Therefore, given the long immigration history of Koreans into the United States, it should be worth considering a possible difference in perceiving and experiencing sports in the U.S. between first and other immigrant generations. In particular, according to previous studies (Bogardus, 1968), the second generations of immigrants tend to lose their ethnic identification with their home countries. This loss of ethnic identification may affect the way the second-generation Korean immigrants perceive the presence of Korean players as a reason to watch sporting events in which Korean players participate. In addition, it would be interesting to compare the results of this study and how the acculturation level of the second generations toward Korea works as a predictor to explain the second generations' reaction toward Korean players in the United States. However, limited attention has been paid to the second-generation immigrant sport consumer behaviors in academic areas (Lee, 2005). In this regard, more attention is required to the fast-growing second-generation immigrant groups in sports.

Large vs. Small Korean Community:

This study was conducted based on data obtained from the Atlanta Korean community where there are over 100,000 Koreans. The Atlanta area is one of the most representative areas in the U.S. in terms of Korean population. As shown, Korean immigrants in the Atlanta Korean community seem to retain their lifestyle as they lived in Korea. In other words, accepting new culture in the host society seems to be optional to Korean immigrants in the Korean community. Therefore, when considering sport as one of the most representative features of American culture, the reaction and attitude of Korean immigrants who live in areas in the U.S. with a small Korean population toward sport teams in their residences and Korean players would be different.

However, data collection would be the most considerable challenge researchers confront when conducting a similar study to the research phenomenon of this dissertation based on data from areas having a small minority ethnic population.

American Sport (Football):

As discussed in previous sections, baseball is one of the most popular sports in Korea along with soccer and basketball. In addition, the popularity of MLB has been increased since Korean players entered MLB in 1994. Thus, even though it might be too much to say that MLB is a part of Korean culture, it seems to be acceptable to assume that baseball is not a new culture to Korean immigrants as a sport itself. Furthermore, the research participants showed that football was portrayed as a new culture in the early stage of their immigration in the United States. Therefore, understanding Korean immigrants' attitude toward American football or their team identification with the football teams would be an interesting topic for future research.

Conclusion

This study attempted to have a deeper understanding of team identification Korean immigrants in Atlanta feel toward Atlanta Braves and MLB teams with Korean players through investigating the relationship between team identification and their adaptation patterns to the host society. In order to achieve a more complete understanding of the research phenomenon, the explanatory mixed-methods approach was employed; this approach was useful not only to explain and elaborate the results of the quantitative research in the first phase through the follow-up qualitative research, but also to discover essential aspects in understanding immigrant sport consumers' behaviors

As expected, both the results of the quantitative and qualitative research presented that the adaptation patterns of Korean immigrants with involvement in sports and MLB games were significant predictors in explaining team identification of Korean immigrants with the Atlanta Braves and MLB teams with Korean players. At the same time, however, the results of the quantitative and qualitative research showed a considerable limitation in predicting Korean immigrants' team identification based on simply their adaptation patterns when considering the long immigration history of Korean to the United States and the fast growing population of Korean immigrants in Atlanta. Therefore, the holistic understanding of Korean immigrants' lives in Atlanta should be required for a better comprehension of their team identification with the Atlanta Braves and MLB teams with Korean players.

The primary contribution of this dissertation is its attempt to unveil the unexplored, or at least very limitedly explored, Korean immigrant sport consumer behaviors in sport studies. In addition, it is the desire of the researcher that this dissertation be a useful resource to sport marketers in MLB teams to develop an effective approach to the undiscovered Korean immigrants MLB consumers. At the same time, even though the MLB teams can expect to earn a financial benefit through retaining Korean players, the presence of Korean players should be considered mutually beneficial between their teams and the Korean immigrant community, particularly in view of the influence of Korean players on not only facilitating Korean immigrants' adaptation to the host society, but also retaining their ethnic identity through supporting Korean players. In short, the presence of Korean players seems to be a means of providing important glue for the Korean immigrant community, the MLB teams, and the host society. This function would be one of the crucial roles of sports in the multicultural society and the ultimate goal of marketing that pursues mutually beneficial exchanges.

REFERENCES

REFERENCES

Akaike, H. (1987). Factor analysis and AIC. *Psychometricka, 52*, 317-332.

Alba, R., & Nee, V. (1997). Rethinking assimilation theory for a new era immigration. *International Migration Review*, *31*(4), 826-874.

Arbuckle, J. L. (1996). Full information estimation in the presence of incomplete data. In G. A. Marcoulides & R. E. Schumacker (Eds.), *Advanced structural equation modeling: Issues and techniques* (pp. 243-277). Mahwah, NJ: Lawrence Erlbaum Associates.

Bae, B. R. (2007). *Structural equation model (SEM) with AMOS 7: Principles and practice*. Seoul: Chung Ram Publish.

Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology, 51*, 1173-1182.

Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin, 107*, 238-246.

Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin, 88*, 588-606.

Bentler, P. M., & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods and Research, 16*(1), 78-117.

Berry, J. B. (1980). Acculturation as varieties of adaptation. In A. Padilla (Ed.), *Acculturation: Theory, models, and findings.* Boulder, CO: Westview.

Berry, J. B. (1997). Immigration, acculturation, and adaptation. *Applied Psychology, 46*(1), 5-68.

Berry, J. B., Phinney, J. S., Sam, D. L., & Vedder, P. (2006). Immigrant youth: Acculturation, identity, and adaptation. *Applied Psychology, 55*(*3*), 303 – 332.

Birman, D. (1998). Biculturalism and perceived competence of Latino immigrant adolescents. *American Journal of Community Psychology, 6*, 335-354.

Blumer, H. (1969). *Symbolic interactionism: Perspective and method*. Berkeley, CA: University of California Press.

Bonacich, E., Hossain, M., & Park, J. H. (1987). Korean immigrant working women in the early 1980s. In Yu, E. Y., & Phillips, E. H. Eds.), *Korean Women in Transition: At home and abroad*. Los Angeles: Center for Korean-American and Korean studies, California State University.

Bogardus, E. S. (1968). Comparing racial distance in Ethiopia, South Africa, and the United States, *Sociology and Social Research, 52,* 149-156.

Bogdan, R. C., & Biklen, S. K. (2003). *Qualitative research for education: An introduction to theories and methods* (4th ed.). Allyn & Bacon: Boston.

Boomsam, A. (2000). Reporting analyses of covariance structure. *Structural Equation Modeling, 7*(3), 461-483.

Burke, P. (1991). Identity processes and social stress. *American Sociological Review, 56,* 836-849.

Byrne, B. M. (2001). Structural equation modeling with AMOS: Basic concepts, applications, and programming. Mahwah, NJ: Lawrence Erlbaum Associates.

Carmines, E., & McIver, J. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. In Bohrnstedt, G. & Borgatta, E. (ed.). *Social measurement: current issues.* Beverly Hills, CA: Sage.

Camarota, S.A. (2007). *Immigrants in the United States, 2007*: A Profile of America's Foreign-Born Population. Retrieved October 10, 2008, from http://www.cis.org/articles/2007/back1007.pdf

Caracelli, V. J., & Greene, J. C. (1993). Data analysis strategies for mixed-method evaluation designs. *Educational Evaluation and Policy Analysis, 15(2), 195-207.*

Chapman, D. W., & Carter, J. F. (1979). Translation procedures for the cross cultural use of measurement instruments. *Educational Evaluation and Policy Analysis*, *1*(3), 71-76.

Choi, J. (2001). Suggestions for the Korea sport industry. Retrieved April 30, 2007, from http://www.seri.org/db/dbReptV.html?g_menu=02&s_menu=0201&pubkey=db2001040 1

ChristanityDaily.com (2010). A number of Korean ethnic churches in Atlanta. Retrieved October 10, 2009, from http://atl.christianitydaily.com

Clarke III, I., & Mannion, R. (2006). Marketing sport to Asian-American consumers. *Sport Marketing Quarterly, 15*(1), 20-28.

Claussen, C., Ko, Y. J., & Rinehart, R. (2008). Cultural diversity: an alternative approach to understanding sport participant consumer behavior, *The SMART Journal, 4*(2), 58 - 71.

Coakley, J. (2009). *Sport in society: Issues and controversies* (10th ed.). New York: McGraw-Hill.

Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches* (2nd ed.). Thousand Oaks, CA: Sage.

Creswell, J. W., & Plano Clark, V. L. (2007). *Designing and conducting mixed methods research*. Thousand Oaks, CA: Sage.

Dearman, M. (1982). Structure and function of religion in the LA Korean community: Some aspects in Koreans in Los Angeles. In: Yu, E. Y., Phillips, E. H., & Yang, E.S., (ed.).

1982. *Koreans in Los Angeles: Prospects and promise,* Center for Korean American and Korean Studies, California State University, LA, 165-183.

ESPN. (2009). Asian major league baseball player list. Retrieved July 20, 2009, from http://sports.espn.go.com/mlb/players

Fisher, R. J., &Wakefield, K. (1998). Factors leading to group identification: A field study of winners and losers. *Psychology and Marketing, 15*(1), 23-40.

Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). A examination of team identification: which motivations are most salient to its existence. *International Sports Journal, 6*, 195-207.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*, 39-50.

Funk, D. C., Mohony, D. F., & Ridinger, L. L. (2002). Characterizing consumer motivation as individual difference factors: Augmenting the sport interest inventory (SII) to explain level of spectator support, *Sport Marketing Quarterly 11*(1), 33-43.

Gordon, M. M. (1964) *Assimilation in American life*. New York: Oxford University Press.

Graves, T. (1967). Psychological acculturation in a tri-ethnic community. *South-Western Journal of Anthropology, 23*, 337-350.

Greene, J. C., Caracelli, V. J., & Graham, W. F. (1989). Toward a conceptual framework for mixed-method evaluation designs. *Educational Evaluation and Policy Analysis, 11*(3), 255-274.

Glesne, C., & Peshkin, A. (1992). *Becoming qualitative researchers: An introduction*. White Plains, NY: Longman.

Glesne, C. (2006) *Becoming qualitative researchers* (3rd ed.). Boston: Pearson.

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis,* (5th ed.). Prentice-Hall International.

Hong, K, McDonald, M. A., Yoon, C., & Fujimoto, J. (2005). Motivation for Japanese baseball fans' interest in Major League Baseball. *International Journal of Sports Management and Marketing, 1*(1/2), 142-143.

Hong, J., & Min, P. (1999). Ethnic attachment among second-generation Korean adolescents. *Amerasia Journal,25,* 165-180.

Hogg, M. A. (2000). Subjective uncertainty reduction through self-categorization: A motivational theory of social identity processes. *European Review of Social Psychology, 11*, 223–255.

Hogg, M. A. (2006). Subjective uncertainty reduction through self-categorization: A motivational theory of social identity processes. *European Review of Social Psychology, 11*, 223-255.

Hogg, M. A., Sherman, D. K., Dierselhuis, J., Maitner, A. T., & Moffitt, G. (2007). Uncertainity, entitativity, and group identification. *Journal of Experimental social Psychology, 43*(1), 135-142.

Hraba, J. (1979). *American ethnicity.* Itasca, IL: Peacock.

Hu, L. T., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods, 3*, 424-453.

Hurh, W. M., Kim, H. C., & Kim, K. C. (1978). *Assimilation patterns of immigrants in the U.S.: A case study of Korean immigrants in the Chicago area*. Washington, DC.: University Press of America.

Hurh, W. M., & Kim, K. C. (1984a). Adhesive sociocultural adaptation of Korean immigrants in the U.S.: An alternative strategy of minority adaptation, *International Migration Review, 18*(2), 188-216.

Hurh, W. M., & Kim, K. C. (1984b). *Korean immigrants in American: A structural analysis of ethnic confinement and adhesive adaptation.* Rutherford, NJ: Fairleigh Dickinson University Press.

Ivankova, N. V. (2004). *Students' persistence in the University of Nebraska – Lincoln distributed doctoral program in educational leadership in higher education: A mixed methods study.* Unpublished doctoral dissertation, University of Nebraska, Lincoln.

Johnson, B., & Turner, L. A. (2003). Data collection strategies in mixed methods research. Tashakkori, A., & Teddlie, C (Eds.), *Handbook of mixed methods in the behavioral and social science* (pp. 297-319). Thousand Oaks, CA: Sage.

Kaufman-Scarborough, C. (2000). Asian-American consumers as a unique market segment: fact or fallacy? *Journal of Consumer Marketing, 17*(3), 249-262.

Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioral research* (4th ed.). The United States of America: Earl McPeek.

Kim, J. H., DeSensi, J. T., & Koo., G. Y. (2009). The development of a scale for sociological motive of Korean immigrant MLB consumers. *26th Annual North America Society for Sport Management Conference: Columbia, SC.*

Kim, J. H., & Jeon, Y. B. (2008). The economic impact of Asian players major league baseball, focus on Los Angeles Dodgers and the Seattle Mariners. *Journal of Sport and Leisure Studies,33*, 172-182.

Kim, J. H., Lim, S. Y., & DeSensi, J. T. (2007). The meaning of sport to Korean students in the U.S. North *28ᵗʰ Annual America Society for Sport Sociology Conference: Pittsburgh, PA.*

Korean Baseball Organization. (2009). Korean professional baseball league attendance. Retrieved April 22, 2009, from http://www.koreabaseball.or.kr/

Kwon, H. H., Trail, G., & Games, J. D. (2007). The mediating role of perceived value: team identification and purchase intention of team-licensed apparel. *Journal of Sport Management, 21*(4), 540-554.

Kwon, H. H., & Armstrong, K. L. (2002). Factors influencing impulse buying of sport team licensed merchandise. *Sport Marketing Quarterly, 11*(3), 151-163.

Kwon, H. H., & Armstrong, K. L. (2004). An exploration of the construct of psychological attachment to a sport team among college students: A multidimensional approach. *Sport Marketing Quarterly, 13*(2), 94-103.

Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research, 22*, 41-53.

Lascu, D., Giese T., Toolan C., Guehring B., & Mercer, J. (1995). Sport involvement: a relevant individual difference factor in spectator sports. *Sport Marketing Quarterly, 4*(4), 41-46.

Lee, E. (2006). *Gendered processes: Korean immigrant small business ownership.* New York: LFB Scholarly Publishing.

Lee, S. K., Sobal, J., & Frongillo, E. A., (2003). Comparison of models of acculturation: The case of Korean Americans. *Journal of Cross-Cultural Psychology, 34*(3), 282-296.

Lee, S.Y. (2003). A study on the advertisement of ambush marketing. Retrieved Oct 10, 2005, from http://www.advertising.co.kr/uwdata/dispatcher/lit/fulltext/Paper/P000532 6/02.html

Lee, Y. (2005). A new voice: Korean American women in sports. *International Review for the Sociology of Sport, 40*(4), 481-495.

Lee, Y. H. (2006). The Decline of attendance in the Korean professional baseball league: The major league effects. *Journal of sports economics, 7*(2), 187-200.

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, CA: Sage.

Lindlof, T. R., & Taylor, B. C. (2002). *Qualitative communication research methods* (2nd ed.). Thousand Oaks, CA: Sage.

Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. *Journal of Organizational Behavior, 13*, 103-123.

Mahony, D. F. (1995). *The effect of personality variable of self-monitoring on individual loyalty to professional football teams*. Unpublished doctoral dissertation, The Ohio State University, Columbus.

Matsuoka, H., Chelladurai, P., & Harada, M. (2003). *Sport Marketing Quarterly, 12*(4), 244-253.

Merriam, S. B. (1988). *Qualitative research and case study application in education*. San Francisco: Jossey-Bass.

Min, P. G., & Kim, Y. O. (2009). Ethnic and sub-ethnic attachments among Chinese, Korean, and Indian immigrants in New York City. *Ethnic and Racial Studies, 32*(5), 758-780.

Mitchell, A. (1979), Involvement: A potentially important mediator of consumer behavior. *Advances in Consumer Research, 6*, 191-196.

Morgan, D. L. (1998). Practical strategies for combining qualitative and quantitative methods: Applications to health research. *Qualitative Health Research, 8*(3), 362-376.

Morse, J. M. (1991). Approaches to qualitative-quantitative methodological triangulation. *Nursing Research, 40*, 120-123.

Neuman, W. L. (2000). Social research methods: Qualitative and quantitative approaches (4th ed.). Boston: Allyn & Bacon.

Orellana, M. F., & Bowman, P. (2003). Cultural diversity research on learning and development: Conceptual, methodological and strategic considerations. *Educational Researcher, 32*(5), 26-32.

Park, K. (1997). *The Korean American dream: Immigrants and small business in New York City*. Ithaca: Cornell University Press

Patton, M. Q. (1990). *Qualitative evaluation and research methods* (2nd ed.). Newbury Park, CA: Sage.

Peter, J. P. (1981). Construct validity: A review of basic issues and marketing practices. *Journal of Marketing Research, 18*(May), 133-145.

Phinney, J. S. (1992). Multigroup ethnic identity measure. *Journal of Adolescent Research, 7*, 156-176.

Portes, A., & Schauffler, R. (1994). Language and the Second Generation: Bilingualism yesterday and today. *International Migration Review, 28*(4), p. 640-661.

Portes, A., & Zhou, M. (1993). The new second generation: segmented assimilation and its variants among post-1965 immigrant. *Annuals of the American Academy of Political and Social Science, 530,* 74-98.

Rothschild, M. (1984). Perspectives on involvement: Current problems and future directions. *Advances in Consumer Research, 11*, 216-217.

Rovell, D. (2002, May 09). *Land of the rising revenue stream-Project update*. Retrieved

Sept 11, 2005, from http://espn.go.com/gen/s/2002/0509/1380659.html

Sampson, P. (1972). Qualitative research and motivation research, Worcester, R.M. (Ed.), *Consumer Market Research Handbook,* McGraw-Hill, London.

Schreiber, J. B., Stage, F. K., King, J., Nora, A., & Barlow, L. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of Educational Research, 99*(6), 323-337.

Sedikides, C., & Strube, M. J. (1997). Self-evaluation: To thine own self be good, to thine own self be sure, to thine own self be true, and to thine own self be better. *Advances in Experimental Social Psychology, 29*, 209-296.

Shank, M., & Beasley, F. (1998). Fan or fantaic: Refining a measure of sports involvement. *Journal of Sport Behavior, 21*(4), 435-443.

Son, Y. H. (1988). Early Korean immigrants in America: A socioeconomic and demographic analysis, *Korean Journal, 28*(12), 33-45.

South Korea Ministry of Foreign Affairs and Trade (2009). 2009 Korean population in the United States. Retrieved January 02, 2009, from http://www.mofat.go.kr/consul/overseascitizen/compatriotcondition/index2.jsp?TabMenu=TabMenu2

Steiger, J. H. (1990). Structural model evaluation and modification: An interval estimation approach. *Multivariate Behavioral Research, 25,* 173-180.

Stephenson, M. (2000). Development and validation of the Stephenson Multigroup Acculturation Scale (SMAS), *Psychological Assessment 12*(1), 77-88.

Stodolska, M., & Alexandris, K. (2004). The role of recreational sports in the adaptation of first generation immigrants in the United States. *Journal of Leisure Research 36*(3), 379-413.

Tajfel, H. (1982). Social psychology of intergroup relations. *Annual Review of Psychology, 33,* 1-39.

Tashakkori, A., & Teddlie, C. (Eds.). (2003). *Handbook of mixed methods in the behavioral and social science*. Thousand Oaks, CA: Sage.

The United States. Census Bureau (2000). Current population reports. Retrieved March 22, 2009, from http://www.census.gov/c2ss/www/Products/PUMS.htm.

Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, *1*, 154-180.

Vence, D. L. (2004, June 1). Top niche: Growth in Asian-American spending fuels targeted marketing. *Marketing News*, p. 11.

Wakefield, K. L., & D. L. Wann. (2006). An examination of dysfunctional sport fans: Method of classification and relationships with problem behaviors. *Journal of Leisure Research 38*(2), 168-186.

Walseth, K., & Fasting, K. (2004). Sport as a means of integrating minority women. *Sport in Society,7*(1), 109-129.

Wann, D. L., & Branscombe, N. R. (1993). Sport fans: Measuring degree of identification with their team. *International Journal of Sport Psychology,24*, 1-17.

Warner, R. S. (1993). Work in progress toward a new paradigm for the sociological study of religion in the United States. *American Journal of Sociology,98*, 1044-1093.

Wiesendanger, B. (1993). Asian-Americans: The three biggest myths. *Sales& Marketing Management,145(* 11), 86-90

Wilson, T. C. (2002). The paradox of social class and sports involvement: The roles of cultural and economic capital. *International Review for the Sociology of Sport, 37*(1), 5-16.

Wolley, C. M. (2009). Meeting the mixed methods challenge of integration in a sociological study of structure and agency. *Journal of Mixed Methods Research, 3*(1), 7-25.

Yiannakis, A. (1992). Ch1. Sociology of sport: The next generation. Yiannakis, A., & Greendorfer, S. L. (1992). *Applied Sociology of Sport* (pp. 3-20). Champaign, IL: Human Kinetics Books.

Yin, R. K. (2006). Mixed methods research: Are the methods genuinely integrated or merely parallel? *Research in the Schools, 13*(1), 41-47

Yuan, D. Y. (1963). Voluntary segregation: A study of New York Chinatown. *Phylon*, *24,* 255-268.

Yu, E. Y., Choe, P., & Han, S. I. (2002). Korean population in the United States, 2000 demographic characteristics and socio-economic status. *International Journal of Korean Studies, 1*(1), 71-107.

Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising, 23*(4), 59-70.

Zhou, M. (1997). Segmen ted assimilation: issues, controversies, and recent research on the new second generation. *International Migration Review*, *31*(4), 975-1008.

Zea, M. C., Asner-Self, K. K., Birman, D., & Buki, L. P. (2003). The abbreviated multidimensional acculturation scale: Empirical validation with two Latino/Latina samples. *Cultural Diversity and Ethnic Minority Psychology, 9*(2), 107-126.

APPENDICES

Appendix A. Research Context

1. There are more than 250 Korean churches in Atlanta. More than 2000 Korean immigrants attend the above churches.

2. Most interviews for the follow-up qualitative research were conducted at Korean bakeries in Atlanta. There are 10 Korean bakeries in Atlanta.

3. There are five Korean spas in Atlanta. They provide services similar to those in Korea. Such services include Korean food snack bar, massage, and body scrub. Most Korean spas in Atlanta open 24 hours.

4. There are more than 10 Korean shopping malls in Atlanta. In these shopping malls, Korean immigrants can easily find commodities that are typically used in Korea (i.e. Korean food, Korean Karaoke).

Appendix B-I. Survey – English Version

Survey Instruction

The purpose of this study is to explore Korean immigrants' perceptions about the Atlanta Braves. There are 86 questions on the survey you will be asked to complete. Approximate time for completion will be 15-20 minutes.

You must be age 18 or older to participate in this study. Your name will not be included on the survey. You will not be identified in any way in reports of this study. By completing the study, you provide your informed consent to participate. If at any time, you wish to withdraw from the project, you may do so. If you have questions at any time about the study or the procedures, you may contact me.

Jiho Kim

Department of Exercise, Sport and Leisure Studies,
College of Education, Health and Human Sciences
The University of Tennessee, Knoxville, TN.
Phone: 865-974-1272
Email: jkim27@utk.edu

If you have questions about your rights as a participant, you may contact the office of Research Compliance Services at the University of Tennessee at (865) 974-3466.

Thank You

INSTRUCTIONS: Please mark the number from the scale that best corresponds to your answer.

1	2	3	4	5	6	7
Strongly disagree		Disagree somewhat		Agree somewhat		Strongly agree

	1	2	3	4	5	6	7
1. I think of myself as being U.S. American.	1	2	3	4	5	6	7
2. I feel good about being U.S. American.	1	2	3	4	5	6	7
3. Being U.S. American plays an important part in my life.	1	2	3	4	5	6	7
4. I feel that I am part of U.S. American culture.	1	2	3	4	5	6	7
5. I have a strong sense of being U.S. American.	1	2	3	4	5	6	7
6. I am proud of being U.S. American.	1	2	3	4	5	6	7
7. I think of myself as being Korean.	1	2	3	4	5	6	7
8. I feel good about being Korean.	1	2	3	4	5	6	7
9. Being Korean plays an important part in my life.	1	2	3	4	5	6	7
10. I feel that I am part of Korean culture.	1	2	3	4	5	6	7
11. I have a strong sense of being Korean.	1	2	3	4	5	6	7
12. I am proud of being Korean.	1	2	3	4	5	6	7

Please answer the questions below using the following responses:

1	2	3	4	5	6	7
Not at all		A little		Pretty well		Extremely well

How well do you speak English:

	1	2	3	4	5	6	7
13. at school or work	1	2	3	4	5	6	7
14. with American friends	1	2	3	4	5	6	7
15. on the phone	1	2	3	4	5	6	7
16. with strangers	1	2	3	4	5	6	7
17. in general	1	2	3	4	5	6	7

How well do you understand English:

	1	2	3	4	5	6	7
18. on television or in movies	1	2	3	4	5	6	7
19. in newspapers and magazines	1	2	3	4	5	6	7
20. words in songs	1	2	3	4	5	6	7
21. in general	1	2	3	4	5	6	7

Please answer the questions below using the following responses:

1	2	3	4	5	6	7
Not at all		A little		Pretty well		Extremely well

How well do you speak Korean:

22. with family	1	2	3	4	5	6	7
23. with friends from the same country as you	1	2	3	4	5	6	7
24. on the phone	1	2	3	4	5	6	7
25. with strangers	1	2	3	4	5	6	7
26. in general	1	2	3	4	5	6	7

How well do you understand Korean:

27. on television or in movies	1	2	3	4	5	6	7
28. in newspapers and magazines	1	2	3	4	5	6	7
29. words in songs	1	2	3	4	5	6	7
30. in general	1	2	3	4	5	6	7

How well do you know:

31. American national heroes	1	2	3	4	5	6	7
32. popular American television shows	1	2	3	4	5	6	7
33. popular American newspapers and magazines	1	2	3	4	5	6	7
34. popular American actors and actresses	1	2	3	4	5	6	7
35. American history	1	2	3	4	5	6	7
36. American political leaders	1	2	3	4	5	6	7

How well do you know:

37. Korean national heroes	1	2	3	4	5	6	7
38. popular Korean television shows	1	2	3	4	5	6	7
39. popular Korean newspapers and magazines	1	2	3	4	5	6	7
40. popular Korean actors and actresses	1	2	3	4	5	6	7
41. Korea history	1	2	3	4	5	6	7
42. Korean political leaders	1	2	3	4	5	6	7

INSTRUCTIONS: The questions which follow are for the purpose of collecting information about your level of team identification with the Atlanta Braves. Choose the one answer which best describes you.

Strongly Disagree   1   2   3   4   5   6   7   Strongly Agree

1	**Success of the Atlanta Braves is my success**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2	When someone praises the Atlanta Braves it feels like a personal compliment.	1	2	3	4	5	6	7
3	When someone criticizes the Atlanta Braves, it feels like a personal insult.	1	2	3	4	5	6	7
4	Failures of the Atlanta Braves are my failures.	1	2	3	4	5	6	7
5	I am very interested in what others think about the Atlanta Braves	1	2	3	4	5	6	7
6	I feel a sense of "ownership" for the Atlanta Braves rather than being just a game spectator.	1	2	3	4	5	6	7

INSTRUCTIONS: The questions which follow are for the purpose of collecting information about your level of team identification with the Atlanta Braves and Major League Baseball teams with Korean players. Choose the one answer which best describes you.

Strongly Disagree   1   2   3   4   5   6   7   Strongly Agree

1	**Success of MLB teams with Korean players is my success**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2	When someone praises MLB teams with Korean players it feels like a personal compliment.	1	2	3	4	5	6	7
3	When someone criticizes MLB teams with Korean players it feels like a personal insult.	1	2	3	4	5	6	7
4	Failures of MLB teams with Korean players are my failures.	1	2	3	4	5	6	7
5	I am very interested in what others think about MLB teams with Korean players	1	2	3	4	5	6	7
6	I feel a sense of "ownership" for MLB teams with Korean players rather than being just a game spectator.	1	2	3	4	5	6	7

INSTRUCTION: if you feel that MLB is very boring, you circle 1, but if very exciting, you circle 7.

Example: Boring   1   2   3   4   5   6   7   Exciting

To me, Sport is:

1	Boring	1	2	3	4	5	6	7	Exciting
2	Uninteresting	1	2	3	4	5	6	7	Interesting
3	Worthless	1	2	3	4	5	6	7	Valuable
4	Unappealing	1	2	3	4	5	6	7	Appealing
5	Useless	1	2	3	4	5	6	7	Useful
6	Not Needed	1	2	3	4	5	6	7	Needed
7	Irrelevant	1	2	3	4	5	6	7	Relevant
8	Unimportant	1	2	3	4	5	6	7	Important

To me, MLB is:

1	Boring	1	2	3	4	5	6	7	Exciting
2	Uninteresting	1	2	3	4	5	6	7	Interesting
3	Worthless	1	2	3	4	5	6	7	Valuable
4	Unappealing	1	2	3	4	5	6	7	Appealing
5	Useless	1	2	3	4	5	6	7	Useful
6	Not Needed	1	2	3	4	5	6	7	Needed
7	Irrelevant	1	2	3	4	5	6	7	Relevant
8	Unimportant	1	2	3	4	5	6	7	Important

Demographic Information for the Research Participants

1. Age   (   )
2. Gender   (a) female   (b) male
3. Marital status   (a) single (b) married (c) divorced (d) widowed
4. In what country were you born?   (   )
5. What is you occupation? (circle one)

    (a) student (b) self-employee (c) employee (d) retired (e) unemployed
6. What was your household income in 2008?   ($)
7. What was your annual personal income in 2008?   ($)
8. The length of stay in the U.S.   (   ) year(s)
9. The length of stay in the Atlanta?   (   ) year(s)

10. What was your favorite sport in South Korea? (circle one)

    (a) baseball (b) basketball (c) volleyball (d) Ice Hockey (e) soccer (f) golf

    (g) none (h) other sport (   )

11. What is your favorite sport in United States? (circle one)

    (a) baseball (b) basketball (c) volleyball (d) Ice Hockey (e) soccer (f) golf

    (g) none (h) other sport (   )

12. What is your favorite professional sport team in the United States? (   )
13. What is your favorite MLB team?   (   )
14. If Korean MLB players are traded to the Atlanta Braves, would the presence of Korea players increase your

    preference for the Atlanta Braves?   (   )
15. Have you ever attended an Atlanta Braves' game?   Yes   No
16. If so, how many games did you attend in 2009?   (   )

Appendix B-II. Survey – Korean Version

설문조사 안내문

안녕하십니까? 저는 테네시 주립대학 스포츠스터디 박사과정에 김지호 입니다. 저의 연구논문은 미주한인교포들의 미국문화 적응단계 와 애틀란타 브레이브스 메이저리그 야구팀에 대한 교포들이 느끼는 팀에 대한 정체감에 대해서 알아 보기 위한 조사입니다.

설문지는 86 개의 문항으로 이루어져 있으면, 대략 15-20 분 정도의 시간이 설문지를 작성하는데 소요될 예정입니다.

이 설문에 참가하기위해서는 귀하의 나이가 18 세 이상이어야 하며, 설문에 대한 참여는 자발적이며, 설문에 응하고 싶지않으시면 언제든지 중단하실수 있습니다. 설문지를 작성하고 제출하는 것으로 이연구에 대해 귀하의 참여의사를 나타내는 것으로 인정 하겠습니다. 귀하의 개인적인 정보는 수집되지 않을것이며, 수집된 내용은 이번 논문을 위해서만 사용되어질 것입니다.

설문지작성과 관련하여 의문사항이 있을시는, 연구자에게 알려주십시오.

연구 담당자: 김지호

Department of Exercise, Sport and Leisure Studies
College of Education, Health and Human sciences
The University of Tennessee, Knoxville, TN.
Phone: 865-974-1272
Email: jkim27@utk.edu

연구참가자로써의 권리에 대해 궁금한 사항은, Research Compliance Services at the University of Tennessee 로 문의해주십시오. (865-974-3466)

169

아래의 질문들은 이민자로써 한국과 미국 문화 및 사회에 대한 적응단계와 정체성을 묻는 질문입니다.

설문지 작성안내: 다음의 보기중 하나를 선택해주십시오.

전혀 그렇지 않다　1　　2　　3　　4　　5　　6　　7　　*매우 그렇다*

		1	2	3	4	5	6	7
1	나는 한국인이라 생각한다.	1	2	3	4	5	6	7
2	한국인이란 사실이 나를 기쁘게 한다.	1	2	3	4	5	6	7
3	한국인이란 사실은 나의 인생에 있어서 중요한 역할을 한다.	1	2	3	4	5	6	7
4	나의 행동과 가치관은 한국문화의 일부를 보여준다.	1	2	3	4	5	6	7
5	나는 한국인이라는 것을 강하게 느낀다.	1	2	3	4	5	6	7
6	나는 한국인과 친하게 지낸다.	1	2	3	4	5	6	7

- 위의 '한국인이라 생각한다' 라는 질문에 '(7) 매우그렇다' 에 표기 하셨더라도, 동시에 아래의 '나는 미국인이라 생각한다' 라는 질문에 대해 '(7) 매우그렇다'에 표기하셔도 무방합니다. 즉, 이민자로써 귀하의 문화적 그리고 민족적 정체성에 대한 이해와 인식을 묻는 질문입니다.

		1	2	3	4	5	6	7
7	나는 미국인이라 생각한다.	1	2	3	4	5	6	7
8	미국인이란 사실이 나를 기쁘게 한다.	1	2	3	4	5	6	7
9	미국인이란 사실은 나의 인생에 있어서 중요한 역할을 한다.	1	2	3	4	5	6	7
10	나의 행동과 가치관은 미국문화의 일부를 보여준다.	1	2	3	4	5	6	7
11	나는 미국인이라는 것을 강하게 느낀다.	1	2	3	4	5	6	7
12	나는 미국인과 친하게 지낸다.	1	2	3	4	5	6	7

설문지 작성안내: 다음의 보기중 하나를 선택해주십시오.

전혀 못한다　1　　2　　3　　4　　5　　6　　7　　*완벽하게 잘한다*

아래의 질문들은 다음의 상황에서 귀하의 한국어 구사능력을 묻는 질문입니다:

		1	2	3	4	5	6	7
14	학교 직장에서	1	2	3	4	5	6	7
15	한국 친구들과 함께 있을때	1	2	3	4	5	6	7
16	전화상에서	1	2	3	4	5	6	7
17	낯선 사람과 대화할 때 (마트, 식당, 은행 등)	1	2	3	4	5	6	7
18	대체적으로	1	2	3	4	5	6	7

아래의 질문들은 다음과 같은 상황에서 귀하의 한국어 이해정도를 묻는 질문입니다:

19	TV 또는 영화를 감상할때	1	2	3	4	5	6	7
20	신문이나 잡지를 읽을때	1	2	3	4	5	6	7
21	노래의 가사를 들을때	1	2	3	4	5	6	7
22	대체적으로	1	2	3	4	5	6	7

설문지 작성안내: 다음의 보기중 하나를 선택해주십시오.

전혀못한다   1   2   3   4   5   6   7   *완벽하게 잘한다*

아래의 상황에서 귀하의 영어구사 능력을 묻는 질문입니다:

23	학교나 직장에서	1	2	3	4	5	6	7
24	대중전달을 접할때	1	2	3	4	5	6	7
25	전화상에서	1	2	3	4	5	6	7
26	낯선사람과 대화할때 (마트,식당,은행등등	1	2	3	4	5	6	7
27	대체적으로	1	2	3	4	5	6	7

아래의 상황에서 귀하의 영어이해 정도를 묻는 질문입니다:

28	TV 또는 영화를 감상할때	1	2	3	4	5	6	7
29	신문이나 잡지를 읽을때	1	2	3	4	5	6	7
30	노래의 가사를 들을때	1	2	3	4	5	6	7
31	대체적으로	1	2	3	4	5	6	7

설문지 작성안내: 다음은 *한국/미국 문화*에 대한 귀하의 이해를 묻는 질문입니다. 다음의 보기중 하나를 선택해 주십시오.

전혀 모른다　　1　　　2　　　3　　　4　　　5　　　6　　　7　　*매우 잘 아는편이다*

31	*한국의*/국민적 영웅들	1	2	3	4	5	6	7
32	한국내 인기있는 TV 쇼	1	2	3	4	5	6	7
33	한국내 유명한 신문이나 잡지들	1	2	3	4	5	6	7
34	한국내 유명한 영화배우	1	2	3	4	5	6	7
35	한국역사	1	2	3	4	5	6	7
36	한국의 정치적리더들	1	2	3	4	5	6	7

37	*미국의*/국민적 영웅들	1	2	3	4	5	6	7
38	미국내 인기있는 TV 쇼	1	2	3	4	5	6	7
39	미국내 유명한 신문이나 잡지들	1	2	3	4	5	6	7
40	미국내 유명한 영화배우	1	2	3	4	5	6	7
41	미국역사	1	2	3	4	5	6	7
42	미국의 정치적리더들	1	2	3	4	5	6	7

설문지작성안내: 다음은 귀하가 느끼는 *애틀란타 브레이브스* 메이저리그 야구팀과 *한국선수가 소속된 팀*과의 정체성을 측정하는 질문입니다. 본인을 가장 잘 묘사하는 내용을 골라 하나만 표기해 주십시오.

전혀 그렇지 않다　1　　2　　3　　4　　5　　6　　7　*매우 그렇다*

1	*애틀란타 브레이브스의 성공은* **나의 성공처럼 느껴진다.**	1	2	3	4	5	6	7
2	누군가가 애틀란타 브레이브스 팀을 응원할때, 그응원이 나에대한 응원으로 느껴진다.	1	2	3	4	5	6	7
3	누군가 애틀란타 브레이브스 팀에 대한 비판을 할때, 나에 대한 비판 처럼 느껴진다.	1	2	3	4	5	6	7
4	애틀란타 브레이브스의 실패는, 나의 실패처럼 느껴진다.	1	2	3	4	5	6	7
5	나는 다른 사람들이 애틀란타 브레이브스에 대해 어떻게 생각하는가에 대해 관심이 있다.	1	2	3	4	5	6	7
6	난 애틀란타 브레이브스 팀에 대해 단순한 관람자적인 느낌보다, 그팀에 대한 소유권자적인 느낌을 가진다.	1	2	3	4	5	6	7

		1	2	3	4	5	6	7
1	*한국선수가 소속되어 있는 팀의*성공은 나의 성공으로 느껴진다.	1	2	3	4	5	6	7
2	누군가가 한국선수가 소속되어 있는 팀을 응원할때, 그응원이 나에대한 응원으로 느껴진다.	1	2	3	4	5	6	7
3	누군가 한국선수가 소속되어 있는 팀에 대한 비판을 할때, 나에 대한 비판 처럼 느껴진다.	1	2	3	4	5	6	7
4	한국선수가 소속되어 있는 팀의 실패는, 나의 실패처럼 느껴진다.	1	2	3	4	5	6	7
5	나는 다른 사람들이한국선수가 소속되어 있는 팀에대해 어떻게 생각하는가에 대해 관심이 있다.	1	2	3	4	5	6	7
6	난 한국선수가 소속되어 있는 팀에 대해 단순한 관람자적인 느낌보다, 그팀에 대한 소유권자적인 느낌을 가진다.	1	2	3	4	5	6	7

설문지 작성안내: 아래의 질문은 애틀란타 지역내 한인교민들의 *메이저리그 야구 와 스포츠에 대한 관여도를 측정하는 질문* 입니다. 아래의 내용에서 가장 본인을 잘 나타내는 것을 골라 하나만 표기하여 주십시오. 예를 들어, 메이저리그 야구가 지루하지 않고 재미있는 편이다라고 생각하시면, 5 번이나 6 번정도에 동그라미를 그리시면 되겠습니다.

메이저리그 야구는 나에게:

		1	2	3	4	5	6	7	
1	*지루하다*	1	2	3	4	5	6	7	*재미있다*
2	*흥미롭지 않다*	1	2	3	4	5	6	7	*흥미롭다*
3	*가치가 없다*	1	2	3	4	5	6	7	*가치있다*
4	*매력적이지 않다*	1	2	3	4	5	6	7	*매력적이다*
5	*쓸모없다*	1	2	3	4	5	6	7	*유용하다*
6	*필요성이 없다*	1	2	3	4	5	6	7	*필요성이 있다*
7	*상관없다*	1	2	3	4	5	6	7	*상관있다*
8	*중요하지 않다*	1	2	3	4	5	6	7	*중요하다*

스포츠는 나에게:

		1	2	3	4	5	6	7	
1	*지루하다*	1	2	3	4	5	6	7	*재미있다*
2	*흥미롭지 않다*	1	2	3	4	5	6	7	*흥미롭다*
3	*가치가 없다*	1	2	3	4	5	6	7	*가치있다*
4	*매력적이지 않다*	1	2	3	4	5	6	7	*매력적이다*
5	*쓸모없다*	1	2	3	4	5	6	7	*유용하다*
6	*필요성이 없다*	1	2	3	4	5	6	7	*필요성이 있다*
7	*상관없다*	1	2	3	4	5	6	7	*상관있다*
8	*중요하지 않다*	1	2	3	4	5	6	7	*중요하다*

● **다음은 귀하의 배경에 대한 질문입니다. 빈칸에 알맞은 응답이나 번호를 표시 해 주십시오.**

1. 귀하의 나이   (   )

2. 성별   (a) 여성   (b) 남성

3. 귀하의 출생지는 어디입니까?

   (a) 한국 (b) 미국 (c) 제 3 국 (한국과 미국을 제외한 다른 나라)

4. 귀하의 결혼 여부는?   (a) 미혼   (b) 기혼   (c) 이혼   (d) 사별

5. 귀하의 직업은 무엇입니까? (하나만 선택해주십시오)

   (a) 학생 (b) 자영업 (c) 회사원/서비스업 종사자 (d) 은퇴자 (e) 무직 (f) 기타 (   )

6. 작년 한해 가계 총 수입은 얼마입니까?   ($)

7. 귀하의 작년 한해 총 수입은 얼마입니까?   ($)

8. 귀하의 미국내 체류기간은 얼마나 되십니까?   (년)

9. 귀하의 애틀란타 지역내 체류기간은 얼마나 되십니까?   (년)

10. 한 국 내 귀 하 의 선 호 하 는 스 포 츠 는 무 엇 입 니 까 ?   (하 나 만 선 택 해 주 십 시 오)

   (a) 야구 (b) 농구 (c) 배구 (d) 아이스 하키 (e) 축구 (f) 골프 (g) 없다 (h) 기타 (   )

11. 미국내 귀하의 선호하는 스포츠종목은 무엇입니까?   (하나만 선택해주십시오)

   (a) 야구 (b) 농구 (c) 배구 (d) 아이스 하키 (e) 축구 (f) 골프 (g) 미식축구 (h) 없다 (i) 기타

12. 미국내 귀하가 가장 선호하는 프로스포츠 팀은 무엇입니까?   (   )

13. 미국내 귀하가 가장 선호하는 메이저리그 야구팀은 무엇입니까?   (   )

   :만약 선호하는 메이저리그 야구팀이 없다면, 위의 질문에 *'No'* 또는 *'없다'* 라고 기입해주십시오.

14. 만약, 한국인선수가 애틀란타 브레이브스로 트레이드되어 온다면, 애틀란타 브레이브스에 대한 귀하의 선호도가 증가하시겠습니까 ?   네   아니오

15. 애틀란타 브레이브스 경기를 관람한 적이있는지요?   네   아니오

16. 만약 있다면, 2009 시즌에 몇번이나 관람하였습니까?   (   )

Appendix C.

Initial Measurement Model

Initial Measurement Model
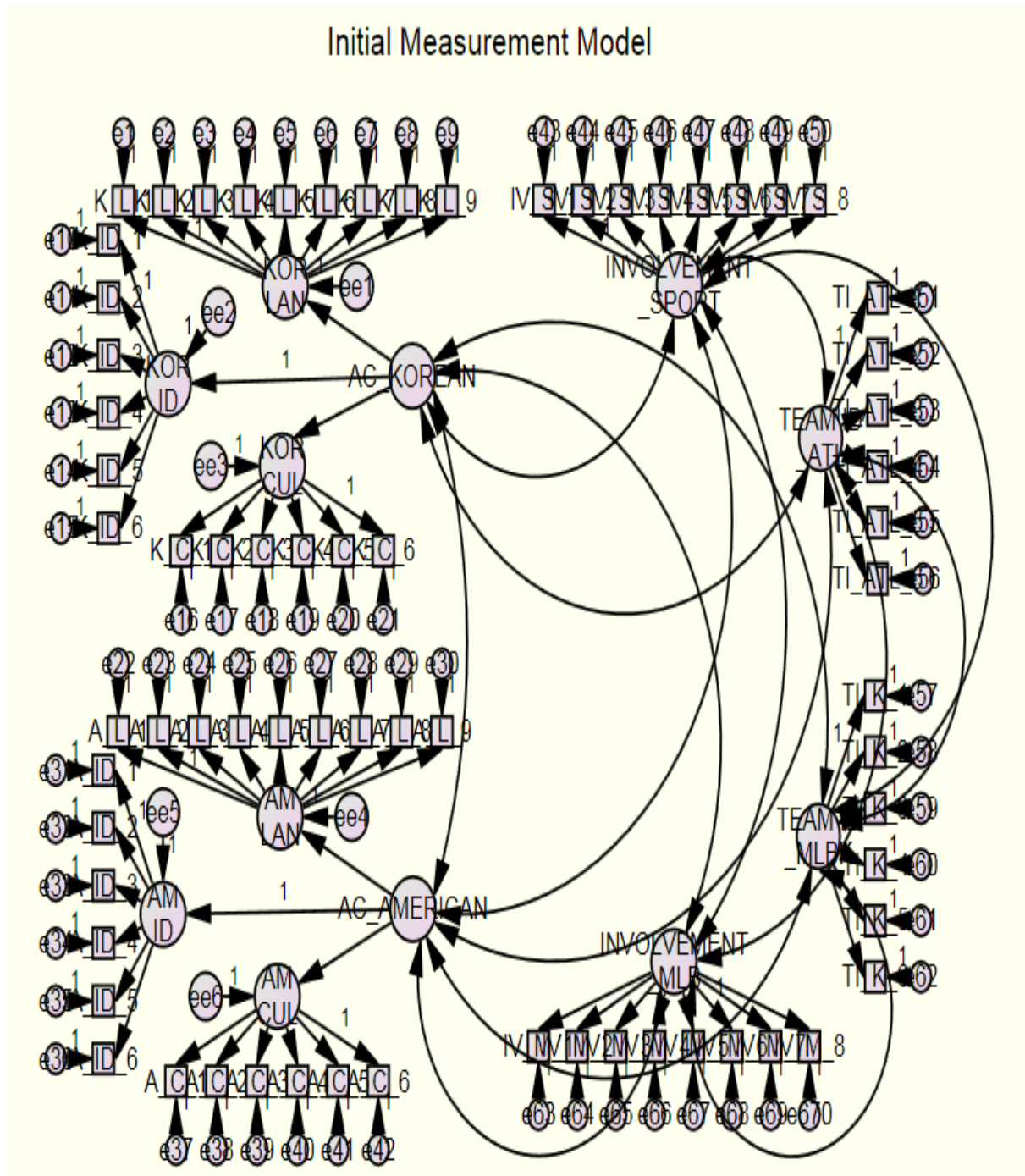
Appendix D-I.

Interview Protocol – Korean Version

이름: 나이: 국적: 비자종류:

체류기간: (a) U.S: 년   (b) Atlanta:년   (c)others or 최초정착지:

직업: 좋아하는 스포츠: (a) US –   (b)Korea:

좋아하는 스포츠팀: (a) US: (b) Korea:

Adaptation Pattern:
IV-MLB: IV-Sport: Team ID-ATL: Team ID-MLBK:
Email:

----

1. 이민자 생활:
    a. 이민동기 혹은 미국으로 오시게된 동기
    b. 만족도
    c. 불경기
    d. Social agents
    e. 가족과의 여가시간
    f. 애틀란타 지역에 대한 만족도, 자긍심, 느끼시는 감정
    g. 인종차별

2. 한국에서의 스포츠경험 (앞서 이야기된 스포츠에대한 관여도에 비추어 질문)
    a. 생각나는 경험 (야구관련 혹은 일반적으로)
    b. 좋아하게된 동기/혹은 관심없는 이유등
        i. 관심이 없다면, 그외 취미 혹은 여과활동은
    c. 본인에게 스포츠란?
    d. 한국에서는 체육수업시간에 공부를 한다던지...

3. 미국에서의 스포츠경험
    a. 어떻게 스포츠를 경험하고 있는가? 혹은 왜 스포츠를 경험하고 있지 않는가?
        i. 미국에서 새로이 시작한 문화생활/여과활동-동기/누구와
        ii. 스포츠를 통한 사회적 활동 및 문화적 경험/이민도구로써의 기능등
    b. 한국에서와 미국에서의 스포츠를 보는시각 혹은 경험하면서 차이점이라면
        i. 저변
        ii. 시설
        iii. 스포츠를 즐기는 문화-형태, 태도등

    c.   스포츠를 누구와 즐기고 있는가/ 한인/미국인/모두

        i.   스포츠를 통한 social activity/ 한인과 미국인

        ii.   Culture learning through sport

    d.   본인이 느끼는 미국에서 스포츠란 (문화적가치)

        i.   미국 에서 스포츠란?

        ii.   한국과 비교한다면?

            1.   인지된 틀린 스포츠의 문화적 가치로 인해서 본인이 스포츠에 대한 태도에 영향이 있었는지?

    e.   기억에 남는 스포츠 경험 (무엇을, 누구와, 언제, 어떻게, 어땠나?)

4.   메이저리그 야구/또는 야구 경기에 대한 관여도: 조절변수로써...

    a.   메이저리그 관람경험 혹은 시청

    b.   선호하는 팀이있다면? 언제부터/이유/   혹은 싫어하는팀 있다면/이유

    c.   언제 부터 알고 있었나?

    d.   다른스포츠에 비해 무엇이 특별한가/매력적인가?

    e.   왜 관심을 갖게 혹은 관심을 끌지 못하나?

    f.   어떻게 메이저리그 야구를 경험하고 있나 (관람, 시청, 뉴스등)

        i.   한국선수 혹은 애틀란타 혹은 그외 선호하는팀

5.   브레이브스에 대한 정체감

    a.   경기장에 가본적이 있나? 있다면 언제 누구와 왜, 그리고 어땠나?

    b.   애틀란타에서 가장 대표적인 프로팀은/왜?

    c.   브레이브스에 애틀란타에서의 위치/ 어떻게 애틀란타 사는 미국인이 생각하는지

    d.   브레이브스란?

    e.   경기를 볼때 선수들에 대해 이질감이 드는지?

    f.   가장 중요한 경기관람 또는 보는요인/ 이기는 팀을 좋아한다던지...

    g.   다른 애틀란타지역내 팀과 비교한다면?

    h.   경기결과에 대한 당신의 반응?

        i.   애틀란타 정착기간과 본인이 느끼는 애틀란타 브레이브스에 대한 귀하의 반응의 차이 혹은 애틀란타 지역의 팀으로써 느끼는 정도의차이가 있는가/있다면 비교부탁

    i.   한국에 선호하는 팀이있는지/있다면 브레이브에 대한 감정과 비교한다면 (적응패턴과 비교)

    j.   브레이브스와 한국선수가 뛰는 팀과 경기를 본적이 있는가? 그럴땐 어떤가?

    k.   브레이브스에 대해 사람들고 이야기를 나누는지 (한국/미국인)

    l.   한국선수가 브레이브에 온다면 당신의 느낌 혹은 반응은?

6. 한국선수가 뛰는 MLB Team 에 대해

    a. 한국선수가 뛰는 경기를 본적이 있는가? 있다면 어느경기, 언제, 누구와, 어떻게, 그리고 어떤 감정이 들었나?

    b. 가장 중요한 경기관람 또는 보는요인

    c. 한국선수관련 뉴스를 찾아 보시는 편인가/혹은 관심을 가지고 계시는 편인가?

    d. 한국선수가 마운드 혹은 그라운드에 뛰는 모습을 볼때 느낌이 어떤가

    e. 한국선수가 잘할때/혹은 느끼는 감정

    f. 한국선수에 대한 기대 혹은 바램

    g. 한국선수가 뛰는경기를 관전할때 관전형태-한국선수가 뛸때만 본다던지..

    h. 한국선수가 떠난 팀에 대한 느낌 또는 관심정도

7. 인터뷰에 대한 정리

8. 본인의 이민자로써 미국에서 스포츠경험중 덧붙이거나 추가 설명을 하고싶은부분이있다면:

Appendix D-II

Interview Protocol – English Version

Name: Age: Nationality: Visa Status:

Length of Stay: (a) In the U.S.:   year(s)   (b) Atlanta: year(s)
                    (c) In previous residence(s):

Occupation: Favorite Sport: (a) In the U.S.:   (b) In Korea:

Favorite Sport Team: (a) In the U.S.:   (b) In Korea:

Adaptation Pattern:

Involvement in MLB: Involvement in Sport:

Team Identification: (a) With the Atlanta Braves: (b) With MLB Teams with Korean Players:

Email Address:

---

1. Immigrant Life:
    a. Immigration motive
    b. Satisfaction with immigrant life in the U.S. and Atlanta
    c. Economic recession
    d. Social agents
    e. Leisure activity
    f. Racial discrimination experiences

2. Sport Experiences in Korea
    a. Experiences standing out in your mind
    b. Motives to like sports or why not

3. Sport Experiences in the U.S.
    a. Sport experiences standing out in your mind

    b. How do you enjoy sport in the U.S.? or why not?
        i. New culture
        ii. A social and cultural adaptation tool

    b. Is there any difference in the way you enjoy sport in Korea and the U.S.?
        i. Facility
        ii. Attitude toward sport

    c.   With whom do you play or enjoy sport? (Koreans, Americans, or both)
        i.   Social activity through sport (Korean, Americans)
        ii.   A tool to learn American culture through sport

    d.   Status of sport in American culture
        i.   compare to Korea

4.   Experiences in MLB Games
    a.   Favorite MLB team(s)/why?
    b.   MLB games standing out in your mind

5.   About the Atlanta Braves
    a.   Which sport team in Atlanta is the most representative? Why?
    b.   Have you been to a Braves game?
        i.   Could you tell me your experience when you went to the game?
    c.   What if Korean MLB players come to Atlanta?

6. MLB games with Korean players
    a.   Have you watched or been to MLB games in which Korean players participated?
        i.   Games standing out in your mind
        ii.   Expectation for the games
        iii.   Feelings when watching Korean players
        iv.   Feeling for the teams with Korean players
        v.   Feeling for the previous teams with Korean players

7. Summary of Interview

8. Additional sport experiences you want to add as immigrants

Appendix E.

Summary of Variables in the Conceptual Model Appendix D.

Statistics

		AC_K_III	AC_A_III	IV_S_III	IV_MLB_III	TI_ATL_III	TI_MLBK_III
N	Valid	391	391	391	391	391	391
	Missing	0	0	0	0	0	0
	Mean	5.8874	3.5267	4.9243	4.1475	2.5724	4.0348
	Median	6.0556	3.3333	5.0000	4.1667	2.0000	4.2000
	Std. Deviation	.96352	1.27919	1.65966	1.72744	1.56862	1.69646
	Skewness	-2.225	.283	-.626	-.201	.914	-.079
	Std. Error of Skewness	.123	.123	.123	.123	.123	.123
	Kurtosis	6.994	-.639	-.388	-.782	.015	-.929
	Std. Error of Kurtosis	.246	.246	.246	.246	.246	.246
	Range	6.00	5.67	6.00	6.00	6.00	6.00

Appendix F.

Assessment of Normality for Main Study

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
A_L_9	1	7	-0.039	-0.315	-1.011	-4.081
K_L_9	1	7	-3.473	-28.038	12.423	50.141
IV_S_8	1	7	-0.615	-4.965	-0.481	-1.943
IV_S_7	1	7	-0.584	-4.716	-0.504	-2.034
IV_S_6	1	7	-0.618	-4.991	-0.473	-1.909
A_C_1	1	7	0.171	1.379	-0.777	-3.136
A_C_2	1	7	0.404	3.263	-0.558	-2.252
A_C_3	1	7	0.258	2.084	-0.645	-2.605
A_C_4	1	7	0.134	1.086	-0.617	-2.489
A_C_5	1	7	0.268	2.164	-0.708	-2.858
A_C_6	1	7	0.356	2.876	-0.712	-2.874
A_L_8	1	7	0.225	1.815	-1.017	-4.103
A_L_7	1	7	-0.145	-1.169	-1.03	-4.157
A_ID_1	1	7	0.956	7.717	-0.401	-1.62
A_ID_2	1	7	0.692	5.585	-0.753	-3.04
A_ID_3	1	7	0.495	3.995	-1.066	-4.302
A_ID_4	1	7	0.437	3.524	-0.926	-3.736
A_ID_5	1	7	0.967	7.807	-0.286	-1.155
A_ID_6	1	7	0.729	5.881	-0.793	-3.203
A_L_6	1	7	-0.047	-0.378	-0.99	-3.996
A_L_5	1	7	-0.043	-0.35	-0.938	-3.785
A_L_4	1	7	0.017	0.139	-0.972	-3.924
A_L_3	1	7	0.017	0.134	-0.932	-3.762
A_L_2	1	7	-0.048	-0.385	-0.91	-3.672
A_L_1	1	7	-0.108	-0.873	-0.863	-3.483
K_C_1	1	7	-0.941	-7.596	0.489	1.972
K_C_2	1	7	-0.65	-5.246	-0.403	-1.626
K_C_4	1	7	-0.649	-5.237	-0.267	-1.076
K_C_5	1	7	-0.815	-6.577	0.193	0.781
K_C_6	1	7	-0.477	-3.847	-0.629	-2.541
IV_M_8	1	7	-0.139	-1.126	-0.831	-3.352
IV_M_7	1	7	-0.165	-1.331	-0.828	-3.343
TI_K_6	1	7	0.086	0.694	-1.084	-4.375
TI_ATL_6	1	7	1.077	8.693	0.302	1.22

Appendix F. (Continued)

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
K_L_7	1	7	-3.217	-25.973	10.288	41.526
K_ID_1	1	7	-3.64	-29.383	13.208	53.31
K_ID_3	1	7	-1.233	-9.95	1	4.037
K_ID_5	1	7	-2.178	-17.579	4.951	19.983
K_ID_6	1	7	-1.398	-11.282	1.711	6.906
K_L_6	1	7	-3.482	-28.109	12.116	48.903
K_L_5	1	7	-2.58	-20.825	6.7	27.044
K_L_4	1	7	-2.124	-17.147	3.997	16.134
K_L_3	1	7	-2.64	-21.312	6.766	27.311
K_L_2	1	7	-3.385	-27.326	11.502	46.425
K_L_1	1	7	-2.257	-18.22	4.441	17.924
TI_K_5	1	7	-0.151	-1.222	-0.991	-4
TI_K_4	1	7	0.036	0.293	-1.159	-4.677
TI_K_3	1	7	-0.15	-1.214	-1.002	-4.043
TI_K_2	1	7	-0.292	-2.356	-0.897	-3.62
TI_K_1	1	7	-0.218	-1.761	-0.957	-3.864
TI_ATL_5	1	7	0.861	6.949	-0.219	-0.883
TI_ATL_4	1	7	1.06	8.556	0.244	0.987
TI_ATL_2	1	7	0.647	5.222	-0.531	-2.145
TI_ATL_1	1	7	0.79	6.374	-0.386	-1.557
IV_M_1	1	7	-0.243	-1.962	-1.075	-4.34
IV_M_2	1	7	-0.187	-1.508	-1.087	-4.389
IV_M_3	1	7	-0.077	-0.625	-0.819	-3.307
IV_M_4	1	7	-0.13	-1.047	-0.972	-3.921
IV_M_5	1	7	-0.215	-1.732	-0.774	-3.125
IV_M_6	1	7	-0.218	-1.763	-0.783	-3.162
IV_S_5	1	7	-0.582	-4.698	-0.506	-2.041
IV_S_4	1	7	-0.626	-5.052	-0.473	-1.908
IV_S_3	1	7	-0.574	-4.635	-0.481	-1.943
IV_S_2	1	7	-0.681	-5.494	-0.507	-2.048
IV_S_1	1	7	-0.741	-5.981	-0.358	-1.444
Multivariate					**1327.25**	**130.701**

Appendix G.

Moderating Effect Test: Integration Adaptation Pattern Group
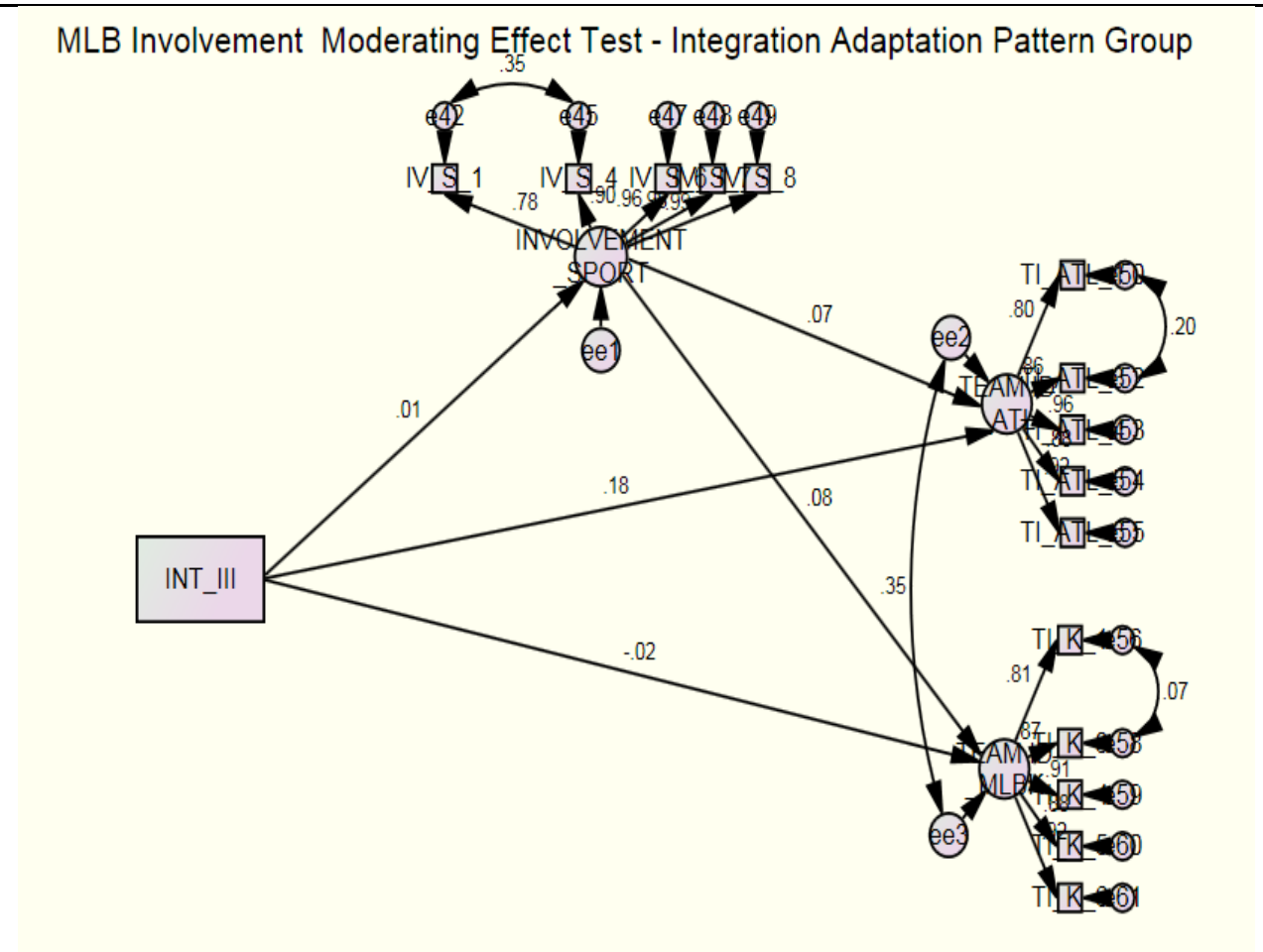
Figure G-2. Free Model for Integration Adaptation Group – IV_MLB High Group

Table G-1. Regression Weights for Free Model - IV_MLB_High

			Estimate[1]	S.E.	C.R.[2]	P
IV__SPORT	<--	INT_III	0.032	0.169	0.191	0.849
TEAM ID__ATL	<--	IV__SPORT	0.101	0.053	1.903	0.057
TEAM ID__MLBK	<--	IV__SPORT	0.114	0.073	1.552	0.121
TEAM ID__ATL	<--	INT_III	0.576	0.266	2.163	0.031
TEAM ID__MLBK	<--	INT_III	-0.077	0.275	-0.278	0.781

Appendix G. (Continued)

G-2. Regression Weights for Free Model - IV_MLB_Low

			Estimate[1]	S.E.	C.R.[2]	P
IV__SPORT	<--	INT_III	0.032	0.169	0.191	0.849
TEAM ID__ATL	<--	IV__SPORT	0.101	0.053	1.903	0.057
TEAM ID__MLBK	<--	IV__SPORT	0.114	0.073	1.552	0.121
TEAM ID__ATL	<--	INT_III	0.013	0.224	0.06	0.952
TEAM ID__MLBK	<--	INT_III	-0.398	0.349	-1.143	0.253

[1.] Standardized Regression Weight
[2.] >1.96 at .05 level indicates significance

G-3. Regression Weights for Constrained Model – IV MLB_High

			Estimate[1]	S.E.	C.R.[2]	P
IV__SPORT	<--	INT_III	0.032	0.17	0.191	0.85
TEAM ID__ATL	<--	IV__SPORT	0.099	0.05	1.864	0.06
TEAM ID__MLBK	<--	IV__SPORT	0.11	0.07	1.502	0.13
TEAM ID__ATL	<--	INT_III	0			
TEAM ID__MLBK	<--	INT_III	0			

[1.] Standardized Regression Weight
[2.] >1.96 at .05 level indicates significance

G-4. Regression Weights for Constrained Model – IV MLB_Low

			Estimate[1]	S.E.	C.R.[2]	P
IV__SPORT	<--	INT_III	0.032	0.17	0.191	0.85
TEAM ID__ATL	<--	IV__SPORT	0.099	0.05	1.864	0.06
TEAM ID__MLBK	<--	IV__SPORT	0.11	0.07	1.502	0.13
TEAM ID__ATL	<--	INT_III	0			
TEAM ID__MLBK	<--	INT_III	0			

[1.] Standardized Regression Weight
[2.] >1.96 at .05 level indicates significance

G-5. CMIN Comparison of Constrained and Free Model – Integration Adaptation Pattern

Model	CMIN	DF	P	CMIN/DF
Constrained Model - Both	425.388	199	0	2.138
Free Model	418.223	195	0	2.145

## Appendix H.

Moderating Effect Test: Segregation Adaptation Pattern Group

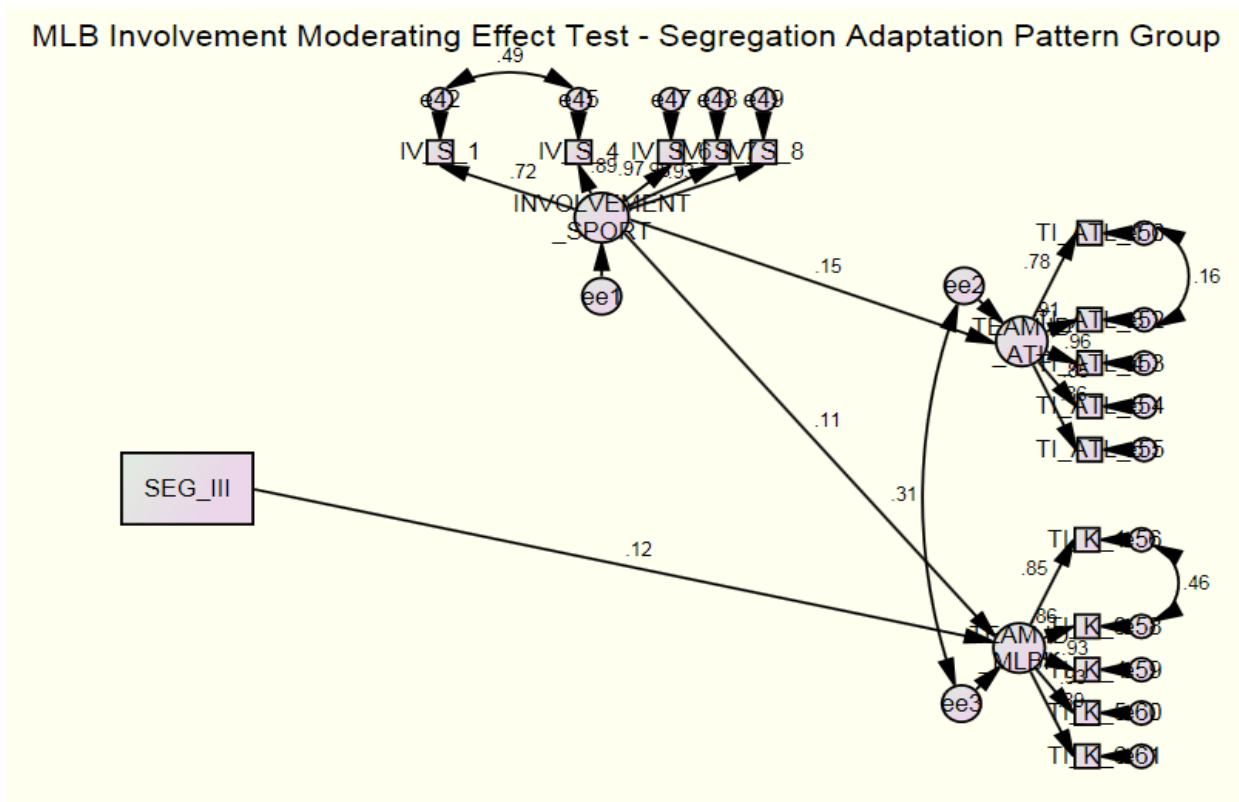Figure H-1. Free Model for Segregation Adaptation Group – IV_MLB High

Table H-1. Regression Weights for Free Model: IV_MLB_Low – Segregation Adaptation Pattern

			Estimate	S.E.	C.R.	P
TEAM ID__ATL	<--	IV__SPORT	0.099	0.053	1.867	0.062
TEAM ID__MLBK	<--	IV__SPORT	0.116	0.073	1.574	0.115
TEAM ID__MLBK	<--	SEG_III	0.46	0.319	1.44	0.15

Appendix H. (Continued)

Table H-2. Regression Weights for Free Model: IV_MLB_ High – Segregation Adaptation Pattern

			Estimate	S.E.	C.R.	P
TEAM ID__ATL	<--	IV__SPORT	0.099	0.053	1.867	0.062
TEAM ID__MLBK	<--	IV__SPORT	0.116	0.073	1.574	0.115
TEAM ID__MLBK	<--	SEG_III	0.316	0.257	1.227	0.22

Table H-3. Regression Weights for Constrained Model: IV_MLB_ High – Segregation Adaptation Pattern

			Estimate	S.E.	C.R.	P
TEAM ID__ATL	<---	IV__SPORT	0.099	0.053	1.865	0.062
TEAM ID__MLBK	<---	IV__SPORT	0.11	0.073	1.503	0.133
TEAM ID__MLBK	<---	SEG_III	0			

Table H-4. Regression Weights for Constrained Model: IV_MLB_ Low – Segregation Adaptation Pattern

			Estimate	S.E.	C.R.	P
TEAM ID__ATL	<---	IV__SPORT	0.099	0.053	1.865	0.062
TEAM ID__MLBK	<---	IV__SPORT	0.11	0.073	1.503	0.133
TEAM ID__MLBK	<---	SEG_III	0			

Table H-5. CMIN Comparison of Constrained and Free Model - Segregation Adaptation Pattern

Model	CMIN	DF	P	CMIN/DF
Constrained Model - MLBK	429.639	200	0	2.148
Moderator - Free Model - SEG	426.16	198	0	2.152

Appendix I-I

INFORMED CONSENT STATEMENT

You are invited to participate in a research study. The purpose of this study is to explore how Korean immigrants develop team identification with the Atlanta Braves.

Your involvement in this study would include one interview lasting approximately 45 minutes, with the possibility of one or two abbreviated follow-up interviews. The interview will focus on your sport experiences and the meaning of developing team identification with a MLB team as a Korean immigrant. With your permission, the interview will be audiotaped. You have the option to have any portion of the record erased if you do not like what you have said or if you would like to re-word your response. If any of the questions make you feel uncomfortable, you do not have to answer them. When you have completed your interview, the audiotape will be translated if in Korean and transcribed. You will be allowed to review the transcript to make sure that your comments were recorded accurately. Participation in this research in voluntary and you may choose to stop your participation at any time without penalty. You will choose a pseudonym and your responses will remain confidential. Your name will not be used in any presentations or publications resulting from this study.

By sharing your story, you will help me achieve (a) further understanding of how the fast growing population of Korean immigrants in the U.S. perceives the role of sport as a means of adapting into the host society, and (b) understanding the impact of Korean players on the Korean immigrants' team identification with a MLB team with Korean MLB players.

If you have questions at any time about this study or its procedures, you may contact the researchers, JI-Ho Kim. If you have questions about your rights as a participant, you may contact the Research Compliance Services section of the Office of Research at (865) 974-3466.

I understand what I am being asked to do in this project, and I agree to participate.

_____   _____
Signature   Date

Researcher Contact Information:

Ji-Ho Kim (jkim27@utk.edu)
Doctoral student in sport sociology

Department of Exercise, Sport & Leisure Studies
University of Tennessee, Knoxville
322 HPER Building
1914 Andy Holt Avenue
Knoxville, TN 37996-2700
Phone: (865) 974-1286
Fax: (865) 974-8981

Appendix I-II

INFORMED CONSENT STATEMENT (Korean Version)

귀하는 이번 연구논문참여에 초청 되셨습니다. 이번 연구의 목적은미주한인교포들이 지역내 프로페셔날 스포츠팀 (애틀란타 브레이브스) 에 대한 정체성 발달 과정에 대한 이해입니다.

이번 인터뷰는 대략 45 분정도 소요될 예정입니다. 그리고 경우에 따라 한두번의 추가적인 인터뷰가 예상이 됩니다. 인터뷰는 미국내 소수민족 이민자로써, 스포츠에 대한 경험과 지역내 프로 팀과의 정체성 개발이 어떠한 의미를 가지는가에 대해 질문을 드릴것 입니다. 귀하의 동의에 따라 인터뷰는 녹음될것이며, 귀하는 녹음된 인터뷰내용을 경우에 따라 삭제를 요청할수 있는 권리를 가집니다. 녹음된 모든 인터뷰내용은 트랜스크립으로 만들어 질것이며, 귀하는 인터뷰내용의 정확성을 위해, 완성된 트랜스크립을 검토할수 있는 권리를 가지고 있습니다. 이번 연구의 참가는 자발적이며, 귀하는 언제든 인터뷰를 중단하실수 있습니다. 또한, 귀하의 답변은 비밀이 보장 되어지며, 귀하의 이름은 학회 및 논문에 공개되지 않을것 입니다.

귀하의 인터뷰 참가는 빠르게 성장하고 있는 미주 한인이민자들에 대한 미국문화의 적응 수단으로써의 스포츠의 역활을 이해하는 데 많은 도움을 줄것입니다. 또한 미주한인이민자들의 미국내 프로스포츠팀에 대한 정체성 발전단계에 대한 한국메이저리그 선수들의 영향을 이해하는 상당한 공헌을 하리라 예상하고 있습니다.

연구에 대한의문사항이 있을시, 연구담당자 (김지호) 또는 the Research Compliance services section of the Office of Research at (865) 974-3466 으로 문의 하실수 있습니다.

나는 이번 연구에서 연구참가자로써 요구되어질 부분에 대해서 이해하며, 본 연구에 대한 참가를 찬성하는 바입니다.

_____   _____
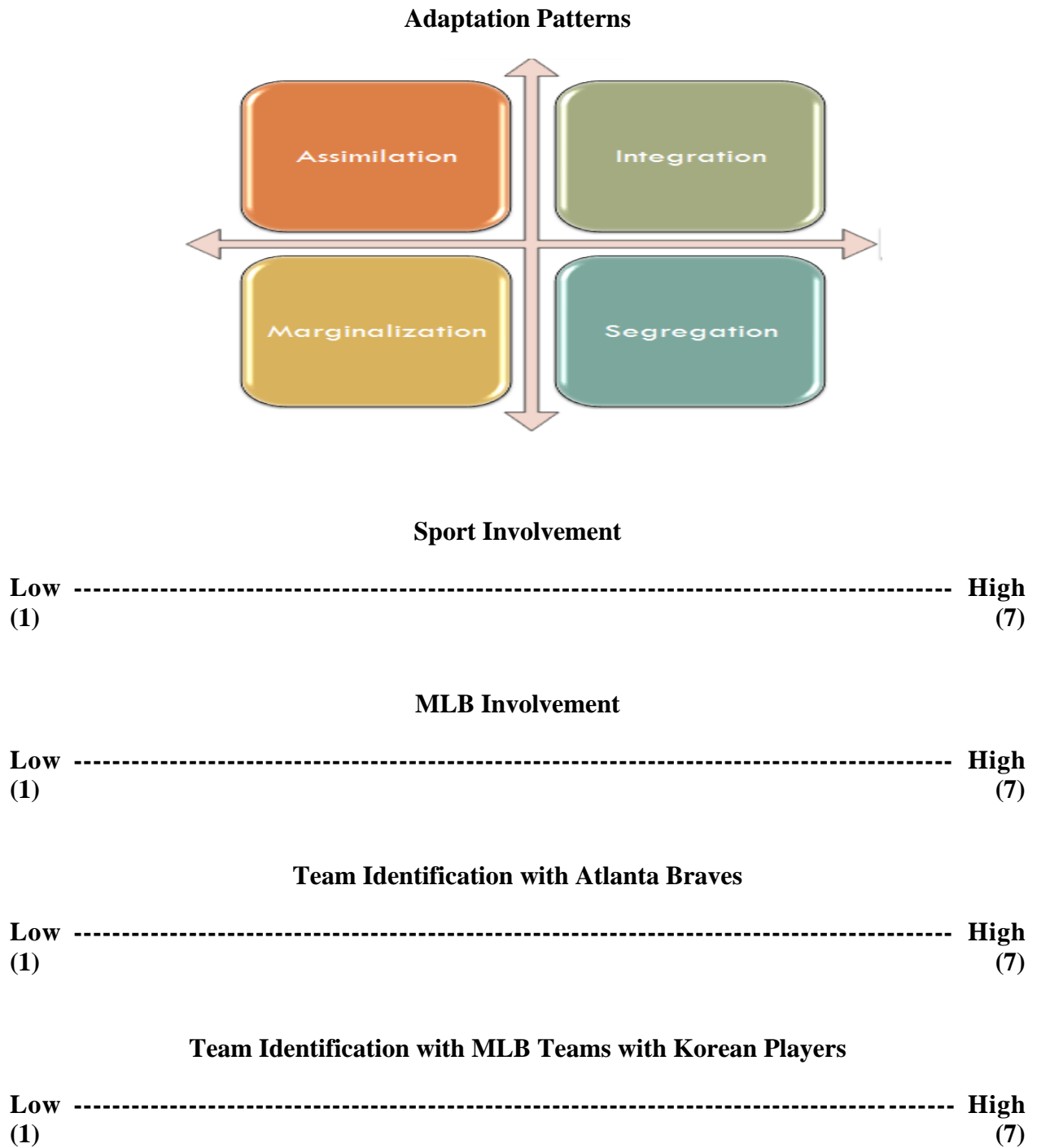Signature   Data

연구담당자 연락처:

김지호 (jkim27@utk.edu)
Doctoral Student in Sport Studies
Department of Exercise, Sport & Leisure Studies
University of Tennessee, Knoxville
1914 Andy Holt Avenue
Knoxville, TN 37996-2700
Phone: (865) 974-1286

Appendix J

Characteristic Indicator of Research Participants for Semi-Structured Interviews

Adaptation Patterns

Sport Involvement

Low --- High
(1)   (7)

MLB Involvement

Low --- High
(1)   (7)

Team Identification with Atlanta Braves

Low --- High
(1)   (7)

Team Identification with MLB Teams with Korean Players

Low --- High
(1)   (7)

Appendix K. Correlations among Variables in the Conceptual Framework

Correlations

		IV_S_III	IV_MLB_III	TI_ATL_III	TI_MLBK_III	SEG_III	INT_III
IV_S_III	Pearson Correlation	1	.656**	.312**	.260**	-.053	.071
	Sig. (2-tailed)		.000	.000	.000	.296	.160
	N	391	391	391	391	391	391
IV_MLB_III	Pearson Correlation	.656**	1	.502**	.400**	-.062	.087
	Sig. (2-tailed)	.000		.000	.000	.224	.087
	N	391	391	391	391	391	391
TI_ATL_III	Pearson Correlation	.312**	.502**	1	.426**	-.183**	.162**
	Sig. (2-tailed)	.000	.000		.000	.000	.001
	N	391	391	391	391	391	391
TI_MLBK_III	Pearson Correlation	.260**	.400**	.426**	1	.047	-.006
	Sig. (2-tailed)	.000	.000	.000		.352	.909
	N	391	391	391	391	391	391
SEG_III	Pearson Correlation	-.053	-.062	-.183**	.047	1	-.915**
	Sig. (2-tailed)	.296	.224	.000	.352		.000
	N	391	391	391	391	391	391
INT_III	Pearson Correlation	.071	.087	.162**	-.006	-.915**	1
	Sig. (2-tailed)	.160	.087	.001	.909	.000	
	N	391	391	391	391	391	391

**. Correlation is significant at the 0.01 level (2-tailed).

VITA

Ji-Ho Kim was born in Pusan, South Korea. He holds a Bachelor of Science in Physical Education from Kyungsung University. He received his Master of Science degree in Sport Management at the University of Tennessee, Knoxville. In fall of 2004, Ji-Ho joined the University of Tennessee as a Ph.D. candidate in Sport Studies.

His research and teaching interests include global sport marketing strategies, immigrants in sports, sport consumer behaviors, social issues in sport, and research methods. He has presented his research at the Annual Conference of the North America Society for Sport Management (NASSM), the Sport Marketing Association (SMA), and the North America Society for the Sociology of Sport (NASSS).

In August 2010, he completed the requirement for the Ph.D. in Exercise and Sport Science with a minor in Marketing at the University of Tennessee. He is presently employed as an assistant professor in George Mason University.

He is married to Ji-Hyang Lee since 2006 and they have two daughters, Se-Min and Se-Yeon, during his Ph.D. program.