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USING EXPECTATION TO SEGMENT TAIWAN PROFESSIONAL BASEBALL SPECTATORS

By
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A dissertation thesis submitted in partial fulfillment of the requirements for the
award of the degree, Doctor of Philosophy (PhD) at Loughborough University

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Abstract

This thesis comprises two stages that empirically investigate and evaluate the perceptions and importance of service elements' expectations of professional baseball spectator in Taiwan. Study I is designed to collect the perception of spectators' service elements' expectations – focus groups meetings, which also help the research to develop an appropriate research instrument for the evaluation of the importance of service elements' expectations to Taiwan professional baseball spectators. Study II collected 1020 questionnaire survey samples and used cluster analysis approach to segment TPB spectators into six meaningful groups by service elements' expectations. The thesis concludes that, firstly, the successful use of expectation to segment spectators proves the potential of 'expectation' as a typology with which to categorise customers. Secondly, TPB spectators with different levels of team identification failed to have great differences in their service expectations, even though two service factors ('subsidiary services' and 'social and educational services') were evaluated as less important by respondents, they were still evaluated that six service expectation factors are all important to them. Finally, this study provided a different angle for sports organisers to consider, and an outline for assisting managers design service packages that are highly responsive to the target market.

Key words: expectation, market segmentation, spectator sport, professional sport, Taiwan Professional Baseball, cluster analysis

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Chapter One

Research Introduction

1.1 Introduction

This chapter begins by setting out the background information and motivation behind this research, starting with the development of the economic benefits of professional games, then proceeding to elaborate upon the importance of professional baseball in Taiwan and concluding with an explanation of the crisis faced by the industry due to match-fixing, inadequate facilities and poor service. The chapter continues by considering the reasons motivating spectators to enter the ball field and suggests a marketing strategy of placing greater importance on the provision of exemplary service to enhance all aspects of the consumer experience.

The study realises that it is not easy to satisfy each individual customer's service demands, as each person has their own individual disposition and conjectures which in turn influence both their perception of Service Quality and their level of Customer Satisfaction. While these two notions are both key factors that need to be considered by marketing professionals, the yardstick against which a customer measures these factors is a customer's personal service expectation, meaning that a greater and more direct understanding of how to satisfy customer demand can be found by obtaining a thorough understanding of customer expectation. This is why this study is based on an understanding of "Customer Expectation", which is a deeper concept than service quality and customer satisfaction, being a research target set by almost all service-based companies and industries.

The study encompassed a detailed exploration into the expectation of Taiwan Professional Baseball (henceforth referred to as TPB) spectators, and this paper goes on to present a comprehensive report and analysis of the findings with an emphasis on market segmentation. Market segmentation is particularly important to the effective application of this research because it assists industry professionals in finding the most efficacious method to

distribute their limited resources to provide the consumer with effective service. The study segmented spectator groups along the lines of differing expectation to help further this goal.

1.2 Research Background

Economic success of Professional Sport

Today professional sport is linked solidly with business. The business of professional sport may be defined as the range of business activities which are conducted around the brand of a particular sport, including activities that are necessary to - or an integral part of - the purchase or sale of television broadcasting and other media rights, the promotion and sale of items related to the sport (tickets, merchandise, apparel, etc.), or the presentation of a professional sporting event for profit. The many various activities by which a professional athlete obtains money in return for applying his or her skills in a sporting competition or display can also be included as a professional sports business activity. As this industry has grown and developed over the past few decades, there has been an increase in ancillary activity, such as the sports trading card and memorabilia industries, which rely on the operations of professional sport for their existence (Williams 1995; Pastrick 2003). From the core product of the game itself to a number of subsidiary products or services, the diverse products of professional sport create economic success and have made spectator sports a real business instead of 'just a game'. These all show the opportunities for a professional sport to achieve economic success.

Ticket sales are the financial foundation of any professional team. Gate receipts account for roughly one-third of total revenue for Major League Baseball (33.9%, 2004) and National Basketball Association (34.3%, 2004), with media revenue and venue revenue making up the remainder. However, Wakefield (2007) illustrated that a professional team or league always need fans or spectators to create attractive media contracts. Basically, the relationship is the higher the average attendance, the higher the revenue that can be generated from media and sponsorship sources. This means that ticket

sales which presented the attendance is not only create the revenue from ticket sale only, but also help a team or league earn large financial support from media and sponsorship. Therefore, increasing spectator attendance to a game is the key objective for a professional sport marketer.

Crisis of Taiwan Professional Baseball

Baseball is regarded as Taiwan's national sport and there has traditionally been a strong public following for the game. The Chinese Professional Baseball League (CPBL), the nation's first professional baseball league, was established in 1990 with a rival professional league (The Taiwan Major League (TML)) inaugurated in 1997. The legitimacy of professional baseball, however, was severely undermined over the first eight months of 1997 with revelations of bribery, illegal gambling and the involvement of criminal elements in game manipulation. Public confidence declined and attendance plummeted. The industry received a temporary reprieve when Taiwan won the right to host the 2001 Baseball World Cup and performed very strongly during the event (finishing third place); however the large number of spectators in stadiums displaying their national pride during the world cup did not translate into a return to previous spectator numbers for TPB. Both of the island's professional leagues suffered economically due to the decline in spectators, and CPBL absorbed TML in 2003; the industry was then further hit by another game fixing scandal in 2005. As of 2011, spectator numbers have still not recovered to their pre-1997 levels.

The organisers behind the CPBL have tried different methods to determine the reasons keeping fans away from the stadiums, with the overwhelming consensus being that the decline in numbers is a direct result of a combination of two factors: the loss of trust in the industry due to repeated scandals, and the poor standard of both tangible and intangible services offered by the industry. Trust and reputation are notorious for being hard won and easily lost, and they will take a great deal of time for the industry to recover; however, poor service is something that can be easily and immediately rectified, and thus the emphasis of this study placed on offering a high level of well-targeted services to spectators.

The Relationship between the Baseball Spectator and the Notion of 'service'

Lee and Fort (2008), in a baseball study, found that the uncertainty of game outcome was not necessarily a direct predictor of fan attendance; suggesting that sports marketers should focus on other game-related factors that can appeal to all potential consumers (Sutton and Parrett 1992). A study of collegiate American football in the US found that attendance was not just a function of team performance or fan loyalty; it was also dependent upon the experience that spectators had at the stadium (Wakefield and Sloan 1995). From a marketing perspective, it can be argued that it is the responsibility of the team's coach or manager to field a competitive team and maintain the uncertainty of game outcomes, while the business marketer should work to create a positive consumer experience for the fans who attend games (Branch 1992). Furthermore, offering the "right" services (in contrast to a wide variety of services) to customers would be more preferable to both customers and providers, as offering an appropriate selection of well-targeted services would satisfy the customer's needs directly without imposing too great a financial burden on the provider. Finding and providing the 'right' services, however, proves a difficult task for any provider, as the demands of spectators are complicated and diverse.

Providing the 'right' services could be rephrased as 'providing suitable services that meet the customer's specific needs and expectation'. Customer expectation have in the past been defined as pre-conceived notions about a product or service that later serves as a point of reference or standard against which the product's actual performance is judged (Zeithaml, Berry and Parasuraman, 1993), as evidenced by Parasuraman, Zeithaml and Berry's (1985) Gap Model of Service Quality. Customer Expectation appear most widely in definitions of service quality and customer satisfaction, where they range from being subjective desires (Swam and Trawick 1980; Parasuraman et al. 1985; Brown and Swartz 1989) to more objective predictions (Miller 1977; Olson and Dover 1979; Oliver 1981). This implies that using expectation as the measurement base is more direct to explore customers' needs and preferences.

In addition, the knowledge of fans and their behavior is still limited. Existing conceptualizations have tended to concentrate on team performance as the primary determinant of fan behavior (Mann 1974; Cialdini, Borden, Thorne, Walker, Freeman and Sloan, 1976; Grove, Hanrahan and McInman, 1991; Wann and Dolan 1994; Chelladurai and Chang 2000). However, team performance is not the only determinant for spectators to attend the game; not every spectator is a die-hard fan of the sport they are attending, and these people have very different expectation to 'serious' fans. Some spectators attend purely to spend time with friends, have little idea about the game itself and are far more concerned with issues like cleanliness, food and transport; family spectators are more likely to put more emphasis on whether their little boy or girl got to see their favourite player than which team will ultimately win the game. The atmosphere of a stadium itself has long been known to be a drawcard (Charleston, 2008). These varied reasons for attending a game make it valuable for marketers and researchers to be able to identify their spectators' expectation from attending a game, as this would enable them to provide appropriate service programmes for spectators of differing purpose, such as flexible ticket prices, convenient entrance or convenient transport services.

The Use of Market Segmentation

During the past few decades of market segmentation research, several bases for segmentation have been used (Wedel and Kamakura 2000). These include, but are not limited to, demographic and socioeconomic characteristics, personality, values and lifestyle characteristics (psychographics), product usage patterns, attitudes towards products, benefits sought, and attitudes toward marketing strategies (Beane and Ennis 1987; Dickson and Ginter 1987; Tynan and Drayton 1987). Market segmentation is useful to industries and businesses as it helps to identify segments that are potentially receptive to a particularly brand or product category, assisting producers in developing not only more efficient advertising techniques but also better targeted products, prices, distribution channels, etc. (Yankelovich and Meer 2006). However, conceptual and behavioural understanding between the various segmentation bases is not always consistent; for example there are often interchangeable

conceptual and measurement distinctions found between psychographics, values, and attitudes (Kahle and Chiagouris 1997). Segmentation approaches are wide ranging in both subject matter and methodological strategy – segmentation using attitudinal measures, for example, was the most popular during the 1990s (Honkanen, Olsen and Myrland, 2004) - but this variance in the application of the market segmentation theory has not had a negative effect on this study.

1.3 Research Aim, Question, and Objectives

This study focuses on customer expectation of professional baseball in Taiwan. The study will contribute to existing knowledge of the expectation of spectators and their role in the market segmentation process. Subsequently, the aim of the research is:

To investigate the potential to use expectation of service attributes as a basis of segmenting spectators in Taiwan professional baseball sport

From the research aim, the following research question emerges:

“Can expectation be used to segment spectators in Taiwan professional baseball sport?”

In order to meet the research aim and question, the study will be guided by the following three objectives. Firstly, it is necessary to collect information on the potential expectation of service attributes from spectators attending professional baseball matches in Taiwan and thus the first objective is:

To identify what expectation of service attributes spectators have of professional baseball games.

The research aim requires any differences among spectators in terms of their expectation to be identified. Thus the second objective is:

To establish the priority of expectation and evaluate the importance of service attributes to spectators at professional baseball games

For the purpose of this study, segmenting spectators by expectation helps to identify homogeneous expectation among heterogeneous one. Thus, the third objective of the research is:

To categorise the spectators of Taiwan professional baseball games on the basis of their expectation.

1.4 Thesis Organisation

In order to achieve the above objectives and answer the research question, a thorough understanding of relevant theory was needed to design a suitable process, the results of which then had to be analysed, presented and interpreted. The following chapters of this thesis discuss the theories involved in this research, beginning by introducing customer expectation in sport service, market segmentations and its applications in the sport industry. Then the methodology used in this research, which started with a discussion of the relevant ontological and epistemological assumptions, the validity and reliability of the research, and concluded by research design and its development.

Furthermore, the results of the research are presented over two chapters (five and six), and are categorised by research method (qualitative and quantitative – the qualitative results are presented first, and then the quantitative). Final, a discussion of the results follows the results presentation chapters in Chapter 7, and then the conclusions, limitations of the research and opportunities for further study are presented in last chapter.

1.5 Conclusions

While professional sport and business are intricately and irrevocably linked, commercial success in the sport industry is not solely determined by the sport itself – other factors often have a large impact on sport revenue, including tangible and intangible services or scandals and damaged reputations (such as is the case of Taiwan Professional Baseball). Industry professionals need to understand their customers to ensure their product receives the best response, and one proven effective marketing strategy is market segmentation.

This study attempts to explore a new approach in professional sport marketing by investigating the potential use of market segmentation by expectation, a never-before-tried typology. The research aim, question and subsequent objectives guided the study in its explorations, and a step-by-step analysis of the study's methods, findings and conclusions can be found on the following pages.

Chapter Two

Customer Expectation in Sport Service

2.1 Introduction

This chapter introduces current knowledge of customer expectation, in order to help the reader form an understanding of the multi-dimensional nature of expectation. While the definition of customer expectation may be hazy, expectation has played a significant role in service research and much literature has been based around the many different types of expectation. Classes of expectation needed by this study are identified, and a summary of potential expectation (generated from the literature reviewed) is introduced to serve as a reference foundation for the investigation of later chapters.

2.2 Background of Customers' Service Expectation

Services tend to be intangible, inseparable from their provider, perishable, and inconsistent in their delivery. These qualities make services high in experience and credence qualities, so consumers find it evaluating services more difficult than they do goods (Darby and Karni, 1973; Zeithaml, 1981; Rushton and Carson, 1989). Noting the unique nature of service offerings, Levitt (1983) describes a service as a promise of satisfaction. These promises that service organizations make, whether implicit or explicit, influence customers' expectation of the service experience (Bitner, 1995) and, because expectation are the standards against which customers evaluate service quality, it is important to understand the nature of customers' expectation.

Miller (1977) implied that expectation are fundamental to research into services, stating that customers may have different pre-consumption expectation and may apply different types of expectation to different situations. Indeed, discussions of service research – including those into the crucial issues of service quality and customer satisfaction – have shown the role of expectation to be a key criterion of research into the field (see Forbes, Tse, and Tatlor, 1986; Tse and Wilton, 1988; Wilton and Nicosia, 1986;

Zeithaml, Berry and Parasuraman, 1993).

However, the definition of the term 'expectation' remains elusive to the field of customer service research. Its various appearances in contemporary literature are usually accompanied by a new or modified definition, often differing considerably with the context. Some of these definitions are: subjective belief (Olson and Dover, 1979), realistic evaluation (Spreng, MacKenzie and Olshavsky, 1996), experience-based norms (Woodruff, Cadotte and Jenkins, 1983), highest ideal standard (Miller, 1977; Tse and Wilton, 1988), minimum tolerable emotional state (Zeithaml, Berry and Parasuraman, 1993) and desire (Swan and Trawick, 1980). Presently, there is neither a specific nor a general nor even an agreed-upon definition of the nature of expectation; however, the lack of a decisive definition for the term does not adversely affect research into this area: providing each researcher has a definitive idea of what expectation are in relation to their study, the lack of a fixed definition actually helps open the door to innovation and allows a greater range of new contributions to be made in the field. Moreover, reviewing the literature on customer expectation not only helps the researcher understand the depth and width of the term 'expectation' but also helps the study by allowing it to choose the usage most suitable to its topic.

Prior research suggests that both satisfaction and service quality judgments result when consumers compare their service expectation prior to consumption to perceptions of service performance during and after consumption. Although some researchers contend that satisfaction and service quality measure the same thing (e.g. Dabholkar, 1993; Spreng and Singh, 1993), the majority believe they are different (e.g. Parasuraman et al., 1988; Bitner, 1990; Boulding et al., 1993; Oliver, 1993; Rust and Oliver, 1994). Rust and Oliver (1994) suggest not only that they are different, but also that quality is subordinate to satisfaction: quality is just one encounter-specific service dimension that consumers factor into their satisfaction judgments. Regardless of the directionality of the relationship, one primary difference between satisfaction and service quality perspectives lies in these researchers' interpretation of the expectation component.

2.2.1 Expectation in Customer Satisfaction

A review of the literature on satisfaction indicates that numerous expectation types have been defined. For instance, 'normative expectation' are conceptualized as the level of service that would be expected from an excellent service provider (Zeithaml et al., 1990). The normative standard has been variously operationalized as the wished-for level of performance (Miller, 1977), the level at which the consumer wants the product to perform (Swan and Trawik, 1980), what the customer thinks should happen in their next encounter (Boulding et al., 1993), the optimal product performance for which a consumer would ideally hope (Tse and Wilton, 1988), and how a brand should perform in order for the consumer to be completely satisfied (Prakash, 1984).

'Predictive expectation', another known type of expectation, are conceptually defined as the level of service that consumers expect to receive from a given service provider in a given situation. Consumers' predictive expectation are generally lower than their normative expectation (Boulding et al., 1993); however, predictive and normative expectation could be equal if consumers believed that the service provider with whom they were interacting was an excellent service provider. Predictive expectation have been variously operationalized as the expected standard (Miller, 1977), a product's most likely performance (Tse and Wilton, 1988), and 'will' expectation (Boulding et al., 1993).

The literature also includes uses of experience-based norms (see Woodruff et al., 1983), ideal, minimum tolerable, and deserved expectation (see Miller, 1977), and desired expectation (see Swan et al., 1982; Spreng and Olshavsky, 1993). These 'satisfaction expectation' are most typically defined as the predicted level of performance, or what a consumer anticipates will occur (Oliver, 1985; 1993; Wilton and Nicosia, 1986; Parasuraman et al., 1988; 1994a; Bolton and Drew, 1991; Zeithaml et al., 1993). Positive disconfirmation (performance exceeds expectation) results in satisfaction while negative disconfirmation (expectation exceed performance) results in dissatisfaction.

Thus, the higher the initial expectation, the more difficult it is to satisfy the customer.

2.2.2 Expectation in Service Quality

Service quality has similarly been defined as the difference between what service customers expect and the service which a company delivers (Parasuraman et al., 1985). Compared to satisfaction research, this predominant service quality paradigm differs in one important way. Service quality is defined by the degree of discrepancy between customers' desired (rather than predicted) expectation and their perceptions of service performance, utilizing the same disconfirmation-type framework mentioned above (Parasuraman et al., 1985). Desired expectation – what a consumer feels a service provider should offer (Parasuraman et al., 1988) – are proposed to remain relatively stable *vis-a-vis* predicted expectation. While judgments of service quality are highest when the gap between perceptions of performance and one's desired expectation is non-existent or small, high levels of satisfaction result when perceived performance exceeds predicted expectation.

However, Cronin and Taylor (1992, 1994) challenged the PZB model when evaluating service quality. They believe that it is unnecessary to separately consider expectation values when a customer evaluates performance toward a service or product as expectation have already been included during the process of evaluating performance; therefore, service quality can be tested using performance evaluation values alone. Later, Parasuraman et al. (1994b) proposed the opinion that even though some researchers (see Cronin and Taylor, 1992, 1994) concluded that service quality can be evaluated from performance values, managers also lose key diagnostic information provided by expectation values. Parasuraman et al. imply that the value of testing service quality is the ability to “know your customer”. If managers tested service quality by merely asking customers to describe their service experience without the context of their prior expectation managers will never know the standard against which customers evaluate their service.

After a thorough review of service evaluation and quality literature, it is apparent that, despite Cronin and Taylor’s belief that testing performance is sufficient for evaluating service quality, customer expectation exist separately and subjectively provide a standard by which the customer evaluates the service quality. Therefore, it cannot be denied that understanding expectation is of great importance when assessing service quality.

2.2.3 Expectation in this Study- Zone of Tolerance

Integrating the satisfaction and service quality perspectives of expectation suggests consumer evaluations may be based upon multi-faceted expectation standards. It is within this multi-expectation standard perspective that Zeithaml et al. (1993) proposed consumers use a combination of expectation types to guide service quality judgments. Based upon focus group work, as well as their empirical service quality research stream, a conceptual model of expectation in service quality judgments was developed. Figure 2.1 is a partial representation of that model.

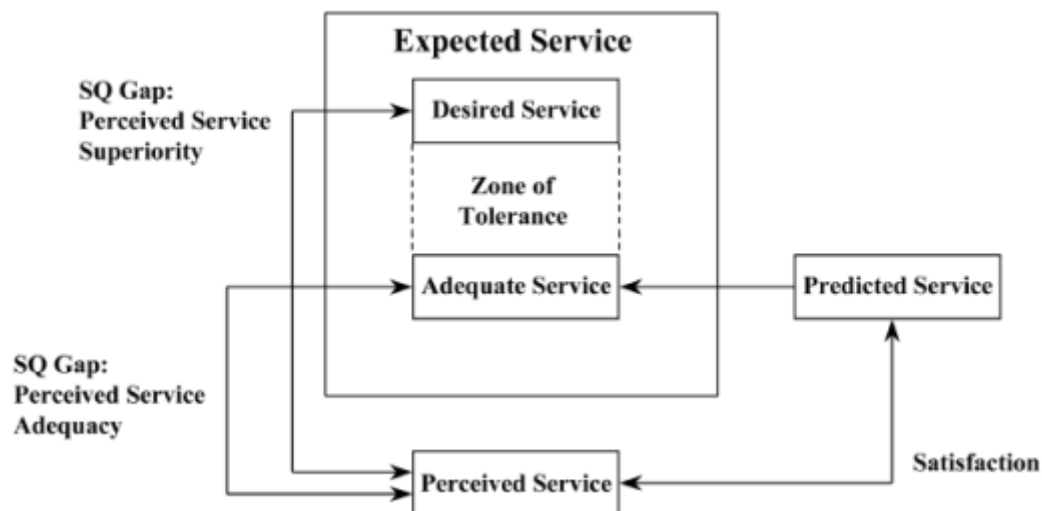


Figure 2.1 Conceptual model of expectation in evaluations of services

Source: Zeithaml et al. (1993)

This model expands upon previous work by incorporating two levels of expectation: desired and adequate. Desired expectation represent the level of

service a consumer hopes to receive, a blend of what a consumer believes 'can' and 'should' be offered (differing from Parasuraman et al.'s 1988 conceptualization, which only included that which 'should' be offered). Adequate expectation, a lower level of expectation, relate to what consumers deem an acceptable level of performance (Zeithaml et al., 1993). Desired expectation are thought to remain relatively stable over time, while adequate performance expectation may vary more widely. Between these two service quality expectation levels is a zone of tolerance. The zone of tolerance is "the extent to which consumers recognize and are willing to accept heterogeneity" in the provided service (Zeithaml et al., 1993, p. 6). Thus, a consumer's expectation, rather than having only one level, is bound by upper and lower limits.

Santos and Boote (2003) also illustrated that expectation are associated with various standards, most of which are based on consumers' subjective predictions and the circumstances surrounding consumers themselves at the time of service. The authors categorised expectation into nine groups, which were labelled the ideal, the 'should' (what the consumer feels ought to happen), the desired (what the consumer wants to happen), the predicted (what the consumer thinks will happen), the deserved, the adequate, the minimum tolerable, the intolerable, and the worst imaginable. These were then merged and rearranged into a hierarchy of standards (see Figure 2.2).

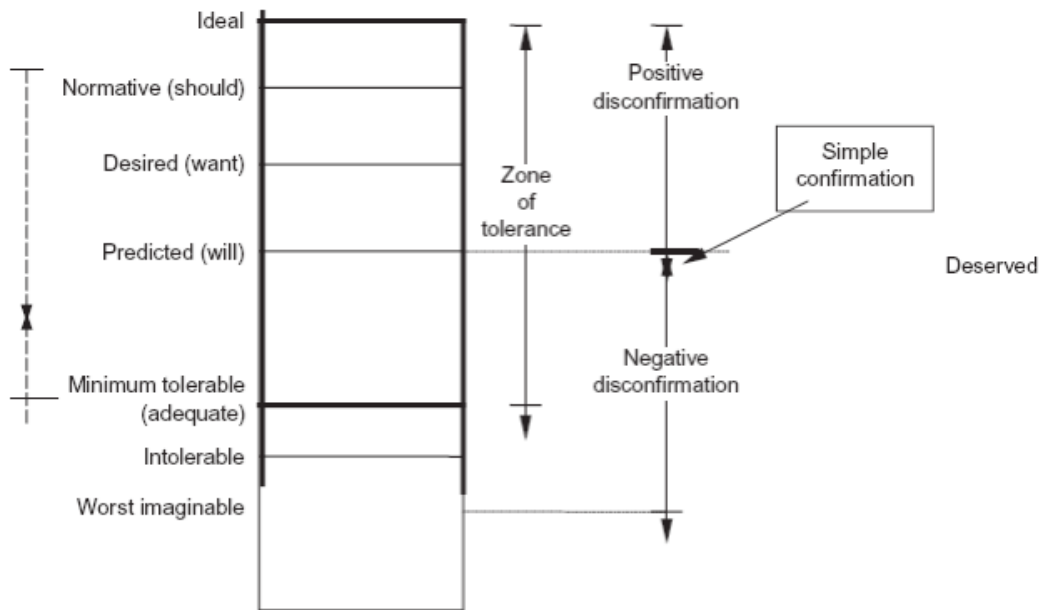


Figure 2.2: A hierarchy of expectation with expectation as the ideal standard.
(Santos and Boote, 2003)

Reflecting the purpose of this study, which focuses on identifying, categorising and utilising expectation of both tangible and intangible service products, and so that there is no need to investigate expectation associated with the performance and delivery processes, which could be negative: knowledge of positive expectation enables a manager to directly provide what the customer wants; knowledge of negative expectation only directly demonstrates what a customer doesn't want and provides no details of how to improve service (Robledo, 2001). Therefore, in the terms of Figure 2.1, the study focuses on the standards of expectation that fall in the 'positive' range (indicated by the line on the left, encompassing ideal, normative, desired, predicted and adequate expectation).

Knowledge of what customers expect from a specific service provider allows service attributes of importance to be identified (Crompton and McKay, 1989; Theodorakis, Kambitsis, Laios and Koustelios, 2001; Robinson, 2006). Thus, expectation are not only valuable in a theoretical sense, but are also valuable for their potential applications; for example, this study uses expectation to segment different groups of sports consumers, which will assist researchers and game providers in predicting consumer behaviour and better serving the market.

2.3 Potential Customer Expectation in Spectator Sport

The aim of this study is to investigate the potential to use expectation of service attributes as a basis of segmenting spectators in Taiwan professional baseball sport, meaning that the expectation surveyed by the study are all in the context of attending a TPB sporting event (a live game). Chelladurai and Chang (2000) suggested that a well organised sporting service should have four dimensions: core service, context service (i.e. the quality of the facilities in or around which the core service is provided), interaction service (i.e. the quality of the interpersonal interactions encountered by providers during the provision of service), and client participation.

However, although Chelladurai and Chang's four categories provide a complete way to categorise sports services, they do not suit the requirements of this study in its entirety. For example, there is no way to accurately judge which services are thought of as 'core services' by spectators: some people feel that the game itself is the core service, while those who go to a ballgame merely for the atmosphere and a day out may disagree; this means that 'core services' may not have anything to do with actual organiser-provided services. Also, Chelladurai and Chang's 'content services' category is limited to hard and soft services, but this definition is far too wide: hard services alone can include the design of the stadium, the view from the seats, the layout of the corridors and everything in between. A more detailed, compartmentalised categorisation system was needed by the study to allow service aspects to be described in more detail, as this would provide a much more accurate description of service expectation.

With the above in mind, this study generated five main service categories as service expectation dimensions that spectators may engage in when attending a TPB game: game expectation, physical expectation, interaction expectation, outcome expectation and general expectation (for summary, see Table 3.2).

2.3.1 Game Expectation

In spectator sports, as Shank (2005) suggested, the performance of games should both be the core product and the function of professional sport teams; however, to attract spectators, teams and organisers must make the game attractive to spectators. If the game is not attractive, it is logical to conclude that it will not attract fans to the stadium. Fans expect an attractive game – whether the main attraction is the players, the level of performance, or the sideshows – and the more attractive the game, the more likely it is that a larger number of spectators will attend (Boyd and Krehbiel, 2003).

Sub-dimensions of game attractiveness are varied, and include ‘individual skills’, ‘presence of star players’, ‘team records’, ‘league standing’, ‘record-breaking performances’, and ‘closeness of competition’, all of which are based on the basking-in-reflected-glory (BIRGing) theory (Sloan, 1979). These factors combine to increase the overall attractiveness of the game to fans.

Many researchers have also proved that ‘schedule convenience’ is a concern which competes with the attractiveness of the game; ‘game attractiveness’ on its own is not sufficient to entice large numbers into stadium seats (Greenstein and Marcum, 1981; Hansen and Gauthier, 1989; Schofield, 1983). ‘Schedule convenience’ covers items like ‘game pace’, ‘game time’, ‘date/day of the week’, and even things the organisers have no control over, like ‘weather’. These variables have been identified by researchers as affecting spectator decision-making for consuming the core products of a sporting game (Wann, Melnick, Russell, and Pease, 2001).

2.3.2 Physical Expectation

The physical environment has been determined to be one of the most important aspects in service business (Baker, 1987; Bitner, 1990; 1992; Howat, Crilley, Absher and Milne, 1996; McDonald, Sutton and Milne, 1995; McDougall and Levesque, 1995; Rust and Oliver, 1994; Wakefield, Blodgett and

Sloan, 1996; Wright, Duray and Goodale, 1992). Clow, Kurtz, Ozment and Ong (1997) also illustrated that the physical environment can incorporate tangible cues which can influence customer behaviour and modify their expectation of their next purchase experience. This means that the physical environment plays an important role in the expectation of customers; it is logical to assume that the role it plays increases with the amount of time spent at the facility. The average spectator sports consumer will spend at least two hours in any facility, so the physical environment and its accompanying expectation are crucial to the spectator sports industry.

Wakefield et al. (1996) stated that service expectation of the physical environment consist of two empirical sub-dimensions: 'spectators' pleasure' and 'perceived crowding'. Proposed attributes to spectator pleasure included stadium accessibility, facility aesthetics, cleanliness, and scoreboard quality; those for perceived crowding included seating comfort, layout and accessibility, space allocation and signage.

2.3.3 Interaction Expectation

Interaction expectation are categorised in two main subgroups: 'information sharing' (intangible expectation) and 'personnel contact' (tangible interactions) (Kim and Kim, 1995; Howat et al., 1996). The main focus of research into interaction expectation is on which intangible service expectation should be used and applied, particularly in regards to sharing information and dialogues between spectators and service suppliers. Firstly, although sharing all the correct and up-to-date information about the game (e.g. game profiles, venue status, ticket affairs, special services required) seems basic, it is a simple but crucial expectation from spectators wishing to or attending a sports game. Secondly, as individual perceptions are important factors toward the nature of service production and consumption, service personnel's attitude, knowledge, and actual behaviour (i.e. responsiveness, reliability and reaction) directly influence customer evaluation of the services (Bitner, Booms, and Tetreault, 1990; Brady and Cronin, 2001).

2.3.4 Outcome Expectation

Several theoretical perspectives have been employed to explain the motives underlying the attendance decisions of sport spectators. Zillmann and Paulas (1993) stated that “salubrious effect theories” (also referred to as recreation theory and diversion theory) reflect the belief that spectators are attracted to a game for its pleasure, and the physical and mental well-being are derived therefrom. In this theory, it also suggested that attending sporting games can serve as an escape (Sloan, 1989). Similar to the notion of stress and stimulation seeking theories, which focus on the positive and negative stresses, salubrious effect theories state that spectators have the need for an arousing and stimulating experience in a sporting game (Branscombe and Wann, 1994; Sloan, 1989). Expectation of spirit (pleasure), physical and psychological benefits are derived from these theories.

Furthermore, Kim and Kim (1995) indicated that social-opportunities were desired by fitness club customers. The same tendency was also identified by the work of Wann et al. (2001), whose model of team identification included the notion of ‘perceiving other spectators as bonded’, implying that social-opportunities form an expectation in spectators sports as well and fitness club customers. Subsequently, the three sub-dimensions of Outcome Expectation become four: spiritual, physical, psychological and social.

2.3.5 Other Expectation

A fan cost index (FCI) produced by Team Marketing underscores the importance of basic living expectation as the issue of a sporting game (McGraw, 1998). Spectator costs when participating in a sporting event do not end at the ticket price; spectators must bear a series of subsequent costs including food, beverage, transportation, and occasionally souvenirs and accommodation. Spectators both need and expect a reasonable ticket price – a large amount of research has shown a negative relationship between ticket prices and frequency of attendance (i.e. Baade and Tiehen, 1990; Zhang,

Pease and Hui, 1996). Spectators also need and expect the subsequent purchases that must be made when attending a game to be convenient and practical. 'Other Expectation' has therefore been allocated the following attributes: refreshments, souvenirs, accommodation information, transportation and ticket price.

A summary of the different types of potential customer expectation, based on the definitions and literature discussed above, can be seen below in Table 2.1

Table 2.1: Summary of Potential Customer Expectation in Sport

Dimensions	Attributes	
Game Expectation	<u>Game Attractiveness</u>	<u>Schedule Convenience</u>
	a. individual skills b. presence of star players c. team records d. league standing e. record-breaking performances f. closeness of competition	g. game pace h. game time i. date/day of week j. weather
Physical Expectation	<u>Spectator Pleasure</u>	<u>Perceive Crowding</u>
	a. stadium accessibility b. facility aesthetics c. cleanliness d. scoreboard e. ambiance	f. seating comfort g. layout and accessibility h. space allocation i. signage and orientation
Interaction Expectation	<u>Information Sharing</u>	<u>Personnel Contact</u>
	a. game profile b. venue status c. ticket affairs d. customised services	e. responsiveness f. professional knowledge g. attitude h. reliability i. reaction
Outcome Expectation	a. psychological b. physical c. social d. spiritual	
Other Expectation	a. refreshments b. souvenirs c. accommodation information e. convenient transportation f. ticket pricing	

2.4 Conclusion

Customer Expectation is a controversial research field; to date, there is not even an agreed-upon definition of the term. The meanings of ‘customer expectation’ – and the applications – can vary widely and are dependent on the context of the research and whether the research is aimed at achieving standards or making comparisons. Fortunately this confusion does not affect this study, as its aims and objectives require only direct, normative expectation

to be used – and as there is no comparison angle to this research, all expectation investigated and analysed are positive. The multi-dimensional nature of customer expectation, and the individual differences in beliefs and levels – means that the customers’ awareness, expressiveness and past experience all help to shape their expectation. In order to simplify and categorise the service expectation expected by spectators attending sports events, this study reviewed a number of literature and generated a comprehensive list of commonly expected services. This list should assist the reader in understanding the basic nature of service expectation held by spectators of professional sports.

Chapter Three

Market Segmentation and its Applications in Sport Industry

3.1 Introduction

This study is about using expectation to categorise TPB spectators, and this categorisation is achieved through the use of market segmentation theories, meaning that an understanding of market segmentation, its theory and application are necessary to ensure all aspects of the research are understood. Market segmentation is the process of partitioning markets into segments of customers with similar expectation (who are then likely to exhibit similar behaviour). It allows companies to identify which individuals are the most likely potential customers and the most suitable marketing method to target different types of customer. This chapter provides an introduction to market segmentation, its main schools of thought and its benefits and limitations, and then goes on to explain the theory and application of bases used when segmenting markets. The chapter continues with a discussion on the use of market segmentation theories in sport research, with particular reference to the bases used to segment fans and spectators, and concludes with an explanation of which theories were applied in the study and why.

3.2 Concepts of Market Segmentation

Since the concept emerged in the late 1950s, segmentation has been one of the most researched topics in the marketing literature (Wedel and Kamakura 2000). The basic premise of segmentation – the classification of customers into actionable groups – is quite simple, and market segmentation research is one area of marketing science which has benefited greatly from scientific advancements and the development of methodology; specifically in the development of segmentation software.

Frank, Massy and Wind (1972) provide a definitive reference on market segmentation research. These authors first identified bases and methods for

market segmentation, then classified research on market segmentation into two major schools by theoretical orientation: (a) the behaviourally-oriented school and (b) the normative or decision-oriented school. A summary of their arguments can be found below.

The behaviourally oriented school is concerned with the identification and documentation of generalizable differences among consumer groups because these differences can lead to insights about basic processes of consumer behaviour. Behaviourist research may begin by asking whether such differences do in fact exist, and if they do, on what dimensions the various populations diverge.

Behavioural science theories and accumulated empirical research findings from both inside and outside the marketing field provide the guidelines and hypotheses for behaviourist segmentation research (Frank, Massy and Wind, 1972). Such research feeds back incremental knowledge about the consumption process.

The decision-oriented school of market segmentation research is not so much concerned with whether group differences exist and whether they can be predicted from demographics, but rather the extent to which such predictions are effective and the degree to which resource allocation is improved by taking account of intersegment differences. The decision-oriented researcher assumes from the outset that group differences exist and focuses on how meaningful segments can be “carved out” from the heterogeneous population.

Smith (1956) stated that segments are directly derived from the heterogeneity of customer wants, and that market segments arise from managers’ conceptualisation of a structured and partitioned market, rather than the empirical partitioning of the market on the basis of collected data on customer characteristics. Smith’s concepts led to segmentation research that partitioned markets into homogeneous sub-markets in terms of customer demand (Dickson and Ginter 1987), resulting in the identification of groups of customers that respond similarly to the marketing mix. This view of

segmentation reflects a market orientation rather than a product orientation (regardless of customer needs).

3.2.1 Benefits and Limitations of Market Segmentation

There are four major benefits of market segmentation (Weinstein, 1987). These are:

1. The ability to design responsive products to meet the needs of the marketplace.

Through researching customer preferences—an essential component of segmentation analysis—the company moves towards accomplishing its marketing goal (customer satisfaction at a profit). The firm places the customer first and designs and refines its product and service mix to satisfy the needs of the market.

2. The ability to determine effective and cost efficient promotional strategies.

As a planning tool, segmentation identification and analysis is extremely valuable in developing the firm's communication mix. Appropriate advertising campaigns can be designed and targeted to the right media vehicles. This marketing investment can be supplemented by public relations initiatives and sales processes can be greatly improved by providing sales representatives with information on customer backgrounds, recommended sales appeals, and ongoing support.

3. The ability to evaluate market competition, in particular the company's market position.

A segmentation study explores the firm's market position—how the company is perceived, relative to the competition, by its customers and potential customers. Segmentation research provides a competitive intelligence mechanism to assess how well your company compares to industry standards. Additionally, this analysis is useful for detecting trends in changing markets.

4. The insight gained on present marketing strategies.

It is important to periodically reevaluate your present marketing strategies to try to capitalize on new opportunities and circumvent potential threats. Market segmentation research is useful in exploring new markets (perhaps secondary smaller or fringe markets which might have otherwise been neglected by concentrating on primary markets). Furthermore, effective segmentation provides a systematic approach for controlled market coverage, as opposed to the hit-or-miss effectiveness of mass marketing strategies.

However, marketers must be cognizant of some potential shortcomings of segmentation analysis (Weinstein, 1987). These include:

1. Segmentation findings only provide a composite profile of a group.

Although research can provide meaningful marketing information, some forms of segmentation analysis reflect only expected segment decision making, and do not necessarily indicate individual purchase behavior. Two men may both be thirty-five years old, college educated, and earn \$40,000 annually. By using demographic analysis only, the marketer may erroneously stereotype these consumers as similar prospects. In reality, they may have different interests, attitudes, and perspectives on life. Further investigation into their lifestyles is possible through psychographic research. This can help the marketer by presenting a more complete picture of a market situation.

2. The great diversity of consumer lifestyles in modern times has made segmentation more difficult in many markets.

In the past, a so-called "typical" family consisted of a husband, wife, two children, and a dog. Segmenting markets given this scenario was relatively easy. This is not true anymore. The rise of women in the labor force, increases in divorces and single person households, and today's changing lifestyle have created a plethora of both problems and opportunities for markets.

3. Segmentation research is not a remedy for other marketing or organizational deficiencies.

The best segmentation information is worthless unless it is supported by consistent product, promotional, pricing, and distribution strategies that are regularly evaluated and revised as situations dictate. In addition, market segmentation strategies are not a panacea for other potential organizational limitations. Segmentation is useful in enhancing a company's understanding of the market it serves best, and is not a fix-all marketing solution.

4. Segmentation's effectiveness is limited by management's ability to implement strategic implications.

A marketing orientation requires a strong commitment by the firm. This includes support in the areas of personnel, resources to hire marketing consultants, time investment of management, and the willingness to act on prescribed recommendations. This does not occur overnight; findings from a segmentation analysis need to progress from the "report on the executive's shelf" stage to the "working document" stage.

3.2.2 Alternative Bases

A segmentation base is defined as a set of variables or characteristics used to assign potential customers to homogeneous groups. Frank, Massy and Wind (1972), who suggested a typology of segmentation bases into general (independent of products, services or circumstances) and product-specific (related to both the customer and the product, service and/or particular circumstances) bases (Frank, Massy and Wind 1972; see also Baker 1988; Wilkie and Cohen 1977). Bases are further classified into whether they are observable (i.e. measured directly) or unobservable (i.e. inferred).

Observable General Bases

Observable general bases are widely used in market segmentation, and were particularly popular in early applications of market segmentation research. Observable general bases tend to be based on variables such as cultural differences, geography, neighbourhood, geographic mobility, demographic and socio-economics, household life cycle, household and firm size, standard industrial classifications and socioeconomic variables. Media usage also falls in this class of segmentation bases. Socioeconomic status is usually determined from sets of measures involving household income and education of household members. Data for these segmentation bases is relatively easy to collect, reliable and stable. Segments derived from these bases are easy to disseminate and exploit, and resulting marketing strategies are usually very easy to implement (Wedel and Kamakura, 2000).

Observable Product-Specific Bases

The bases in this class comprise variables related to buying and consumption behaviour: user status (Boyd and Massy 1972; Frank, Massy and Wind, 1972), usage frequency (Twedt, 1967), brand loyalty (Boyd and Massy 1972), store loyalty (Frank, Massy and Wind 1972; Loudon and Della Bitta 1984), store patronage (Frank, Massy and Wind 1972), stage of adoption (Frank, Massy and Wind 1972) and usage situation (Dickson 1982; Loudon and Della Bitta 1984).

Situation-based variables are often directly measurable, and the segments are stable and accessible (Stout et al. 1977; Dickson 1982). The responsiveness of usage situational segments was investigated by Belk (1975), Hustad, Mayer and Whipple (1975), Stout et al. (1977) and Miller and Ginter (1979). Perceptions of product attributes, their rated importance, buying intentions, purchase frequency and purchase volume were all found to differ significantly across usage situations (Srivastava, Alpert and Shocker 1984). Consequently, the explicit consideration of situational contexts appears to be an effective approach to segmentation using an observable product-specific base.

Unobservable General Bases

The segmentation variables within this class fit into three groups: personality traits, personal values and lifestyle. These bases are used almost exclusively for consumer markets (Gunter and Furnham,1992). Such psychographic segmentation bases were developed extensively by marketers in the 1960s in response to the need for a more lifelike picture of consumers and a better understanding of their motivations.

Unobservable Product-Specific Bases

This class of bases is comprised of product-specific psychographics, product-benefit perceptions and priorities, brand attitudes, preferences, and behavioural intentions, in that order; these variables form a hierarchy of effects, as each variable is influenced by the one preceding (Wilkie and Cohen 1977). Although many of the variables are used more often for consumer markets, most can and have been used for segmenting business markets. Psychographic measures that assess personality traits and lifestyle are more immediately related to show a much stronger relationship with choice behaviour for a product than do general psychographic measures (Wells, 1975).

Consumers' perceptions of brand attributes have been used as a basis for market segmentation since Yankelovich (1964). Segments identified from perceived product attributes and are identifiable and substantial (Frank, Massy and Wind 1972). In general, however, purchase behaviour towards a product will also depend on the importance consumers attach to each of those attributes (Fishbein and Ajzen 1975). Perceptual segments are actionable in that they provide information on how to directly interact with relevant consumers.

From a theoretical point of view, preferences and buying intentions are the strongest correlates of buying behaviour (Fishbein and Ajzen 1975). Preferences were used as a basis for segmentation by Ginter and Pessemeier (1978) and Sewall (1978), among others. Frank, Massy and Wind (1972) report that using preferences and intentions as a base upon which to segment should result in identifiable and substantial segments; though they are less appealing

in terms of actionability than psychographics and benefits, as they do not always directly correlate with buyer behaviour. Table 3.1 contains a summary of the different types of Segmentation Bases discussed above.

Table3.1: Classification of Segmentation Bases

	General	Product-specific
Observable	Cultural, geographic, demographic and socio-economic variables	User status, usage, frequency, store loyalty and patronage, situations
Unobservable	Psychographics, values, personality and life-style	Psychographics, perceptions, attributes, preferences, intention

3.2.3 Six Criterion of Successful Market Segmentation

A number of researchers have found there to be six criteria that each segmented section of the market has to meet in order for any market segmentation process to have been successful: identifiability, substantiality, accessibility, responsiveness and actionability. These six determinate characteristics demonstrate the effectiveness and profitability of a marketing strategy (Frank, Massy et al., 1972; Loudon and Della Bitta, 1984; Baker, 1985; Wedel and Kamakura, 2000; Kotler, 2007).

1. Identifiability is the extent to which managers can recognise distinct groups of customers in the marketplace by using specific segmentation bases. Managers should be able to identify customers in each segment on the basis of variables that are easily measured.
2. The substantiality criterion is satisfied if the targeted segments represent a large enough portion of the market to ensure the profitability of targeted marketing programs. Obviously, substantiality is closely connected to the marketing goals and cost structure of an organisation in question. However, as modern concepts as micro

markets and mass customisation become more prevalent, profitable segments become smaller as marginal marketing costs decline.

3. Accessibility is the degree to which managers are able to reach the targeted segments through promotional or distributional efforts. Accessibility depends largely on the availability and accuracy of secondary data on media profiles and distributional coverage according to specific variables such as gender, region, socioeconomic status and so on.
4. If segments respond uniquely to marketing efforts targeted at them, they satisfy the responsiveness criterion. Responsiveness is critical for the effectiveness of any market segmentation strategy because differentiated marketing mixes will be effective only if each segment is homogeneous and unique in its response to them. It is not sufficient for segments to respond to price changes and advertising campaigns; they should do so differently from each other, allowing for price discrimination.
5. Only segments that are stable over time can provide the underlying basis for the development of a successful marketing strategy. If the segments to which a certain marketing effort is targeted change their composition or behavior during its implementation, the effort is very likely not to succeed. Therefore, stability is necessary, at least for a period long enough to identify the segments, implement the segmented marketing strategy, and to let the strategy produce results.
6. Segments are actionable if their identification provides guidance for decisions on the effective specification of marketing instruments. This criterion differs from the responsiveness criterion, which states only that segments should react uniquely. Here the focus is on whether the customers in the segment and the marketing mix necessary to satisfy their needs are consistent with the goals and core competencies of the organisation. Procedures that can be used to evaluate the

attractiveness of segments to the managers of a specific profit-oriented organisation involve such methods as standard portfolio analysis, which basically contrasts summary measures of segment attractiveness with organisational competitiveness for each of the segments of potential interest.

Segments need not be physical entities that naturally occur in the marketplace, but can be defined by researchers and managers to improve their ability to best serve their customers. In other words, market segmentation is a theoretical marketing concept involving artificial grouping of customers constructed to help managers or directors design and target their strategies. Therefore, the identification of market segments and their elements is highly dependent on the bases (variables or criteria) and methods used to define them.

The selection of appropriate segmentation bases and methods is crucial with respect to the number and type of segments that are identified in segmentation research, as well as to their usefulness to the organisation. The choice of a segmentation base follows directly from the purpose of the study (e.g., new product development, media selection, price setting) and the market in question. The choice of different bases may lead to different segments being revealed; much the same holds also for the application of different segmentation methods. Furthermore, the choices of methods and bases are not independent. The segmentation method will need to be chosen on the basis of (1) the specific purpose of the segmentation study and (2) the properties of the segmentation bases selected.

3.3 Segment Applications in Spectator Sport

As set out below, there is a significant body of literature discussing the uses of market segmentation in the professional sports market, including many using different segmentation bases to identify potential markets, innovate effectively and reap tangible benefits. However, using expectation as a base to

segment customers is a little-used method, and there is no research to date on the applications of market segmentation in professional baseball at all.

Taks and Scheerder (2006) presented five main types of sport consumer-based studies which apply market segmentation strategy: (a) spectator sport studies using psychological variables (e.g., Matsuoka, Chelladurai and Harada, 2003; Trail, Fink and Anderson, 2003a); (b) spectator sport studies using demographic variables (e.g., Lough and Kim, 2004; White and Wilson, 1999; Zhang, Lam, Bennett and Connaughton, 2003); (c) spectator sport studies using both psychological and demographic variables (e.g., Armstrong and Paretto Stratta, 2004; James and Ross, 2004; Trail, Robinson, Dick and Gillentine, 2003b); (d) participant studies using psychological variables (Brooks, 1998; Park, 2001); and, finally, (e) studies which analyze the interrelationship between spectator and participant markets using demographic and psychographic variables as a basis for segmentation (e.g., Milne, Sutton and McDonald, 1996). These studies successfully apply segment strategy in both the participant and spectator sports markets, largely based on demographic and psychographic variables. Several of the studies reviews have been selected for summarisation and inclusion in Table 3.2 (see page 35). In these studies, three issues attracted the attention of the author: (a) chosen sport, (b) segment variable, and (c) methodology.

It is worth noting that very few of the market segmentation studies reviewed studied the professional baseball world, despite baseball's healthy popularity in several countries across the globe, including the USA, Japan, Korea, Taiwan and the Netherlands – countries that almost all have professional baseball leagues.

Further review of sports marketing literature reveals that only a few studies cultivated the value of expectation in spectatorship. Motivation, Loyalty and Demographic variable are popular as the standard against which to segment or understand spectators, but 'expectation' is rarely seen. Nevertheless, expectation is important in service research, particularly in customer satisfaction or quality estimation (Parasurman et al., 1985; Oliver, 1981).

Giving expectation another practical application as a standard of segmentation for marketing research adds another dimension to their usage.

Regarding the methodology employed by existing segmentation studies, the majority of research consists of quantitative studies utilising questionnaire surveys to collect first-hand data. While the use of questionnaire surveys is not a problem, the questionnaire needs to be crafted very carefully to be effective. Of the studies selected for inclusion into Table 3.2, the majority of those employing questionnaires used internally-developed questionnaires and collected past literature as a reference only. Most studies focused solely on the spectators and their opinions, with very few researchers surveying the teams or other such personnel - Kim et al. (2007) interviewed the professional team managers and Zhang et al. (2003b) collected qualitative data from team administrators, which allowed their studies to utilise not only past literature but also current practitioner opinions when creating their measurement tool. However, the service experience is unique to the customer, so it could be more directly beneficial to recruit as many ordinary spectator opinions as possible when collecting data, as most of the studies have done. Mindful use of past literature references, up-to-the-minute focus groups, questionnaires and other such tools all assist studies in generating an appropriate measurement tool and provide appropriate methodology.

Table 3.2 Selected segmentation studies in spectator sport

Author(s)	Research Subject / Sport	Segmentation Variable	Executive Method / Tool Source
Funk & Pastore (2000)	Professional Sport	Loyalty (psychological)	Quantitative Questionnaire/ Self-made & Literature
Funk (2002)	Professional Sport/ Basketball & American Football	Loyalty (physical & psychological)	Quantitative Questionnaire by mail/ Literature only
Greenwell et al. (2002)	Professional Sport/ Hockey	Customer Satisfaction (psychological)	Quantitative Questionnaire/ Literature only
Kennett et al. (2001)	Professional Sport/ Hockey	Customer Satisfaction (psychological)	Quantitative Questionnaire/ Self-made, Literature
Kim et al. (2007)	Professional Sport/ Football, Korea	Attendance Attitude (psychological)	Quantitative Questionnaire/ Literature & Interview Team Manager
Mahony et al. (2000)	Professional Sport/ American Football	Loyalty (psychological)	Quantitative Questionnaire/ Literature only
Lough & Kim (2004)	Professional Sport/ Basketball (Women), Korea	Socio-motivations (psychological)	Quantitative Questionnaire/ Literature only
White & Wilson (1999)	Amateur & Professional Sport	Socio-demographics	Telephone Sampling Survey/ Self-made & Literature
Zhang et al. (2003)	Professional Sport/ Basketball (Women), USA	Socio-demographics, behavioural & psychological	Quantitative Questionnaire/ Literature & Interview Team Administrator
Armstrong & Paretto Stratta (2004)	Professional Sport/ Basketball	Demographics (race)	Quantitative Questionnaire/ Literature only
James & Ross (2004)	Amateur Sport/ Basketball	Motivation (psychological)	Quantitative Questionnaire/ Literature only
Trail et al. (2003a)	Amateur Sport/ Basketball	Demographics & Factors affecting consumptions (psychological)	Quantitative Questionnaire/ Literature only
Trail et al. (2003b)	Amateur Sport/ Basketball	Motivation (psychological)	Quantitative Questionnaire/ Literature only

(Source: Self-Arranged)

Certain things can be noted from the above-listed literature. Firstly, the majority of the studies used different variables upon which to segment fans and spectators; additionally, none of the above studies apply market segmentation to baseball. Secondly, the overwhelming majority of the studies conducted their research using a questionnaire survey, with only one using a qualitative interview-based approach. Questionnaires are, however, limited by their very nature – questions are posed in almost exclusively ‘closed question’ format, limiting the number of possible answers; while certain measures can be taken to combat the limitations posed by the questionnaire format, it is impossible to overcome completely. Conversely, the closed question format of a questionnaire makes its data easier to process and analyse. The lesser-used interview format provides a forum for raw data unfettered by the limitations of closed questions but the open answer format of an interview makes scientific analysis more difficult. This research adopted

both methods – it used the open question interview-based focus groups to find out what factors spectators can expect, and then utilised the quantitative questionnaire survey to verify the data collected in the focus groups.

However, the unique nature of each sport means that there is a separate market for each individual sport, rather than a ‘professional sports market’ encompassing all professionally played sports. The majority of researchers in the above table chose to research spectators of a particular sport rather than sports fans in general, reflecting this reality (as does this study); however, expectation have never been used before as a market segmentation base across any sport.

3.4 Conclusion

Market segmentation assists in the designing of responsive products that meet the needs of the market, it determines effective and cost efficient promotional strategies, assists in evaluation of the company’s position in the market and provides insight and a benchmark against which to evaluate a company’s present marketing strategies. A correctly segmented market should be identifiable, substantial, accessible, responsive, stable and – most important – actionable. However, market segmentation only provides a composite profile of a group, without providing information on individual behaviour; it is a complicated process to complete and segmentation of a market does nothing to remedy bad marketing practices.

Nevertheless, market segmentation - when used correctly - is a powerful tool in the marketer’s briefcase. It assists industry professionals in finding the most effective and cost efficient marketing strategies, and is applicable across a wide range of industries. Its application (both actual and potential) in the sports industry has been well researched, and the bases upon which it is conducted are diverse and varied. However, no research has been made into the application of market segmentation in the baseball industry, and no research has been conducted on the segmentation of a professional sports

market base by expectation. This means that there is a gap in the literature on the topic, and this study hopes to contribute some knowledge to ignite debate and provide a reference in this area.

During the course of the background research conducted for this study, the author realised that both the behaviourally oriented and decision oriented schools of market segmentation research are intertwined: that is, they are not mutually exclusive and the theories continuously overlap during application. While behavioural research identifies and documents group differences, searching for predictors of such differences, decision-oriented research focuses more on finding meaningful segments from the population at large, searching for predictors that will help in this process and developing procedures for allocating marketing resources to segments. Behavioural research is, however, more focused on contributing to the theories of what the differences are, why such differences occur and how these difference realise themselves in different behaviours, and so this study leant more towards behavioural research theories in the process of segmenting the TPB market. As the study is designed so that the results may be used in practical application within the TPB industry, it makes sense to take a behaviourally-oriented approach; spectator expectation presented in the research findings should be satisfied by the industry (wherever possible) to enable the realisation of expected consumer response.

Chapter Four

Research Methodology

4.1 Introduction

The first issue of methodology which needs to be considered is the underlying philosophy of the research problem. This chapter outlines the methodology used in the research and includes a discussion of the chosen ontology and epistemology, research design and methods of data analysis.

4.2 Research Aims, Question and Objectives

The aim of this research is to investigate the potential to use expectation of service attributes as a basis for segmenting spectators in TPB.

This study aims to contribute to a detailed understanding of the expectation influencing spectators' attendance habits and to the wider applications of market segment theory to the professional baseball industry in Taiwan. Put simply, the study aims to understand customer expectation and apply its findings in the sport marketing industry, particularly in the TPB (TPB) industry. By investigating which specific service attributes are expected by spectators attending a live match, various demands ('expectation') are identified and used as the basis to differentiate different types of spectators. Subsequently, the research aim of the study emerged as:

To investigate the potential to use expectation of service attributes as a basis for segmenting spectators in TPB

In accordance with the research aim, the research question was redesigned to be both more simple and specific, and is now:

“Can expectation be used to segment spectators in TPB?”

The study was guided to meet the research aim and provide an acceptable answer to the research question by the following three objectives, which also serve to break the research process into three steps.

Objective One:

To identify what expectation of service attributes spectators have of TPB games.

In order to appropriately address the research aims, it was first necessary to gather information on needs, preferences and perceptions relevant to service expectation from spectators attending TPB games.

Objective Two:

To evaluate the importance of service attributes and establish the priority of expectation to spectators at professional baseball games

The importance placed on each service expected by the spectator needed to be established to aid in highlighting differences among individual spectators. This both enriched the findings and aided us in following through with the final step:

Objective Three:

To categorise the spectators of TPB games on the basis of their expectation.

Generally speaking, spectators exhibit heterogeneity in their expectation due to different demands, needs and individual desires. In this study, grouping spectators by expectation helped to identify the homogeneous patterns of demand present amongst the heterogeneous ones. It also allows the study to make a unique contribution to the field of sport marketing research by identifying groups of expectation, allowing us to identify the variables descriptive of the spectators most likely to have those expectation.

According to Easterby-Smith, Thorpe and Lowe (1999), there is a long-standing social science debate about the most appropriate philosophical position from

which methodology should be derived. However, our ontological and epistemological positions shape the very questions we ask in the first place, also defining how we pose them and how we set about answering them (Grix, 2004). Hence, a number of philosophical and methodological questions needed to be first considered before we could begin investigating the answers to our research questions; hence, following below can be found a discussion of the various approaches to research and a justification of those that were employed for this study.

4.3 Ontology and Epistemology Assumptions

Grix (2004) stated that ontological assumptions are the starting point of all research, and a researcher's ontological and epistemological assumptions can lead to different views of the same social phenomena. Ontological assumptions are concerned with the nature of existence, the very nature of the subject matter of the research, the social world. Burrell and Morgan (1979, p.1) observed that scientists are primarily faced with one basic ontological question:

“...whether the ‘reality’ to be investigated is external to the individual – imposing itself on individual consciousness from without – or the product of individual consciousness; whether ‘reality’ is of an ‘objective’ nature, or the product of individual cognition; whether ‘reality’ is a given ‘out there’ in the world, or the product of one’s mind.”

The former may be classed as an external-realist view while the latter is an internal-idealist position. Although their perspectives are quite different, both of them are concerned with what we believe constitutes social reality (Blaikie, 2000). In other words, the term ‘ontology’ refers to the subject of existence and the theory of what is real and what exists.

Grix (2004) also illustrated that if ontology is about what we know, then epistemology is about how we come to know it. Hence, the term

'epistemology' concerns the knowledge-gathering process. The same opinion can be found in Sparkes' work (1992: 14), who demonstrated that ontological assumptions raise epistemological assumptions which have methodological implications for the choices made regarding particular data collection techniques and the interpretation of research findings. Blaikie (2000: 8) showed that "epistemology is concerned with the theory of knowledge, especially regarding 'possible ways of gaining knowledge of social reality, whatever it is understood to be". In other words, it is predicated upon a view of the nature of knowledge: for example, whether it is possible to identify and communicate the nature of knowledge as being hard, real and capable of being transmitted in tangible form, or whether 'knowledge' is of a softer, more subjective, spiritual or even transcendental nature, based on experience and insight of a unique and essentially personal nature (Burrell and Morgan, 1979). In short, epistemological assumptions are related to two questions: can we identify "real" or "objective" relations between social phenomena, and if so, how? (Marsh and Furlong, 2002).

There is a wide range of labels used by different authors for both ontological and epistemological positions; however, the literature has mainly categorised these using two ontological terms: essentialist and constructivist. Essentialist ontology asserts that reality is 'out there' and exists separately and independently from the human mind. Constructivism assumes that reality is continually produced and reproduced by social actors, implying that reality could be revised through social interaction. Although these two ontological positions are quite different, they are both concerned with what researchers believe constitutes the social reality.

It is hard to label the aim of this research as either essentialist or constructivist due to the key concept 'expectation'. The expectation from spectators encompass such a wide range of needs, from basic to almost unnecessary, including everything from eating, clothing, living, travelling, education, entertainment and more. This could imply that the reality of spectators' expectation could be essential and exist independently, but it could also imply that their expectation emerge from social interactions. The research can be

classed as constructivist in the sense that expectation are not external to the spectators and can only be analysed by asking the spectators directly, but it also displays essentialist characteristics in that some expectation can be generalised (or are similar between individuals), making it possible to segment spectators based on expectation. Hence, the study should consider both ontological theories.

Regarding the assumptions of ontology and epistemology, researchers point out that there are numbers of research paradigms and the study showed three major paradigms (see Table 4.1) which have impacts on the fields of science research. Sparkes (1992: 12) illustrated that “at a most fundamental level different paradigms provide particular sets of lenses for seeing the world and making sense of it in different ways”. This means that a researcher’s ontological and epistemological position influences the methodological approach adopted, and leads to different points of view of the same social phenomenon (Grix, 2002; Marsh and Furlong, 2002; Sparkes, 1992; Easton, 2002).

Table 4.1 Assumptions underlying the positivist, interpretive and critical paradigms

Assumptions	Paradigm		
	Positivist	Interpretive	Critical Realist
Ontology	External-Realist	Internal-Idealist, Relativist	External-Realist, Internal-Idealist
Epistemology	Objectivist, Interactive	Subjectivist, Interactive	Subjectivist, Interactive
Methodology	Nomothetic, Experimental, Manipulative	Ideographic, Hermeneutical, Dialectical	Ideographic, Participative, Transformative
Interests	Prediction and Control (Technical)	Understanding and Interpretation (Practical)	Emancipation (Criticism and Liberation)

(Arranged by Author)

4.3.1 Positivism

A positivist approach aims to establish universal generalisations for explaining further observations (Blaikie, 2000). It primarily focuses on observable and measurable social phenomena, seeking similarities between these phenomena, and identifying regularities or associations. In terms of ontology, positivism takes essentialist/foundational assumptions; it assumes that there is an independent social reality which exists outside the social actors and might be observed and described in terms of essential characteristics. Positivism is a kind of inductive approach which usually starts with observations and ends up with generalisations of relationships; it is essentially descriptive and does not interpret or explain what has been observed. Positivists believe that if observations are systematic and objective, they are able to provide generalisations as 'true' descriptions of reality (Blaikie, 2000). A positivist tends to prefer quantitative analysis, using vehicles such as questionnaires, in order to postulate causal relationships and produce 'objective and generalisable' findings. If a positivist researcher would like to investigate the behaviour of sports spectators, he could start by observing what the spectator bought while attending a game and translate his behaviour into numbers as a hard record. Then the researcher could design a questionnaire and calculate what spectators have brought into sport games to predict what the spectator will need in a sport game. Using this method, the researcher believes that the behaviour of a spectator is objective and fixed, and that what spectators need is impossible to be influenced by other social factors, partnership or fancy supplements; i.e., the demands of man are independent.

4.3.2 Interpretivism

The aim of an interpretive approach is to describe and explain the differences of social phenomena in terms of social actors' accounts (Lewis-Beck, Bryman et al. 2004). The ontological foundation of interpretivist thinking is that social reality is not independent and is, instead, socially constructed by the people who inhabit it and thus in a constant state of revision. An interpretivist aims to

seek social actors' own interpretations of their world through a inductive approach which is based on developing a theory that is derived from the social actor's activities, languages, and values. In addition, interpretivism accepts that each group of people with the same values and interests has its 'own truth' and there might be multiple realities in any social situation, since the individual mind determines categories in shaping or constructing these (Blaikie, 2000). Fitzpatrick (2005) concludes that unlike positivists, who look for observable empirical regularities which are statistically measurable and produce significant correlations between variables, interpretivists are concerned with the meanings people attach to social situations. The methods typically applied in an interpretive approach are interview, documentary analysis, and (participant) observation. Using the same aforementioned example, an interpretivist would view interviewing numbers of sport spectators on what and they bought during a sport game and why they bought it as crucial information. They would then use an inductive approach to develop points or crucial statements to explain spectators' needs when attending a sport game.

4.3.3 Critical realism

In contrast to both the positivist and interpretivist approaches, critical realists attempt to balance these two sets of assumptions. The central ontological assumptions of a critical realist approach are that reality has an existence independent of social actors that is socially constructed. Critical realists aim to discover underlying mechanisms to explain observed regularities which require both a description and an explanation of social phenomena (Blaikie, 2000). Amara, Henry, Liang and Uchiumi (2005) suggest that in a critical realist approach, knowledge is "gained inductively by understanding processes of social construction of structures, and deductively by deducing the impacts of invisible structures". In terms of methods, both qualitative and quantitative methods are utilised in a critical realist approach. Qualitative data is used to understand the processes of social construction and quantitative data is used to understand the effects of structure; the real investigation takes place at the

intersection where both sets of data cross. Both sets of data are needed for a complete explanation of the social setting surrounding the data (Scott, 2007).

Sayer (1992) believes in characterizing critical realism to help structure research, and offers eight 'signposts' to this end:

1. The world exists independently of our knowledge of it.
2. Our knowledge of the world is fallible and theory-laden.
3. Knowledge develops neither wholly continuously, as the steady accumulation of facts within a stable conceptual framework, nor discontinuously, through simultaneous and universal changes in concepts.
4. There is necessity in the world; objects—whether natural or social — necessarily have particular powers or ways of acting and particular susceptibilities.
5. The world is differentiated and stratified, consisting not only of events, but objects, including structures, which have powers and liabilities capable of generating events.
6. Social phenomena such as actions, texts, and institutions are concept-dependent.
7. Science or the production of any kind of knowledge is a social practice.
8. Social science must be critical of its object, as in order to be able to explain and understand social phenomena, we have to evaluate them critically.

Moreover, Bhaskar (1997) also suggests a critical realist ontologically asserts that reality is socially constructed by focusing on analysing the specific processes through which reality is created, and possible knowledge is confined to an understanding of that process. In addition, the world is constituted not

only of directly observed phenomena, but also by unobserved structures, entities and mechanisms. Therefore, critical realists focus on interpretative development and empirical testing to reveal and establish the existence of these hidden mechanisms and structures in order to explain observable phenomena. Blaikie (2000) states that since these mechanisms and structures are unavailable to observation, it is necessary to first construct a model of them which often draws upon already familiar sources. The model is then empirically tested as a series of descriptions of actually existing entities and their relations (Blaikie, 2000). Support for the inferred existence of these mechanisms and structures is provided if these tests are successful. Moreover, Blaikie (2000) emphasizes that the utilization of suitable instruments will obtain more direct confirmation of these existential claims.

In the marketing world, it is quite clear that there is a necessary relation between buyer and seller, but the problem is that 'contingency' and 'exchange behaviour' also play heavy and important roles in marketing (Easton, 2002), which is also the reason that positivism is not suited to the deep essentials of a marketing investigation. The central issue of critical realism is causality; according to Sayer (1992: 104), 'causality' in critical realism concerns not only the relationship between cause and effect but also the 'causality power', 'liability' of the object and relation or more generally their ways of acting or 'mechanisms'. This statement is in accordance with both the aim and objectives of this study, as the core of this research is not only the necessary relationship between sports event providers and spectators, but also the working mechanisms within this structure. What are spectators' needs and why do they need them? How can sports event providers or managers satisfy these needs? These questions all present different structures within the professional baseball world, and the answers enrich our knowledge of how to satisfy the multi-dimensional service expectation of spectators, while simultaneously providing an approach for event organisers and marketers to base their marketing strategies on.

4.4 Choosing an Approach

While Bulmer (1984) suggested that there is no one best method and each method has its own strengths and weaknesses; it is doubtful whether a perfect method exists, as each method provides different points of view on the research question or problem. Therefore, selecting a method is not a matter of selecting the 'correct' method, but of selecting the most appropriate method. Each approach produces differing research questions, methodologies, ontologies and epistemologies (see Table 4.2). According to Bryman (2001), good research is not being wedded to a method irrespective of the problem being examined, but recognising that a method will be good or bad only in relation to the problem at hand. Therefore, when considering the key issue of choosing an appropriate research method or approach, one should ensure to consider the nature and context of the problem itself in relation to the methods and approaches available.

Since the 1970s, numbers of researchers (i.e. Halbert, 1965; Buzzell, 1963; Hunt, 1976; Deshpande, 1983) have debated which philosophical approach is appropriate for marketing science (Easton, 2002). From positivism, interpretivism and relativism (Anderson 1983; Deshpande 1983; Peter and Olson, 1983) to critical relativism, these approaches have been applied to establish the scientific research of marketing but still have weaknesses which remain unaddressed.

Table 4. 2 Three Approaches to Studying Taiwanese Spectator Expectation

Approaches	Positivist	Interpretivist	Critical Realist
Ontology	Essentialist/ Foundational I believe that expectation exist independently and may be described in terms of essential characteristics.	– Constructivist – I believe that expectation are not independent of spectators; instead, expectation are socially constructed and interact with society.	Constructivist/ Essentialist and Foundational – I believe that expectation exist independently of spectators but are also socially constructed.
Focus	Identifying the expectation in quantitative and measurable units.	Investigating the perception of subjects (e.g. game or service providers) in relation to the expectation of spectators.	Identifying the relationship between social construction and real existence of expectation.
Typical Questions	What are the expectation and how can we measure them? For example what different expectation exist amongst spectators in Taiwan?	How do spectators perceive expectation and their relative importance?	What kinds of expectation are regarded as important to a spectator?
Methods	Quantitative strategy i.e. questionnaires, surveys	Qualitative strategy i.e. interviews, document analysis, and participant observation	Quantitative and qualitative strategy i.e. surveys, interviews, and document analysis

(Arranged by Author)

The purpose of this research is to investigate spectators' expectation and identify different types of spectators. Essentially, this study is an investigation into spectator expectation that hopes for its outcome (defined categories of spectator based on service expectation and the priority placed on them) to be utilised not only by sports event organisers or managers in their marketing practices, but also by the academic world in developing a different segmentation model or variable. The findings of this study will find their most useful application in the marketing sector of the spectator sport industry, particularly in the professional baseball industry.

After careful review of the literature, the author formed the belief that expectation both exist independently of the consumer and are socially constructed, which led the author to conclude that critical realism was the

most appropriate ontological base from which to approach the research objectives. This study employs a quantitative questionnaire to verify qualitative data collected in focus group research, a research method that is a combination of quantitative and qualitative methods. As can be seen in the above table, this method belongs to a critical realist approach. The research focuses on identifying the expectation held by spectators and using them to segment and classify spectators, which also holds characteristics of a critical realist approach.

4.5 Validity and Reliability of Research

The two key criteria by which most research studies can be assessed are reliability and validity (Silverman, 2005). Reliability refers to the extent to which the same research findings will be achieved if the same procedure is carried out by a different researcher or at a different time (Yin, 2003; Kirk and Miller, 1986), and validity pertains to the degree to which the correctness or credibility of a description, conclusion, explanation, or interpretation of an account will be obtained (Maxwell, 1996). Silverman (2005) highlights that it is worth considering how far the methods used would provide reliable, valid and objective data at the early stages of designing a methodology.

4.5.1 Validity

Bryman and Bell (2007) stated that the most important factor to consider when conducting research is validity, as validity is concerned with the integrity of the conclusions that are generated from a piece of research. However, there are several different types of validity, and these help the research results to reflect their circumstances more accurately. 'Measurement validity' is often referred to as 'construct validity' and applies primarily to quantitative research and the search for the concepts of social scientific concepts, but proves to be problematic in qualitative research (Bryman and Bell, 2007). Essentially, measurement validity is whether or not a measure that is devised of a concept

actually reflects the concept that it is supposed to be denoting. In line with this concept, this research has faced two measurement validity challenges. Firstly, the research needed to collect data relating to the perceptions, experiences and service demands of spectators attending sports games; as this data is essentially interpretive, a qualitative paradigm was designed to achieve the research target, and a focus group meeting was considered an appropriate method for this phase of research. Secondly, in order to attain the aim of this study, the spectators' perceptions of the importance and priority of service demands needed to be investigated. After analysing the data collected in the focus group, a questionnaire was used to collect quantitative data from spectators. These efforts all aimed to establish an appropriate form of measurement while ensuring the effectiveness of that measurement or construct validity.

Internal validity is mainly related to the issue of causality and is concerned with the question of whether a conclusion that incorporates a causal relationship between two or more variables can be certain. The purpose of this study is to use expectation of service attributes to segment sports spectators. If the variable "expectation" signifies the start of this research journey and the exploration of different characteristics the road, then the successful segmenting of sports spectators is the end of it. Although it is a new experiment or application of the term "expectation" in academic research, the causal relationship of this study is quite simple and direct, as the customer indicates his or her needs and these should then be satisfied by the provider. This simple causal relationship means that there is no need to be concerned regarding the internal validity of this study. However, it is undeniably difficult to confirm whether the data collected from qualitative or quantitative research paradigms is completely true. While it is impossible for researchers to guarantee that interview subjects will share all of their knowledge regardless of its nature or that they will provide serious answers to the questions posed, a thorough examination followed by careful judgement of the collected evidence will decrease the possibility of false answers.

When surveying a group by questionnaires, respondents may also have

differing understandings of the questions posed; two methods of countering this were employed in this study. Firstly, the researcher ensured that the content of the focus group meetings reflected the perceptions, experiences and service demands of spectators when attending a sports game. Second, questions on the questionnaire were designed to be clear, succinct and concise to ensure both relevance to the research aim and limit any misunderstanding by the participants. The participants and structure of the focus group were limited to TPB spectators with more than five years' experience attending games and who had attended a minimum of five games every season. The questionnaire was distributed at different ballgrounds in Taiwan during the 2009 baseball season. While Chapters 5 and 6 contain detailed information on both the structure and implementation of the focus group and questionnaire respectively, it should be noted here that the questionnaire survey was executed in Chinese – the official language in Taiwan. Translation into English was conducted for the purposes of this paper only.

In analysis, statistical techniques such as Cronbach's alpha in terms of internal consistency and a pilot study were used to provide additional evidence to increase the internal validity of the quantitative paradigm. In other words, the key to establishing internal validity is to make sure that the variable and following consequences and conclusions are consistent.

External validity is concerned with whether the results of a study can be generalised beyond the specific research context, and that the research measures what it is supposed to measure. This means that "replication" and "generalisation" are the key concepts when establishing external validity. The methodology adopted in this research is not necessarily appropriate for other research, and the results in this field are notoriously hard to replicate circumstances over time as people often change their perceptions and behaviours with changes in their own personal circumstances or changes in the environment. Appropriate research was employed to ensure the accuracy of facts collected, however a lower external validity is expected in this study due to the field of research; this should not affect the effectiveness of the study.

4.5.2 Reliability

Reliability is determined by whether the results of a study are stable and repeatable. Effectiveness reliability ensures the same result will be produced when applying the same procedure with the same measures toward a study. Another accepted definition of reliability aims to minimise the errors and bias within the study but differs from the first definition by not requiring the same results to be achieved from different cases as replication. Reliability is especially at issue in connection with quantitative research with concern as to whether the measure is stable or not. Holstein and Gubrium (1997) argue that those who believe that qualitative research is dynamic and can only be conducted effectively in a responsive manner claim that studies can never be repeated. In this sense, the idea of seeking reliability in obtaining the same data through phase one investigations (in this case, focus group interviews), is not inherently important; rather, the key concern is whether the method used for obtaining data can be described as reasonable or not. Reliability is improved with phase two of the investigation (in this case a questionnaire survey), which should be quantitative research adopting statistical techniques. For the study to be reliable, the results of the phase two investigation should confirm the results obtained in phase one.

4.6 Research Design

As the aim of this study is to investigate the potential to use expectation of service attributes as a basis of segmenting spectators in TPB, the study naturally chose spectators from professional baseball in Taiwan as its research population.

Teddlie and Tashakkori (2003) illustrated that purely qualitative research may be useful, combining qualitative and quantitative approaches can help the researcher to benefit from the relative advantages of each method. Mixed method research—combining qualitative and quantitative methods—can lead to stronger inferences and enhance overall knowledge of the research issue

(Teddle and Tashakkori, 2003; Rossman and Wilson, 1984; Rohm, Milne and McDonald, 2006). The study used a critical realist approach that employs both quantitative and qualitative methods (refer to Table 4.3) and this strategy was devised to uncover an understanding of the various service expectations of spectators, accomplished firstly by interviewing spectators (conducting interpretative research), and then using the data gathered as evidence for identifying spectators' perceptions of what services should be, which service attributes are lacking or missing, and what spectators look for when attending a baseball game. A questionnaire was then produced from this data to further investigate the service expectations of TPB spectators, along with an evaluation of their perceptions regarding the current service situation. This formed phase two of the research. As existing literature in this field is mostly deductive (as can be seen from previous chapters), the qualitative research undertaken in the focus group sessions and analysis provided inductive categories to complement the existing limited deductive categories.

In the final phase of the research, statistical techniques were used to classify the spectators into different groups according to their different tendencies (quantitative) creating expectation-based market segments.

Exploring expectations of service attributes and trying to identify different types of spectators not only establish the perceived priority given to different service attributes in a sports game, but also creates a new typology of identifying different types of spectators without relying on the traditional demographic or motivational variables.

Table 4.3 Summary of the Methods Used

Research Method	Purpose
Focus Group Interviews	Investigating the experiences, perceptions, and service demands of spectators attending TPB games in order to identify initial service expectations.
Questionnaire Survey	Exploring the perceptions spectators have towards the importance of a series of service attributes and provide a priority ranking of each service attribute to serve as the typological basis.

4.6.1 The Spectator Focus Group

According to Stewart and Shamdasani et al. (2007), the purpose of the focus group is to obtain specific types of information from a clearly identified set of individuals. The first phase of this research used a focus group to identify the expectation of spectators via a discussion of their needs, demands, and past experiences; this allowed us to also identify which service attributes are perceived as not well-delivered by spectators attending a professional baseball game. As a focus group works with individuals to establish qualitative research, each individual step taken – from establishing the research agenda to recruiting participants to developing an interview guide - in organising a focus group is important to avoid the outcome being invalid and damaging the validity of the entire research.

The results of the focus group were analysed using NVivo 8 qualitative Analysis Software. The discussions of both groups were transcribed and input into the software, and were then encoded using several keywords to produce a theme-based analysis of the discussions. The results can be found in Section 5.3.

4.6.1.1 Questioning Principles of Focus Group

Stewart and Shamdasani (2007) illustrated that a very general question will always produce very general but not very useful results, and suggested that when formulating a problem one must always consider what is already known about the phenomenon of interest and what additional information is required. Regarding this research, participants' past experiences of attending TPB games were the starting point in identifying what service attributes they feel are lacking or which ones are particularly good. While questionnaires and focus groups are the two main methods used, respondents were not limited to precise answers. The study's aim is to investigate the potential to use expectation of service attributes as a basis of segmenting spectators in TPB sport, and to that aim the researcher needed to discover the true desires of spectators. The following questions aimed to explore what types of

circumstances trouble spectators when attending a sports game, which kinds of services they expect to be available, which service attributes they would be willing to pay an extra for, and more. The outcome of these questions identified the perceptions that TPB spectators have and helped to sequence specific service expectation in order of priority (as perceived by the spectators). (see Table 4.4).

Table 4.4 Questioning Categories of Focus Group Meeting for TPB Spectator

Objective	Category of questioning
<ul style="list-style-type: none"> ● To establish a list of which services and service attributes, at present, have been provided when attending a sports game and focus participants on the topic of services at TPB games 	<ul style="list-style-type: none"> ● Spectators' experiences attending a sports game. ● Aspects of attending a TPB game which left the deepest impression on spectators, both good and bad.
<ul style="list-style-type: none"> □ To explore which potential services are expected at TPB games and which extra services can be charged for 	<ul style="list-style-type: none"> □ Identify which services spectators need most or give most weight to at present during TPB games. □ Identify the reasoning behind spectators' expectation levels of these services. □ Identify services spectators do not need or expect that are presently provided at TPB games, and why these services are felt to be unnecessary.
<ul style="list-style-type: none"> ◆ To analyse which services spectators expect or feel are lacking that are not presently available at TPB games. 	<ul style="list-style-type: none"> ◆ Identify which situations most trouble spectators.

4.6.1.2 Interviewees and Selection

After confirming the principles of the research agenda, the focus group interview also had to ensure the selection of appropriate participants. Individuals invited to participate in a focus group must be both able and willing to provide the desired information and must be homogenous. Participants of a focus group can be recruited in a variety of ways, with "convenience sampling" being the most common method. Kitzinger (1995) suggested that focus group participants should be homogenous, in order to capitalise on group members' shared experiences, and that the participants should be selected using a

theoretical sampling model where the combination of individual participants reflects the varied range of the total population, without necessarily being representative of the population as a whole. On an individual level, the selection of participants also determines the quality of the outcome of a focus group as participants are only able to answer questions to the best of their abilities; therefore, participants must be carefully screened to ensure the requisite experience before attending.

For this empirical work, the researchers recruited a total of 24 baseball spectators. 20 of these spectators were recruited via online advertising (on official CPBL and TPB team websites and various university BBS (Bulletin Board System – a telnet-based internet forum popular in Taiwan)), while the remaining 4 were recruited via personal invitation from the researcher. In order to avoid too much homogeneity amongst participants, the researcher carefully reviewed each online application and considered the group's average age, occupations, gender balance etc. when selecting the final interviewees. The 4 invited participants comprised of two senior print journalists, one TPB reporter and one TPB game commentator.

Of the final 24, 4 had attended professional baseball games in America or Japan in addition to TPB games and thus were able to share some thoughts and opinions that the rest of the group were unlikely to conclude. The group was split 62.5% male and 37.5% female, the average age was 31.8 years old, the average years of attending TPB games was 12.5, and half were undergraduate or graduate students while half were employed. Each of the participants had at least 5 years' experience of attending TPB games. . 12 participants were invited to each focus group and most of them were selected by following Kitzinger's suggestion of choosing members from each of the varied groups of TPB spectators, including cheerleaders, baseball fan club members, commentators and even journalists.

The selected participants were invited to two focus group meetings, which produced much useful information on what baseball spectators expect when attending a game. The questions were designed to initially let the participants

think back and reflect upon their previous experiences attending TPB games in general, and gradually led into more specific service-oriented questions. See Appendix B for a full list of participant demographics, and Appendix C for details of the questions asked.

It should be noted that during the preliminary stages and interviews for this study, occasionally the researcher or the interviewees would become confused by the academic expression 'expectation'. Refer to Chapter 2 for the discussion regarding this term.

4.6.1.3 Qualitative Data Analysis - NVivo 8

A focus group discussion needs to follow an established interview guide. A series of topics or questions were generated based on the research questions of this study. Two principles were provided for the researcher as a guide to formulate questions, from general to specific and from most important to less important (Schaeffer and Presser, 2003). General questions of an unstructured nature should be placed earlier since they will induce the responder into a broader mindset, leading the respondent to provide information that the researcher might never have thought of. Specific questions suggesting a specific response should be placed near the end of the list. This type of question is appropriate to the researcher who has a specific need or request that requires a specific answer from the respondent. Different groups will also spend radically different amounts of time on the same topic: a very homogeneous group may be able to move through many questions due to their lack of dissenting opinions while the opposite could be observed for a more diverse group. Generally speaking, the more complex or emotionally involving the topic is or the greater the heterogeneity of views on the topic within the group, the fewer specific questions that can be covered during the limited timeframe of a focus group. As sport spectators are more likely to have similar sport interests, a homogeneous group is more appropriate to this study.

While preparation is important in ensuring a smooth focus group, a skilled moderator is also essential to lead the meeting and ensure all discussions

remain on topic; a mismanaged focus group can only produce unreliable results. It is for this reason that the researcher chose to conduct the focus group meetings himself, rather than risking the meetings being taken off topic by somebody less connected to the study. Both meetings were held at National Cheng-Kung University in Tainan, Southern Taiwan, and participants living elsewhere in Taiwan were required to travel to Tainan in to attend. Participants were provided with travel and food and were also paid a nominal amount for their time.

NVivo 8 package software was used to analyse and develop the raw qualitative data. The use of NVivo 8 software helped the study analyse qualitative data systematically and efficiently; Figure 4.1 (below) is a flow chart illustrating the basic processes involved in using NVivo 8. The author did not use advanced NVivo 8 analysis skills, as the software’s basic functions proved enough for the raw data to become meaningful interpretations.

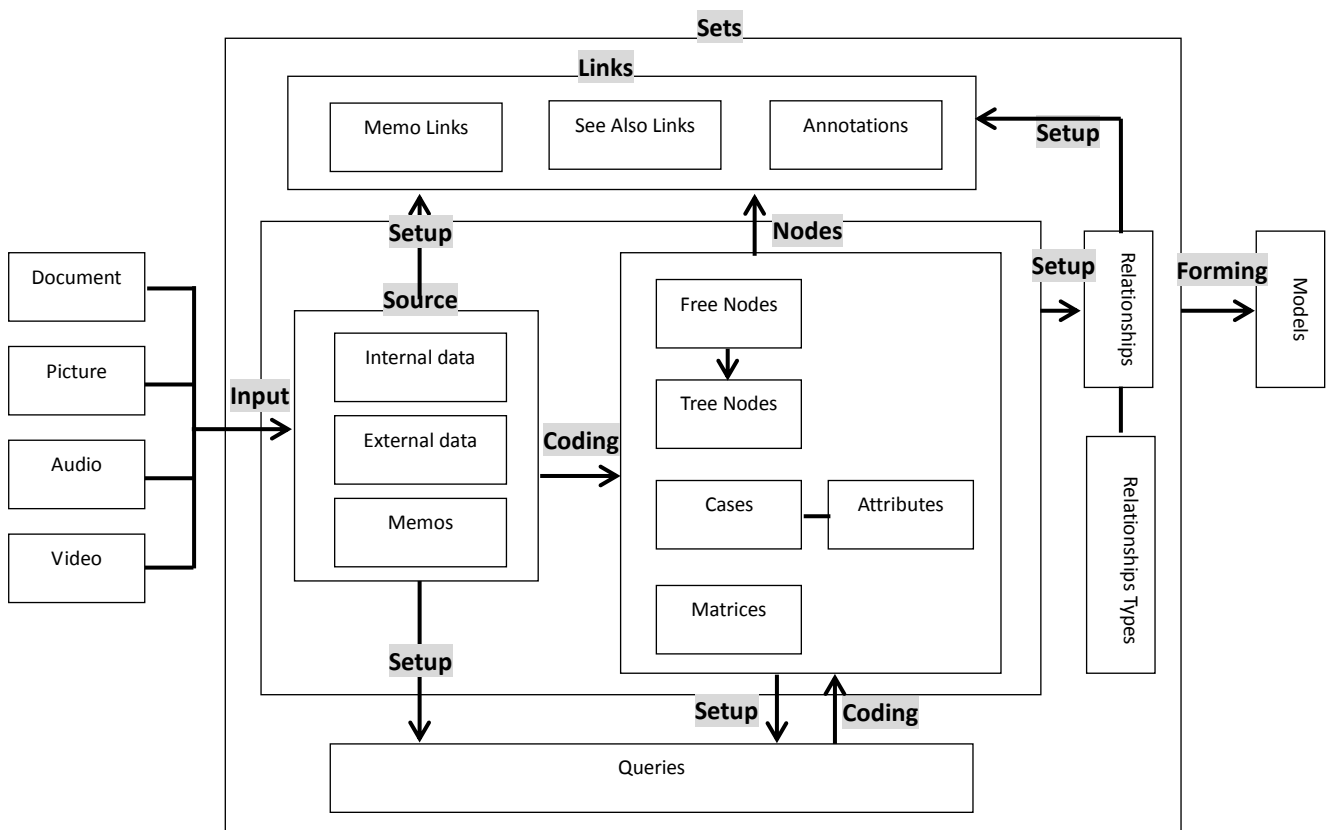


Figure 4.1 Qualitative Analysis Flow Chart of NVivo 8

(Source: Author)

After using NVivo 8 to analyse meaningful ideas from the focus group data, the author found that while the software makes the discovery of these ideas easier and more systematic, it does not generate ideas automatically. Secondly, the analysis process is subjective – particularly in the coding stages as the researcher needs to interpret and summarise interviewee’s opinions, a process in which it is very difficult to avoid the addition of the author’s own opinions. In this study, the author employed NVivo 8 to generate ideas due to the ease with which changes can be made to the coverage of texts coded/input, its well management of codes, and its texts when moving to setup relationships (category trees) between codes, sub-categories and categories.

The following procedures were used in the implementation of NVivo 8 software in this study:

1. Carefully inspecting each word and line of data, highlighting important sentences and conducting open coding with short open-codes.
2. Short memos were recorded on paper (Microsoft Word) using different colours. This was for later identification of a key incident or development of a category (see Figure 4.2). (The interview data was printed for later use.)

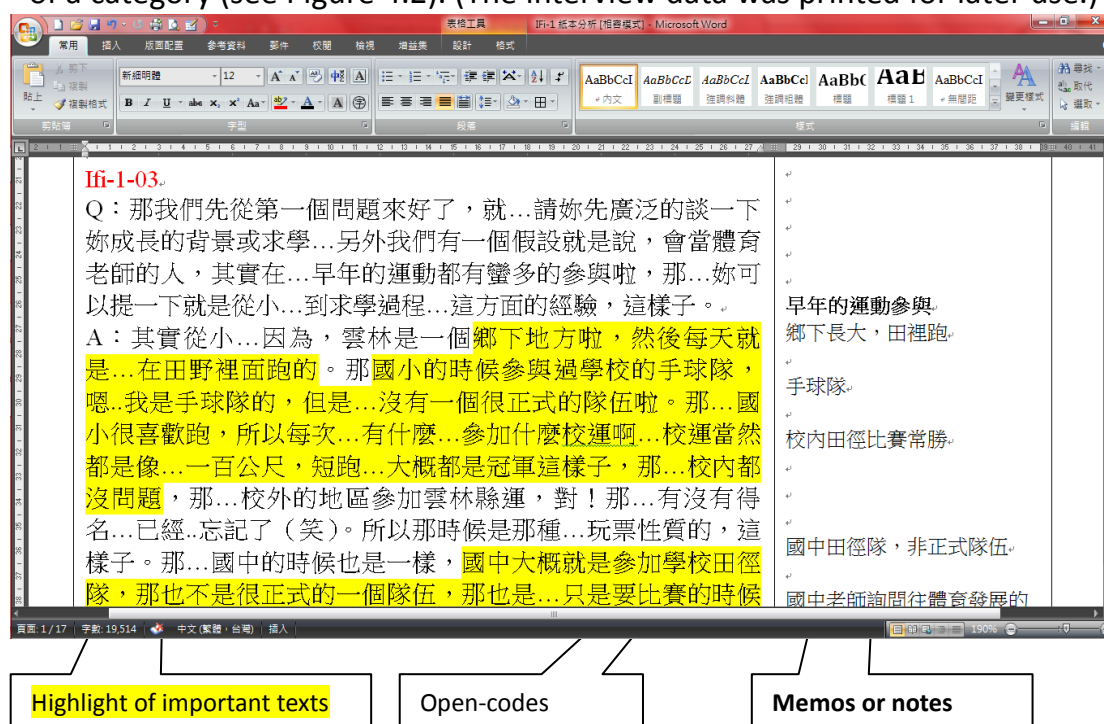


Figure 4.2 Process of Coding in NVivo 8

3. The initial coding was conducted using the printed data. The researcher's interpretation of each sentence was coded openly using longer key words, sentences or both.
4. Where a sentence was complex or contained multiple meanings, the rest of the relevant text was scanned to find the context of what the participant's concern was; where the sentence contained multiple meanings, it could also be coded into different open-codes (in NVivo 8).
5. Once an interview transcript was completely coded, the interviewee's name or number would be added in front of each open-code in order to have each code be more identifiable in later analysis. In this study, produced open-codes would be copied to both life history and cross-case theme sections and analysed respectively (using the Tree Node feature).
6. Focused coding was conducted immediately after the input of each interview's data was concluded. This was to prevent the researcher from dealing with too many unorganized codes at a time and develop analytic thought in the early stages of the research process. In this stage, codes, sub-categories and categories would be linked to form a category tree (using Tree Node).
7. After some key factors were identified by focused coding, more information could be added in front of each open-code when inputting the remaining interview data. This was to facilitate categorizing or sub-categorizing when conducting focused coding later (see Figure 4.3).

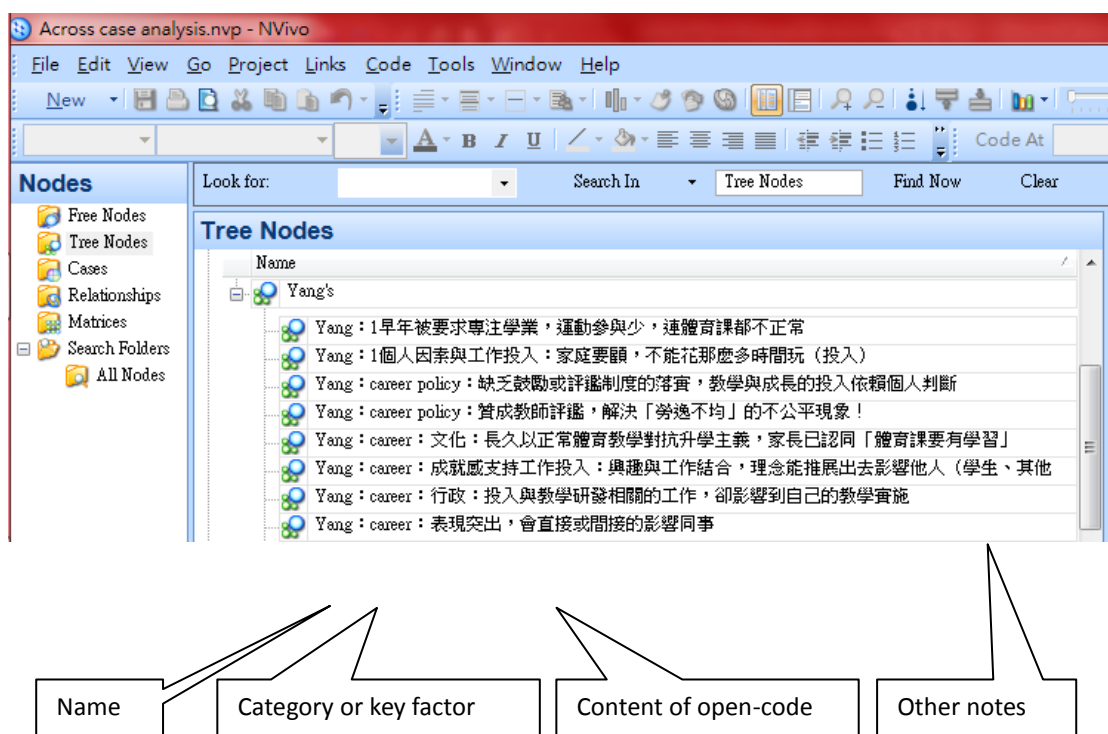


Figure 4.3 Tree Nodes in NVivo 8

8. Where a category or theme was formed after analysis but lacked evidence the researcher returned to the original interview data to reconfirm if any data (1) had been missed and not coded or (2) could be interpreted from different angles in order to fill the gap (the original data was searched using the search functions of Microsoft Word and NVivo 8).
9. A theoretical framework was developed to illustrate all key factors and their relationships. This framework was different from the use of the category-tree: whereas the category-tree contained all data, the framework drew key factors out from this and displayed the relationships in between. (In order to demonstrate relationships among factors, open-coding was also used to record connections as the participants described them.)
10. The final process in the analysis was to write up and record the findings. When writing each section of the findings (by theme or by issue under the theme), the researcher needed to further sub-categorize and order the codes (there was no limit to the number of sub-categories possible). The

relationships in each theme and category formed the writing structure of each analytic story. Procedure 8 was repeated where evidence was missing.

As all focus group member were citizens of Taiwan, the focus groups were all conducted in Mandarin Chinese, making the raw data also in Mandarin Chinese; however, the research findings were to be written in English. As such, the author initially considered translating all of the interview data into English for analysis; there were two main reasons for the decision to conduct the analysis in Chinese: 1) an accurate translation requires time to produce, and the translation of such a massive amount of data would necessitate a long period of time to work on it; and 2) Even the best translation is only ever an interpretation of the original text, much like an analysis. Should an analysis be based on translated data, the findings would be a product of double-interpretation and the likelihood of a misinterpretation is higher. The data from the interviews was only translated when needed to be presented as evidence of research findings (see Appendix F).

The analysis of the qualitative data generated 6 themes of what expectation TPB spectators have when attending a live game. Details can be found in the following sections.

4.6.2 Development of the Research Questionnaire

The contents of the questionnaire were divided into three sections. The first section used the work of Wann and Branscombe's (1993) Sports Spectator Identification Scale (SSIS), which measured the different levels of team identification. This scale was used in the study as it has been employed by a number of Taiwanese sports researchers in the past (see Cheng 2010; Ghuang 2010; Huang, 2008) which means that its use in this study is useful to enhance the study's validity and reliability. The SSIS consists of 7 individual questions (see Table 4.5) and uses the 8-point Likert Scale, with answers ranging from 1-8 (8 being the highest; an 8-point scale is used as the aim is to find out whether an individual identifies more or less with a team – neutrality is not an

option). According to Wann and Branscombe's work (1993), an individual's level of identification with a favourite team can be derived by summing up the individual's responses to all 7 questions.

Table 4.5 Sports Spectator Identification Scale (SSIS)

Number	Item Statement
1	How important is it to you that the team listed above wins? Not Important 1 2 3 4 5 6 7 8 Very important
2	How strongly do you see yourself as a fan of the team listed above? Not at All a Fan 1 2 3 4 5 6 7 8 Very Much a Fan
3	How strongly do your friends see you as a fan of the team listed above? Not at All a Fan 1 2 3 4 5 6 7 8 Very Much a Fan
4	During the season, how closely do you follow the team listed above via ANY of the following: in person or on television, on the radio, or televised news or a newspaper? Never 1 2 3 4 5 6 7 8 Almost Every Day
5	How important is being a fan of the team listed above to you? Not Important 1 2 3 4 5 6 7 8 Very important
6	How much do you dislike the greatest rivals of the team listed above? Do Not Dislike 1 2 3 4 5 6 7 8 Dislike Very Much
7	How often do you display the above team's name or insignia at your place of work, where you live, or on your clothing? Never 1 2 3 4 5 6 7 8 Always

Source: Wann and Branscombe (1993). "Sports Fans: Measuring Degree of Identification with their team." *International Journal of Sport Psychology*, 24(1), p.5.

Scores are calculated by summing up the responses to each question; scores under 18 indicate a low level of team identification while scores greater than 35 suggest a high level of team identification, regardless of the sport or context involved. Any individual who scores between 18 and 35 can be classed as feeling a moderate level of team identification. SSIS was used to establish a standard of identifying different identification level of spectators, and to simplify the varied spectators into three different groups based on how strongly they identify with their favoured team (low, medium, or high level of team identification). These groups allowed the study to understand the importance of different expectation items for these three groups of spectators.

The second part of the questionnaire consisted of a survey of the expectation TPB spectators hold towards potential service elements. The questions were generated from the results of the focus group research conducted in phase

one; however, the study followed a number of guidelines in designing and generating items for this section. Firstly, statements were kept as short and simple as was possible, and great care was taken to ensure that the language used was appropriate to target respondents. Secondly, each item addressed only a single issue and care was taken to avoid 'double-barrelled' items (e.g., 'I would like my seat to be luxurious and comfortable'), as such items may imply two separate constructs and result in confusion on the part of the respondent (Hinkin, 1998). Finally, it was also important to keep all items consistent in terms of perspective, and to ensure that items assessing behaviours were kept separate from items assessing affective responses (Harrison and McLaughlin, 1993).

According to Cronbach and Meehl (1955), both adequate domain sampling and parsimony are important to obtain content and construct validity. Total scale information is a function of the number of items in a scale, and scale lengths can affect responses (Roznowski, 1989). Keeping a measure short is an effective means of minimizing response biases (Schmitt and Stults, 1985; Schriesheim and Eisenbach, 1990), but scales with too few items may lack content and construct validity, internal consistency and test-retest reliability (Kenny, 1979; Nunnally, 1967).

In accordance with the aforementioned principles, 34 items of potential service expectation were generated for the study (see Table 4.6). Each item had a query on the importance of the expectation of the item, and respondents were asked to indicate their level of agreement using a 5-point Likert Scale, with 1 being 'Not Important' and 5 'Very Important'.

Table 4.6 Potential Service Elements' Expectation of TPB Spectator

Number	Item Statement
1	Individual players demonstrate a high-level of prowess
2	Individual players and their personalities
3	Players achieving personal records"
4	Individual players and their development
5	Having faith in the coach
6	The coach's ability to utilise various game strategies
7	The coach's grasp of players' conditions
8	The umpire's trustworthiness
9	The umpire's ability to keep the game flowing
10	Stadium staff are friendly and enthusiastic
11	Stadium staff are helpful and proactive
12	Meeting new people with common interests at the ball field
13	The two teams are well-matched
14	Players demonstrate good sportsmanship
15	The game is dramatic
16	The game is fast-paced
17	The game proves educational
18	Tickets are reasonably priced
19	The game is held during comfortable weather
20	The game is held at a reasonable time (e.g. the match starts in the evening)
21	The game has a reasonable duration
22	The atmosphere at the stadium is enjoyable
23	The venue is comfortable and sports pleasant environs
24	It is easy to move around the stadium
25	Transportation to the venue is convenient
26	The venue sports attractive characteristics
27	Food and beverages on offer are exclusive to the venue
28	Tickets can be easily purchased using a variety of different methods
29	The merchandise on offer is both high-quality and practical
30	An historical record is reached or broken with/during the game.
31	The game features various side-programmes
32	The venue is clean and tidy
33	Prompt and efficient medical aid is on hand
34	The venue caters appropriately to disabled customers

Moreover, many researchers have noted the pattern bias of scale design and attempted to minimise it. Negatively worded items and reverse-scored items are generally employed primarily to accentuate response pattern bias (Idaszak and Drasgow, 1987), and so their use has come under close scrutiny by a number of researchers, as reverse-scoring of items has been shown to reduce

the validity of questionnaire responses (Schriesheim and Hill, 1981) and may introduce systematic error to a scale (Jackson, Wall, Martin and Davids, 1993). Researchers have shown that artificial factor loading frequently results from the use of negatively-worded items (Harvey, Billings and Nilan, 1985; Schmitt and Stultz, 1985).

In addition, four TPB experts who have devoted years to researching TPB spectator behaviour, assisted the items selection and the wording of the questionnaire. Their insights helped to ensure the questionnaire was both appropriately worded and that its target audience would find it easy to understand.

The last part of the questionnaire surveyed the respondent's demographic variables. This part of the questionnaire contained 7 questions asking the respondents to clarify his/her gender, age, marital status, education, occupation, average monthly income and 'average number of games attended per season' (see Table 4.7). Some enquiries were open-ended, allowing the respondent to easily volunteer accurate information (e.g. 'What is the average number of games you attend per season?'), while other enquiries had fixed answers for the respondent to choose from (e.g., 'marital status' and 'age'). In order to keep the study appropriate to a Taiwanese environment, the study used the 'Standard Occupational' and 'Standard Educational Level' Classifications set by the Taiwanese Government, DGBAS (Executive Yuan, R. O. C., 2000) when querying the respondent's occupation and level of education.

Table 4.7 Survey of Demographic Variable of Respondent

Number	Statement	Format
1	Gender	Close-ended
2	Age	Open-ended
3	Marital Status	Semi-open
4	Education	Semi-open
5	Occupation	Semi-open
6	Average Monthly Income	Open-ended
7	Average Number of Games Attended per Season	Open-ended

4.6.3 Questionnaire Pilot Study

Though a larger pool of items is suggested by many researchers, it is more useful to trim the pool for the developmental studies to follow and to obtain some initial estimates of reliability and validity (Corbetta, 2003; DeVaus, 2002). Given that the scale will be administered to a wider sample of the population,, a pilot study can reduce the number of items in an initial pool to a more manageable number by deleting items that do not meet certain psychometric criteria. Pilot testing can also perform the initial tests for validity (Corbetta, 2003; DeVaus, 2002).

Ensuring participants are selected from a relevant demographic is also useful in reducing the number of survey items to a more manageable number. An item that performs well (or poorly) with a subject from a relevant population can be more confidently assessed as a candidate for inclusion (or deletion) when preparing the questionnaire for use in later studies with a wider scope.

Pilot testing also allows items to have their 'internal consistency' assessed: averages, standard deviation, coefficient of skewness, item-total correlation and factor structure can all be measured before releasing the questionnaire to a larger population. Items that do not perform as expected can then be adjusted for wording, scale labels or in other ways for retention in later developmental data collection efforts. Some items may require deletion based on the results of this analysis and, if need be, more items can be drafted and assessed for inclusion to ensure that a sufficient pool of items is retained for the scale development studies that follow (DeVellis, 2003).

Though one of the goals of pilot testing is to trim the pool of items down to a more manageable size, it is better to have a pool of items that is over-inclusive of the domain of the construct than one that is under-inclusive (Corbetta, 2003). An important question all researchers must face is: "How many items should be retained from the pilot test?" Researchers often feel it is best to carry over a larger rather than smaller pool of items for the developmental samples. An item that performed only marginally after being analysed in a

pilot test that is still judged as having content validity is therefore often retained for further samples.

Several statistical methods are utilised to assess the relevance and viability of each item in the questionnaire during a pilot test. The pilot study employed purposive and snowball sampling techniques to collect both paper and electronic samples from 252 spectators who attended at least one TPB game during 2009 season. The following is a description of the statistical techniques used to assess the internal consistency of the pilot study.

4.6.3.1 Items Analysis

Items analysis was used to identify and discern items' suitability in the study (DeVellis, 2003). The survey - generated from the initial focus group of service expectation of experienced TPB spectators - needed to undergo a series of examinations, particularly in its second section. This process was used to develop the pilot questionnaire into the formal one, and involved employing a series of statistical examinations to ascertain the value of the items used in the 252-individual pilot sample. Items analysis examined the appropriateness of questions used in the pilot test with 5 quantitative criteria: "Missing Data Examination", "Description Statistics Value", "Comparisons of Extreme Groups", "Item-Total Correlations" and "Factor Analysis". These categories were then used to determine the validity of each item (DeVellis 2003; Netemeyer, Bearden and Sharma, 2003). The study employed a relatively large number of analysis methods in order to ensure a rigorous testing of all data in the study and increase the study's reliability and effectiveness.

Missing Data Examination

A Missing Data Examination analyses the ratio of responses in which a question is left unanswered. It is used to try and identify which questions are hard to answer or provide respondents with any reason to withhold their answer. Hard-to-answer questions are often skipped, either because the respondents are unsure of their answer or because the answer may be

personal. One can logically conclude that a given question with a high ratio of missing data demonstrates poor targeting skills and is inappropriate in a formal questionnaire. After the analysis of the pilot test results, no item in the study was shown to have been left unanswered more than 5% of the time, meaning that they were all appropriately targeted as respondents had no problem answering (See Appendix D-1).

Description Statistics Value

Items are tested for description statistics value in order to identify items that have a centralised effect and avoid extreme performance results (DeVellis, 2003). Three quantitative criteria of description statistic value are used to identify the appropriateness of any given item: the Item Mean, the Item's Standard Deviation and its Coefficient of Skewness (SK value). These 3 criteria were all used to identify the range over which item performance fell in the scale.

The 'mean' is simply the arithmetic average of a distribution of scores, and gives researchers a rough summary of the distribution of statistics (Timothy, 2001). The 'standard deviation' provides a measure of the average or standard distance from the mean (Frederick and Wallnau, 1992). Skewness is a measure of the asymmetry of the probability distribution of a real-valued random variable. In a normal distribution, approximately 68% of the values lie within one standard deviation of the mean and approximately 95% of the data lies within two standard deviations of the mean. In other words, these three criteria all evaluate the distributing range, and the closer the value of the item is to its mean, the more appropriate the item (Rohatgi and Saleh, 2008).

The generally-accepted standard of item appropriateness is a mean value of within ± 1.5 standard deviations of the scale; a standard deviation value higher than 0.75; and a Coefficient of Skewness (SK) value of within ± 2 . These standards are generally considered appropriate of well-targeted items in a scale (DeVaus, 2002). In this study, the mean values ranged from 4.848055 to 3.046345, each item's standard deviation was lower than 0.75 and the SK values were all within ± 2 on the importance scale, meaning that each item fell

inside what has been identified as a suitable range (See Appendix D-2).

Comparisons of Extreme Groups (CR Value)

One particular criterion of comparison of extreme groups is similar to a description statistics test. Netemeyer, Bearden, et al. (2003) demonstrated “Extreme Groups Comparisons” test by using pilot samples on a total score of scale. They identified samples falling into two ‘extreme’ groups of “High 27%” and “Low 27%” by computing the average mean of each item against samples scored in the extreme group. ‘T-Testing’ a question is used to obtain the CR Value of the item; if the value falls into either extreme group, the question is either unstable or confuses people easily – either way, it is inappropriate for the questionnaire.

However, attention must be paid to the limiting 'percentage' at which we label a group an extreme group. Although 27% is the standard used by the majority of researchers and in this study, different standards are employed in different situations (DeVellis, 2002). For instance a wider cut-off range may be used when the number of valid samples in a group is too small, or a smaller range when pool samples are too many. Netemeyer, Bearden, et al. (2003), however, suggested that 27% is a suitable standard regardless of the number of samples, due to the ‘effect of over-rejection’ (see Netemeyer, Bearden, et al., 2003). In order to avoid the over-rejection effect during t-testing, the study adopted $\alpha=.01$, as well as $CR \geq 2.58$, of qualify discrimination (good); or $\alpha=.001$, $CR \geq 3.29$ of well discrimination (acceptable) in this case. All items showed good discernment (see Appendix D-3 for a full table of results).

Item-Total Correlation

Individual items need to be substantially correlated with the other items with the same measuring objective as a collective or a group, and DeVellis stated in 2003 that examining the properties of each item by its item-scale correlation would achieve this. The correlation coefficient measures the degree of relationship between two interval variables. As Netemeyer et al. (2003) has also illustrated that when determining the item-scale correlation it is best to work out each item’s score over the whole scale first and then work out the

coefficient of correlation between the overall score and each item's individual score.

In the function of reliability analysis of SPSS software, the coefficient value was labelled the 'corrected item-total correlation', in accordance with DeVellis (2003)'s suggestions . The corrected item-total correlation correlates the item being evaluated with the other scale items and clearly showed the relationship between each individual item and the others. The standard used for item-total correlation in the study was 0.3. Netemeyer, Bearden, et al. (2003) also supported Cronbach's assertion that a value of α higher than 0.7 shows a high level of correlation, while a value of between 0.7 to 0.3 shows an average level of correlation, with lower than 0.3 being seen as a poor level of correlation that can influence the inter-consistency of items.

This study followed the suggestions of Netemeyer, Bearden, et al. (2003) and identified items' corrected item correlation value using Cronbach's α values. All of items in the study's questionnaire all measure the same thing and all had an α value of higher than 0.35, making them appropriate for the questionnaire (see Appendix D-4 for full results).

Factor Analysis

Factor analysis is a common technique of testing or evaluating the relationship between relative factors or individual items, and many researchers use factor analysis to estimate items' ability of explanation (DeVellis, 2003). Factor loading produces an objective view of appropriateness of items when compared to merely judging items based on their total score amounts, especially when considered that the questionnaire comprised of a psychology test consisting of a series of questions with many different components or factors behind them, and that while there is some correlation between different factors, different factors influence each item in different ways. The study employed factor analysis to evaluate the relationship between each items and relative factors.

Two common methods of factor analysis are 'Principal Component Analysis' and 'Principal Factor Analysis'. According to Howitt and Cramer (2007), the most basic sort of factor analysis is the principal components method. This is a mathematically-based technique with the following characteristics: (a) the factors extracted in order of magnitude from the largest to smallest in terms of the amount of variance explained by the factor (factors, as variables, have a certain amount of variance associated with them); (b) each of the factors displayed the maximum amount of variance (Howitt and Cramer, 2007: 331).

There are two advantages to conducting a factor analysis. Firstly, factor loading categorises the varied service items into several major factors, assisting in easy classification of the items; secondly, the classification system developed via factor loading can be used to eliminate items that prove inconsistent with all of the factors (unless the item is considered important enough to become a single-item factor). This second aspect of factor loading was utilised in this study to assess the consistency of items.

Consequence, the study used 'Principal Component Analysis' as the extraction method to estimate the loading in all enquiries. If the value lower than 0.3 would be identified as inappropriate question. In this study, all questions have qualified value of being an appropriate question (see Appendix D-5). In addition, 'Principal Component Analysis' and 'Varimax with Kaiser Normalization' as the extraction method and rotation method to identified 6 factors in this study. These factors were "participant characteristics", "venue service", "subsidiary service", "game affair service", "medical, sanitation and disability service" and "social and educated service" which named by the it's characteristic (see Appendix D-6).

4.6.3.2 Questionnaire Validity and Reliability

After reviewing the composition of the new scale generated from the study, it was felt that using a questionnaire combining the formal SSIS scale and demographic variable survey had made the research instrument moved

forward (see questionnaire as the Appendix E). However, the questionnaire had yet to meet the tests of reliability and validity. Reliability and validity are the criteria used to determine if the measure used is appropriate, stable and consistent. Reliability refers to the stability or credibility of a measuring instrument and to the extent in which a variable or set of variables are consistent in at measuring what it is they are designed to measure. The item analysis discussed in the previous section only achieved a basic consistency and discrimination among items. Further discussions of reliability and validity can be found below.

Validity of Questionnaire – Factor Analysis

Kaiser (1974) proposed an index for appropriateness of factor analysis, which is called 'measure of sampling adequacy' (Kaiser-Meyer-Olkin - measure of sampling adequacy (KMO value)). This index ranges from 0 to 1; 1 meaning each variable has been perfectly predicted without error by other variables. The interpretation guide is as follows: 0.8 or above = meritorious; 0.7 or above = middling; 0.6 or above = mediocre; 0.5 or above = miserable; below 0.5 = unacceptable. As there were no prior theories that could be applied to this study, researchers used exploratory factor analysis and used factor loading value to estimate the factor structure from the data. The measure of sampling adequacy (MSA) or KMO value fell in the meritorious range with a value of 0.834, which meant the scale was appropriate for factor analysis. Six components were extracted using the principle component method, and each factor was named for its characteristics. This additional factor analysis was undertaken to ensure a more strenuous test of the questionnaire's reliability.

Reliability of Questionnaire

Normally, there were four ways to measure reliability, Test-Retest Reliability, Equivalent-Forms Method, Split-half Method and Cronbach's Alpha (Thomas et al. 2005). Test-retest reliability is the correlation in measurements taken by a group of participants for the same items and under the same conditions at two different points in time. To compute the coefficient of stability, a correlation of two tests should be used.

An additional method known as Parallel-Forms Reliability compares two equivalent forms of a test that measure the same attribute with the same participants. These two forms use different items, but the rules used to select items of a particular difficulty level are the same. Sometimes these two forms are administered to the same group of participants on the same day, and sometimes they are given at different times (Kaplan and Saccuzzo, 2005). Parallel-Forms Reliability assesses the consistency of results across different forms within a test. Unlike the test-retest method, parallel-forms uses two different measures in two tests, the advantage being that participants are not affected by memory. Parallel-forms reliability was ensured by employing different questions with the same difficulty and meaning to estimate correlation in different circumstances.

The most common internal consistency measure used is Cronbach's alpha, which assesses the consistency of the entire scale (Hair et al., 1998). The generally agreed upon lower limit for Cronbach's alpha is 0.7 (DeVellis, 1991; Nunnally, 1987), and this study used Cronbach's alpha as the criterion for reliability. Per Item and Per Factor analyses using Cronbach's alpha were conducted to test for validity, please see Chapter 6 for the results.

4.7 Full Questionnaire Distribution

The full questionnaire survey was conducted at 13 venues all over mainland Taiwan (North: 3, Central: 2, South: 6, East: 2). The survey period lasted 42 days and covered 22 events, taking care to ensure that matches involving the same two participants were not attended twice. Permission was obtained from venue administrators, and the survey group (see following paragraph) used random sampling techniques to survey spectators at the venue entrance in the hour before the game started, at the exit just after the game and in the stands during rest periods (TPB has a 10 minute break after the fifth innings to clean the pitch and provide time for side entertainments).

Five research assistants were hired to conduct the survey, each of whom attended a two hour training session before starting working to ensure that they understood the questionnaire's composition and themes, the motivation behind the survey, and the aims and objectives of this research. This meant that respondent misunderstandings would have less impact on the effectiveness of the questionnaire's results, as any enquiries or questions could be answered and explained immediately by the surveyors. The research assistants used random sampling techniques, which has the advantage of every item in the population has an equal chance of being selected, to distribute the questionnaires to TPB spectators during the time periods indicated above.

1650 questionnaires were handed out over the entire period (75 per event, 15 per survey distributor (this figure was arrived at by dividing the total amount of time at each game in which surveys could be distributed by the estimated amount of time required to complete the survey)). Respondents were given a free drink coupon for their time, and a total of 1020 effective questionnaires were collected, giving the survey a return rate of 61.8%

4.8 Conclusion

The ultimate goal of any study is to fulfil its research aims and objectives, but researchers must always ensure to first consider the ontology and epistemology before deciding upon their research methods to ensure their results are reasonable, reliable and valid. After much careful consideration, the author of this study chose critical realism as the epistemological base for his research method, and hence the study employed both quantitative and qualitative strategies to gather and apply data.

The qualitative strategy consisted of a carefully planned focus groups, which provided a strong foundation upon which to design the quantitative stage – a questionnaire survey aimed specifically at discovering which services are expected by spectators and their perceived importance. Several measures

were taken during the design of the questionnaire, administration of the questionnaire and analysis of the results in order to determine and insure the highest level of validity of the results.

Validity, important to all research as it is intertwined with integrity, was ensured in the study by the application of statistical techniques, and attempts at ensuring reliability were made by employing both qualitative (focus group) and quantitative (questionnaire) research strategies sequentially when conducting the study. The study followed an empirical research method, employing both a focus group to provide initial expectation results and a more detailed, more widely-disseminated questionnaire to help confirm and expound on the expectation of TPB baseball spectators.

Chapter Five

Determining Expectation of Spectators of TPB

5.1 Introduction

Prior to the main content discussion of this chapter, it is worth quickly reminding readers that the research aim of this study is to investigate the potential to use expectation of service attributes as a basis for segmenting spectators in TPB. In accordance with the two-phase investigation process developed for this study, the first consisted in recruiting experienced TPB spectators and collate common views of expectation of live-game service attributes through focus group discussions.

The focus groups were successful both in collecting highly useful information from experienced TPB spectators and in providing researchers with a framework to categorise the attributes put forth by the participants, and these categories then proved invaluable when developing the questionnaire survey used in phase two of the research. This chapter focuses on the development, design, execution and findings of phase one of the research, especially in employed NVivo 8, which was a qualitative research and analysis software, for helping this study have systematically and efficiently analysis qualitative data procedure.

5.2 Expectation when Attending a Sports Game

This study has cited the work done by Lee and Zeiss (1980) on dividing sports spectatorship into direct and indirect consumption in the methodology chapter. Direct consumption involves attending the sports event in person, and as this study is focused on sports spectators who spend time and money attending a sports game, this study is restricted to direct consumers. In formulating questions to be posed to direct consumers of TPB at large, opinions from spectators who have attended many games were very important in providing a solid foundation. Whether good or bad, spectators'

experiences attending live games influence their future expectation for attending.

Although it was impossible to list all the services that were expected by spectators, there were some major expectation which appeared to be common in both existence and importance for all participants.

The discussion helped us to group the main service expectation of the spectators into several fields: participants, the game itself, holding format, venues and subsidiary services. These groups were identified as characteristic of the service attribute expectation most prioritised by TPB spectators, and also display potential for being a persuasive classification for the different types of expectation.

When reading this section, it is wise to keep in mind that as the focus of this study is limited to TPB, some of the expectation identified by spectators are only applicable to TPB and the environment in Taiwan and will be completely different to those held by spectators in other countries.

5.2.1 Game Participants

An excellent performance by the participants always contributes towards an impressive game. It should be noted that in this paper, the word 'participants' includes not only players but also coaches, umpires, team staff and other organised units. The 'excellent performance' that spectators are looking for is a keen competition between players; however, there is no way for players to play well and satisfy the needs of their spectators without the hard work of the other aforementioned participants, particularly in professional sport. A bad call by the umpire can affect the performance of the coach and players, bad preparation by the venue can damage play, and these and other things can affect the quality of a match.

This means that a competitive and attractive game depends on the performance of all the participants, not solely the players. During the focus

group meetings, many discussions were about the people (or participants) involved in making a game happen. Players, coaches, umpires and sideline staff are all subjects that spectators cared about, and spectators expect different things from the people in each role.

The Player – the players occupy the leading role in the match, and our focus group discussions came up with four 'expectation' that spectators felt towards them: players were expected to 'do one's best', 'display excellent skills', 'interact with their fans' and to 'achieve personal records'.

The Player – Doing his/her Best: Spectators expect players to do his or her best at every moment of a game. What spectators really want to see is players devoting all of their energy to their role in the match – they don't want players to just 'do their job' (*"I just got to watch the players putting their all into it. When they win I'm happy, but if they lose it's OK because I know they tried their best."* interviewee No.4). While spectators realise that players can become exhausted due to on or off the field stress – just like everybody else – they feel that this is no excuse to shirk the responsibility of being a professional player. 'Doing one's best' is more than just performance; it's also about showing and advocating good sportsmanship and the spirit of the sport.

The Player – Displaying Excellent Skills: Professionals are expected to 'display excellent skills' at all times when they are on the pitch – as in fact it is these skills which are the major draw for paying spectators, in the words of one interviewee No.18 reflecting on a past game: *"the players kept missing the ball, and this affected the whole game – we thought it was a waste of time and money"*. Players not only need to play to the best of their abilities at all times, as stated in the previous paragraph, but also need to constantly display a high level of technical skill in games.

The Player – Interacting with the Fans: Having the chance to interact with famous players is one of the attractions luring spectators into the stands. While seeing a player play in person on its own is a draw for fans, being able to interact personally with the player is an experience much more desired by

spectators. Players also benefit from interacting directly with spectators: it primarily raises their public profile, as player-fan interaction allows spectators to express their support and admiration for the player (*"We used to go to the Sinon Bulls' practice ground to mess around, and the players were all really nice to us... We used to go to games just because of that, because at the time the environment was awful so we had to have a good reason to put up with it!"* - interviewee No.8).

The Player – Achieving Personal Records: Establishing a record in his or her sport is every player's dream, and personal records are a step towards this. Spectators often feel honoured and elated to be able to witness and share in the moment a player beats their personal best, so it makes sense that spectators hope to witness a player achieve a personal record at some point during their spectating careers (the rarity of these events also increase their desirability for the spectator).

The Coach – The coach is the second most important participant in a ball game after the player and has the power to create tension among the spectators and directly influence the quality of a match. While fans don't attend games for the prospect of watching the coach at work, spectators have strong expectation of a good coach: a good coach should 'employ convincing deployment of players' and 'apply appropriate game strategies'. Focus group participants indicated that a coach possessing these abilities could both improve the overall quality of the game and meet fans' demands to (hopefully) win the game.

The Coach - Employing Convincing Deployment of Players: The convincing deployment of players seems to be the key skill the coach needs to display to earn the faith of spectators (*"That coach had issues, he wouldn't take Di Guo-Xun off and made him keep pitching, even though he'd already pitched so much he had no power left. In the end they really got a good hit on the final ball."* - interviewee No.15). A coach needs to be aware of and control players' individual conditions from the time they walk onto the field to the very end of the last innings. It is felt that a coach who can do this will find it easier to

adapt to and overcome the sudden changes and many disadvantages that unexpectedly appear during a ball game.

The Coach - Applying Appropriate Game Strategies: Spectators expect coaches to utilise appropriate game strategies at appropriate times during the game, and the extent to which a coach is aware of changes in players' and game conditions has a direct effect on his ability to apply appropriate game tactics. Adapting to the fast-paced changes that occur during a game and being able to respond with the right strategy helps to keep the advantage on the coach's team's side.

It is interesting to note that the majority of the attributes expected of major participants in a TPB game correspond with the elements needed to both win a game and to put on a good show. Game participants are not only the coach and players, and spectators have the following expectation towards minor participants.

The Umpire – more-experienced spectators indicated that the role of the umpire was vital to the overall mindset of the game (though the umpire's role is often ignored by spectators newer to the sport). The spectators indicated that their emotions were easily and directly influenced by the umpire's decisions, and that they quickly lost interest in a game that seemed unfair or unjust. When decisions are widely perceived as biased, spectators lose their passion for the game and players may complain – disrupting play and further damaging the quality of a game. Players may even fight with each other, completely ruining the spirit of a game.

The Umpire – Displaying Fair Judgement: Although 'fair judgement' is a concept that can be seen as subjective, all decisions should be justifiable and seen as reasonable by the majority to avoid damage to spectators' and players' confidence in the umpire (“...the main umpire called it in, but then the third baseman call it out, and all of us spectators were just going confusing” - interviewee No.2), subsequent damage to the outcome of the game, and damage to the reputation of the sport. Focus group participants indicated that

they often felt an umpire's judgements were biased or unfair, and that fairness, as a basic cornerstone to any sport, is one of the most fundamental expectation sports spectators have.

The Umpire – Keeping the Game Flowing: Baseball is a fairly unique game in regards to the slow pace of play – this is something that cannot be changed without changing the fundamental rules of the game. Spectators of baseball are, therefore, experts at waiting – they wait for pitchers to pitch, for batters to finish their preparations, for the umpire to identify a good ball etc.; however, they dislike having to wait needlessly, and so identified a good ability to control the flow of the game and minimise waiting time as a necessary attribute for umpires (*"I watch a lot of football now. Football has a stricter timeframe and the game has more of a flow to it, so it's easy to watch for a lot of people. With baseball some games are quite smooth, but others are always starting and stopping..."* - interviewee No.7).

Venue and Game Service Staff – After arriving at a venue to attend a game, spectators meet and interact with several types of service staff before the game even begins: ticket agents, ushers, vendors and other employees in similar service positions. While these people do not influence the outcome or quality of a game, they directly influence the spectators they interact with and their friendliness (or lack of it) could make or break a spectator's experience at the ball field. Spectators who have had arguments with service staff are less likely to enjoy the game, and this then impacts on the likeliness of them attending other games in the future (*"We ended up having to do it ourselves, but we weren't happy about it. We won't go back to that stadium now because the staff were so rude we were shocked"* - interviewee No.11). This is why the importance of service staff should not be overlooked by the business-oriented professional spectator sports providers. It certainly wasn't overlooked by our focus group participants, who identified 'friendly and enthusiastic' and 'helpful' as the two most important attributes service staff at a ball game can possess.

The last participant in any live sports game – whether amateur or professional – is **the spectators**, though this fact is often overlooked by the spectators themselves. However, the participants in the focus groups identified an expectation that they had of themselves and fellow spectators that was more concerned with their social lives than with the game itself: they hoped to meet like-minded people and make friends while attending a game. Many of the focus group participants indicated that they had become friends with people they met while attending a game; most had at the very least struck up a casual 'game-buddy' relationship with a fellow spectator, some had even met their married partner at a ball game. Most participants expressed frustration trying to meet people with the shared interest in baseball, and admitted that while the chances of contacting a fellow spectator away after the game ends may be slim, the numerous interactions they have with people they meet and talk to at a baseball game enhances their enjoyment of the game (*"Nobody arranges to meet because we all just end up there automatically. Then we'll chat and catch up; sometimes we don't even take the thunder sticks because we're just there to chat, eat, gossip, stuff like that – just relax."* - interviewee No.14). The focus group participants therefore identified 'meeting people with similar interests' as one of the things they expected when attending a baseball game.

This means that spectators not only have expectation towards people who directly influence the game itself (players, coaches, umpires) but also those who influence the spectator's 'game experience' – staff at the venue and even fellow spectators. Each of these people is expected to have different attributes in correlation with the differing influences each wields over the game. Upon tracing the web formed between these different 'participants' in a game, it is reasonable to conclude that the different expectation spectators feel towards them links together to influence the overall experience and feelings of spectators at games.

5.2.2 The Game Itself

“Which game left the biggest impression on you?” is a common question asked between spectators. The answer varies, but the reasons behind the answers given usually include a dramatic ending, the establishment of an historical record, or both. Spectators remembered being surprised – the time the underdog beat the reigning champions, the time a certain player achieved his 100th home run, or that game where the scores reversed in the final innings. Spectators can't predict which games will thrill them, but the thrill is what they chase and remember when attending games.

The atmosphere of a game was also identified as almost as memorable as the game itself – cheering, waves and other forms of enthusiasm displayed by the spectators added to the enjoyment attendees experience at a game. These types of activities reflect the importance of ‘keen competition’ and constitute the main attraction attending a live game has for spectators. Spectators in the stands admire the spirit of sport - players challenging their human limits, fighting for honour, holding up against all odds - and spectators often applaud displays of these attributes, letting players know that their efforts are appreciated. Participants in the focus group cited this as one of the reasons for identifying ‘demonstrating the spirit of the sport’ as an expectation.

In contrast, live spectators identified 'waiting' as the most annoying thing at a game. Although baseball is a fundamentally slow game, spectators said that they prefer a 'compact content' game rather than a long-winded one. A compact content game has a clear tempo with no wasted blocks of time, keeping spectators' attention on what's happening in the game. Unfortunately the things most responsible for wasting time and slowing down the game - the pitchers/batters psyching themselves up, foul balls, etc. – have become a part of the institution of the game, and there is no way to change these practices without changing the rules of how baseball itself is played. Nevertheless, the spectators made it clear that when they went to watch baseball, they expected a ‘compact content’ game.

5.2.3 Event Planning

Professional Baseball in Taiwan has been slowly developing over the last forty years, but the first indoor stadium was only completed in 2005. This means that game spectators (and all the other game participants) are generally at the mercy of Taiwan's marine tropical climate – they suffer through hot, humid weather in the summer, cold temperatures in the winter, and those living in Taiwan's north (which supports the bulk of Taiwan's population) also need to deal with the yearly monsoonal rains that run from January through March, and then the plum rains again in May. With this in mind, it is of little surprise that focus group participants identified 'holding games at appropriate times' as being an expectation of some importance to them. While the definition of an 'appropriate' time is fairly subjective, the core meaning attached to the term in this instance is that the time at which the game is held should be chosen to ensure spectators watching the game are able to do so in relative comfort – for example, games should not be held at noon in the middle of summer. Spectators also indicated that games should be held at times and places that would avoid bad weather – summer games should be held in the evening, winter games might be held further south for the warmer and dryer weather.

A non-country specific expectation identified was 'value-based ticket pricing'. Participants in the focus group indicated that they would rather pay a higher price for a good game than a lower price for an uninteresting one, meaning that they want value for the money they spend. Spectators expect a 'valuable' entrance price, rather than a merely inexpensive price; a lower price on its own will not satisfy this expectation. Spectators want an enjoyable experience for the money that they pay.

Sloan (1989) stated that the themes of entertainment theories are the concepts of enjoyment, fun and pleasure. Our interviewees' responses indicated that their main preoccupations lie in the same concepts. The majority of spectators who spend money and time to attend a game are doing it to have a good time: for example, even though spectators realise that the

odds of a record being broken are very low, they attend for the joyful atmosphere found in the crowd. Attending the ballgame is not just about the players' performance and the teams, it is also a fun, relaxing time with a happy atmosphere where they can enjoy a pleasurable break from daily life. In the process of the focus group interviews, the researchers found that spectators expect the sounds at the ballpark to be a cacophony of clamouring voices, bustle and excitement: all of which contribute towards strengthening their indicated expectation of 'a joyful atmosphere'.

Certain participants interviewed for this research were selected as they had extensive experience of international ballgames – i.e. they had attended several ballgames overseas, in places such as Japan, Korea and the USA. Having these interviewees with international experience helped to further deepen discussions in the focus group sessions and introduced new concepts to other members of the group, such as 'educational value'. The internationally-experienced spectators provided a different model to that of TPB with which to compare service expectation, for example some mentioned that many professional baseball teams in Japan and the USA regularly conduct educational activities, such as making free guidebooks available to junior and female spectators or organising family ballgames where parents and children can play together on the field. Another example of educational value stemming from the ballgame is the popular USA tourist attraction 'The National Baseball Hall of Fame and Museum', which houses exhibits on legends of the sport and its records, playing an important educational role in the USA baseball industry. Practices such as these provide a mutually-beneficial platform for game providers to communicate with spectators. These kinds of educational opportunities helps game providers to market and increase interest in the sport, creating a friendlier character for the game and turning enjoyment of the sport on a professional level from a passive pursuit to an active pursuit in the minds of spectators. Spectators are given ways to easily fit in with the culture of the game and to better understand the game; this helps them to appreciate the value of the game and have a generally more enjoyable time. While the notion of a baseball game possessing 'educational value' was initially introduced by the internationally-experienced spectators,

after discussion of the idea the other participants of our focus groups also identified 'educational value' as an expectation for both a game they were attending and the sport in general.

5.2.4 Venue

In the process of collecting data from interviewees, a number of unsatisfactory opinions were put forward regarding the topic of game venues, reflecting the poor level of investment in ball fields in TPB. One of the major differences between professional and amateur sport is financial revenue and relevant concerns, one of which is investment in appropriate facilities and equipment - which increase the attractiveness of the sport to spectators.

After analysing the data collected from group participants, the study identified four attributes deemed necessary for a good venue: 'comfortable environs', 'attractive characteristics', 'convenient transportation', and 'good accessibility' ('transport' refers to transport to and from the venue, 'accessibility' refers to transfer routes around the venue, disabled access etc.). The ultimate goal for the management team of professional sports is to attract as many spectators as possible to increase individual consumption and bring in further revenue – unlike amateur sports, as mentioned above – and these venue attributes mentioned by spectators are something that Taiwan's professional baseball game providers need to pay attention to. There is no guarantee that every spectator who spends money on buying tickets will have a good time; however, tangible and user-friendly facilities are services that can be expected and should really be taken for granted by spectators; they also leave a positive impression on the consumer, increasing the likelihood of the spectator returning to the same venue to view other games.

Comfortable Environs: Relative comfort is expected by almost every spectator; it is difficult to enjoy your time at the ballgame if you're constantly distracted by physical discomfort. Spacious and comfortable seats, well-arranged seating with good views and wide, open aisles are all good examples

of ways to make the spectator's environment more comfortable. Spacious seating is especially important in Taiwan, where it can help disperse the sticky heat of a hot and humid climate. One interviewee also mentioned the happiness he witnessed his friends experience upon realising their seats were equipped with cup holders, saying that small touches such as these can have a large impact on the overall experience; another participant mentioned the lack of such facilities at another venue, saying that the lack of this convenience resulted in many empty cups littering the ground; another had the following opinion about Taiwan's baseball stadiums: *The chairs are too small and too hard, and they don't have cupholders! (They have them overseas, on the armrests.) That way the cups wouldn't spill so much; they also have people come every two or three innings to clean up.* (interviewee No.10).

Accessibility: Due to the nature of the game, a baseball venue is usually rather large and it takes some time for spectators to move from one place to another; this amount of time increases exponentially with insufficient planning and designing of movement routes, particularly if this lack of thought in the design process leads a spectator to become lost (*"The first time I went to see a game there I left partway through to go to the bathroom. On the way back I ended up getting completely lost and almost missed the whole innings!"* - interviewee No.23). Inconvenience when moving around the venue or becoming lost can negatively impact on a spectator's experience at the ball field and, in turn, their satisfaction levels. Inappropriate routes for moving around the venue also hinder staff movements, emergency evacuations and the delivery of urgent medical care, thus this topic needs to be taken under careful consideration by service providers.

Transportation: The second thing a spectator needs to consider in their trip to the ball field (after buying tickets) is getting to the venue itself. Transportation to any place at any time of day always requires some degree of planning, but the large numbers of people converging simultaneously on the baseball field make transportation to the venue a very real and very large concern to spectators. While it is out of the operator's control to ensure all potential spectators live within a reasonable distance to the venue, they can

make their best effort to ensure easy and convenient transportation. Complaints raised by the participants of our focus groups included parking (either it was difficult to locate the on-site parking or the only parking available was far from the venue), traffic jams before and after the game and a lack of adequate public transportation (*"We should have a shuttle bus between Tainan Station and the ballfield, I suppose teams just haven't thought of this before"* - interviewee No.24). Interviewees indicated that these things negatively affected their experience at the ball field, and the level of inconvenience involved in getting to and from a venue affects their decisions to attend a game. This means that transport infrastructure – public transport, shuttle buses, on-site parking – are all important when attracting spectators to attend games, and the provision of convenient transport options are an important spectator expectation that needs to be met.

Attractive Characteristics: There are plenty of examples of ball fields or sports stadiums which have become famous landmarks in their own right, attracting not only large numbers of spectators but also thousands of tourists, such as Tokyo CBD's Tokyo Dome - who's egg-like appearance has earned it the nickname 'Big Egg', or Boston Red Sox's Fenway Park – a rather large left-field wall, painted green (interviewee No.2, No.3, No.5, No.9, No.11). Even defects become distinguishing features of a venue and popular topics amongst spectators in their own right. A ball field should possess unique and characteristic building traits to help distinguish it from other venues and make an impression on the minds of spectators. Ball fields with distinguishing features often reach an elevated status within the sport, and can have played a certain role in the development of baseball history; these grounds are often treated as 'holy' places in baseball, and as such attract a large amount of interest from spectators. Another benefit of having a distinguishing characteristic at a venue is that it's an extra 'novelty' that increases a spectator enjoyment at a game. This led our interviewees to identify 'attractive venue characteristics' as an expectation.

5.2.5 Subsidiary Services

Before, spectators attended a ballgame solely for the game; food, amenities and comfort were things they would provide for themselves in the form of packed lunches, baby wipes and picnic blankets. This time is now decades gone by; spectators want providers to guarantee convenience, novelty and fun, meaning providers need to pay more attention to the additional services they provide at the ballgame. These 'subsidiary services' include, but are not limited to, the availability of food and beverage, admission sales, souvenir quality, the provision of secondary entertainments, the provision of first-aid and medical support, disabled access, and adequate cleaning.

Cleanliness: The provision of clean facilities appears to be one of the most basic requirements of any venue operator, however the poor standard of cleanliness in TPB facilities was one of two items which attracted harsh criticism from group participants (*"The toilets are filthy, even the new ones; Taichung Stadium is just disgusting, Hsinchu too... Even (Douliu's) new one gets dirty, the floor is always wet when it's busy and your feet get filthy as soon as you walk on it"* - interviewee No.6). The participants put forth two examples of cleaning services that, while simple, would greatly increase their overall level of satisfaction with the game and venue if operated: bleachers (which are exposed to heavy rain and strong winds in Taiwan's many outdoor stadiums) should be wiped down before the doors are opened to spectators, and toilets should be cleaned regularly throughout events to ensure a sanitary environment is maintained (several participants commented on the poor state of toilet facilities at TPB venues). Cleanliness is one expectation that should not be ignored, as it has implications beyond customer satisfaction: a poor standard of cleanliness in venues can lead to unhygienic facilities, which in turn could lead to infection (due to contact with contaminated waste in unclean toilets), bites from pests (ants, cockroaches, or rats), or even an increase in insect-borne illnesses (such as Dengue Fever, a disease fairly common in Taiwan which is carried by mosquitoes and proliferates in areas where standing water is left to stagnate).

Food and Beverage: It is not unreasonable that spectators expect a venue to provide food and beverage options, particularly as games can be long, the weather can be extreme and the game is popular among spectators of all ages – meaning that there are both young children and seniors in the stands, who may need extra nourishment during the game. However, the discussion indicated that spectators expect game providers to offer not only 'food' but 'featured' food and snacks – items that were unique and might not be available elsewhere – and that the availability of such food items would increase the spectator's perceived value of personally attending a ballgame (*"Right now the food on offer is the same as you can get anywhere else, just more expensive"* - interviewee No.19). Another interesting thing that emerged from the discussions is that interviewees agreed that higher food prices were acceptable, if the food was delicious and 'exclusive'.

Admission Sales: As is the case with transportation, the purchase of tickets is something that most spectators must deal with before arriving at the venue – and interviewees indicated that pre-purchasing tickets can sometimes be problematic. Traditionally, the only way for spectators to collect the tickets was to go to the venue in person. This does not only waste the time and energy of spectators, who are required to stand in a long queue, but spectators also run the risk of tickets being sold out by the time they get to the front. These negative experiences impact upon the desire of spectators to attend a ball game. Nowadays, the internet makes ticket purchasing a fairly convenient process for spectators. Spectators can use their spare time to search for the games they are interested in, select the seats they prefer, pay, and then print out the ticket directly. Spectators indicated that they had no problems with current sales methods, but expected them to be maintained.

Souvenirs, Merchandise and Paraphernalia: Another interesting subject that aroused many discussions among interviewees was that of game and player-related paraphernalia. TPB experiences an interesting phenomenon in this regard: spectators say that the low quality or inflated prices of merchandise available stops paraphernalia from attracting their attention, while souvenir suppliers complain of poor sales. The group participants,

however, indicated that they are in fact interested in purchasing souvenirs, as long as certain standards of quality and attractiveness are met. Some participants brought and displayed many souvenirs bought overseas, explaining that the items were attractive purchases, even though they had cost quite a lot of money. The discussions indicated that spectators are interested in buying souvenirs – even those that can be considered expensive – providing that they are of a high quality and/or are practical (*“The merchandise overseas is such good quality Taiwan’s just can’t compete, (it’s expensive) but I buy it... it’s nice to have a momento”* - interviewee No.9).

Secondary Entertainment: It was previously noted that baseball is, in its nature, a slow-paced game. Certain events in the game, such as the changing of roles between teams or the cleaning of the field before the fifth innings, cause spectators to wait, and this waiting can produce boredom. The focus group participants indicated that they would prefer a compact pace for the game; however, if this is not possible, they would prefer that the game organisers providing activities to fill in the ‘blank periods’ in a game. Professional baseball in both Japan and America offers many different types of entertainment during blank periods, some of which have now turned into a ballgame tradition and increase the game's attractiveness (*“Fans don’t go to the ballpark just to watch the game, we’re there for the sideshows too – little kids might go to learn, or we might go to see the showgirls”* - interviewee No.17). Participants indicated that they expected entertainment to be provided as a service to enhance their live experience, but placed no particular limitations on the type of entertainment provided.

First-Aid/Medical Support: Baseball is one of the most dangerous spectator sports as spectators risk being hit by foul balls, home-run balls, and the occasional flying bat whenever they sit in the bleachers. While venues provide protection for the most dangerous areas of the stands, it is unrealistic to expect all of the bleachers to be fenced off (it would also detract from the experience). Focus group participants indicated that old facilities or poorly-planned movement routes can lead to injuries when entering or exiting the venue at the beginning or end of a game, and prolonged exposure to the

elements is another factor that can lead to a medical situation. Focus group participants indicated that they expected venues to be prepared for the worst: there should be adequate first-aid and medical support for spectators and all game participants, and venues should tailor to the different physical needs of different groups of spectators to minimise the likelihood of accidents occurring. One participant mentioned in particular that while spectators were warned of foul balls over the speakers within three to five seconds of the ball being hit no personnel came out to check that there had been no injuries, making an immediate response impossible if something actually did happen. It was felt that this small service could greatly improve spectator perceptions of medical treatment available, and that it would also actually improve the overall level of service given in this area.

5.3 Conclusion

Focus groups were used to establish a qualitative data foundation for the rest of the research to start from. When utilised correctly, a focus group is an excellent way of obtaining opinions on a specified subject matter, and utmost care was taken when deciding on the focus group design: the questions, interviewees and implementation were all carefully structured to provide a sample of each of the various groups making up the TPB spectating population, while trying to also ensure participants had a large amount of experience attending live TPB games (as this would ensure they had experienced various interactions with different aspects of TPB services over the years).

The focus groups produced good qualitative results that proved extremely useful in formulating the study's quantitative questionnaire (which was used in the second phase of the investigation), and the resulting expectation can be categorised into those concerning game participants, the actual game itself, the planning surrounded the game, the venue, and subsidiary services. A summary of these groups – and the expectation belonging to each group – can be found in Table 5.2..

Table 5.1 A Summary of the Qualitative Results from Focus Group Investigations of TPB Spectator Expectation

Expectation Dimensions		Attributes
Participants	Players	Doing their best Displaying Excellent Skills Interacting with the Fans Achieving Personal Records
	Coaches	Employing Convincing Deployment of Players Applying Appropriate Game Strategies
	Umpires	Displaying Fair Judgement Keeping the Game Flowing
	Service Staff	Friendly and Enthusiastic Helpful
	Other Spectators	Meeting People with Similar Interests
The Game Itself		Keen Competition <i>The teams must be well-matched to keep the tension in the game.</i>
		Demonstrates the Spirit of the Sport <i>All participants need to demonstrate sportsmanship.</i>
		Compact Content <i>Waiting time should be minimised.</i>

Expectation Dimensions	Attributes
<p style="text-align: center;">Event Planning</p>	<p>Holding Games at Appropriate Times Value-based Ticket Pricing A Joyful Atmosphere Educational Value</p>
<p style="text-align: center;">Venue</p>	<p>Comfortable Environs Good Accessibility Easy Transportation Attractive Characteristics <i>Venues should have a distinguishing feature.</i></p>
<p style="text-align: center;">Subsidiary Services</p>	<p>Cleanliness Food and Beverage <i>'Exclusive' food items should be made available for sale.</i> Admission Sales Souvenirs, Merchandise and Paraphernalia <i>These should be useful and good quality.</i> Secondary Entertainment <i>Entertainment should be provided for spectators during blank periods</i> First-Aid/Medical Support</p>

Chapter Six

Questionnaire Survey Results

6.1 Introduction

This chapter presents the results of the Questionnaire Survey. Several statistical techniques were implemented to analyse the completed responses, and the study has derived a number of important findings from this process. This chapter begins with an abridgement of the questionnaire survey's background, followed by the demographic results of respondents.

From the results of the questionnaire, the study created a ranking of service expectation based on the importance given to each service element. Respondents were then categorised according to their level of team identification on the SSIS and the importance of different service expectation to different groups is also demonstrated in this chapter.

Finally, the chapter answers the research question and aim by employing cluster analysis to test the possibility of using expectation as a variable to segment TPB spectators. Readers should note that this chapter only presents the data-driven results and analyses; an interpretation of the results can be found in the following discussion chapter.

6.2 Descriptive Statistics of Respondents

The demographics of the respondents can be seen in Table 6.1, and the frequency of distribution of game attendance can be seen in Table 6.2.

Previous studies into TPB spectatorship identified students as the largest single spectator group at roughly $\frac{2}{3}$ of the spectating population, with a male to female ratio of 3:1 that is slowly decreasing with an increase in female spectators (Jian 2009; Ghuang 2010; Tseng 2010). While studies have provided this information, there has

been no real census of the TPB spectating population to date, so more accurate statistics for the population at large are unavailable. Currently the only method of measuring spectators is to count the number of spectators entering the venue (with separate counts for male and female spectators); this does not provide an accurate measure of the overall population, however, as the same person attending five matches will be counted as five people.

The ratio of male to female respondents to the questionnaire reflected these statistics of 3:1, however 84% of the study's respondents were students and respondents were primarily aged in the 18-21 and 22-31 age groups. These numbers reflect those provided by earlier studies and random sampling techniques were used to select participants – no one particular type of spectator was preferred over any other – but the lack of accurate TPB spectator statistics makes it impossible to accurately ascertain the representativeness of the sample selected. It is worth noting, however, that students receive free standing outfield tickets to games, and this is likely be a contributing factor to students consistently making up a large proportion of the TPB spectating population.

Most likely due to the combination of a large number of respondents in these lower age groups and students, there is a high rate of unmarried respondents, the majority of respondents are educated to at least a university level and the average monthly income is mostly between the 1000-5000NTD and 5000-10000NTD ranges. The average number of games attended by members of these 'majority' groups per season is 5. The large proportion of students can be explained by the following possibilities: either students are particularly willing to complete questionnaire surveys, and/or students are the group the most willing to spend time and money attending live TPB games.

Despite the largest proportion of questionnaires being distributed in Southern Taiwan, population addresses supplied by respondents were distributed fairly evenly between Northern, Central and Southern Taiwan, meaning that location has no real impact on this study.

Table 6.1 Frequency Distribution of Demographic Variables

Demographic Variable	N	%
Gender		
Male	745	73%
Female	275	27%
Age		
16-17	2	0.2%
18-21	660	64.7%
22-31	283	28.7%
32-41	39	3.9%
Above 42	15	1.5%
Marital Status		
Unmarried (Single)	967	95.3%
Married	48	4.7%
Education Level		
Primary	0	0%
Secondary	1	.1%
High School	22	2.2%
University	897	88.2%
Postgraduate	97	9.5%
Occupation		
Elected officials, Executives, Business executives and Managers	2	0.2%
Professional Staff	39	3.9%
Technicians and Associate professionals	27	2.7%
Administrative staff	13	1.3%
Agricultural, Animal husbandry, Forestry workers and Fishermen	2	0.2%
Skilled workers and related staff	8	0.8%
Machinery and equipment operator and assembly work	3	0.3%
Non-skilled workers and manual workers	1	0.1%
Service workers, shop and market sales workers	20	2.0%
Enlisted man	3	0.3%
Student	856	84.6%
Others	38	3.8%

Table 6.2 Frequency Distribution of Game Attendance

Demographic Variables			N	%
Monthly Dominant Income				
	Under 1000		116	11.4%
	1001-5000		370	36.3%
	5001-10000		398	39.0%
	10001-20000		75	7.4%
	20001-40000		49	4.8%
	Above 40001		12	1.2%
Number of TPB Games Attended Last Season				
	Less than 5		868	87.9%
	6-10		89	9.0%
	Above 11		31	3.1%
TPB Location Most Frequently Attended				
Northern Taiwan	Tianmu	(天母區)	97	10.7%
	Xinzhuang	(新莊市)	127	14%
	Hsinchu	(新竹市)	42	4.6%
			266	29.3%
Central Taiwan	Taichung	(台中市)	250	27.5%
	Touliu	(斗六市)	65	7.2%
			315	34.7%
Southern Taiwan	Chiayi City	(嘉義市)	49	5.4%
	Chiayi county	(嘉義縣)	11	1.2%
	Tainan City	(台南市)	145	16%
	Kaohsiung City	(高雄市)	25	2.8%
	Kaohsiung County	(高雄縣)	55	6.1%
	Pingtung	(屏東市)	6	0.7%
			291	32.2%
Eastern Taiwan	Lotong	(羅東鎮)	9	1%
	Hualien	(花蓮市)	27	3%
			36	4%

6.3 Importance Scores of Service Elements for All Respondents

The following table shows the results of service expectation importance across all respondents. While ‘Game Affair Services’, ‘Subsidiary Services’ and ‘Social and Educational Services’ received a lower evaluation than ‘Participant Characteristics’, ‘Venue Services’ and ‘Medical, Sanitation and Disability Services’, the difference between the scores of the highest- and lowest-ranked factors is less than 1. This means that the importance placed on the lowest-ranked services is not considerably less than the highest-ranked, and services evaluated as less important are still important – no service items were evaluated as unimportant by spectators.

The following tables (6.3, 6.4 and 6.5) show the results of the validity, reliability and “total variance explained” value conducted for each factor of the questionnaire. From the results it can be seen that each of the factors used in this research have either ‘acceptable’ and ‘good’ levels of reliability, and sum of factor explained have come to 60.37% which showed well explained ability.

Table 6.3 Cronbach Alpha & Factor Analysis (Whole Sample)

Factor	Number	Item Statement		
Participant Characteristics (10 items)	1	Individual players demonstrate a high-level of prowess		
	2	Individual players and their personalities		
	3	Players achieving personal records		
	4	Individual players and their development		
	5	Having faith in the coach		
	6	The coach's ability to utilise various game strategies		
	7	The coach's grasp of players' conditions		
	8	The referee's trustworthiness		
	9	The referee's ability to keep the game flowing		
	14	Players demonstrate good sportsmanship		
			Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.926
			Bartlett's Test of Sphericity	Approx. Chi-Square
				5452.060
				df
			45	
			Sig.	
			.000	
		Sample	1020	
		N of Items	10	
		Cronbach's Alpha	.911	

Table 6.3 Cronbach Alpha & Factor Analysis (Whole Sample)

Factor	Number	Item Statement		
Venue Services (6 items)	10	Stadium staff are friendly and enthusiastic		
	18	Tickets are reasonably priced		
	22	The atmosphere at the stadium is enjoyable		
	23	The venue is comfortable and sports pleasant environs		
	24	It is easy to move around the stadium		
	25	Transportation to the venue is convenient		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.877	
		Bartlett's Test of Sphericity	Approx. Chi-Square	2775.338
			df	15
			Sig.	.000
		Sample		1020
		N of Items		6
	Cronbach's Alpha		.867	
Subsidiary Services (7 items)	21	The game has a reasonable duration		
	26	The venue sports attractive characteristics		
	27	Food and beverages on offer are exclusive to the venue		
	28	Tickets can be easily purchased using a variety of different methods		
	29	The merchandise on offer is both high-quality and practical		
	30	An historical record is reached or broken with/during the game		
	31	The game features various side-programmes		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.873	
		Bartlett's Test of Sphericity	Approx. Chi-Square	1845.274
			df	21
			Sig.	.000
		Sample		1020
	N of Items		7	
	Cronbach's Alpha		.794	
Game Affair Services (5 items)	13	The two teams are well-matched		
	15	The game is dramatic		
	16	The game is fast-paced		
	19	The game is held during comfortable weather		
	20	The game is held at a reasonable time (e.g. starts in the evening)		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.776	
		Bartlett's Test of Sphericity	Approx. Chi-Square	1396.454
			df	10
			Sig.	.000
		Sample		1020
		N of Items		5
		Cronbach's Alpha		.785

Table 6.3 Cronbach Alpha & Factor Analysis (Whole Sample)

Factor	Number	Item Statement	
Medical, Sanitation and Disability Services	32	The venue is clean and tidy	
	33	Prompt and efficient medical aid is on hand	
	34	The venue caters appropriately to disabled customers	
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.704
	Bartlett's Test of Sphericity		Approx. Chi-Square
			1186.895
			df
			3
			Sig.
			.000
Sample		1020	
N of Items		3	
Cronbach's Alpha		.829	
Social and Educated Services (3 items)	12	Meeting new people with common interests at the ball field	
	11	Stadium staff are helpful and proactive	
	17	The game proves educational	
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.646
	Bartlett's Test of Sphericity		Approx. Chi-Square
			476.112
			df
			3
			Sig.
			.000
Sample		1020	
N of Items		3	
Cronbach's Alpha		.669	

Table 6.4 Total Variance Explained of Factor Extraction

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.684	40.248	40.248	13.684	40.248	40.248	5.329	15.675	15.675
2	2.017	5.933	46.181	2.017	5.933	46.181	5.172	15.213	30.888
3	1.606	4.723	50.904	1.606	4.723	50.904	3.122	9.183	40.071
4	1.258	3.701	54.605	1.258	3.701	54.605	2.560	7.529	47.599
5	1.024	3.010	57.615	1.024	3.010	57.615	2.274	6.687	54.287
6	.937	2.754	60.370	.937	2.754	60.370	2.068	6.083	60.370
7	.856	2.517	62.887						
8	.833	2.450	65.337						

Table 6.5 Average Importance of Service Element Expectation: All Respondents

Factor	Number	Item Statement	Average	Importance
Participant Characteristics (10 items)	1	Individual players demonstrate a high-level of prowess		4.315
	2	Individual players and their personalities		4.129
	3	Players achieving personal records		3.786
	4	Individual players and their development		4.114
	5	Having faith in the coach	4.179	4.074
	6	The coach's ability to utilise various game strategies		4.124
	7	The coach's grasp of players' conditions		4.221
	8	The umpire's trustworthiness		4.402
	9	The umpire's ability to keep the game flowing		4.261
	14	Players demonstrate good sportsmanship		4.371
Venue Services (6 items)	10	Stadium staff are friendly and enthusiastic		4.142
	18	Tickets are reasonably priced		4.090
	22	The atmosphere at the stadium is enjoyable	4.184	4.053
	23	The venue is comfortable and sports pleasant environs		4.300
	24	It is easy to move around the stadium		4.244
	25	Transportation to the venue is convenient		4.280
Subsidiary Services (7 items)	21	The game has a reasonable duration		3.750
	26	The venue sports attractive characteristics		3.922
	27	Food and beverages on offer are exclusive to the venue		3.710
	28	Tickets can be easily purchased using a variety of different methods	3.76	3.994
	29	The merchandise on offer is both high-quality and practical		3.515
	30	An historical record is reached or broken with/during the game		3.880
	31	The game features various side-programmes		3.550
Game Affair Services (5 items)	13	The two teams are well-matched		4.076
	15	The game is dramatic		3.882
	16	The game is fast-paced		3.947
	19	The game is held during comfortable weather	4.021	4.093
	20	The game is held at a reasonable time (e.g. starts in the evening)		4.107
Medical, Sanitation and Disability Services	32	The venue is clean and tidy		4.289
	33	Prompt and efficient medical aid is on hand		4.272
	34	The venue caters appropriately to disabled customers	4.243	4.168
Social and Educated Services (3 items)	12	Meeting new people with common interests at the ball field		3.550
	11	Stadium staff are helpful and proactive	3.663	3.864
	17	The game proves educational		3.576

6.4 Priority Ranking of Expectation for Different Groups of Spectators

The aim of this research is to investigate the potential to use expectation of service attributes as a basis of segmenting spectators in TPB. While exploring the expectation held by TPB spectators towards service elements is crucial to achieving

Table 6.6 Priority of Service Element Expectation: All Respondents

Item	Mean	Rank
The umpire's trustworthiness	4.403	1
Players demonstrate good sportsmanship	4.372	2
Individual players demonstrate a high-level of prowess	4.316	3
The venue is comfortable and sports pleasant environs	4.300	4
The venue is clean and tidy	4.289	5
Transportation to the venue is convenient	4.280	6
Prompt and efficient medical aid is on hand	4.273	7
The umpire's ability to keep the game flowing	4.262	8
It is easy to move around the stadium	4.244	9
The coach's grasp of players' conditions	4.222	10
The venue caters appropriately to disabled customers	4.168	11
Stadium staff are friendly and enthusiastic	4.142	12
Individual players and their personalities	4.129	13
The coach's ability to utilise various game strategies	4.125	14
Individual players and their development	4.115	15
The game is held at a reasonable time (e.g. the match starts in the evening)	4.108	16
The game is held during comfortable weather	4.093	17
Tickets are reasonably priced	4.090	18
The two teams are well-matched	4.076	19
Having faith in the coach	4.075	20
The atmosphere at the stadium is enjoyable	4.054	21
Tickets can be easily purchased using a variety of different methods	3.994	22
The game is fast-paced	3.947	23
The venue sports attractive characteristics	3.923	24
The game is dramatic	3.882	25
An historical record is reached or broken with/during the game.	3.880	26
Stadium staff are helpful and proactive	3.865	27
Players achieving personal records"	3.786	28
The game has a reasonable duration	3.750	29
Food and beverages on offer are exclusive to the venue	3.711	30
The game proves educational	3.576	31
The game features various side-programmes	3.550	32
Meeting new people with common interests at the ball field	3.550	33
The merchandise on offer is both high-quality and practical	3.516	34

this aim, the limitless possible applications of this raw information on its own is impractical for direct application by event organisers. A further identification of the priority placed on these expected service elements and of which spectators perceive which items as more important would allow marketers to design more appropriate service plans and allocate their finite resources more effectively.

To achieve these, spectators were segmented according to the SSIS and the priorities regarding service expectation of each group were analysed. As explained in previous chapters, the questionnaire respondents were separated into three groups of feeling a low, medium or high degree of team identification in accordance with their answers to the first section of the questionnaire, which utilised the SSIS. Table 6.7 Shows the average and standard deviations of each SSIS group’s responses per factor.

Table 6.7 SSIS Averages and Standard Deviations

	SSIS	1	2	3	4	5	6	7
N=138	Mean	2.25	1.65	1.57	2.02	1.31	1.56	1.77
	STD	1.63	0.91	1.06	1.11	0.54	1.00	1.21
N=462	Mean	4.95	4.30	4.01	4.12	3.56	3.38	3.33
	STD	1.59	1.41	1.54	1.58	1.44	1.86	1.70
N=420	Mean	6.70	6.62	6.40	6.21	5.96	5.43	5.39
	STD	1.09	1.18	1.29	1.36	1.32	2.01	1.66

Across the three groups, three of the five top expectation by priority proved to be the same (‘players demonstrate good sportsmanship’, ‘the umpire’s trustworthiness’ and ‘the venue comfortable and sports pleasant environs’), and four of the five bottom-most ranked expectation were also the same (‘meeting new people with common interests’, ‘the game proves educational’, ‘the game features various side-programmes’ and ‘the merchandise on offer is both high-quality and practical’). A cross-group comparison of important service factors can be found in Table 6.8., and a summary of the topmost and bottommost ranked service items can be found in Table 6.9 and Table 6.10.

Table 6.8 Important Service Factors – Cross-group Comparison

Group	Factor	Mean	Rank
All	Medical, Sanitation and Disability Services	4.243	1
	Venue Services	4.184	2
	Participant Characteristics	4.179	3
	Game Affair Services	4.021	4
	Subsidiary Services	3.76	5
	Social and Educated Services	3.663	6
High	Participant Characteristics	4.386	1
	Medical, Sanitation and Disability Services	4.381	2
	Venue Services	4.348	3
	Game Affair Services	4.222	4
	Subsidiary Services	4.004	5
	Social and Educated Services	3.845	6
Medium	Medical, Sanitation and Disability Services	4.263	1
	Venue Services	4.163	2
	Participant Characteristics	4.144	3
	Game Affair Services	3.971	4
	Subsidiary Services	3.707	5
	Social and Educated Services	3.640	6
Low	Social and Educated Services	3.807	1
	Venue Services	3.784	2
	Participant Characteristics	3.701	3
	Game Affair Services	3.570	4
	Medical, Sanitation and Disability Services	3.207	5
	Subsidiary Services	3.202	6

Table 6.9 Top 5 Important Service Items – Cross-group Comparison

		Top 5 Item	Mean	Rank
Topmost Ranked Service Items by Importance	All	The umpire's trustworthiness*	4.402	1
		Players demonstrate good sportsmanship*	4.371	2
		Individual players demonstrate a high-level of prowess**	4.315	3
		The venue is comfortable and sports pleasant environs*	4.300	4
		The venue is clean and tidy**	4.289	5
	High	Individual players demonstrate a high-level of prowess**	4.561	1
		The umpire's trustworthiness*	4.561	2
		Players demonstrate good sportsmanship*	4.533	3
		The venue is clean and tidy**	4.461	4
		The venue is comfortable and sports pleasant environs*	4.437	5
	Medium	The umpire's trustworthiness*	4.378	1
		Players demonstrate good sportsmanship*	4.325	2
		The venue is comfortable and sports pleasant environs*	4.286	3
		Prompt and efficient medical aid is on hand***	4.276	4
		The umpire's ability to keep the game flowing	4.266	5
Low	Players demonstrate good sportsmanship*	4.007	1	
	The umpire's trustworthiness*	3.987	2	
	The venue is comfortable and sports pleasant environs*	3.926	3	
	Prompt and efficient medical aid is on hand***	3.920	4	
	It is easy to move around the stadium	3.873	5	

* important element in any identity group; ** important element in all respondent and high identity group

*** important element in medium and low identity group

Table 6.10 Bottom 5 Important Service Items – Cross-group Comparison

		Bottom 5 Item	Mean	Rank
Bottommost Ranked Service Items by Importance	All	Food and beverages on offer are exclusive to the venue**	3.710	30
		The game proves educational*	3.576	31
		The game features various side-programmes*	3.551	32
		Meeting new people with common interests at the ball field*	3.550	33
		The merchandise on offer is both high-quality and practical*	3.515	34
	High	Food and beverages on offer are exclusive to the venue**	3.924	30
		The merchandise on offer is both high-quality and practical*	3.801	31
		The game features various side-programmes*	3.786	32
		The game proves educational*	3.771	33
		Meeting new people with common interests at the ball field*	3.764	34
	Medium	The game has a reasonable duration	3.663	30
		The game proves educational*	3.559	31
		The game features various side-programmes*	3.492	32
		Meeting new people with common interests at the ball field*	3.453	33
		The merchandise on offer is both high-quality and practical*	3.438	34
	Low	Players achieving personal records	3.161	30
		Meeting new people with common interests at the ball field*	3.161	31
		The game proves educational*	3.027	32
		The game features various side-programmes*	2.993	33
		The merchandise on offer is both high-quality and practical*	2.852	34

* less important element in any identity group; ** less important element in all respondent and high identity group

*** important element in medium and low identity group

As can be seen from the above table, the low and medium identification groups agree that the availability of prompt and efficient medical aid is important, while the high identification group prioritises a clean and tidy venue and the skills of the players more. The low group also prioritises the practical ‘it is easy to move around the stadium’, while the medium group prioritises their time with ‘the umpire’s ability to keep the game flowing’. Full results for each group can be found in Appendix A-1, A-2, A-3.

6.5 Important Variables and Service Expectation Importance Factors

Several differences between service expectation priorities of different variables became evident during analysis, and these are discussed in the following paragraphs.

6.5.1 Different SSIS Levels in Service Expectation Importance

The spectators were classified into three groups based on their SSIS rating: those with a low level of team identification, those with a medium/moderate level of team identification and those with a high level of team identification.

In order to identify the differences in expectation among these 3 groups, the study applied analysis of variance (ANOVA) to compare them. ANOVA gives a statistical test of whether the means of several groups are all equal. In the absence of a complete census of TPB spectators, the study assumed that the samples collected were independently drawn from a normal population. The research used factors obtained from the pilot test to conduct the variance analysis; the results can be seen in Table 6.11.

The null hypothesis is that there are no significant differences in means among these 3 groups. At the .05 level of significance, the null hypothesis should be rejected when $p < .05$, which means the differences among the sample means are large.

After obtaining a significant test result, if the significant result suggests rejecting the null hypothesis, then multiple comparisons will be used to compare means of each two groups.

Table 6.11 ANOVA for Service Expectation Importance by SSIS Variable

		df	F	Sig.
Factor1 (Participants Characteristic)	Between Groups	2	49.366	.000
	Within Groups	960		
	Total	962		
Factor2 (Venue Services)	Between Groups	2	31.548	.000
	Within Groups	973		
	Total	975		
Factor3 (Subsidiary Services)	Between Groups	2	53.632	.000
	Within Groups	970		
	Total	972		
Factor4 (Game Affair Services)	Between Groups	2	42.719	.000
	Within Groups	968		
	Total	970		
Factor5 (Medical, Sanitation and Disability Services)	Between Groups	2	23.363	.000
	Within Groups	976		
	Total	978		
Factor6 (Social and Educated Services)	Between Groups	2	29.915	.000
	Within Groups	982		
	Total	984		

The results showed that the null hypothesis should not be accepted which means there were differences among the sample means. The research applied multiple comparisons, and found that there were obvious differences in the expectation of each of the three different groups towards the six service factors. In order to obtain a more detailed picture.

6.5.2 Differences in Expectation by Demographic Variable

Table 6.12 below presents expectation priorities per factor for each demographic variable. It can be seen that gender, education level, dominant monthly income and the average number of games seen per season are all variables that produce noticeable differences in spectators' expectation of service factors.

Table 6.12 ANOVA for Service Expectation Importance by Demographic Variable

Demographic Variable		F	Sig.
Gender			
	Factor1 (Participants Characteristic)	1.903	.168
	Factor2 (Venue Services)	2.829	.093
	Factor3 (Subsidiary Services)	10.865	.001*
	Factor4 (Game Affair Services)	3.279	.070
	Factor5 (Medical, Sanitation and Disability Services)	.271	.602
	Factor6 (Social and Educated Services)	3.878	.049*
Age			
	Factor1 (Participants Characteristic)	1.245	.290
	Factor2 (Venue Services)	1.689	.150
	Factor3 (Subsidiary Services)	1.678	.153
	Factor4 (Game Affair Services)	1.151	.331
	Factor5 (Medical, Sanitation and Disability Services)	.776	.541
	Factor6 (Social and Educated Services)	1.319	.261
Marriage Status			
	Factor1 (Participants Characteristic)	.068	.794
	Factor2 (Venue Services)	.031	.861
	Factor3 (Subsidiary Services)	.000	.983
	Factor4 (Game Affair Services)	.020	.887
	Factor5 (Medical, Sanitation and Disability Services)	.069	.793
	Factor6 (Social and Educated Services)	.019	.890
Education Level			
	Factor1 (Participants Characteristic)	1.692	.167
	Factor2 (Venue Services)	3.336	.019*
	Factor3 (Subsidiary Services)	2.235	.083
	Factor4 (Game Affair Services)	2.923	.033*
	Factor5 (Medical, Sanitation and Disability Services)	1.866	.134
	Factor6 (Social and Educated Services)	.692	.557
Dominant Income in a Month			
	Factor1 (Participants Characteristic)	2.331	.041*
	Factor2 (Venue Services)	.735	.597
	Factor3 (Subsidiary Services)	.235	.947
	Factor4 (Game Affair Services)	2.335	.040*
	Factor5 (Medical, Sanitation and Disability Services)	.234	.947
	Factor6 (Social and Educated Services)	.797	.552
Average Time' of Attending a Taiwan Professional Baseball game in a season			
	Factor1 (Participants Characteristic)	3.186	.042*
	Factor2 (Venue Services)	1.842	.159
	Factor3 (Subsidiary Services)	5.817	.003*
	Factor4 (Game Affair Services)	.222	.801
	Factor5 (Medical, Sanitation and Disability Services)	1.305	.272
	Factor6 (Social and Educated Services)	1.603	.202

* < .05

6.5.3 Gender Differences in Service Expectation Importance

As seen in Table 6.12, large differences can be seen in the expectation of the different genders in two factors. Below is an itemised variance analysis by gender for each service item in those two factors (Table 6.13).

Table 6.13 ANOVA for Service Expectation Importance by Gender

	Item	F	Sig.
Factor 3 Subsidiary Services	The game has a reasonable duration	.329	.566
	The venue sports attractive characteristics	15.327	.000*
	Food and beverages on offer are exclusive to the venue	10.814	.001*
	Tickets can be easily purchased using a variety of different methods	1.617	.204
	The merchandise on offer is both high-quality and practical	2.751	.098
	An historical record is reached or broken with/during the game	6.732	.010*
	The game features various side-programmes	8.911	.003*
Factor 6 Social and Educated	Meeting new people with common interests at the ball field	3.470	.063
	Stadium staff are helpful and proactive	.349	.555
	The game proves educational	4.187	.041*

* < .05

6.5.4. Educational Level and Differences in Service Expectation Importance

Different education levels also showed considerable variance in expectation priorities in two factors (see Table 6.12). Below is an itemised variance analysis by education level for each service item in those two factors (Table 6.14).

Table 6.14 ANOVA for Service Expectation Importance by Education Level

	Item	F	Sig.
Factor 2 Venue Services	Stadium staff are friendly and enthusiastic	.756	.519
	Tickets are reasonably priced	1.722	.161
	The atmosphere at the stadium is enjoyable	1.311	.269
	The venue is comfortable and sports pleasant environs	4.295	.005
	It is easy to move around the stadium	3.086	.027
	Transportation to the venue is convenient	3.817	.010
Factor 4 Game Affair Services	The two teams are well-matched	1.953	.119
	The game is dramatic	2.090	.100
	The game is fast-paced	4.016	.007
	The game is held during comfortable weather	3.718	.011
	The game is held at a reasonable time (e.g. the match starts in the evening)	.658	.578

6.5.5. Monthly Dominant Income and Differences in Service Expectation Importance

The study classified the sample into 5 groups by income: 0-9 999 was Group 1, 10 000-19 999 was Group 2, 20 000-29 999 was Group 3, 30 000-39 999 was Group 4, above 40 000 was Group 5. The result of the variance analysis showed that 2 factors had considerable differences in sample means (see Tables 6.15 and 6.16).

Table 6.15 Multiple Comparisons of Different Monthly Dominate Income Groups

Dependent Variable	(I) IncomeClass	(J) IncomeClass	Sig.
Factor1 (Participants Characteristic)	Under 1000	1001-5000	.009*
		5001-10000	.006*
		10001-20000	.002*
		20001-40000	.033*
Factor4 (Game Affair Services)	Under 1000	5001-10000	.024*
		10001-20000	.024*
		20001-40000	.004*
	1001-5000	20001-40000	.034*

* < .05

Table 6.16 ANOVA for Service Expectation Importance by Monthly Dominate Income

	Item	F	Sig.
Factor 1 Participants Characteristic	Individual players demonstrate a high-level of prowess	2.704	.019*
	Individual players and their personalities	1.671	.139
	Players achieving personal records"	1.446	.205
	Individual players and their development	1.167	.323
	Having faith in the coach	1.530	.178
	The coach's ability to utilise various game strategies	1.229	.293
	The coach's grasp of players' conditions	2.167	.056
	The referee's trustworthiness	3.679	.003*
	The referee's ability to keep the game flowing	2.653	.022*
	Players demonstrate good sportsmanship	1.621	.152
Factor 4 Game Affair Services	The two teams are well-matched	1.246	.285
	The game is dramatic	2.481	.030*
	The game is fast-paced	2.499	.029*
	The game is held during comfortable weather	1.438	.208
	The game is held at a reasonable time (e.g. the match starts in the evening)	.989	.423

* < .05

6.5.6. Average Number of Games Attended per Season and Differences in Service Expectation Importance

In order to know if there were differences in sample means among those with different average number of games attended per season, the study classified all samples to 3 groups. The first group consisted of those who attended an average of 0-5 times, the second group had 6-10 times, while those in the third group attended more than 11 games per season. Again, two factors showed considerable differences in expectation importance (see Tables 6.17 and 6.18).

Table 6.17 Multiple Comparisons of Different Attending Baseball Game Groups

Dependent Variable	(I) timesClass	(J) timesClass	Sig.
Factor1 (Participants Characteristic)	Less than 5	6-10	.023
Factor3 (Subsidiary Services)	Less than 5	6-10	.011
		Above 11	.017

Table 6.18 ANOVA for Attending Baseball Game

	Item	F	Sig.
Factor 1 Participants Characteristic	Individual players demonstrate a high-level of prowess	1.896	.151
	Individual players and their personalities	5.685	.004
	Players achieving personal records"	3.354	.035
	Individual players and their development	2.299	.101
	Having faith in the coach	2.878	.057
	The coach's ability to utilise various game strategies	.748	.474
	The coach's grasp of players' conditions	2.714	.067
	The referee's trustworthiness	2.082	.125
	The referee's ability to keep the game flowing	.933	.394
	Players demonstrate good sportsmanship	.310	.733
Factor 3 Subsidiary Services	The game has a reasonable duration	.774	.462
	The venue sports attractive characteristics	3.534	.030
	Food and beverages on offer are exclusive to the venue	2.251	.106
	Tickets can be easily purchased using a variety of different methods	3.269	.038
	The merchandise on offer is both high-quality and practical	10.606	.000
	An historical record is reached or broken with/during the game.	6.234	.002
The game features various side-programmes	.433	.649	

6.6 Cluster Analysis of TPB Spectators by ‘Expectation’

Cluster analysis is an heuristic procedure which allocates objects or persons to groups (clusters) on the basis of their similarity, whereby the cluster should be internally homogenous, and externally as easy to distinguish from other clusters as possible (Mueller and Kaufmann, 2001), though a great variety of methods and algorithms exist for the allocation of individuals to these groups. Unlike other statistical methods for classification, it makes no prior assumptions about differences in the population, and is used as a general data reduction technique to develop aggregates of data that are general and more easily managed than individual observations (Harwood, Cumming and Fletcher, 2004).

6.6.1 Past Applications of Cluster Analysis

The method has been widely used in a number of different areas, including travel and tourism (Arimond and Elfessi, 2001; Mazanec, 1984), marketing management (Schaffer and Green, 1998), international banking (Safdari, Ohanian, and Scannell, 2005), and sport participation (Harwood et al., 2004; Ogles and Masters, 2003), and its primary use across all of these fields has been marketing segmentation.

This method of analysis is fairly versatile, however; one of its other applications has been to seek a better understanding of buyer behaviors by identifying homogenous subsets of buyers (Kim and Kim, 1998), and another has been to develop potential new product opportunities - by clustering expectation importance, groups of likely product options can be determined within the marketplace (Hair, Anderson, Tatham, and Black, 1998).

Despite cluster analysis’ popularity in the mainstream marketing literature, the method is often ignored as a viable technique in sport consumer research. Also, very little literature using cluster analysis with ‘expectation’ as a variable is available, meaning that there was no real theoretical foundation upon which to model the applications used in this study.

6.6.2 Cluster Analysis in this Study

This study agrees with Romesburg (2004), who illustrated that the purpose of cluster analysis was to classify a set of observations into two or more mutually exclusive unknown groups based on combinations of interval variables. Few ideas and principles of cluster analysis were presenting as following:

There are two main types of cluster analysis: hierarchical cluster analysis, and partitional cluster analysis, a subset of which is known as K-Means Clustering. K-Means Clustering is particularly appropriate for large datasets (McNeil, Cox and Preda, 2004). However, it is important to stipulate in advance the number of clusters before beginning a K-Means Analysis; this can prove to be the most difficult aspect of using K-Means Clustering, as the researcher needs to decide on a number subjectively, and the amount chosen is not always appropriate (Mimmack, Mason, and Galpin, 2001; Punj and Stewart,1983).

At the first step, when each object represents its own cluster, the distances between those objects are defined by the chosen distance measure. However, once several objects have been linked together, there should have rules or methods to determine the distances between those new clusters. Consequently, a linkage or amalgamation rule provided to determine when two clusters are sufficiently similar to be linked together. In practical, there are numerous other linkage rules such as these that have been proposed (Cali ski and Harabasz 1974; Punj and Stewart 1983).

Single linkage (nearest neighbor). As described above, in this method the distance between two clusters is determined by the distance of the two closest objects (nearest neighbors) in the different clusters. This rule will, in a sense, string objects together to form clusters, and the resulting clusters tend to represent long "chains."

Complete linkage (furthest neighbor). In this method, the distances between clusters are determined by the greatest distance between any two objects in the different clusters (i.e., by the "furthest neighbors"). This method usually performs quite well in cases when the objects actually form naturally distinct "clumps". This

method is not suitable if the clusters tend to be somehow elongated or of a "chain" type nature.

Punj and Stewart (1983) and Scott and Knott (1974) suggested combining both hierarchical and two-stage cluster analysis methods to form a two-stage cluster analysis. In a two-stage cluster analysis, the researcher first groups like values using a method such as Ward's or Average Linkage, and then uses these results to determine the number of clusters. A K-Means Analysis is then undertaken using the amount of clusters determined in the previous step; this combination of methods helps to ensure that a suitable number of clusters is chosen.

Ward's method. This method is distinct from all other methods because it uses an analysis of variance approach to evaluate the distances between clusters; it attempts to minimize the Sum of Squares (SS) of any two (hypothetical) clusters that can be formed at each step. Refer to Ward (1963) for details concerning this method. Ward's method is generally regarded as very efficient; however, it tends to create clusters of a smaller size.

Ward's method was used to identify the number of clusters within the sample of respondents, and the results of the agglomeration schedule revealed that going from two to one cluster produces the largest increase in the clustering coefficients. The 34 potential service items were used as the cluster variables.

6.6.3 Number of Clusters

The study also has six factors of 'Service Expectation' (as mentioned in previous chapters). Ross (2007) suggested that researchers selected the number of clusters should be based on a priori criteria, practical judgment, common sense, and theoretical foundations.

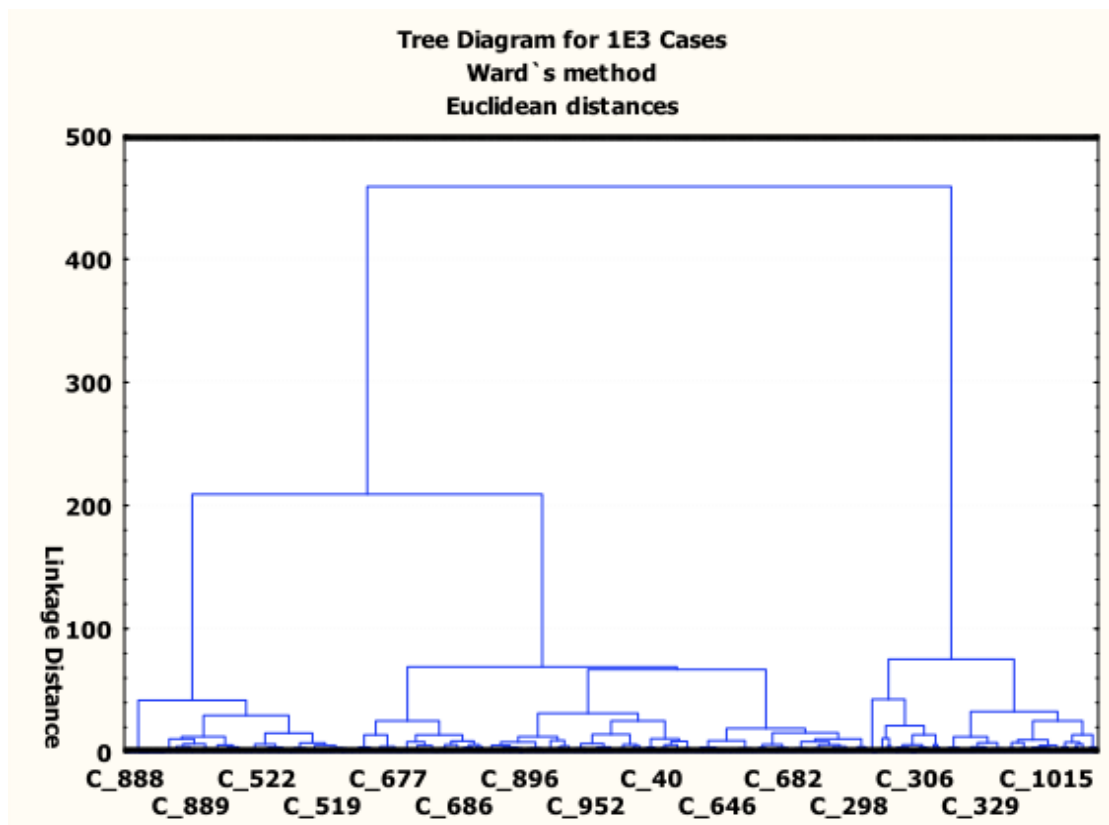


Figure 6.1 Tree Form of Clustering TPB Spectator By "Expectation Importance"

After careful consideration, two cluster group amounts (3 and 6) were selected for initial analysis (see Figure 6.1). The researcher plotted the statistical means of all clusters using both the 3-cluster and the 6-cluster method onto a graph, and, after comparing the two figures, it was obvious that much more information was made clear with the use of six clusters rather than three; the lines plotted using the three-cluster solution displayed little dissimilarity, whereas those of the six-cluster solution displayed many changes (see Figure 6.2). This, combined with the six factors of Service Expectation used in the study, contributed to the final decision to use six

cluster groups in final analysis.

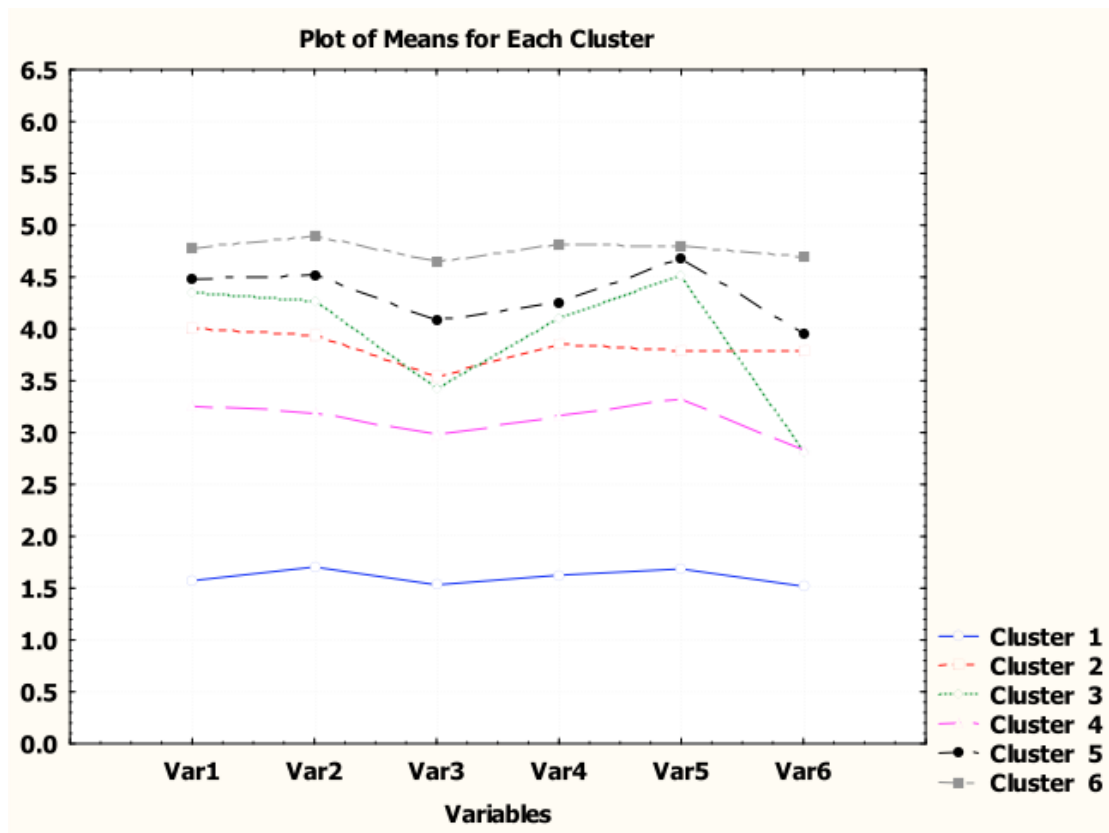


Figure 6.2 Plot of Statistical Means using 6 Clusters

6.6.4 Demographic Constitution of Cluster Groups

Of 1020 respondents, Cluster 1 had 18 members, Cluster 2 had 196, Cluster 3 had 159, Cluster 4 had 156, Cluster 5 had 307 members and Cluster 6 had 184. A profile of the spectators in each Cluster can be found in Table 6.19 below.

Table 6.19 Comparison Demographic Profiles of Cluster Groups

Demographics	Frequency and Percentage of Cluster Group					
	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Total	18	196	159	156	307	184
Sport Spectator Identification						
Low	17 (94%)	23 (12%)	24 (15%)	39 (25%)	34 (11%)	12 (7%)
Medium	0	76 (39%)	79 (50%)	85 (54%)	107 (35%)	66 (35%)
High	1 (6%)	97 (49%)	56 (35%)	32 (21%)	166 (54%)	106 (58%)
Gender						
Male	12 (67%)	147 (75%)	107 (67%)	109 (70%)	225 (73%)	144 (78%)
Female	6 (33%)	49 (25%)	52 (33%)	47 (30%)	82 (27%)	40 (22%)
Age						
16-17	0	0	0	1 (1%)	0	1 (1%)
18-21	12 (67%)	128(65%)	104(66%)	116(74%)	194(63%)	115(63%)
22-31	5 (28%)	60 (31%)	48 (30%)	31 (20%)	96 (31%)	52 (28%)
32-41	1 (5%)	6 (3%)	7 (4%)	7 (4%)	11 (4%)	10 (5%)
Above 42	0	2 (1%)	0	1 (1%)	6 (2%)	6 (3%)
Marital Status						
Married	0	10 (5%)	6 (4%)	9 (6%)	12 (4%)	13 (7%)
Unmarried	18(100%)	186 (95%)	153 (96%)	147 (94%)	295 (96%)	171 (93%)
Education Level						
Middle School	0	0	0	0	0	1 (1%)
High School	0	5 (3%)	4 (3%)	3 (2%)	5 (2%)	5 (3%)
University	18 (100%)	172 (88%)	141 (89%)	145 (93%)	263 (86%)	159 (86%)
Postgraduate	0	19 (9%)	14 (8%)	8 (5%)	39 (12%)	19 (10%)
Dominant Monthly Income						
Under 1000	3 (17%)	8 (4%)	11 (7%)	17(11%)	13 (4%)	10 (5%)
1000~4999	6 (33%)	63(32%)	35(23%)	46(29%)	81(26%)	57 (31%)
5000~9999	6 (33%)	60(31%)	58(36%)	46(29%)	106(35%)	70 (38%)
10000~19999	3 (17%)	48(24%)	29(18%)	31(20%)	58(19%)	24 (13%)
20000~39999	0	7 (4%)	13(8%)	9 (6%)	20 (7%)	16 (9%)
Above 40000	0	10 (5%)	13 (8%)	7 (5%)	29 (9%)	7 (4%)
Number of Years Attending TPB Games						
Under 5	18 (100%)	169 (86%)	147 (92%)	144 (92%)	265 (86%)	157 (85%)
6~10	0	20 (10%)	8 (5%)	9 (6%)	32 (10%)	20 (11%)
Above 10	0	7 (4%)	4 (3%)	3 (2%)	10 (4%)	7 (4%)
Location of Games Usually Attended						
Northern	6 (33%)	57 (29%)	51 (32%)	43 (28%)	83 (27%)	53 (29%)
Central	4 (22%)	68 (35%)	57 (36%)	54 (35%)	91 (30%)	59 (32%)
Southern	8 (45%)	57 (29%)	49 (31%)	52 (33%)	119(39%)	57 (31%)
Eastern	0	14 (7%)	2 (1%)	7 (4%)	14 (4%)	15 (8%)

Several interesting elements of information can be obtained from these cluster groups. Each group has its own priorities and expectation towards service items, and these are obvious through the results. Cluster 1, which had the highest percentage of spectators with a low level of team identification, placed the least amount of importance on all service expectation factors. Cluster 6, which had the highest percentage of spectators with a high level of team identification, had the highest value of expectation towards service items.

Clusters 5, 2 and 4 placed similar levels of importance on the majority of service expectation factors, and the only difference between them was the degree of their expectation. Cluster 3 placed very little emphasis on ‘social/education services’ and ‘subsidiary services’, with the main focus being more practical and game-oriented services. See Table 6.20 for the values placed on each service expectation factor by each cluster.

Table 6.20 Mean Performance of 6 Cluster Groups

Service Expectation Factor	Mean					
	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
F1: Participant Characteristic	1.572	3.998	4.345	3.252	4.479	4.773
F2: Venue Services	1.703	3.944	4.268	3.185	4.522	4.898
F3: Subsidiary Services	1.531	3.538	3.418	2.973	4.082	4.641
F4: Game Affair Services	1.625	3.862	4.095	3.165	4.248	4.811
F5: Medical, Sanitation and Disability Services	1.685	3.796	4.509	3.320	4.683	4.789
F6: Social and Education Services	1.518	3.786	2.811	2.835	3.958	4.690

6.7 Conclusion

The results provided in this chapter are varied and diverse, and have been analysed to provide insight on the different expectation of different spectators. The eventual use of cluster analysis to segment the spectators by expectation is significant, both in its potential applications for sport organisers and in its establishment of a new typology in expectation research; it also provides an additional demonstration of cluster analysis in spectator sports research.

Many conclusions and interpretations with implications for both the research field and organisers can be drawn from these results; these are discussed in the following chapter.

Chapter Seven

Discussion

7.1 Introduction

This chapter continues from Chapter 6 and presents several issues and conclusions that can be drawn from the results. The findings of this research are consistent in many places with a number of research papers discussed in the literature review. From the results, the study generated four key topics of service element expectation of professional sport services: 'Game Attractiveness: The Performance of Game Participants'; 'Emotional Catalysts: A Convenient, Enjoyable Venue'; 'Opportunity Services: An Improved Quality of Subsidiary Services'; and 'Customised Services: Specific Services for Specific Spectators'; results and conclusions on TPB spectators' expectation in regards to each of these service elements are discussed in detail in the first part of this chapter. The difference in perceived expectation of spectators with different demographic and SSIS values are discussed in the second part, and the chapter then goes on to explore the six cluster groups that emerged after segmenting the respondents by expectation and the conclusions that can be drawn from their compositional make-up.

7.2 Important Service Elements' Expectation of TPB spectator

The study identified many specific service elements that spectators evaluated as important to them. The possible range of potential service items is, however, infinite; so the study presented service factors or service concepts instead of limitless numbers of service elements, in order to provide finite results that would benefit service research knowledge.

After analysing the results of the questionnaire, the study generated four topics to address the conceptual understanding of TPB spectators' service expectation: 'Game Attractiveness: The Performance of Game Participants'; 'Emotional Catalysts: A Convenient, Enjoyable Venue'; 'Opportunity Services: An Improved Quality of

Subsidiary Services'; and 'Customised Services: Specific Services for Specific Spectators'.

7.2.1 Game Attractiveness: The Performance of Game Participants

From the results given in the last chapter, it can be concluded that the most crucial service elements in professional sport are those attributed to the participants. Of all 34 service element expectation, the topmost ranked three elements are about the players and umpire, and eight of the top fifteen are from this category (Game Attractiveness: The Performance of Game Participants). These expectation all focus of the content of the game itself, and tend to meet the conditions that are meant when spectators talk about a 'good' game.

According to research, 'star power' is one of the core products of a professional team (Braunstein and Zhang, 2005; Zhang et al., 2003). Miller (2002) also implied that the power of stars can serve to benefit that individual both personally and professionally, as well as benefiting other individuals that position themselves with the star. However, contrary to what might be assumed, the topmost ranked expectation was 'The umpire's trustworthiness' – emphasising that it is not only the players who 'make' a game for the spectators, but also the coaches and umpires.

While players are often researched in sport management studies, coaches and umpires – despite their influence on a game – are often ignored or undervalued, due mostly to a number of misjudgements on spectator perceptions of game quality. Another reason for the neglect of these two important participants is most likely practical: organisers have very little ability to solve problems related to the coach or umpire, so their value is often seen as not worth investigating (individual teams can complain about the conduct of the umpire to the union, who can then investigate and issue warnings or, in extreme cases, fire the umpire in question; however, any and all problems with the umpire need to be dealt with indirectly, through the union). It is, however, apparent from the results that these participants' roles are seen as important by the fans (the three service expectation items related to the coach came

in at #20, #14 and #10 out of 34; the two items related to the umpire were ranked #8 and #1), meaning that the quality of umpiring and the abilities of the coach are also 'core services' of the game. If problems related to these two participants are not solved, they will influence the quality of the match, which is likely to have negative repercussions on both the expectation of spectators and the development of professional sports. The game itself is the core service and its key components are the players, coach and umpire together, and equal importance should be placed on developing each of these components as each of these components also contribute to the attractiveness of the game overall.

It has been proved repeatedly that 'game attractiveness' is a crucial factor to attendance and general market demand associated with professional sport consumption (Greenstein and Marcum 1981; Schofield 1983; Hansen and Gauthier 1989; Zhang et al. 1997; Gladden and Funk 2002; Zhang et al. 2003; Zhang et al. 2003; Ferreira and Armstrong 2004; Braunstein and Zhang 2005a; Braunstein et al. 2005b). It is important to note that small flaws can often ruin the perception of the whole: the author realised during the course of research for this study that spectators' perceptions of an entire game are negatively affected should an umpire make a decision which fails to completely satisfy their expectation of fair and effective umpiring; i.e., regardless of how well the other services performed, spectators who were unhappy with the umpire would rate the entire experience negative (a positive performance by the umpire however does not make up for a poor standard of other services). Bodet (2006) investigated this phenomenon by applying 'the tetraclass model' to the satisfaction felt by customers of a health club; he found that there are several service elements which have the characteristics of 'basic' service elements and have a larger contribution to overall satisfaction when negatively evaluated by the customer (Llosa 1997; Llosa 1999; Bartikowski and Llosa 2004; Bodet 2006).

It is clear to see from the results that the umpire (and, to a lesser degree, the coach) have the characteristics of being 'basic' service elements – that is, they have an influence over spectators' perceptions of overall game quality that is capable of negatively affecting their entire experience. While organisers may be unable to directly influence and affect these two participants, it is important for them to use

their influence with the relevant associations to solve any problems with them in order to meet spectator expectation and ensure the game is perceived favourably.

7.2.2 Emotional Catalysts: A Convenient, Enjoyable Venue

A large number of extended sports studies (Robertson and Pope, 1999; Rivers and Deschrive, 2002; Kochman, 1995; Hall, O'Mahony and Viecel, 2010) have focused on the sport spectators' behaviour/psychology and its influence on attendance, market demand, service experience, service quality, satisfaction, the sportscape or the servicescape, and these studies have collected plenty of information and key factors on tangible services ('facilities', 'place', 'venue' etc.). The tangible environment cannot be ignored in sports services, and has indeed been well-researched.

While television has dramatically changed the method of delivering sport to the masses, live professional sports is still delivered through major sporting facilities (Westerbeek and Shilbury 1999), and many of the intangible attractions of a sporting event can only be experienced by attending the event live. The nature of spectator sports itself also makes the tangible environment important. Spectators are required to sit for hours in fairly close proximity to other people, and so are susceptible to even subtle features in the physical environment around them – Wakefield and Blodgett (1996, p.48) demonstrated that the comfort of a seat can influence a spectator both physically and psychologically, and impact on their overall experience at the venue. Participants of this study's focus groups also suggested that a well-designed facility can inspire people and create an infectious atmosphere.

The results of this study provide further evidence to the importance of the tangible environment in spectator sport: almost half of the top fifteen service expectations fell into this category, the cleanliness of the environment was rated as an important expectation by spectators in all three SSIS groups, and, of the six cluster groups, two clusters had Venue Services ranked as the most important, two ranked it as the second most important and two had it as the third most important factor out of six service factors. It is interesting to note that the service factors chosen were less

about the aesthetics of the venue (i.e. 'the venue sports attractive characteristics') but more about the 'quality' of the provisions available: the cleanliness of the facilities, the convenience of transportation or movement and the overall environment or joyful atmosphere.

These expectations were what spectators expected most amongst venue services which affected their spectating experiences. These important topics need to be dealt with and managed well, as mismanagement will negatively impact on spectators' experiences.

7.2.2.1 Cleanliness

While factor analysis categorised the 'the venue is clean and tidy' service item into Medical, Sanitation and Disability Service, cleanliness is a basic venue-related quality concept and needs to be discussed in this section. The importance of a venue's cleanliness has been demonstrated repeatedly: several works showed that the cleanliness of the facilities influenced a customer's decision to attend (Wakefield and Sloan 1995; Wakefield and Blodgett 1996; Robertson and Pope 1999), and Bodet (2006) showed that cleanliness was the key element which strongly influenced overall customer satisfaction and the positive or negative evaluation outcome in a fitness club. Cleanliness was found to be a basic service which, if rated negatively, negatively impacted the customer's impression of the entire service experience.

Another work from Bodet and Bernache-Assollant (2009) used team identification level as the moderating variable to identify the different perceptions of satisfaction of ice hockey spectators. This study found the cleanliness of the facilities to be the 'secondary element', meaning that it had no significant role in overall satisfaction across all groups of spectators. Firstly, the difference between the results in this study and the results in Bodet's 2006 study implies the difference between perceptions of 'participant sports' (i.e. direct users of a fitness club) and 'spectator sports' (i.e. those attending a game to watch others play). However, this paper also focused on spectator sports, and the results revealed in chapter six clearly show that 'cleanliness'

plays an important role in the service expectation of TPB spectators. There are two possible explanations for the differences in results between these two studies: either a) the sampling technique used in either study was erroneous, preventing the results from reflecting the reality; or b) cultural differences resulting in a different emphasis being placed on cleanliness, either between ice hockey fans and baseball fans or between French spectators and Taiwanese spectators. The exposure of Taiwan's outdoor ball fields to the elements (including typhoons, monsoonal rains and sandstorms) might also contribute to the importance placed on cleanliness by TPB spectators. Whatever the reasons for the differences in findings between these two studies, all available evidence strongly advocates cleanliness as an important service that should not be forgotten by TPB event organisers and venue managers.

7.2.2.2 Convenience

Multitudes of literature have proved the importance of convenience: studies have been done on the importance of 'car parking or transportation service' (Tomlinson et al. 1995; Wakefield and Sloan 1995; Wakefield and Blodgett 1996; Robertson and Pope 1999; Hall et al. 2010), 'stadium accessibility' (Tomlinson et al. 1995; Wakefield and Sloan 1995; Wakefield and Blodgett 1996; Robertson and Pope 1999; Ferreira and Armstrong 2004; Hall et al. 2010), 'ease of getting a seat' (Tomlinson et al. 1995; Hall et al. 2010), 'smoke free zone' (Hall et al. 2010), and even 'schedule convenience' (Zhang et al. 2003; Braunstein et al. 2005). Convenience items aim to help spectators save time, avoid problems and ensure a positive experience, particularly for new spectators or those with children.

In this study, the items related to convenience of movement and transport around the venue ('it is easy to move around the stadium' and 'transportation to the venue is convenient') were both rated as highly important expectation, with both falling inside the top ten most important expectation for all groups except for the high-level identification group (low, medium and overall), where 'it is easy to move around the stadium' was placed at #11. Spectators expect for transport – whether inside or to the venue – to be convenient and easy. There are many ways that organisers can be

proactive and arrange for convenient transportation to even the most inaccessible of venues (such as shuttle buses or co-operating with public transport providers) and attention must be paid when designing venues to ensure that a) the hallways and routes for moving are adequately sized for a large amount of foot traffic and b) spectators know where they are at all times and can easily get to one place from another. As most of Taiwan's venues are fairly old there is a conspicuous lack of planning for ease of movement to be seen; many venues have been observed to be virtually inaccessible to disabled patrons. This creates an inconvenience for all spectators, and can impact negatively on their experience at the ballgame. Steps should be taken to remedy the situation, as all of the above mentioned 'convenience services' assist the organiser to meet spectator's expectation and ensure they have a positive experience at the venue.

7.2.2.3 Atmosphere

A contradictory view of joy at a sports game was put forward by Bouchet et al. (2011), stating that a joyful atmosphere and joy as a consequence of the game are two different and distinct concepts. Spectators are mainly concerned with winning or losing, and this then defines whether or not they think that the game has a good atmosphere (Bouchet et al. 2011). The approach adopted in this study, however, is that a joyful atmosphere is a wide-ranging term encompassing both the happiness from the atmosphere inside the venue and the happiness associated with your team winning; if the spectator's expectation is towards happy feelings, this can be reasonably seen as expecting a joyful atmosphere. These all count towards an expectation for 'joyful' as used in this study.

Spectators expect a sports venue to have a joyful atmosphere and environment. According to Kuenzel and Yassim (2007), sport spectating is a hedonic consumption. Hedonic consumption has also been found to generate higher levels of affect (Mano and Oliver, 1993) and joy is often included under the category of positive affect (Soderlund and Rosengren, 2004).

The works of Madrigal (1995) and Chelladurai et al. (2003) are consistent with the outcomes of the focus group meetings and the results of the questionnaire survey in suggesting that attending a live game is mostly done for entertainment; Kuenzel and Yassim (2007) also say that the greatest entertainment value is derived from watching a close game. Joy and the game are intertwined but not inter-dependant, and a joyful atmosphere is one of the expectation indicated by spectators at a game.

7.2.3 Opportunity Services: An Improved Quality of Subsidiary Services

Numbers of researchers have agreed while the direct, 'core' product/service of professional sports is the game, subsidiary services (e.g. food and beverages, merchandise) make considerable contributions to professional sports revenues (Gorman et al. 1994; Wakefield and Sloan 1995; Burton 1996; Dale et al. 2005). However, the results of this study reveal that spectators place very little importance on the provision of these services.

Respondents evaluated seven subsidiary services items as less important service elements. The four items of 'the venue sports attractive characteristics', 'food and beverages on offer are exclusive to the venue', 'the merchandise on offer is both high-quality and practical' and 'the game features various side-programmes' were rated particularly low.

While conducting the focus group interviews for this study, some interviewees mentioned the ballparks in America and Japan where, due to the park's history, the stadium itself has become an attraction to fans. Examples are Fenway Park, home to the US Major League team Boston Red Sox, whose large green wall (originally built to enforce local planning restrictions) has earned the nickname 'The Green Monster', or Tokyo Dome, home to the Yomiuri Giants, whose domed roof has earned it the nickname 'The Big Egg'. Attractions like these are unique to the field but have little to do with the game itself and are enjoyed separately to the game, which is why the research has considered this a subsidiary service. This particular service was ranked 24th in importance overall.

During the focus group discussions (see Chapter Five), many complaints were made regarding the poor performance of subsidiary services in TPB grounds. Merchandise, food, and other subsidiary services in TPB tend to be of a substandard quality, but are priced at very high prices. In contrast, several interviewees provided examples of good subsidiary services – such as the exclusive garlic hotdog available at Fenway Park, home of MLB team The Boston Red Sox, or the merchandise available from Japan’s Yomiuri Giants or England’s Liverpool FC. Interviewees indicated that they were willing to purchase their favourite team’s merchandise, but only if it were of good quality; price was not an issue providing the product was of good quality. This indicated willingness, coupled with current reluctance, demonstrates the reality and rational thinking of a passionate spectator’s merchandise consumption.

Gladden and Funk (2002) illustrated that sports consumers purchase hats or merchandise with a particular team’s logo as a means of identifying with the team. However, the results of this research show that purchases are not made solely on the emotional premise of obtaining ‘the logo’, and that the sports spectator also considers quality and product performance when making purchase decisions. The questionnaire results showed that spectators have low expectation towards these services. Organisers looking to increase revenue and meeting spectators’ needs should plan to improve the quality of subsidiary services; this is especially relevant in Taiwan, where spectators are by no means a captive consumer –and are able to go in and out of the grounds of the venue, where there are usually many small stalls offering pirated merchandise and restaurants, meaning that spectators can simply buy something outside if the merchandise on offer inside the stadium fails to meet their standards. However, after reviewing the opinions put forward by interviewees, the aforementioned examples of successful merchandise and the literature referenced above, it can be concluded that subsidiary services could become profitable in TPB with an improvement in quality.

7.2.4 Customised Services: Specific Services for Specific Spectators

It is apparent from the methodology employed in the study that this study is limited in its abilities to uncover a wide range of expectation; that is, the expectation that the study finds to be important or unimportant are only ones that large numbers of people agree upon. Minority groups of spectators, such as families, children or the disabled, are very likely to place differing levels of importance on service element expectation than spectators from the mainstream TPB audience, and their voices are smaller – while people from these groups were surveyed, specific services catering to these groups may have received a lower overall score as those who most expect them are in the minority and this study does not segment using demographic variables.

This can be seen by referring to Chapter Five (Focus Group). Many service elements which were expected by more experienced spectators failed to be seen as important by TPB spectators at large, such as those concerning side-entertainment or the educational value of the game. Another element which failed to be evaluated as important by the questionnaire results was ‘the venue sports attractive characteristics’; while it is difficult to argue that an iconic feature to a stadium does not positively add to a spectator’s memories or increase the excitement in the atmosphere, it was not evaluated as something that spectators expected. A considerable number of service elements significantly enhance spectator experience, yet fail to be regarded as important expectation by TPB spectators.

The researcher feels that this problem is not so much connected to whether or not the service is provided, but whether the service is accessible and visible to the spectators that need it. Standardised service, while efficient, does not utilise all available resources to achieve the best possible results; customised services are needed to fill the gap between what is available for the mainstream and what is expected by less visible groups of spectators.

Standardisation of service is a simple way of providing efficient and economic service, and many of the service elements surveyed in this study were established with

standardised service. The nature of standardisation, however, means that there will always be individual services which are expected or needed by spectators that standardised services cannot replace, and this is where customised services come in. A trend towards emphasising customised services in the service management and marketing approach has become apparent over the last few decades (Surprenant and Solomon 1987; Lovelock 1991; Bateson 1992); this approach stresses the importance of the customer encounter and the customer's participation in service production, making customisation a natural core of service production interpretation. 'Customised' can mean that the single customer receives individual service (Sundbo 2002), or that small groups receive services tailored for their needs. An example of a well-acknowledged, widely-available customised service that is almost considered 'standard' nowadays is the item 'the venue caters appropriately to disabled customers': this item also emphasises the importance of customised services, as it is imperative to provide access to disabled customers in order to be a quality venue, even though disabled customers occupy a very small segment of the market. A lack of provision for the disabled would not only ruin the experience of any disabled patron visiting the venue, but is also likely to have a negative effect on the reputation of the venue.

The provision of customised services in professional spectator sports would likely be useful in promotion activities, as it would help to reduce possible problems that hinder possible spectators from attending, particularly for spectators with family or disabilities. The contribution of standardised services to TPB is undeniable, and the core products of the game's attractiveness and venue convenience are still important, but the provision of customised services would likely open a communication window between game organisers and spectators, thence improving spectators' overall TPB experience.

7.3 Spectators of Different Identification Levels/Demographic Variables and Different Expectation

A subsidiary aim of this research was to determine if any specific service element expectation differ by different spectators. According to Charters and Ali-Knight (2002), there are two processes for the analysis and segmentation of customers as a potential market. The first is categorisation of the customer – by demographic – to establish a customer’s provenance, such as age and education or family background. The second is profiling customer values, attitudes and lifestyles – in other words, detailing their psychographic background. This study employed “team identification level” (based on the SSIS) as the psychographic profile and “demographics” as the initial categorisation vehicle. Following is a discussion of the findings.

7.3.1 Spectators of Different Identification Levels and their Service Expectation

After analysis and review, the results of expectation by SSIS groups were quite surprising. Out of a total of 34 service items, 22 service expectation were evaluated as important across all three groups and 10 service expectation were likewise evaluated as less important across all three groups. Only two service elements were identified as having a higher importance to one group uniquely; meaning that the opinions of TPB spectators are highly consistent and not influenced by personal feelings of team identification. The reasons behind this have not been investigated by this study but could be the subject of further research.

Over half of the service elements falling under the headings of ‘Participant Characteristics’, ‘Venue Services’, ‘Medical, Sanitation and Disability Services’ and ‘Social and Educational Services’ were perceived as having the same level of importance by TPB spectators across all groups, meaning that the three identification groups have consistent expectation for which services they feel are important.

The main difference between the expectation of the different groups was in the weight given to the importance of service elements. Members of the low

identification group agreed that the key components of game attractiveness, participant characteristics and venue services, were important to them (Greenstein and Marcum 1981; Schofield 1983; Hansen and Gauthier 1989; Zhang et al. 1997; Gladden and Funk 2002; Greenwell et al. 2002; Zhang et al. 2003; Zhang et al. 2003; Ferreira and Armstrong 2004; Braunstein and Zhang 2005; Braunstein et al. 2005). Surprisingly, several service elements falling under the factor headings of 'subsidiary services' and 'social and educational services' (also called peripheral services (Appenzeller and Lewis 2000; Mullin et al. 2000) were estimated as less important service expectation. Services in these categories include food and beverage, merchandise, side-programmes and staff interactions; the low level of importance placed on these services by low-level team identification spectators contrasts with the concepts established by Wann et al. (2001), who asserted that low identification spectators were mainly looking for entertainment more than attending a game or supporting a favourite team.

The TPB environment is fairly unique, however, these subsidiary services have been overlooked by providers for a long time and TPB spectators have therefore come to associate the baseball ground with baseball only, and it is difficult to associate 'attending a game' with any non-game related services. A culture of watching the game in comfort has only recently begun to emerge with the renovation of some older venues; this has opened the door for subsidiary services to come into baseball venues, but they have had limited impact on TPB spectators' consumption habits as the quality and performance of these services is often lacking.

The two service expectation items which were evaluated by high-level identification spectators uniquely were 'the venue sports attractive characteristics' and 'the game is fast-paced'. Focus group interviewees who displayed characteristics similar to those spectators with a high level of team identification believed that it is important for the venue to be attractive, as it enhances attractiveness for the venue and game as a whole and provides another way for people to enrich their experience. Adversely, a fast-paced game is less important for high-level identification spectators as they enjoy their time at the ball field and are not merely there for the end score, though winning is important to them. High-identification group members also believe that TPB

ticket prices are reasonable, which corroborates Wann's findings stating high identification spectators spend more money than other spectators. These results and responses imply that high-level identification TPB spectators have less-strict standards than those in lower groups.

7.3.2 Service Expectation by Demographic Variable

Mullin et al. (2000) claimed that market segmentation is one of the key strategies in creating a bridge between managerial analysis and managerial action. Knowing the demands or expectation of spectators in this study from different demographic backgrounds can assist sport managers or marketers to pinpoint areas in both the physical facility and in general that need improvement. Demographic information is an important basis upon which to identify specific spectators with specific needs; according to the results, certain differences in spectators' demographics influence expectation more than others, the main one being a respondent's gender. Unsurprisingly, these results are consistent with a number of studies which acknowledged the importance of gender as a variable.

Service elements with different expectation values according to gender fell across the range of service factors: 'the venue sports attractive characteristics', 'food and beverages on offer are exclusive to the venue', 'an historical record is reached or broken with/during the game', 'the game features various side-programmes' and 'the game proves educational'.

7.4 Using Expectation to Segment Spectators

Cluster analysis has been used in different areas, including travel and tourism (Arimond and Elfessi, 2001; Mazanec, 1984), marketing management (Schaffer and Green, 1998), and international banking (Safdari, Ohanian, and Scannell, 2005). Even though cluster analysis has become a common tool for marketing research in both academia and the professional sector (Ross, 2007), it has only been utilised by a

limited number of sports-related studies, such as sport participation (Harwood, Gumming, and Fletcher, 2004; Ogles and Masters, 2003) and sports marketing (Luna-Arocas and Li-Ping Tang 2005; Ross 2007), but has not yet been used to explore the expectation of sport spectators. Using this statistical approach to segment the sport spectator market by expectation perception required a large-scale survey, but the successful completion of this study proves that it is possible. Furthermore, by identifying the specific expectation that spectators hold, sport organisations can efficiently emphasise important associations and de-emphasise less important elements attached to the services provided.

Six market segments were discovered after the use of cluster analysis to segment spectators by expectation. Group 1 (Casual Spectators), 18 individuals who displayed a lower level of expectation importance across the factors, was composed mostly of low-level identification and female spectators. Adversely, at the other end of the spectrum, the 184 members of Group 6 (Involved Spectators) were mostly male and medium- or high-level identification and felt that almost every service was important to the game. While extreme cases generally only represent a small market share, meaning that there is often less efficiency to be found by investing in their practical contributions, on the theoretical side spectators with extreme importance perception of service expectation do exist and have been identified successfully.

Groups 5 (307 individuals) and 2 (196 individuals) share similar characteristics and (mostly spectators with medium- and high-levels of team identification, higher education and a higher average number of games attended per season) perceptions of service factors and their importance, particularly in regards to the items of 'participant characteristics', 'venue services' and 'game affairs services'. Group 5 (Attentive Spectators) members have the highest monthly income out of all the groups with the highest percentage of members over 22 years old, and these individuals emphasised the importance of 'medical, sanitation and disability services' while caring less about 'social and educational services'; these results imply that spectators with a higher income place more emphasis on cleanliness, medical support and disabled services, while those with a lower income place less importance on the availability of food, beverage and merchandise. Kelley and Turley (1999)

conducted multiple comparison tests and found that facility access, convenience and fan comfort were all significantly less important for fans earning less than US\$20,000 per year than they were for fans of with a higher income. Group 2 (Frugal Spectators) members believed that 'subsidiary services' were the least important services. This income-related discrepancy is not surprising as the majority of TPB grounds are located in urban areas which, in Taiwan, means a varied and convenient food and beverage supply right outside the venue to compete with the (often expensive and poor quality) offerings inside the venue. TPB merchandise faces a similar situation; hawkers and peddlers outside the venue often offer the same (or similar) goods for a far cheaper price than what is available inside, with little discrepancy in quality. Given these factors, it is unsurprising that spectators with a greater financial capacity pay more attention to 'subsidiary services'.

Group 3 (Practical Spectators) (159 individuals) displayed some singularity in its expectation and their importance; while they agreed with Groups 5 and 2 on the importance of the core-services, they evaluated 'subsidiary services' and 'social and educational services' as the least important but placed a high level of importance on 'medical, sanitation and disability services'. Group 3 members are primarily medium- and high-level identification spectators who have attended less games and have a university degree, with a relatively high percentage of females (33%) and a higher than average monthly income (34%). Group 3 spectators were primarily concerned with the game itself and medical, sanitation and disability services.

Group 4 (Uninvolved Spectators) members (156 individuals), who have the second highest percentage of female participants and are mostly low- and medium-level identification spectators with a higher monthly income, gave a lower-than-average evaluation of the importance of all service factors, though their hierarchy of important factors was similar to other groups. The quantitative nature of the survey makes it impossible to provide an explanation for this, however it could be possible that members of Group 4 are spectators attending games for other reasons: for example, they could be accompanying a friend or spouse.

While the profiles of these six groups are not so clearly defined due to the homogeneous demographics of the respondents, the differing perceptions of service expectation of these groups are clearly defined by group. The study has concluded several suggestions from the results:

1. 'Participant Characteristics', 'Venue Services' and 'Game Affairs Services' were identified as important by spectators from every group, confirming that they are the primary expectation of sports consumers. The importance of 'Venue Services' is not surprising, as several past studies have shown that customers of a sporting venue are greatly concerned with the 'physical evidence' (i.e. the physical conditions of a venue) (Lentell, 2000; Liu et al., 2008). The importance placed by spectators on the general atmosphere, a clean venue, and the quality of the game itself have also been demonstrated before (Garland, 2004). Organisers should give these factors top priority when allocating resources.
2. Spectators with a higher level of education place more emphasis on 'medical, sanitation and disability services'; over 80% of the sample fit this demographic (refer to Table 6.1). Assuming the sample is mostly representative of the general population, this means that organisers need to focus on this factor when organising events.
3. 'Subsidiary Services' are more important to spectators with a higher income (refer to Table 6.10), so they should be targeted towards these segments (Groups 5 and 3) (Kelly and Turley, 1999).
4. Spectators with a lower income give a lower importance evaluation to every service factor. This is consistent with past studies analysing demographics and expectation (Kelley and Turley, 1999). Methods to reach this group could be a topic of further research.

7.5 Conclusion

Before sport organisers can benefit from packaging specific services for specific spectators, they must identify the expectation within the existing spectator base. By exploring the perceptions of importance of a series of service element expectation, identifying specific expectation of spectators based on their SSIS level and demographics, and then using expectation as a variable to segment spectators and gain a clearer profile of which spectators are more likely to have which expectation, these discussions have provided an outline of spectators' expectation which can be directly utilised by sport organisers. By successfully segmenting spectators by expectation the study extended the application of customer expectation and generated another typology of sport spectators in itself that is not only a criterion of quality evaluation or satisfaction. The study has provided the foundation for using different expectation perceptions to design specific service packages for specific segments of the market.

Chapter Eight

Conclusions and Limitations

8.1 Introduction

This study focused on exploring the expectation of Taiwanese Professional Baseball spectators, with the specific aim of assessing the possibility of segmenting spectators in TPB.

Once the research aim - to investigate the potential to use expectation of service attributes as a basis of segmenting spectators in TPB – was decided upon, a research question was developed to help meet that aim: Can expectation be used to segment spectators in TPB?

The research process was then broken down into three steps, each of which became an objective of the research:

1. To identify what expectation of service attributes spectators have of TPB games.
2. To evaluate the importance of service attributes and establish the priority of expectation to spectators at professional baseball games
3. To categorise the spectators of TPB games on the basis of their expectation.

In order to meet these objectives, answer the research question and successfully complete the aim of this research, the study first conducted extensive research into the fundamental issues at hand: market segmentation theories, their definitions and applications; the definitions and multi-faceted nature of 'expectation'; and a review of expectation-related literature in sport-related research. An understanding of the ontological and epistemological theories relevant to research of this manner was also required, and the relevant material has been researched and presented in earlier chapters.

From this strong theoretical background, the study then employed a two-pronged strategy to identify and analyse TPB spectator's expectation: a qualitative focus group approach, and a quantitative questionnaire survey (both approaches contributed towards achieving Objective 1, and the results from the quantitative questionnaire allowed the researcher to complete Objective 2). The focus group interviews were conducted with experienced spectators as participants; the questionnaires (the contents of which were developed from the answers given in the focus group discussions) were distributed via random sampling at several baseball venues in Taiwan. After obtaining the results from both the qualitative and quantitative steps of the research, the study then used cluster analysis to achieve Objective 3, simultaneously providing an answer to the research question and achieving the aim of the study. A thorough and detailed discussion of the methodology used was presented in Chapter Four, and the results from each step of the research and the analysis were presented and discussed in two subsequent chapters.

A thorough discussion of the results of the research was presented in Chapter 7, and this chapter adds to the material already presented by presenting a detailed conclusion of each step of the study over the following pages.

8.2 Potential Service Element Expectation of TPB Spectators

The study initially used focus group interviews to collect more-experienced TPB spectators' views on service expectation; this method was selected as it was both an opportunity to gain information face-to-face and to gain an understanding of which service expectation items have 'potential' as expectation the general population may hold. Analysis of the results from these interviews was done using the NVivo 8 Qualitative Analysis Software Package, but the encoding needed for the analysis was done manually by the researcher.

The analysis identified five major service factors: participants, the game itself, holding format, venue and subsidiary services, along with a total of 34 individual potential service items. This paper preferred to refer to the five factors rather than each

individual service item, as the infinite possibilities of service items and elements can be confusing. The results and analysis from this section also formed the basis for the quantitative section of the research (the questionnaire survey). The combined use of qualitative and quantitative methods was important to the research as it both provided number-based statistics for data-driven analysis while providing background information on the personal factors which help to drive spectator expectation and provide the quantitative data.

Of the final results, the study found that services falling under the categories of 'participant characteristics', 'venue services', 'game affair services' and 'medical, sanitation and disability services' were rated as important by the majority of spectators, regardless of spectator identity. These findings confirmed that the 'key service' – i.e. the most important service – to a spectator is always directly related to the game itself, though other services are viewed as important. From the results, the study generated four main 'service elements' which need to be considered by providers: 'Game Attractiveness: The Performance of Game Participants'; 'Emotional Catalysts: A Convenient, Enjoyable Venue'; 'Opportunity Services: An Improved Quality of Subsidiary Services'; and 'Customised Services: Specific Services for Specific Spectators'. Directing resources towards improving services in these areas will provide benefits in revenues, as these elements represent spectators' expectation.

8.3 Service Expectation Priorities

The original ranking of expectation priorities was generated from the results of the quantitative section of this study: a questionnaire based on the qualitative results from the focus groups, tested for reliability and validity with a pilot study, and then distributed at major TPB venues. 1020 samples were collected, and SPSS Statistical software was then used to analyse the results and rank the expectation given to each of the 34 service elements and factors by their indicated importance to TPB spectators.

Knowing which service elements are more important to spectators than others is vital information for organisers, as it provides an obvious method for them to better utilise their limited resources to satisfy the maximum possible number of customers. The research also used the SSIS to separate spectators in low-level, medium-level and high-level team identification groups and analysed service expectation and importance by group, to investigate to what degree the level of team identification of a spectator influences that spectator's service expectation.

The study found little difference across the three groups of spectators in their expectation (possibly due to the mostly homogenous characteristics of the sample); all three rated subsidiary services as less important and placed the most importance on game- and participant-related service items. Feelings of team identification were found to have very little influence on the expectation of TPB spectators. However, while the sample was comprised primarily of a homogenous group of people, fairly significant differences were found between the different groups of demographics.

8.4 Segmenting TPB Spectators by Expectation

Using the Cluster Analysis function in SPSS Statistical Analysis software, the study segmented the survey respondents into six distinct groups based on the perceived importance of their expectation, both positively answering the research question and fulfilling the aim of the study in the process.

The characteristics and service expectation of each group provide a good foundation for further contributions to sport spectatorship and expectation knowledge. Details of the segmentation results (including the make-up of each segment) can be found in Chapters 6 and 7, but the general expectation profiles of the groups are as follows:

Group 1 (Casual Spectators): A lower overall level of expectation.

Group 2 (Frugal Spectators): A lower-than-average evaluation of the importance of 'subsidiary services'.

Group 3 (Practical Spectators): A greater bias towards items directly related to the game itself.

Group 4 (Uninvolved Spectators): An overall low level of expectation, with a particularly low evaluation of 'social and educational services'

Group 5 (Attentive Spectators): A strong perception of the importance of 'medical, sanitation and disability services'.

Group 6 (Involved Spectators): An overall high level of expectation.

8.5 Contributions of the Study

Theoretical Contributions

Several theoretical contributions were made by the exploration of service element expectation perceptions of TPB spectators. Firstly, the successful use of expectation to segment spectators proves the potential of 'expectation' as a typology with which to categorise customers and determine meaningful groups. Until now expectation has only been used as an antecedent of service quality or customer satisfaction; thus its successful use in this study has provided a new launchpad for further development of market segmentation theory.

Furthermore, the study's results imply that spectator behaviour can be influenced by different sports and social backgrounds. The study identified differences between TPB spectators and spectators analysed using the sport spectator identification theory (Wann et al. 2001); spectators with different levels of team identification failed to have great differences in their service expectation, and even though two service factors ('subsidiary services' and 'social and educational services') were evaluated as less important by respondents, they were still evaluated as important (rather than 'unimportant'). The study also confirmed established theory that different genders place different importance on different service expectation. The study has derived spectator expectation dimensions which complement the existing literature.

Methodological Contributions

The study's combination of qualitative and quantitative research methods is fairly unique in the field. Both methods were used in an attempt to avoid the drawbacks of solely using either method: quantitative research is often data-driven and just explains the meanings of statistics, without any grasp of the link between the numbers and the intricacies of the human condition which originally generated them; qualitative research often lacks reliability and validity due to its preoccupation with the 'human' side of statistics. The qualitative focus groups helped to inform the design of the quantitative survey.

In terms of this study, the mixed research method allows for three major processes to take place: to identify major expectation related to service attributes; to establish which service attributes and expectation are more important to spectators at games; and to allow spectators to be categorised upon the basis of their expectation (Teddlie and Tashakkori, 2003; Rossman and Wilson, 1984; Rohm et al. 2006).

Despite the realism achieved with this methodology, the study was unable to avoid being primarily data-driven and different results could be achieved using different data; this is particularly true as the information currently available makes it impossible to confirm the representativeness of the sample used. However, as the findings of the study complement the deductive categories already existent in the literature, the qualitative section of the research design developed inductive categories that would have otherwise been unavailable.

A further methodological contribution of this study is its use of cluster analysis in the field of spectator sports, and its use of cluster analysis to derive meaningful segments using expectation. Cluster analysis, while far from being a new technique, is rarely used in the field of spectator sports research; its use in this study has demonstrated some of the useful applications it can have in the field.

Managerial Contributions

The results gained from the methodological approaches adopted by this study benefit those seeking practical applications of the research, as combining both qualitative

and quantitative data is likely to provide a more accurate understanding of the market and minimise marketing misjudgements. Currently, organisers tend to use either qualitative or quantitative methods to survey the market without using both.

The results found in this study provide a different angle for sports organisers to consider, and an outline for assisting managers design service packages that are highly responsive to the target market.

Nevertheless, four service elements were identified as important by all spectators involved in the survey, and should not be ignored by organisers. These are: 'participant characteristics', 'venue services', 'game affair services' and 'medical, sanitation and disability services'. These services are valued as important by all spectators regardless of demographics or feelings of team identification, and so should be regarded as fundamental service principles in TPB management. Furthermore, after past literature reviewing and reveal the results of this research, the study imply several key service toward a well-organized professional sport should provide, no matter based in which culture.

1. Attractive game: manager should create every possibility to increase the attractiveness. These could be a well-skill player or a competitive team.
2. Offering suitable tangible service: including comfortable seat with wide view and even well-organised moving routes. These service imply that bigger or the latest venue is not the issue but everything could offering comfortable and valuable feeling could be a successful venue.
3. Increasing customer satisfaction or service quality, medical and sanitation are two key services can not be ignored. Far from side-area of the venue to food area, tolite and seat, keep all time with no-bothering condition is easy but the most important service.
4. More convenient and personalised service could be the chance for business investment. Manager should play as the role of spectator, knowing the

difficulties and needs and offering solutions for possible spectator groups. Aim for increasing the possibility of join the games.

8.6 Research Limitations

Although the research successfully answered its questions, aim and objectives, it was subject to certain unavoidable limitations which can produce flaws in the research.

Sampling Limitations

As aforementioned, it is impossible for the study to guarantee the samples are completely representative of the TPB spectator population; meaning that different results could be gained from both the focus group and questionnaire survey analysis by using different respondents. Conversely, the study is also unable to control individual factors that lead to the choices and perceptions of importance indicated by respondents; just because it has been classed as less important by most respondents doesn't necessarily mean an item is unimportant. Individual experience often plays a role in shaping our expectation of importance; for example, a normal healthy person would find it easy to overlook the importance of disabled access until the day he or she found themselves in need of it. This analogy helps to explain why several items classed as more important by more experienced spectators (the focus group participants) were later evaluated as less important by questionnaire respondents; not all TPB spectators have had need of certain service elements, and thus fail to perceive those elements as import.

Subjectivity and Influence of the Researcher

The initial analysis and encoding of the qualitative results into NVivo 8 was done manually by the researcher himself, and as a human being it is impossible for the researcher to be completely free of subjective influences, and in turn unconsciously influencing the analysis of the qualitative data in the study, creating a limitation.

Limitations of a Data-Driven Study

The cluster analysis technique is a data driven process, therefore affecting the objectivity of the research. While it provides an accurate example of what people think, it does little towards providing an understanding of the why, which would further enhance the possible applications of the results.

Limitations of Working with Individuals

It is impossible to guarantee that respondents are answering from actual experience and the honesty of their answers. A respondent with no experience relevant to a service item is likely to imagine a scenario to provide an answer to the question, and some respondents may not be entirely honest in their responses for individual reasons. While standard data control procedures were used to try to limit the amounts of 'bad' data used in the study, it is impossible to guarantee that all responses were both completely truthful and based off personal experience. While the size of the sample should prevent these occurrences, the possibility still limits the research.

8.7 Opportunities for Further Research

The study identified four opportunities for further research. These are outlined below.

1. Further research into the service packages and marketing strategies that would best target each group would be a highly practical avenue to further expand upon the research presented in this study.
2. A psychographical analysis of what causes spectators to have these expectation would be informative and illuminating on spectator perceptions of service performance and its effects on expectation and expectation importance of potential services. Research undertaken into a causal understanding of spectator expectation behaviour has the potential to be highly relevant and applicable in the marketing world. The work could be extended to encompass this aspect using a

similar mixed method.

3. Different sampling techniques could be used to repeat the study and assess whether the sample population is representative of the general population. Similarly, research into the characteristics of the TPB spectating population would provide a solid foundation upon which to further investigate trends, perceptions and evaluations of TPB spectators.

4. During the literature research process for this study it became apparent that as of publication there has been no investigation conducted into the cognitive psychology aspects of customer expectation. A greater understanding of the very basis of expectation would have a number of applications when later applied to other marketing studies.

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Appendix A-1 Priority of Service Item Expectations - Low Identification Group

Item	Mean	Rank
Players demonstrate good sportsmanship	4.007	1
The referee's trustworthiness	3.987	2
The venue is comfortable and sports pleasant environs	3.926	3
Prompt and efficient medical aid is on hand	3.919	4
It is easy to move around the stadium	3.873	5
Transportation to the venue is convenient	3.866	6
The coach's grasp of players' conditions	3.832	7
The venue is clean and tidy	3.832	8
The referee's ability to keep the game flowing	3.826	9
The coach's ability to utilise various game strategies	3.772	10
The venue caters appropriately to disabled customers	3.752	11
The game is held during comfortable weather	3.725	12
Individual players demonstrate a high-level of prowess	3.718	13
Stadium staff are friendly and enthusiastic	3.718	14
The game is held at a reasonable time (e.g. the match starts in the evening)	3.718	15
The atmosphere at the stadium is enjoyable	3.651	16
Tickets are reasonably priced	3.631	17
The game is fast-paced	3.550	18
Individual players and their personalities	3.524	19
Individual players and their development	3.524	20
The two teams are well-matched	3.524	21
Tickets can be easily purchased using a variety of different methods	3.524	22
Having faith in the coach	3.510	23
Stadium staff are helpful and proactive	3.376	24
The game has a reasonable duration	3.369	25
The game is dramatic	3.356	26
The venue sports attractive characteristics	3.336	27
An historical record is reached or broken with/during the game.	3.228	28
Food and beverages on offer are exclusive to the venue	3.168	29
Players achieving personal records"	3.161	30
Meeting new people with common interests at the ball field	3.161	31
The game proves educational	3.027	32
The game features various side-programmes	2.993	33
The merchandise on offer is both high-quality and practical	2.852	34

Appendix A-2 Priority of Service Item Expectations - Medium Identification Group

Item	Mean	Rank
The referee's trustworthiness	4.378	1
Players demonstrate good sportsmanship	4.325	2
The venue is comfortable and sports pleasant environs	4.286	3
Prompt and efficient medical aid is on hand	4.276	4
The referee's ability to keep the game flowing	4.266	5
The venue is clean and tidy	4.264	6
Transportation to the venue is convenient	4.262	7
Individual players demonstrate a high-level of prowess	4.259	8
It is easy to move around the stadium	4.237	9
The venue caters appropriately to disabled customers	4.203	10
The coach's grasp of players' conditions	4.184	11
The coach's ability to utilise various game strategies	4.089	12
Stadium staff are friendly and enthusiastic	4.082	13
Tickets are reasonably priced	4.067	14
The game is held at a reasonable time (e.g. the match starts in the evening)	4.065	15
Individual players and their development	4.063	16
The game is held during comfortable weather	4.063	17
The two teams are well-matched	4.050	18
Having faith in the coach	4.036	19
Individual players and their personalities	4.021	20
The atmosphere at the stadium is enjoyable	4.000	21
Tickets can be easily purchased using a variety of different methods	3.917	22
The game is fast-paced	3.908	23
The venue sports attractive characteristics	3.862	24
Stadium staff are helpful and proactive	3.842	25
An historical record is reached or broken with/during the game.	3.840	26
The game is dramatic	3.794	27
Players achieving personal records"	3.680	28
Food and beverages on offer are exclusive to the venue	3.670	29
The game has a reasonable duration	3.663	30
The game proves educational	3.559	31
The game features various side-programmes	3.491	32
Meeting new people with common interests at the ball field	3.452	33
The merchandise on offer is both high-quality and practical	3.438	34

Appendix A-3 Priority of Service Item Expectations - High Identification Group

Item	Mean	Rank
Individual players demonstrate a high-level of prowess	4.561	1
The referee's trustworthiness	4.561	2
Players demonstrate good sportsmanship	4.532	3
The venue is clean and tidy	4.460	4
The venue is comfortable and sports pleasant environs	4.436	5
Transportation to the venue is convenient	4.432	6
Individual players and their personalities	4.423	7
The referee's ability to keep the game flowing	4.399	8
Prompt and efficient medical aid is on hand	4.384	9
The coach's grasp of players' conditions	4.382	10
It is easy to move around the stadium	4.371	11
Individual players and their development	4.353	12
Stadium staff are friendly and enthusiastic	4.334	13
Having faith in the coach	4.292	14
The two teams are well-matched	4.279	15
The game is held at a reasonable time (e.g. the match starts in the evening)	4.272	16
The venue caters appropriately to disabled customers	4.272	17
The coach's ability to utilise various game strategies	4.270	18
Tickets are reasonably priced	4.259	19
The game is held during comfortable weather	4.240	20
The atmosphere at the stadium is enjoyable	4.233	21
Tickets can be easily purchased using a variety of different methods	4.216	22
The venue sports attractive characteristics	4.168	23
The game is dramatic	4.133	24
An historical record is reached or broken with/during the game.	4.128	25
The game is fast-paced	4.111	26
Players achieving personal records"	4.085	27
Stadium staff are helpful and proactive	4.043	28
The game has a reasonable duration	3.952	29
Food and beverages on offer are exclusive to the venue	3.923	30
The merchandise on offer is both high-quality and practical	3.801	31
The game features various side-programmes	3.786	32
The game proves educational	3.770	33
Meeting new people with common interests at the ball field	3.764	34

Appendix B Interviewees List of Focus Group

	Code	Gender	Age	Occupation	Spectate years
Focus Group A	1	M	32	Self-employed	10
	2	M	30	Research student	20
	3	W	25	Research student	15
	4	W	25	Research student	6
	5	M	19	College student	5
	6	M	29	Service industry	16
	7	W	28	Media	25
	8	M	25	Research student	20
	9	M	42	Commentator	20
	10	M	42	Journalist	20
	11	W	30	Self-employed	10
	12	M	27	Research Student	10
Focus Group B	13	W	21	College Student	10
	14	M	24	College Student	10
	15	M	25	Self-employed	10
	16	M	25	Research student	10
	17	W	20	College student	7
	18	W	27	Nurse	10
	19	W	28	Bank	5
	20	M	28	Transportation	15
	21	M	48	Journalist	20
	22	M	20	College student	10
	23	M	24	Research Student	15
	24	W	33	Announcer	20

Summary:

Gender: W: 9 (47.5%), M: 15 (62.5%)

Average age: 31.8

Occupation: student 12, employed 12

Average Number of Years as a TPB Spectator: 12.5

Appendix C Questions of Focus Group

- 1) Please share with everybody, in your experience of going to games past to present, something that happened at a game that left a deep impression on you? (it can be anything, doesn't actually have to be about the game itself, but it must have happened during your trip to watch the game)
- 2) Since you're happy to spend your energy, money to buy tickets, travel to the ballgame etc. up till the match ends, what things would you like to get or which would help fulfill your demands in this process?
- 3) What do you most like about attending games? What kind of experience do you not want the most?
- 4) What do you expect to see in a game or in the ball field?
- 5) What services do you think need improving most in TPB ball fields?
- 6) Which basic services do you need to see that would make you feel you got value for money even if your team lost?
- 7) Which services could you not do without, from the time you decide to attend the game to collecting information, buying tickets, arriving at the venue, leaving the venue etc.?

(From obtaining information about the match, Buying tickets, Leaving for the venue, Entering the venue, Important facilities, Subsidiary facilities, Subsidiary services, Personnel service, Sides entertainments, to Team promotion and so on.)
- 8) Which services would you personally like to see? Would you be willing to pay extra for these services?

Appendix D-1 Missing Value of Service Attributes Expectation Importance Items

Number	Items of Importance	Counts	Missing %
1	Individual players demonstrate a high-level of prowess	252	0%
2	Individual players and their personalities	251	0.4%
3	Players achieving personal records	251	0.4%
4	Individual players and their development	250	0.8%
5	Having faith in the coach	249	1.2%
6	The coach's ability to utilise various game strategies	247	2.0%
7	The coach's grasp of players' conditions	250	0.8%
8	The referee's trustworthiness	250	0.8%
9	The referee's ability to keep the game flowing	250	0.8%
10	Service staff are friendly and enthusiastic	251	0.4%
11	Service staff are helpful and proactive	251	0.4%
12	Meeting new people with common interests at the ball field	251	0.4%
13	The two teams are well-matched	251	0.4%
14	Players demonstrate good sportsmanship	250	0.8%
15	The game is dramatic	249	1.2%
16	The game is fast-paced	250	0.8%
17	The game proves educational	250	0.8%
18	Tickets are reasonably priced	251	0.4%
19	The game is held during comfortable weather	252	0%
20	The game is held at a reasonable time (e.g. starts in the evening)	252	0%
21	The game has a reasonable duration	251	0.4%
22	The atmosphere at the stadium is enjoyable	252	0%
23	The venue is comfortable and sports pleasant environs	252	0%
24	It is easy to move around the stadium	251	0.4%
25	Transportation to the venue is convenient	251	0.4%
26	The venue sports attractive characteristics	250	0.8%
27	Food and beverages on offer are exclusive to the venue	252	0%
28	Tickets can be easily purchased using a variety methods	252	0%
29	The merchandise on offer is both high-quality and practical	252	0%
30	An historical record is reached or broken with/during the game.	252	0%
31	The game features various side-programmes	250	0.8%
32	The venue is clean and tidy	250	0.8%
33	Prompt and efficient medical aid is on hand	250	0.8%
34	The venue caters appropriately to disabled customers	250	0.8%

* higher than 5%

Appendix D-2 Description Statistics Value of Service Attributes Expectation Importance

Items

Number	Items of Importance	Mean	Stand. Dvi	SK Value
1	Individual players demonstrate a high-level of prowess	4.4048	.98336	-1.873
2	Individual players and their personalities	4.0996	.98896	-1.127
3	Players achieving personal records	3.9283	.96480	-.637
4	Individual players and their development	4.1920	.92876	-1.241
5	Having faith in the coach	4.2048	.98896	-1.278
6	The coach's ability to utilise various game strategies	4.1943	.99730	-1.266
7	The coach's grasp of players' conditions	4.2880	.93410	-1.290
8	The referee's trustworthiness	4.4880	.90617	-1.841
9	The referee's ability to keep the game flowing	4.3200	.88359	-1.413
10	Service staff are friendly and enthusiastic	4.0996	.99702	-1.007
11	Service staff are helpful and proactive	3.7331	1.08649	-.528
12	Meeting new people with common interests at the ball field	3.1912	1.25987	-.196
13	The two teams are well-matched	4.0757	.99912	-.905
14	Players demonstrate good sportsmanship	4.4200	.87100	-1.590
15	The game is dramatic	3.8795	1.17498	-.847
16	The game is fast-paced	3.8160	1.08945	-.643
17	The game proves educational	3.1840	1.19493	-.232
18	Tickets are reasonably priced	4.2032	.97701	-1.066
19	The game is held during comfortable weather	3.9603	1.08522	-.901
20	The game is held at a reasonable time (e.g. starts in the evening)	4.0079	1.08224	-1.023
21	The game has a reasonable duration	3.5139	1.15707	-.518
22	The atmosphere at the stadium is enjoyable	4.0198	1.01953	-.745
23	The venue is comfortable and sports pleasant environs	4.2619	.87168	-1.154
24	It is easy to move around the stadium	4.0956	.95437	-.944
25	Transportation to the venue is convenient	4.1673	.95702	-1.086
26	The venue sports attractive characteristics	3.7320	1.11045	-.713
27	Food and beverages on offer are exclusive to the venue	3.4167	1.17282	-.321
28	Tickets can be easily purchased using a variety methods	4.0000	1.01777	-.800
29	The merchandise on offer is both high-quality and practical	3.2817	1.20258	-.156
30	An historical record is reached or broken with/during the game.	3.8770	1.05843	-.727
31	The game features various side-programmes	3.4400	1.20840	-.430
32	The venue is clean and tidy	4.2080	1.02024	-1.205
33	Prompt and efficient medical aid is on hand	4.1640	1.01054	-1.158
34	The venue caters appropriately to disabled customers	4.0560	1.07400	-.936

* mean value out of range from 4.848055 to 3.046345

** standard deviation lower than 0.75

*** SK value within ± 2

Appendix D-3 Comparison of Extreme Group of Service Attributes Expectation Importance Items

Number	Items of Importance	t-test for Equality of Means	
		T (CR)	Sig. (2-tailed)
1	Individual players demonstrate a high-level of prowess	8.537	.000
2	Individual players and their personalities	7.578	.000
3	Players achieving personal records	6.985	.000
4	Individual players and their development	6.883	.000
5	Having faith in the coach	7.697	.000
6	The coach's ability to utilise various game strategies	7.969	.000
7	The coach's grasp of players' conditions	8.435	.000
8	The referee's trustworthiness	8.483	.000
9	The referee's ability to keep the game flowing	7.954	.000
10	Service staff are friendly and enthusiastic	10.729	.000
11	Service staff are helpful and proactive	9.909	.000
12	Meeting new people with common interests at the ball field	7.070	.000
13	The two teams are well-matched	9.657	.000
14	Players demonstrate good sportsmanship	7.751	.000
15	The game is dramatic	7.154	.000
16	The game is fast-paced	8.293	.000
17	The game proves educational	8.299	.000
18	Tickets are reasonably priced	7.340	.000
19	The game is held during comfortable weather	11.378	.000
20	The game is held at a reasonable time (e.g. starts in the evening)	-10.973	.000
21	The game has a reasonable duration	-8.344	.000
22	The atmosphere at the stadium is enjoyable	11.357	.000
23	The venue is comfortable and sports pleasant environs	10.123	.000
24	It is easy to move around the stadium	11.928	.000
25	Transportation to the venue is convenient	11.148	.000
26	The venue sports attractive characteristics	11.063	.000
27	Food and beverages on offer are exclusive to the venue	10.885	.000
28	Tickets can be easily purchased using a variety methods	11.678	.000
29	The merchandise on offer is both high-quality and practical	9.048	.000
30	An historical record is reached or broken with/during the game.	9.995	.000
31	The game features various side-programmes	7.246	.000
32	The venue is clean and tidy	12.049	.000
33	Prompt and efficient medical aid is on hand	10.805	.000
34	The venue caters appropriately to disabled customers	9.714	.000

* CR \leq 2.58

Appendix D-4 Item-Total Correlation of Service Attributes Expectation Importance Items

Number	Items of Importance	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Individual players demonstrate a high-level of prowess	.625	.936
2	Individual players and their personalities	.561	.937
3	Players achieving personal records	.494	.937
4	Individual players and their development	.501	.937
5	Having faith in the coach	.523	.937
6	The coach's ability to utilise various game strategies	.533	.937
7	The coach's grasp of players' conditions	.597	.936
8	The referee's trustworthiness	.550	.937
9	The referee's ability to keep the game flowing	.522	.937
10	Service staff are friendly and enthusiastic	.605	.936
11	Service staff are helpful and proactive	.550	.937
12	Meeting new people with common interests at the ball field	.406	.938
13	The two teams are well-matched	.526	.937
14	Players demonstrate good sportsmanship	.536	.937
15	The game is dramatic	.466	.938
16	The game is fast-paced	.542	.937
17	The game proves educational	.493	.937
18	Tickets are reasonably priced	.421	.938
19	The game is held during comfortable weather	.563	.937
20	The game is held at a reasonable time (e.g. starts in the evening)	.607	.936
21	The game has a reasonable duration	.480	.937
22	The atmosphere at the stadium is enjoyable	.590	.936
23	The venue is comfortable and sports pleasant environs	.576	.937
24	It is easy to move around the stadium	.693	.935
25	Transportation to the venue is convenient	.667	.936
26	The venue sports attractive characteristics	.594	.936
27	Food and beverages on offer are exclusive to the venue	.525	.937
28	Tickets can be easily purchased using a variety methods	.654	.936
29	The merchandise on offer is both high-quality and practical	.463	.938
30	An historical record is reached or broken with/during the game.	.521	.937
31	The game features various side-programmes	.403	.938
32	The venue is clean and tidy	.633	.936
33	Prompt and efficient medical aid is on hand	.563	.937
34	The venue caters appropriately to disabled customers	.550	.937

* ≤ 0.3

Appendix D-5 Factor Loading of Service Expectation Attributes

Number	Items of Importance	Component 1 of loading Importance
1	Individual players demonstrate a high-level of prowess	.679
2	Individual players and their personalities	.604
3	Players achieving personal records	.534
4	Individual players and their development	.555
5	Having faith in the coach	.577
6	The coach's ability to utilise various game strategies	.583
7	The coach's grasp of players' conditions	.649
8	The referee's trustworthiness	.603
9	The referee's ability to keep the game flowing	.574
10	Service staff are friendly and enthusiastic	.640
11	Service staff are helpful and proactive	.577
12	Meeting new people with common interests at the ball field	.419
13	The two teams are well-matched	.548
14	Players demonstrate good sportsmanship	.582
15	The game is dramatic	.492
16	The game is fast-paced	.563
17	The game proves educational	.511
18	Tickets are reasonably priced	.467
19	The game is held during comfortable weather	.593
20	The game is held at a reasonable time (e.g. starts in the evening)	.633
21	The game has a reasonable duration	.508
22	The atmosphere at the stadium is enjoyable	.621
23	The venue is comfortable and sports pleasant environs	.622
24	It is easy to move around the stadium	.740
25	Transportation to the venue is convenient	.711
26	The venue sports attractive characteristics	.613
27	Food and beverages on offer are exclusive to the venue	.535
28	Tickets can be easily purchased using a variety methods	.681
29	The merchandise on offer is both high-quality and practical	.477
30	An historical record is reached or broken with/during the game.	.546
31	The game features various side-programmes	.423
32	The venue is clean and tidy	.671
33	Prompt and efficient medical aid is on hand	.610
34	The venue caters appropriately to disabled customers	.588

* lower than 0.3

Appendix D-6 Factors of Service Attributes Expectation of Professional Baseball

Spectator

Factor	Items	1	2	3	4	5	6
Participant Characteristics	The coach's grasp of players' conditions	.801	.299	.119	.023	.011	.111
	Having faith in the coach	.739	.123	.092	-.055	.167	.138
	Individual players demonstrate a high-level of prowess	.732	.151	.106	.272	.275	-.143
	The coach's ability to utilise various game strategies	.706	.239	-.042	.114	.020	.265
	Individual players and their development	.701	.029	.168	.019	.254	-.037
	The referee's trustworthiness	.650	.359	-.036	.130	.066	.233
	Players achieving personal records	.597	-.109	.127	.371	.183	-.038
	Individual players and their personalities	.592	.134	.184	.216	.254	-.046
	Players demonstrate good sportsmanship	.587	.110	.143	.155	.371	.129
	The referee's ability to keep the game flowing	.551	.410	.023	.057	.063	.243
Venue Service	It is easy to move around the stadium	.291	.657	.307	.090	.293	.036
	Transportation to the venue is convenient	.196	.641	.230	.222	.347	.000
	The venue is comfortable and sports pleasant environs	.278	.611	.227	.298	.015	-.061
	Tickets are reasonably priced	.215	.611	-.043	.040	.114	.158
	To "a joyful atmosphere for the game"	.135	.539	.389	.295	-.023	.088
	To "the service staffs have enthusiastic and friendly attitude"	.281	.283	.209	.274	.260	.274
Subsidiary Service	To "souvenirs are fine yet practical"	.089	-.016	.770	.096	.142	.110
	To "the featured food provided by the game provider"	-.104	.216	.705	.323	.129	.126
	To "arrangement of side entertainment during the game"	.220	.093	.587	.016	-.021	.098
	To "the venue is an attractive characteristic ball field"	-.003	.325	.559	.265	.241	.194
	To "convenient and diversified ways to buy the tickets"	.073	.443	.524	.185	.363	.129
	To "the game establishes a historic record"	.187	-.001	.482	.311	.366	.057
	To "a suitable time duration"	.191	.262	.408	.300	-.005	.113
Game Affair Service	To "the game ends with a dramatic result"	.120	.059	.181	.719	.101	.035
	To "a suitable weather or season for holding the game"	.032	.407	.058	.664	.201	.126
	To "the appropriate starting time of the game"	.034	.363	.160	.651	.261	.094
	To "a compact pace of the game"	.310	.032	.255	.633	-.072	.218
	To "a well-matched competition"	.178	.185	.198	.587	-.129	.262
Medical, Sanitation & Disability Service	To "the game providers have first-aids and medical supports"	.241	.293	.075	.098	.738	.112
	To "suitable and caring arrangement for disabilities"	.326	.078	.192	-.009	.715	.206
	To "neat and tidy environment of the ball field"	.369	.196	.265	.249	.531	.020
Social & Educated Service	To "meeting new friends with same interest at ball field"	.037	.028	.198	.213	.066	.787
	To "the educational meaning of the game"	.210	.108	.382	.046	.127	.604
	To "the service staffs are willing to solve problems"	.115	.239	.096	.212	.342	.564

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Appendix E Questionnaire

Dear Interviewees:

This is an academic and anonymous questionnaire which is about “**the service expectation of spectacle professional baseball game in person**”. Your opinion is important for us. Please follow your past experience and answer the questions by the instructions below . Again, the questionnaire is anonymous and only for academic use, please feel free to answer.

Best wishes

Researcher: Hsien Che, Huang
 Institute of Sports and Leisure Policy,
 Loughborough University, UK

Part I. The Sport Spectator Identification

Please list your favorite Taiwan professional baseball team. _____

Please answer each of the following questions with this team in mind by circling the most accurate number to each item.

	How important is the factor to you?							
	Not important				Very important			
1. How important is it to you that the team listed above wins?.....	1	2	3	4	5	6	7	8
2. How strongly do you see yourself as a fan of the team listed above?.....	1	2	3	4	5	6	7	8
3. How strongly do your friends see you as a fan of the team listed above?	1	2	3	4	5	6	7	8
4. During the season, how closely do you follow the team listed above via ANY of the following: in person or on television, on the radio, or televised news or a newspaper?.....	1	2	3	4	5	6	7	8
5. How important is being a fan of the team listed above to you?.....	1	2	3	4	5	6	7	8
6. How much to you dislike the greatest rivals of the team listed above?.....	1	2	3	4	5	6	7	8
7. How often do you display the above team's name or insignia at your place of work, where you live, or on your clothing?.....	1	2	3	4	5	6	7	8

Part II. Expectations Dimension and Attributes of Taiwan Professional Baseball Spectators

What have listed below were numbers of service expectation attributes in a live Taiwan professional baseball game. Please answer your personal opinions of the importance and performance for each items by circling the appropriate number.

	How important is the item ?					What performance is the item in your experience?				
	Not important		Very important			Poor		Excellent		
1. To "players demonstrate excellent skills"	1	2	3	4	5	1	2	3	4	5
2. To "having chance to interact with famous players"	1	2	3	4	5	1	2	3	4	5
3. To "players achieve their personal record"	1	2	3	4	5	1	2	3	4	5
4. To "players do their best in the game"	1	2	3	4	5	1	2	3	4	5
5. To "the coach's convincing deployment"	1	2	3	4	5	1	2	3	4	5
6. To "the coach is able to apply diverse game tactics"	1	2	3	4	5	1	2	3	4	5
7. To "the coach is well-controlled of players' condition"	1	2	3	4	5	1	2	3	4	5
8. To "the convincible judgment of referee"	1	2	3	4	5	1	2	3	4	5
9. To "the referee can keep the game moving with pace"	1	2	3	4	5	1	2	3	4	5
10. To "the service staffs have enthusiastic and friendly attitude"	1	2	3	4	5	1	2	3	4	5
11. To "the service staffs are willing to help you solving problems"....	1	2	3	4	5	1	2	3	4	5
12. To "meeting new friends with same interest at ball field"	1	2	3	4	5	1	2	3	4	5
13. To "a well-matched competition"	1	2	3	4	5	1	2	3	4	5
14. To "both teams show the spirit of sport"	1	2	3	4	5	1	2	3	4	5
15. To "the game ends with a dramatic result"	1	2	3	4	5	1	2	3	4	5
16. To "a compact pace of the game"	1	2	3	4	5	1	2	3	4	5
17. To "the educational meaning of the game"	1	2	3	4	5	1	2	3	4	5
18. To "a reasonable entrance price of the game"	1	2	3	4	5	1	2	3	4	5
19. To "a suitable weather or season for holding the game"	1	2	3	4	5	1	2	3	4	5
20. To "the appropriate starting time of the game" (ex: games start in evening).....	1	2	3	4	5	1	2	3	4	5
21. To "a suitable time duration"	1	2	3	4	5	1	2	3	4	5
22. To "a joyful atmosphere for the game"	1	2	3	4	5	1	2	3	4	5
23. To "a comfortable space and environment of the holding venue" ...	1	2	3	4	5	1	2	3	4	5
24. To "the venue has an appropriate planning of moving route"	1	2	3	4	5	1	2	3	4	5
25. To "a convenient transportation to get to the holding venue"	1	2	3	4	5	1	2	3	4	5

	How important is the item ?					What performance is the item in your experience?				
	Not important		Very important			Poor		Excellent		
26. To “the venue is an attractive characteristic ball field”	1	2	3	4	5	1	2	3	4	5
27. To “the featured food and snacks provided by the game provider”	1	2	3	4	5	1	2	3	4	5
28. To “convenient and diversified ways to buy the tickets”	1	2	3	4	5	1	2	3	4	5
29. To “souvenirs are fine yet practical”	1	2	3	4	5	1	2	3	4	5
30. To “the game establishes a historic record”	1	2	3	4	5	1	2	3	4	5
31. To “arrangement of side entertainment during the game”	1	2	3	4	5	1	2	3	4	5
32. To “neat and tidy environment of the ball field”	1	2	3	4	5	1	2	3	4	5
33. To “the game providers have first-aids and medical supports” ...	1	2	3	4	5	1	2	3	4	5
34. To “suitable and caring arrangement for disabilities”	1	2	3	4	5	1	2	3	4	5

Part III. Personal Information

- Your **Gender** : Male Female
- Your **Age** : _____
- Your **Marriage** : Marry Unmarry
- Your **Education** : Primary Secondary High School
 University Postgraduate
- Your **status** : Public Functionary Farmers Artisans
 Merchants Housewife Service/Customer Support
 Freelance Student Other _____
- Your **monthly dominate income** : _____ NT dollar/ month
- How many time** have you go to spectacle a live game **in a ball season** : _____

Appendix F Parts English Typescript of Focus Group Meeting

Facilitator	What's your opinion – would you want to sit in the couples' seating he just mentioned?
Interviewee No. 18	<p>Well, I haven't seen many games in Tainan yet since I only moved here last year – most of the games I've seen have been at Hsin-Chuang. But I think the most important thing about baseball is saying hello – everyone from the guy at the door is always saying hello to me, because I know lots of fans. Nobody needs to arrange a meet-up or catch-up session because we all automatically go to the ball field and we'll talk there; sometimes we don't even take flags or sticks to cheer our teams because we're just there to chat, eat, and generally just talk crap until the game finishes.</p> <p>Going to the game is about going to relax, it doesn't matter who wins or loses. Sometimes we'll even end up asking what teams are playing, because we didn't pay attention at the gates. But we always end up going home happy,</p> <p>Even though we haven't actually been watching the game, it'll get to a point where we reckon it's about time and start cheering for the more unknown players. We figure there's enough people supporting the stars so they're not really going to care if we cheer for them or not, but sometimes when you support a second-rate player you'll be the only person in the whole stadium cheering for him – it's like if you don't go he won't have any fans there, so you have to go to support them!</p> <p>That's it, you have to take a sign there to let them know you're supporting them. I remember this one time very well: There was a Lions player called Wu Lin-Lie – he was just this little guy about my size, but he was fast. I remember that he always wanted to be in the starting line-up but never got in, and then one time we saw a bunch of people in the outfield holding up Wu Lin-Lie signs, they looked like the signs fans hold up to cheer them on – but he wasn't even on the field, he was practicing on the sidelines 'cause he was always put out last to run. When he did come on to run, his 'fans' went absolutely crazy; I was surprised he</p>

	<p>had that many fans!</p> <p>So we'll cheer for players like Wu Lin-Lie or Xu Feng-Bin, and we'll make signs, and since there's not a whole lot of serious fans at Hsing-Chuang we'd usually end up with the only two Xu Feng-Bin signs in the whole park, so we'd stand out a lot and get on the TV – it was fun and entertaining for us. We'd wonder what'd happen to these players if we never went, but this is just how we acted at games. It's also really easy to get to know the newer players that way too.</p> <p>I brought something today – you know how Uni Lions' players throw lions into the stands for every tenth home run, right? Well this lion is the one from Gao Guo-Qing's 10th career home run, it's pretty old now. I like Gao Guo-Qing because when he first came out he didn't have many fans, but I thought he was really good – he's good at getting home runs, so I would cheer for him. This time I was at Hsin-Chuang watching the game, and he hit his ninth career home run – the one just before this lion, right? So he had to throw the ball into the crowd. Well, he turned around and threw the ball to me – we always sit in the front row, so he recognized me, and threw it to me to catch. But at the last minute this old man stuck his hand out and grabbed it from in front of me! Me and my friend were totally speechless, and Gao Guo-Qing was left standing there speechless too. My friend tried to make me feel better by telling me not to worry because Gao would get another home run in a minute, and you know what? He actually did. And then he carried the lion over and gave it to me personally. I've treasured it since.</p>
Facilitator	So did the old man come want to swap the ball for your lion?
Interviewee No. 18	No, I had no idea who was anyway! But that was a story from when Gao Guo-Qing wasn't so famous.
Facilitator	What about you, anything to add? What do you watch when you go to games?
Interviewee No. 14	Me? I...
Interviewee No. 16	Watch the girl next to you

Interviewee No. 22	Check out to see if there are any cute girls!
Interviewee No. 14	Of course I'll look, but..
Interviewee No. 33	Then you should go watch girl's volleyball instead.
Interviewee No. 14	When I was a kid I REALLY wanted to see the Uni Lions win; that's how a fan who's never played baseball feels. This changed when I got to high school and started to play myself – the way I watched baseball changed completely. In junior high and elementary school I just wanted to see my team knock everyone else out of the park, then I could go home happy; now I'll sit there and bang my thunder sticks until the pitcher pitches, then I'll stop and watch the hit and the trajectory, then I'll keep on banging away – I'm pretty busy.
Facilitator	So if you paid money to buy a ticket to watch a game today, what would you hope to see?
Interviewee No. 14	If it's just a normal in-season game, then I'll be a bit more relaxed and focus on the players' skills. If it was a championship game, I won't be able to be reasonable about it and I'll just be there to cheer them on.
Facilitator	Then what about yourself? Do you think you go to unwind or go to learn?
Interviewee No. 14	I don't make a conscious effort to go to relax, because it's more of a habit for me now. If I realised that there were three games on this week and I hadn't been to see any of them it'd feel wrong – I should go watch. Actually, I've got a friend who plays baseball who goes to the stadium all the time. He's there to learn – he wants to see how the managers cover players; if there's an elementary or junior high school game that starts at say, five, he'll go to the stadium at three or four because he wants to see how they practice. I think that's pretty interesting, because everybody wants something different. After practice when the game starts, my friend sits there with his dad and they have a nap – the game's on, but they're napping! Because during the practice they were watching how they practice for outfield, and how they practice for the infield; this is my

	classmate from elementary school. I remember watching him and thinking he was really interesting, and that there are all sorts of people in the world.
Facilitator	What about you? What do you watch at the games?
Interviewee No. 18	Hot guys!
Interviewee No. 13	For me, watching baseball is about finding something I can get absorbed in.
Facilitator	So you can get really into it – why?
Interviewee No. 19	<p>I don't really know either, I suppose I'm usually a bit more lazy, so it's hard to find things that'll excite me enough to make me want to spend the time to get into them. I don't know why, but I just like baseball – when I first started watching I never really meant to get into it, I was just watching TV at my parents' house and it happened to be on. From that time up until after the first time I went to watch a live game, I just thought that that field looked really pretty; though now I know that that stadium is terrible! That stadium was Kaohsiung Li De Baseball Stadium; it was my first time going to a baseball stadium so I thought it was amazing and that I should go all the time since I'm from Kaohsiung. Now whenever I pass it I always think 'Blah, what IS that?' so my feelings towards the stadium have changed!</p> <p>But going to a game for me is about getting into it, it's all about that feeling that you get when everyone's cheering or jeering together and you can let go, or when the teams are arguing or sulking about something... I really hate Huang Zhong-Yi!</p> <p>Whenever the championship rolls around there are always loads of discussion threads on BBSes, and I like to go on and argue with people – they always start on me first and I can't stop myself from having a go back at them, even though I don't normally look like that type of person!</p>
Interviewee No. 20	That's the beauty of the internet, isn't it? You can hide back there and do things you wouldn't normally.
Interviewee No. 22	Well, I never think I won't be able to control myself, but when I see it I get really mad – that's how I realised how into baseball I am, actually, I think I'm really loyal to my team?

Facilitator	I don't mind Huang Zhong-Yi, his batting's adventurous, it's just his attitude – I don't know what the other players think but he's impulsive about baseball, a bit like Zeng Hua-Wei. Those two are the most impulsive and risk-taking players. Anyway lots of people like Zeng Zhi-Zhen right? He's a completely different person off the field... Ah, I should stop here.
Interviewee No. 15	Sir, you just mentioned Zeng Zhi-Zhen – lots of people don't really like him, but when I was a kid we lived next to the school so we'd help out with Lions' practices and my brothers' practices -
Facilitator	Help out? How?
Interviewee No. 15	Like picking up the balls for them and stuff, like climbing up on the roof to get the balls down. Obviously it wasn't just me, there were others doing it too. At that time Zheng Kun-Qi was the coach, and someone gave my classmate a bat and told him he could keep it, but when he went to take it home Zheng Kun-Qi thought he'd stolen it, so he started berating him, and in the end he made him cry. When the kid finally went to go home, Zeng Zhi-Zhen came running over and gave us a dozen balls, saying "Don't pay too much attention to it, coach is just like that". We'll always remember that. And then Huang Zhong-Yi: well, I studied at Tunghai University before Sinon Bulls moved grounds, and we'd go over to their practice ground and mess around all the time. Huang Zhong-Yi and the other players were all really nice to us.
Facilitator	So did you go to games because you had a relationship with the players then?
Interviewee No. 15	Originally it was because of that connection, it helped me to get past the whole environment – because when I was little they still hadn't banned smoking, so you had to put up with all the smoke, and you'd be shocked to see how much some old men would smoke.
Others	The area around home plate was always covered in smoke.
Interviewee No. 15	The whole place just smelt like smoke. And on the home plate – that'd be where all the old guys would sit counting money, every time a ball was hit they'd start fishing through their pockets. It was all their 'private' business, and the money was always played base by base – that's when I learnt that people bet on that. It was

	<p>always big money and the smell of smoke was terrible.</p> <p>I liked the Brothers' Elephants too, but their fans all seem to want to stand out a bit more – like Da-Shuai, sometimes they'd take apart bits of the stands, it happened so often I don't know how many times they did it. Or they'd smack people when they were waving their flags. This is the kind of environment I had to watch games in, but I'd still go to see them! I really cared about who won, though, and I'd always be disappointed if my team lost. The Elephants weren't really any good for their first two years, and they lost so much I grew numb to it! In the end I had to change my attitude and tell myself I was there to appreciate the game.</p>
Facilitator	But you still went.
Interviewee No. 15	<p>I got laughed at all through elementary. Even the Tigers had won the championship! The Lions had won it four times, why hadn't the Elephants? I got laughed at right up until they won two championships in their third year, but I always went to games.</p> <p>Later on I was able to go to a game in Japan since my family does some business there. Koshien Stadium is exactly the same as stadiums in Taiwan – Japanese people love to smoke even more, and the atmosphere isn't nice at all! Their physical facilities are really nice, but they act like they're at home when they're in the stadium. It's all 'I'm back!' and they all know each other.</p>
Facilitator	So it feels like going home?
Interviewee No. 15	<p>It feels like going home. I'm going to Tokyo Dome next week and Tokyo Dome's the same – I've been there so many times it's nothing special now, everytime I go I see people I know. The first time I went to Tokyo Dome I was there to watch the Sinon Bulls, it was the first Asia Series game. Well, when I went to buy souvenirs a friend ended up asking everyone what 'Lotte 26' meant, and it turned out that the Lotte Marines had come out with a fan jersey for fans to wear – players' numbers only go up to 25, so the fan is number 26. But everybody told him that 26 is the number given to retired players, and he actually believed it.</p>

Facilitator	I heard only the Marines have this type of numbering.
Interviewee No. 15	The Marines started it, then the Rakuten Eagles copied them, you had 9 people out of 10 with a No. 10 jersey. Then the Elephants copied them and gave No. 99 to the fans, but not many people knew because they never advertised it.
Facilitator	The mascot wore one, right?
Interviewee No. 15	But the Elephants' mascot is unbelievably ugly -
Interviewee No. 17	How did our mascot get so ugly?
Interviewee No. 15	<p>I know! And what's funny is that the Japanese mascots all used to be made here in Taiwan. When I was a kid watching baseball all of the mascot were made here, but when it came to making our own they're all ugly, about the only decent-looking on is Lion! Lion's pretty cute, but the others are just ugly, ugly; there are a couple of Japanese mascots who are more famous than the players, like the Hanshin Tigers' Toraki.</p> <p>Toraki actually performed and had some really cool tricks, but he ended up being unpopular with the mums because the kids would try and copy some of them - like somersaulting on the railings and stuff. So he got replaced by a Toraki who couldn't somersault on railings, and the guy who did the new Toraki was a wrestling fan. The first guy ended up meeting a girl in Yokohama and so moved to Yokohama to be a villainous mascot – you know how Yokohama's mascot is a gorilla? Well they have a villain character who comes running out, he's a black gorilla. His speciality is doing evil. But because this character can't appear too much it affected the actor's standard of living, and he ended up being headhunted by Disney! After working at Disney for a while he went to the Tohoku Rauten Eagles to be their villain, Mr. Carrasco. The Eagles have two mascots, one's red and more positive, and one's a crow, who's got a more villainous role, he does evil at away grounds. Most Japanese mascots only appear at their team's home ground, but this guy only appears when they play away. He would go and make a scene, steal hats, silly things like that, and before the game starts he'd run little games, and he could finally do his rail-climbing and somersaulting again since he was a 'bad guy' anyway.</p>

Last year he was headhunted again and retired from mascotting – at Tohoku Rakuten he was the second most popular in the club (he was more popular than the players!) and he eventually got poached by a management company. As for that Toraki, the one who can't climb or somersault and just stands there waving his arms around, he was still pretty popular since the Hanshin Tigers have some hardcore fans, but he ended up getting replaced by the guy who played Doara for the Chunichi Dragons.

Doara is a koala – now why would the Chunichi Dragons have a koala as their mascot? Well, a koala was given to Higashiyama Zoo in Nagoya, so the Dragons made a koala mascot in the same year (so whenever you go there to watch baseball you're also watching a story). Oh yeah, they made a family for him too, like with their Shaoron and Paoron mascots, all the mascots have brothers, sisters, dads, mums, the whole lot!

The Giants' mascot is this androgynous bunny rabbit. It won't even say if it's a girl or a boy, and they keep changing the number on its back – sometimes it's 555, sometimes 777! Its backstory doesn't tell you if it's male or female either: it's just Jabbit. Doara's really big too, he releases photo collections, DVDs, novels that have gotten up to 2nd on the bestsellers list. It's all very different. You can find him all over the internet, there are videos on Youtube, he's really, really funny.

So fans don't go to the ball park just to watch the game, we're there for the sideshows too – like little kids will go to learn, or we want to see the show girls – but Japanese showgirls aren't as sexy as the Taiwanese ones (actually some parents in Taiwan have been saying the girls are too sexy to be performing in front of kids). So their showgirl performances are more educational, though there are still a few sexy motions.

Facilitator	How can showgirls be educational?
Interviewee No. 15	Well, they won't wear clothes that are too revealing, and they won't do the more provocative movements..
Others	Their shows are shorter too, the Japanese ones are shorter.
Interviewee No. 15	In Japan they're only one song, and then they change the beat.
Interviewee No. 23	They're just there to give you something to watch during changeover
Interviewee No. 13	So they're like half-time entertainment
Interviewee No. 23	They're to keep you entertained while the players are just walking around
Interviewee No. 15	I feel kinda sorry for the showgirls now because the economy's so bad that they have to start trying to sell merchandise as soon as their performance ends. They'll go to the main entrance after the game ends too – people say seeing a game is like going home, but of course the players can't go out to the entrance to welcome the fans and see them off, so this job gets given to the cheerleaders and mascots. Everybody loves the mascots so they always have to sign autographs, or they'll draw a picture of themselves for you – so the mascots are full-time professionals, unlike Taiwan where they're all students doing it part-time. Part-timers aren't as professional, I've seen people take their costume heads off before.
Facilitator	So you go to see games for the mascots?
Interviewee No. 15	Sometimes. People in Japan do, I do too. I'll go and watch, because in Japan each of the 12 teams' mascots is unique,

Appendix G All Chinese Typescript of Focus Group Meeting

師：大家可以輕鬆一點沒關係，今天大家先拿到這一張題目單，最後一張簡單的題目單在最後面，那大概先讓每個人先了解自己過去的一些經驗或背景，你可以大概去回想一下，或是你覺得，你就隨便、就是很直覺，你想說過去哪一個比賽還是說你現在記得的，如果說你覺得印象最深刻的一個比賽，還是說你最記得哪一幕，這個經驗，其實你都可以簡單的去講一下，你要不要先講。

A：好阿，就是...

師：大概講之前先介紹一下自己的名字，先講一下自己的名字，因為上面也都有背景單阿，XX 的部份，有些比較特別的人，我就沒有...

A：我叫蕭順騰，我是黃老師在英國認識的，我之前就是看中華職棒、台灣職棒比較多，我大概從職棒 2 年就有開始在看，在場有沒有統一獅的，(有啦，我家啦)，我也是統一獅迷，萬一如果說比較讓我印象比較深的就是，有一次統一獅已經三比一領先了，結果又被兄弟逆轉，那一次統一獅迷大家應該都知道，剛好他們贏第三場的時候，我有去看，然後那時候就是，我記得那一場有打延長賽，打很晚，然後打到 11 點多才結束，然後是 (師：結果統一輸了) 統一贏，是王傳家打三壘安打，最後羅敏欽再補一支安打，所以最後才一分險勝，(師：羅敏欽喔，那很久以前的事了耶) 诶？是羅敏卿嗎？(應該是)，應該是羅敏卿嘛，就在台中嘛，反正那場就讓我印象蠻深刻的。

師：所以讓你覺得印象最深刻的也是在比賽內容嗎？

A：要有實際去看才會那個...，與其在電視上去看和實際上去看還是現場，就是印象會比較深刻。

師：好，下一個。

B：大家好，我是葉書宏，我目前是成大的研究生，然後關於棒球的話我是，大概從職棒六年的時候開始看，然後小時候，因為我小時候很喜歡汪智偵，所以我就很喜歡統一獅這樣子，以前高中的時候很瘋狂阿，每年都去看大概 40 場吧，可是現在就比較沒有那種熱情，印象最深刻我直覺想到的就是職棒 11 年，我在看統一跟興隆總冠軍，張泰山打滿貫全壘打，他打完之後他太興奮繞壘的時候，就跪下來跟一壘教練擊掌，雖然是我們統一被打，但是印像超深刻的。(師：所以你覺得是球員的那種...) 就是那一瞬間的那種情感，(所以你覺的就是心理上也有感動就對了，就是他完成他自己想要完成的目標，是這樣嗎) 我會覺得比較深刻的應該還是那種球場發生的事情。

師：好，下一個。

C：大家好，我是楊洪儒，我爸媽是象迷，從小的時候家裡電視，就是吃飯幹麻的時候就是打開電視，放著，小時候就是看不懂也聽不懂，也聽不懂他在幹麻，只知道有時候我爸媽看到有人打出去，打球打出去就會很開心，輸了就會很難過，然後都不講話這樣子，(你家是住澎湖嘛)，對我家住澎湖，(那住

澎湖你爸媽還是象迷)，對阿，他們很喜歡看比賽，然後我親戚也都在看比賽，然後那魯灣的時候才比較有印象，我比較有印象的是看陳義信那個拉弓，那時候覺得他很帥，覺得他拉弓拉很帥，(那跟林岳平的這個... (笑))，後來就是來台南唸書，有比賽就會去看一下，然後一開始都只看兄弟比賽，然後後來就是什麼比賽都去看，統一熱身賽阿，然後春訓阿什麼的都去看，看起來都覺得統一超溫馨的，他們的加油歌阿，然後現在有點變獅迷，因為他們的加油歌，因為我覺得他們的加油歌很好玩，像布雷阿，布雷的加油歌，然後安打群的加油歌阿，他們都很好玩，(你要不要表演一下，布雷的加油歌阿，很多人沒聽過耶，布雷的加油歌是什麼?)，然後棒子還會跟著搖之類的，很有趣，(他們會串阿)，那時候坐兄弟的觀眾席，然後兄弟就會擺串回來，然後統一的就會串出去，統一的喊 home run，兄弟的就喊三振，然後兩個在那邊互叫，我覺得比賽這樣就很有趣，不光看比賽，這樣很有趣，然後看布雷這樣搖也很有趣，然後林岳平剛復出的時候那時候我都很閒，會領外野學生票去看，看的時候他們全場都在喊林岳平林岳平，然後他出來的時候還蠻感動的。

師：其實在我們學校還蠻容易看到統一獅的球員，學校裡面我們有一個中正堂，我們裡面有一個生理實驗室，現在裡面有一個 project 在做，我們就是把現階段全部的統一獅的球員，來測它們現在背肌的肌力，背肌跟其他的肌力就對了，跟一些相關的部份，所以我們還蠻容易看的到的，在這邊，而且我們學校有蠻多老師都是統一獅的一些職棒相關的人員，就在中正堂裡面，有一個生理實驗室，上禮拜二就張自強、然後林岳平也有過來，然後還有吳俊良，這幾個球員都還蠻常來我們這邊的，所以以後如果說 (那學生可以去測嗎?)，學生不行測啦，因為學生的肌力基本上，他們的要求都還蠻嚴格的喔，有些他們待訓的球員，在統一獅這邊二軍的球員，有時後測都還不到他們的水準，所以不是這麼容易測的，題外話啦。讓我們換一下，洪大哥來。

D：我年紀也不大啦，28 歲而已，(28 歲哪有大)，對阿對阿，所以不要叫我大哥，叫我同學就可以了，只是畢業了四五年這樣，我因為小時候是在國外長大的，一直到小學五六年級才回來台灣，那時候剛好台灣有職棒，然後職棒二年下半季後半段開始，回到台灣就開始看，因為台灣沒有足球，(所以你本來都在看足球的?) 小時候住南美洲、住阿根廷，(哪你會說西班牙文嗎?)，我忘了八成了吧，回來十幾年沒有跟任何人講過，只是說沒有特定支持什麼球隊啦，剛開始只是為了看熱鬧就看兄弟跟味全阿，到後來就哪個場子熱就去看哪個，當然有看過建國對時報那種一千人以下的，那種可以躺在外野看球的，那時候都下午的比賽嘛，(以前統一也有比賽是大家在外面烤肉的阿，那我們也去烤肉看球)，剛開始的時候沒有特定說特別支持哪一個球隊，只是看熱鬧，而且台灣所謂的熱鬧也是人群聚集起來的一種氛圍這樣，那我覺得那個是比較特別的，後來就越看越雜，不只棒球，什麼都看，去年是看了高中畢業之後最瘋狂的一年，因為去年差點連美國大聯盟都要去看了，去年中華職棒看了差不多十場左右吧，然後八搶三也看了一堆，然後奧運也去看了，日本職棒

的冠軍賽也看了，韓國職棒也看了，因為去年去了韓國大概兩段時間，所以也看了一堆這樣子，(那你看的那麼雜，你覺得哪一個印象最深刻?)，如果是比賽內容來講的話，(不一定比賽內容，任何事情，直覺想到的最深刻的都行?)，職棒的部份嗎?我還是覺得當年時報鷹的二代鷹打冠軍賽讓我印象最深刻，(二代鷹打冠軍賽，那什麼意思阿?)，在**新洲球場**的第一場比賽，**(七嘴八舌)**，但是他們第一場、第二場也打的很好看，(什麼謝家迅阿，就是統一過去那幾個)，就是很神奇的一種陣容可以，(好玩的是他們一二場打的也還不錯阿)，但是那時候是本來大家認為應該是會被橫掃的，(主要是洋投，馬力安)(對，其實這印象也很深刻)，因為看這麼多比賽，我覺得那是印象非常深刻的，那是一個整個球場瀰漫在一股，第一可能就是這樣球員在這個系列賽打完就沒了，那時候就已經有風聲說沒有比賽了，然後那一批球員是跟別隊借來，然後別隊可能也不要了，所以他們很有可能是人生最後的比賽，再加上那個氛圍是整個一路都不看好的情況下，打贏了第一場，再打第二場的時候，整個球場的感動，我覺得那已經不只是比賽內容，而是感染到了球場氛圍。

師：好，我們換下一個。

E：我是吳雅雯，現在是成大的學生，大概職棒五六年的時候開始看球，會看球是受到家人的影響，印象最深刻的東西，其實對我來講好像是現場的氣氛，因為其實有很多次都忘記了，那現在要講印象最深刻的話，可能記得的是會比較近年的東西，如果是指去看現場的比賽啦，所以會印象很深刻是去年暑假的時候去台中洲際看中華隊對統一獅的熱身賽，就是那時候要打奧運之前，然後為什麼會印象很深刻是，因為球迷是爆滿的嘛，洲際都塞滿了，本來他只開放內野，後來人多到後來連外野都開放，可是外野後來也都坐滿了，因為我們是從台南搭車去看，所以其實都沒有位子，去的時候因為已經很晚了所以都沒有位子，因為有認識的朋友所以就幫我們留了位子，所以你會覺得，就是這麼多人擠滿了，然後你要到那三個位子坐，就覺得好感動喔，然後全場一起加油的感覺蠻特別的，雖然是統一獅迷，可是那天對中華隊的比賽，你還是會希望就是中華隊能贏啦，這種感覺還蠻特別的，因為平常就是我是哪一隊的球迷我去看球的時候就希望為自己的球隊加油，雖然是統一獅迷，可是就是台灣人嘛，大概就是這樣。

師：好下一個。

F：我是陳玓岑，我在新樓醫院上班，我之前是台北人，看棒球對我來說，我覺得最重要的事情，大概就是認識很好的朋友，然後還有認識我先生，因為我支持統一獅，然後認識我先生，然後就嫁來台南了，(一樣都是球迷就對了，然後在球場認識的)，對，(統一真的功德無量耶)，對阿，然後我婚禮的時候，**吳俊良**是有來參加的，然後我有去棒球場拍婚紗照這樣，看棒球對我跟朋友來說，感覺就像是個固定的聚會場所，後來也跟看棒球認識的朋友，一起出去亞洲職棒大賽阿什麼的，印象最深刻的比賽我覺得會是那個職棒 15 年的時候，統一對興隆總冠軍賽那一個系列，然後那一系列七場比賽我去了六場，

就跟朋友一起從台北坐車來台南阿、高雄，然後他們夜宿棒球場，我是沒有啦，那時候我剛好有個朋友拍了一個記錄片叫做「我們迷獅子」，可能大家會有耳聞，我一直到後來到現在看到那個影片都還會起雞皮疙瘩，那個參與的過程就是印象非常深刻，(所以像那個影片是你們的朋友他自動自發去拍的?)，對，就是他唸紀錄片研究所，然後它需要交一個作業，他就以那一次的冠軍賽系列，然後拍了一個影片這樣子，(你可不可以講一下就是，因為我覺得這是一個蠻特別的經驗，你是跟統一獅去東京看亞洲職棒大賽是不是?)，就是去看啦，也不是跟啦，就是有去看，(那是你自己買票去的還是就是隨同，因為我知道統一獅他們自己有)，你是說聯盟的一些加油團嗎，(對)，我們是自己去的，(那買票那些之類的?)，都自己買，(那你這樣整個去東京看球的感覺怎麼樣?)，第一個會覺得他們的商品做的很棒，國內的商品實在是沒有辦法比，就是一些硬體設施阿，什麼的，會覺得很先進，(可是也是很貴阿)，對阿，非常貴，(在台灣如果有出現這樣子的感覺)，可是不一定耶，我有買了一個小小的鑰匙圈，像這個球棒就是在東京巨蛋買的，我就覺得很漂亮也很便宜阿，然後因為我們有認識很多球團的人阿，我們曾經給他們一些就是有關商品的建議，就覺得是很簡單的想法，但是國內好像怎麼都執行不出來這樣。師：這個等下再講，哈，好換下一個。

G：大家好，我是劉芳儒，我現在在成大唸書，本身是兄弟象迷，因為小時候家裡就是兄弟象迷，然後那個時候雖然是看不懂也聽不懂，就覺得看這無聊的東西幹什麼，然後後來是到長大高中的時候吧，我哥開始教我看棒球，(你哥教你打棒球?)，教我看，所以就覺得還蠻有趣的阿，然後就跟著看兄弟象，就想說以前他們都看兄弟象，那我也看一下兄弟象打怎樣好了，後來就覺得還不錯，一直到看了第一場比賽，也是我印象最深刻的一場比賽，兄弟象目前是兩次三連霸，我看的好像是第二次三連霸的最後一次冠軍的樣子或是倒數第二次，那時候朋友就是去看這個，因為票很難買，還跑去買黃牛票，一張好像一千多吧，反正就超貴的，(內野?)，應該是外野，(外野也要一千多喔)，對阿，那時候就是外野，那時候我們就從其他的入口進去，但通通跑到本壘板後面去站著看這樣子，看到後來贏了，大家都高拋彩帶這樣子，(那時候好像是跟統一打對不對)，(第一次是統一，第二次跟第三次是對中信)，(興隆最後一場...)，那應該是對興隆，因為那一次好像是在天母看，(秒殺，就是一下就賣完了)，(對中信是後面兩次冠軍，打三場，第三場是在嘉義)，(那是職棒幾年阿? 我記得是兄弟跟統一在打，那時候兩個基本上兄弟的球迷還沒有特別多的時候，然後統一跟兄弟的球迷差不多，然後就是經過那一次的冠軍賽，他們自己內部有做調查，那一次的冠軍賽大家都看好統一，有些預設四勝二敗)，(職棒四年)，(對，因為預測四勝二敗，應該是要)，(因為把陳義信拿去當後援)。

師：對，好像是那一段時間，現在最近有一個狀況就是，大家都認為應該要贏的比賽，可是沒有贏，然後大家都覺得兄弟應該要輸，可是他卻贏了，可是在

這一段時間的變化之後，兄弟球迷就越來越多，統一的獅迷就是越來越少，就算想要去看也不想去球場看，就是在家裡看，所以這段時間我們這個部份還蠻好玩的就是說，球隊的一個期待，除了滿足之外，反而還是出乎他的意料，就會吸引很多的球迷再去看，那你看統一一直花很多的力氣跟金錢在培養球迷，可是你看現在兄弟沒有太多的資源，但是兄弟培養的球迷卻是最好的，但是他沒有太多的資源去養好的球迷，那你說去養好的球員，去養一些名氣很好的球員，沒有，有些你看他刻意集的，你看王??還是他從乙組丟上來的，我覺得這實在是，對其他這些你十幾萬的球員實在是很大的諷刺，所以我覺得這是很特別的東西，那有時候球迷他看的時候他要的是什麼還蠻清楚的，對阿，那我們講下一個。

杰：跟各位比起來，我看職棒的經驗其實非常少，其實我以前因為看不懂，所以我是從來不看棒球的，是因為來台南唸書以後，剛好有認識比較喜歡打棒球的朋友，他們帶我去球場看現場的比賽，那因為我從台南開始看現場的棒球，所以就自然的會幫統一獅加油，然後我比較喜歡的是在現場看球，因為我很享受現場那種大家一起加油、或是打了一個好球大家一起歡呼的感覺，因為我對職棒也不是非常的了解，剛好我朋友就在我旁邊，他們就會教我看球，跟我分析這一球他們可能會採用什麼策略之類的，所以我很喜歡在現場看球，比較特別的應該是，我每一次去台南看統一比賽統一都會贏球，(你確定!!)，就是到目前為止我去的場他就會贏，所以我就會覺得很得意，(下次可以試試看)，就很剛好啦，(你去看幾場?)，我球齡非常的短，就沒有很久，(樣本數不足 XD)，所以只是巧合啦，(那你最享受在球場上的什麼?)，我覺得我很喜歡統一的一點是因為他有標哥，就是他們有很多不同的口號跟歌阿，那些就是簡單但是朗朗上口，所以再那裡看球會有一種所有的人都是連成一氣，大家都很專注的在為某件事情加油，我覺得那種感覺很棒。

H：大家好我叫?順?，我現在很少看棒球，我從職棒元年就有在看棒球，那時候我就會去球場，那時候統一獅的辦公室剛好在我家對面，他們那時候就已經有洋將了，然後我家有租給他們就是提供他們洋將宿舍，我記得我最後一次去棒球場是國中的時候是統一跟三商，後來因為一些簽賭的事件，我就不去球場看球了，後來就慢慢轉移其他運動，向足球這樣，(那你看球的時候你覺得你最喜歡的是哪些氣氛?是哪些東西你覺得?什麼東西是吸引你看球的?)，足球其實他時間比較固定，然後他節奏比較流暢，一場球賽他們大部分的觀眾比較起來有時候可能都兩三萬，比較大的球場就六七萬，看球的感覺又不一樣，而且敵壘分明，(棒球也是阿，你看統一跟兄弟)，對阿，是蠻分明的。

I：我是陳志豪，我是研究生，我從小就是，我一開始是時報的，到最後是兄弟的，我家很怪，我媽是王建民迷，我爸是興隆的，他什麼時候變成興隆的我都不知道，然後我兩個姊姊是在統一工作所以兩個都統一的，記得有一次我坐在客廳看棒球，那時候不知道誰就是兄弟的打了一支三分逆轉全壘打，就

很高興跑到房間:「爸!紅不讓!」然後我爸就臉很臭,就說:「我興隆的耶」然後我就趕快走這樣,然後印象比較深的就是黃勝泉的法律野球,然後我在現場看,觸身球過去「啪」然後掉下來嘛,然後馮聖賢就很生氣摔棒子,然後不知道為什麼兄弟的一堆人就衝出來,特殊事件啟動,要打架了,然後我們就很高興在那邊看,反正就過了很久也不知道他們在鬧什麼,(有沒有比較清楚這個事件的可以講一下,有些同學他可能不知道,馮聖賢他那個狀況是怎麼樣?),就是報復觸身球,大橋郎那時候下指令,第一顆好像是林岳平投的,第一顆好像已經很靠近了,第二顆還是進去了然後就打中了,當然會起衝突,他這一次是特殊事件啟動,就覺得比較印象深刻,另外一個印象比較深刻就是,不知道去年還是前年的10月10號國慶日,然後那時候是職棒最長的比賽,記得我中途還跑去吃家聚然後再跑回來都還有得看,另外一次是布雷的消失的全壘打,然後打出去就挖超遠的耶,就從左外野看到一顆球飛出去,看到主審判 in,然後三壘審判 out,然後我們一群人在那邊就????,那時候也是爭論很久,這個是我比較印象深刻的,這棒球部份,我之前有去看壘球,順寮那邊的壘球比賽,那時候有遇到高國慶,那一天我記得是明星賽,還有人很白目的問他說「你怎麼沒去打明星賽?」,然後他就點點點點點,這就是台灣球迷比較可愛又白目的地方。

J: 大家好我是林岳賢,然後我是東海大學的研究生,我看台灣職棒是從職棒元年就開始看了,我是兄弟象迷,就是從很瘋狂到現在很討厭但是還是要說自己是兄弟象迷,不離不棄這樣子,之前會支持兄弟應該就是因為一個很老的洋將,那時候是國小校外教學,經過他在一個小巴,不是大巴是小巴,九人座那種小巴,然後跟我們打招呼,然後就開始看這個球隊,可是我第一場球賽是看統一跟三商,然後那一次被我媽說成是他最後悔的一件事情,我們去游泳回來,然後我們家在台北市立棒球場,然後我媽帶我去看球,然後從此以後我就開始看棒球,可是後來還是去買兄弟的帽子,就開始支持兄弟,然後比較有印象中以前比較記憶深刻的就是,以前在台北市立棒球場的時候,那時候就是喊的聲音比較集中嘛,然後那時候很喜歡王光輝,有一次好像是對三商的比賽,然後全場一起喊王光輝,就一直喊一直喊,結果他就打了一支再見安打,然後我們就從台北市立棒球場一群人跟瘋子一樣,喊王光輝一直步行到兄弟飯店,因為那時候兄弟在台北市立棒球場比賽的話,他們也是步行回去,他們不是坐巴士回去,然後我們就這樣一路跟隨,那個南京東路的慢車道都是一群球迷這樣,然後同樣瘋狂狀態在職棒三年,兄弟拿到總冠軍的時候我們又重新做了一次,又步行回去,那時候很瘋,就是會跑去龍潭看球,然後去兄弟飯店的廣場等球員,然後兄弟第一次八連勝的時候還自己瞞著家裡買火車票去新竹看球,就是那一陣子比較瘋,長大後跟同學比較熱血的就是兄弟第二次三連霸對統一的時候,那時候想說應該不會贏啦,已經在台中輸掉變成統一再贏一場就掰了,就新莊事件嘛,就是那個誰的暴投,就傳二壘暴頭然後短打嘛,然後???接不到,然後逆轉,然後後來回到台南,

然後開車還是獅迷，結果後來贏了，那一次就是一群剛好一台車五個人，一半一半，就有統一也有兄弟這樣，然後到達台南各自解散，到達新莊也是各自解散再合體這樣，對阿，那樣比較好玩阿，然後最近一次就是去年的八強賽，不是八強賽，是世界盃的時候，然後去在天母看球，對荷蘭，就兩好球，兩人出局了，就再一顆球就結束了，結果那時候全壘打就飛飛飛緩緩的打到標竿，你就在標竿旁邊看那一顆球，然後全場安靜下來，完全都沒有聲音，就傻眼，就覺得人生無常，真的阿，就兩好球只差一顆球了，贏下來了以後後面也不會，就輸荷蘭以後全部都一直輸下去阿，就鬥志都沒有了，那一次就全部都爛掉了，就只差那麼一顆球，可是也證明說確實有棒球之神，可是教練腦殘不把耿國勳換下來，一直讓他在上面投，他已經投到已經沒力了，結果最後一顆真的被打一顆，大概就這樣子。

師：好，謝謝。

K：大家好我叫王俊鈞，其實我看球也蠻長時間的，從還不太懂就開始看，因為我爸他大學的時候有打過校隊，就是社團性質，我印象是我住高雄，我已經忘記那是多大了，我只記得有一天晚上我爸帶我去一個燈很亮的地方，然後有人在打棒球，長大以後才知道，原來那就是棒球場，那時候還沒有職棒，還是什麼甲組聯賽之類的，如果說看球的話，我個人會把他在職棒 10 年做一個切割，因為職棒 10 年有兩支球隊消失了，我是紅衣服那支球隊的球迷，在 10 年之前坦白說就是對紅衣服球隊的一個崇拜，不管這支球隊作了什麼事情我都覺得它是對的，自從他消失了之後，我就變成會看球員之類戰術之類的，很少會 care 到戰績，我常跟我女朋友說我是一個棒球阿宅，請他要擔待一點，因為棒球永遠都會在她前面，包括今天也是，他自己一個人到系上去，如果說印象最深的就是兩場都跟統一有關，第一件是比較不好意思的就是紅衣服那支球隊就是味全龍他在結束之前有一個三連霸，那他在三連霸的後面兩年阿，都是季後賽第一輪在台南球場把統一結束掉，對獅迷比較不好意思，那兩場我都在現場，第二件事情就讓獅迷高興一下，就是印象還很鮮明，就是職棒二年，最後一場球賽，我記得那是禮拜天吧，那天我跟我家人去吃晚餐，然後吃完晚餐回來我收音機打開知道今天總冠軍賽第七場了，林因至一開始就打一支全壘打，味全龍已經 4:2 領先了，結果模模糊糊就聽到睡著了，想說等我醒來的時候味全龍就是總冠軍了，結果我醒來以後被羅敏卿逆轉，這個印象非常鮮明。

師：那我大概講一下我的經驗，因為我小時候都一直在打球，那時候職棒開始在打，我對職棒也沒有太大的興趣，可是我就是一直打球，國小會打球的原因只是因為我喜歡操場，我喜歡很大的地方，那個感覺很漂亮，我有一次也是被一個哥哥帶去看球，然後在台南球場，那時候就「原來職棒的場地是這樣喔」，原來這麼漂亮，可是對職棒還是覺得跟我的差距還是很大，我就覺得看球還不如自己打，然後自己打自己打的感覺，然後就對運動對棒球游泳之類的就很有興趣，之後一直打，其實都是甲組的啦，上到大學我是打養樂多，

我是唸輔大的體育系，然後上來打兩年的養樂多，然後之後就也是受傷，整個狀況就不好，然後那時候葉志申老師，那時候是我們教練，然後之後他就說不然你不要打了，看你的身材這樣也打不會很好，不然你來做我的筆錄好了，然後那時候就在旁邊一直當他的紀錄，那時候從紀錄裡面就發現很多事，跳脫很多球迷跟球員的角度來看這個比賽，那時候在看感受很深是，原來這種東西是可以吸引到這麼多人像你們，我那時候直覺的是運動嘛，他只是一個東西，只是好像大家拿起來就簡單的一個放的东西，也是慢慢就變的這麼有 **entertainment**，這麼有娛樂感阿，就像我們剛剛講的隨便比這個姿勢怎麼會有這麼大的反應，以前我印象很深刻的就是，像到劉舜仁他們家有租給統一獅的球員當宿舍，然後他們那時候都會自己印球員卡，那時候有**尼洛、卡羅、王翰**啦那幾個洋將球員，無聊的時候就在那邊包他們自己的球員卡，就自己包裝球員卡就在那邊聊天，那時候我們就是會為了看球員，那時候只是單純的想說要看外國人嘛，看他怎麼投球什麼的，就會過去跟他一起包裝，然後那時候**尼洛**就印象很深刻，因為南美洲就很喜歡帶那些金的金牌，**尼洛**的前面有一個聖母瑪利亞的金牌這麼大，就擺在前面，就喜歡穿金戴銀的，反正就很多這些有的沒的這樣，然後我就覺得這是很特別的東西，讓我感受就非常特別，我主要要講的就是說，這給我的印象很深刻的是，我覺得我慢慢跳脫不再去打球，可是我喜歡看因為這些運動所以結合起來的這些人事時地物，我雖然本身在從事，但是我不知道為什麼這麼多狂熱者，我就覺得真的是很汗顏，我真的搞不懂為什麼會這樣子，為什麼就會贏球人生就無常嘛，出去就出去啦，睡起來那贏了就贏啦，為什麼會有那麼大的結合我真的搞不懂，然後我印象最深刻的是我去在前年，那時候我還在英國唸書的時候，那時候我刻意去紐約看王建民，那時候紐約的球場讓我想，這個球場怎麼這麼漂亮，色彩非常的鮮豔，他的草地非常綠，藍色的座位就很藍，外野又那麼高，為什麼那麼高但是球場就覺得就是近在咫尺，我覺得這感覺就是讓我覺得「對嘛，這才是球場嘛」，然後聽到這個球場在這個球季結束就要打掉了，我心想看到鬼，這個球場不是很好，這個整個移植到台灣不知道有多好，可是那就是他們不要的球場，而且他們整個球隊的歷史還超過中華民國的歷史，而且他們很多球的位置，一些在本壘板後面的位置是世襲的，因為有可能我爸媽還是說我的阿公有在幫忙這個球隊的成立，所以他的位置一直留到現在，而且那個是有價值的，他們很多都是彼此認識，大家的位置都一起嘛，這是你的這是我的，今天我把我的位置，因為那是有錢的，把這一季的球票賣給別人，就會被別人講(唾棄)「你怎麼把你的位置賣給別人」，那時候我就發現說，哪有這種東西是整個感受讓我覺得那麼的強烈，之後常覺得為什麼台灣沒辦法這樣子的，你看像棒球也是，其他運動不用講，棒球應該是最重要的我們國家的資產才對阿，我們應該也有這樣子的球隊，我們應該也要有這樣子同樣的文化背景，那可是我們很可惜沒有，所以這是我覺得印象最深刻的地方就是，不是在球員的表現，反而是在整個場地、然後整個規劃的部份，是能

夠讓球員有一個很好的舞台來表演，因為我覺得球員在台灣就是因為人太少，球員的汰舊換新太少，競爭也太少，你說會拼的其實也都是那些人，那些想爭取表現的人他很拼，可是像現在國內的環境都是這些人在玩，沒有新的人進來，所以就很可惜，所以大家也都知道二軍一定慢慢要建立，甚至我們曾經想過就是大陸的球員讓他來台灣打，等等之類的都有可能，當然這沒有政治跟政治的影響，單純是怎樣的方式可以讓比賽能夠更好，所以到後面我會覺得看球還不就是這樣，台灣很明顯就是，很現實的一個表現，反而是怎樣能夠聚集這些人進來，大家這樣子一個經驗的分享，我覺得是最好的，然後我很高興大家可以這樣一起分享這些在球場上的點點滴滴，甚至還有在球場上面結婚的，我覺得這真的很難得，像我老婆每次看球就說「看這要做什麼」，就很可憐在電腦前面被關著看小螢幕這樣，所以現在大家也都大概了解，所以現在起大家看一下，把這張提問單拿出來，我們剛談到的都是一個最好的經驗，從你們身上獲得一些資訊就是，你先看第二題，當你願意花很多精神財力就是要從買票出發到球場整個過程，你覺得吸引你去看球的一個重點是什麼？或許剛剛已經有講了，那除了剛剛講的那些之外還有沒有其他的？可能像小杰說的去那邊就是朋友帶我一起來阿，像我每次去看球都是坐在本壘板後面的某個角落，那其實坐在本壘板後面的都是有在賭博的，大家都坐在後面其實都是那些阿公阿伯，我覺得球迷有時候看的角度都比球評還要更深入，然後它們有些人家接球的投壞球，那當然阿如果這一球他在丟給他打，他就要輸很多了，他都假想球員還有 **invove** 在這裡面，非常有趣的一個觀點，可是大概八成都會讓他猜中，我覺得這很特別，都固定會有幾個，大概每個球場都固定會有老球迷，他們就是會有固定的位置，然後一些記者之類的也都是混在其中，非常有趣，每次我覺得我去看球，我的最大的獲得就是看人情事是，你說陰謀論，其實也不能講陰謀論，可是就有很多的想法套用在這裡面，可是他真的實現，各式各樣的狀況都有，我實在是覺得很有趣，可是人就很多種，你看像雅雯他今天可能就是單純的去看球，其實這樣的人會越來越多，很好玩的是，隨著年紀的增長，你坐的位置就會從外野移到內野，然後移到本壘板後面，慢慢可能跟阿伯一樣，你們覺得除了這些之外，他是滿足你怎麼樣的需求？你覺得你去看球是怎麼樣可以吸引你去看球，你是為了什麼去看球，為了獲得什麼東西？很明確的，有沒有？這個可以自己講，不用再排隊了。

：不一定要講棒球，但是我講去年有一個例子比較深刻是，去看奧運的時候看的一堆不同球類的比賽，壘球、網球、足球、棒球，但是我印象最深刻的是看沙灘排球，(沙排？為什麼?)，他那個是一個包裝非常好的商業活動，它讓你完全不會有冷場，你走進去你就覺得你是在參與那個比賽，(比如說?)，第一他開賽前你不只是在看球員練球，他希望場邊就是像到沙灘邊的感覺，就是在享受一個，(宜進來就先給你一杯啤酒?)，沒有，但大家幾乎也都人手一杯，因為看的外國人都比本地人多，他會有一個 DJ 就不斷的放歌，然後教你怎麼

跳阿，還有啦啦隊女郎教你，就再各個位置穿的很養眼，但是他不斷的教你怎麼跳各式各樣的，(是他教你怎麼跳還是他自己在跳?)，都有，像什麼 YMCA 這種東西，不斷的在過程串場這樣，變成整個過程當中你不只是在看比賽，你也是跟著，你要怎麼喊他就教你怎麼喊，久而久之比較懂的一些老外也會帶著大家，他們喊的方式可能不是只針對某個球員，甚至只是一種為製造聲音而製造聲音，我覺得那是一個蠻特別，而且他比賽很緊湊，大概一個多小時就結束了，你在過程當中就不會太久，畢竟我看的又是女子沙排，他又有比基尼的女郎?所以他整個包裝標準的是個商業活動，只是他放到奧運去了，你會等於是在奧運的講台以外，看到另一種??在裡頭，那是我看的印象比較深刻，然後再來就是以日本和韓國職棒為例的話，他們就有一種像你剛說的就是坐在外野的人是瘋狂的最有活力的，然後內野自由席也都是這樣，但是到了內野指定席開始，就是所謂的上班族，提早買好票，然後走進去可能配一杯啤酒，買個晚餐跟同事在那邊，聊天聊棒球，甚至也不聊棒球了，開始聊一堆有的沒有的事情，但是有些穿西裝的上班族他們做到自由席的時候，就純粹是為了要發洩他的情緒、壓力，它可以在那邊跳舞什麼的，就看到那種穿西裝打領帶的，像韓國他們是有啦啦隊在內野自由席的區域，那他會跟著他們一起跳，而且他已經知道他們會怎麼跳了，而且那已經是我們固定去看的比賽，那幾個上班族他們不是每場到，但是他們到就是這樣跳，我覺得那就是一種球迷已經知道他的定位是在哪一區了，他看比賽的方式不同，當然他的消費方式也是不同的，本壘後方，像我是習慣作本壘後方，就很安靜，就算我想要換位置去自由席感受一下也可以，但是我不想喊整場，這樣子消耗體力，我想我看到五局我就要回家了，我記得還有看過一些比較特殊的像去看了一個韓國職棒的比賽是他的吉祥物，畢竟那個球隊是一個新成立的球隊，他吉祥物非常的有趣，賽前的時候不是看球員打擊練習，是看那個吉祥物打擊練習，(那吉祥物是什麼?)，是一個人頭的吉祥物，(哪一支球隊?)，韓國職棒的 heros，(我們的英雄)，我們的 XX 公司已經沒有再做了，就是看他的比賽，他不只是打擊練習，還有投球練習守備練習，反正他就是一定要上去參一角，比賽過程當中，他幾乎也是跟球員混在一起，然後球員打全壘打，他就撲操場的地板，跟他擊掌，等於是球員從三壘回來他就鋪一個地毯跟他擊掌，然後自己去放煙火這樣，(在比賽中嗎?)，對，(在比賽中還可以鋪地毯?)，(他就是在球場就是像旁邊膠的地方)，他不是在線邊，他是在，(在本壘回來這邊嗎?)，接近，然後局與局之間他會去跟裁判搶工作，裁判一定要把它給推走她才，(已經變娛樂化了嘛)，他就是把它當娛樂，加上他三不五時也會跑到觀眾席，然後他會假裝自己是送麵的，或送個 pizza，然後就請球迷吃這樣，已經變成是一種娛樂了，跟觀眾做一種娛樂，(這很特別齣)，然後在韓國職棒比較特別的是在本壘後方，他沒有設很多但是票你幾乎永遠都買不到，都設那種木頭的兩個人的情侶位，(在本壘板後面喔，這樣不是人家在轉播都看的到嗎)，他們就喜歡吧，就這種位子幾乎永遠都買不到，因為那是有限定的，

然後非常少，那個位子坐起來反而非常不舒服，因為我賽後有去試著坐坐看，很硬，那我覺得在這個部分台灣在過程中可能是太過制式使用現有的球場設備，沒有很大的，反而是在國外我覺得這些東西會影響，像那時候去看奧運的沙排，那場地也是臨時搭建的一個鐵皮場地，至少你走進去他會讓你覺得觀賞的動線他都還算是不錯的。

師：玥岑要不要講一下，想不想去坐他剛講的情人座。

玥岑：因為我在台南看球經驗還沒有很多，因為我去年才搬來，之前主要都是在新莊棒球場，我覺得看棒球最重要的好像都是去打招呼吧，從進門標哥誰就一個一個跟我打招呼，因為會認識很多球迷，大家都不用約時間就自動聚集在那邊，就開始聊天，我們有時候甚至連加油棒都沒有帶，就是去聊天、吃東西、講垃圾話，一直到結束這樣，會覺得去那邊是去放鬆的，比賽的輸贏根本就不重要，有時候我們甚至會問現在是誰在場上投球阿，我們都不知道這樣，然後每次都很開心的回去，其實我們沒有看很久但到最後都覺得差不多就這樣，就開始支持二線球員，覺得明星球員已經有很多人支持啦不差我一個球迷，可是我們支持的二線球員全場可能就只有我支持他，如果我們不去看球好像他就沒有球迷了，我就去舉個看板阿，(就是去鼓勵球員)，對阿，就是去舉看板讓他知道至少還有人在支持他，(這個我印象很深刻，以前統一有一個叫做吳林烈，他個子小小的大概跟我差不多而已，但速度比較快，那時候我印象很深刻是他想要排先發但一直排不上，但有一次我們就看到在外野怎麼有一堆人拿吳林烈的看板，像在加油的牌子，但他根本就沒有出來阿，他在旁邊練，因為他最後都是去帶跑的腳色，上去跑一下，在那邊很瘋很瘋，我想說怎麼球迷那麼多)，對阿就像那個許峰賓跟吳林烈很像，然後我跟我朋友就會支持他，然後我們也有作看板，因為新莊球迷其實沒有很多，搞不好全場就這兩張許峰賓看板，然後我們就變的很顯眼，就覺得如果不去的話他們，(你們是要爭取轉播的鏡頭嗎?)，還蠻常上電視就是了，就是樂趣啦，跟朋友的看球模式就是這樣，(所以你們就是喜歡去支持那些，因為在美國很奇怪，在英國也是一樣，就是會有一群人，他們就是刻意去找那些年輕有潛力的，然後有些會故意去幫她拍很漂亮的照片，他就覺得你是有潛力的，慢慢的等他變明星，都有跟這些球員 keep in touch，他就覺得明星球員不是這麼有趣，就覺得那些二線球員是比較平易近人的，他們也比較希望有球迷的支持，這好像也是一個人生的過程，慢慢在茁壯的時候好像也是有人陪，到很好的時候就像是變朋友一樣的感覺，我覺得那還蠻特別的)，對阿，因為都支持二線球員，就很容易認識他們，(沒錯，所以現在張自強也蠻需要的)，張自強個人沒有很喜歡，我今天有帶一點點東西來，(拿出來看一下，為什麼不喜歡張自強?張自強很笨阿很好笑)，不要說好了，這個獅子阿，就統一每次有球員打全壘打，就會丟獅子上看台嘛，這是高國慶的生涯第十支，這已經是很多年前了，為什麼覺得他很特別是因為他進來第一年其實球迷沒有很多，可是我覺得他很厲害，就是很會打全壘打，然後我就支持他這樣，那一場我

去新莊看球，他打了他的生涯第九號，就是前一支，他就要把獅子丟給我，(刻意要先丟給你)，因為我們都坐第一排，他認識我阿，然後他就要丟給我，結果在中途被一個阿伯攔截了，就是他丟過來然後中間伸出一支手，然後就被攔截我們就傻眼，高國慶他也傻眼，我朋友就安慰我說不會啦他等下會在打一支，結果他真的就再打了一支，然後他這次就拿來我的面前把獅子給我，我覺得很珍貴，(那個阿伯有沒有跑來跟你換?)，我根本不知道他是誰，這是他還沒有很有名的時候的故事這樣。

師：換你，你看你有沒有什麼要講的，去看球都在看什麼。

書泓：我，(看旁邊的女生)，(看有沒有妹嗎!)，也是會看啦，(那應該去看女排)，小時候主要是一定要看到統一獅贏，就是還沒有打球之前一個球迷的立場，我心境上的轉變是高中之後開始打球，看球的角度會很不一樣，國中以前看球就只期待統一把對手全部打爆，就很開心就回家了，現在看就是我邊敲加油棒，敲到向對方投球投出，然後看一下打者的球路、結果，然後再繼續敲，就是很忙碌，(所以如果你今天要去看球，你覺得你花錢去場地買票，你希望你看的到什麼?)，如果是季賽的話，我可能就比較輕鬆的專注在球員的技巧，但如果是看總冠軍賽，還是會失去理智的加油，就是會單純的幫他們加油，(那對你自己呢?你覺得是去舒解壓力的還是去學習的?)也不是刻意去舒解壓力，因為已經成為我的習慣了，如果說一個禮拜有三場球我都沒有去看，會覺得這樣不行，還是會去看，(其實我看了很多打球的，他會刻意去球場看，其實也是要去學啦，看人家補位怎麼捕，甚至有一些國中國小的，比如說球賽五點開始，他在三點多四點就會先去看，看人家怎麼練球，我覺得這也很特別，就是大家的需求完全不一樣，然後他練完球已經要開始打了，反而他跟爸爸一起，就在那裡打瞌睡，看比賽的時候打瞌睡，反而之前在練習的時候他就看人家外野是怎麼練，內野是怎麼練，一個國小的同學喔，我在那裡看就覺得很特別，真的是什麼樣的人都有，所以還是蠻特別的，你呢?你去看球都在看什麼呢?)，(看帥哥)

女：對我來說看球就好像是找到一個可以投入的東西，(可以投入的這麼多，為什麼?)，我也不知道，平常可能比較懶惰，所以比較沒有什麼東西可以激起你花很多時間去投入在那個裡面，我也不知道為什麼，可是就是喜歡棒球，一開始也沒有刻意要投入，只是回家的時候看個電視，看轉播，一直到第一次去看球以後，我那時候的感覺就是球場很漂亮，不過現在知道那個球場很爛，因為那時候還是高雄市立德棒球場，可是那是我第一次去棒球場，就覺得好厲害喔，以後一定要常常來，我是高雄人嘛，現在經過那邊的時候就會想「ㄗ那什麼東西」，就已經是這種感覺了，我覺得看球賽就是投入耶，對我來說就是這種感覺，比如說大家一起幫球隊加油或什麼的，可能平常也比較壓抑，一場比賽如果雙方有什麼爭執或不愉快，我就很不喜歡黃忠義，因為職棒某年冠軍賽的那個，那時候在 BBS 上就一定會有這種討論傳串嘛，然後我就會很熱情的去那邊罵人，就都是別人先攻擊，然後我就會忍不住去回擊，

可是我平常也看不出來是這種人，(所以這是網路的用途嗎?可以躲在後面做一些平常不會做的)，我自己也不知道我會忍不住，但是看到的時候就很生氣，直到那時候才發現原來自己已經很投入在這些事情上面，有歸屬感?(我個人對黃忠義是覺得很不錯，我覺得他打球很拼，就是那個態度，在球員間怎麼樣我不知道啦，單純對打球這個態度，他是很衝，曾華偉也是一樣，我覺得這兩人就是打球都很衝很拼，反而有些不是對曾治貞印象很好嗎，可是他場下又是另外一個人了，先講到這邊就好)

岳賢：剛老師講到曾治貞阿，很多人對他印象不好，可是小時候我們家就在學校旁邊嘛，統一練球根兄弟練球我們都會去幫忙，(去幫忙?怎麼樣幫忙?)，就是去幫忙撿球幹麻的，然後那時候不是有天花板，都要去把球弄下來，然後除了我之外還有同伴嘛，然後那時候是鄭焜祺在當教練，有一次就是有同伴拿了一支球棒，他說是給他的，結果他就拿了，結果鄭焜祺以為他去偷，就一直罵把人家罵哭了，結果後來小朋友要走啦，曾治貞就衝出來給我們一打球說：「教練就是這樣，沒關係」，那時候對他印象極好，然後黃忠義，對興隆是因為我在東海唸書，然後那時候他們還沒有搬家，還在興隆練習場的時候，然後我們傻傻的在那邊練球這樣，就黃忠義他們人都蠻好的，他們都蠻認真練球的，(所以你去看球也都是因為情感上的連結才去看?)，一開始是情感上的連結，就是要克服硬體上的環境，小時候就要忍受那種，那時候還沒禁菸嘛，就要忍受菸味，阿伯抽菸都很恐怖，(本壘板後面都是煙阿)，都是煙味，然後講到本壘板後面，阿伯他們都會在那裡算錢，打出來就直接現金在那裡掏，但是那是他們私底下的，然後拿出來的錢都是一疊一疊的，才知道原來那也可以賭博，都很大把，然後煙味也很重，然後又喜歡兄弟象，兄弟象都會有一些比較想出鋒頭的球迷，像大帥那種，有時候還會把看台給拆了，那時候球場被他拆不知道拆幾次了，然後有時候揮旗的時候還會掃到人，都要在那種惡劣的環境下看球，可是還是會看，但就很在乎輸贏，輸球回去就很沮喪，可是兄弟象職棒元年到二年都不強吧，然後輸到已經麻痺了，後來就要調整心態說自己是來欣賞的，(可是你還是會去)，小學都一直被虧阿，我們三商都已經拿過冠軍了，統一也拿過只有四隊，那兄弟咧?被虧到職棒三年才到到兩次冠軍，可是還是會一直看球，後來因為家裡在做日本貿易的關係，所以才在日本看球，然後甲子園也是一樣阿，日本人更愛抽菸，也是在很惡劣的環境下看球，雖然他們的硬體環境很好，但是他們看球就是像回到家一樣，今天我回來了，然後互相都認識，(有回家的感覺)，有回家的感覺，像我下星期要去東京巨蛋也是一樣阿，東京巨蛋後來我已經去到不想去了，就是去到那裡都可以遇到認識的人，都可以做 CD2 這樣，第一次去東京巨蛋的時候是去看興隆，就是亞洲職棒大賽的第一次，去商品部的時候就一直在問說羅德 26 號有什麼意思，就是羅得他們有做一個 fan jersey, for fan 的，就是一個背號，因為正式球員是 25 個人吧，所以 26 號是給球迷的，就有人跟他亂講說 26 號是退休號碼，然後他就相信了，(這種號碼好像只有羅德才有)，剛

開始是羅德先開始，後來樂天也學了，場上九個人他就做 10 號，就 copy 啦，然後兄弟也有一個 99 號是給球迷的號碼，但很多人都不知道，因為他們都沒有做宣傳，(吉祥物好像有穿一件)，兄弟象的吉祥物也是天殺的醜，(我們的吉祥物怎麼都這麼醜)，而且很好玩是，日本的吉祥物之前都是台灣代工的，從我小時候開始看，都是台灣做的，結果台灣自己做的吉祥物很醜，比較好看的大概就只有萊恩吧，萊恩算漂亮的，去看其他的都很醜阿，像日本有些吉祥物受歡迎的程度比球員還要高，像阪神虎的 tolaki，他就很厲害會表演很多特技什麼的，就是後來表演太超過被媽媽們抗議，因為教壞小孩大小，翻跟斗攀鐵欄，結果就被換掉了，就被換成一個不會翻跟斗不會攀鐵欄的 tolaki，然後那個 tolaki 的扮演人物是一個摔角迷，結果後來為了要認識一個橫濱的人就去橫濱當一個反派的吉祥物，橫濱的吉祥物是一個猩猩嘛，然後他有一個反派的人物會跑去來是一個黑色的猩猩，就是專門使壞，可是因為不能常常出來這樣生計有影響，就被迪士尼挖角，就去迪士尼表演一些活動，到後來東北樂天成立之後，就變成東北樂天的反派人物 classcal，東北樂天他有兩隻吉祥物，一支是紅色他比較正面，也有一隻烏鴉，是比較反派的腳色，他會使壞他就會去客場，日本的吉祥物通常只會在主場，可是他就是客場限定，就去鬧去巴人家的頭幹麻的，不然就是玩摔角，然後在比賽前開始會做一些遊戲，他招牌的攀鐵欄杆跟翻跟斗又可以做了，因為反正他就是壞腳色，可是他去年被挖角退休，他在東北樂天受歡迎程度是第二名，(比球員還受歡迎)，就被經紀公司挖角，至於阪神虎那隻不能攀鐵欄只能在那裡揮揮手的 tolaki，他的人氣本來就還是很高，因為阪神他是一個外擴性的球迷組織，可是後來就被中日的 doala 取代了，doala 是一隻無尾熊，那為什麼中日龍的吉祥物是一隻無尾熊，因為那時候在明湖動物園進了一隻無尾熊，所以同年中日就做了一隻無尾熊做吉祥物，(所以你去那邊看球也在看故事)，對阿，像大龍銘和庭就會幫他們製造一個 family，吉祥物的哥哥姊姊爸爸媽媽都有，然後巨人隊就是性別不詳的兔子，他也不說他是公的還是母的，就是編號，就是 555 來了 777 來了這樣子，但他的公式設定裡沒有告訴你他是公的還是母的，反正就是捷比兔，然後中日那隻 doala 也很厲害，他還會出寫真集，還出 DVD、暢銷小說，還上了第二名，就一整個很妙，上網去搜尋的話也可以搜尋到他，像 youtube 也有他的一些影片，因為他太搞笑了，所以我們去球場就不是單純在看球而已，有很多附屬的東西，讓小朋友去學習，像 show girl 他們也是有，但就不會像台灣那麼火辣，因為台灣那麼火辣一樣有家長會抗議教壞小孩，所以他們的 show girl 表演是比較寓教於樂的，還是會有一些比較性感的動作，(show girl 要怎麼有寓教於樂?)，就是他比較不會穿的那麼暴露啦，也不會做一些比較惹火的動作，(他們的表演也比較短，日本的比較短)，日本的就是一個歌，然後換節奏，(只是讓你換局的時候不會無聊而以)，(就中間串場的一個活動就對了)，(讓你轉移注意力當球員在慢慢走的時候)，像現在 show girl 也很可憐因為景氣不好嘛，他表演完之後就要開始販售球團的刊物

啦，比賽結束後還在門口那邊發，為什麼主場會有回到家的感覺，因為球員要比賽他不可能專心的去歡送這些球迷，那在進場跟出場歡送球迷的這個工作就丟給啦啦隊跟吉祥物，那吉祥物都很受歡迎，你要簽名他會簽名，他會畫自己的樣子，所以他們的吉祥物都是專職的，他不會像台灣是學生 part time，part time 的話就比較不專業，有時候還把頭拿出來，(所以你會刻意位了吉祥物去看球)，會，他們會我也會阿，去觀察，因為日本 12 個球團的吉祥物都各自有各自的特色，然後還有舉辦過很多匪夷所思的比賽，像什麼吉祥物馬拉松，看誰跑的快，youtube 也有，有些吉祥物受限於他體型就跑不快阿，可是他還是很有勇氣的參加了，像養樂多的燕子 angela，那個 spolo，很胖跑不快，可是他還是參加了，為了面子問題，還蠻有趣的。

師：順騰你要不要講一下，就是你為什麼要去看球。

A：就是當你非常投入喜歡某一隊的時候，看球那個感覺就完全不同，(好像也是跟球員比較多齣)，我一定會提前到球場，去那邊想辦法賭球員要簽名，英國的球員阿，曼聯阿不管是什麼的，有的沒的，就是會想盡各種方法，國外的話他比較大的俱樂部，球員要幫你簽名的機會比較少，可是相對的你去大的俱樂部你可以看到以前的球員，他也會到現場看球，(退休的?)，對，那些有都是很有名的球員，找那些簽名也是很有成就感，比較小的俱樂部，球員他們都自己開車，很多球迷也是會去堵他們，會幫球迷簽的比較多，很多球迷就會去看這個球員開什麼車，看過英國的小球迷，他看到那一台車來了他就知道是哪一個球員，就覺得很厲害。

師：之前在那個洋基球團，去看那場比賽的時候，外面也有一堆感覺是閒雜人等的人，可是他就可以去看車子進來了就知道那是誰的車，因為有些是主場球員都自己開車去嘛，那時就來了一台 lexus570，然後大家都在想說那可能是王建民的車，結果就一個黑人說：「不是，那是他老婆」，結果那是他老婆，他自己是開賓士，類似這一種，真的很離譜，原來是他老婆先出來，然後他才另外從旁邊繞出來，反正就很多這些意識啦，那其他同學還有沒有別的，聽了這麼多之後，還有什麼原因，不同於剛剛講的，有沒有？

?：我在當兵的那段時間看的比較多耶，是因為我當兵的時候都在台北，我就想說去台北有一些綠色的地方可以看，在台北都會跟朋友去，去看的時候主要是買一堆東西然後在那邊吃，(所以看球只是當電視而已)，還有一次就是我去看統一的，然後那次剛好有三商，統一隊三商，想說怎麼慢動作都還沒重播，然後就想到現在是在看現場。

師：所以這也是有時候會阻止人家去看現場的比賽，球迷也會慢慢分開，想說我去現場看那些精采動作咻一下就過去了，所以現在慢慢有很多球場他會有小包廂，然後旁邊就是一個電視你可以隨時看，馬上講馬上聽，所以現在其實就是增加很多球員、球迷和比賽之間訊息的交流，需要靠媒體，所以很有趣啦，那接下來我們看，因為我們的時間有點 delate 到，那如果說你們有事情的話可以慢慢離開沒關係，我希望能夠留下來的我們繼續把他講完，那你覺

得時間不行的你就先離開沒關係，那我們現在看到第三題最享受的感覺其實跟剛剛差不多其實剛剛都有講到，再來你希望期待的是什麼，其實剛剛講的也都在裡面了，我們希望可以進到更 detail 裡面，請你看一下第五個題目，你覺得現階段，因為還是跟票價有關，跟你投入的那些金錢有關係，根據目前的票價你覺得應該要做到哪些服務？你覺得現在的球場，不管你去台北還是哪裡。

岳賢：我覺得在台灣看球，因為台南我沒有來過，沒有在台南看過球，可是我在其他地方看過球，(我們現在一張票多少錢?)，(150、200)，(有劃位的是全票300，半票200)，(有劃位的只有幾個?只有澄清湖嘛)，(大部份都有了)，(大部份都有了嗎?新莊現在都有了，好繼續)，就是都不會很尊重進來的球迷，我覺得工作人員的素質需要加強，還有他的穿著，現在的那套不是粉藍色的那套嗎，工作人員都一下就髒了，(工作人員不都穿背心而已?)，有背心也有限在粉藍色那一套工作人員的衣服，看起來很容易就很髒，看起來就髒髒的，很容易讓人覺得，(所以是球場的工作人員還是聯盟的?)，是聯盟的工作人員，可是那衣服是聯盟發的，我覺得那衣服還有改善空間，因為那看起來就不是很專業，再加上可能很多都是工讀生什麼的，在職前訓練沒有做的很好，就一副屌兒唧噥，現在有在催了但是也不是執行的很徹底，還有就是在一些買吃的喝的都不是很好，(所謂的不是很好是方便還是說?)，方便沒有精緻也沒有，(你說那些是必須的嗎?)，我覺得那些是必須的阿，看球的時候你要很方便，像以前看球的時候，賣飲料水的人都是像阿罵：「飲料、水、便當...」，我覺得那是很親切沒有錯啦，但是可以更專業一點，或者用更好的方式來包裝，像職棒4年5年我記得那時候必勝客還有進到棒球場，後來就又不見了，是在商言商的問題，那如果有那麼多人的話就會吸引到一些比較制式化的企業或團體，那這個東西我覺得選擇性不夠，還有像啤酒什麼的，這陣子有啦，就是一些比賽的場合會有配合一些啤酒銷售，就看球喝啤酒什麼的，那也蠻不錯的，再來最重要的就是廁所，廁所實在太髒，就是新舊都一樣，台中棒球場就是髒到徹底，新竹也是，(現在新的棒球場還會這樣子嗎?)，新的還是會，(像斗六那個有沒有人去看過?斗六應該是目前最新的吧)，但人多的時候他的地板永遠都是溼溼的，那人多採下去就髒掉了，他的清潔沒有辦法維持很固定，就是一兩局就會有人來清的感覺。

師：還有沒有?除了這些，想說我今天花了300元，應該要有什麼樣的服務，除了剛剛講的那些?繼續說。

岳賢：椅子太小也太硬，沒有放飲料的杯架，(國外有，都放在扶手上面)，這樣比較不會倒嘛，然後他們兩三局就會有人來收垃圾，這樣也會避免垃圾亂丟，(兩三局就有人來收垃圾喔)，對，就兩三局的時候他的螢幕就打出一個 clean time，就會有工作人員從下面往上，國外就是拿大袋子邊收邊收，這樣可以減少賽後一群在收的時間，(台南也有吧)，(.....)

師：還有沒有?

俊鈞：球場本身也是一個話題，或許國外是球團自己做的球場，可是台灣假設你票價都一樣的話，像去新竹你會覺得非常的失望，(什麼意思?)，(外野很爛阿)，其實整體都不好，不論是視野像老師剛講的，我是很幸運有到美國去看過幾場球，我去過三個球場有進去看球的，無論你花什麼樣的票價你都會覺得是值得的，even 是很貴，我有曾經買不到票，如果大家知道的話，大聯盟網站他是可以直接在上面訂票然後你用信用卡付費，(而且你的位置可以先點，還有一個視窗，告訴你妳現在坐這個座位會看到什麼樣的角度，)，我曾經因為買不到票還去 ebay 標，那時候算是一種朝聖的心態，就想要去看人家的球場是怎麼樣，到了球場以後發現我得到的更多，因為我們在台灣有時候資訊不是那麼多，大家可能比較常聽到是 XX 球場有個熱狗，後來我去舊金山球場才知道，他們那裡有賣一個大蒜味的薯條，是大家去都會買的，這就是一個賣點，一個特色，是在新球場，(巨人新球場)，在火車站旁邊那個，(它裡面還能做球棒)，(做球棒?)，(就是你可以在現場 order 一支球棒刻上你的名字，那個球場還有球，是路易士威爾贊助的)，那個球場好像???也有贊助，有一個很復古的手套，我個人覺得球場的硬體實在是需要加強，像國外球場他的內野、它內外野的圍牆都是非常低的，你跟球員等於是沒有距離，台灣有些比較新的球場可能有考慮到，可是我是球迷的觀點我希望可以離球員更近，如果大家有印象的話我們看美國職棒的轉播，打到界外滾地球的時候會有球迷手伸進來或是拿一個網子，那個很貴，那一場比賽不管票面價是多少，實際上一個位子差不多是 150 美金，那個是買不到的，(我記得小時候我們在台南看球，台南的外野就很高，因為國小就想說怎麼看不到，那個階梯大概要三層四層，才看的到前面的球場，跟球員每次互動就很遠阿，就沒辦法只能卡在那哩，沒有再爬牆壁)，

岳賢：這個星期去台中棒球場，他的外野加高了，然後因為台中的外野比較小嘛，然後就出現很多面壁思過的位子，(可是那些位子是要劃位?)，那是自由席，但如果坐滿的話，坐那個位子就是面壁思過，什麼都看不到，(他為什麼要把圍牆加高?)，怕全壘打太，因為舊的球場比大球場嘛，他把全壘打牆往後，然後把外野的圍牆加高，增加全壘打的難度。

師：還有沒有?

玥岑：我想回應一下剛那個食物的部份，我覺得台灣棒球場的食物實在是太糟糕了，台南只要有統一的就還好，就是有 seven 進駐他有發票，東西不會亂開價，像北部的球場便當一個 70 塊，滷味一包 50 塊，熱狗什麼 40 塊，就隨便你廠商開，(有時候這也是經營的問題啦，有時候也沒有那麼單純，可是要做到球場特色，我覺得倒是真的重要。)，(球場特色台灣美食那麼多)，(球場特色的話或許貴的話他們也是會願意)，但是就是很平常的東西但是又貴，現在就變成大家都會在球場外面買東西再進來，(去那邊吃便當)，(澄清湖球場之前有熊便當，加 10 元送黑松沙士，那時候是跟統一打的時候)，(那是常態的嗎?)，(對統一就會有，那個冠軍賽系列就會有，結果他那時候沒想到，黑松

沙士有投資的還是統一)，(所以還是統一賺)。

俊鈞：我也想要附和飲食，像國外球場它裡面的東西不一定便宜，也不一定好吃，但他至少會有一個類似像天使他是??，類似麥當勞那種東西，像統一以前有 21 世紀我覺得那很好，(連外野都有齣，以前我看到這些東西好像大部分都是在內野才有，但外野好像都沒有機會去管到)，外野有，另外銷售的手法也是一個關鍵，或許是因為我國內球迷沒那麼多啦，像在國外就一定是很多個工讀生，一人背著一個台子，然後每個走道去走，當然東西是不見得好吃也會比外面貴，我們有比較過，像美國人看球很愛吃花生，像我們吃多利多茲那種花生他是一包，在球場他可能賣 10 塊 15 塊，但球場對面的 supermarket 一樣的東西它只賣 3 塊，可是球迷還是會在裡面買，因為他就拿到你前面來，甚至你買的時候他會耍一些花招，我離他 5 公尺，他一樣用丟的丟的很準，他都會記得說誰跟他買，(找錢的時候也是，我記得他們找錢的時候用傳的)，所以飲食再配合銷售的方法也是一個可以提升的方法。

師：我們剛提到環境、飲食，我補充一個，不管新或舊，我覺得整個球場的氣氛如果可以營造出，(大螢幕沒有用到)，對大螢幕沒有用到，我覺得今天的一些小東西，像如果說你有那種布幕、有一些小花的東西，其實是讓死的東西可以更活一點。

岳賢：台灣棒球場的詬病是他的音響怎麼那麼破，你沒有辦法傳達很正確的消息嘛，你沒辦法傳達消息那你要帶動一個球迷的氣氛就已經失敗了，他的聲音一出來就破掉，就 high 不起來阿，然後大螢幕實在利用率太低了，頂多就打幾個字上去這樣子，其實可以做更多的變化，像國外它都會利用這些東西來帶動氣氛，像玩遊戲什麼的，像大聯盟在中場休息就會在上面出幾道題目這樣子，(多功能的顯示)，就是這樣去帶動整個氣氛，(其實就是在增加一些互動的氣氛)，對，也不會冷場。

師：還有沒有其他的？

玥岑：我想提接駁車，(接駁車，你覺得要從哪裡接到哪裡?)，以台南就可以從火車站接到棒球場，很近但可是球團可能都沒有想過，(所以就是大眾的交通工具在這個部份要去幫忙設想嗎)。

岳賢：兄弟之前提案過，就是天母的接駁車問題，那時候他們做天母要設計火車嘛，那時候接駁車是跟首都客運簽，那時候可以簽就是說，我彩裝一台車子，裡面可能就是說好我搭接駁車，然後就送你類似兄弟球員卡之類的東西，增加一種乘坐率或什麼，那這種東西只有搭接駁車的才有，那大家就會很樂意去搭接駁車，那你在跟首都客運折帳的時候也會拆的比較爽快，他看起來比較專屬比較專業，可是他們完全不會想這個事情。

師：那如果說像剛剛各位，還有沒有?你覺得還有沒有沒補充到的，那如果說像剛剛的那些服務，但是外野一張票賣 500 元你要不要買?如果說剛剛講的那些服務都有，接駁車有了，什麼都有了，工作人員也有一個基本的水準在了，裡面也有額外的飲食部分是吸引你的，外野一張 500 你要不要?

岳賢：我是覺得票不是重點，去看比賽向東京巨蛋來說的話，他有時後二軍會在巨蛋比賽，他的票價二軍的比賽要 1000 日幣，在日本來說很便宜，可是你進去一定會花錢，他不怕讓你進去看免錢的，他是讓你進去會想花錢，(那是角度，有時候我覺得是環境有點不一樣，像我們地區現在談到比較現實的就是我們要以國內的環境來講)，可是如果 500 元就已經擋掉一些人，那如果是免錢進去看，然後先把服務提升起來的話，(從其他地方來賺錢就對了)，對，那如果一開始就先 500 元的話可能就會先嚇跑一堆人了，因為他不知道你會改變阿，已經發現妳已經慢慢改變的時候，你才會慢慢的就是????，這樣可能會比直接的漲價來的好，以台灣來花錢的心態，那個錢是要花的爽，那多少錢都無所謂，那如果是一開始就在做票面上的提高的話，感受不到爽度，就直接打槍了。

師：會這樣子嗎？

玥岑：而且台灣的球迷有一個很大的族群是學生，500 塊學生可能根本沒辦法進場看。

岳賢：講到族群，台灣跟國外很不一樣的是，中華職棒很腦殘就是完全鎖定在學生，那學生就是不會花錢，上班族比較會花錢，他們比較會想在裡面做一些休閒，像是一群人進去看球，然後買個東西吃個東西聊個天，其實球場不只是球賽本身，也是提供聯誼的一個場所阿，學生的話也許可以把場面充的很漂亮，但是會花錢的不多，他可能會在外面買一些吃的進來，(這也是長期耕耘啦，像以前的學生其實到現在應該都要變上班族了，如果說他前面有建立起來)，他就一直維持在學生。

洪：早期最早就是一些老球迷，元年二年三年，那個時候就有一些老球迷，但是他慢慢的不斷的在出事情，然後把球迷淘汰掉之後，然後跑出一些沒有看過球的又跑進來，當他發現受騙的時候又走了，等於他像是公車一樣，到站就停人就走了，那時興隆的球迷應該蠻多的。

師：剛講到一點，你們覺得發生什麼是會受騙？你們覺得我花這個錢進來然後沒有得到我要的，是受片嗎對不對。

俊鈞：是情感的問題，(經營的方向)，一開始充滿期待但最後你發現那個過程是假的你會很失落，(可是一個角度，如果他本來就是一個 performance 而已阿)

岳賢：可是又表演不專業阿，我已經相信他是打真的，我還為他感動的流眼淚，結果後來發現是打假的，那個衝擊很大，那如果說我已經知道他是假的，一個觸身球黃忠義帶一個披風上去打架，那看起來多麼歡樂，那我可能就會以一個比較歡樂的心情來看這場球，(就是一開始表現出來的 image 跟實際出來的是不一樣的，這樣的受騙就會讓你們覺得)，你打著清新健康，但是一點都不清新不健康，(而且你是職業的)，(對，你是有收票的)，(我覺得球員看的就是你認真，好好打，不要打假球，要的就是這些東西)

洪：不然一開始就講清楚，你就是要打摔角聯賽就對了，就已經都把劇本寫好了這樣，

師：可是我覺得很好玩就是，摔角他們就是，(他們都劃招的)，一開始就是知道我打假的，可是就是有那麼多人要去看，(因為他有必殺技阿，他每個人都有 **focus** 的重點所以你會想去看他表演)，(而且他們有編劇，他會先把劇本寫好)，所以這就是很純粹的表演嘛，(他那個本來就是娛樂啦，摔角是算娛樂，美國第一大娛樂，他不是運動)，(美國的話他是比較偏娛樂，日本的話就比較是那個)，就比較真的是玩真的，(取向會不同，但還是都有各自的觀眾群)，亞雯芳如有沒有要補充？

亞雯：差不多是這個樣子。

方儒：我覺得我看球不是因為我花這個票價我想去得到什麼樣的服務，我就只是單純去看球員認真打球，然後他們贏球我很開心，就算輸球我也會覺得說他們也有努力了，這樣子我還是會默默的加油。

師：太好了，這些球迷實在是。

洪：我的想法是，球迷有很多種，但中華職棒好像只鎖定在輸贏，他的族群是學生，但她好像就是不斷的在犯同一個錯，(只強調輸贏嗎?)，對，但是他的輸贏又出現了到底是真的輸還是真的贏。

師：因為像剛才那麼多，我就只是要看我的球隊贏球，我相信這樣的球迷其實還蠻多的，像芳儒這樣子的或許有，可是對他們來講好像並不是那麼主要的 **focus**，像現在還在看球的我覺得大部分都是像這樣子，會繼續看我今天沒有管那麼多，我今天去看球員有認真在比賽就好，他過去背負什麼樣的包袱可能不是那麼的重要，就像你講的，什麼樣的人都有，沒有錯，那我們現在跳到請你看一下，第六題大家大概也都有大致的講過了，第七個題目大概是最後一個問題...