

# Identifying Sociological Motivation of Hispanic/Latino Sport Consumers Attending Sporting Events

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Soonhwan Lee<sup>1</sup>, Hongbum Shin<sup>2</sup>, Takahiro Shinchi<sup>3</sup>

<sup>1</sup> *Department of Physical Education,*

*Indiana University Purdue University Indianapolis*

<sup>2</sup> *Department of Sports and Leisure Studies, Keimyung University*

<sup>3</sup> *Department of Human Performance, Minnesota State University*

## Abstract

While Hispanic/Latino's population and purchasing power has been rapidly growing and they are expected to have the potential to be massive sport customers in the future (McCarthy, 1998; Humphreys, 2006), there are little information reported to identify motivation of Hispanic/Latino sport consumers' attending sporting events. This study was aimed to identify sociological motivation of Hispanic/Latino sport consumers by using modified existing motivation scales (i.e., SFMS by Wann, Brewer, & Royalty, 1999; SAM by Zhang, Pease, Lam, Bellerive, Pham, Williamson, Lee, and Wall, 2001). The findings of this study revealed Hispanic/Latino's demographic characteristics and particular sociological motivations for attending sporting events. This study also indicated several implications focusing on Hispanics/Latinos as potential future sport customers.

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**Key Words:** *Hispanic/Latino, Sociological Motivation, Racial/ethnic Background Effect.*

Understanding consumers is critical in today's business industry. Given that, marketers have exerted different efforts to understand consumers such as customers' segments, culture and behavior, and their perceptions. These factors have been considered as important elements which a business must always take into account. Also, what drives the potential consumers to become actual customers for the business is another significant thing to recognize. These business speculations have been applied in various sports businesses (Fink, Trail, & Anderson, 2002).

Previous studies have examined sports customers' motivations with demographic characteristics, customer behaviors, and so forth at various sporting events (Wann, 1995; Pease & Zhang, 2001; Fink, Trail, & Anderson, 2002; McDonald, Milne, & Hong, 2002; Lee, Ryder, & Shin, 2003; Trail, Fink, & Anderson, 2003; Trail, Anderson, & Fink, 2005). Lee, Ko, and Chun (2005) examined the relationship between spectators' demographic characteristics and customer behavior with sixteen sociological motivation items (i.e., escape, gambling, pump, beauty, feeling, friend, form, family, stress release, crowd, artistic value, part of life, group, pleasure, image, and community) and helped at identifying target consumers and to design successful marketing strategies for Professional Minor League Baseball (Lee et al., 2005).

According to the U.S. Census Bureau 2000, the Hispanic/Latino group was the largest minority group in the U.S. The Hispanic/Latinos' population was about 35.3 million (12.5% of the total U.S. population) (U.S. Census Bureau, 2000). There is a logical reason for the expansion of the Hispanic/Latino population. The Hispanic/Latino population is expected to reach fifty-two million by 2020 and, by 2030, it is expected to reach 65 million. That will be 25 % of the total U.S. population (Hofacre & Burman, 1992).

Not only are the Hispanic/Latino societies expanding, but also they are financially stable. According to Humphreys (2006), Hispanic/Latinos' buying power reached \$798 billion in 2006. It was almost twice as high when compared with what Winsberg (1994) showed the Hispanic/Latinos' buying power to be: around 25 % of an estimated \$348 billion consumer market in 1996 (Winsberg, 1994). The buying power of Hispanic/Latinos is estimated to reach \$1.2 trillion by 2011 (Humphreys, 2006). Thus, Hispanics/Latinos would be an enormous consumer group. Given that, it is expected that the Hispanic/Latino population would be a significant consumer group for diverse sports businesses.

However, there are not enough studies which have focused on the Hispanic/Latino population. Only a few have focused on this current situation (McCarthy, 1998; Armstrong, 2001; Armstrong, 2002). McCarthy (1998) pointed out that a marketing strategy for Hispanic/Latino communities is essential to develop effective marketing strategies. Understanding their culture is a key point for sport marketers to make a successful and effective marketing strategy focusing on the Hispanic/Latino group (McCarthy, 1998).

For these reasons, this study focused on Hispanic/Latino sport fans' motivation attending sporting events so that the findings of this study could not only be used as a marketing tool in evaluating potential Hispanics/Latinos as sport fans or customers but also be effective information to make complementary business models at both collegiate and professional sport levels.

### **Racial/Ethnic Background Effect for Attending Sporting Events**

Wann, Bilyeu, Brennan, Osborn, and Cambouras (1999) explained possible racial/ethnic effects in team identification between Euro-American and African-American college students. The study examined whether researchers can employ the Sport Fan Motivation Scale (SFMS) to measure the motivation for attending sporting events among African-Americans and Euro-Americans by means of the same measurement scale which was used for White-Americans. Consequently, the SFMS was confirmed to measure sport motivation for the minority group (Wann et al., 1999).

Armstrong (2001) also examined ethnic minority students' attendance at sporting events. The study identified that significant differences were found among different ethnic groups. However, there was no significant difference in the attendance frequency among the groups of ethnic minority students. In addition, race/ethnicity effect as the fixed factor was measured.

Kwon and Trail (2001) examined the differences of sport fans' motivations between American students and international students at a university in the Midwest region. However, they did not focus on the origin or racial/ethnic background differences of international students. All data was analyzed by using descriptive statistic methods. As a result of the data analysis, for international students, the primary reason to attend the sporting event was eustress. Eustress is a positive form of stress that stimulates and energizes an individual. In addition, aesthetics, self-esteem, and group affiliation were secondary reasons. Comparing the frequency of customer behavior between American students and international students, American students preferred to watch the game on TV more than international students. In addition, American students had higher identification with teams than international students. The identification level to the team between American students and international students was similar because there was no alternative collegiate sport to attend around the sampling area (Kwon & Trail, 2001).

Armstrong (2002) studied racial and cultural affiliation of African-Americans in sport fan motivation. Armstrong administered the SFMS to African-American consumers and included an exploratory cultural affiliation motivation. Therefore, cultural affiliation was examined to determine if there were viable motives for African-American's sport consumption by the SFMS. The results showed there was no significant difference between males and females. However, African-Americans indicated the entertainment motive as the highest

motivation and the economic motive as the lowest motivation. The study indicated sport motivations were psychologically different between Caucasians and African-Americans (Armstrong, 2002).

Therefore, the purpose of this study was to identify Hispanics/Latinos' favorite sports and the sociological motivation for attending sporting events and to examine a potential Hispanic/Latino sport fan or customer's behavior based on sociological motivations.

## Method

### *Instrument*

The questionnaire included the following three areas: a) demographic characteristics – 14 items (i.e., age, gender, primary language, citizenship, residential situation, birth place, living period in the U.S., living place, education level, academic major, country of origin, marital status, income), b) sociological motivations – 16 items (i.e., escape, gambling, pump, beauty, feeling, friend, form, family, stress release, crowd, artistic value, part of life, group, pleasure, image, and community), and c) potential Hispanic/Latino fan or customer behavior- 4 items (i.e., attendance rate, ticket type, reasons for following sporting events, and types of following sporting events) (Lee, Ryder & Shin, 2003; Lee et al., 2005). To identify sociological motivation, Zhang's scale of attendance motivation (SAM) (Zhang et al., 2001), Wann's Sport Fan Motivation Scale (SFMS) (Wann, 1995), and Lee's questionnaire were modified and utilized with the 7-point Likert scale. All question items in sociological motivation were measured from 1 for strongly disagree to 7 for strongly agree.

### *Sample and Procedure*

All data was collected by using convenience sampling in a suburban area in the Midwest of the United States. The targeted subjects were Hispanics/Latinos in the U.S. over 18 years of age. Participants under the age of 18 were excluded from this study.

The description of the participants is shown in Table 1. The usable questionnaires were 175 (N = 175). Participants consisted of 87 males (49.7%) and 88 females (50.3%). Approximately 75% of the total participants were born outside of the U.S. (n = 131). Marital status showed, "married" (n = 76, 43.4%) and "single" (n = 73, 41.7%) participants were approximately 85% of all participants. "Separated" (n = 7, 4.0%), "divorced" (n = 6, 3.4%), and "living with another" participants (n = 13, 7.4%) comprised about 15%. Participants' occupations were categorized into four groups: student, employed, unemployed, and others. More than 50% of the participants were employed (n = 89), 32.0% were students (n = 56), and 10.3% were unemployed (n = 18). However, 6.9% of the participants did not answer this question (n = 12).

To analyze the collected data, this study conducted a Multivariate of Analysis of Variance, and a t-test with descriptive statistics.

**Table 1.** Demographic characteristics (N = 175)

<b>Gender</b>	Male 87 (49.7%)		Female 88 (50.3%)					
<b>Birth Place</b>	U.S. Domestic 44 (25.1 %)				Foreign 131 (74.9%)			
<b>Primary Language</b>	English 27 (15.4%)		Spanish 146 (83.4%)		Portuguese 2 (1.1%)			
<b>Occupation</b>	Student 56 (32.0%)		Employed 89 (50.1%)		Unemployed 18 (10.3%)		Other 12 (6.9%)	
<b>Marital status</b>	Single 73 (41.7%)	Married 76 (43.4%)		Separated 7 (4.0%)	Divorced 6 (3.4%)	Living with another 13 (7.4%)		
<b>Age</b>	18-20 32 (18.2%)	21-25 46 (26.3%)	26-30 32 (18.3%)	31-35 31 (17.7%)	36-40 25 (14.3%)	41-45 6 (3.4%)	46-50 3 (1.7%)	
<b>Income</b>	Under \$19,999 98 (56.0%)	\$20,000– \$39,999 51 (29.1%)	\$40,000– \$59,999 15 (8.6%)	\$60,000– \$79,999 2 (1.1%)	\$80,000– \$99,999 1 (.6 %)	Over \$100,000 2 (1.1%)	N/A 6 (3.4%)	
<b>Education Level</b>	Lower High school 44 (25.1%)	High School 42 (24.0%)	Language school 4 (2.2%)	2 Years College 16 (9.1%)	4 Years College 27 (15.4%)	Bachelor Degree 8 (4.6%)	Grad. school 11 (6.3%)	Others 23 (13.1%)
<b>Nationality</b>	USA 57 (32.6%)	Mexico 73 (41.7%)	El Salvador 10 (5.7%)	Honduras 9 (5.1%)	Guatemala 7 (4.0%)	Colombia 6 (3.4%)	Brazil 2 (1.1%)	Others 11 (6.4%)

## Results

### *Hispanics/Latinos' Favorite Sport*

Table 2 shows Hispanics/Latinos' favorite sports. The favorite sports among Hispanics/Latinos were soccer (n = 92, 52.5%), international soccer (n = 54,

30.8%) and Major League Soccer (MLS) (n = 38, 21.7%). For the others, 16.6% answered the National Basketball Association (NBA) (n = 29), 7.4% answered Major League Baseball (MLB) (n = 13), 6.9% answered boxing (n = 12), 6.3% answered the National Football League (NFL), 1.2% answered the National Hockey League (NHL) (n = 2), and 7.4% answered others (n = 1).

**Table 2.** *Hispanics/Latinos' favorite sports by the subjects*

	Frequency (n)	Percentage (%)
International Soccer	54	30.8
MLS	38	21.7
NBA	29	16.6
MLB	13	7.4
Boxing	13	7.4
NFL	11	6.3
NHL	2	1.1
Other	15	8.6
Total	175	100.0

### *Consumer Behavior*

Table 3 indicates consumer behavior of the potential Hispanic/Latino sports fan. 32% of the participants (n = 56) will attend their favorite sporting events fewer than three times a month. Approximately 19% of all participants replied that they will attend from three to five times a month. Those who will attend every home game responded the same, from three to five times a month. Twenty three participants (13.1%) replied that they will attend every home game, and eight participants (4.6%) answered that they will attend from six to ten times a month, while 23 participants answered that they will not attend any sporting events in the future.

Of all participants, 62 (35.4%) replied that they buy a single game ticket to attend events, followed by mini package ticket (e, g., 2-3 games) (n = 28, 16.0%), full season ticket (n = 24, 13.7%), group ticket (n = 22, 12.6%), half season ticket (n = 4, 2.3%), and other (n = 35, 20.0%).

More than 50% of all participants (n = 92) replied they will follow the events by watching television and 28% of the participants (n = 49) will follow by attending the event at the stadium or arena. The remaining 20% of the participants (n = 34) were a combination listening to the radio (n = 2, 1.1%), using the internet (n = 9, 5.1%), reading a newspaper or magazine (n = 5, 2.9%), and others (n = 20, 11.4%).

Approximately 23% of all respondents (n = 40) had reason to follow the events because the teams (events) had their favorite players. Thirty three participants answered that the reason for attending was because their family (spouse, parents, and children) likes the team (event), and 28 participants answered because the team is in the state and/or city where they grew up. Fourteen participants replied that the team (event) is at the nearest location to their current hometown, nine participants replied that the team (event) treated them well as a fan, and five participants answered that they have a membership associated with the team (event).

**Table 3.** *Frequency and percentage of consumer behavior*

	Frequency	Percentage (%)
<b>Attendance Rate</b>		
0	22	12.6
1 - 2	56	32.0
3 - 5	33	18.9
6 - 10	8	4.6
Every Game	33	18.9
Every Home Game	23	13.1
<b>Ticket Type</b>		
Single Game	62	35.4
Mini Package	28	16.0
Half Season Package	4	2.3
Full Season Package	24	13.7
Group Package	22	12.6
Other	35	20.0
<b>Method for following favorite sporting events</b>		
Stadium or Arena	49	28.0
Watching TV	92	52.3
Using Internet	9	5.1
Reading News Paper or Magazine	5	2.9
Other	20	11.4

*Sociological Motivation*

Table 4 indicates score of means and SD for the sociological motivation items. According to a descriptive analysis, the results indicated that the item having the highest mean score for all participants was “feeling” (M = 5.79, SD = 1.46), followed by the items of “form” (M = 5.46, SD = 1.51) and “community” (M = 5.42, SD = 1.55). In contrast, the lowest item was “gambling” (M = 2.89, SD = 2.22).

**Table 4.** Means and SDs for the sociological motivation items

Items	Male		Female		All Subjects	
	Mean	SD	Mean	SD	Mean	SD
Escape*	4.86	1.90	4.31	1.96	4.58	1.95
Gambling*	3.25	2.30	2.53	2.08	2.89	2.22
Crowd	5.30	1.56	4.94	1.74	5.12	1.66
Family	5.20	1.70	5.23	1.81	5.21	1.75
Stress Release*	5.51	1.71	4.96	1.85	5.23	1.80
Friend*	4.94	1.69	4.42	1.90	4.68	1.81
Part of Life**	4.91	1.99	4.21	1.82	4.56	1.93
Pump	5.32	1.56	4.95	1.91	5.14	1.75
Artistic Value**	5.25	1.55	4.66	1.71	4.95	1.66
Feeling	5.91	1.35	5.67	1.55	5.79	1.46
Beauty*	5.65	1.41	5.13	1.66	5.39	1.56
Form*	5.74	1.31	5.19	1.65	5.46	1.51
Group	5.29	1.70	4.95	2.09	5.12	1.91
Pleasure	5.21	1.63	5.00	1.75	5.10	1.70
Image	5.47	1.59	5.10	1.70	5.29	1.65
Community**	5.79	1.40	5.05	1.62	5.42	1.55

\*  $p < .05$  \*\*  $p < .01$

A t-test was used to determine if there was a significant difference between gender and birth place. However, the birth place effect was not found. For all participants, the most significant item was “feeling,” (M = 5.79, SD = 1.46). The lowest score was the item of “gambling” (M = 2.89, SD = 2.22). Especially, for females, the items of “family” (M = 5.23, SD = 1.81) indicated a high score. The results identified that nine items, “escape,” “gambling,” “beauty,” “form,” “friend,” “stress release,” “artistic value,” “part of life,” and “community,” showed significant differences between males and females.

By utilizing a factor analysis, this study constructed three sociological motivation factors consisting of sociological motivation items. The motivational factors are psychic reward motivation, game motivation, and community motivation, as shown in Table 5.



**Table 5.** *Correlation among three sociological motivation factors (Cronbach's Alpha = .88)*

Cronbach's Alpha	Psychic Reward	Game	Community
Psychic Reward	.84		
Game	.73**	.83	
Community	.70**	.72**	.85

Spearman rho, \*\* indicates significance at the .01 level

There were positive correlations among these factors. The consistency in participants' responses to the questionnaire identified was .88 for the factor analysis, indicating significant reliability. There was a correlation of  $r = .73$  ( $p < .01$ ) between "psychic reward motivation" and "game motivation"; a correlation of  $r = .70$  ( $p < .01$ ) between "psychic reward motivation" and "community motivation"; a correlation of  $r = .72$  ( $p < .01$ ) between "game motivation" and "community motivation." All correlations had significant differences at the .01 level. The results revealed that the most significant factor for all participants was game motivation ( $M = 5.32$ ,  $SD = 1.22$ ), followed by community motivation ( $M = 5.28$ ,  $SD = 1.25$ ). In contrast, the lowest item was psychic reward motivation ( $M = 4.61$ ,  $SD = 1.24$ ).

All sociological motivation items were also analyzed by using one-way ANOVA in respect to two independent variables: marital status and occupation. By focusing on marital status, the results indicated that the item of "family" ( $F[4,170] = 3.94$ ,  $p < .01$ ), showed a significant difference at the .01 level. "Married" participants showed higher scores than others (single, separated, and divorced). In contrast, "divorced" participants ( $M = 3.83$ ,  $SD = 1.72$ ) and "separated" participants ( $M = 3.57$ ,  $SD = 2.15$ ) indicated lower scores. The item of "pump" ( $F[4,170] = 2.58$ ,  $p < .05$ ), showed a significant difference at the .05 level.

By focusing on occupation, the result of each significant difference among occupation categories was as follows: a) the items of "escape" ( $F[3,171] = 6.61$ ,  $p < .01$ ), "gambling" ( $F[3,171] = 4.81$ ,  $p < .01$ ), and "stress release" ( $F[3,171] = 5.37$ ,  $p < .01$ ), showed significant differences at the .01 level and b) the items of "beauty" ( $F[3,171] = 2.95$ ,  $p < .05$ ), "feeling" ( $F[3,171] = 3.17$ ,  $p < .05$ ), "form" ( $F[3,171] = 2.88$ ,  $p < .05$ ), and "crowd" ( $F[3,171] = 3.43$ ,  $p < .05$ ), indicated significant differences at the .05 level. "Unemployed" participants showed the highest score in all items which showed significant differences compared to the rest of the occupation categories.

Similarly, one-way ANOVA was employed to determine if there was a marital status effect and an occupation effect for three motivation factors. There was an occupation effect. Psychic reward motivation indicated a significant difference at the .01 level ( $F[3,171] = 6.90$ ,  $p = .0002$ ) and game motivation in-

icated a significant difference at the .05 level ( $F[3,171] = 3.69, p = .0132$ ). However, community motivation did not indicate a significant difference ( $F[3,171] = 1.37, p = .254$ ). On the other hand, significant effects were not found at any motivation factors among marital status (psychic reward motivation:  $F[4,170] = .247, p = .091$ , game motivation:  $F[4,170] = .257, p = .91$ , and community motivation:  $F[4,170] = .80, p = .53$

One-way MANOVA was employed to compare four motivation factors of sociological motivation in respect to demographic characteristics and customer behavior, respectively (Table 6). Among four demographic characteristics, a gender effect (Wilk's Lambda  $F[3,171] = 3.01, p = .032$ ) and occupation effect (Wilk's Lambda  $F[9, 441.45] = 2.76, p = .0038$ ).

**Table 6.** *Multivariate analysis of variance (MANOVA) for sociological motivation factor in respect to Demographic Characteristics*

Demographic characteristic	Psychic Reward		Game		Community	
	Mean	SD	Mean	SD	Mean	SD
<b>GENDER<sup>a</sup></b>						
Male	4.85	1.16	5.53	1.14	5.50	1.02
Female	4.37	1.27	5.11	1.33	5.06	1.36
<b>BIRTH PLACE<sup>b</sup></b>						
Born in the U.S.	4.37	1.25	4.99	1.22	4.94	1.17
Born outside of the U.S.	4.69	1.23	5.43	1.25	5.39	1.22
<b>MARITAL STATUS<sup>c</sup></b>						
Single	4.59	1.41	5.30	1.36	5.36	1.39
Married	4.61	1.25	5.19	1.43	5.04	1.41
Separated	4.33	1.02	5.32	.55	5.83	.76
Divorced	4.36	.88	4.96	.59	5.13	.71
Living with another	4.69	.98	5.56	.80	5.60	.37
<b>OCCUPATION<sup>d</sup></b>						
Student	4.13	1.44	4.89	1.45	5.03	1.55
Employed	4.88	1.18	5.53	1.25	5.44	1.07
Unemployed	5.18	1.01	5.57	1.06	5.33	1.13
Other	4.11	1.21	4.96	1.50	5.00	1.57

a  $F(3, 171) = 3.01/p = .032$

b  $F(3, 171) = 1.77, p = .154$

c  $F(12, 444.78) = 0.951, p = .495$  (No statistical significance)

d  $F(9, 441.45) = 2.76, p = .0038$

On the other hand, among customer behaviors, according to an increasing attendance rate, the score of game motivation also increased. Table 7 indicates sociological motivation factors in respect to Customer Behavior. For example, in game motivation, “every game” (M = 6.05, SD = .95) indicated the highest score, and “zero” indicated the lowest score (M = 4.58, SD = 1.59). This trend was shown to be the same on psychic reward motivation and community motivation. In psychic reward motivation, “zero” indicated a low score (M = 3.76, SD = 1.53). On the other hand, “every game” indicated a high score (M = 5.27, SD = 1.16). In community motivation, “every game” showed 5.91 (SD = 1.49), and “zero” showed 4.78 (SD = 1.49). There was a significant difference at the .01 level (Wilk’s Lambda  $F[18, 470] = 2.131, p = .0045$ ).

**Table 7.** *Multivariate analysis of variance (MANOVA) for sociological motivation factors in respect to Customer Behavior*

Customer Behavior	Psychic Reward		Game		Community	
	Mean	SD	Mean	SD	Mean	SD
<b>ATTENDANCE RATE*</b>						
0	3.76	1.53	4.58	1.59	4.78	1.49
1-2	4.40	1.06	5.01	1.05	5.09	1.17
3-5	4.56	1.09	5.38	1.19	5.07	1.31
6-10	4.89	.66	5.44	.80	5.43	.61
Every Game	5.27	1.16	6.05	.95	5.91	1.13
Every Home Game	4.97	1.21	5.61	1.15	5.56	1.16
<b>TICKET TYPE**</b>						
Single	4.13	1.01	4.94	1.08	4.74	1.29
Mini	4.64	1.11	5.41	1.06	5.39	1.01
Half Season	5.50	.41	5.88	.95	6.20	.52
Full Season	5.28	1.02	6.13	.84	6.01	.81
Group	5.01	1.38	5.41	.51	5.35	1.49
Other	4.61	1.49	5.24	1.37	5.49	1.15
<b>METHODS***</b>						
Stadium & Arena	4.88	1.20	5.48	1.15	5.39	1.30
Television	4.56	1.20	5.40	1.09	5.23	1.21
Internet	4.23	1.20	5.44	.77	5.51	.96
Magazine & Newspaper	4.43	.69	5.05	1.04	5.39	.73
Other	4.63	1.77	4.80	1.96	5.34	1.58

\*  $F(18,470) = 2.13, p = .0045$   
 \*\*  $F(15,461.41) = 2.46, p = .0015$   
 \*\*\*  $F(12,444.78) = 1.97, p = .0251$

With respect to ticket type, “full season ticket” and “half season ticket” indicated the highest scores among all motivation factors. On the other hand, “single ticket” indicated the lowest score among all motivation factors. There was a significant difference at the .05 level (Wilk’s Lambda  $F[15, 461.41] = 2.46$ ,  $p = .0015$ ).

With respect to methods of following favorite sports, “stadium or arena” indicated the highest score. “Internet” and “magazine or newspaper” indicated relatively low scores. There was a significant difference at the .05 level (Wilk’s Lambda  $F[12, 444.78] = 1.973$ ,  $p = .0251$ ).

## Discussion

The results of this study reveal Hispanic/Latino’s demographic characteristics, particularly sociological motivations, and customer behavior, for attending sporting events.

Of the participants’ demographic characteristics and social facts, several facts of this study correspond with previous studies: a) the Hispanic/Latino market is growing quickly. The Hispanic market has grown in importance, reflecting the segment’s rising numbers, economic status and buying power (Herbig & Yelkur, 1997). The significant increase in the Hispanic/Latino population in the USA has prompted marketers to pay close attention to the ethnic segment.; b) advertising in Spanish is more effective than advertising in English; c) Hispanic/Latino culture provides an effective marketing plan; d) familiarity with the Hispanic/Latino culture and behavior make sales and marketing successful (McCathy, 1998; Mullin, Hardy, & Sutton, 2007).

Soccer is the favorite sport of the Hispanic/Latino communities. This can be considered as part of the Hispanic/Latino culture. In sociological motivations for attending sporting events, some uniqueness is found. Game motivation is the most significant factor for Hispanic/Latino sport consumers. Particularly, the item of “feeling” indicates that Hispanics/Latinos feel good when their favorite team/player wins. There is a significant difference between males and females. For females, the item of “family” means that an event gives an opportunity to be with family members. The item of “stress release” is also a significant motivation.

On the other hand, the item of “gambling” does not enhance motivation for sporting events. As a result, the item of “family” is a significant motivation for females and “gambling” is not a significant motivation. In conclusion, among the four demographic characteristics including gender, birth place, marital status, and occupation, gender and occupation effects had the most significant differences in sociological motivation item scores.

There are mainly two reasons for encouraging their favorite event or team. One is that the team (event) has their favorite players, and the other is that family members (spouse, parents, and children) like the team (event). In fact,

more than half of participants chose “watching TV” as a method of following a sporting event or team. It seems that Hispanics/Latinos have low loyalty for attending sporting events. This is an obstacle that may be undertaken by marketers to make this more appealing to the Hispanic/Latino community in order to boost their loyalty.

## **Implications and Recommendations**

According to the results of this study, soccer has big potential to be one of the biggest professional sports in the U.S. Since the games are usually provided through satellite or cable, the influence of television is significant. However, this will be a hard challenge for sport marketers because they have limited control over the media.

Advertisements and services in Spanish are effective to increase a team’s identification. In this study, more than 80% of the participants answered that their primary language is Spanish. For these reasons, using Spanish for advertisements is more comfortable and understandable for Hispanics/Latinos. It is also safe to say that 80% of the participants exhibit a strong ethnic identity. It would also be expected that advertisers would consider including the Hispanic cues (Hispanic/Latino culture) in their advertisements, in the Spanish language or English and Spanish. This is an opportunity for advertisers to set themselves apart from competition by including Hispanic cues that appeal to the population’s strong ethnic identity.

Hispanic consumers tend to be ignored as an ethnic group. It is clear that with the growing Hispanic/Latino ethnic group, ignoring this group is a significant error. Therefore, not only advertising in Spanish, but also providing services at the stadium and arena, but also offering services in Spanish is attractive for Hispanic/Latino customers. As Irwin, Sutton, and McCarthy (1998) pointed out, the production of ticket brochures, pocket schedules, facility advertisements, and posters in Spanish and placement of bilingual information is very attractive.

Activities in the high concentrated Hispanic/Latino community are also important. As McCarthy (1998) contended sales and marketing activity will be effective in increasing spectators at sport events or games among ethnic minority groups.

Adding advertisements on TV and developing a new advertisement method to Hispanics/Latinos in their community is very important. Teams should have a new position for tapping a new market focusing on Hispanics/Latinos and also employ a person who is bilingual in Spanish and English. Moreover, a candidate must be familiar with the Hispanic/Latino communities.

Concerning the mitigation of unstable risks, even if there may be players who have excellent skill and are geniuses, a team will not always continue winning because adaptation by an injury, illness, and also environment has in-

fluenced the player greatly at the performance. The result of the victory or defeat of a team has influenced Hispanics/Latinos' motivation greatly. It will be difficult to expand fans continuously because the team's victory or defeat is uncontrollable. In addition to the team's result, sport marketers must consider attractive motivations. For example, the item of "family" is a significant motivation for attending sport events. It is thought that offering the time and space which can be passed together with a family contributes to enhance their motivation. Probably, a substantial family ticket and the offer of a birthday ticket would be attractive offers for Hispanics/Latinos.

This study presents several suggestions for sport marketers in the future. First, it is necessary to compare with other minority groups, such as Asian, African-American, Pacific Islanders, Native-American, etc. Second, for generalizing Hispanics/Latinos' characteristics as sport consumers in the U.S, studies at various cities are needed. Third, future researchers need to examine whether there are particular significant differences of consumer behaviors for each sport, such as soccer, MLB, the NBA, etc.

The female demographic is often overlooked in general. It needs to be understood that "family" is an important motivation for Hispanic/Latino women. Since "family" ranked so high as a motivation for females participants, a study of the cost (e.g., entrance fee, meal, transportation, parking, and purchasing team goods) for attending sporting events focusing on minority groups will provide effective information for sales and for promotion managers to make business strategy plans.

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*Address for correspondence:*

Hongbum Shin  
2800, Dalgubeoldaero, Dalseo-Gu,  
Deagu, 704-701  
Korea  
e mail: shinhb@kmu.ac.kr

