

査読論文

Comparison between First and Repeat Spectators of Super Rugby Games: Focusing on Spectators' Motivations, Psychological Connections, and Behavioural Intentions

WADA Yukako^{*}, MATSUOKA Hirota^{**}, OSHIMI Daichi^{***}

Abstract

The first Japanese professional rugby team, the SUNWOLVES, has been participating in the Super Rugby since 2016. This study compared the motives, points of attachment, and behavioural intentions of spectators by considering two different segments of Super Rugby spectators in Japan: spectators attending a SUNWOLVES game for the first time and repeat spectators. A questionnaire survey was carried out with the spectators of the last SUNWOLVES game of the 2016 season held in Tokyo. Compared to repeat spectators, the first time spectators were younger and came to the stadium with male friends. Although they had strong relations with rugby, they have not been actively attending rugby games. They needed some extrinsic cues to attend a game, such as being accompanied by others or receiving tickets. Therefore, the promotional activities may be required to potential spectators who were members of the high school, collegiate or regional rugby team. For both segments, even though players are strong symbols of a team, they did not influence spectators' behaviours in this study. Super Rugby players are the world-class players, but they are relatively unknown in Japan. Raising Japan's awareness of Super Rugby players is crucial for developing the fan base.

* Correspondence to: Yukako Wada, Ph.D.
Lecturer, Faculty of Sport and Health Science, Ritsumeikan University
1-1-1, Noji-Higashi, Kusatsu, Shiga 525-8577, Japan
E-mail: yu-wada@fc.ritsumei.ac.jp

** Correspondence to: Hirota Matsuoka, Ph.D.
Professor, Faculty of Sport Sciences, Waseda University
3-4-1 Higashifushimi, Nishitokyo, Tokyo 202-0021, Japan

*** Correspondence to: Daichi Oshimi, Ph.D.
Assistant professor, Department of Sport and Leisure Management, Tokai University
4-1-1, kitakaname, Hiratsuka, Kanagawa 259-1292, Japan

Keywords

spectator segment, team loyalty, points of attachment, attendance intention, Super Rugby in Japan, SUNWOLVES

1. Introduction

Spectator attendance is crucial for any professional sports team's success and generates revenue for teams (Blank et al., 2014; Funk et al., 2009; Murrell and Dietz, 1992). Therefore, the factors that affect spectators' attendance are key issues in sport marketing (Hansen and Gautheir, 1989). Various researchers have discussed spectators' motives for attending games (Funk et al., 2012; Funk et al., 2009; James and Ridinger, 2002; James and Ross, 2004; Koo and Hardin, 2008; Robinson and Trail, 2005; Swanson et al., 2003; Trail and James, 2001; Wann, 1995; Woo et al., 2009). Team loyalty is one of the key psychological factors for attending games (Funk and James, 2001; Mahoney et al., 2000). Spectators with strong loyalty to a team attend games repeatedly (Wakefield and Sloan, 1995). Since behavioural loyalty is influenced by team or sport attachment (Mahony et al., 2000; Mahony et al., 2002), understanding spectators' points of attachment to a team and to a sport by analysing their attendance experiences is important for maintaining spectator numbers at a stadium.

For sustainable team management, team managers and marketers need to offer appropriate products and services to spectator sport consumers, depending on the different consumer segments. Therefore, the differences in motivations to attend the games and spectators' attachment to a sport, team, players or other objects have been examined considering different genders and multiple sports (James and Ridinger, 2002; James and Ross, 2004). Although research studies in marketing literature revealed that first and repeat customers have different psychological and behavioural aspects (Dagger and Ranaher, 2014; Jin et al., 2015), little attention has been paid to these differences from a sport marketing perspective. Mullin et al. (2014) stated that the characteristics of spectators attending a game for the first time differ from that of repeat spectators. Both groups, however, are crucial to increase the number of total spectators at the stadium that bring stable revenue to the team. Marketers should understand the differences in the motivations and psychological connections to a team between spectators who attend a game for the first time and those who attend games repeatedly. This study focuses on the spectators' experience of attending games as a criterion for subdividing a market.

Clarifying the differences between spectators' characteristics—for instance demographics, sport background, and psychological connection to a specific team between first and repeat spectators—would provide a new perspective to researchers, managers, and marketers to develop the fan base.

With the 2019 Rugby World Cup (2019 RWC) being held in Japan, the Japan Rugby Football Union (JRFU) established a new organisation called the Japan Super Rugby Association (JSRA) in 2015. Participation in Super Rugby, a highly competitive international professional rugby league, is expected to improve Japanese rugby. This will not only bolster the performance of players and the national team but will also increase the popularity of rugby among Japanese spectators, who mostly enjoy professional baseball and football. The SUNWOLVES, the first Japanese professional rugby team operated by JSRA, have been participating in Super Rugby since the 2016 season. Considering that the 2016 season was the first season for the SUNWOLVES, the spectators who attended the SUNWOLVES' games for the first time had never attended Super Rugby games in Japan before. By observing the spectators at this game, this study compares the motivations, points of attachment, and behavioural intentions of spectators from two different spectator segments for Super Rugby games; first spectators without prior experience of attending any Super Rugby games (first spectators) and repeat spectators with experience of attending games (repeat spectators). By comparing first and repeat spectators of Super Rugby, this research contributes to the segmentation of sport spectators, thereby discussing appropriate marketing strategies to expand the spectator market and develop the fan base.

2. Literature review

2.1 Sports Spectators' Motivations

Motivations are recognised as predictors of team identification (Robinson and Trail, 2005) and an individual's motivations are the conscious reasons that lead to individuals' behaviours (Funk et al., 2012). Motivating factors include Achievement, Aesthetic, Drama, Eustress, Escape, Entertainment, Economic, Empathy, Family, Group Affiliation, Knowledge, Self-esteem, Skills, Social interaction, Social opportunities, Support of sport, Team affiliation, Team effort, Team identification, and Team performance (Hardin, 2008; James and Ross, 2004; Koo and Robinson and Trail, 2005; Swanson et al., 2003; Trail and James, 2001; Wann, 1995; Woo et al., 2009). Researchers have compared motivations while considering gender (Robinson and Trail, 2005; Swanson et al., 2003), multiple sports

(James and Ross, 2004), and different countries (James et al., 2009; Won and Kitamura, 2007). Funk et al. (2009) collected data from prior game attendees and non-prior game attendees, both inside and outside a stadium, to compare motivations. However, the comparison between first and the repeat stadium spectators was not illustrated.

A previous study stated that the main motivation factors of spectator sport is that it 'provides the opportunity to satisfy individual needs and receive benefits' (Funk et al., 2012, p. 356). However, first spectators may not necessarily have needs or expect benefits. They may rather be encouraged to attend the game by certain 'cues', such as news, friends, special events, give-away promotions, or price discounts (Funk and James, 2001).

The Psychological Connection Model (PCM) (Funk and James, 2001) indicates four stages of the process when an individual makes a commitment to a specific team. The four stages are Awareness, Attraction, Attachment, and Allegiance. Awareness is the first stage in which an individual has just learned about or become aware of a specific team. Attraction is the second stage, in which an individual starts making a commitment to a specific team or sport, while Attachment, the third stage, includes the psychological connection of an individual to a specific team. Awareness is affected by strong extrinsic and weaker intrinsic features, whereas in the Attachment stage, the individual is affected less by extrinsic and more by intrinsic features. Attraction is the stage in which an individual is affected by both extrinsic and intrinsic features. Allegiance is the fourth stage. In this stage, the individual is affected strongly by intrinsic features, including attitudinal loyalty, strong positive attitude, and commitment to their specific team (Funk and James, 2006). The scale that measures first spectators' motivations should include both situational extrinsic features as cues for their attendance and intrinsic psychological features as a connection between the individual and a specific team.

Nakazawa et al. (1999) used a 19-single-item motivation scale with both intrinsic and extrinsic factors for measuring spectators' motivations. This scale was developed to assess the Japan Professional Football League (J-League) official survey for understanding spectators' 'motivations and cues' to attend a game. This scale consists of 13 items:

- Team X has good team statistics (Team statistics);
- I want to cheer for/support my favourite club (Cheering);
- I like watching football games (Games);
- I want to cheer for my favourite player(s) (Players);
- Today's opponent is attractive (Opponent);
- I enjoy attending the J-League games as a leisure activity (Leisure);

- Attractions like food and beverages seem appealing (Fan Attractions);
- J-League is in the news (News);
- I accompanied (a) friend(s) or family (Company);
- Schedule was convenient (Schedule);
- I happened to get tickets (Tickets);
- The Team of my town is playing (Home team);
- The team I cheer/support contributes to my community (Contribution).

The items News, Company, Schedule, and Tickets are situational extrinsic factors, rather than intrinsic factors. They satisfy individuals' needs and provide benefits. The J-League official survey has used this scale for more than 10 years and it has been adopted by various other sport leagues and teams nationwide, including the Japan women's football league and the men's and women's volleyball leagues. Therefore, this scale is a valid tool for measuring spectators' motivations, including those of first-time spectators, such as the Super Rugby spectators in Japan.

2.2 Attachment

Attachment has various definitions (Dhurup, 2013). In a brand management context, brand attachment is defined as 'the strength of the bond connecting the brand with the self' (Park et al., 2010, p. 2). In a sport marketing context, attachment is defined as 'the process that occurs when an individual assigns emotional, functional, and symbolic meaning to ideas, thoughts, and images related to a sport object (e.g. team)' (Funk and James, 2006, p. 196). Attachment is the third stage of the PCM in which an individual has a stable psychological connection to a sport or team (Funk and James, 2001) and acts as a mediator of consumers' allegiance to a specific team and/or sport (Funk and James, 2006). Previous studies recognised attachment as one of the key factors in predicting spectators' behaviour (Robinson and Trail, 2005), as it strengthens the connection and develops long-term relationships between teams and spectators (Funk and James, 2001; Mahony et al., 2002).

Researchers developed the Points of Attachments Index (PAI) to measure attachment to various objects: players, a team, a coach, a community, a college, a sport, a sport level, and/or an athletic department (Alexandria and Tsiotsou, 2012; Dwyer, 2013; Koo and Hardin, 2008; Kwon et al., 2006; Robinson and Trail, 2005; Shapiro et al., 2013; Trail et al., 2003; Woo et al., 2009). Measuring points of attachment and determining factors that influence spectators' behaviour is vital to enable managers and marketers to understand

the relationship between the team and the spectators. Additionally, since behavioural intentions are associated with consumers' future behaviours (Ajzen, 1991), managers and marketers need to understand the points of attachment that influences spectators' future attendance and purchase intention based on consumers' experience for attending games.

The PAI has also been used in spectators' segmentations (Alexandria and Tsotsou, 2012; Koo and Hardin, 2008) to compare fans and spectators at a stadium (Trail et al., 2003), according to gender (Robinson and Trail, 2005). Previous studies, however, did not consider spectators' experiences of attending games when comparing points of attachment that influence behavioural intentions. Therefore, this study will focus on understanding the differences between first and repeat spectators regarding points of attachment and their influence on behavioural intentions.

2.3 Behavioural intentions

In sport marketing literature, behavioural intentions are often used as dependent variables. In the past, researchers have examined consumers' intentions concerning merchandise consumption, media consumption, word-of-mouth behaviour, and future re-attendance (Fink et al., 2002; Mahony et al., 2000; Shapiro et al., 2013; Walker and Kent, 2009; Yoshida and James, 2010). As mentioned above, spectators' attendance is a critical matter for overall team success (Blank et al., 2014; Funk et al., 2009; Murrell and Dietz, 1992). Repurchase intention is a positive behavioural intention in consumers (Cronin et al., 2000; Zeithaml et al., 1996). The factors influencing re-attendance intention are one of the most pivotal factors for researchers and marketers in spectator sport context.

Individuals who attend multiple games and buy season tickets are loyal to a specific team (James, 2001). Season tickets holders have a strong psychological connection to a specific team, even if the team is a new franchise (James et al., 2002). By examining the factors influencing the intention to purchase season tickets, we may understand which factors strengthen the connection between spectators and a team. Therefore, this study assessed behavioural intentions using spectators' intentions to attend games and to purchase season tickets for the next season.

This study examines the differences between first and repeat spectators, especially comparing spectators' profiles using simple totalisations—the mean scores of motivations, points of attachment, and behavioural intentions with t-tests—and determining points of attachment influencing behavioural intentions by using two sets of multiple regression analysis with multi group.

3. Method

3.1 Item generations

The questionnaire had three sections: The first examined spectators' profiles, such as demographics, behaviours on game day, and their relationship with a team and rugby. The second concerned motivations and points of attachment, while the third addressed behavioural intentions, such as intentions to attend games and purchase season tickets for the next season.

Considering spectators' profiles, demographics included 1) gender, 2) age, and 3) allowance per month. Behaviours on the game day were determined by 4) number of companions, 5) time required for coming to the stadium, and 6) member of a party. The spectator's relationship with a team and rugby were determined by, 7) ways of getting information concerning SUNWOLVES, 8) rugby experience, and 9) whether the spectator has rugby friends.

Table 1 shows the factors and items of motivations, points of attachment, and behavioural intentions in this study. The mean scores and the standard deviations of each item and the Cronbach's alphas are also indicated.

Motivations were measured by 11 of the 13 items. The other two items—Home team and Contribution—were excluded, since they are related to the community. The survey was scored on a 5-point Likert scale, from (1) 'Totally disagree' to (5) 'Totally agree'.

Regarding points of attachment, previous research mainly measured spectators' attachment to players, a team, a coach, a community, a college, or a sport (Koo and Hardin, 2008; Robinson and Trail, 2005; Shapiro et al., 2013; Trail et al., 2003; Woo et al., 2009). Since the JSRA had already decided to invite a new head coach in the 2017 season, the items pertaining to attachment to a coach were excluded from this study. The SUNWOLVES is not a community-based team and is not affiliated with any parent organisation. Some SUNWOLVES players, however, are members of the national team, and the SUNWOLVES has the function of enhancing and developing high-performance rugby for the 2019 RWC in Japan. Therefore, this study measured attachment to a nation, instead of to a college or a community. The attachment scale focused on four dimensions; Players, Team, Sport, and Nation and was measured by 12 items using a 7-point Likert scale, from (1) 'Totally disagree' to (7) 'Totally agree'.

Behavioural intentions were measured by two items: Spectators' intentions to attend the games (Next season attendance), and their intention to purchase season tickets for the

Table 1 Factors and items, their mean scores, and Cronbach's alpha

Factors/Items	Constructs	Mean (SD)	α
Motivation			
Team statistics	The SUNWOLVES has good team statistics.	2.03 (.94)	---
Cheering	I want to cheer/support the SUNWOLVES.	4.36 (.95)	---
Games	I like watching rugby games.	4.62 (.66)	---
Players	I want to cheer for my favourite player(s).	3.98 (1.07)	---
Opponent	Today's opponent is attractive.	3.71 (1.33)	---
Leisure	I enjoy attending the SUNWOLVES games as a leisure activity.	4.06 (1.00)	---
Fan Attractions	Attractions like food and beverage seem appealing.	2.79 (1.20)	---
News	The SUNWOLVES is in the news.	2.53 (1.14)	---
Company	I accompanied (a) friend(s) or family.	2.93 (1.56)	---
Schedule	The schedule was convenient.	3.93 (1.12)	---
Tickets	I happened to get tickets.	1.66 (1.20)	---
Attachment			
	I identify with the individual players on the team more than with the team.	4.43 (1.75)	
Players	I am a big fan of specific players more than I am a fan of the team.	3.78 (1.54)	.80
	I consider myself a fan of certain players rather than a fan of the team.	4.06 (1.50)	
Team	I consider myself to be a real fan of the SUNWOLVES.	4.58 (1.57)	.84
	I would experience a loss if I had to stop being a fan of the SUNWOLVES.	4.33 (1.75)	
	Being a fan of the SUNWOLVES is very important to me.	4.70 (1.50)	
Nation	One reason why I am a fan of the SUNWOLVES is because it increases the status of Japan.	5.34 (1.46)	.87
	I am a fan of the SUNWOLVES because it enhances the image of Japan.	5.26 (1.50)	
	The reason I am a SUNWOLVES fan is because the SUNWOLVES promotes Japan.	4.99 (1.53)	
Sport	First and foremost, I consider myself a rugby fan.	6.13 (1.15)	.86
	Rugby is my favourite sport.	6.39 (.98)	
	I am a rugby fan at all levels (e.g. high school, college, professional.)	6.08 (1.19)	
Behavioural intentions			
Next season attendance			
	Do you want to attend SUNWOLVES games in the next season?	6.34 (.86)	---
Purchase intention of season tickets			
	Would you buy SUNWOLVES domestic season tickets if available for sale?	4.75 (1.56)	---

Note: Motivation: 5-point Likert scale, Attachment and Behavioural intention: 7-point Likert scale

next season (Purchase intention of season ticket). The score was measured with a 7-point Likert scale, from (1) 'Totally disagree' to (7) 'Totally agree'. The data were analysed with SPSS 25 and Amos 25 for comparing the first and the repeat spectators.

3.2 Data collection

A questionnaire survey was carried out at the Prince Chichibu Memorial Stadium. The

data were collected from the spectators of the SUNWOLVES versus the WARATHAS (Australian club team) game on July 2nd, which was the last game for the 2016 season for the SUNWOLVES in Tokyo.

The questionnaire survey was started when the gate opened and finished approximately five minutes before the game started. The trained surveyors were undergraduate and graduate students who specialise in sport marketing. Before distributing the questionnaires, 15 surveyors were informed of the purpose of the survey and were given general instructions. The trained surveyors distributed the questionnaires at the assigned block of the stands while observing and estimating the spectators' gender and age to reflect the ratio of spectators' genders and age as accurately as possible for each block. Of the 500 questionnaires distributed, 493 were returned. The valid samples were 414 of 493 (84.0%). The sample was then divided into two spectator segments; first and repeat spectators.

3.3 Analysis

A simple tabulation, chi-square tests, and t-tests were conducted to compare the demographics, game day behaviours, and the relationships with rugby between the first and repeat spectators. Next, t-tests were conducted to compare the mean scores of spectators' motivations, psychological connections, and behavioural intentions between the two segments. The two sets of multiple regression analyses using multi group were conducted to compare influence of the spectators' psychological aspects on behavioural aspects between first and repeat spectators.

4. Results

4.1 Profiles of spectators

Profile I concerns the demographics (see Table 2). There were 143 (34.3%) first spectators and 272 (65.7%) repeat spectators. Regarding gender, the ratio was 70.9% male to 29.1% female in the first spectator group, while the ratio in the repeat spectator group was 63.2% male to 36.8% female. The results of a chi-squared test showed no significant difference concerning spectator gender ($\chi^2 [1] = 2.440, n.s.$).

Regarding the age of spectators, the mean age of the first spectators was 38.01 years old, while the repeat spectators' mean age was 45.06 years old. The mean age of the repeat spectators was significantly higher than that of the first spectators, $t(402) = 5.364, p < .001$.

The mean score of allowance per month was 32,661 Yen for first spectators and 40,350 Yen for repeat spectators. There was no significant difference in allowance per month between the two spectator segments, $t(346) = 1.256$, n.s.

Table 2 Profile I: Demographics

	First spectators		Repeat spectators		Statistics		
	n	%	n	%	χ^2	df	P-value
1) Gender							
Male	100	70.9%	172	63.2%	2.440	1	.118 n.s.
Female	41	29.1%	100	36.8%			
Total	141	100.0%	272	100.0%			
	First spectators		Repeat spectators		Statistics		
	n	Mean (SD)	n	Mean (SD)	t-value	df	P-value
2) Age	138	38.01 (12.95)	266	45.06 (12.28)	5.364	402	.000 ***
3) Allowance per month	112	32,661 (39,617)	236	40,350 (58,740)	1.256	346	.210 n.s.

*** $P < .001$

Profile II shows behaviours on game day (see Table 3). Concerning the number of companions, the mean number of male companions was 2.55 for first spectators compared to 1.85 for repeat spectators. The number of female companions was 1.52 for the first spectators and 1.42 for the repeat spectators. The mean score of total companions was 3.51 for the first spectators and 2.65 for the repeat spectators. The number of male and total companions for first spectators was significantly higher than for repeat spectators: male companions: $t(371) = 2.794$, $p < .01$; total companions: $t(412) = 2.586$, $p < .05$. Regarding the number of female companions, there was no significant difference between the two spectator segments, $t(271) = .821$, n.s.

Regarding time required for coming to the stadium, the mean scores were significantly different between two spectator segments, $t(165.31) = 2.073$, $p < .01$. While the first spectators took 112.37 minutes to come to the stadium on average, the repeat spectators took only 81.18 minutes. The first spectators took a longer time to come to the stadium than the repeat spectators.

Regarding companions, 33.1% of the first spectators came to the stadium with family and 52.1% with friends, while 7.1% came alone. Of the repeat spectators, 47.1% came to the stadium with family, 35.3% came with friends, and 19.1% came alone. The chi-squared test showed that there were significant differences between the two segments in all factors. The first spectators came with friends more than the repeat spectators ($\chi^2 [1] = 9.350$, $p <$

.01), and the repeat spectators came with family ($\chi^2 [1] = 7.451, p < .01$) or came alone more than the first spectators ($\chi^2 [1] = 9.350, p < .01$).

Table 3 Profile II: Behaviours on game day

	First spectators		Repeat spectators		Statistics		
	n	Mean (SD)	n	Mean (SD)	t-value	df	P-value
4) Number of companions							
Male	129	2.55 (2.99)	244	1.85 (1.90)	2.749	371	.006 **
Female	83	1.52 (1.18)	190	1.42 (0.82)	.821	271	.412 n.s.
Total	142	3.51 (4.70)	272	2.65 (2.04)	2.586	412	.010 *
5) Time required for coming to the stadium							
Time	139	112.37 (129.86)	266	81.18 (55.99)	2.703	165.31	.008 **
	First spectators		Repeat spectators		Statistics		
	n	%	n	%	χ^2	df	P-value
6) Member of a party (Multiple answers) First spectators: n = 142; Repeat spectators: n = 272							
Family	47	33.1%	128	47.1%	7.451	1	.006 **
Friends	74	52.1%	96	35.3%	10.904	1	.001 **
Alone	11	7.7%	52	19.1%	9.350	1	.002 **
Others	8	5.6%	5	1.8%	4.419	1	.036 *

* $P < .05$, ** $P < .01$, *** $P < .001$

Profile III shows the spectators' relationship with the SUNWOLVES and rugby (see Table 4). Regarding ways of getting information on the SUNWOLVES, the results of the chi-square tests showed that compared to repeat spectators, first spectators got more team information via television (first spectators 42.3%; repeat spectators 23.2%, $\chi^2 [1] = 16.284, p < .001$) and friends or family (first spectators 25.4%; repeat spectators 16.5%, $\chi^2 [1] = 4.599, p < .05$). The results of the chi-square tests also indicated that compared to first spectators, repeat spectators got more team information from official homepages (first spectators: 43.0%; repeat spectators: 60.3%, $\chi^2 [1] = 11.301, p < .01$) as well as non-official homepages (first spectators: 15.5%; repeat spectators: 29.0%, $\chi^2 [1] = 9.228, p < .01$). The repeat spectators got more team information through official social media such as Twitter and/or Instagram (first spectators: 20.4%; repeat spectators: 33.8%, $\chi^2 [1] = 8.100, p < .01$). The first spectators tended to get SUNWOLVES information passively, referring to public media, while the repeat spectators did so actively, for example, over the Internet.

Regarding spectators' rugby experiences, although 50.4% of the first spectators had experience of playing rugby, only 27.8% of the repeat spectators had it ($\chi^2 [1] = 20.448, p < .001$). Regarding whether spectators has rugby friends, 72.9% of the first spectators had some rugby friends, while 57.9% of the repeat spectators had them ($\chi^2 [1] = 8.821, p < .01$).

Table 4 Profile III: Relations with SUNWOLVES and rugby

	First spectators		Repeat spectators		Statistics			
	n	%	n	%	χ^2	df	P-value	
7) How do you get information about SUNWOLVES? (Multiple answers)								
First spectators: n = 142; Repeat spectators: n = 272								
Newspapers	28	19.7%	47	17.3%	.374	1	.541	n.s.
Television	60	42.3%	63	23.2%	16.284	1	.000	***
Rugby journals	34	23.9%	84	30.9%	2.204	1	.138	n.s.
Posters	6	4.2%	6	2.2%	1.352	1	.245	n.s.
Official Homepage	61	43.0%	164	60.3%	11.301	1	.001	**
Non-official Homepage	22	15.5%	79	29.0%	9.288	1	.002	**
Official Social media	29	20.4%	92	33.8%	8.100	1	.004	**
Non-official Social media	20	14.1%	52	19.1%	1.645	1	.200	n.s.
Friends or Family	36	25.4%	45	16.5%	4.599	1	.032	*
Others	6	4.2%	7	2.6%	.837	1	.360	n.s.
8) Have you ever played rugby?								
Yes	70	50.4%	75	27.8%	20.448	1	.000	***
No	69	49.6%	195	72.2%				
Total	139	100.0%	270	100.0%				
9) Do you have any friends, lovers, or family members who play rugby?								
Yes	102	72.9%	157	57.9%	8.821	1	.003	**
No	38	27.1%	114	42.1%				
Total	140	100.0%	271	100.0%				

* $P < .05$, ** $P < .01$, *** $P < .001$

4.2 Correlations of factors, items, and reliabilities

The correlations on motivation items ranged between $-.441$ and $.495$ for first spectators, and between $-.267$ and $.394$ for repeat spectators. The correlation on attachment factors, composite variables, ranged from $.121$ to $.656$ for first spectators and from $-.030$ to $.478$ for repeat spectators. Concerning the reliability of attachment factors, all factors of Cronbach's alphas exceeded $.80$ and ranged from $.80$ to $.87$ (see Table 1). Regarding behavioural intention items, the correlation between Next season attendance and Purchase intention of season tickets was $.363$ for first spectators and $.379$ for repeat spectators.

4.3 Mean Scores of motivations, attachment, and behavioural intentions

Table 5 shows the mean scores and the results of the t-test on motivation, attachment, and behavioural intentions. Regarding motivation, the mean scores of 8 of the 11 items differed significantly between the two spectator segments: The first spectators' mean scores of Team statistics was: $t(355) = 2.224, p < .05$; News: $t(355) = 3.428, p < .01$; Company: $t(355) = 3.894, p < .001$; Schedule: $t(317.613) = 3.557, p < .001$; and Tickets: $t(184.614) = 4.336, p < .001$. These were significantly higher than that of the repeat spectators. The repeat spectators' mean score for Cheering was: $t(355) = 6.280, p < .001$; Games: $t(178.067) = 3.844, p < .001$; and Players: $t(355) = 3.349, p < .01$. These were significantly higher than that of the first spectators. Opponent: $t(355) = .719, n.s.$; Leisure: $t(355) = 1.203, n.s.$; and Fan Attraction: $t(355) = 1.605, n.s.$ were not significantly different between the two spectator segments. The mean scores of the first spectators' situational extrinsic items,

Table 5 Results of t-test of motivation, attachment, and behavioural intentions

	First spectators (n = 122)	Repeat spectators (n = 235)	Statistic			
	Mean (SD)	Mean (SD)	t-value	df	P-value	
Motivation						
Team statistics	2.18 (0.97)	1.94 (0.93)	2.224	355	.025	*
Cheering	4.00 (1.06)	4.60 (0.72)	6.280	355	.000	***
Games	4.46 (0.74)	4.74 (0.49)	3.844	178.067	.000	***
Players	3.75 (1.08)	4.14 (1.03)	3.349	355	.001	**
Opponent	3.76 (1.25)	3.66 (1.37)	.719	355	.473	n.s.
Leisure	4.00 (1.03)	4.13 (0.96)	1.203	355	.230	n.s.
Fan Attractions	2.66 (1.20)	2.86 (1.14)	1.605	355	.109	n.s.
News	2.79 (1.09)	2.36 (1.13)	3.428	355	.001	**
Company	3.32 (1.60)	2.66 (1.48)	3.894	355	.000	***
Schedule	4.24 (0.82)	3.86 (1.14)	3.557	317.613	.000	***
Tickets	2.09 (1.44)	1.46 (1.01)	4.336	184.614	.000	***
Attachment						
Players (3 items)	4.09 (1.27)	4.12 (1.36)	.243	355	.808	n.s.
Team (3 items)	3.93 (1.28)	4.92 (1.32)	6.807	355	.000	***
Sport (3 items)	6.01 (1.14)	6.36 (0.79)	3.011	182.457	.003	**
Nation (3 items)	4.94 (1.31)	5.32 (1.35)	2.599	355	.010	*
Behavioural intentions						
Next season attendance	6.04 (1.03)	6.56 (0.65)	5.791	355	.000	***
Purchase intention to Season tickets	4.25 (1.56)	5.11 (1.42)	5.269	355	.000	***

* $P < .05$, ** $P < .01$, *** $P < .001$

Note: Motivation: 5-point Likert scale, Attachment (Composite valuable) and Behavioural intention: 7-point Likert scale

(News, Company, Schedule, and Tickets) were significantly higher than that of the repeat spectators.

Regarding points of attachment, the mean score of Players was not significantly different between the two spectator segments, $t(355) = .243$, n.s. The repeat spectators' mean scores of Team, $t(355) = 6.807$, $p < .001$, Sport, $t(182.457) = 3.011$, $p < .01$, and Nation, $t(355) = 2.599$, $p < .05$, were significantly higher than that of the first spectators. Regarding behavioural intentions, the mean scores of the repeat spectators' intention to attend Next season games, and Purchase intention of season tickets were significantly higher than that of the first spectators. Next season attendance: $t(355) = 5.791$, $p < .001$ and Purchase intention of season tickets: $t(355) = 5.269$, $p < .001$.

4.4 Attachment factors influencing behavioural intentions

To determine the attachment factors influencing behavioural intentions between the first and repeat spectators, two multiple regression analyses using multi groups were conducted (see Table 6). Regarding attachment influencing intention to Next season attendance, Team (first spectators: $\beta = .243$; repeat spectators: $\beta = .369$) and Sport (first spectators: $\beta = .295$; repeat spectators: $\beta = .279$) significantly influenced both spectator segments' Next season attendance intention. While Sport was the strongest factor

Table 6 Attachment influencing intention behaviours

Attachment	First spectators (n = 122, R ² = .325)			Repeat spectators (n = 235, R ² = .297)			Parameter	
	β	P-value		β	P-value			
<u>Next season attendance</u>								
Players	-.055	.488	n.s.	-.102	.066	n.s.	.05	n.s.
Team	.243	.019	*	.369	.000	***	.16	n.s.
Sport	.295	.001	**	.279	.000	***	.36	n.s.
Nation	.175	.086	n.s.	.005	.935	n.s.	1.58	n.s.
Attachment	First spectators (n=122, R ² =.226)			Repeat spectators (n=235, R ² = .168)			Parameter	
	β	P-value		β	P-value			
<u>Purchase intention of season tickets</u>								
Players	.144	.094	n.s.	-.112	.064	n.s.	2.40	**
Team	.298	.007	**	.310	.000	***	.20	n.s.
Sport	.108	.263	n.s.	.410	.534	n.s.	.41	n.s.
Nation	.068	.538	n.s.	.125	.067	n.s.	.35	n.s.

* $P < .05$, ** $P < .01$, *** $P < .001$

Parameter > 1.96 = * $P < .05$, Parameter > 2.33 = ** $P < .01$, Parameter > 2.58 = *** $P < .001$

influencing Next season attendance for the first spectators ($\beta = .295$), Team was the strongest one for the repeat spectators ($\beta = .369$). Examining parameters between the two spectator segments, however, there were no significant differences.

Regarding attachment factors influencing Purchase intention of season tickets, only Team was significant for both spectator segments (first spectators: $\beta = .298$; repeat spectators: $\beta = .310$). Examining the parameters between the two spectator segments, only Players (first spectators: $\beta = .144$; repeat spectators: $\beta = -.112$) was significantly different ($p < .05$). The first spectators' Players had a positive influence of Purchase intention of season tickets, while the repeat spectators' Players had a negative influence. However, Players did not influence Purchase intention of season tickets in either of the spectator segments.

5. Discussion and implications

This study compared sport spectators segments—first time spectators and repeat spectators—at the last game of the Super Rugby season at the Prince Chichibu Memorial Stadium in Tokyo. Specifically, the study examined and compared the spectators' profiles, the mean scores of their motivations, their points of attachment and behavioural intentions, and the attachment factors influencing behavioural intentions between the two different spectator segments.

Compared to the repeat spectators, the first spectators were younger and tended to come to the stadium with male friends. They also came to the stadium from further away than the repeat spectators. Concerning the characteristics of first spectators, although 70% of them had some rugby friends and half of them had played rugby in the past, they do not necessarily actively attend rugby games. The results showed that the mean scores of the situational extrinsic items were significantly higher for the first spectators than that of the repeat spectators. Moreover, first spectators got team information from friends more than repeat spectators. Therefore, extrinsic reasons—such as being invited to attend a game by others—may be cues that lead to first spectators attending games. To increase the number of spectators at the stadium, promotional activities need to be implemented that targets potential spectators who were members of the high school, collegiate, or regional rugby teams, rather than a more uncertain and wider market.

Concerning repeat spectators, they were more active in attending SUNWOLVES games and getting team information. They came to the stadium spontaneously to cheer for the team and the players, to satisfy their needs, and to receive benefits. As 65% of the

spectators at the last game of the 2016 Super Rugby season in Tokyo were repeat spectators, it is an urgent matter to develop new fans base for sustainable team management. In a marketing context, consumer commitment to the relationship with a specific service provider leads to customer loyalty and influences positive word-of-mouth behaviour (Hennig-Thurau et al., 2002). Yoshida et al. (2014) stated that highly engaged sport fans tend to support their favourite team by the non-transactional behaviours (e.g. word-of-mouth behaviour and recommendations) for their benefits. To acquire new fans, a team needs to make existing fans want to introduce Super Rugby and the SUNWOLVES to others and to convince those who have never attended a game to do so.

The results of the multiple regressions indicated that both attachment to rugby and to the SUNWOLVES influenced behavioural intentions, and Team was the only single factor that influenced intentions to purchase season tickets in both segments. Players are strong symbols of a team and one of the core products of a game, but did not influence spectator behaviours. Looking at the J-League currently, it can be observed that the transfers of famous foreign football players to clubs in the J-league have been big news for both football fans and non-fans. Although Super Rugby comprises of the top rugby players in the world, these players may be unknown in Japan. To enhance re-attendance intention for both first and repeat spectators and develop the fan base, promotions and events are required to introduce the SUNWOLVES and its players to existing and potential spectators inside and outside the stadium.

The 2019 RWC will be held from September 20th in Japan. This is the first World Cup being held in Asia, and 20 nations will be taking part in 48 games. This event features world-class rugby players and includes Super Rugby players. Therefore, it will be a good opportunity to attract both existing and potential rugby fans to these world-class rugby games and players. The JSRA should definitely take advantage of this opportunity to develop the fan base and encourage them to attend future Super Rugby games in Japan.

6. Limitations and Further Research

This study revealed differences in the demographics, game-day behaviours, relationships with rugby, motivations, points of attachment, and behavioural intentions between first and repeat spectators. These factors have not been scrutinised in detail in previous studies. The attachment factors that influenced the spectators' behavioural intentions were also examined. However, this study has certain limitations.

First, the proposed motivation scale measured the individuals' needs and benefits as well as factors that create an interest in attending games by adopting a scale from a reliable official sport league survey. However, it does not accurately reflect different motivation stages, which range from a stage in which individuals become aware of a specific team and/or sport, to a stage in which they have a strong psychological connection to a specific team. A new scale that is supported by qualitative data and theoretical background is required to further understand spectators' motivation in detail.

Second, this study examined the spectators' intentions to attend games and to purchase season tickets for the next season. However, other aspects of spectator sport consumption—such as licensed merchandise, media consumption, or word of mouth—are also crucial factors in increasing team revenues and developing the fan base. It is therefore necessary to discuss the relationship between first and repeat spectators as well as various spectator sport consumption behaviours, for better team management and contributions to sport marketing literature.

Third, this study determined that first spectators tended to have at least some previous relationship with rugby. Further research is required to clarify factors that may constrain the attendance of Super Rugby games. This question may be answered by surveys carried out on ex- or current team members of collegiate and community-based rugby teams.

Finally, further studies on different spectator segments are needed to facilitate the understanding of the characteristics of Super Rugby game spectators. This study focused on the spectators attending a game of the SUNWOLVES, which is a new franchise of Super Rugby and the first Japanese professional rugby team. As the 2016 season was the first season for the SUNWOLVES, further studies are required. For example, a longitudinal survey would indicate the effect of participation in the international league in terms of the expanding spectator market and fan base. Cross-sectional studies are also needed to examine spectators' experiences when attending games for the national team, the Top League, and collegiate rugby games.

Acknowledgments

We express our gratitude to all staff members of the Japan Super Rugby Association for providing precious occasion.

References

- Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, Vol. 50, pp. 179–211
- Alexandris, K. and Tsotsou, R. H. (2012) 'Segmentation soccer spectators by attachment levels: A psychographic profile based on team self-expression and involvement', *European Sport Management Quarterly*, Vol. 12, No. 1, pp. 65–81
- Blank, A. S., Sweeney, K. and Fuller, R. D. (2014) 'Room for growth in professional sport: An examination of the factors affecting African-American attendance', *Sport Marketing Quarterly*, Vol. 23, pp. 225–240
- Cronin, J. J. Jr., Brady, M. K. and Hult, G.T. (2000) 'Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments', *Journal of Retailing*, Vol. 76, No. 2, pp. 193–218
- Dagger, T. S. and Danaher, P. J. (2014) 'Comparing the effect of store premodeling on new and existing customers', *Journal of Marketing*, Vol. 78, pp. 62–80
- Dhurup, M (2013) 'Illogical it may seem: Do team attachment, match outcomes and superior performance of opposing teams shape superstitious behaviours among sport fans?', *African Journal for Physical, Health Education, Recreation and Dance*, Vol. 19, No. 4: 2, pp. 1123–1134
- Dwyer, B. (2013) 'The impact of game outcomes on fantasy football participation and National Football League media consumption', *Sport Marketing Quarterly*, Vol. 22, PP. 33–47
- Fink, J. S., Trail, G. T. and Anderson, D. F. (2002) 'Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences', *Sport Marketing Quarterly*, Vol. 11, No. November 1, pp. 8–19
- Funk, D. C., Beaton, A. and Alexandris, K. (2012) 'Sport consumer motivation: Autonomy and control orientations that regulate fan behaviors', *Sport Management Review*, Vol. 15, pp. 355–367
- Funk, D. C., Filo, K. and Beaton, A. A., and Pritchard, M. (2009) 'Measuring the motives of sport event attendance: Bridging the academic-practitioner divide to understanding behaviors', *Sport Marketing Quarterly*, Vol. 18, pp. 126–138
- Funk, D. C. and James, J. D. (2001) 'The psychological continuum model: A conceptual framework for understanding an individual's psychological connection', *Sport Management Review*, Vol. 4, pp. 119–150
- Funk, D. C. and James, J. D. (2006) 'Consumer loyalty: The meaning of attachment in the development of sport team allegiance', *Journal of Sport Management*, Vol. 20, pp. 189–217

- Hansen, H. and Gauthier, R. (1989) 'Factors affecting attendance at professional sport events', *Journal of Sport Management*, Vol. 3, pp. 15–32
- Hennig-Thurau, T., Gwinner, K. P. and Gremler, D. D. (2002) 'Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality', *Journal of Service Research*, Vol. 4, No. 3, pp. 230–247
- James, J. D. (2001) 'The role of cognitive development and socialization in the initial development of team loyalty', *Leisure Sciences*, Vol. 23, pp. 233–261
- James, J. D., Fujimoto, J., Ross, S. D., and Matsuoka, H. (2009) 'Motives of United States and Japanese professional baseball consumers and level of team identification', *International Journal of Sport Management and Marketing*, Vol. 6, No. 4, pp. 351–366
- James, J. D., Kolbe, R. H. and Trail, G. T. (2002) 'Psychological connection to a new sport team: Building or maintaining the consumer base?', *Sport Marketing Quarterly*, Vol. 11, No. 4, pp. 215–225
- James, J. D. and Ridinger, L. L. (2002) 'Female and male sport fans: A comparison of sport consumption motives', *Journal of Sport Behavior*, Vol. 25, No. 3, pp. 260–278
- James, J. D. and Ross, S. D. (2004) 'Comparing sport consumer motivations across multiple sports', *Sport Marketing Quarterly*, Vol. 13, pp. 17–25
- Japan professional football league (2015) J. LEAGUE™ Fan Survey 2015 Summary Report. [online] <https://www.jleague.jp/docs/aboutj/spectators-2015.pdf> (Accessed 1, January, 2019)
- Japan women's football league (2014) Nadeshiko League 2014 Spectators Survey Summary Report. [online] http://www.nadeshikoleague.jp/news/upload_file/doc/spectators2014.pdf (Accessed 1, January, 2019)
- Japan volleyball league organisation (2014) V-Premier League Men 2013–2014 Spectators Survey Summary Report. [online] http://www.vleague.or.jp/files/user/%E2%97%8B%E3%80%90%E7%94%B7%E5%AD%90%E3%80%91%E5%A0%B1%E5%91%8A%E6%9B%B8_10021.pdf (Accessed 1, January, 2019)
- Japan volleyball league organisation (2014) V-Premier League Women 2013–2014 Spectators Survey Summary Report. [online] http://www.vleague.or.jp/files/user/%E2%97%8B%E5%85%A5%E7%A8%BF%E3%80%90%E5%A5%B3%E5%AD%90%E3%80%91%E5%A0%B1%E5%91%8A%E6%9B%B8_09091.pdf (Accessed 1, January 2019)
- Jin, N., Lee, S. and Lee, H. (2015) 'The effect of experience quality on perceived value, satisfaction, image and behavioural intention of water park patrons: New versus Repeat visitors', *International Journal of Tourism Research*, Vol. 17, pp. 82–95
- Koo, G. Y. and Hardin, R. (2008) 'Difference in interrelationship between spectators' motives

- and behavioral intentions based on emotional attachment', *Sport Marketing Quarterly*, Vol. 17, pp. 30–43
- Kwon, H., Trail, G. T. and Anderson, D. F. (2006) 'Points of attachment (identification) and licensed merchandise consumption: A case study', *International Journal of sport management*, Vol. 7, pp. 347–360
- Mahony, D. F., Madrigal, R. and Howard, D. (2000) 'Using the psychological commitment to team (PCT) scale to segment sport consumers based on loyalty', *Sport Marketing Quarterly*, Vol. 9, No. 1, pp. 15–25
- Mahony, D. F., Nakazawa, M., Funk, D. C., James, J. D. and Gladden, J. M. (2002) 'Motivational factors influencing the behaviour of J. League spectators', *Sport Management Review*, Vol. 5, No. 1, pp. 1–24
- Mullin, B. J., Hardy, S. and Sutton, W. A. (2014) Promotion and Media. In Mullin, B. J., Hardy, S. and Sutton, W. A. (Eds.) *Sport Marketing*, (4th ed.) Human Kinetics, IL, USA, pp. 265–310.
- Murrell, A. J. and Dietz, B. (1992) 'Fan support of spot team: The effect of a common group identity', *Journal of Sport and Exercise Psychology*, Vol. 14, pp. 28–39
- Nakazawa, M., Mahony, D., Funk, D. C. and Hirakawa, S. (1999) 'Segmenting J. League spectators based on length of time as fan', *Sport Marketing Quarterly*, Vol. 8, No. 4, pp. 55–65
- Park, C. W., MacLinnis, D. J., Priester, J., Eisingerich, A. B. and Iacobucci, D. (2010) 'Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers', *Journal of Marketing*, Vol. 74, No. November, pp. 1–17
- Robinson, M. J. and Trail, G. T. (2005) 'Relationships among spectator gender, motives, points of attachment, and sport preference', *Journal of Sport Management*, Vol. 19, pp. 58–80
- Shapiro, S. L., Ridinger, L. L. and Trail, G. T. (2013) 'An analysis of multiple spectator consumption behaviors, identification, and future behavioral intentions within the contest of new college football program', *Journal of Sport Management*, Vol. 27, pp. 130–145
- Swanson, A., Gwinner, K., Larson, B.V. and Janda, S. (2003) 'Motivations of college student game attendance and word-of mouth behavior: The impact of gender differences', *Sport Marketing Quarterly*, Vol. 12, pp. 151–162
- Trail, G. T. and James, J. D. (2001). 'The motivation scale for sport consumption: Assessment of the scale's psychometric properties', *Journal of Sport Behavior*, Vol. 24, No. 1, pp. 108–127
- Trail, G. T., Robinson, M. J., Dick, R. J. and Gillentine, A. J. (2003) 'Motives and points of attachment: Fans versus spectators in intercollegiate athletics', *Sport Marketing Quarterly*, Vol. 12, pp. 217–227

- Wakefield, K. L. and Sloan, H. J. (1995) 'The effect of team loyalty and selected stadium factors on spectator attendance', *Journal of Sport Management*, Vol. 9, pp.153–172
- Walker, M. and Kent, A. (2009) 'Do fans care? Assessing the influence of corporate social responsibility on consumer attitudes in the sport industry', *Journal of Sport Management*, Vol. 23, pp 743–769
- Wann, D. L. (1995) 'Preliminary validation of the sport fan motivation scale', *Journal of Sport and Social Issues*, Vol. 19, pp. 377–396
- Won, J. and Kitamura, K. (2007) 'Comparative analysis of sport consumer motivations between South Korea and Japan', *Sport Marketing Quarterly*, Vol. 16, pp. 93–105
- Woo, B., Trail, G. T., Kwon, H. H. and Anderson, D. (2009) 'Testing models of motives and points of attachment among spectators in college football', *Sport Marketing Quarterly*, Vol. 18, pp. 38–53
- Yoshida, M., Gordon, B., Nakazawa, M. and Biscaia, R. (2014) 'Conceptualization and measurement of fan engagement: Empirical evidence from a professional sport context', *Journal of Sport Management*, Vol. 28, pp. 399–417
- Yoshida, M. and James, J. D. (2010) 'Customer satisfaction with game and service experiences: Antecedents and consequences', *Journal of Sport Management*, Vol. 24, pp. 338–361
- Zeithaml, V. A., Berry, L. L. and Parasuraman, A. (1996) 'The Behavioral Consequences of Service Quality', *Journal of Marketing*, Vol. 60, No. April, pp. 31–46

