"2-for-1 Research Seminar Special! (1) Antecedents to Australian Football Fan Loyalty, and (2) Perceived Value Dimensions and their Influence for Group Travel to Major Events “

Referent

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Seminar

This seminar presents the results of two studies and finishes with potential avenues for research collaboration. The first study seeks to understand what drives A-League football fans to be committed to and exhibit fan-related behaviors for an A-League team. A theoretically developed conceptual model is empirically tested using survey data from 207 Australian soccer fans following an A-League team. The findings show that: (a) fan loyalty is largely determined by fan identification and motivation (configured as a Type II multidimensional model), followed by fan satisfaction with the team; (b) fan satisfaction with the team is influenced by fan identification and motivation; and (c) motivation is influenced by the dimensions of flow, vicarious achievement, aesthetics and celebrity attraction. The second study is to gain a deeper understanding of group-travel value and its effects on travel intentions by examining several customer-value dimensions. We focus on social, emotional, monetary, functional, novelty and convenience as specific group-travel value dimensions. A sample of 424 consumers is used to substantiate our conceptualization and operationalization of customer value in the group-travel context as a formative, six-dimension construct. The results support that our measure and conceptualization are sound and parsimonious. We also empirically examines this model in an integrated framework with destination image and enduring involvement—with group-travel value having the largest relative effect on group-travel intentions—to provide a basis for further theory development in this domain.

Thursday, 17th of July, 15:00 h, Chemiegebäude C1-06-777