

## RESEARCH WORKSHOP SERIES



**„ 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

#### **Philip Rosenberger III, Ph. D., Senior Lecturer, University of Newcastle, Australia**

**Philip J. Rosenberger III** is a Lecturer in Marketing at the Faculty of Business and Law, the University of Newcastle, Australia. He holds a PhD in Marketing and a Master of Business Administration from Erasmus University, Rotterdam, The Netherlands. His research interests include product and retail innovation, branding and sports marketing. His research publications appear in International Journal of New Product Development & Innovation Management, Journal of Travel and Tourism Marketing, Australasian Marketing Journal, Sport Marketing Quarterly and others.

### 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, 17<sup>th</sup> of July, 15:00 h, Chemiegebäude C1-06-777**