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Exploring Origins of Involvement: Understanding the Relationship Between Consumer Motives and Involvement with Professional Sport Teams

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Although the involvement construct has received wide spread theoretical and empirical attention over the past 30 years, its application to a subset of leisure such as spectator sport has gone largely ignored. The present research examines both the multidimensionality of the involvement construct and its origins in sport spectator research. A team sport involvement (TSI) model is introduced that accounts for antecedents of motivation, arousal, and interest related to a professional sport team. A series of focus groups and a pilot test were used to develop and refine the Sport Interest Inventory (SII) that measures 18 distinct antecedents of involvement. The SII was next administered to a random sample of season ticket holders and single game attendees of a sport team (N = 1,600). Confirmatory factor analysis confirmed the psychometric properties of the SII and structural equation modeling analysis supported the TSI model revealing that nine antecedents represented four higher order facets of involvement: Attraction, self-expression, centrality to lifestyle, and risk. Multivariate analysis of variance (MANOVA) followed by post hoc comparisons revealed significant differences in prior attendance behavior could be traced to individual's involvement profile score. The results have important implications for applying the TSI model to enhance managers' understanding of sport consumers. The application of the TSI model and its implications for enhancing managers' understanding of sport consumers are discussed.

Keywords involvement, motivation, segmentation, sport consumers

The study of motivation in consumer research seems to involve two fundamental challenges. The first challenge is to understand the interrelationships between motives and specific behavior. The second challenge is to develop a list of consumer motives comprehensive enough to capture the wide variety of motivating forces that stimulate and shape behavior

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(Foxall & Goldsmith, 1994). However, there does not appear to be much consensus in the literature as to which factors or combination of factors best explain and predict the motives and behavior for consumers of highly skilled athletic performances.

Although the terminology and classification of individual motives related to consumers supporting and attending competitive sporting events has varied among scholars (Funk & James, 2001), the hypothesized theories that have received the most attention in the literature can be classified under four general categories: (a) stress and stimulation seeking, (b) entertainment, (c) achievement seeking, and (d) social interaction (Sloan, 1989). A variety of theories have emerged from these categories to explain motivation primarily based on psychological and social needs (Funk & James, 2001; Trail, Anderson, & Fink, 2000). Progress has also been made in the development of scales to measure individual motives driving interest toward various types of sporting events (Funk, Mahony & Ridinger, 2002; Wann, 1995). In efforts to augment and broaden the notion of sport consumer motivation, Funk and James (2001) developed the Psychological Continuum Model (PCM) that outlines general parameters thought to mediate the psychological connection between an individual and sport or recreation object.

An important aspect of the PCM is the use of involvement as a motivational construct to distinguish between levels of psychological connection. The PCM provides a more holistic approach toward understanding what drives an individual's state of motivation within the context of recreation and leisure. The purpose of this research is to demonstrate the utility of involvement in understanding motivation and its linkages to various antecedents among consumers of one facet of leisure—spectating. We present a team sport involvement (TSI) model stipulating that previous motives utilized in sport consumer behavior research represent various antecedents (i.e., individual characteristics and social-situational factors) of a broader multidimensional involvement construct. The following section provides a conceptual overview of leisure involvement and discusses its application to sport consumer behavior.

Involvement Construct

Although involvement has received wide spread theoretical and empirical attention over the past 30 years, its application to a subset of leisure—spectator sport—has gone virtually ignored. The concept of involvement was initially introduced in psychology from work on social judgment theory (Sherif & Hoveland, 1961). Sherif and Hovland's work was further developed during the early 1980s and utilized in consumer behavior research to understand purchase behavior related to consumer goods (Laurent & Kapferer, 1985; Rothschild, 1984). Today, the involvement concept has been widely researched in consumer behavior and leisure contexts. Current definitions of involvement developed and evolved from Rothschild's definition and are equally instructive today. Psychological involvement is defined as a state of motivation, arousal, or interest with regard to a product, an activity, or an object (Rothschild, 1984). Involvement represents an internal state variable that reflects the amount of arousal, interest, or drive evoked by a particular stimuli or situation that mediates consumer behavior (Mitchell, 1979).

Researchers conducting studies in general leisure and recreation settings have adapted involvement to study attitudes and behaviors among activity participants (Dimanche, Havitz, & Howard, 1993; Fesenmaier & Johnson, 1989; Kim, Scott, & Crompton, 1997; Madrigal, Havitz, & Howard, 1992; Selin & Howard, 1988; Zaichkowsky & Sood, 1989). In line with Rothschild's (1984) definition, leisure involvement has been defined as an unobservable state of motivation, arousal, or interest toward a recreational activity or associated product that is evoked by a particular stimulus or situation that possesses drive properties (Havitz

& Howard, 1995; Iwasaki & Havitz, 1998). The adaptation of this definition to examine motivation for individuals attending and watching sporting events recently has been suggested (Funk & James, 2001) and appears particularly appropriate to extend sport consumer behavior research. Application of the involvement construct to examine sport spectators and sport fans would provide a fuller understanding of motives and what stimuli and situations direct behavior (e.g., attendance, purchase of team merchandise, media consumption) and attitudinal formation (e.g., preferences, commitment, loyalty).

The Involvement Construct

Early leisure research focused on understanding antecedents and behavioral consequences of leisure involvement in part because recreational activities and hobbies tend to stimulate a wide variety of participation types and levels. Recent involvement research has been directed at characterizing involvement and developing better instruments to measure the construct (for reviews see Havitz & Dimanche, 1997; Iwasaki & Havitz, 1998). Much research has conceptualized involvement as a multidimensional construct (Havitz & Dimanche, 1997; Havitz & Howard, 1995; Laurent & Kapferer, 1985; McIntyre, 1989; Wiley, Shaw, & Havitz, 2000). Although the characteristics of involvement's multidimensionality remain the subject of much discussion and attention, Laurent and Kapferer's early conceptual framework remains widely influential. The author's proposed five antecedents or facets of involvement that included:

1. the perceived importance of the product (importance),
2. the perceived importance of negative consequences associated with purchase of the product (risk importance),
3. the perceived probability of making a poor purchase decision (risk probability),
4. the symbolic or sign value attributed by the consumer to the product (sign), and
5. the hedonic value or pleasure provided by the product (pleasure).

McIntyre (1989) included three of Laurent and Kapferer's (1985) factors in developing an instrument to measure enduring involvement in a recreation context. These factors were importance, enjoyment that corresponded to Laurent and Kapferer's factor called pleasure, and self-expression that was akin to sign. Neither of the risk elements identified by Laurent and Kapferer were incorporated into McIntyre's instrument, but a fourth factor, centrality to lifestyle, based on findings from Wellman, Roggenbuck, and Smith (1982), was added. Although a four-factor model was hypothesized, results indicated that three factors more appropriately represented involvement in this recreational setting. The factors were renamed attraction, self-expression, and centrality. McIntryre and Pigram's (1992) study confirmed the three-factor measure of involvement.

Attraction refers to the perceived importance of an activity or product and pleasure (hedonic value) derived from participation or use (e.g., watching an exciting basketball game). In Laurent and Kapferer's (1985) study, importance and pleasure were depicted as two distinct factors; however, in studies on leisure activities (McIntyre, 1989; McIntryre & Pigram, 1992), these two factors merged into one. Self-expression represents the unspoken statement that purchase or participation conveys about the person (e.g., identification as a fan of the team). Centrality encompasses interaction with friends and family, and the central role of an activity in an individual's life (e.g., opportunity to socialize at a game).

Kerstetter and Kovich's (1997) exploratory investigation of women's basketball spectators began with a scale that included all five of Laurent and Kapferer's (1985) factors, but results revealed only two facets of involvement. The first factor, labeled enjoyment, included items related to importance, pleasure, and risk probability. The second factor comprised

only items related to sign value and, thus, was called sign. Since their results did not support earlier studies (e.g., Dimanche et al., 1993; Madrigal et al., 1992), these authors questioned the usefulness of the risk facet, suggesting that no real "physical risks" exist in attending a basketball game.

The relevance for including risk in developing profiles for sport spectators and sport fans can be found in a number of studies identifying the presence of other sources of risk in leisure contexts (e.g., social and psychological) (Brannan, Condello, Stuckum, Vissers, & Priest, 1992; Cheron & Ritchie, 1982; Selin & Howard, 1988). Since team sport consumption is often experiential (Mullin, Hardy, & Sutton; 2000), noted consequences of this consumption are often amusement, fantasy, sensory stimulation, and enjoyment (e.g., Holbrook & Hirschman, 1982). Moreover, the symbolism associated with social situations is likely to create risk-related consequences that emerge in various consumption settings (e.g., sport venue, tavern, etc.) (Havitz & Howard, 1995). Furthermore, one could argue that team sport involvement does carry forms of psychological risks evoked by stimuli and situations related to vicarious achievement (Mahony, Nakazawa, Funk, James, & Gladden, 2002; Sloan, 1989) and time and effort costs associated with diversion such as escaping from important pursuits or one's normal routine (Gladden & Funk, 2002; Wann, 1995). For example, the actions of sport fans during the World Cup Soccer tournament range from changing work and sleep habits to watch live television broadcasts to weeping after defeats to parading in the streets after victories. Therefore, we suggest that a form of psychological risk related to loss of self-esteem and temporal risk related to time should emerge and the inclusion of the risk facet provides a more comprehensive understanding of sport spectator and fan involvement.

Consistent with previous leisure literature, we treat involvement as a multidimensional construct. Although some researchers have approached involvement from a unidimensional perspective (e.g., Kim et al., 1997; Reid & Crompton, 1993), a vast majority of empirical evidence supports its multidimensionality (Havitz & Dimanche, 1997, 1999; Iwasaki & Havitz, 1998; Wiley et al., 2000). In fact, Havitz and Dimanche concluded in two separate efforts that multidimensional interpretations resulted in stronger content and face validity after examining more than 50 leisure involvement studies. However, these authors cautioned that all facets may not be present in a given recreational activity and may not equally influence an individual's involvement profile.

Involvement in Spectator Sport

Besides providing a fuller understanding of involvement, this multidimensional perspective provides the ability to understand different patterns of involvement useful in segmentation research. Recent theorizing within the leisure literature suggests that individuals take different "trajectories" with respect to recreation and product consumption (Iwasaki & Havitz, 1998). As such, distinct involvement profiles (i.e., scores on each facet) may emerge among individuals attending the same game, over the length of the season, over one's lifetime, as well as across the type of sport attended. Prior consumer research has suggested that involvement profiles are not likely to remain stable over a period of time and fluctuations in facet level scores may occur (De Paulo, Rubin, & Milner, 1986; Richins & Bloch, 1986).

Operationalizing involvement as a multidimensional construct allows for the segmentation of participants (e.g., age, gender, education, income, behavior) to understand the differential influence that each facet has on a specific population. For instance, Wiley et al. (2000) observed that female hockey players had higher attraction scores, while male hockey players reported higher self-expression scores. Kerstetter and Kovich (1997) reported that university faculty and staff rated sign lower than did booster club members. In addition, these

researchers reported that spectators attending one to four games rated enjoyment higher than spectators attending 5–10 games. Based on this evidence, various facets of involvement may not equally influence external behavior and differentiating among the dimensions would yield new insights into motives and behaviors among segments of a team's consumer base.

Havitz and Howard (1995) observed that the involvement facet of attraction remained relatively stable over three seasonal recreational activities, while self-expression and risk fluctuated based upon activity type and time of consumption. This evidence indicated that facet stability over a period of time represented enduring interest and concern (i.e., enduring involvement) while fluctuation reflected involvement prompted by a specific situation (i.e., situational involvement). These authors suggested that changes to situational involvement are likely to fluctuate due to a variety of stimuli and situations related to time of participation or consumption. The interaction between stimuli and situation at a given time should impact a person's involvement condition. Hence, the stimuli and situations that influence a person's involvement condition are referred to as antecedents that possess drive properties.

Recent theorizing by Iwasaki and Havitz (1998) suggests that antecedents of involvement fall within two general categories: individual characteristics and social situational factors. Individual characteristics include attitudes, values, motivation, needs, initial formation and preference, and behavioral experience. Social situational factors represent social support for significant others, situational incentives, social and cultural norms, interpersonal and structural constraints, and anticipation of social benefits. The authors posit that individual characteristics and social situational factors "influence the formation of an individual's involvement with recreational activities or products" (Iwasaki & Havitz, p. 260). However, the influence that various antecedents have on multiple facets of the involvement construct has yet to be explored.

Research and writing in the area of sport consumer behavior provides a useful body of literature to initiate this type of investigation. A great deal of attention has been given to identifying and developing multiple measures of antecedents accounting for motivation related to attending, watching, and supporting professional and collegiate athletic teams (Funk & James, 2001). Hence, prior scale development work and multivariate studies examining various relationships can be used to supplement efforts designed to explore the connection between potential antecedents and involvement facets. The following section describes the process utilized to develop measures of potential antecedents of involvement with a professional sport franchise.

Methodology

Following a review of the spectator behavior and involvement literatures, a four-step procedure was undertaken to develop and validate a conceptual model for examining involvement with a professional sport team. First, focus groups of current intercollegiate and professional season ticket holders of women's basketball were conducted and 18 antecedents of involvement were identified. Second, survey items were generated for each of the 18 antecedents and pilot tested for reliability and internal stability. Third, confirmatory factor analysis was utilized to test the hypothesized measurement model using the empirical data collected. The last step involved examination of the relationships among the 18 antecedents and four involvement facets—attraction, self-expression, centrality of lifestyle, and risk. The following section provides a detailed discussion of the scale development procedure.

Focus Groups

The purpose of the focus groups was to determine if the literature review had failed to identify any potential antecedents related to spectator motives, in general, and women's

basketball, in particular. A series of four focus groups were conducted over a six-month period. Initially, two focus groups were conducted with women's basketball booster club members at two large mid-western universities. The purpose of these focus groups with fans of women's collegiate sport was to develop and refine focus group questions and procedures in order to be better prepared to conduct focus groups with the target audience, season ticket holders of a women's professional basketball franchise. Two separate focus groups were run with season ticket holders of one Women's National Basketball Association (WNBA) team. Each session lasted approximately 75 minutes and the groups ranged in size from 8 to 12. The participant composition of each session was 60% female and 40% male and the average age was 40. Each session was audio taped and verbal responses were transcribed. Focus group participants were asked to talk about their relationships with the team and the same protocol was used for each of the four sessions.

These responses were transcribed word for word and distributed to three faculty members in sport management to independently review the information. The evaluators were asked to tabulate and categorize each response into meaningful categories that most often occurred. After reviewing the responses, the three evaluators consistently categorized the responses into 18 meaningful categories (Malhorta, 1996). The faculty disagreed in 10% of the cases, but discrepancies were resolved by discussion. The 18 categories of antecedents represented both individual characteristics and social situational factors and were labeled as follows: basketball knowledge, bonding with family, bonding with friends, community pride, customer service, drama, escape, excitement, entertainment value, interest in basketball, interest in player, role models, socialization, style of play, support women's opportunity, interest in team, vicarious achievement, and wholesome environment (See Appendix A for Antecedent definitions).

TSI Model and Survey

Based on the antecedents derived from focus group sessions and in concert with fan behavior and involvement literature, the TSI model was developed (see Figure 1). The TSI model was designed to assess the relationships among the 18 antecedents and 4 facets of involvement with a professional sport team. Consistent with previous literature, team sport involvement was defined as a psychological state of motivation, arousal, or interest in a team and related activities that is evoked by individual characteristics and situational factors that possess drive properties. Involvement was conceptualized as multidimensional possessing four facets: attraction, self-expression, centrality to lifestyle, and risk. The various stimuli and situations that influence or "drive" the involvement condition represent the 18 antecedents identified in previous literature and developed from focus groups.

The TSI model further specified that certain antecedents would cluster together demonstrating a relationship to a particular involvement facet. Although limited empirical and theoretical evidence exists to guide understanding of interrelationships among the antecedents, commonalities were hypothesized to emerge. The relationships between the antecedents and involvement facets were conceptualized as follows. The facet attraction would be represented by eight antecedents: basketball interest, wholesome environment, style of play, excitement, entertainment value, family bonding, basketball knowledge, and customer service. These eight antecedents share a commonality in terms of the emotional significance and value placed in tangible and intangible attributes and benefits associated with the team (Gladden & Funk, 2001). These antecedents represent physical and psychological features linked to consumption of the game experience in the mind of the individual that are attractive and evoke an affective state (Funk & James, 2001).

The facet self-expression would be represented by six antecedents: interest in player, interest in team, supporting women's opportunity in sport, players serving as role models, community pride, and drama. These six antecedents represent an implicit meaning that supporting the team signifies to others; a meaning that is freely chosen and projected to others (Tajfel & Turner, 1986). A professional team provides a mechanism for the individual to convey individual characteristic and uniqueness to others (Wann & Branscombe, 1990). The self can be expressed through public association with a particular player and/or team and the enjoyment of uncertainty and suspense in one's recreational hobbies. Team involvement also reflects self-expression through one's ability to publicly support civic, financial, and participatory opportunities for the community and women as well as acknowledging players' status as constructive role models for young children (Funk, Mahony, & Ridinger, 2002).

The facet centrality to lifestyle would be represented by two antecedents: bonding with friends and interacting with other spectators. Taken together, these two antecedents are a function of desired socialization opportunities found while attending games (Funk et al., 2002). However, interacting with friends and meeting other spectators with similar interests creates an environment that extends beyond mere socialization, it reinforces an activity choice that encompasses one's lifestyle orientation. Although the facet centrality to lifestyle may reflect family bonding at some sporting events, individual characteristics and preferences among spectators and fans in attendance suggest this activity may not be viewed as a central activity for the family (Sage, 1980). There are many other activities that are central to family life such as religion, education, and business (James, 2001). Therefore, attending games to bond with family may be more directly related to the attraction facet of involvement (Smith, 1988). In addition, the type of interaction and socialization that emerges within the venues and seats at sporting events is more likely linked to activities that promote lifestyle-oriented interests (Zillman, Bryant, & Sapolsky, 1989).

The facet risk would be represented by two antecedents: vicarious achievement and escape. As discussed previously, team sport involvement seems likely to carry social and psychological risks related to vicarious achievement and escaping one's normal routine. Gaining personal achievement through a team's victory represents minimal risk. However, the potential loss to esteem resulting from vicariously losing and its influence on self-concept poses a much greater threat. For achievement-seeking individuals, reductions to self-worth are always possible each time he/she freely enters into team sport consumption (Snyder, Lassegard, & Ford, 1986). Individuals may also experience a form of risk when precious time, attention, and effort are being diverted from endeavors of greater perceived importance (e.g., work, family, religion, social issues, politics, etc.) to engage in sport-related behavior (Wann, 1995). Although spectatorship serves as an escape mechanism from work and humdrum activity of everyday life, this escape diverts activity such as striving for social change and political conditions and induces passivity as physical activity is exchanged for spectating and not participating (Bryant et al., 1989).

While the preceding section has explored the interrelations among antecedents and involvement facets, empirical data are needed to confirm the theoretical plausibility of the TSI model. In order to empirically test the hypothesized TSI model with data from actual consumers, the Sport Interest Inventory (SII) was developed. The following discussion provides a brief description of the procedure utilized in developing the SII and confirming its psychometric properties.

SII: Pilot Test

An initial set of 6–8 survey items measuring each of the 18 involvement antecedents was created and distributed to a panel of six sport management faculty and graduate students to

establish face and content validity (Fraenkel & Wallen, 1996). Items were taken from previous work on the SII that has confirmed the psychometric properties of 14 distinct constructs representing individual difference factors at sporting events (Funk, Mahony, Nakazwa, & Hirakawa, 2001; Funk, Mahony, & Ridinger, 2002; Mahony et al., 2002) and new items were generated by the study's authors. Based upon the panel's feedback, five items per antecedent ($n = 90$) were selected and randomly placed within a questionnaire and distributed in a pilot test format. Respondents were asked to rate their degree of agreement with each of the 90 involvement antecedents on a 7-point Likert-type scale (1 = Strongly Disagree, 7 = Strongly Agree). A battery of demographic questions including gender, age, distance traveled, season ticket status, and self-reported behavior related to prior involvement (e.g., how often they watch games on television, how often they attended games, their experience playing basketball) were incorporated into the questionnaire on the request of the professional team. A space for written comments was also provided at the end of the survey.

The pilot test was conducted using a random sample of a team's season ticket holders ($N = 80$) and single game attendees ($N = 100$). The database was provided by the WNBA organization and single game attendee names were collected by the WNBA franchise during a promotion the prior season. The pilot survey was sent directly to participants' homes with a letter explaining the purpose of the study. Of the 180 surveys sent, 73 usable surveys were returned for a response rate of 41%.

Data from the pilot tests were examined to assess the reliability of the survey items and how well each question represented a specific involvement antecedent. Item-to-total correlations analysis was employed to clarify the conceptual framework and examine the sub-scale structure of each antecedent (Ary, Jacobs, & Razavish, 1995). Based on this analysis, three items representing each of the 18 antecedents were selected based upon a conceptual interpretation and whether the three items loaded higher than $r = .50$ on their respective antecedent than all other antecedents. This analysis revealed a stable sub-scale structure for the selected scale items with internal consistency measures ranging from .83 to .96 (Nunnally & Bernstein, 1994). The final version of the questionnaire contained 54-items randomly placed to measure 18 antecedents and 13 demographic and behavior items.

SII: Main Study

The data for the main study were collected using the following procedures. A random sampling procedure was used to select 800 season ticket holders and 800 single game attendees from a database provided by the WNBA organization ($N = 1600$). The survey was sent directly to 1,600 individuals at their home residence. A letter explaining the purpose of the study along with a chance to win floor tickets and merchandise for completing and returning the questionnaire accompanied the survey. Due to limitations imposed by the WNBA franchise and budgetary constraints, a single reminder post card was sent five days after the survey post date. Of the surveys sent, 623 usable surveys were returned for a response rate of 39%. The information from the completed surveys was entered into a computer database and analyzed. Written comments were transcribed word for word and analyzed independently by three sport management faculty.

Analysis

A confirmatory factor analysis was conducted using Joreskog and Sorbom's (1999) Linear Structural Relations (LISREL) 8.3 to examine the psychometric properties of the SII consisting of 54 scale items and 18 antecedent constructs. Per Tabachnick and Fidell's (1996)

recommendation, respondents with missing data points were deleted from the analysis. This procedure eliminated 21 subjects. A covariance matrix taken from these respondents was used as the input data ($N = 602$). The SII examined the relationships between the 54 observed variables and 18 first order latent variables (antecedents): *interest in basketball* (BAS), *interest in players* (PLA), *bonding with friends* (BON), *socialization* (SOC), *drama* (DRA), *interest in team* (TEM), *community pride* (COM), *support for women's opportunity* (SWO), *role model* (ROL), *bonding with family* (FAM), *style of play* (STY), *customer service* (MGT), *excitement* (EXC), *entertainment value* (ENT), *basketball knowledge* (KNW), *vicarious achievement* (VIC), *wholesome environment* (WHO), and *escape* (ESC). The error terms for all 54 observed variables were constrained to not correlate while the 18 latent variables were left to freely correlate. Hu and Bentler's (1998) two-index combinational presentation strategy was utilized to examine the model's fit. The two indices Root Mean Squared Error of Approximation (RMSEA) and Standardized Root Mean Squared Residual (SMRM) along with recommend cutoff values RMSEA ($\leq$.06) and SMRM ($\leq$.08) were utilized to reduce the number of Type I and Type II error rates that occur in model specification regardless of sample size (Hu & Bentler, 1999).

Once the SII was confirmed, a structural equation modeling analysis was next employed to examine the plausibility of the TSI model. The TSI model specifies the relationship between the 18 first order latent antecedents and four-second order latent involvement facets: a) *attraction*, b) *self-expression*, c) *centrality to lifestyle*, d) *risk*. The data were used to examine the relationships between a) attraction, a second order latent involvement facet and eight antecedent factors interest in basketball (BAS), wholesome environment (WHO), style of play (STY), excitement (EXC), entertainment value (ENT), bonding with family (FAM), basketball knowledge (KNW), and customer service (MGT), b) self-expression, a second order latent involvement facet and six antecedents interest in player (PLA), interest in team (TEM), support for women's opportunity (SWO), role model (ROL), community pride (COM), and drama (DRA), c) centrality to lifestyle, a second order latent involvement facet and two antecedents bonding with friends (BON), socialization (SOC), and d) risk, a second order latent involvement facet and two antecedents vicarious achievement (VIC) and escape (ESC). The latent variables in structural model were left to freely correlate.

To test the applicability of the TSI model, the relationships between involvement facets and selected behavioral characteristics were examined. Based upon prior spectator research (Kerstetter & Kovich, 1997), a multiple analysis of variance MANOVA was conducted and followed by analysis of variance (one-way) procedures where appropriate.

Results

Sample Characteristics

The sample was predominantly female (72.7%) with two main ethnic groups: Caucasian (76.9%) and African American (20.0%). Approximately 60% were season ticket holders and the average age was 44. A strong majority (60%) traveled less than 30 miles to attend games. Among season ticket holders, 40% attended 14 games last season while 38% of single game attendees attended two games. Seventy-three percent of respondents attended in groups of two to four persons consisting of children, adult friend, or spouse/partner. The majority of the sample (57%) had never played in an organized basketball league while 38% at one time did participate but no longer do so.

The means, standard deviations, and consistency measures for each involvement antecedent are reported in Table 1. The means for each antecedent ranged from 3.38 for PLA to 6.17 for ROL. Standard deviations ranged from .96 to 1.60. The internal consistency

TABLE 1 Team Sport Involvement Antecedents' Means, Standard Deviations, and Cronbach Alphas ($N = 602$)

Involvement Antecedent	M	SD	α
Role Model (ROL)	6.17	1.00	.93
Team Interest (TEM)	6.04	1.12	.88
Support Women's Opportunity (SWO)	6.04	1.27	.94
Entertainment Value (ENT)	6.00	1.08	.92
Excitement (EXC)	5.93	.96	.90
Wholesome Environment (WHO)	5.87	.98	.82
Drama (DRA)	5.86	1.04	.79
Style of Play (STY)	5.73	1.34	.87
Basketball Knowledge (KNW)	5.57	1.20	.85
Customer Service (MGT)	5.37	1.20	.88
Bonding with Family (FAM)	5.05	1.61	.92
Vicarious Achievement (VIC)	5.03	1.40	.92
Interest in Basketball (BAS)	5.03	1.60	.89
Bonding with Friends (BON)	4.98	1.29	.83
Socialization (SOC)	4.97	1.33	.85
Community Pride (COM)	4.78	1.50	.85
Escape (ESC)	4.72	1.46	.93
Interest in Players (PLA)	3.38	1.27	.79

Means were summated from scale items.

measures for each antecedent ranged from $\alpha = .79$ to $\alpha = .94$. A correlation matrix was computed and is reported in Table 2. Inspection of this matrix revealed moderate correlations between the 18 antecedents and of the 153 potential relationships one was $r = .86$. An additional test of discriminate validity was conducted and revealed that the average variance extracted by each of the three items representing an antecedent exceeded the squared correlation between each antecedent (Fornell & Larkner, 1981). The results provide evidence that the SII constructs are unique from one anther.

Confirmatory Factor Analysis

The results of the confirmatory factor analysis revealed the SII achieved a good fit for data. The parameter estimates and the accompanying t test of significance for the relationship between each scale item and its respective construct were significant at $p < .01$, in the direction dictated by theory and above $r = .61$. T values for each scale item are reported in Table 3 and ranged from 14.35 to 30.78. The individual item reliabilities for the latent factors are reported in Table 3 in the form of standardized path coefficients. The factor loadings ranged from a low of $r = .61$ to a high of $r = .95$ with only two items below the $r = .70$ benchmark (DRA $r = .61$; PLA $r = .62$). These results indicate that on average over 70% of the variance in the 18 antecedents is accounted for by the 54 scale items.

Inspection of the fit indices indicated that the data supported the hypothesized TSI model. See Table 4 for CFA results. The RMSEA value of .05 with an upper 90% confidence limit of .06 was below the recommended .06 cutoff and in acceptable range of .05 to .08 for a close fitting model (Browne & Cudeck, 1993; Hair et al., 1998; Hu & Bentler, 1999). The SMRM (.05) was below the recommend .08 cutoff indicating a good fit (Hu & Bentler, 1999; Kline, 1998). Based on these results of the confirmatory factor analysis, the psychometric properties of the SII were confirmed and provided a close fit for the data collected.

TABLE 2 Correlation Matrix of Involvement Antecedents from Standardized Phi Matrix ($N = 602$)

	BAS	PLA	BON	SOC	DRA	TEM	COM	WOM	ROL	FAM	STY	MGT	EXC	ENT	KNW	VIC	WHO	ESC
BAS	1																	
PLA	.18	1																
BON	.11	−.01	1															
SOC	.19	−.06	.65	1														
DRA	.27	−.08	.19	.22	1													
TEM	.21	−.39	.42	.51	.38	1												
COM	.10	−.05	.40	.41	.17	.57	1											
SWO	.15	−.06	.39	.39	.30	.51	.30	1										
ROL	.16	−.11	.40	.37	.37	.63	.33	.67	1									
FAM	.21	.04	.12	.19	.28	.28	.27	.17	.25	1								
STY	.17	.08	.25	.26	.20	.35	.06	.47	.49	.19	1							
MGT	.18	.04	.39	.39	.20	.45	.35	.37	.52	.36	.34	1						
EXC	.22	−.06	.34	.53	.30	.73	.40	.52	.71	.32	.43	.59	1					
ENT	.24	−.04	.37	.40	.18	.57	.32	.36	.56	.19	.30	.50	.71	1				
KNW	.79	.05	.21	.25	.36	.35	.18	.27	.36	.21	.30	.31	.37	.38	1			
VIC	.22	.00	.35	.44	.11	.55	.43	.34	.42	.23	.24	.38	.58	.44	.31	1		
WHO	.23	.08	.51	.62	.32	.74	.46	.55	.73	.38	.42	.70	.86	.76	.39	.60	1	
ESC	.16	.12	.45	.32	.06	.21	.26	.23	.27	.07	.25	.29	.38	.31	.22	.44	.45	1

BAS = Basketball Interest, PLA = Player Interaction, BON = Bonding with Friends, SOC = Socialization, DRA = Drama, TEM = Team Interest, FAM = Bonding with Family, STY = Style of Play, MGT = Customer Service, EXC = Excitement, ENT = Entertainment Value, KNW = Knowledge, COM = Community Support, SWO = Support Women's Opportunity, ROL = Role Model, VIC = Vicarious Achievement, WHO = Wholesome Environment, ESC = Escape.

TABLE 3 Results for Confirmatory Factor Analysis: Individual Scale Items, Factor Loadings, Path Coefficients, and T-values for the Sport Interest Inventory Factors. ($N = 602$)

Scale item	Factor loadings	Path coefficients	T-values
Interest in Basketball (BAS)			
My interest in basketball sparked my interest in the team.	.81	1.37	23.28
I attend games because basketball is my favorite sport.	.84	1.53	24.55
First and foremost, I consider myself a fan of basketball.	.90	1.62	27.44
Interest in Players (PLA)			
I watch the games because of individual players more than of the team competing.	.62	.95	15.48
I'm more of a fan of individual players than I am of the entire team.	.93	1.37	24.35
The main reason why I attend is to cheer for my favorite player.	.73	1.08	19.05
Bonding with Friends (BON)			
Attending games gives me a chance to bond with my friends.	.82	1.34	22.88
I enjoy sharing the experience of attending a game with friends.	.78	1.01	21.12
An important reason why I attend games is to spend quality time with my friends.	.79	1.20	21.49
Socialization (SOC)			
I enjoy interacting with other spectators and fans when attending games.	.87	1.23	25.19
Games have given me a chance to meet other people with similar interests as myself.	.71	1.17	19.15
I like to talk with other people sitting near me at games.	.85	1.28	24.72
Drama (DRA)			
I prefer watching a close game rather than a one-sided game.	.77	.98	19.79
I like games where the outcome is uncertain.	.61	.76	15.23
A close game between two teams is more enjoyable than a blowout.	.87	1.05	22.99
Team (TEM)			
I consider myself a fan of the whole team more than a fan of a single player.	.78	1.05	22.17
I come to games to support the whole team.	.85	.95	25.31
I am a fan of the entire team.	.90	1.13	27.69
Community Pride (COM)			
My connection to the community is why I like the team.	.71	1.33	18.96

(Continued on next page)

TABLE 3 Results for Confirmatory Factor Analysis: Individual Scale Items, Factor Loadings, Path Coefficients, and T-values for the Sport Interest Inventory Factors. ($N = 602$) *(Continued)*

Scale item	Factor loadings	Path coefficients	T-values
I support the team because the team enhances the status of the city.	.82	1.32	23.27
I attend games to support the city's team.	.91	1.50	26.99
Support Women's Opportunity (SWO)			
I attend games because I think it is important to support women's sport.	.86	1.22	26.12
My support for the team is a reflection of my support for women's sport.	.94	1.25	30.21
Attending games demonstrates my support for women's sport in general.	.94	1.23	30.22
Role Model (ROL)			
Players provide inspiration for girls and boys.	.86	.91	26.14
I think the players are good role models for young girls and boys.	.91	1.02	28.67
The players provide inspiration for young people.	.93	.98	29.34
Bonding with Family (FAM)			
Attending games gives me a chance to bond with my family.	.89	1.64	27.44
I enjoy sharing the experience of attending a game with family members.	.89	1.48	27.34
An important reason why I attend games is to spend quality time with my family.	.88	1.53	26.96
Style of Play (STY)			
The style of play of the WNBA provides me with a more enjoyable form of entertainment in comparison to the NBA.	.79	1.29	22.35
I like women's basketball because their style of play emphasizes strategy and the traditional aspects of the game.	.84	1.08	24.36
The WNBA style of basketball is a more pure form of basketball compared to the NBA's style.	.91	1.42	27.10
Customer Service (MGT)			
The staff is always helpful and courteous to me as a fan/customer.	.84	1.12	24.15
I enjoy the games because the staff is friendly and available to me as a customer.	.85	1.18	25.08
I feel like customer satisfaction is important to the game day staff.	.84	1.07	24.53
Excitement (EXC)			
I like the excitement associated with the games.	.87	.92	26.32
I enjoy the excitement surrounding the games.	.90	.94	28.02
I find games to be very exciting.	.83	.89	24.56

(Continued on next page)

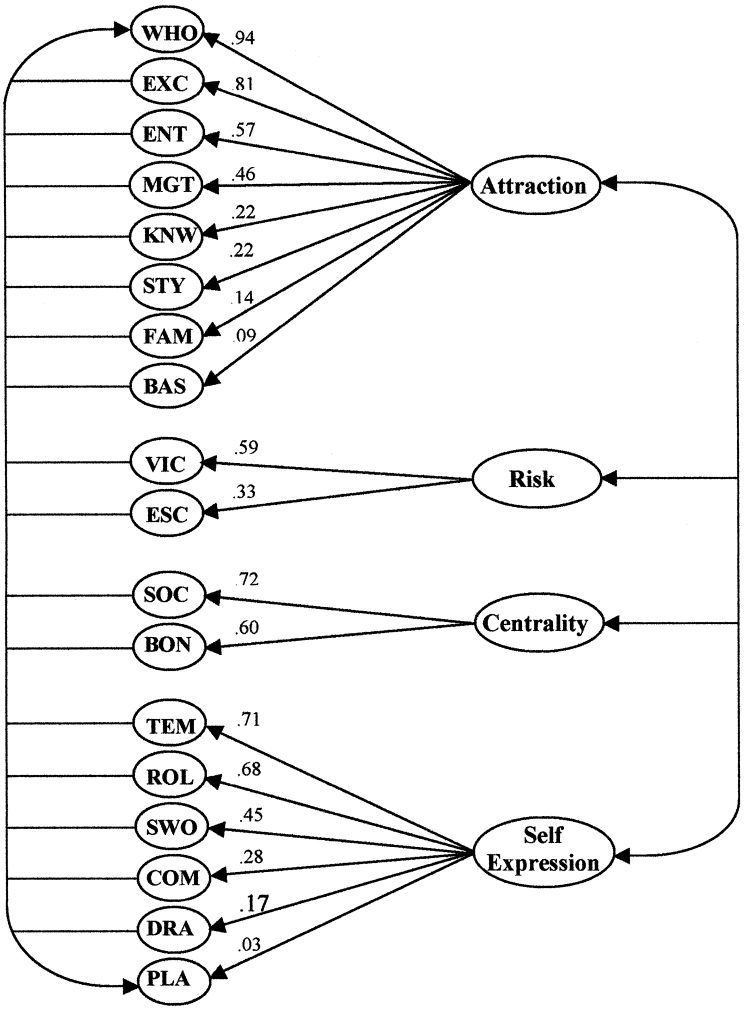
TABLE 3 Results for Confirmatory Factor Analysis: Individual Scale Items, Factor Loadings, Path Coefficients, and T-values for the Sport Interest Inventory Factors. ($N = 602$) *(Continued)*

Scale item	Factor loadings	Path coefficients	T-values
Entertainment Value (ENT)			
The games provide affordable entertainment.	.85	.97	25.64
Games are great entertainment for the price.	.95	1.10	30.78
I attend games because it is an entertaining event for a reasonable price.	.87	1.05	26.51
Knowledge (KNW)			
Knowing the rules of basketball helps me to enjoy the games.	.75	.88	20.61
I enjoy the basketball games because I know a lot about the game of basketball.	.81	1.27	23.25
I feel my understanding of the game of basketball adds to my enjoyment of watching the team.	.91	1.21	27.49
Vicarious Achievement (VIC)			
I feel like I have won when the team wins.	.85	1.28	25.56
I feel a sense of accomplishment when the team wins.	.94	1.37	29.81
When the team wins, I feel a personal sense of achievement.	.88	1.36	26.79
Wholesome Environment (WHO)			
I like attending a game because it is good, clean fun.	.76	.83	21.26
There is a friendly, family atmosphere at the games.	.83	.92	24.13
The friendly environment of the games is an important reason to attend.	.76	.91	21.41
Escape (ESC)			
I like attending games because they provide me with a distraction from my daily life for a while.	.89	1.37	27.15
The games provide me with an opportunity to escape the reality of my daily life for a while.	.93	1.48	29.45
Getting away from the routine of everyday life is an important reason why I would attend a game.	.87	1.36	26.17

Notes: (1) Factor Loadings represent the standardized path coefficients for manifest variables measured by the SII from the Lamda matrix. (2) Path Coefficients are the unstandardized measurement paths for each parameter from the Lamda Matrix.

Team Sport Involvement

The TSI model was next estimated jointly with the SII. Standardized results are presented in Figure 1 and reveal the path coefficients estimated from the Gamma matrix for the relationship between first order and second order latent variables. Inspection of the coefficients of determination revealed that WHO ($R^2 = .94$), EXC ($R^2 = .81$), and ENT ($R^2 = .57$) were strongly predictive of the involvement facet attraction followed to a lesser degree



WHO = Wholesome Environment
EXC = Excitement
ENT = Entertainment
MGT = Management
KNW = Basketball Knowledge
STY = Style of Play
FAM = Bonding with Family
BAS = Interest in Basketball
VIC = Vicarious Achievement
ESC = Escape
SOC = Socialization
BON = Bonding with Friends
ROL = Role Model
TEM = Team Identification
SWO = Supporting Women's Opportunity
COM = Community Pride
DRA = Drama
PLA = Interest in Players

FIGURE 1 Team Sport Involvement Model (TSI) Structural Relations ($N = 602$).

by MGT ($R^2 = .46$), KNW ($R^2 = .22$), STY ($R^2 = .22$), and FAM ($R^2 = .14$). BAS was observed to have a weak relationship with attraction ($R^2 = .09$) and its inclusion in the TSI model may not be appropriate. When considering the self-expression facet, TEM ($R^2 = .71$) and ROL ($R^2 = .68$) were strongly predictive followed by WOM ($R^2 = .45$), COM ($R^2 = .28$) and DRA ($R^2 = .17$). PLA was observed to have a very weak relationship with self-expression ($R^2 = .03$) and its' inclusion in the TSI model is suspect. For the centrality to lifestyle facet, both latent factors SOC ($R^2 = .72$) and BON ($R^2 = .60$) were strongly

TABLE 4 Fit Indices for Confirmatory Factor Analysis of Sport Interest Inventory (SII), Structural Equation Model of Team Sport Involvement, and Competing Models ($N = 602$)

Fit Indices and Recommend Cutoff Values*	CFA: SII	TSI: SEM	2 Facet: SEM	3 Facet: SEM
RMSEA $\leq .06$	.04	.06	.13	.06
SMRM $\leq .08$	.04	.08	.23	.09

CFA SII = Confirmatory Factor Analysis of 54-item Sport Interest Inventory
TSI SEM = Team Sport Involvement Model Structural Results
2 Facet SEM = Two facet model with Attraction and Self-Expression from Kerstetter & Kovich (1997).
3 Facet SEM = Three facet model with Attraction, Self-Expression and Centrality

*The 2-index combinational rule presentation strategy using cutoff values for RMSEA of $\leq$.06 and SMRM of $\leq$.08 was utilized to limit the number the of Type I and Type II error rates in model specification regardless of sample size Hu & Bentler, 1998, 1999).

predictive of this facet. For the final involvement facet, risk, VIC ($R^2 = .59$) was strongly predictive of this facet followed to a lesser degree by ESC ($R^2 = .33$).

Fit indices for the TSI model revealed the hypothesized model achieved an adequate fit for the data (see Table 4). The RMSEA was .06 and had an upper 90% confidence limit of .07. The SRMR value of .08 was in line with the recommended ceiling. Taken together, the fit estimates for the TSI model and the variance in coefficients of determinationvalues (R^2range of .17 to .94) for 16 of the 18 first order latent antecedents indicate that the TSI model achieved an adequate fit for the present data.

Model Advancement

The observed relationship between attraction and BAS ($R^2 = .09$) and self-expression and PLA ($R^2 = .03$) suggest that omitting these variables would improve the TSI model's fit. Future research should examine their inclusion in more detail to understand the nature of their relationship to involvement facets. In addition, modification indices provided by LISREL indicated the TSI model's fit could be improved by specifying numerous relationships from various antecedents to multiple involvement facets (e.g., WHO related to both attraction and centrality to lifestyle). However, many authors recommend against this procedure due to a lack of theoretical justification (Joreskog & Sorbom, 1999), possible model identification issues (Hair et al., 1998), and the notion of capitalizing on chance (MacCallum, Roznowski, & Necowitz, 1992). While model modifications are not deemed appropriate in this present study, this information does provide direction for future research and can greatly enhance insight into understanding the differential effect that antecedents have on involvement profiles in team sport contexts.

A competing models strategy was used to examine the comparative fit of the TSI model versus two theoretically plausible models composed of a 2-facet and 3-facet involvement structure. The 2-facet model tested Kerstetter and Kovich's (1997) two dimensional perspective using attraction and self-expression. The 3-facet model examined attraction, self-expression, and centrality to lifestyle omitting the risk facet. The relationships between antecedents and involvement facets were specified according to computer modifications when a facet was eliminated. The model comparison procedure examined the strength of the relationships between antecedents and involvement facets as well as the two indices (see Table 4). Based on this evidence, the TSI model and 3-facet model achieved a better

fit than the 2-facet model. Although the fit indices for the TSI and the 3-facet model were similar, the 3-facet SMRM (.09) was slightly below the recommended cutoff and weaker than the TSI. The strength of the relationships (R^2 values) between antecedents observed in the 3-facet model and involvement facets were also considerably weaker (notably VIC $R^2 = .45$, SOC $R^2 = .54$ and BON $R^2 = .48$). This evidence suggests the TSI (four-facet) model proves a better structure to examine the relationship between antecedents and involvement facets.

Once the structure of involvement was confirmed, the extent to which attraction, centrality to lifestyle, self-expression, and risk were related to selected behavior of spectators was examined. Per Kerstetter and Kovich (1997), a tripartite split on the number of games attended during the previous season yielded three behavioral attendance measures: Low 1–3 games (31.1%), moderate 4-13 games (34.0%), and high 14 plus games (34.9%).

The relationship between the four involvement facets and prior attendance was tested using MANOVAs (see Table 5 for results). When considering attendance patterns, the MANOVA test revealed differences between the three groups on attraction, self-expression, centrality of lifestyle, and risk facets ($p < .01$). Further examination of this relationship using ANOVA, with Tukey's HSD criterion, revealed that respondents attending 14 or more games last season were more likely to agree that interest in the team was related to attraction ($F(2, 604) = 4.25$, $p < .01$), centrality to lifestyle ($F(2, 604) = 21.74$, $p < .01$), self-expression ($F(2, 604) = 8.10$ $p < .01$), and risk ($F(2, 604) = 19.44$, $p < .01$) than respondents attending three or fewer games. The facet centrality to lifestyle differentiated among the three attendance segments indicating that attendance levels were positively related to centrality to lifestyle scores. Respondents attending one to three games were less likely to perceive that being a spectator carried any risk or expressed some tacit meaning than individuals attending four or more games. Homogeneity of variance test revealed no significant differences between the derived attendance groups.

TABLE 5 Relationship Between Number of Games Attended and Involvement Facets Using One-Way Analysis of Variance

	Number of Games Attended		
Involvement Facet	1–3	4–13	14 Plus
Attraction[1]	5.44[a]	5.49	5.65[a]
	(.87)	(.70)	(.80)
Self-Expression[2]	5.18[ac]	5.41[a]	5.44[c]
	(.80)	(.61)	(.68)
Centrality to Lifestyle[3]	4.49[a]	4.93[a]	5.21[a]
	(1.22)	(1.13)	(1.07)
Risk[4]	4.61[ac]	5.06[a]	5.28[c]
	(1.17)	(.99)	(1.16)

Note: [1]F = 4.25, p < .01; [2]F = 8.10, p < .01; [3]F = 21.74, p < .01; [4]F = 19.44, p < .01.

Note: Similar subscripts indicate significant difference using Tukey's HSD post hoc comparisons. For example, (a) respondents who attended 1 to 3 games during the season differ significantly in their response to the Risk facet from respondents who attended 4 to 13 games and 14 plus games but no differences were observed between respondents who attended 4 to 13 and 14 plus games.

Note: The numbers in parenthesis denote standard deviations.

Discussion

The primary purpose of this study was to examine potential origins of a multi-dimensional involvement construct in professional team sport. The findings of this study illustrate the utility of adopting a theoretical framework for understanding individual interest, motivation, and arousal related to an individual's involvement with a competitive sport team. The TSI model integrated involvement and fan behavior research into a comprehensive framework that corroborated and extended previous research related to involvement and behavioral research on sport spectators and sport fans. The SII provided a psychometrically sound scale capable of measuring 18 unique antecedents of involvement as well as understanding potential origins of four involvement facets. The relationship between one behavioral characteristic and involvement was also examined to test the criterion validity of the TSI model. The remainder of this section discusses four important contributions of this study and offers directions for future research.

SII Psychometric Properties

The present study provides sport managers with a psychometrically sound scale capable of moving forward their understanding of involvement in competitive team sport and women's sport in particular. Utilizing Iwasaki and Havitz's (1998) conceptual framework as a starting point to identify potential antecedents of involvement, the SII was developed through a rigorous scale development process including a review of the sport literature, focus groups, a pilot test, and a national mail survey. Furthermore, the present study augments three prior attempts in developing the SII (Funk et al., 2001; Funk et al., 2002; Mahony et al., 2002). The analysis supported SII's construct validity by assessing the statistical efficiency of multiple relationships simultaneously, as well as providing a transition from exploratory to confirmatory factor analysis (Hair et al., 1998).

Integration of Research

While research examining spectator and fan involvement continues to receive considerable attention, these approaches are often directed at identifying motives at the antecedent level of involvement and examining their relationship to outcome variables (e.g., behavior, media consumption, loyalty). In contrast, consumer and leisure research suggests that the antecedent-outcome relationship is mediated by a multidimensional involvement state. In line with this later perspective, the TSI model was developed to integrate fan behavior research within the context of involvement.

TSI Model

Team sport involvement was defined as a psychological state of motivation, arousal, or interest in an athletic team and related activities that is evoked by individual characteristics and situational factors that possess drive properties. The findings of this study were consistent with previous consumer and leisure research in that this psychological state is multidimensional (Laurent & Kapferer, 1985; Havitz & Howard, 1995). The TSI model achieved a better fit when considering the combination of two fit indices and the R^2 values between antecedent and involvement facets were stronger than two other plausible models (e.g., 2-facet and 3-facet models). While the purpose of this study was not to directly confirm the exact multidimensionality of involvement, it indirectly supports Laurent and Kapferer's multifaceted conceptualization of involvement. Future research is needed to fully examine the four-facet structure in other sport consumption settings. The possibility remains that with

other sport products and participatory opportunities, an element of physical risk is present and the risk factor could be separated into two dimensions (physical risk and psychological risk).

Although much of the research since Laurent and Kapferer (1985) has been concerned with measurement issues related to the involvement construct (Havitz & Dimanche, 1997; 1999; Kerstetter & Kovich, 1997), the present study sought to identify potential antecedents of motivation, interest, or arousal. The TSI model provides initial evidence for the relationships between various antecedents and four facets of involvement: attraction, self-expression, centrality to lifestyle, and risk. The findings of this study provide preliminary evidence for understanding the complexity related to the origins of a particular involvement facet. Based on observed R^2 values of .50 or higher, several antecedents are of particular relevance and are discussed in relation to each involvement facet.

Origins of Involvement

Attraction

The facet attraction represents the perceived importance and pleasure derived from physical and psychological features linked to consumption of the game experience. Origins of attraction appear to be based upon elements related to the wholesome environment ($R^2 = .94$) at the sporting event that is both exciting ($R^2 = .81$) and considered a good value for the entertainment dollar ($R^2 = .57$). Broadly related to family entertainment theories (e.g., Sloan, 1989; Weiller & Higgs, 1997), these antecedents reflect situational stimuli learned through sport spectating that evoke pleasure, satisfaction, and happiness not unlike a trip to the movies or amusement park (Wann, 1995).

Self-Expression

The facet self-expression is evoked by the tacit meaning consumption conveys to others about individual characteristics and uniqueness. Origins of self-expression were observed to stem from interest in the team ($R^2 = .71$) and players serving as role models for young children ($R^2 = .68$). The first aspect, team interest, features the notion of team identification and has been widely studied (Branscombe & Wann, 1991; Mael & Ashforth, 1992; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1990). Individuals who publicize their association with a sports team are thought to express a desirable group affiliation that characterizes the individual as a member and becomes part of the self-concept (Branscombe & Wann, 1991; Wann 1995). The relative importance of team interest (i.e., fan identification) to self-expression illustrates the symbolic benefits people attach to sport teams (Gladden & Funk, 2002). The second aspect has been seen in prior studies illustrating that a large majority of idols, especially sport heroes, are men (Biskup & Pfister, 1999). Public perception of elite athletes is changing and individuals looking for entertainment choices are now endorsing female athletes that serve as positive and constructive role models for youth (Armstrong, 1999). Individuals who desire to express such important or discriminating values can convey this message through the public act of support and consumption.

Centrality to Lifestyle

Origins related to centrality to lifestyle were observed to stem from activities based upon the opportunity to bond with friends ($R^2 = .72$) and interact with other spectators ($R^2 = .60$) who share this activity preference. This form of involvement represents the opportunity to cultivate social contacts and cohesion that reinforce an activity choice that encompasses one's lifestyle orientation (Smith, Patterson, Williams, & Hogg, 1981). Social

opportunities created through sporting events have been identified as a factor influencing individuals' preference to watch or attend games (e.g., Gantz & Wenner, 1991). In particular, Gantz and Wenner found the opportunity to socialize with friends was especially important to female spectators. Based upon the antecedents of centrality to lifestyle, renaming this facet to reflect the strong social component should be considered.

Risk

The fourth involvement facet, risk, originates from social and psychological risks related to vicarious achievement ($R^2 = .59$). Vicarious achievement has been consistently utilized in prior studies on sport spectators and suggests certain individuals will strengthen their association with a favorite team to allow the individual to maximize and publicize personal achievement. (e.g., Kahle, Kambara, & Rose, 1996; Madrigal & Howard, 1999; Wann, 1995). While personal achievement can be experienced through sport spectators when their favorite team is successful, the potential for loss to self-status or identity is also heightened (Cialdini, Borden, Thorne, Walker, Freeman, & Sloan, 1976). When considering that the risk facet has been found to fluctuate over a period of time (e.g., Havitz & Howard, 1995), the individual is likely to modify the assumption of risk based upon performance outcomes in accordance to their perceived risk tolerance (e.g., referred to as basking in reflected glory, BIRGing: Cialdini et al., 1976; cutting off reflected failure, CORFing: Snyder, Lassegard, & Ford, 1986). Since some form of BIRGing and CORFing behavior is expected, vicariously winning and losing are always present and maybe heightened during consumption experience.

Taken together, this preliminary research sheds insight into understanding where involvement originates within the team sport setting. This evidence provides clues as to what individual characteristics and situational factors account for motivation, arousal and interest in a sport team. It appears that team sport involvement has a complex structure reflecting a number of unique antecedents of which nine have a salient relationship with four distinct components of an individual's involvement profile. While these antecedents were observed to differentially relate to the four involvement facets, the four facets are likely to reflect differences in behavior and socio-demographic characteristics. In line with market segmentation research that utilizes involvement profiles in recreational settings, the four involvement facets can be utilized as dependent difference variables that discriminate among socio-demographic and behavioral patterns of data. The following discussion illustrates one potential application of utilizing the TSI model to identify different socio-demographic characteristics among consumers.

Segmentation Research

While market segmentation research commonly utilizes involvement facets to develop unique profiles among segments (Havitz & Dimanche, 1997; Havitz & Howard, 1995), this research has been inconsistent due in part to each facet's influence on specific behaviors. In attempt to move research forward in this area, we explore the multidimensionality of involvement and its application to spectator segmentation research (e.g., Funk & James, 2001). In this study, one behavioral difference, attendance, was significantly related to all the involvement facets. This finding supports Kerstetter and Kovich (1997) who observed that frequency of attendance at women's basketball could be differentiated by examining involvement facets. Patterns in the data suggest the central role that being a women's basketball spectator plays in the individual's life was the most robust facet in distinguishing attendance frequency segments. The three facets of attraction, self-expression, and risk were more useful in differentiating high from low frequency segments suggesting that

individuals attending 14 plus games rated the pleasure received from experiential features linked to game consumption, the tacit meaning being a spectator conveys to others and the perceived psychological risk present as important.

When considering these patterns in the context of facet origins, the following information can be extrapolated. Centrality to lifestyle differentiated low, moderate and high attendance segments indicating that level of attendance reflects increased interest in desired socialization opportunities to bond with friends and other spectators present at game (Funk et al., 2002; Wann, 1995). Spectators attending three or fewer games were less likely to agree that the game experience possessed a wholesome environment, was exciting, and was considered a good entertainment value than spectators attending 14 plus games. The facet risk distinguished low from moderate and high levels of attendance suggesting that individuals who attend infrequently (three or fewer games) experience less vicarious achievement than individuals attending four or more games (e.g., Mahony et al., 2002; Wann & Branscombe, 1993). This finding suggests that individuals who have made a financial as well as psychological investment in the team attach more psychological risk to their involvement with the basketball team than infrequent spectators. Individuals attending four or more games also derived more self-expression benefits in being identified as a supporter of the team and placed importance in the idea that players serve as positive role models for children.

Future Direction

While the TSI model was utilized to identify a number of antecedents related to a person's motivation, interest, and arousal in a sport team, the TSI model also highlights the need to move research and writing forward to more fully understand the psychology behind a sport organization's consumers. Qualitative efforts employed to explore new conceptual frameworks should be used in concert with quantitative measures to test new motives and clarify existing ones. Although the application of the TSI to study spectators and fans of various professional women's and men's sport teams at various competitive levels is certainly warranted, the relationships among antecedents and involvement facets should be further studied accounting for all competitive sport levels. Given the prevalence of Olympic sport and other non-league sporting events, utilizing the methodology and model to explore relationships among antecedents and involvement facets in these areas would prove valuable. The applicability of the SII to sporting events in other countries and cultures is also needed to further test and refine the TSI model.

While this study has provided a psychometrically sound scale useful in examining involvement with a team sport, the relationship between the 18 antecedents and team loyalty should next be explored. Of specific relevance is the relationship between involvement and psychological commitment to a sport team (Funk & Pastore, 2000; Mahony, Madrigal, & Howard, 1999). In conjunction with this research avenue, future work is needed to refine the TSI model framework to examine the relationship between the 18 antecedents' temporal forms of involvement (e.g., enduring and situational). Considering the 80/20 rule of consumption (Mullin et al., 2000), identifying which antecedents are related to enduring involvement would assist marketers in targeting their core consumer and building incremental sales that may move the individual up the escalator. Since involvement is unlikely to be static, the examination of age, gender, and ethnic variables related to involvement profiles is needed.

In addition to team sport involvement, an employee involvement profile could be developed and utilized to diagnose commitment to and satisfaction with the sport organization

along human resource lines. Understanding a person's psychological state of motivation, interest, and arousal in relation to his or her current job would certainly be a natural extension of the TSI model framework. While a considerable number of researchers have examined job satisfaction and organizational culture in the sport context (e.g., Chelladurai, 1999; Hums & Chelladurai, 1994), understanding job position or company involvement would complement such research in understanding the individual.

Limitations

There are a number of limitations that should be addressed in future research related to involvement in team sport contexts. First, since the psychometric properties of previous involvement construct measures still require further refinement, the present study did not utilize an involvement scale to measure each facet of involvement (e.g., Havitz & Dimanche, 1997; 1999). Latent scores were calculated by the LISREL program and utilized. Future data collection efforts are needed to develop a sound scale applicable for team sport context. Second, restrictions imposed by the professional sport team in the present study did not allow for including a head coach dimension as an antecedent even though it was identified in the focus groups. Future research should test the relationship between head coach and the attraction facet of involvement due to a coach's influence on creating a positive mental association with a professional team (Gladden & Funk, 2002). Third, the TSI model needs further empirical testing to fully understand the interrelationships among antecedents and involvement facets. While 18 distinct antecedents of involvement were identified through the SII, future qualitative efforts are needed to probe more fully other plausible drive properties or origins of involvement not identified in the present study. Fourth, the data collected for this study was completed in the fall after the summer season ended, and the results may vary over the course of the off-season. Fifth, although the response rate of 39% for the main study was sufficient for significance in sport-related research (Issac & Michael, 1984; Salant & Dillman, 1994), the method of data collection contributed to a smaller sample which may limit its representativeness. Due to budgetary and organizational constraints, only a single follow-up post card to the initial survey mailing was permitted. Finally, late and non-respondents were not compared for response bias due to limitations imposed by the professional team. However, the number of season ticket holders 376 and single game attendees 247 created a reasonably diverse sample in terms of level of prior involvement.

Conclusion

Overall, this study produced three results. First, it challenged us to think more broadly about the notion of involvement and to understand what drives individuals' involvement with one facet of leisure, spectating. Second, this study integrated leisure and sport consumer behavior research by simultaneously exploring the relationships among 18 antecedents and 4 facets of involvement. A person's involvement profile consisted of four facets of attraction, centrality to lifestyle, self-expression, and risk whose origins were traced to nine drive properties most notably a wholesome exciting environment at the games, derived social interaction, identifying players as role models, and vicariously experiencing game outcomes. Finally, involvement profiles were utilized to differentiate and explain differences in actual game attendance among the team's consumers. Taken together, these results highlight the utility of the involvement construct to better understand consumer motives in an increasingly diverse sport industry.

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Appendix A
Description of Team Sport Involvement Antecedents

Basketball Knowledge (KNW):	The extent to which understanding the rules, strategy and the game aspects contributes to the enjoyment of the sport (Funk & Pastore, 2000; Gladden & Funk, 2002).
Bonding with Family (FAM):	The extent to which a game provides an opportunity to spend quality time with one's family (Funk, Mahony, & Ridinger, 2002; Gantz & Wenner, 1995).
Bonding with Friends (BON):	The extent to which a game provides an opportunity to spend quality time with one's friends (Funk et al., 2002; Wann, 1995).
Community Pride (COM):	The extent to which an individual's interest in the team stems from their pride in the community (Branscombe & Wann, 1991; Funk, Mahony, Nakazawa, & Hirakawa, 2001; Rooney, 1975, 1980).
Customer Service (MGT):	The extent to which customer service affects an individual's interest in attending games (Fournier, 1998, Garbarino & Johnson, 1999).
Drama (DRA):	The extent to which an individual is interested in the team due to the excitement associated with a close game versus a one-sided game and the element of uncertainty as to the outcome of the game (Funk et al., 2001; Funk et al., 2002).
Entertainment Value (ENT):	The extent to which the affordability of the entertainment contributes to one's attendance at games (Funk et al., 2002; Wann, 1995).

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Escape (ESC):	The extent to which interest in the team derives from a desire to "get away" or be a part of something different from the "normal routine" (Gladden & Funk, 2002; Wann, 1995).
Excitement (EXC):	The extent to which the excitement surrounding the games adds to the enjoyment of the event (Gladden & Funk, 2002; Sloan, 1989; Wann, 1995).
Interest in Basketball (BAS):	The extent to which support for the team is derived from interest in the sport (Funk, et al., 2002).
Interest in Players (PLA):	The extent to which an individual attends games to watch a favorite player (Gladden & Milne, 1998; Funk et al., 2001).
Role Model (ROL):	The extent to which interest in the team is due to the positive role model image of the players (Armstrong, 1999; Funk et al., 2002).
Socialization (SOC):	The extent to which a game provides an opportunity to interact with other fans (Gantz & Wenner, 1991; 1995; Wann, 1995).
Style of Play (STY):	The extent to which the "traditional" style (more strategy, fewer one-on-ones and dunks) of the women's game attracts fans (Holbrook, 1993).
Support Women's Opportunity (SWO):	The extent to which interest in the team is a reflection of support for women's sport in general (Ambrose & Kulik, 1999; Funk et al., 2001).
Team Interest (TEM):	The extent to which one is interested in the team as a whole rather than individual players including the notion of fan identification (Wann & Branscombe, 1993).
Vicarious Achievement (VIC):	The extent to which an individual is interested in the team due to a heightened sense of personal or collective esteem based on their psychological association with the team (Kahle, et al., 1996; Mahony et al., 2002).
Wholesome Environment (WHO):	The extent to which a friendly, family atmosphere contributes to the enjoyment of the event (Funk et al., 2002; Weiller & Higgs, 1997).