

Using Consumer Behavior Knowledge for Effective Sports Marketing

Pre-Conference Symposium
2008 Summer Educators' Conference
August 8, 1:00 – 5:30 p.m.
Location: Harbor Island I

Sponsored by
CBSIG and Sports and Special Events SIG

A recent trend has shown increased activity, enthusiasm, and an intensified quest for knowledge relating to sporting event marketing/sponsorships, and consumer behavior as it is influenced by sports marketing. Due to the interest and demand for discussions ensuing these topics, this Pre-conference symposium will provide scholars and practitioners the opportunity to: a) gain rich insights on the newest avenues in consumer behavior as it relates to sports marketing, b) accommodate a number of quality papers, c) bridge practitioner trends with the latest scholarship, d) create synergies among academic SIGS, and e) and keep alive the enthusiasm of the conference with a unique value-added experience.

Sports marketing and consumer behavior embraces a cutting-edge topic in the professional application of marketing thought. The growing complexity and importance of sports marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to this topic. This symposium deals with professional development in the sense that sports marketing can be viewed as a professional application of consumer behavior. Participants will learn about new opportunities in using consumer behavior knowledge effectively. The rich dialogue between academics and practitioners should enhance the quality of the event.

The session will feature three parts of brief presentations (we ask speakers to focus on five slides, so that deeper discussions synergistic to the other projects can ensue in the roundtables). We have an enthusiastic and excellent group of participants in each section, as can be seen from the attached list of participant presenters. The final, perhaps more engaging part will consist of an interactive roundtable discussion. In addition to the 30 scholars and professionals who seek to be involved, others considering attending AMA will likely be excited to learn substantial knowledge on these topics and join this pre-conference event. There is no fee to attend this session.

Using Consumer Behavior Knowledge for Effective Sports Marketing

Co-Chairs: Angeline Close, University of Nevada, Las Vegas, CBSIG Chair;
Lynn R. Kahle, U. of Oregon, Sports Marketing and Special Events SIG Chair-Elect

Part I: Influencing Behaviors in Sports

Debra L. Scammon, University of Utah, Dan A. Fuller, Weber State University,
Ekaterina Karniouchina, Chapman University, & Tamara Masters, University of
Utah. Analysis of White Space: Risky Behaviors When Skiers and Snowboarders Have
to Play Together.

Heath McDonald, Deakin University, Larry G. Neale, Queensland University of
Technology & Jamie Murphy, University of Western Australia. Examining the
Antecedents and Consequences of Ritualized Fan Behavior.

Heath McDonald, Deakin University, Penny Darbyshire & Chi Chiem, TNS-Global.
Optimizing Annual Season Ticket Configuration Using Choice Modeling.

Florian Riedmueller, University of Applied Sciences. Service Quality Perceived by Fans
at Professional Sports Events

Part II: Building Relationships with Consumers Through Sports

Russell Lacey, Pamela Kennett-Hensel, & Christine Morgan, University of New
Orleans. Assessing the Impact of an NBA Franchise's CSR Initiatives on Consumer
Behavior

Cory Cromer, Oregon State University, & Lisa Kellerm University of Massachusetts,
Amherst. Do Mia and Lebron Belong on the Same Field? The Effect of Multiple
Athletic Endorsers on Firm Products and Brand Awareness

Brad D. Carlson, Texas Tech University, D. Todd Donovan, Colorado State University
& Swinder Janda, Kansas State University. Consumer-Brand Relationships in Sport:
From Brand Personality and Purchase Behaviors

Carl S. Bozman, Lada V. Kurpis, & William VanMeter, Gonzaga University.
Sport Festival or Tournament? Using Longitudinal Economic Impact Data to Assess the
Success of a Strategic Reorientation.

Thierry Lardinois & Emmanuel Le Nagard, ESSEC Business School, Paris, & Franck
Pons, Université Laval, Québec. Promoting New Products Through Televised Sports:
Involvement, Optimum Stimulation Levels and Innovativeness.

Part III: Providing Service to Consumers Through Sports Sponsorship

Lynn R. Kahle and Johnny Chen, University of Oregon, Rick Burton, USOC. A Consumer Behavior Perspective on Hospitality: A Key Sponsorship Service in Sports Marketing

Scott A Jones, Gregory M. Pickett, & Christopher D. Hopkins, Clemson University. Confirming the Halo and Revealing the Horn Effects in Sponsorship.

Clay M. Voorhees, Michigan State University, J. Joseph Cronin, Jr., Florida State University, & Brian L. Bourdeau & Mary Katherine Brock, Auburn University. Strategic Innovation: Effects on Consumers' Evaluations of Sports Experiences

Russell Lacey, University of New Orleans, Angeline Close, UNLV, & R. Zachary Finney, University of South Alabama. Sporting Event Sponsorship: The Role of Affective Forecasting on Brand Image and Purchase Intentions

Part IV: Interactive Roundtable Discussion

Discussion Leader: George Zinkhan, University of Georgia