

An Examination of Professional Golf Spectator Behavior: The Causal Effects of the Desire to Stay at a Golf Tour Tournament

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Abstract

The purpose of this study is to examine the influence of market demands and peripheral services on the desire of golf spectators to stay at and re-patronize golf tournaments. The main data were collected from spectators at a professional golf tournament. The questionnaire surveyed 300 spectators, and 293 surveys were used. The results indicate that the spectators' affection toward the player, the game of golf, and the course setting are significantly related to their desire to stay at the tournament. In other words, core products (affection to player, the game of golf, and course setting) affected the patrons' desire to stay. Furthermore, the results provide support for a significant relationship between the desire to stay and re-patronage. Golf spectators who enjoyed staying longer at the tournament were inclined to attend the tournament again in the future.

Keywords: golf spectators, desire to stay, core products, tour tournament

Introduction

Sports spectators attend sports events for different reasons. Researching their motivations is important for understanding and satisfying these consumers. Sports spectator scales have been developed in many studies and report that various factors affect spectators' behaviors (Wann, 1995; Milne & McDonald, 1999; Trail & James, 2001; Funk, Mahony, Nakazawa & Hirakawa, 2001). These studies have demonstrated that the sports spectators' motives that influence their behavior include affiliation, family or friends, aesthetics, stress, escape, achievement, drama, interest in a player or sport, and skill. Although gaining an understanding of spectator motives in this manner reveals the reasons that spectators attend events, such studies do not enable researchers to examine spectator behavior after they have arrived at these events.

Although many researchers have focused on clarifying spectator motives or services, scholars have not examined which spectator needs and desires cause them to remain at a sports venue for long periods of time (Wakefield, Blodgett, & Sloan, 1996). In contrast, event services (such as trade fairs, motor shows, and sporting events) generally require customers to spend extended periods of time in the physical surroundings of a service provider (Wakefield & Blodgett, 1996). In such cases, the perceived quality of the market demand (e.g., the game itself or player performance) and servicescape (i.e., the physical environment) may play an important role in determining consumer satisfaction, which in turn influences how long spectators desire to stay at an event (and hence how much money they will spend) and whether they intend to re-patronize events held by the event organizer (Bitner, 1992; Wakefield & Sloan, 1995; Zhang, Pease, Hui, & Thomas, 1995; Zhang, Lam, & Connaughton, 2003; Zhang, Lam, Connaughton, Bennett, & Smith, 2005). Unlike comparable expenditures on most tangible products, attendance at a sporting event includes an intention to stay at the service event for an extended period of time. Spectators who enjoy spending time at an event are assumed to be more likely to return to the same event or a similar event in the future (Wakefield & Blodgett, 1994; Wakefield & Sloan, 1995; Wakefield & Blodgett, 1996). Conversely, negative experiences at an event site are likely to reduce a patron's desire to remain at an event and perhaps cause him or her to leave the event earlier and avoid returning to similar events in the future.

Thus, when spectators attend games, the environment (i.e., event management in consideration of core products and peripheral services) may play a significant role in determining their enjoyment of such experiences. However,

few studies that employ sports spectators as subjects reveal which approaches can encourage spectators to attend an event and stay at the event venue.

The purpose of this study is to explore the influence of market demands and peripheral services at professional golf tournaments in Japan on spectators' desire to stay at and re-patronize these events.

Literature review

Definition of the desire to stay

In this study, the "spectators' desire to stay" is defined as the desire of sports spectators to stay at an event site, and "stay behavior" is defined as the total influence of the spectator demands and the physical environment of an event venue on the spectators' intention to stay.

Wakefield and Baker (1998) defined the "desire to stay" as one of the actions in "the place", and they reported that the physical environment has a strong influence on the desire of customers to stay at a shopping center. In addition, Bitner (1992) suggested that the physical environment, such as the spatial layout or the signboard of an institution, has an influence on the behavior of customers, and he reported that the physical environment affects the demands and expenditures of customers.

Mehrabian and Russell (1974) suggested that the stimuli of personality by a physical environment consist of pleasure, arousal, and dominance, and they conclude that such emotions determine customers' behavior. In reference to their study, Donovan and Rossiter (1982) found that customers' length of time in a store and unplanned increases in their expenditure of money or time influenced their shopping-related behavioral reactions. In contrast with the results of previous studies, Donovan, Rossiter, Marcolyn, and Nesdale (1994) examined the work of Donovan and Rossiter (1982) in a study of discount stores and reported that a customer's feeling of unpleasantness induces unplanned purchasing actions. It is believed that customers stay in a place for a longer time when they feel comfortable. According to Donovan et al. (1994), the feelings of a customer vary according to differences among stores, and it is necessary to understand the psychology of both actions and customers because each situation entails different purchasing actions.

For example, spectators spend 2 to 4 hours at a stadium, where their experience of service quality and the physical environment influences both their desire to stay and their future attendance at such events (Wakefield et al., 1996).

Consumers feel a sense of closeness in sports stadium facilities, and this feeling stimulates their senses of sight, hearing and smell. The majority of consumers who visit such locations share in its atmosphere, which becomes an effective means of communication (e.g., Westerbeek & Shilbury, 1999; Melnick, 1993). Moreover, the factors that influence consumers' desire to stay are also important to their re-patronage intentions (Wakefield & Baker, 1998) and may promote expenditure increases from customers who wish to stay in "the place" (Donovan & Rossiter, 1982; Donovan et al., 1994).

However, it is still uncertain as to what types of demands and environments influence the desire of sports spectators to stay at a sporting event. The studies that are devoted to spectators of golf, whose characteristics are unlike those of other spectator sports, are insufficient because a golf event itself does not reveal the types of factors that influence the desire of spectators to stay. Furthermore, past research has not focused on the type of influence that spectators' needs and desires have on their desire to stay. Although several studies do examine the physical environments of stadiums (Wakefield & Sloan, 1995; Wakefield et al., 1996), these studies do not consider spectator demands, such as the original purpose that spectators watch an event or watch players. Therefore, when one considers how to create comfortable sports events, it is necessary to construct a stay behavior model that includes "spectators' desire to stay" in addition to spectators' demands, such as their needs or desires.

Market demands

Market demand is defined as spectator expectations regarding the important attributes of the core products (Zhang, Pease, Hui, & Thomas, 1995; Zhang, Lam, & Connaughton, 2003; Braunstein, Zhang, Trail, and Gibson, 2005). In addition, market demand represents a cluster of pull factors that are associated with the game that an event can offer to its spectators (Braunstein et al., 2005). The pull factors are characterized as tangible marketing variables that are directly related to the core products or peripheral services of sports events (Zhang et al., 2003).

According to Braunstein et al. (2005) and Mullin, Hardy, and Sutton (2007), a core product consists of the items that influence the characteristics of an event, the quality of a game, star players and other elements. The quality of core products and relational services plays an important role in maintaining and increasing spectator attendance levels. Hansen and Gauthier (1993, 1994)

describe major studies of professional golf spectators, which emphasize the following core products among professional golf tournaments: "watching players closely," "watching silently during play," "walking the course with the players," and "the scenery of the course." Hansen and Gauthier (1993, 1994) reported that tournament products included "seeing the game close to the players," "golf is love," and "learning the skills of the players."

Attention to a player has been mentioned in existing studies on sports spectators (e.g., Zhang et al., 1995, Zhang, Pease, Smith, Lee, Lam, & Jambor, 1997; Mahony & Moorman, 2000; Funk et al., 2001). Zhang et al. (1995, 1997) reported that the charm of the game (e.g., a player) influenced the spectators who attended the event.

Mahony and Moorman (2000) have reported that spectators' attachment to players can be strong and may influence the spectators' behavior. Moreover, Funk et al. (2001) developed the Sport Interest Inventory (SII) that includes the "Interest in Player" factor and used this inventory to assist in clarifying sports consumption behavior. These previous studies suggest that players influence the spectator attendance factor. In addition, Hansen and Gauthier (1993, 1994) stated that golf spectators attend with the purpose of experiencing the golf course and cheering for the players.

However, market demand studies have not been conducted in the context of professional golf. Although existing studies provide insight into the variables that affect professional golf game attendance, golf itself has unique characteristics as a professional sport. The lack of consideration of characteristics that are more specific to golf, such as the nature of the game (e.g., being close to the players, the scenery of the course, or walking the course) and event service (e.g., food or charity) may limit the utility of previous studies. In addition, the extent to which the findings of previous studies are applicable to the setting of this specific sporting event is unknown (Zhang et al., 2005). The weakness that is associated with previous studies may have been partly caused by the lack of a valid assessment tool to measure spectator satisfaction with the market demands of a specific sporting event (Zhang et al., 2005). In addition, sports spectators may expect more than the core product when they attend a sports event.

Peripheral services

The quality of the peripheral services that contribute to improving spectator

satisfaction are gaining more attention as a research topic (e.g., Wakefield & Sloan, 1995; Murray & Howat, 2002; Hill & Green, 2000) compared with the topic of spectator psychological factors, which are difficult for marketers to control. Specifically, hospitality (staff), scoreboards, accessibility, and food service are essential factors. One of the pleasures of spectators who have various purposes is event service, which attempts to please a large number of spectators at a sporting event (Mullin, Hardy, & Sutton, 2007).

Wakefield and Sloan (1995), Wakefield et al. (1996), and Hill and Green (2000) note the importance of service quality at stadiums. Wakefield and Sloan (1995) developed "the hypothesized sportscape model" based on service quality that includes stadium parking, stadium cleanliness, fan behavior control, food service, crowding and their effect on the desire of spectators to stay. Spectators further reported that stadium service was important (Greenwell, Fink, & Pastore, 2002; Murray & Howat, 2002). In addition, Madrigal's (1995) study of participants at sporting events suggests that satisfaction with the event may lead to future attendance. In other words, spectators wish to stay because of various factors, and they may patronize events again in the future if they are satisfied with their experiences.

Hill and Green (2000) clarified the differences among service factors that influence spectators' re-patronage intentions according to the types of stadiums and spectators who watch games at these stadiums. Moreover, Hill and Green (2000) found that the importance of parking influenced the spectators' attendance based on the difference of location in relation to the stadium. Similarly, Wakefield and Sloan (1995) and Wakefield et al. (1996) found that parking and stadium access promote the pleasure of spectators in a stadium and increased their desire to stay. Wakefield and Sloan (1995) state that spectators who take a shuttle bus to a stadium contribute to relieving traffic congestion and that this factor affects the decision of spectators to stay at the stadium for the full event. Hansen and Gauthier (1989) found that game schedules, convenient parking areas and team records strongly affected spectators, and the authors reported that differences between indoor sports and outdoor sports are also determined by economic factors. Melnick (1993) noted that physical factors, such as the design of a stadium, the quality of food service and exchanges with fans, influenced spectators' evaluation of the stadium experience. However, when one considers sports events comprehensively, core products such as player appeal, game details, and competition characteristics are important (Mullin et al., 2007).

Therefore, research is needed to clarify spectator satisfaction according to the segmentation of core products and peripheral services.

Greenwell, Fink, and Pastore (2002), Tsuji, Bennet, and Zhang (2007), and Yoshida and James (2010) clarified customer satisfaction based on the perceptions of the core product and peripheral services of sporting events. Greenwell et al. (2002) found that the perceptions of both service personnel and the sports facility contributed to customer satisfaction beyond the effects of customer perceptions of the core product. Moreover, the strategic planning of sports facilities has been found to influence consumer satisfaction. In studying action sports event participants, Tsuji et al. (2008) found that the category of action sports as the core product and the physical peripheral services strongly influence spectator satisfaction. They also reported that satisfaction with peripheral services is related to spectators' re-patronage intentions.

Yoshida and James (2010) categorized sports spectator satisfaction into game event satisfaction, such as player or team performance and game atmosphere, and service satisfaction, such as facility access, staff, and stores. The authors created a spectator satisfaction model that includes the behavioral intentions of spectators for both game event satisfaction and service satisfaction, topics that had thus far been studied independently of one another. These authors used Japanese baseball spectators and American football spectators as their subjects. The result of an international comparison of spectator satisfaction revealed that, although game event satisfaction was strongly influenced by the game event atmosphere in both countries and game event satisfaction was found to affect stadium attendance intentions, service satisfaction was found to influence attendance intentions only in Japan.

Research Question

Thus, several studies of sports spectators and peripheral sports services have focused on a variety of factors that influence sport consumers, but little attention has been devoted to the "desire to stay" at a sport stadium or sport facility. Wakefield and Sloan (1995) identify the importance of the stadium experience to spectators, but few other studies have examined this experience. The authors suggest that spectators who enjoy spending time at a stadium are inclined to return to the stadium for future games. Furthermore, Wakefield's studies (1994, 1995, 1996, 1998) reported that the desire to stay at a sports event (or shopping store) is one aspect of approach behavior.

Past studies that discuss team sports include those of Wakefield (1994, 1995, 1996), but few studies have focused on individual sports (e.g., golf).

Robinson, Trail, and Known (2004) indicate that attending and viewing a professional golf tournament differs from attending sporting events such as baseball or football because spectators watch specific individuals compete rather than teams. In addition, Barkow (1989) states that, regardless of the viewing perspective, spectators will miss the majority of the action. This experience differs substantially from the typical spectator experience in which a fan is confined to a seat in an arena or stadium.

In particular, unlike baseball or soccer, professional golf tournament events constitute an entire day, and the spectators' period of stay is long.

Whereas research on conventional spectator behavior, service quality and satisfaction has typically examined the behaviors of spectators attending established team sports, such as football or baseball, this study is distinctive in attempting to conduct spectator research relative to an individual sport rather than a team sport and to conduct research without accumulated previous studies rather than more established sports research. When consumers' desire to stay is controlled, spectators are likely to stay at an event for a longer period of time and thus to gain satisfaction that may lead to re-patronage intentions (Wakefield & Sloan, 1995, Wakefield et al, 1996, Wakefield & Baker, 1998). From our review of previous studies, we suggest the following framework for a spectator behavior model with respect to a golf tournament (Figure 1).

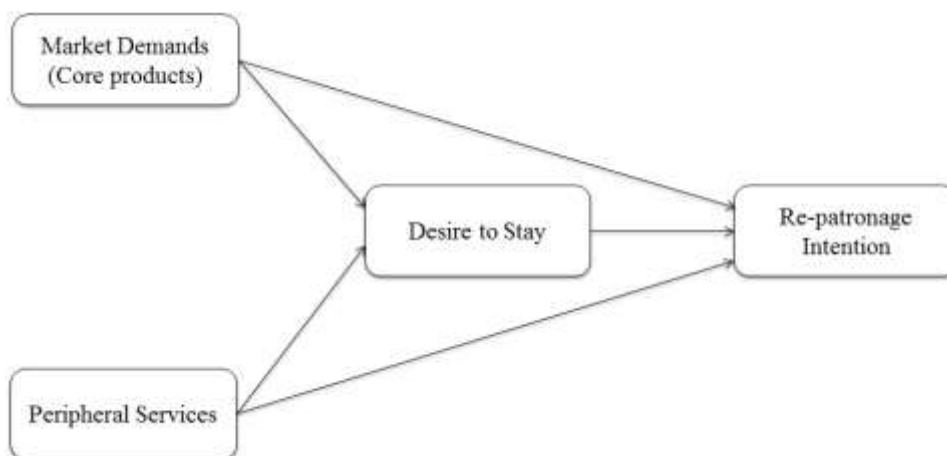


Figure 1. Conceptual Model of Golf Spectator Stay behavior

Method

Demographics of golf spectators in recent years

According to the GTPA (Golf Tournament Promotion Association of Japan [Inc.]) (2003–2006), the sex ratio of the spectator galleries of the JGTO (Japan Golf Tour Association) is 68.7% males to 31.3% females. By age group, approximately 90% of the spectators are over 30, and approximately 50% are over 50. In addition, approximately 85% of the spectators are amateur golfers, and approximately 60% attend tournaments with complimentary tickets. For the LPGA (Ladies Professional Golf Association) of Japan, 67.4% of the spectators are male, and 32.6% are female. Approximately 40% of the spectators in these galleries are over 40 years old, approximately 82% are golf players, and approximately 50% attend with complimentary tickets.

Participants

The research subjects in this study were selected from spectators at the 23rd Ito-En Ladies Golf Tournament of the LPGA regular tour. Through the use of a stratified sampling method, the sex composition of the sample was set at 7 men to 3 women. The subjects were limited to those over the age of 30 (GTPA, 2003–2006). The researchers distributed a written questionnaire to the golf spectators at the event area and entrance hall during the three days of the event. Of the 300 questionnaires distributed, 293 usable questionnaires were collected for a return rate of 97.6%.

Instrumentation

This study's instruments were adapted from previous golf spectator research (Watanabe, Matsumoto, & Nogawa, 2012). This golf spectator stay behavior scale was developed using the following procedures: comprehensively reviewing the related literature, conducting a test of content validity through a panel of experts, and conducting a confirmatory factor analysis (CFA). Specifically, the CFA was conducted to clarify the validity of previous study instruments (Watanabe et al., 2012).

The literature review was thorough and included concepts and findings from a number of critical studies. The instruments were classified into the four dimensions of core products (affection to player, the game of golf, and the course setting), peripheral services (hospitality and service management as well as accessibility), the desire to stay, and re-patronage. For the core products, Hansen

and Gauthier's original golf spectator scale was utilized; however, some of the instruments were modified. For peripheral services, the sportscape instruments of Wakefield and Sloan (1995) were adapted and modified. In addition, the subscales of the desire to stay and re-patronage were adapted from the work of Wakefield and Sloan (1995).

The content validity of the initial survey was assessed in advance by a panel of sports management experts consisting of two tournament producers, sponsor personnel, and association officers who were asked to examine the content relevance, representativeness, and clarity. The experts were invited to provide suggestions for revising the questionnaire. The wording of the questionnaire was checked by experienced golf spectator members (n = 10). Finally, 22 items were used to predict spectator stay behavior. The subscales of affection to player (2 items), the game of golf (4 items), course setting (3 items), the desire to stay (3 items), and re-patronage (2 items) were measured on a 6-point Likert-type scale ranging from “strongly disagree” (1) to “strongly agree” (6). The subscales of hospitality and service management (5 items) and accessibility (3 items) were measured on a 6-point Likert-type scale ranging from very dissatisfied (1) to very satisfied (6).

Data analysis

The analysis was performed using SPSS 16.0 and Amos 16.0. On the basis of Amos 16.0, the CFA was employed to identify the construct validity for all latent dimensions. The instruments that were used included seven factors: “affection to players,” “the game of golf,” “the course setting,” “hospitality and service management,” “accessibility,” “the desire to stay,” and “re-patronage.” The CFA results revealed the key factors of construct validity in some model fit indices. The normed chi-squared (NC: 2.52), comparative fit index (CFI: .910), standardized root mean square residual (SRMR: .056), and root mean square error of approximation (RMSEA: .072 with a 90% confidence interval .064 - .081) values were all acceptable (NC < 3.0, CFI > .90, SRMR < .10, RMSEA < .08) (Kline, 2005). In addition, the average variance extracted (AVE) ranged from .52 to .77 and exceeded the recommended .50 cutoff for seven factor values (Fornell & Larcker, 1981). According to the CFA results, the latent constructs examined in this study were satisfactory in terms of construct validity. Furthermore, the factor loadings ranged from .67 to .93, and the individual subscale reliability ranged from .73 to .94, which indicates adequate internal consistency, with the exception

of accessibility, which was a benchmark at the value of .70 (Nunnally & Bernstein, 1994). The data analysis suggested that the overall reliability of the factors was acceptable (Table 1). Table 2 shows the means, standard deviations, and correlations among the constructs. The means ranged from 3.73 (1.05) to 5.30 (.76), and the inter-correlation values ranged from .17 to .70 (Table 2).

Table 1. Result of Confirmatory Factor Analysis (CFA)

<i>factors</i>	<i>items</i>	<i>Factor loadings</i>	<i>t-values</i>	<i>Reliability</i>	<i>AVE</i>	
Market demands (Core Product)	Affection to player	To cheer for famous (big names) players	.71	9.79	.73	.58
		To cheer for specific players	.71	9.25		
	Game of golf	Golf is my favorite sports	.70	12.55	.81	.52
		To see live action - to be close to golfers, feel presence	.73	13.31		
		To see live action – players' practice close to golfers	.73	13.40		
		Pick up tips on shot making or others - to learn players' skills	.67	11.97		
	Course setting	To enjoy fitness benefits of walking golf course	.76	14.42	.83	.63
		To enjoy the scenery of golf course	.79	15.15		
		To enjoy a feeling of freedom with fresh air	.70	12.80		
	Peripheral services	Hospitality and service management	To interested in the food service, the shop and so on	.69	11.83	.94
To interested in the charity event (e.g. talking show, autograph session and so on)			.79	13.27		
Event guidance (setting place of signboard, high quality scoreboard, fan control) is appropriate			.93	20.80		
Event staff and volunteer staff treat us hospitably			.93	20.57		
The number of restrooms and cleanliness are maintained			.77	15.35		
Accessibility		Easy access to golf course (parking area)	.73	13.39	.81	.59
		Prepared for ample parking	.85	16.36		
Desire to stay	A lot of pick-up shuttle buses to golf course	.71	12.88	.91	.77	
	I enjoy spending time at the tour tournament	.75	8.93			
	I like to stay at the tour tournament as long as possible	.72	10.16			
Re-patronage	I like to stay for the entire event	.72	11.95	.83	.71	
	I want to repatronage this tour tournament next year	.70	10.49			
	I want to attend other tour tournaments in the future	.74	9.77			

Notes : Market demands, Desire to stay, Re-patronage;6-point (1=strongly disagree, 6=strongly agree) scales were employed.
Peripheral service;6-point (1=very dissatisfied, 6=very satisfied) scales were employed. AVE : Average Variance Extracted

Table 2. Correlations among Factors

<i>factors</i>	1	2	3	4	5	6	Mean	SD
1 Affection to player	—						4.85	0.95
2 Game of golf	.57***	—					4.91	0.87
3 Course setting	.64***	.64***	—				4.62	0.96
4 Hospitality and service management	.63***	.42***	.73***	—			3.73	1.05
5 Accessibility	.53***	.45***	.70***	.65***	—		4.11	1.10
6 Desire to stay	.66***	.61***	.64***	.50***	.42***	—	4.70	0.85
7 Re-patronage	.43***	.63***	.40***	.17***	.35***	.63***	5.30	0.76

*** P < .001

Results

The questionnaires revealed that 69.3% of the respondents were male, and 30.7% were female. Approximately 26.4% of the respondents were at least 60 years of age, 36.5% were 50–59 years old, 26.7% were 40–49 years old, and 10.4% were 30–39 years old. The spectators were golf players: 31.6% played 1–10 rounds per year, 27.4% played 11–25 rounds per year, and 20.7% played 26 rounds or more per year. With respect to the types of tickets that the respondents held, 47.8% obtained complimentary tickets, 16.0% had advance tickets, and 36.2% had daily tickets. Most of the participants attended the event with family or friends; only 9.8% of the participants reported that they attended the event alone.

Conceptual models were constructed to examine and test the relationship between the dimensions of the "purpose of attendance factor" (affection to player, the game of golf, and the course setting), the "physical environment factor" (hospitality and service management as well as accessibility), the "desire to stay" and "re-patronage intentions." The results of structural equation modeling (SEM) for the conceptual model indicated an acceptable fit to the data: NC = 2.52, CFI = .910, SRMR = .056, and RMSEA = .072, with the 90% confidence interval .064–.081. Affection to player, the game of golf and the course setting, which constituted the core products, were significant influences on the desire to stay (affection to player: $r = .368$, $p < .01$; game of golf: $r = .241$, $p < .05$; course setting: $r = .340$, $p < .05$). In addition, among hospitality and service management and accessibility, which represented peripheral services, neither hospitality and service management nor accessibility were significant influences on the desire to

stay (hospitality and service management: $r = -.008$, n.s.; accessibility: $r = -.116$, n.s.). This result indicates that core products are important factors in the desire of golf spectators to stay at an event.

Similarly, as a result of the influence of these factors on re-patronage intentions, among the core products, only the game of golf significantly influenced spectators' re-patronage intentions ($r = .429$, $p < .001$). For peripheral services, both hospitality and service management and accessibility significantly influenced re-patronage intentions (hospitality and service management: $r = -.332$, $p < .01$; accessibility: $r = .248$, $p < .05$). A significant relationship between the desire to stay and re-patronage intentions ($r = .511$, $p < .001$) was also found, and the conceptual model explained approximately 55% of the variance in the desire to stay and approximately 57% of the variance in spectators' re-patronage intentions (Table 3).

Table 3. Standardized Coefficients of Model Paths

	path	r
Affection to player	⇒ Desire to stay	.368 **
	⇒ Re-patronage	.026 n.s.
Game of golf	⇒ Desire to stay	.241 *
	⇒ Re-patronage	.429 ***
Course setting	⇒ Desire to stay	.340 *
	⇒ Re-patronage	-.155 n.s.
Hospitality and service management	⇒ Desire to stay	-.008 n.s.
	⇒ Re-patronage	-.332 **
Accessibility	⇒ Desire to stay	-.116 n.s.
	⇒ Re-patronage	.248 *
Desire to stay	⇒ Re-patronage	.511 ***
		Desire to stay $R^2 = .55$
		Re-patronage $R^2 = .57$

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

Discussion

The purpose of this study was to examine the influence of core products and peripheral services at golf tournaments on spectators' desire to stay and re-patronage intentions. The results indicate that core products (affection to player, the game of golf, and the course setting) are significantly related to spectators' desire to stay. Specifically, the course setting has the strongest influence on the spectators' desire to stay. However, peripheral services (hospitality and service management and accessibility) are not significantly related to the desire to stay. Moreover, the game of golf, hospitality and service management, and accessibility have a significant influence on spectators' re-patronage intentions. Furthermore, these results provide support for a significant relationship between spectators' desire to stay and their re-patronage intentions.

Concerning the affection to player factor, in Wakefield and Sloan's research (1995), the moderating factor of team loyalty strongly affected the desire to stay. In this study, the affection to player factor was significantly related to the desire to stay. In the case of individual sports (e.g., golf), it is believed that team loyalty or attachment becomes the player factor and is then directed toward individual players. When suggested in this manner, the results in the current study are consistent with Wakefield and Sloan's (1995) findings. Similar findings were obtained by Zhang et al. (1997), who investigated the player factor as being the attractive aspect of watching a game. Moreover, Robinson et al. (2004) found a relationship between vicarious achievement and attachment to players in a tournament: because golf does not lend itself to team attachment, spectators live vicariously through their attachment to the success of their favorite individual golfers. This result is a unique characteristic of professional golf. Because the player factor has an influence on spectators' desire to stay, this effect suggests that the player factor attracts the interest of spectators or determines spectator behavior at an event. However, Yoshida and James (2010) suggest that player performance does not influence event satisfaction. Thus, future research must investigate whether spectators' player loyalty and support affect their desire to stay.

With respect to the game of golf factor, we speculated that "golf is love" or "to see the plays or practice close to the players" are common reasons for spectator attendance. A spectator who watches a game in a stadium for a sport such as baseball or soccer has a designated seat and area. In contrast, at tournaments, spectators are much closer to players as they watch a game.

Hansen and Gauthier (1994) explained that “unique spectator reasons, such as making one’s own decision as to who and where to watch, being close to golfers, and enjoying the fitness benefits of walking a few hundred acres of attractive landscape in the fresh air, can differentiate golf events from virtually all other spectator sport events.” These unique conditions affect spectator motives and further reveal their influence on spectators’ desire to stay (Hansen & Gauthier, 1993, 1994; Robinson & Carpenter, 2002).

Course setting was strongly related to spectators’ desire to stay compared with other factors. Gauthier and Hansen (1993) suggested that golf, when compared with other sports, offers spectators the uniqueness of local scenery and the environmental aspects of the fitness benefits of walking the green course. Golf spectators take various positions at tournaments. Robinson and Carpenter (2002) noted that spectators can view the action from three different positions: they can stay at one hole and watch the entire field play through; follow a pair, threesome, or foursome for 18 holes; or randomly walk the course watching various golfers at various holes. These various positions may further explain the desire of spectators to stay at an event. Namely, the course setting factor can be assumed to influence on the desire to stay (Robinson & Carpenter, 2002). The unique features of the event, such as player appeal, the improvement of a spectator's own skills, and course scenery, become the core products of watching professional golf (Hansen & Gauthier, 1993). The results of this study also determined these core products for spectators of professional golf and support the results of prior studies (e.g., Greenwell et al., 2002, Tsuji et al., 2007).

Hospitality and service management and accessibility did not significantly influence spectators’ desire to stay. For example, Greenwell et al. (2002) reported that as a result of having clarified customer satisfaction hierarchically, this satisfaction changed with regard to staff service; however, other physical factors did not influence satisfaction. Hill and Green (2000) reported that the factors (e.g., stadium service and personal factors) that are responsible for influencing future attendance vary according to the types of stadiums and spectators. Tournaments are day-long events. How can a marketer or organizer satisfy spectators with these various purposes and create a comfortable atmosphere? Event service is indispensable for a pleasant and comfortable spectator experience that endures throughout the day. Thus, further studies are needed to more fully investigate this relationship between spectators and service.

The game of golf factor had a stronger influence on spectators’

re-patronage intentions than on the desire to stay. Mahony et al. (2002) suggested that aesthetics and drama may be more important when initially attracting fans but that their influence may dissipate over time. In the case of golf, spectators are “players”; they visit tournaments to improve their own skills (McDonald et al., 2002). In addition, Hansen and Gauthier (1993) reported that this desire was an important feature of watching golf tournaments. Based on the above-mentioned argument regarding players, watching tournaments may be a more important factor than a specific characteristic of golf in entertaining spectators.

Hospitality and service management and accessibility assist in supporting the future attendance of golf tournaments. Bitner (1992) reported that the service experience is an important factor in customer satisfaction, and it is presumed that the service experience of customers contributes to their evaluation of a golf event. Therefore, the service experience is important for spectators because it contributes to their comfort and possible re-patronage intentions. Especially with regard to accessibility, most spectators are golfers, are accustomed to being at golf courses, and recognize that the golf course is likely to be distant from where they live. Therefore, in this study, spectators recognize that it may be inconvenient to attend a tournament and accept this fact given the geographical demands of golf courses.

Spectators’ desire to stay most strongly influenced their re-patronage intentions. In other words, spectators receive some self-benefit from their attendance (Hansen & Gauthier, 1993, 1994). When this benefit is greater than expected, the spectators’ satisfaction is high. For example, Wakefield and Sloan (1995) stated that spectators who enjoy spending time at an event are more likely to wish to return to the same event. The findings of Wakefield and Sloan (1995) and Madrigal (1995) explain that if the spectators’ service experience at a golf tournament is good or excellent, they may attend again in the future. Consequently, this result supports the research of Wakefield and Sloan (1995), who claimed that spectators’ desire to stay strongly influenced their re-patronage intentions.

Conclusions

The purpose of this study was to clarify how market demands and peripheral services influenced the desire to stay at tournaments and how this clarification assists us in understanding the behavior of professional golf

spectators. Previous studies have found that peripheral services influence the desire to stay (Wakefield & Sloan, 1995; Wakefield & Baker, 1998), but the results of this study indicate that both peripheral services and core products are important determinants of spectators' desire to stay. Thus, the promotion of golf tournaments with the unique characteristics of the core product (i.e., affection to player, the game of golf, and course setting) may assist sports marketers in satisfying and retaining their spectators. We have shown a strong relationship between spectators' re-patronage intentions and their desire to stay at tournaments. Moreover, golf spectators who enjoy spending time (staying longer) at tournaments are inclined to return to future tournaments. In other words, factors that influence spectators' desire to stay will satisfy spectators.

This study found that event service has a strong influence on spectators' desire to stay. Golf tournaments are events that endure throughout a day. For example, when a spectator wishes to watch a specific player, the player plays from tee-off to hole-out for approximately five hours. Therefore, the event management must ensure that spectators do not become bored. Moreover, spectators may be hungry while watching the tournament or may be interested in the club setting or a player's clothing (a specific color or brand). Therefore, the tournament management should consider strategies that include "spectator service that becomes a benefit to the spectators' own golf, such as an introduction to the player's club setting and the golf wear of players"; "quality control of the course and the grass for easy walking by spectators"; and "privileges (e.g., a discount system for food or goods) for women spectators."

This study also has some limitations. Its sample was intended to examine the spectators at only a few tournaments in a particular area among the dozens of tournaments that occur each year. As Robinson et al. (2004) noted, differences regarding the sites of tournaments may result in differences in spectator motives and attachments. Therefore, we must determine the stay behavior of spectators using more detailed segmentation methods (for example, segmentation according to differences in gender, age, day, ticket, tournament sponsor, tour, and site).

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