

# SPORTING: SERVICE QUALITY AND SATISFACTION AMONGST MALE SPECTATORS ON UNIVERSITY SPORTING GROUNDS

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## Abstract

The main aim of this study was to investigate the quality of service experienced by male spectators at a sporting event as well as to establish if there is a relationship between a core sport product and the product servicescape in conjunction to male spectator satisfaction. The study also investigated the perceived value that male spectators receive from the total sport product which forms an integral part of the total market offering to spectators. It is important to establish this relationship as it will have an impact on future attendance of these type of events. In order to achieve the objectives of the study a survey was distributed to male spectators who watched soccer and basketball games on the grounds of a particular university. The respondents were exposed to the services, staff and activities in and around the stadium before, during and after the matches to ascertain total male satisfaction of the sporting event.

**Keywords:** Sport Service Quality, Satisfaction, Male Spectators

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## 1 Introduction and objectives

The professional sports events industry is becoming increasingly competitive as a result of a worldwide social trend towards people attending sports events as spectators and an ever-increasing range of available spectator events. In this competitive environment, providers of professional sporting services are increasingly motivated to encourage customers to attend games as spectators (Theodorakis, Koustelios, Robinson and Barlas, 2009: 456). This motivation can be successfully provided and enhanced if the spectators are initially satisfied with their prior experience. Customer satisfaction is crucial in the long-term survival of a business or sport type and this is influenced by a number of factors and sport organisations. These organisations are increasingly learning the importance of not taking their customers for granted and treating them as individuals and as important valued partners. Sports organisations and the events they present do not differ. Spectators have different reasons for supporting a particular sport organisation and thus need to be catered for accordingly.

Service satisfaction is a function of consumers' experience and reactions to a provider's behavior during the service encounter; it is a function of the service setting (Abdullah and Rozario, 2009: 185). In

order to reach that level of satisfaction, commitment from employees is necessary as they facilitate the service encounter. Sureshchandar, Rajendran and Anantharaman (2002) suggested that customer satisfaction comprises of the following factors; core service, human element of service delivery, systematization of service delivery, tangibles of services and lastly social responsibility. These components may define the behaviour intentions at sporting events. Research considers customers favourable intentions to (a) recommend the team to other customers, (b) to attend the team's future sporting events and (c) to remain loyal to the team (Yoshida and James, 2010: 344).

Previous research studies such as Abdullah and Rozario, (2009); Yoshida and James, (2010) and Robinson and Barlas, (2009) support this conceptualisation and provide the basis for the conclusion that the core product in sport is derived from sport-related factors such as the quality of the home and opposing teams. Winning percentage of a team, their place in the standings, the team's history, the number of star players on the team, and the reputation of the team, are also important factors that impact on spectator satisfaction. The core product in spectator sports includes game-related components, which are key determinants of whether an element is

the core product or ancillary service (Yoshida and James, 2010).

Although researchers (Theodorakis *et al.*, 2001: 431) generally agree that there is an actual relationship between the two constructs, the direction of this relationship has been the subject of debate. Therefore the objectives are as follows:

- To investigate the relationship between the core sport product and male spectator satisfaction.
- To investigate the relationship between the servicescape product and spectator satisfaction.
- To determine the perceived value spectators receive from the total sport product.

## 2 Overview of service quality

### 2.1 Service quality defined

Service quality has in recent years become the great equaliser in companies' dealings with customers and spectators. Potluri and Zeleke, (2009) explains that with the economic hardships and realities companies have been forced since 2008 to become more focussed on the needs of the customer and meeting their expectations and it has turned out to be very crucial especially in those organisations in order to retain them. Service quality is influenced by expectation, process quality and output quality; in other words the standards of service is defined by customers who have experienced that service and used their experience and feelings to form a judgment (Abdullah and Rozario, 2009: 185).

Literature offers a number of service quality models but one that is widely accepted and used is the SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1988). This model highlights five service quality dimensions namely reliability, assurance, tangibles, empathy and responsiveness. Reliability as Kouthouris and Alexandris, (2005: 103) observe refers to the ability to perform the promised service dependably and accurately; assurance refers to employees' knowledge and their ability to convey trust and confidence; tangibles refers to the physical environment; empathy refers to employees' willingness to provide individualised attention to customers and responsiveness refers to employees' willingness to help customers and to provide prompt services Jae Ko and Pastore, (2007: 34) stress that to be competitive in the very competitive sporting events market environment, sport organisations need to increase customer satisfaction by providing consistently high quality services. Zeithaml and Bitner defined perceived service quality as a global judgement or attitude relating to the superiority of a service. Since the perception of the quality of the service received will differ from one spectator to another it is clear that these perceptions could occur at multiple levels in an organisation (Sureshchandar, Rajendran and Anantharaman, 2002: 364).

Chelladuri and Chang (2000) identified the targets of service quality that ultimately influences the overall satisfaction spectators have with the sport as (a) The Core product; (b) Service Co-production and (c) sportscape features. Each of these is discussed in the next sections.

### 2.2 The core sport product

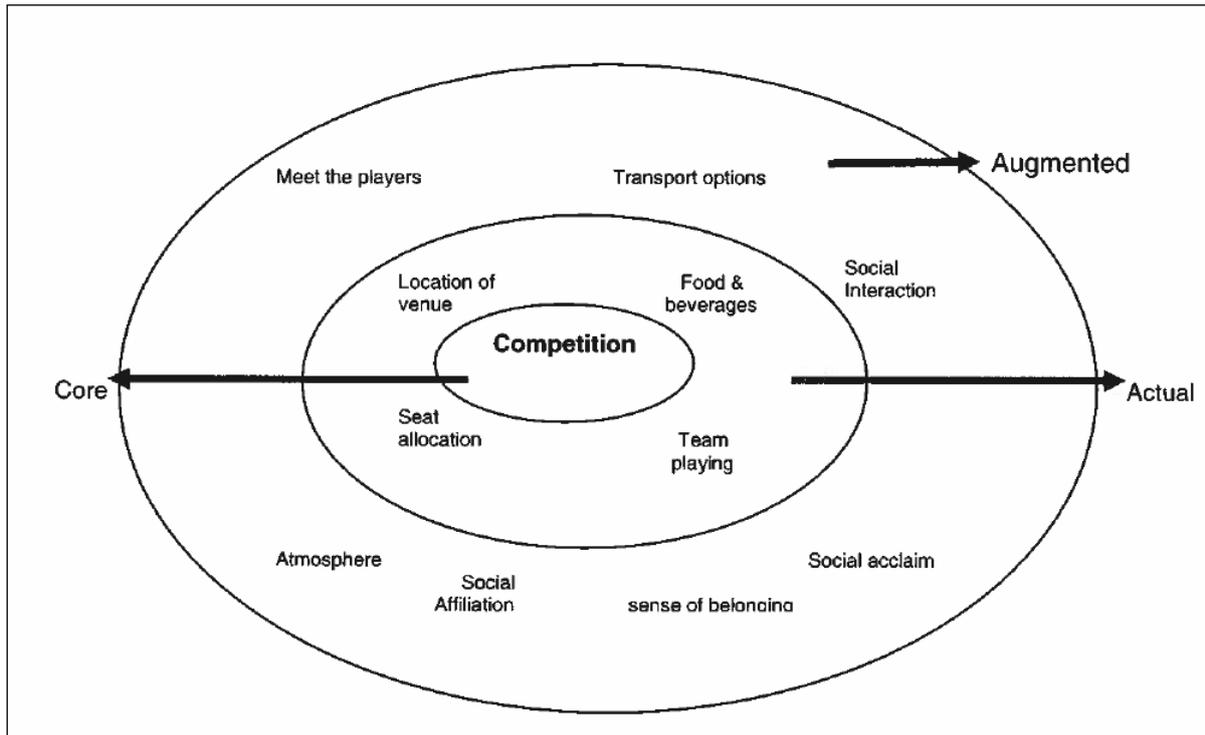
The term 'Core sport product' refers to those elements of the spectator sport service experience that directly involve the sporting contest (Mullin, Hardy and Sutton, 1993). The core sport product is what makes people come to the stadium and it involves the activities that produce the entertainment for which they are willing to pay (Westerbeek and Shilbury, 2003: 15).

Morgan and Summers (2005: 140) however; refer to the core sport product as the competition itself as this is the main reason people spend money to attend sporting events. Like any product, the sport product is seen as also consisting of three product levels which together all enhance the total product experience. These levels are depicted in Figure 1.

As specified in figure 1 competition by its very nature is completely uncontrollable and unpredictable, and therefore is key to the passionate and committed following of many sport fans. Spectators can be satisfied with their experience even if their team does not win, as long as the quality and intensity of competition was of a high standard (Morgan and Summers, 2005: 140). The actual products and the augmented products simply enhance the entire experience, which then affects and impacts on spectator satisfaction. Sports marketers can thus use past performances of the team in any marketing communication initiatives to intensify the expectation fans have of the core product.

#### 2.2.1 Fan identification and social identity

According to Grencer (2011: 2140) the emotions and feeling of spectators form a significant part of the sports product. More decisively, customers typically make emotional investments in such organisations, for example, supporting sports teams and becoming members Westerbeek and Shilbury (2003:15) mention that the identification of fans varies from religious follower to hedonist fans. The religious follower views the core product (competition) as a religious ceremony whereas, the hedonists view of a sporting event is that fans should simply have a good time. This viewpoint indicates that each team has an equal opportunity of winning and therefore it is not necessary to fuss over one team.

**Figure 1.** Product levels for a sporting event

Source: Morgan, M. and Summers, J., (2005), *Sports Marketing*. Thomson: Australia. [Online] Available from: [http://books.google.co.za/books?id=R-Kn3jVW39gC&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.co.za/books?id=R-Kn3jVW39gC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false) [Downloaded: 2012-03-14].

Fan identification is defined as the personal commitment and emotional involvement customers have with a sport organisation. Individuals with a strong degree of identification to their team consider the success or failure of their team as their own. Such individuals bear their teams unceasingly. Gencer (2010: 2142) is of the opinion that when managed effectively, this condition presents professional sports teams the prospect to acquire enviable advantages.

Studies in the identification literature are grounded in social identity theory. Social identity theory states that people tend to classify themselves and others in various social categories. These categories allow people to segment and order their social environment and they provide a means of classifying themselves and others in it (Greer and Tomas, 2009: 16). Social identification itself as Ashforth and Mael (1989) explain is the perception of belongingness to some human aggregate. It is therefore interesting to investigate whether fan identification with a particular sport or sports team can influence the level of satisfaction fans may experience with regard to that particular sport or sports team.

### 2.2.2 Fan involvement

Meenaghan (2001: 106) suggests that because fan involvement forms part of the social identity theory,

fan involvement has been recognised as "...the extent to which consumers' identity with and are motivated by their engagement and affiliation with particular leisure activities". The Hunt *et al.*, (1999) typology is based on the source of motivation and on behaviour exhibited by the different types of fans. The fans were distinguished based on the types of motivation, namely; situational motivation and enduring motivation. Situational motivation is bound by time and space and therefore is more temporary in nature while enduring motivation is a result of the fan perceiving the sports object as important to his or her self-concept (Westerbeek and Shilbury, 2003: 23). These fans are ranked as temporary, local, devoted, fanatical and dysfunctional. Temporary fans will be less involved in the game and will support the sport only based on a temporary phenomenon. On the other hand, fanatical fans take their support onto another level. They are more than loyal and feel the sport object to be as important as a means of self-identification which they demonstrate in different forms of supportive conduct (Westerbeek and Shilbury, 2003: 24).

### 2.2.3 Service co-production

Sportsmen do not bear the sole responsibility in producing a satisfactory atmosphere for a sporting event. The employees as well as sports spectators

each bear significant responsibility in the total satisfaction of the sporting event. The employees have the duty to produce friendly service to spectators and treat spectators as individual customers with unique individual needs. Sports spectators also play a role in ensuring complete satisfaction for other spectators. This may be achieved by them choosing to engage in conversation and give their personal opinions on the sporting event. In addition, cheering, clapping of hands and singing can also contribute to uplift the social environment.

#### **2.2.4 Sportscape features**

##### **2.2.4.1 Servicescape defined**

Wakefield and Blodgett (1994: 66) mention that one of the main reasons customers attained leisure services is to experience excitement and stimulation. Research indicates that the degree of arousal or excitement that customers experience while consuming the leisure service may be a major determinant of their subsequent satisfaction with the service experience. The servicescape can either enhance or suppress these emotions and is therefore important in this experience (Wakefield and Blodgett, 1994: 67).

Servicescape is a term used in reference to the physical surroundings to facilitate the service offering to consumers. This is inclusive of tangible elements such as the infrastructure and intangible elements such as temperature or sound that make up the service experience (Hoffman and Turley, 2002). Bitner (1992) suggested that servicescape might have an effect on customer satisfaction. He mentioned two important aspects of servicescape in this regard namely (a) Spatial layout and functionality and (b) Elements related to aesthetic appeal.

Spatial layout and functionality refer to the ways in which seats, aisles, food service lines, security, restrooms, entrances and exits are designed and arranged in the sporting arena. Aesthetic appeals refer to factors such as the surrounding environment, cleanliness, signage and other elements. Based on their perception of these two sets of factors, they will have set thoughts and feelings that lead them to either approach or avoid the sporting event (Wakefield and Blodgett, 1994: 68). Aspects of the servicescape that can influence spectator satisfaction within a sporting environment context will be discussed in the following sections.

##### **2.2.4.2 Safe atmosphere ensuring satisfaction**

Westerbeek and Shilbury (2003: 16) observe that the safe atmosphere dimension relates to safety issues in and around the stadium. As mentioned previously, there are different types of fans present at the stadium. Dysfunctional fans are those whom the sports object are a primary method of self-identification. This

attachment may lead to irregular behaviour such as violence. This implies that organisers must ensure that there is ample security within the facilities to ensure the safety of all spectators.

The Australian Institute of Criminology (2010) has reported that spectator violence in stadiums is an increasing concern. Spectators need to feel safe in the sporting environment in order for them to fully enjoy the event. Security personnel should be made available to ensure that spectators are safe should anything happen and that their cars are well looked after.

##### **2.2.4.3 Hospitality dimension ensuring satisfaction**

Service quality and customer satisfaction is vastly investigated. Theodorakis *et al.*, (2001) investigates the effects of spectators' perception of service quality on their satisfaction in professional spectator sport. Employees at the stadium also play a vital role in ensuring that all activities run smoothly therefore it is imperative that they are well trained. Frontline employees are the ones who interact with the spectators and should therefore do all they can to enhance their total experience.

##### **2.2.4.5 The stadium arena facilitating spectator satisfaction**

Correia and Exteves (2007) stated that spectators would be satisfied and happy when there are stadium facilities, car parks, safety and ticket counter space. Thus, there are various factors that can influence spectator's satisfaction and encourage them to come back again to the stadium for future games (Pilus, Yusof, Bojei, Fauzee, Samah and Aziz, 2010: 54). For those spectators who share a high degree of self-identification with the team, they may consider the stadium 'Home'. Westerbeek (2001) states that home goes beyond the physical boundaries and features of the sportscape; that it involves emotional attachment to the place where history has been created and memories are stored. It is with these memories spectators build their confidence in their teams' ability to perform well. Thus, some spectators may prefer their teams to play at their 'Home' arena. Therefore for this study the following hypothesis is set:

H<sub>1</sub>: There is a positive relationship between the core sport product and male spectator satisfaction.

### **3 Overall spectator satisfaction**

Oliver (1997: 13) defines customer satisfaction as a product or service feature or the product or service itself, providing a pleasurable level of consumption-related fulfilment. No longer can organisations afford to take their customers for granted as they can simply take their business elsewhere. Sports organisations are not an exception.

Cronin and Taylor (1992) views customer satisfaction as the overall feeling customers have towards an organisation. This overall feeling can be incredibly beneficial to firms as it leads to positive word-of-mouth, customer loyalty and cross-buying. However, for sports spectators, customer satisfaction has been viewed as a significant predictor of intentions to attend future sporting events (Yoshida and James, 2010: 338).

Spectators may be satisfied only when they truly believe that they have received value for their time and money. The core sport product (competition) may create such value. The excitement, crowds cheering and social interaction from the stadium could also create the sense of value that spectators crave.

### **3.1 Perceived value from the spectator sport experience**

Westerbeek and Shilbury (2003: 18) suggest that spectators receive value from each element of sport quality. From the core product (competition), one perceives value as emotional. The intensity, quality and standard of the sportservice can leave the spectator extremely emotional. Whether their team wins or loses, each type of fan will undergo a number of different emotions; be it joy, anger, suspense or contentment.

The perceived value from the service co-production comes in the form of practicality. Employees at the sporting arena may contribute to the total value received. A simple smile or friendly assistance can go a long way in creating a good environment. Lastly, logical value that one receives from servicescape features. Unlike with the core product and service co-production, servicescape value is neither dependant on players or employees. Either equipment works or it does not, sporting facilities are either available or not. It is therefore important that everything required for a sporting event is in good working condition. Mishaps can cause the stadium, as a brand, its reputation and discourage spectators from any association with it.

The study by Yusof (2008) investigated the relationship between spectator's perception on sportscape and spectator's satisfaction. This study concluded that there is in fact a relationship between these variables therefore it is hypothesised:

H<sub>2</sub>: There is a positive relationship between the servicescape product and MALE spectator satisfaction.

## **4 Research methodology**

### **4.1 Participants**

The sample in this study consisted of male spectators to sports events (basketball and soccer) that had been exposed to two or more live matches. A total of 145 correctly complete questionnaires were obtained.

### **4.2 Procedures**

Due to the nature of sporting events at university level, where season tickets or tickets for a match is not sold in advance, a sample frame does not exist for such events and very little is known about the population before the study is conducted. The population from which the sample is drawn is the spectators who attended the matches on the specific days during which the research was conducted.

Recognising the nature of the population at sport matches, a non-probability convenience sample method was chosen. Such methods do have limitations such as presenting a higher probability of not being representative of the target population. However, the nature of the population under study as well as the objective of the study which is on testing an existing sport service model rather than making inferences to a larger spectator population makes the method suitable for the study.

Respondents were chosen before, during half time and at the end of each game to avoid the potential bias owing to the use of non-probability sampling. Respondents were approached from in and around the stadium and had to be exposed to two or more live matches to be included in the study. No incentives were provided to respondents to complete the survey.

Using a self completion questionnaire, respondents had to rate statements on a 5-point Likert scale ranging from *Strongly disagree* to *Strongly agree*. The questionnaire consisted of 24 service related statements, an overall customer satisfaction statement (also using a 5-point scale ranging from *Very dissatisfied* to *Very satisfied*) and two questions asking whether the respondent is a Soccer – or Basketball spectator, as well as Gender.

The statements in the questionnaire are based on those used in the Sportserve model. The questionnaire items are testing six sub-dimensions namely Tangibles, Responsiveness, Access, Security, Reliability and Core relating to the stadium, staff, facilities and the game played.

## **5 Results**

### **5.1 Reliability**

A number of tests can be used to determine the internal consistency and repeatability of results in a survey. This is done by testing two different part of the same instrument in a process that averages the correlation between all possible combinations of questionnaire statements used in the study.

For a multi-item scale such as the Likert Scale used in this study, Cronbach's Alpha (a coefficient between 0 and 1) is used to test for internal consistency. A coefficient that is too low (below 70%) shows that respondents likely interpret the meaning of statements differently and a coefficient

that is too high (above 0.9) it is likely that some statements used in the study is too similar and can be removed from the measuring instrument.

The male sample study scored 0.892 against the international norm for reliability using Cronbach's Alpha which is 70%. This means that the research questionnaire is reliable in that repeated surveys in the population should lead to very similar results.. For each of the sub-dimensions, the following reliability scores were obtained: Tangibles – 0.721; Responsiveness – 0.850; Access – 0.725; Security – 0.873; Reliability – 0.814 and Core – 0.504. The results show that improvements can be made to specifically the three statements under the Core sub-dimension scoring a low Cronbach's Alpha.

As with the total study, this study can be described as having content validity as none of the items measured were difficult to define, the probability is high that all respondents understood the statements in a uniform manner.

## 5.2 Data Analysis

The basic data characteristics are obtained through descriptive statistics. The data set for the 145 male respondents recorded an overall mean of 3.476 out of 5 (compared to 3.458 total sample), which in percentage terms is an average of 69.52% recorded for all the statements. The median recorded for the male sample is 3.560. All statements were stated in a positive manner, meaning that every statement was

evaluated on how each respondent agrees on the positive aspects of the statement. For example, statements regarding staff was stated on how polite, willing to help and prompt they were and not how rude, unwilling to help or slow in their service.

An overall standard deviation of 0.975 was recorded for the male sample. Considering a data range of 1-5, most scores would fall within two standard deviations of the mean affirming the mean as a good indicator of the average score. The overall standard error of 0.081 indicates at least a 68% chance that the population mean for all spectators at these sport matches tested would be between 3.395 and 3.557.

Table 1 below provides an overall picture of how the male spectators in this survey experienced the service as per the six dimensions of the Sportserve model. Spectators rated their experience on a five point scale.

Note that the option 3 of each statement, Neither agree nor disagree, is excluded from table 1 below to show the difference in percentage terms between the two negative options (Strongly disagree and Disagree), versus the two positive options (Agree and Strongly Agree). The table below outlines the percentage contribution of the option Neither agree nor disagree (of the total per sub-dimension as tested in the questionnaire). Also note that the Neither agree nor disagree represents 0 in the graph but the actual percentages are shown in the table below.

**Table 1.** % contribution per sub-dimension of the option Neither agree nor disagree

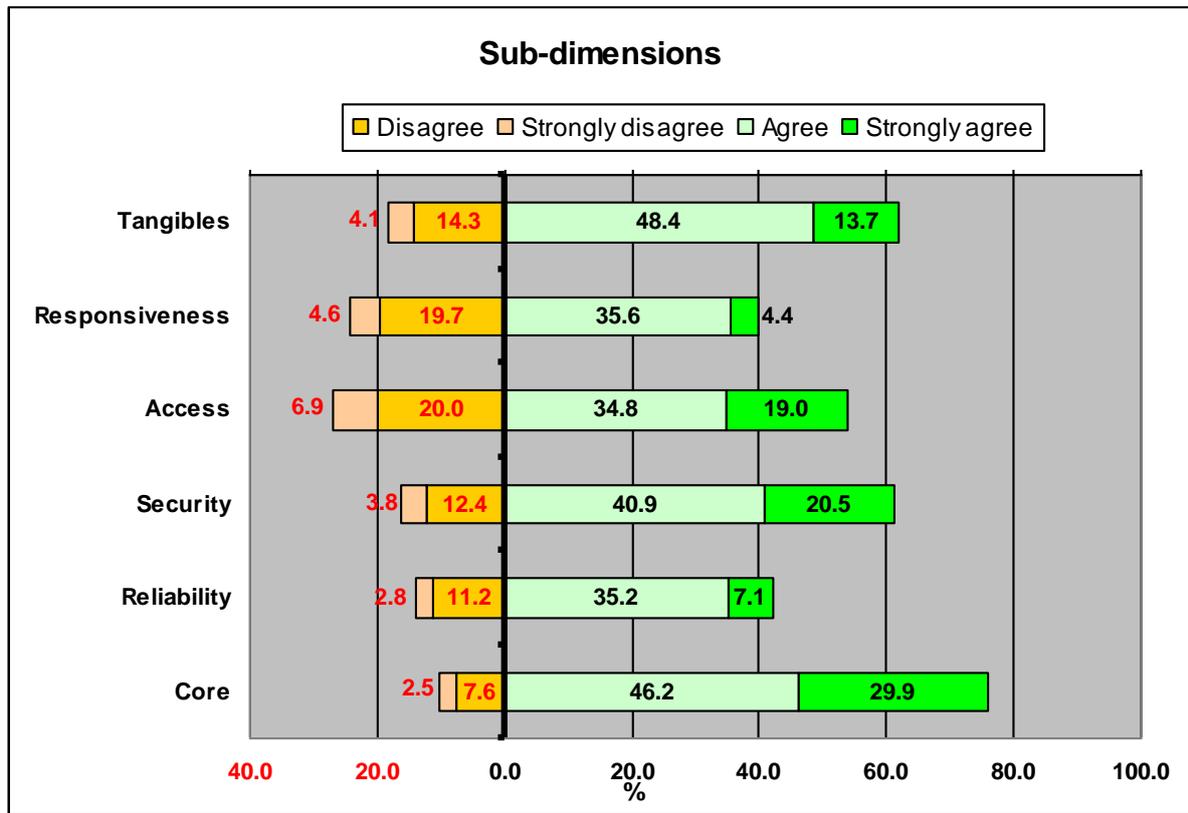
Sub-dimension	% Neither agree nor disagree Response
<b>Tangibles</b>	<b>19.4</b>
<b>Responsiveness</b>	<b>35.7</b>
<b>Access</b>	<b>19.3</b>
<b>Security</b>	<b>22.4</b>
<b>Reliability</b>	<b>43.8</b>
<b>Core</b>	<b>13.8</b>

It is evident from the above percentages in Table 1 that a high percentage of male respondents lack opinion of the stadium employees and staff regarding their responsiveness and reliability. This is likely due to the fact that they did not experience nor interact with staff before, during or after the games; or it could mean that male spectators are not sure what expect regarding this issue.

Figure 2 shows that male spectators experienced Core related statements (referring to who the winning team is, if the game was played well and the number of star players on each team) as most positive (76.1%), followed by Tangibles (62.1%) and Security

(61.4%). It is therefore evident that the high scoring of the Core items is that spectators attend a sport match out of interest for the game itself.

Figure 2 shows that reliability (42.2%) and responsiveness (40.0%) relating to service staff/employees, scored the lowest positive response – note that these two dimensions also scored the highest percentage of respondents that indicated that they were unsure (neither agree nor disagree) with the statement. Access (26.9%) scored the highest negative response followed by Responsiveness (24.3%).

**Figure 2.** Overall experience per sub-dimension

The Tangible sub dimension is the only sub dimension (of six sub-dimensions comparing both the negative and positive rating of each sub dimension to the total sample) where the male sample rated the “positive statements” more negative (-1.12%) than the total sample. In all other sub-dimensions, the male sample scored slightly higher (from 0.31% to 2.08%) in all negative and positive ratings compared to the total sample.

### 5.3 Male data fit to total sample

#### 5.3.1 Male factor analysis

In factor analysis, principal components analysis (Varimax normalised procedure) was used which is an approach that considers the total variance of data.

As the original questionnaire and the Sportserve model itself is dimensionalised into six factors, a decision was made to force the data into the same number of sub-dimensions to enable comparisons. Factors were selected if their Eigen values were greater than 1.0 and their total variance accounted for more than 60%.

All six sub-dimensions achieved an Eigen value of higher than 1 and account for 64% of the variability of the data. The output is listed in Table 2.

**Table 2.** Forced six-factor Eigen value report for male sample

Factors	Eigen value	% Total variance	Cumulative Eigen value	Cumulative %
1 - Security	7.35	30.65	7.35	30.65
2 - Responsiveness	2.38	9.90	9.73	40.54
3 - Tangibles	1.84	7.68	11.57	48.23
4 - Core	1.41	5.86	12.98	54.08
5 - Access	1.19	4.97	14.17	59.05
6 - [Reliability]	1.11	4.64	15.29	63.69

It should be noted that although 6 dimensions were forced, that the male sample delivered only one significant factor which can loosely be described as “Safety, Comfort and Convenience”.

#### 5.4 Relationship between service variables and spectator satisfaction

The questionnaire used in this study is the same as the one used in the Sportserve model as one of the main objectives of the study is to determine to what extent the existing Sportserve model can be applied to South African circumstances.

The compilation of the questionnaire was not preceded by qualitative research to determine the

exclusivity and exhaustiveness of the statements used to determine overall customer satisfaction at sporting events under South African circumstances. The purpose of testing the relationship between service variables and spectator satisfaction is therefore not to isolate variables with the highest predictive value in general, but limited only to those used in the existing Sportserve model.

First correlation analysis was conducted between each main sub-dimension and overall customer satisfaction. The purpose was to understand possible relationships of these sub-dimensions to overall customer satisfaction. Table 3 below outlines the correlation output.

**Table 3.** Correlation between sub-dimensions and overall satisfaction for male respondents

Pearson Correlations Section (Row-Wise Deletion)							
	Satisfaction	Tangibles	Responsiveness	Access	Security	Reliability	Core
Satisfaction	1.00	0.53	0.38	0.36	0.46	0.53	0.25
Tangibles	0.53	1.00	0.41	0.33	0.40	0.46	0.11
Responsiveness	0.38	0.41	1.00	0.22	0.34	0.63	0.24
Access	0.36	0.33	0.22	1.00	0.48	0.37	0.14
Security	0.46	0.40	0.34	0.48	1.00	0.54	0.18
Reliability	0.53	0.46	0.63	0.37	0.54	1.00	0.26
Core	0.25	0.11	0.24	0.14	0.18	0.26	1.00

Of interest (see table 3) is that all sub-dimensions record a positive relationship with each other as well as with overall satisfaction. Although none of the sub-dimensions correlates highly with overall satisfaction, Tangibles (0.53), Reliability (0.53) and Security (0.46) recorded the highest correlation of the sub-dimensions.

Multiple regression analysis was performed to determine the predictive value of service questionnaire statements (independent variables) to overall satisfaction (dependant variable). The confidence interval for the analysis was set at 95%. The goodness of fit statistics are listed in Table 4 below.

**Table 4.** Goodness of fit statistics

Goodness of fit statistics:		
	Total sample	Male sample
Observations	201	145
R <sup>2</sup>	0.455	0.545
Adjusted R <sup>2</sup>	0.381	0.454
MSE	0.276	0.256
RMSE	0.525	0.506
MAPE	10.519	9.749

Table 4 indicates that in the sample, 55% (R<sup>2</sup>: 0.545) of the total variance of Overall Satisfaction is explained by the model. The model as a whole has reasonable predictive capability as the F value recorded is 5.989 (Pr > F of <0.0001).

## 6 Main findings

The factor analysis has shown that the Responsiveness and Reliability sub dimensions can likely be merged as these prove to be similar during

the male sample analysis. A new sub dimension relating to Convenience (a new proposed sub-dimension based on the total sample) can be created and the statement “The stadium management delivers its services as promised” has again shown in the male sample to be removed or replaced by another service statement that spectators can evaluate.

The regression model of the male sample shows similar predictive value as that of the total sample. Although less statements could be included in offering a high confidence interval of dependant variable predictability, the three statements included

as good predictors in the male sample, were also included in the total sample.

A correlation analysis was conducted between core sport product and overall customer satisfaction. The analysis produce a correlation coefficient of 0,25, indicating a weak correlation. The alternative hypotheses ( $H_1$ : There is a positive relationship between the core sport product and male spectator satisfaction) is therefore accepted.

A correlation analysis was conducted between the sub-dimensions and overall customer satisfaction. The correlation coefficients are as follows: tangibles 0.53; responsiveness 0.38; access 0.36; reliability 0.53. Correlation coefficient between 0.3 to 0.5 and 0.5 – 1.0 are regarded respectively regarded as medium and strong. The correlations that exist are medium to strong as the correlation coefficient varies between 0.3 – 1.0. From all the sub-dimensions tangibility and reliability with correlation coefficient of 0.53, has the strongest relationship with male spectator satisfaction. Regardless strength of the correlation, it was determined that there is a positive correlation between the sub-dimensions and male satisfaction, thus confirming a relationship. Therefore the hypothesis  $H_2$ : There is a positive relationship between the servicescape product and male spectator satisfaction is accepted.

## 7 Conclusion

The objectives of the research were to investigate the relationship between the core sport product and male spectator satisfaction; to investigate the relationship between the servicescape product and spectator satisfaction and to determine the perceived value spectators receive from the total sport product. The repeatability of the study of the male sample was confirmed by the Cronbach alpha of 0.892. The difference in factors obtained offers the introduction of new sub dimensions and statements to the original Sportserve model (with minor exceptions) “The view from the seat is good” as with the total sample the statement explaining the highest predictive value of the Overall Satisfaction.

The investigation found that male spectators are concerned with components of the service experience other than the core product. This supports of the marketing principle that some customers will evaluate not only the core product but also the servicescape in making their satisfaction judgments, even in spectator sport.

When it comes to male spectators, organisers of spectator sports on all levels professional and amateur needs to identify the controllable contributors to spectator satisfaction (service scape and peripheral service elements. Marketing efforts should focus on these as profitability of the sporting event is dependent on satisfied spectators. The outcome of the sporting event (win/loose) is an uncontrollable and

not the main contributor to female spectator satisfaction.

Research is needed to determine the degree that the elements of the servicescape effect male spectator satisfaction amongst different sporting codes and the motivation for attending these sporting events.

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