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Master' s Thesis of Global Sports Management

The Sports Fan Superstition
effects on Consumer Purchase
Intention

– A Moderating effects of Consumer Mood
state –

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- A Moderating effects of Consumer Mood state -

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Abstract

The Sports Fan Superstition effects on Consumer Purchase Intention

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The superstition permeates not only to traditional societies, but also to the modern societies. Spectator sport games are always full of uncertainties. The sport games' dramatic characteristics, and unscripted results are the hallmark of the spectator sport fans' experiences, and it is the main driver for the popularity of the televised sports. Superstitions related studies are usually within an Athletes' . The superstition of sport fans and spectators got attention from the sport scholars. According to previous researches, limited to the Sport context, the role of the Sport Fan Superstition as the mediator and consumer mood as the moderator to the Purchase Intention from the sports fans drives the researcher to examine to till what extent, they are effective, and can be used as the marketing tool. The current study attempted to provide a mechanism behind the sport fan superstition with a fans' characteristics. This dissertation' s purpose is to identify and investigate the mediating role of Sport Fan Superstition and moderating role of mood state of consumer to Purchase Intention.

To test the constructed hypothesis, questionnaires were constructed base on the previous research. Data respondents were

within a Korean residents and age restricted from 10 to 59. The collected data were executed through the IBM SPSS 26.0 and AMOS statistic program. Before conducting the verification of constructed hypothesis, Descriptive analysis, Validity, Reliability test were done. After that, hypothesis testing through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were carried.

The result stated that the Superstition mediates the relationship between the Team Involvement, Sport Fandom, and External Locus of Control with Purchase Intention. Dysfunctional Fans concluded by not effected by the superstitions as this might due to the direct relationship between brand blame with Purchase Intention. But reversely, when Consumer Mood work as the moderator to the Superstition mediator, the only Dysfunctional Fans were affected. As previous research result ever discovered the positive relationship between mood and purchase intention, dysfunctional thoughts within a sport fans minds could be affected.

This research will have implication to the Sports industries, teams, and any other related businesses. The result will provide a key for abilities to capitalize through the understanding Sports Fan Superstition. As there are scant amounts of researches related with the Superstition and Purchase Intention, this research will add literature, and could also contribute to the brand community. The study results are expected to provide the literatures towards the sport management by identifying the effect of Fan Superstitions and mood.

Keyword : Superstition, Purchase Intention, Sport Fan, Mood, Team Involvement, Fandom, Dysfunction, Locus of Control

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Chapter 1. Introduction

1.1. Background

The pervasiveness of superstition in daily life has been the interesting topics for the psychologist. The superstition permeates not only to traditional societies, but also to the modern societies (Nemeroff & Rozin, 2000). Many previous researches hypothesized about the uncertainties and stresses threaten the control perception control, and findings stated that the people attempt to gain the control through using the superstitious strategies and the magical thought (Jahoda, 1970). In short, if the outcomes are stressful, uncertain, or depends on the chance-oriented and determined one, the superstition undermine the perceived control and superstitious strategies help to gain the sense of control (Case, Fitness, Cairns, & Stevenson, 2004).

Spectator sport games are always full of uncertainties. The dramatic characteristics, and unscripted result for the sports games are the hallmark of the spectator sport fans' experiences, and it is the main driver for the popularity of the televised sports (Gantz, Wang, Paul, & Potter, 2006; Smith & Stewart, 2013). But for those who are spectating, unfortunate for them, their behaviors, actions, and the beliefs have almost no control to the competitive outcomes for their favorite team, which is incredibly provoking for them (Knobloch-Westerwick, Eastin, Tamborini, & Greenwood, 2009).

Most of cases, around 50% of fans had ever experienced team failure on weekly or nightly basis. But still, their behaviors and actions are natural for fundamental human behavior to possess the desire to control or to combat with the uncertainty (deCharms, 1968).

There are some cultures developed with the rise in superstitious behavior depiction among the sports fans. The movie “Silver Linings Playbook” with actor Robert DeNiro in 2012 was about engagement in a series of complicated superstition to support this beloved team Philadelphia Eagles to win football games. Also, in same year, Bud Light released a commercial series in which the main characters believed that their actions are coinciding with their team’ s victory. The actions from the fan are observed not only in fictions but also in real life. One survey distributed among the NFL fans (Cleveland, 2013) discovered the existence of more than one third of fans of Pittsburgh Steelers truly believes that their actions are directly influence the game outcomes.

Recently, Daniel Steven Straily, a starting pitcher for the Lotte Giants (Korean Baseball Organization, KBO) had designed and wore the T-Shirts, printed with one of his teammate’ s picture. He introduced that shirt as his “Victory Amulet” , and telling that after he wore this shirt, he was able to stack up the wins. The Lotte Giants front office officially merchandise this shirt as lots of fans required and wanted to have Victory Amulet along with him, and this shirts were sold almost 2600 pieces (이진규, 2020). Also, the other team in KBO, the KIA Tigers had released the uniforms worn

when they won the championship before again, emphasizing that by wearing the champion uniform, they could bring back their winning moments (이정인, 2020). Most of sports fans have their own items, amulet, or even certain actions and routines for their favorite teams' victory. They put some meanings into it, and believing that by, doing or carrying that, they think that it could help their favorite teams to win over from the competition. We can consider these fans' action as the superstition. However, usually humans are showing false sense of control when they exhibit the superstitious behavior. Which means, the illusion of controls are associated with the superstitious beliefs and behaviors. So, with the controlling aspects and characteristics of the consumer, the locus of control and dysfunction are tied to superstitions (Langer, 1975; Peterson, 1978; Wann and Goeke, 2018).

Previous researchers ever discovered that the rituals can galvanize the group of sports fans and pull out the positive moods prompted by teams, fandoms and advertisers (Hanks et al, 2016). Within a sports context, as the consumer experiences are unrivalled with the products and services. As the unscripted dramatic characteristics of the spectator sports provide the unpredictable feelings. the mood states are related with the shopping behavior, consumer satisfactions, spectator sports consumption, and superstitious beliefs, it is important to understand the consumers' mood in the sports marketing field (Dudley, 2000).

When we related the sport fan superstition to the future behavior of the consumer and team profitability, there are the

opportunities for the sports related organization to capitalized and monetize these predictable behaviors, as the superstitious behaviors are repetitive (Yu & Cohen, 2009). If the marketer can predict the future behavior, they are able to provide the needs and wants of the consumers through the medium of their choices (Petersen, Kumar, Polo, & Sese, 2017), and the potential sport fan superstition could also act as the group behavior which helps to strengthen the emotional connection. The performances which have ritualistic characteristic are an important tactics for social connection and identification for the sports fans, as the sports organization tends to find the sense of community, and for this, understanding and adding means to sports fan superstition is one of considerable strategies (Underwood, Bonds, & Baer, 2007).

Muniz and O' Guinn (2001) suggested that brand community within the sport spectatorship context and sense of the research related to the community has grown within the decades. Related to the sport fan superstition, the McMillan and Chavis (1968) discovered the sense of community's key dimensions which include membership, influences, integration and need fulfillment with the shared emotion with the connection. As desire for the control is highly influential toward the sport fan superstition, the sense of community could be related to the team fandom as previous research' s claim, like the superstition could be important strategy for piling up the social connectedness and the identity among the sport team fans (Underwood, Bond, and Baer, 2001). This means, the sport organization can find the additional means to foster the

same identity among the sport fans by understanding and reinforcing with the strategies to the superstitions.

The marketer can influence the selection of products and purchase behavior of the consumers by suggesting causal relationship between the desired outcomes of the consumers with their behavior. As today, even the sport industry environments are becoming the affect-intensive nature, and fans' well-being and experiences are getting important. To fulfill the fans' wants, with giving them a good impression in the hedonic experiences as well, understanding the consumer beliefs along with the mood would be beneficial. By considering forms of superstitions, mood states, and consumer characteristics of consumers, exploring the Sports Fan Superstition from sport consumer behavior perspectives could be beneficial to the sports related industry. Thus, if the sports marketer understands and be aware of the certain beliefs or actions of the sport fans during a contest, the both parties, Sports industry and Consumers may have a chance to have mutually benefited.

1.2. Research Problem

There are many previous researches related to the Athletes' superstition, but few in the Sport Fans' Superstition. Although much researches had been studied about the actions, routines, and superstition of the athletes, only by in recent, the superstition of sport fans and spectators got attention from the sport scholars.

Sport fans seem to regularly possess the superstitious behavior due to similar mystical actions are often letting them to have feelings of controlling over the self-relevant outcomes whenever they are in limited condition (Kay, Gaucher, McGregor, & Nash, 2010). Also, together with the consumer behavior, especially the Purchase Intention of the customers with the Sport Fan Superstition, there are only few related academic studies are present. Consumer expectations are playing important role in marketing, because those variables are initial impacts to the purchase decisions, consumer satisfaction, judgements, and to the subsequent repurchase behavior (Oliver & Bearden, 1985). Previous researches have had explored in the basis of consumer expectation, including advertisements or published medium (Kopalle & Lehmann, 1995), but Sports fan superstition as a driver role had only scant amount in the marketing literature. Yet, despite of lack of literature in the consumer superstition, reliance of marketers in implication of superstition to the market places are easily found such as highlighting the lucky numbers or avoiding the cultural beliefs.

Limited to the Sport context, the role of the Sport Fan Superstition as the mediator and consumer mood as the moderator to the Purchase Intention from the sports fans drives the researcher to examine to till what extent, they are effective, and can be used as the marketing tool.

1.3 Research Question

To solve the research problem stated above, the research questions were casted, and those questions are in below:

- Does Sports Fan Superstition mediate the relationship between the Sports Fans with the Purchase Intention, and to till what extent?
- Does Mood of the consumers moderate the Sport Fan Superstition and the Purchase Intention relationship through Fan Superstition, and to till what extent?

1.4 Research Objective

Previous research had discovered the relationship between Sports fans and groups with the superstition, but when with the variable of purchase intention. Also, there are researches stating how influential the current state of the consumers to Purchase Intention. The purpose of this dissertation is to identify and investigate the mediating role of Sport Fan Superstition and moderating role of mood state of consumer to Purchase Intention. Thus, the main and center of analysis of the paper will be focusing on the:

- Develop the model for Sports Fan superstition from

Consumers' perspectives

- Identify to till what extent the Sports Fan Superstition mediates the relationship between Sports Fans with Purchase Intention
- Identify the impact of consumer mood as moderator towards the Sports Fans and Purchase Intention relationship through the Superstition

1.5 Significance of Research

This research will have implication to not only to the Sports related industries or Sport teams, but also to the other businesses, able to capitalize through the understanding Sports Fan Superstition. As there are scant amounts of researches related with the Superstition and Purchase Intention, this research will add literature, and could also contribute to the brand community. The study results are expected to provide the literatures towards the sport management by identifying the effect of Fan Superstitions and mood.

Chapter 2. Literature Review

2.1. Superstition

Superstitions are the behaviors which involve the actions believed to lead to, or cause a specified outcome (Womack, 1992). Also, it is known as the effects of evolution on people's ability to rationalize the various situations (Rozin & Neneroff, 2002). In the other side, it can be considered as the individual's perception of causal towards the one event to another, even though the two events are not related with each other (Tobacyk & Shrader, 1991). To sum up the definition from the previous researches, the superstition could be inferred as an irrational belief that certain things, actions, or the circumstances that is illogically related to influences the events outcomes (Damisch, Stoberock, & Mussweiler, 2010). In other words, when event occurs, the association and the attribution of the humans to event with the other events are thought to show causal effects on it. So, finding those relationship, and search for the patterns among the events can be consider as the coping up with the uncertainties (Beck & Forstmeier, 2007).

In general, most of the superstitions are likely the stress and the uncertainly, the occasions when need of the established control is the most prominent one (MaCarthy & Rodriques, 2006). Keinan (1994) had found that the antecedent of superstition is the psychological stress. Usually the superstitions are emerging more

in the higher stressed condition than in those are in lower stressed conditions. Damisch et al. (2010) had gauged the consequences of superstitions and discovered that by activating the superstitious thoughts, actions, and the behaviors have chance to lead to better performances in certain tasks. Individuals engage in these behaviors due to belief that there is causal relationship between their certain action(s) and the outcomes. This phenomenon usually well-established among the sport event participants like the athletes, who need to show the increased tendencies to utilize the superstitions to win over in the higher competitive games (Brevers, Dan, Noel, & Nils, 2011).

Superstition can be classified into Cultural and Personal, for wishing to import good luck or deflect the bad lucks. The cultural superstition are thoughts and beliefs different from countries to countries, like number 8 is lucky number in China while number 7 is lucky number for United States and other Western countries. the personal superstitions are sometimes relevant with the marketers, including buying, carrying, holding, wearing a lucky product, which are carrying a personal meaning of the individuals. The consumption rituals include using a specific product before a certain event that is associated with high uncertainty or likelihood of failure, like a sports game (Case, Fitness, Cairns, & Stevenson, 2004). Moreover, the individual' s level of superstition is depending on the level of stress, risk, or uncertainty (Keinan, 2002). Keinan (2002) had discover that the people residing in area near Gulf war were more superstitious (engaged more on magical thinking), and people who

suffer during the great depression had more superstitious thoughts.

Thus, we can infer that positive superstition increase the performance expectations, where the negative superstitions may set lower performance expectations. When we derive the concept of superstition into Sports context, fans who are having superstition, they can expect more on their team, and by having it, the lower performances of the team could be perceived better.

By looking at the definition of the superstition, it is the combination of the cognitive thought functions, behavior and the personality traits. (Rudski, 2001). In a line with this definition, we can also consider the sport fan experience as the multidimensional, showing the consistent change, with the overlapping of the feelings, thoughts, and the behavior (Smith & Stewart, 2010). Similarly, the Cognitive-experiential self-theory is also the multidimensional model that is grounded by the Pronin, Wegner, McCarthy, and Rodriguez (2006) personality theory which is the individuals utilize two additional systems for the information processing, analytical-rational, and intuitive-experiential (Epstein, Pacini, Denes-Raj, & Heier, 1996). Usually the analytical-rational systems are found with the conscious thought, which is logical and intentional, where the intuitive-experiential systems are behavior based which would be highly stable and resistant to change once when they are established (Epstein, 2002).

Belief in Superstition is one of the decision-making drivers for a many time. Selecting the specific number or the color, to the avoiding black cats can be one of the examples for the Belief in

Superstition, people tend to show the belief which is superstitious and address the superstitious strategies under the situation with the uncertainty (Felson & Gmelch, 1979; Malinowski, 1954). There are two types of Superstitious belief: the passive and proactive belief (Rotter, 1954). The Passive superstitions are the beliefs that outside force of oneself to control one's fate, like believing the horoscopes, or attaching to the palmistries (Hernandez, Wang, Minor, & Liu, 2008). In a contrast, the proactive superstitions are behavior that resulted from controlled illusion. These beliefs are derived from an idea that the one has influential power to unrelated outcome by acting in some way (Langer, 1975). This belief includes carrying a lucky charm, plucking four-leafed clover, and avoid writing names with reds pens are examples for the proactive beliefs. For this research, the proactive superstitions are mainly examined, because the research questions are related to the consumers' decision making based on their superstition.

As the Superstitious beliefs are one of causal effect and act as moderator for consumers to make a purchase decision and reflected in differences in willingness to pay, the Block and Kramer (2009) had suggested that the marketers may strategically apply superstitions to manage the purchase likelihood of the consumers. The marketers may control the easy component of the products and services like price or color, they may aim for the higher sales, as superstition increase purchase intention even if with higher prices or deduction in size of the products.

Trait Superstition is a concept that a personality of an

individual traits that influences a wide variety of consumer behavior (Carlson, Mowen, & Fang, 2009). Superstitions are situational traits which identify the tendency to express the behavior with consistent patterns within a general situational context. Carlson, Mowen, and Fang (2009) proposed the superstitions as a heuristic device and measured for the various traits of the superstition. They concluded that sports fanships are one of the superstition traits as superstitious people are anticipated that they are influential towards certain results.

Superstitious Behavior can be described as attempt or endeavor to gain control when people face the unpredictable situations (Padgett & Jorgenson, 1982). These kinds of behavior tend to cope up with the uncertain and vogued environment, because feelings of helplessness and anxiety can be alleviated by the erroneous belief (Singer & Benassi, 1981). Consumers could engage in the purchase decision with either superstitious behavior or cultural belief (Block & Kramer, 2009) or the Conditioned Superstition (Hamerman & Johar, 2013).

There are three reasons for people to adopt the superstitious behavior. From an operant conditioning perspective, the superstitious beliefs can strengthen the result from chance associations. Meanwhile from cognitive learning perspectives, having a superstitious belief can help people to understand their situation with reason for unfamiliar and inexplicable phenomena. Finally, Superstitious behavior make people to reduce the anxiety by providing an illusion of control (Keinan, 2002).

Several researches had explored about the consumers' behavior to make superstitious purchase for several reasons (Block & Kramer, 2009; Hamerman & Johar, 2013). The research stated that one possible reason behind these actions are tendency of people to act according to the deeply held cultural or colloquial beliefs. For instance, like Taiwanese tends to purchase a rice cooker with red color than green, as for them, red color indicates for luckiness. Likewise, the people possess the unconscious priming, which is unawareness of consumers for the purchasing reason (Block & Kramer, 2009).

Hamerman and Johar (2013) examined the Conditioned Superstition phenomenon, which is irrational behavioral decision associated with positive or negative outcomes due to occurrence of two event together in the past. Like a job seeker wears socks for an interview and get a place there, it is natural for job seeker to put some lucky meanings on socks, like attribution of positive outcomes to it. Despite of illogical actions, some individuals might overestimate their behaviors' impact on outcomes (Wegner, 2002). The main idea for the conditioned superstition is the person action and the outcomes have occurred at same time and make positive result so that the individual believe that one caused the other. Therefore, by repeating the actions they believe and think that they can influence the outcome once more.

In advertising, the marketers can induce the superstitious beliefs in consumers by performing conditioned superstition intentionally. Hanks et al. (2016) ever conducted test to identify the

effect of the conditioned superstition in the advertisement and concluded that the conditioned superstitions were subsequently impact the consumer behavior, even the two events in the past did not occurred previously.

2.2. Team Identification

Identification means individuals' motivation from the sport clubs, teams, or athletes for building their self-concept. When people are motivated by desire for group affiliation, belonging, and tribal connections and successful achievements, a person's sense of self may be linked with the team, and their self-esteem can be extracted from team success. Which means, the group might consider as an extension of an individual (Wann, 1995).

Team Identification refers to what extent that the fans view the particular team as an extension of their self-identity, which means, the psychological connection of feelings that fans have toward the team or group of sport clubs (Trail, Fink, Anderson, 2003; Wann, Melnick, Russell, & Pease, 2001). It is defined as an individual's commitment and emotion involved with a sport team (Sutton, McDonald. Milne, & Cimperman, 1997). According to Social Identity theory by Tajfel (1981), identifying with a team improves the person's self esteem due to personal meaning and values are coming from belonging to or associating with particular group. Many psychologies professional stated that the number of cognitive,

affective, and behavioral responses are linked to the team identification for the individual fans, to the team, and community as a whole.

For the team's benefit, the studies in sports marketing and management stated that team identification is related to the attending the game and purchasing the merchandises. For purchasing the merchandises, Kwon and Armstrong (2002) indicated that the team identification is in positive relationship with the consumption form, as the four factors that impulse buying are shopping enjoyment, available time and money, and the team Identification. Fans with higher identification show higher tendency of attending games, purchase merchandise, spend more, and remain loyal (Madrigal 1995). Also, Madrigal (2000) stated that highly identified fans are more likely to purchase the products associated with their team and their sponsors. Team identification is proportional to the media consumption, willingness to spend their money for purchasing the merchandise product by a team, perceived service quality, and motivation by entertainment. Consumer with higher fan identification are more likely to be motivated. These ideas demonstrate that the level of team identification plays very important role in managing the sport teams, which means, sport marketers have to retain and manage highly identified fans well as valuable assets. This can be done through program designed to increase the level of team identification from low identified spectators (Gau, James, & Kim, 2009).

Brevers (2011) discovered that there is positive

relationship between the degree of athlete identify and athlete superstition. Similar to this, various previous research (Wann et al., 2013; Wilson et al., 2013) had found that the team identification and the sport fan superstitions are positively correlated. Team Identification is a significant predictor of superstitious behavior for the preferred team. Higher level of identification with the preferred team were associated with the greater tendency to the engagement towards the superstition, as the role of the team follower is the central identity for their society (Wann & Goeke, 2018; Wann et al., 2001).

2.3. Fandom

As one of the main concerns for the professional sport team is to maximize the fan welfare (O' Reilly et al., 2008), many professional sport organizations started to care about the fan behavior. The concept of sports fandom is still not clearly defined in the researches, but literally it means that the state or attitude of being a fan or the spectators. Wann (1995, 1997) had stated that the sports fandom is group of sports fan and sports consumers. They distinguished the definition of the fandom with three categories which are fans, the true believers and deeply committed to the supporting team, spectators or mere observers with mild interest level, and non-fans, who are not interested in the sports, but still watching to mingle with the others. The concept of fandom is more extensive version of fanship, considering social interaction

in terms of belonging and identifying as a member of specific group (Reysen & Branscombe, 2010).

After 1980s, with the emergence of the Professional Sports in South Korea, the Fandom culture had been created voluntarily. Sports fans tends to collect the information and show an affection toward the preferred team, and these phenomena has been commonly seen. The evolution of Internet made the number of fans increased dramatically with eagerness to enjoy themselves which led to era of fans showing sovereignty (Kim & Seo, 2011). Washington and Karen (2010) had stated that the Sports Fandom makes not only the social structure stronger, but also enrich the quality of Individuals' emotion. But in general, the researches related to the Sports Fandom describe them as 'people with obsession' or the 'wild hysterical crowd' and they usually describe fandom phenomenon as the obsessing and safeguarding the stars with extreme and egoistic reactions (이동연, 2002). Grossberg (1992) approached fandom with little different idea, which is the enjoyment from the purchases from consumer and the culture is reflected, which means, by spending and consuming to certain culture, the benefited party would be the fandom sides. Also he stated that the fandom organize emotions and feelings towards specific objects or the person, and by this, they forms a cohesive identity and gain strength to fight against the overwhelming ideology and dissatisfaction of their daily life.

The research done by Wann and his colleagues (2013) measure the numbers that the sport fans' superstitious actions

that they exhibit towards their preferable team, and to what extent. The participants listed over 1200 kinds of superstitions and indicated that the sport fandom is the significant predictors for the number of superstitions. Also, with the purchasing intention, An, Kim, and De Benedetto (2020) discovered that the willingness to join the fandom resulted positive to Purchase Intention.

2.4. Mood

Mood is an emotional state that influence the future consumer behavior directly and indirectly. This refers to the constant evolvment of general affective states felt by the individuals. The mood shift as life experiences pass and developed over time during the consumption experiences (Holbrook & Gardner, 2000). Within the sports context, the spectator experiences which is unrivalled with most consumer product and services are provided by the emotions (Dwyer, Mudrick, Greenhalgh, LeCrom, & Drayer, 2015). The dramatic characteristics of the spectatorship sports make the views to feel the unpredictable and to possess the superstitious behavior to combat with it (Wilson, Grieve, Ostrowski, Mienaltowski, & Cyr, 2013).

The mood generally considered to be bivalent (Weber & Sparks, 2009) and tends to be long lasting and stable (Bagozzi, Gopinath, & Nyer, 1999). The mood state represents the effective antecedent towards the shopping and the consumer behavior with the satisfaction by influencing the customer experience (Morrison,

Gan, Dubelaar, & Oppewal, 2011; Kim & Mattila, 2010).

Information processing means the way that people absorb the information using logics and principles (Tang & Jang, 2014). The information processing theory by Schwarz and Clore (2007) stated that the moods have influential effect towards the consumers' information processing, then eventually to the perception and satisfaction of their experiences. There are two types for the information process which is systemic and heuristic. Systemic processing means the process of an individual at very detailed level, analyzing all related information, comparing, evaluating and making a conclusion. The advantage for the systemic processing is the result could be in a highly likelihood of an accurate evaluation, but with disadvantage of usage in high amount of cognitive resources and energy as the process involves numerous cognitive processes. Conversely, the Heuristic process means individuals' reliance on their stereotypes, clues, proxy characteristics, or cues to evaluate the situation. This might be less accurate and precise, but compare to the systemic process, this saves the cognitive effort, time, and energy (Chaiken, 1980).

As mood impacts the information process by the amount of the information processed, we can infer that the positive mood led to the heuristic processing and evaluation, while the negative mood led to the systemic processing (Eagly & Chaiken, 1993). Thus, a positive pre-consumption mood tends to happen more on heuristic process and evaluation, which minimize the cognitive factor, while when consumers are in negative mood, they tend to think more on

details, so systematic information process are applied for the service encounter (Petty, Cacioppo, & Kasmer, 1988). Hanks, Lydia, Zhang, and McGinley (2016) stated that customer in a positive pre-consumption mood would interpret the advertising message containing superstitious message heuristically. For instant, if there are message telling that selecting a certain sports bar and watch game would result for a victory for a team, the customer with positive mood will chose and exhibit stronger belief for selecting this bar and wishing for the chance for a victory.

These factors are quite closely related to the spectator sport consumption (Trail, Fink, & Anderson, 2003), and the superstitious belief (Dudley, 2000; Hanks et al., 2016). When the objective of the marketing and advertisement is to implant the thoughts and beliefs among participants by consuming their products/services, they could attribute to their team' s victory, we can anticipate that the message would result in increased likelihood of participants to possess the positive attitude toward the product or services. This usually moderated by the participants' mood. In Hanks et al., (2016)' s research, he uncovered a strong positive relationship between the superstitious cue with the positive emotions, while no negative mood state was covered. This is because when the participants are in positive moods, they process the information heuristically, reporting higher expectation of their team' s performances. This led purchase intention of customer to be stronger with the presence of the superstitious cues in the advertisement. On contrast, if the consumers are in negative mood,

regardless to their team' s performance, they process information systemically, so decrease intent to purchase the item even though there are superstitious cues are applied (Bohner et al., 1994; Schwarz, 1990).

2.5. Dysfunction

The Cambridge dictionary defines Dysfunction as abnormality or impairment in the function of a specified bodily organ or system. In sport context, the dysfunctional fans are abnormal or have damaged functioning related to the socialization and social groups in the sport context. An aggressive behavior towards the others in various form, typically in verbal form, are normally diagnosed as socially dysfunctional (Sjoestroem, Eder, Malm, & Beskow, 2001). Social dysfunction often led to other actions like the aggressive behavior (eg. Violence), as some cases noted in the sporting events (Bech, 1994).

In these days, the people with a social dysfunction have the characteristics in consumer behavior field like impulsive purchase and the shopping addicts. As the societies are becoming more complex, and competitions in life are getting vigorous, dysfunctional people are growing. Also, increase in the asset of themselves lead to higher impulsive purchases too in most of market field. The marketers are using this consumers ' factor, with various advertisements and market practices, they are stimulating the consumer behaviors (Gim & Ryu, 2015)

Although, majority of highly identified and well-known sporting events are usually well behaved and organized, but still there are some group of people who appeared to be overly zealous and abusive. Fan dysfunction concerns to extent to which complains from the fans and confrontations within the sports fans (Wakefield & Wann, 2006). Gibson and Holdnak (2002) discovered that fans who are abusive to oppose the fans arguably taken the identification to the extremes. Which means highly identified fans can be consider as dysfunctional fans, yet these people are highly confrontational and tends to complain more frequently about the sports environment. In contrast, fans in low dysfunction are tends to express their aggressions lesser than the higher one. They are usually loud, obnoxious, and ready to express their anger to the other sports' team fans, players, and organizations (Wakefield & Wann, 2006). Usually people who are tends to have dysfunction are more likely have been bullied in their childhood (Courtney & Wann, 2010), tends to deal the sports and war in similar way (Wann & Goeke, 2016). Dysfunctional fans are tend to engaged in behaviors like cursing and criticizing about their teams and make an effort to have troubles with the rival teams' fans.

Wann and Olander (2016) had found the positive correlation between the trait assertiveness and the level of the Dysfunction the fan had. This indicates that the fans with high level of fan dysfunction show strong tendency and wants to influence the sporting events and games of their team. These tendencies led people to engage in mystical and magical acts in order to show

influences towards their team' s chance of wins and successes.

2.6. Locus of Control

The performance of the behavior usually impeded by many other factors, and these factors are including skills, willpowers, internally as individuals and the external to the task demands and other peoples' action (Ajzen, 1985). Rotter (1966) stated that Locus of control means one' s belief in their abilities to control the events happening in their life. It has been conceptualized as a dichotomous construct, which is internal and the external. The internal locus of control is belief that they are a product of their own behavior. They view the rewards, punishments, or the other extra events in their lives are caused by their own action, or the factors that they can control and manage. While the external locus of control is belief that the daily events are due to function of luck, chance, or the other people (Rotter, 1966). These examples demonstrate that, the external locus of control is more superstitious (Peterson, 1978). Dwyer et al. (2018) had confirmed that external locus of control had positive effects on the superstition, which means when the person who has lower control in locus and feel powerless tends to put meanings more superstitiously, indicating displayed higher level of sports fan superstition.

Normally, people with external locus of control are seems to be less satisfied with themselves compared to the internal locus of control, as person with internal locus of control are more likely to

possess the ability to control themselves. On the other hands, person who are with external locus of control do not feel empowered and have lower tendency in controls, so more likely to be vulnerable to advertising messages (Venkat & Ogden, 2002).

2.7. Purchase Intention

Consumers consider sometimes, attributes the product before decision making for the purchasing. The purchase behaviors are the stage before to purchasing decisions in the purchase decision process. When the purchase behavior is settled in the consumers' mind, then the intention to purchase might be created. (Schiffman & Kanuk, 2010). The Ajzen (2001) stated that, the people act in an accordance with their intention and the perceptions of control, and their behavior intentions are affected by the attitudes towards the behavioral control and the subjective norms. The term intention is defined as the predecessor which stimulate, control, and drive consumers' purchases of products and services (Hawkins & Mothersbaugh, 2010). So, when the definition of the intention is backed up with the purchasing from the consumers, it can be briefly known as the intention of buyers' engagement for the exchange and relationship at shopping websites, such as sharing information, maintain business relationships, and the creation of the business transactions (Zwass, 1998).

The Purchase Intention also can define by the situation where consumers tend to buy particular product in certain condition.

Similarly, when this definition of the involvement is related to the purchasing behavior, the purchase intention can be defined as the probability of consumer's readiness to purchase a product in near future. It is a kind of decision making which are the reasons for buying the particular brand product by consumer (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi, 2012). This can imply the purchase intention is a very important factor for consumers when they are making decisions about buying any product (Fishbein & Ajzen, 1975; Ghosh, 1990). Also, it is known as the preferences of buying the product or service, and this indicate the purchase intention have another aspect that the consumer will purchase a product after evaluation. After the evaluation, the selection of a brand would be based on the group cohesiveness (Witt & Bruce, 1972). These ideas and researches indicate that, the intention to purchase could be defined as the measure of the claimed level of future consumptions of the products or the services from the perceived company.

One of the most common approaches undertaken by marketers or companies for the gaining an understanding about consumer behavior are throughout the observing their intentions (Blackwell, Miniard, & Engel, 2006). Kim and Pysarchik (2000) had ever explained about the existence of a strong relationship between the two respective constructs: Consumer behavior and their purchase intention. They asserted that the purchase intention serves as the tool for measuring the consumer purchase behavior. Therefore, consumers' intention toward particular behavior has

correlation with the purchase intention.

The primary goal of the professional sports team is to win the games and generate the profits, but we cannot deny that maximizing the welfare of the fans are important too (O' Reilly, Kaplan, Rahinel, &Nadeau, 2008). The research by Fort and Maxcy (2003) stated that fan welfare is satisfied when the interests of fans are served and fulfilled. Understanding how the sports fans get meaning from their fanship, fandom, and react differently with respect to the superstitious beliefs is a goal for the sport organization.

Previous research stated that the consumers are making the purchasing decision, engaging with the superstitious behavior, based on either the cultural beliefs or conditioned superstitions (Block & Kramer, 2009; Hamerman & Johar, 2013). Hank et al. (2016) suggested that the conditioned superstition like advertising superstitious message could be informed intentionally to impact consumer behavior subsequently. However, the effect of the superstition to the purchase intention is valid when only consumers actually possess the particular superstitious beliefs and thoughts. Which means, consumers who do not hold the superstition or any other related beliefs could be more rational on the choice paradigm (Block & Kramer, 2009).

2.8. Hypothesis

Research Model is research mainly predicts the impact of Sports Fan Superstition towards the Purchase Intention of the customers. Furthermore, the mood effect of the for the customer will be measured either. So, due to this, with the consideration of the influential variables based on the previous researches, the conceptual model for analysis were proposed as below.

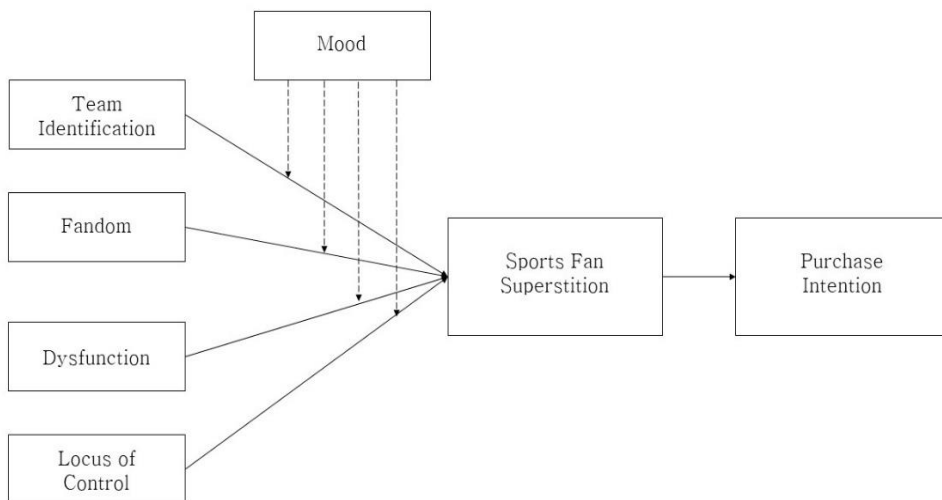


Figure 1. Conceptual Model

Hypothesis were constructed based on the Literature review above. The research is divided in to mainly four part. The first to second part will be the analysis for examining the individual variable

and their effects towards the Consumer Purchase Intention. The Third part of the study will examine the Sports Fan Superstition as a mediating role between the independent variables with the Purchase Intention. For the independent variables, the Team identification, Fandom, Dysfunction and Locus of Control were measured. Lastly, fourth part will test the role of the current mood state of the Customer as a moderator between the Individual variables and the Purchase Intention along with the mediation of Sports Fan Superstition (Mediated Moderation). After considering the structure for the study, four Hypothesis were proposed and are listed below.

- H1: The Sports Fan Superstition positively related with Purchase Intention
- H2(a): Team Identification positively related with Purchase Intention
- H2(b): Fandom positively related Purchase Intention
- H2(c): Dysfunction positively related Purchase Intention
- H2(d): Locus of Control positively related Purchase Intention
- H3(a): Team Identification positively affects Purchase Intention through mediating role of Sports Fan Superstition
- H3(b): Fandom positively affects Purchase Intention through mediating role of Sports Fan Superstition
- H3(c): Dysfunction positively affects Purchase Intention through mediating role of Sports Fan Superstition
- H3(d): Locus of Control positively affects Purchase Intention

through mediating role of Sports Fan Superstition

- H4(a): The mediating effect of Team Identification on Purchase Intention through Sports Fan Superstition is moderated by Mood
- H4(b): The mediating effect of Fandom on Purchase Intention through Sports Fan Superstition is moderated by Mood
- H4(c): The mediating effect of Dysfunction on Purchase Intention through Sports Fan Superstition is moderated by Mood
- H4(d): The mediating effect of Locus of Control on Purchase Intention through Sports Fan Superstition is moderated by Mood

Chapter 3. Methodology

The purpose of this research was to investigate and assess the mediating role of sport fan superstition and moderating role of consumer current mood state towards the Purchase Intention of the Sports fans.

3.1. Procedure

To empirically identify the research problems and hypotheses, the survey will be distributed, and data collected will be statistically analyzed through the Statistical program. For the sampling method, non-probability sampling, specifically convenience and purposive sampling will be applied. A convenience sampling was selected due to easiness of access to the samples, while the purposive sampling for judgement of the researchers to select specific group of samples (Sports fans) to approach. The participants will be restricted to age range from 10 to 59, as Statistics Korea revealed that 95% of baseball spectators are within those range.

To test the Hypothesis, the data analysis will be executed using IBM SPSS 26.0, and AMOS. The calculation steps will be performed as Descriptive analysis for demographical characteristics of the samples, Reliability to analyze the reliability of the questionnaire items to be used in this study. Cronbach's will be

checked for reliability by calculating the homogeneity, which is, the internal consistency between the tested items. After that, to check the mediation and moderated mediation role of Sports Fan Superstition and Consumer Mood state, Confirmatory Factor Analysis (CFA) will be applied to verify the factor structure of the measured variables as CFA allows to test the relationship between the observed variables and their latent constructs. While calculating the CFA, the validity test will be held too. And lastly, through the Structural Equation Modeling (SEM), the relationship of structured model with the combination of multiple regression analysis could be tested. The result from the SEM will provide the comprehensive statistical approach for the hypothesis test about the relationship between the observed and latent variables and justify the relationship. By SEM, the most theoretical model will be determined.

To verify the moderated mediation of Mood state and the Superstition, the PROCESS Macro through the SPSS will be applied. The mediation analysis is to find how and why the link between the independent and dependent variable occurs, while the moderation analysis is to investigate how the strength and direction of the relationship change depends on some situational factors or individual differences. Hayes (2012) had developed the PROCESS to systemically verify the various integrated models of both mediating and moderating effect. The moderated mediation effect means the mediational effect of a variable varies according to the level of the moderating variable. As this study' s research aim and structure concorded with the model 7 of PROCESS macro model

by Hayes, it was considered to be an appropriate method.

For the sample size, 200 or more are considered sufficient for most of SEM type models (Kline, 1998). 350 samples are planned to be collected.

3.2. Materials

12 variables were included in this study: Team Identification, Fandom, Dysfunction, Locus of Control as an Independent Variable, Purchase Intention as Dependent variable, and Sport fan Superstition, and Mood as control variables. The related literatures were reviewed and derived for the construction of survey questionnaires. The participants at first asked about the demographical items and existences of their favorite or preferred team. They responded to the items using 7-point Likert-type scale. The survey will be created from interpreting the English measuring scale into Korean languages and distributed via online.

Sports Fan Superstition. To measure the degree of individuals' Sport Fan Superstition, Superstition Questionnaire (SQ) will be asked. The Superstition Questionnaires are ten-items used in the Wilson et al. (2013)'s study. This measurement scales were designed to examine to what extent the Sport Fans are engaged in the superstition when they watch their favorite team plays.

Table 1

Measurement Developed for Sport Fan Superstition

Variable	Survey Item
Sports Fan Superstition	How likely would you wear an item of clothing with the [Your Team]' s logo to help for the victory?
	How likely would you get up for a break when some pivotal point of the game to help [Your Team] 's victory?
	How likely would you to close your eyes during some point of games to help [Your Team]' s victory?
	How likely would you to be yell at [Your Team] in some way (Cheering, chanting, etc) during some point of the game to help [Your Team]' s victory?
	How likely would you be to bring a good luck charm to the game for [Your Team] 's victory?
	How likely would you be to be watch the game in a group, with other fans of the [Your Team] for the victory?
	How likely would you be to pray for [Your Team]' s victory during some

point of the game?

How likely would you be to make a body movement or gesture during some point of the game for [Your Team]' s victory?

How likely would you be to hold up or wave an object during some point of the game for [Your Team]' s victory?

How likely would you be to switch seats during some point of the game for [Your Team]' s victory?

Team Identification. The participants will be asked to have their favorite or preferred sport team in their mind ahead and answer the questions. To measure the Team Identification, the Sport Spectator Identification Scale (SSIS) will be applied to assess whether and to what extent they are identified with their preferred team. The items were used and derived from the scale developed by Wann and Branscombe (1993).

Table 2

Measurement for Team Identification

Variable	Survey Item
Team Identification	How important to you is that [Your Team] wins? {Not Important–Very

Important}

How strongly you see yourself as a fan of [Your Team]? {Not at all a fan–Very much a fan}

How strongly your Friends see yourself as a fan of [Your Team]? {Not at all a fan–Very much a fan}

During the season, how closely do you follow [Your Team] via any medium (In person, TV, Radio, News, etc)? {Never–Almost Every day}

How important is being a fan of [Your Team] to you? {Not Important–Very Important}

How much do you hate/dislike [Your Team]' s greatest rival? {Do not dislike–Dislike very much}

How often do you display [Your Team]' s name or emblem at your places or things? {Never–Always}

Fandom. The participants then asked to indicate the sport performances played by their favorite or preferred team and then fill up the Sport Fandom Questionnaire (SFQ) from Wann (2002)' s

research. In this section, the participant's identification, affection, and obsession as the fan of particular sport team will be measured and assessed.

Table 3

Measurement for Sport Fandom

Variable	Survey Item [Strongly Disagree – Strongly Agree]
Sport Fandom	<p>I consider myself to be a [Your Team]'s fan</p> <hr/> <p>My Friends see me as [Your Team] fan</p> <hr/> <p>I believe that following [Your Team] is the most enjoyable form of entertainment</p> <hr/> <p>My life would be less enjoyable if I were not able to follow [Your Team]</p> <hr/> <p>Being a [Your Team] fan is very Important to me</p>

Dysfunction. For measuring the Dysfunction of individuals, the Dysfunctional Fandom Scale (DFS) will be applied. The items used in Wakefield & Wann (2006)'s research was used and derived. In this section, the Fans' complaints and confrontations

related to their preferred team and performances by them were assessed. There are total 5 items asked for measuring Dysfunction section, 3 items for Complain and 2 for Confrontation.

Table 4

Measurement for Dysfunction

Variable	Survey Item
Dysfunction–Complain	I can’ t help but complain when there is something related to the [Your Team] When a coach or player makes mistakes, I let others know about it I speak my mind when I see players or coaches screwing up
Dysfunction–Confront	I am one of those that stand up and yell even when others don’ t like it I have had confrontations with others at [Your Team]’ s game when I voiced my opinion

Locus of Control were measured by scale used in the Lachman’ s (1968). As the referring to the Literature review for the Locus of Control, only External Locus of Control were judged as appropriate, so the measurements only for External Locus of

Control were used. In this section, the ability and the aptitude of self-control of the participants by themselves will be assessed.

Table 5

Measurement for External Locus of Control

Variable	Survey Item
External Locus of Control	I have little control over the things that happen to me
	There is really no way I can solve some of the problems I have
	There is little I can do to change many of the important things in my life
	What happens to me in the future mostly depends on me
	I often feel helpless in dealing with the problems in my life
	Sometimes I feel that I' m being pushed around
	I can do just about anything I really set my mind to do : Deleted

Mood. Understanding the impact of the sport fan superstition

is objective of this study, so to deal with this, self-reported mood was asked to the survey participants. Since there are many dimensions to test the mood state of the person, the measurement scales chosen with Mood Short Form (MFS) and derived from the Peterson & Sauber (1983) and Hanks et al (2016)' s research as they had similar approach in the examining superstitious belief with sports bar patron. At this section, the current mood state of the participants at that moment were asked. This is to identify till what extent the consumers' current mood state can moderate the purchase intention of the products and services. The result will allow to have the importance of consumers' current mood role when they make purchases. After data is collected, Mood will be divided and converted thoroughly into Pleasant mood and Unpleasant mood.

Table 6

Measurement for Mood

Variable	Survey Item
Mood	Depressed ↔ Cheerful
	Sad ↔ Joyful
	Annoyed ↔ Pleased
	Unhappy ↔ Happy
	Bad Mood ↔ Good Mood

Purchase Intention. In this study, purchase intention refers to the consumers' intention to purchase the products or services contains superstitious meaning which helps their preferred team by consuming. For the measurement scale, 3 items from Baker and Churchill (1977) study and 2 items from Dodds, Monroe, and Grewal (1991) were adapted and derived for consistency of the study. As it is measuring the Intention of the consumer, the questionnaire item will be focused to the willingness and the likelihood of purchasing the products or the services. After letting consumers to imagine the products or services that can help to their preferred team' s victory and ask whether they will purchase it or have intention to purchase those things.

Table 7

Measurement for Purchase Intention

Variable	Survey Item
Purchase Intention	I would like to buy superstitious products/services next time I go shopping
	If I find superstitious product/services when I go shopping, I will buy it
	I would make a special effort to buy superstitious product/services
	The likelihood of purchasing the superstitious product/services is [Very Unlikely – Very Likely]

My willingness to buy Superstitious
product/services is [Very Unlikely–Very
Likely]

Chapter 4. Result

4.1. Pretest

Before conducting the main survey, since some the survey scale were never been used in the Korean studies, the pretest with the sample of 80 were taken ahead before the main test to check whether those survey scale could be applied to the Korean participants. For the pretest result, Cronbach' s Alpha score higher than 0.7 would fulfill the Reliability. The Kaiser–Meyer–Olkin (KMO) score higher than 0.5 and Bartlett' s Test of Sphericity score less than 0.05 would considered to be valid and significant.

After performing the Sports Fan Superstition test, the Cronbach' s Alpha score were 0.639 which is slightly lower than the minimum acceptance value of 0.7. By removing one item which is the most unreliable data (Sports Fan Superstition 2), the Sports Fan Superstition Value became reliable (0.722). The remaining survey items resulted as all reliable and valid.

Table 8

Reliability Test Result (Pretest)

Variable	No. Items	α
Team Identification	7	0.743
Sports Fandom	5	0.790
Sports Fan Superstition	9	0.722
Dysfunction	5	0.830
External Locus of Control	7	0.727
Mood	8	0.946
Purchase Intention	5	0.976

Table 9

Validity Test Result (Pretest)

Variable	No. Items	KMO	Bartlett
Team Identification	7	0.707	0.000
Sports Fandom	5	0.709	0.000
Sports Fan Superstition	9	0.760	0.000
Dysfunction	5	0.733	0.000
External Locus of Control	7	0.870	0.000
Mood	8	0.866	0.000
Purchase Intention	5	0.903	0.000

4.2. Descriptive Analysis

Participants. A descriptive analysis was done to identify the frequency and demographic characteristics of the sample data by include analyzing their mean and standard deviations. Total 469 sample were collected, and 27 data were removed as considered to be an unusable response. With 442 survey data were used for the final data analysis. Detailed demographic information of the samples can be found in the Table 10 below:

Table 10

Demographics of survey samples

Variable	Categories	N	Percentage
Gender	Female	291	65.8
	Male	149	33.7
	Others	2	0.5
Age	10–19	52	11.8
	20–29	250	56.6
	30–39	85	19.2
	40–49	41	9.3
	50–59	14	3.1
Education	Highschool /Graduate	36	8.1
	University Student	128	29.0
	Bachelor’ s Degree	203	45.9
	Master’ s degree (Current)	20	4.5

	Master' s Degree	11	2.5
	Others	44	10.0
Occupation	Student	199	45.0
	Worker	166	37.6
	Entrepreneur	16	3.6
	Housewife	7	1.6
	Unemployed	35	7.9
	Others	13	2.9
Monthly Expense	Under 1,000,000₩	217	49.1
	Over 1,000,000₩	47	10.6
	Over 2,000,000₩	93	21.0
	Over 3,000,000₩	54	12.2
	Over 5,000,000₩	31	7.0
Residence	Seoul	118	26.7
	Gyeonggi-do	96	21.7
	Gyeongsang-do	178	40.3
	Jeolla-do	18	4.1
	Chungcheong-do	16	3.6
	Gangwon-do	2	0.5
	Jeju-do and others	14	3.2
Preferred Sports / Team	Soccer/Football	83	17.8
	Basketball	15	3.2
	Baseball	335	71.9
	Volleyball	17	3.6
	Tennis	1	0.2

Golf	1	0.2
e-sports	11	2.4
Others	3	0.6

Descriptive Statistics. To find out the baseline characteristics of the data, SPSS 26.0 were used to carry out the descriptive statistics. Maximum and minimum values, mean, and standard deviation for the variables for Team Identification, Fandom, Sports Superstition, Dysfunction, Locus of Control, Mood, and Purchase Intention were shown in the Table 11 below:

Table 11

Summary of Key Variables

Variable	Item	Min	Max	Mean	S.D
Team Identification	TI1	3	7	6.26	0.911
	TI2	2	7	5.54	1.149
	TI3	1	7	5.75	1.227
	TI4	2	7	6.41	0.900
	TI5	1	7	5.77	1.177
	TI6	1	7	4.71	1.781
	TI7	1	7	5.36	1.379
Sports Fandom	FD1	2	7	6.46	0.836
	FD2	1	7	6.18	1.079
	FD3	1	7	5.89	1.161
	FD4	1	7	5.49	1.453

		FD5	1	7	5.56	1.278
Sports Fan Superstition		SQ1	1	7	6.13	1.246
		SQ2	1	7	3.24	1.947
		SQ3	2	7	6.31	0.999
		SQ4	1	7	5.50	1.600
		SQ5	1	7	5.85	1.453
		SQ6	1	7	6.19	1.181
		SQ7	1	7	6.00	1.327
Dysfunction		DY1	1	7	5.40	1.470
		DY2	1	7	4.39	1.565
		DY3	1	7	5.27	1.419
		DY4	1	7	2.44	1.714
		DY5	1	7	3.70	1.835
External Locus of Control		ofLC1	1	7	3.23	1.487
		LC2	1	7	3.00	1.455
		LC3	1	7	3.18	1.509
		LC4	1	7	2.02	1.177
		LC5	1	7	3.69	1.652
		LC6	1	7	3.84	1.660
		LC7	1	7	2.65	1.173
Mood		MD1	1	8	5.42	1.501
		MD2	2	8	5.49	1.330
		MD3	1	8	5.46	1.555
		MD4	1	8	5.71	1.470
		MD5	1	8	5.63	1.428

Purchase Intention	PI1	1	7	4.54	1.667
	PI2	1	7	4.43	1.659
	PI3	1	7	4.14	1.748
	PI4	1	7	4.40	1.788
	PI5	1	7	4.52	1.790

4.3. Reliability Analysis

A reliability score refers to the scale consistency, accuracy, predictability, and the measured results. The reliable scores will guarantee the accurate measurement and same result even if there are consistent repeated measurements. For this study, Cronbach' s Alpha score were employed for testing the Reliability. If the Cronbach' s Alpha score is higher than 0.7. the data sets are considered with highly reliable data, and higher than 0.8, the reliability is considered as significantly high.

The measured Cronbach' s Alpha score for variables were Team Identification, Fandom, Sports Superstition, Dysfunction, Locus of Control, Mood, and Purchase Intention. The Table 12 below will show the Cronbach' s alpha values.

Table 12

Cronbach' s Alpha Reliability Test

Variable	No. Items	α
Team Identification	7	0.793
Sports Fandom	5	0.842
Sports Fan Superstition	9	0.771
Dysfunction	5	0.714
External Locus of Control	7	0.828
Mood	8	0.940
Purchase Intention	5	0.969

4.4. Confirmatory Factor Analysis

Confirmatory Factor Analysis Test. After performing the reliability test by SPSS 26.0, the Confirmatory Factor Analysis were done to verify the conceptual structure and all variables and its dimensions. The results of the analysis are shown in Figure 2 and Table 13. Generally, the acceptable score for standardized factor loading range is between 0.5 to 0.95, and Critical Ratio score greater than 1.96 (Bagozzi & Yi, 1998). The items lower than 0.5 of standardized factor loading rates and 1.96 for Critical Ratio were removed. Though inappropriate items were removed, at least three items per one factor were kept, as minimum three items per one factor would be sufficient to express the whole factor (Hair et al, 2010).

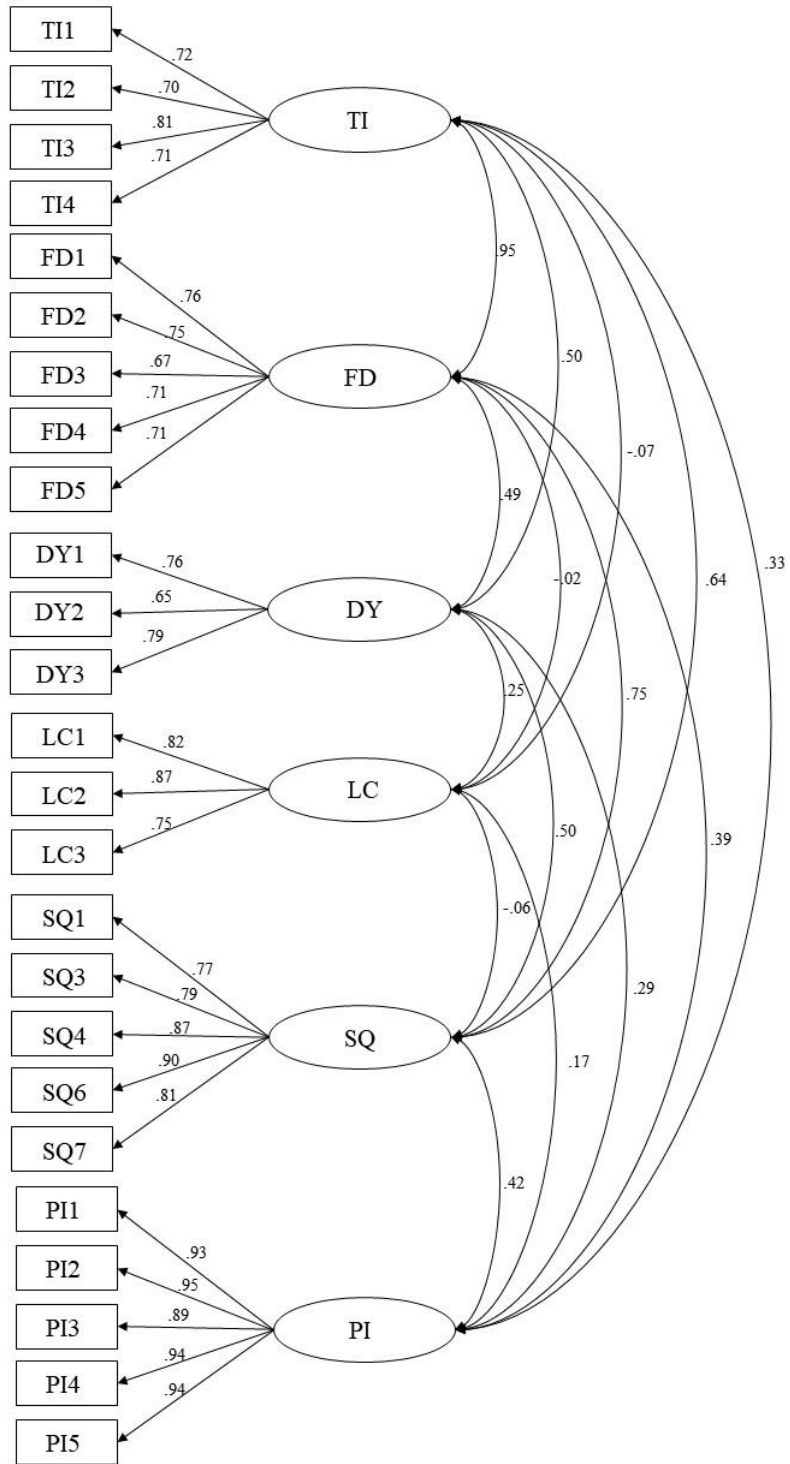


Figure 2. Result of a Confirmatory Factor Analysis

Table 13

Factor Loadings for Confirmatory Factor Analysis

Variable	Items	Factor Loadings	SE	CR
Team Identification	TI1	0.724	0.073	14.169
	TI2	0.702	0.092	13.761
	TI3	0.806	0.099	15.677
	TI4	0.710	–	–
Sport Fandom	FD1	0.760	0.046	15.164
	FD2	0.752	0.059	15.001
	FD3	0.671	0.064	13.407
	FD4	0.708	0.080	14.141
	FD5	0.712	–	–
Sport Fan Superstition	SQ1	0.767	0.045	20.102
	SQ3	0.785	0.035	20.921
	SQ4	0.674	0.062	16.433
	SQ6	0.898	–	–
	SQ7	0.813	0.046	22.256
Dysfunction	DY1	0.756	0.073	13.551
	DY2	0.652	0.074	12.266
	DY3	0.790	–	–
External Locus of Control	LC1	0.818	–	–
	LC2	0.868	0.058	17.900
	LC3	0.754	0.057	16.407

Purchase Intention	PI1	0.929	0.025	37.533
	PI2	0.952	0.023	41.298
	PI3	0.888	0.029	32.197
	PI4	0.942	0.025	39.553
	PI5	0.936	–	–

Note. *SE=Standard Error; CR=Critical Ratio*

Table 14

Fit indices for Confirmatory Factor Analysis

χ^2	df	χ^2/df	TLI	CFI	RMSEA	SRMR
985.298	260	3.790	0.897	0.911	0.080	0.0695

Table 15

Correlation Matrices

	TI	FD	DY	LC	SQ	PI
Team Involvement	1					
Sport Fandom	.946	1				
Dysfunction	.496	.495	1			
External Locus of Control	-.066	-.020	.250	1		
Sport Fan Superstition	.640	.745	.501	-.063	1	
Purchase Intention	.329	.388	.288	.174	.420	1

To check whether the study model is valid, the fit indices were checked. The results of the Confirmatory Factor Analysis were $\chi^2 = 2120.908$ ($p < .001$), TLI=0.832, CFI=0.846, RMSEA=0.078 before cutting off some items. After removing all inappropriate items, the model fit was $\chi^2 = 985.298$ ($p < .001$), TLI=0.897, CFI=0.911, SRMR=0.0695, RMSEA=0.080.

Convergent and Discriminant Validity Test.

It is necessary to ensure the convergent and discriminant validity along with the reliability while doing CFA as the factors which did not meet the minimum score for validity and reliability would lead to the meaningless causal model. To verify the hypothesis, there are few measures to be ensured which are the validity and reliability: Average Variance Extracted (AVE) and the Composite Reliability (CR). If the AVE score greater than 0.5 and CR score greater than 0.7, it means the reliability of the data is good with internal consistency (Hair et al., 2010). The AVE and CR score for model structure are listed in Table 15 below, and the scores are all within an appropriate range.

Table 16

AVE and CR Score

Variable	AVE	CR
Team Identification	0.542	0.825

Sports Fandom	0.520	0.844
Sport Fan Superstition	0.600	0.900
Dysfunction	0.541	0.778
External Locus of Control	0.601	0.856
Purchase Intention	0.864	0.970

4.5. Structural Equation Modeling

Structural Equation Model Fit test.

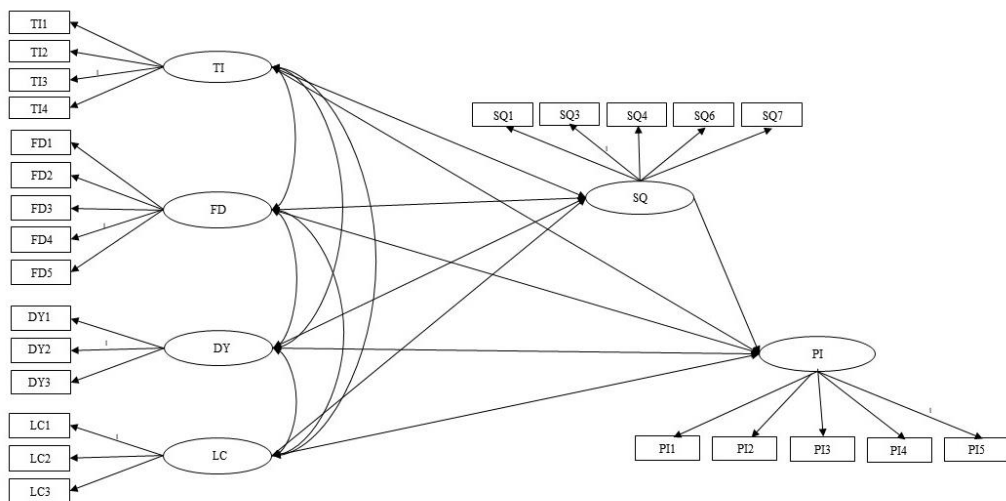


Figure 3. Causal relationship and path of the research model

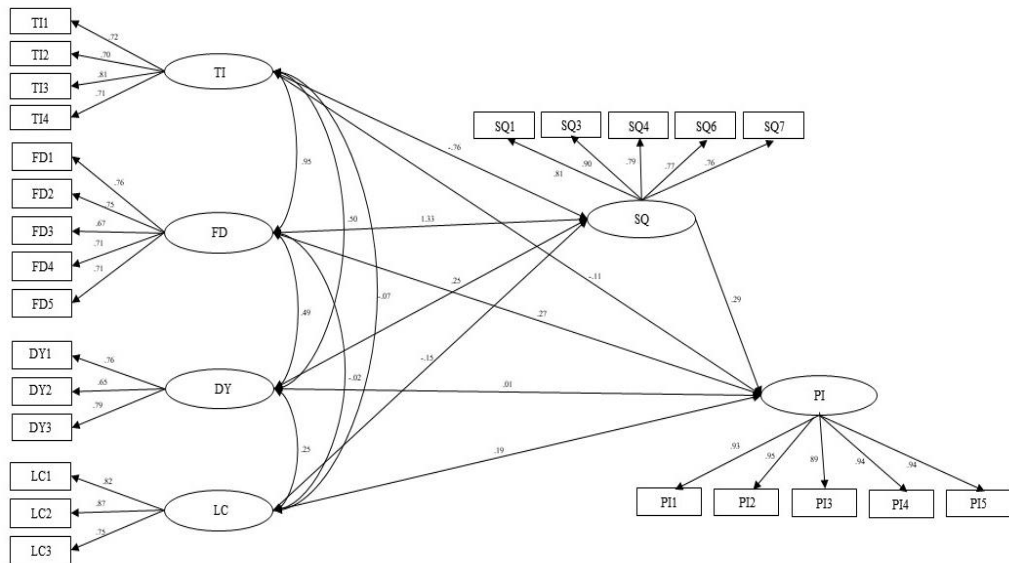


Figure 4. Standardization path coefficient of the research model

This study applied experimental study design to test whether the superstitions that sports fans have could mediate the relationship between the individuals' characteristics with the purchase intention of sporting goods. The model test is to verify the conceptual model presented for the study. The fit indices for the Structural Equation Model resulted same with the Confirmatory Factor Analysis' fit indices (Table 16). Before verifying the effect of the mediation, the standardization path coefficient analyses were done (Figure 3 and 4). The results for path analysis and significant test between each variable are shown in Table 17 below.

As referring to the p value of path coefficient test for the Direct Effect, Team Involvement, Sports Fandom, Dysfunction, it resulted in insignificant ($p > 0.05$).

Table 17

Fit indices for Structural Equation Model

χ^2	df	χ^2/df	TLI	CFI	RMSEA	SRMR
985.298	260	3.790	0.897	0.911	0.080	0.0695

Table 18

Significant test result for conceptual model: Direct effect

Path	Estimate	SE	CR	p
SQ → PI	.463	.186	2.497	.013
TI → PI	-.285	.929	-.307	.759
FD → PI	.495	.742	.667	.505
DY → PI	.022	.110	.202	.840
LC → PI	.258	.082	3.144	.002
TI → SQ	-1.255	.617	-2.034	.042
FD → SQ	1.552	.432	3.596	***
DY → SQ	.241	.065	3.701	***
LC → SQ	-.131	.050	-2.625	.009

Note. *Estimate=Estimation of regression weights;*

SE=Standard Error; CR=Critical Ratio;

The standardized path coefficient represented above states the relationship between two variables. The path coefficient score between Sport Fan Superstition to Purchase Intention was .463

($p < .013$). This result indicates that the Sport Fan Superstition is in positive relationship with the Purchase Intention. Thus, Hypothesis 1 was adopted.

Hypothesis 2 was checking the direct impacts of the individual variables toward the Purchase Intention. The standardized path coefficient of individual variables to the Purchase Intention was $-.285$ ($p < .759$) for Team Involvement, $.495$ ($p < .013$) for Sport Fandom, $.022$ ($p < .840$) for Dysfunction, and $.258$ ($p < .002$) for External Locus of Control. With this result, it is concluded that only Hypothesis 2(d) is accepted [Hypothesis 2 (a), 2 (b), 2 (c) rejected].

After checking the direct effect between the variables, the mediation effect of Sport Fan Superstition effect was checked. The test results are indicated in the Table 17 below.

Table 19

Significant test result for conceptual model: Indirect Effect

Path	Estimate	SE	p
TI → SQ → PI	-.013	1.815	.041
FD → SQ → PI	6.826	1.592	.039
DY → SQ → PI	.487	.144	.059
LC → SQ → PI	-.001	.090	.044

The standardized path coefficient indicating the mediating effect of the Sport Fan Superstition towards Purchase Intention was

-.013 ($p < .041$) for Team Involvement, 6.826 ($p < .039$) for Sport Fandom, .487 ($p < .059$) for Dysfunction, and $-.001$ ($p < .044$) for External Locus of Control. Therefore, Hypothesis 3 (a), 3 (b), and 3 (d) were accepted, while Hypothesis 3 (c) was rejected. In a whole, the accepted Hypothesis 3 (a) and 3(b), the Sport Fan Superstition fully mediate the relationship between the Team Involvement [TI ($p < .042$) \rightarrow SQ ($p < .041$) \rightarrow PI] and Sport Fandom [FD ($p < .***$) \rightarrow SQ ($p < .039$) \rightarrow PI] with the Purchase Intention. For External Locus of Control and Purchase Intention, it is partially mediated by the Sport Fan Superstition [LC ($p < .009$) \rightarrow SQ ($p < .044$) \rightarrow PI].

4.6. Moderated Mediation Test

For testing the Hypothesis 1 to 3, Structural Equation Model with AMOS program was applied. In examining the role of customers' current mood state as moderator, with the mediating role of Sport Fan Superstition which is the Hypothesis 4, PROCESS MACRO with SPSS 26.0 were applied. To verify moderated mediation effect, the LLCI and UCLI score should not cross the zero score. Among variables, moderated mediation role was only effective through Dysfunction to Purchase Intention relationship.

Table 20

Test result for Moderated Mediation Effect

Path	<i>B</i>	S.E	<i>LLCI</i>	<i>UCLI</i>
TI→ MD → SQ → PI	-.0243	.0231	-.0739	.0179
FD → MD → SQ →PI	-.0314	.0280	-.0932	.0177
DY → MD → SQ → PI	-.0397	.0185	-.0802	-.0085
LC → MD → SQ → PI	-.0241	.0152	-.0547	.0056

To check the valid moderating mediation effect of the Sport Fan Superstition and Customers' Mood, the confidence interval for difference should not cross the value of zero, regardless of positive and negative. Only the Lower and Upper Confidence Level for Dysfunction did not cross the zero value, so Hypothesis 4(c) is accepted. For the Hypothesis 4(a), 4(b), and 4(d), the Lower and Upper Confidence Level of Moderated Mediation score crossed zero value, hence rejected.

Chapter 5. Discussion

5.1. Findings

This study had explored the mediating role of superstition and moderating role of customers' current mood toward the individual sport fan's characteristics and the purchase intention relationship. The proposed results can be sum up likewise.

First, positive and direct relationship between Sport Fan Superstition and Purchase Intention were discovered. Before putting Sport Fan Superstition as a mediating role, it was necessary to check whether Superstition positively effects the purchase intention. Concorde with the Hanks' s (2016) research conclusion, this research had verified the conditioned superstitions subsequently impact the consumer behaviors. Along with the direct effect of the Sport Fan Superstition effect to the Purchase Intention, the direct effect of External Locus of Control was discovered too as people who have low external locus of control satisfy less with themselves, so more vulnerable to the advertising messages (Dwyer et al., 2018). This can be concluded that the Sport Fans who are in low external locus of control show higher tendency of purchasing the preferred team' s goods and services with superstition. But direct effect of the Team Involvement, Sport Fandom, and Dysfunction were not founded. This might due to the difference in characteristics of each single fan, which means, different levels that an individual can be involved with the team

(Koronios et al., 2016).

Mediating role of Superstition to Team Involvement, Sport Fandom, and External Locus of Control with Purchase Intention were verified. But for Fans who have dysfunctional characteristics did not affected by the Superstitions. This may due to the brand blame and information severity as those factors negatively affect the Purchase intention. Dysfunctional fans tend to process the information negatively, and easily blame about their teams (Yu et al., 2018).

Customers' emotions are valid source for the decision making (Pham, 2007). The study results stated that only Dysfunction factor was moderated by Consumer Mood state. This finding parallel with the Miranda and Person (1990)' s statement which discovered the positive relationship between the dysfunctional thinking with mood state. For Team Identification, Sport Fandom and External Locus of Control factor, the mood state did not successfully act as a moderator as this might depend on the supporting team' s game results as there are positive relationship between mood and purchase intention (Dwyer et al., 2018; Hanks et al., 2016).

5.2. Implications

This study involved few significant theoretical implications. Though many researches were done about fan marketing, yet this

research is the first done with the superstition effects and purchase intention, limited to the sport context. Furthermore, the most of Sport Marketing related researches were focused to the sponsorship, media, and strategic development. However, this research contributed in extension of the Sport Marketing researches into broader academics and applications to another field' s theory.

First, this dissertation suggested the human psychological connection to the sport. For instance, like the degree of team identification, fandom, and external locus of control are associated with the purchase intention with mediation of their superstitions. From a sport management view, fan behavioral–related results can conceptualize and measure the fan behavior to attitudes and perception.

Secondly, related to the customers' mood state issue, it is already known that the mood state of the customers is effective toward the purchase intention. The result of this study stated that mood state of dysfunctional fans could affect the purchasing behavior of Superstitious merchandises. This specified to which individual characteristics, the mood state was influential.

Lastly, though there were many existing studies related to the superstition of players but not to the sports fans. As Sport fans' experiences are considering to be important factor for fan management, this study can suggest the future guideline for fan–service related commodification, as one method for fulfilling the mutual needs and wants for two parties. There are many

merchandise factors to be included to increase the purchase intention of consumers. This research had found and verified the valid impact of added superstitious factors to the Sport teams' goods and services.

As this study's result proved the effectiveness of Sport Fans' Superstition to secure the Purchase Intention and show significant theoretical implications, the study's result can contribute to the sense of community and fans' desire to build the social identity. There are few suggested practical implication.

Building the new culture and superstitions of the sport clubs are recommended. Along with the civic superstitions, the club's own made superstitions will also be influential. New superstitions can make the fans' feeling special about their team compared to the other teams. This may influence their identification and fandom degree too. Communication practitioners and Marketers better endeavor to identify and capture the in-lining fans' believed superstitions as the superstition provides shared and positive experience to the sport fans (McMillan & Chavis, 1986).

Sport consumer acts as fundamental role in sport market. Their consumption plays pivotal role in total revenue of professional sport market. Yet, the Korean Professional Sport teams still depend most of fund source from their main parent company. To increase the sales from team's goods and services, by including in-lined superstitious factors are recommended. Not only to increase the sales volume of the team merchandises, but also it is possible to get new idea for merchandise productions with the help of

superstition' s idea.

Team Identification and the Sport Fandom are important driving factors for positive outcomes of sport club' s income, which ultimately lead to the game attendance (Mahony et al., 2002). By producing superstitious merchandising goods, the clubs could commit to promote the fan engagement and interactions.

5.3. Conclusion

For the conclusion, this study had partially identified the effect of Sport Fan Superstition. The result parallel to the Rowe's study (2004) which stated that sports and economics show close relationship, and Totems, which contains spiritual meaning on particular item increases the income for the professional sport clubs (Whitson, 1998).

Base on the Durkheim' s Totemism, Mark Cladis (2001) stated that the modern Sport create a group with strong collective beliefs and vigorous atmosphere. Even though the society today is becoming socialized and fragmentated, still the sport work as the societies' common language. As the religion connects people one to another, regardless of win or lose, the superstitious factors of the team could bind and link the individual fans to larger social context, and provide a powerful custom (Serazio, 2013). By utilizing the deeply in-lined superstition inside the community and

controlling the consumers' current mood state for commodification, the professional sports team or clubs, and their related company are expected to have a chance for better merchandise sales.

5.4. Limitation and Future Research Directions

Even if the result of this study states the significant role of the Sport Fan Superstition and consumer mood state, there are still few limitations.

For checking the mood state of the consumers, this research had adapted the measuring scale of Mood Short Form (MSF) used in the Hanks et al (2016)' s research. However, this scale was asked the Current mood of the consumer while responding the survey. The mood state of consumer might be different before and after the match, and during season and off-season. The point when the survey was distributed was February, which is off-season, no matches for most of the sport games. The moderating effect of the Consumer Mood state can be resulted differently if the survey is asked right after or before the actual game.

Also, the baseball fan involved in this study accounted for the 71.9%, and age of 20s for 56.6% of the total respondents. Responses were to particular factor might come out with different result with the equally distributed respondents per sport types, as different sport fans might have different characteristics. So, for the higher external validity of the data, data should be collected from

the more diverse and equally distributed sport fans. Otherwise, focusing to the specific type of sport fan also could be done.

Lastly, for applied measurement scale for Sport Fan Superstition (SQ), Sport Fandom (SFQ), Dysfunctional Fandom Scale (DFS), and External Locus of Control had never been asked among Korean Respondents. Though the survey questionnaire were asked to be interpreted and reviewed with professional translator, there might be some limitation such as cultural difference among the Korean and American Respondents.

Therefore, future research directions are as follows. As the Superstition impact to the Sport Fans were verified, the future research may consider the superstitious products and services classification with purchase intention. This may help to identify which type of superstitious products and services is most influential to the purchase behavior. Along with the classification of the superstition types, the Sports types and advertising medium could be done to consider the different and distinctive individual and sport style.

This study focused to find the effect of the Sport Fan Superstition only. Hence the effects were verified to be significant, the future researches recommend to specify which type of the superstition should be commodify, with what and how this should be promoted.

This research just asked the respondents' current mood while filling up the survey. The future research should better ask the survey right after the game to identify more accurate difference

in consumer mood state.

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Appendix

설문지

안녕하십니까,

본 설문조사는 스포츠 팬의 미신과 관련된 소비에 대한 인식을 조사하고자 실시하는 설문입니다.

귀하께서 답해주시는 내용은 연구를 위한 자료로만 이용될 것이고, 참여자의 개인적인 자료에 대해서는 철저한 비밀 보장을 약속드립니다.

연구 참여자는 설문 도중 아무런 불이익이나 구속 없이 자유로이 연구 참여를 중단할 수 있는 권리를 가지고 있습니다. 또한 연구결과가 궁금하신 분들은 연구결과물에 대한 요구를 할 수 있습니다.

설문문항에 대한 정답은 없으며, 각 조사항목에 성의껏 응답해주시기 바랍니다. 각 섹션에 아래에 설명을 읽고 질문에 답을 해주시면 보다 더 편하게 답변이 가능할 것 같습니다.

바쁘신 가운데 설문에 참여해주신 점 다시 한 번 감사드립니다.

※응답에 소요되는 시간은 5-7분 내외입니다.

연구자: 이주연 (서울대학교 체육교육과 글로벌스포츠매니지먼트 석사과정)

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정말 감사드립니다!

2021년 2월

※응원/선호하는 스포츠 팀/선수

<p>귀하께서는 현재 응원하는 스포츠 팀/선수가 있습니까?</p>	<p>① 예 ② 아니오</p>
<p>귀하가 현재 응원하는 스포츠 팀/선수의 종목을 체크 해 주십시오 (위 문항에서 '아니오'로 답한 응답자는 '없음'을 체크 해 주십시오)</p>	<p>① 축구 ② 야구 ③ 농구 ④ 배구 ⑤ 테니스 ⑥ 미식축구 ⑦ 골프 ⑧ e-스포츠 ⑨ 기타 ⑩ 없음</p>
<p>귀하가 응원하는 스포츠 종목의 팀 또는 선수명을 적어 주십시오 (위 문항에서 '아니오'로 답한 응답자는 '없음'이라고 기입 해 주십시오)</p>	
<p>(코로나 19 상황 전) 1년간 평균 경기장 직접 관람 횟수를 체크 해 주십시오</p>	<p>① 없음 ② 3회 이하 ③ 5회 이하 ④ 10회 이하 ⑤ 10회 이상</p>

※팀 동일시 (Team Identification)

귀하에게 [응원 팀/선수]의 승리가 얼마나 중요합니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 중요하지 않다/ 7=매우 중요하다
귀하는 본인이 [응원 팀/선수]의 열성적인 팬이라고 생각하십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
귀하의 지인들은 귀하를 [응원 팀/선수]의 열성적인 팬이라고 보십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
시즌 중, 귀하는 얼마나 자주 [응원 팀/선수]의 소식을 접하십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 접하지 않는다/ 7=매일 접한다
귀하께서는 귀하가 [응원 팀/선수]의 팬이라는 것이 중요하다고 생각하십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 중요하지 않다/ 7=매우 중요하다
귀하는 [응원 팀/선수]의 라이벌을 얼마나 싫어하십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 싫어하지 않다/ 7=매우 싫어한다
귀하는 귀하 주변에 [응원 팀/선수]를 자주 표시하십니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

※스포츠 팬덤 (Sports Fandom)

나는 [응원 팀/선수]의 팬이다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나의 지인들은 내가 [응원 팀/선수]의 팬인 것을 알고 있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
[응원 팀/선수]을 응원하는 것이 나에게	① ② ③ ④ ⑤ ⑥ ⑦

가장 즐거운 문화생활이다?	1=전혀 그렇지 않다/ 7=매우 그렇다
[응원 팀/선수]을 응원하지 못하게 되면, 나의 삶은 지루해질 것이다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
[응원 팀/선수]의 팬인것은, 나에게 정말 중요하다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

※스포츠 팬 미신 (Sport Fan Superstition)

승리를 위해, [응원 팀/선수]의 유니폼을 착용하시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
경기 중, [응원 팀/선수]의 승리에 결정적인 상황일 때, 관람/관전을 잠시 멈추시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
[응원 팀/선수]의 승리를 위해, 경기 중에 환호, 외침 등의 소리를 지르시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
[응원 팀/선수]의 승리를 위해, 행운의 부적, 아이템, 승리 토템들과 함께 응원하시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
경기 중, [응원 팀/선수]의 승리를 바라며 기도하시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
경기 중, [응원 팀/선수]의 승리를 위해 행동으로 (예: 박수, 응원 동작, 율동) 응원하시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다

경기 중, [응원 팀/선수]의 승리를 위해 응원 도구를 사용 하시면서 (예: 막대기, 깃발, 풍선, 짹짹이 등) 응원하시겠습니까?	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
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※사회적 역기능 (Dysfunction)

나는 [응원 팀/선수] 관련 문제에 불평 을 한다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 [응원 팀/선수/코치]가 실수를 하 면 다른 사람들에게 알리고 싶다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
[응원 팀/선수/코치]가 경기를 망치면, 그에 대한 나의 의견을 말한다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
남들이 싫어해도 일어나 소리쳐 야유를 한 적이 있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
[응원 팀/선수]의 경기를 볼 때, 타인과 의견 충돌 한 적이 있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

※통제 위치 (Locus of Control)

나는 나에게 일어나는 일들에 대하여 통 제력이 부족하다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 나의 문제들에 대한 해결 능력이 부족하다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 내 인생의 중요한 것들을 바꿀 수 있는 능력이 부족하다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

나의 미래는 나에게 달려있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 나의 문제를 직면할 때, 무력함을 느낀다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 가끔 내가 떠밀려서 살고 있다고 생각한다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 내가 하고자 하는 것들을 할 수 있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

※현재 기분 (Current Mood)

우울하다 ↔ 활기차다	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ 1=매우 우울하다/ 7=매우 활기차다
슬프다 ↔ 기쁘다	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ 1=매우 슬프다 / 7=매우 기쁘다
짜증난다 ↔ 만족한다	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ 1=매우 짜증난다 / 7=매우 만족한다
불행하다 ↔ 행복하다	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ 1=매우 불행하다/ 7=매우 행복하다
기분이 나쁘다 ↔ 기분이 좋다	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ 1=매우 나쁘다/ 7=매우 좋다

※구매 의도 (Purchase Intention)

나는 추후에 미신적 요인이 추가 된 제품/서비스를 구매 할 것이다	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우
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	그럴 것이다
만약 미신적 요인이 추가된 제품/서비스를 발견하면 구매 할 것이다	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
나는 미신적 요인이 추가된 제품/서비스를 구매하기 위해 노력 할 것이다	① ② ③ ④ ⑤ ⑥ ⑦ 1=절대 그러지 않을 것이다/ 7=매우 그럴 것이다
내가 미신적 요인이 추가된 제품/서비스를 구매 할 가능성은 높다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다
나는 미신적 요인이 추가된 제품/서비스를 구매 할 의향이 있다	① ② ③ ④ ⑤ ⑥ ⑦ 1=전혀 그렇지 않다/ 7=매우 그렇다

※인구 통계학 (Demographic)

성별	① 남성 ② 여성	③ 기타
나이	① 10-19세 ② 20-29세 ③ 30-39세	④ 40-49세 ⑤ 50-59세
최종 학력	① 고등학교 재학/졸업 ② 대학교 재학 ③ 대학교 졸업	④ 대학원 재학 ⑤ 대학원 졸업 ⑥ 기타
직업	① 학생 ② 직장인 ③ 자영업	④ 전업주부 ⑤ 무직 ⑥ 기타
월별 소득	① 100만원 이하	④ 300만원 이상

	② 100만원 이상	⑤ 500만원 이상
	③ 200만원 이상	
거주지	① 서울 특별시	⑤ 충청도
	② 경기도	⑥ 강원도
	③ 경상도	⑦ 제주도/기타
	④ 전라도	

※설문에 응해주셔서 정말 감사드립니다

국문초록

본 연구의 핵심 목표는 스포츠 팬의 미신과 감정을 새로운 각도에서 바라봄으로써 스포츠 팬에 대한 이해를 확장하는데 있다. 이를 바탕으로 본 연구의 목적은 스포츠 팬들이 지닌 미신이 개인의 특성과 구매 의도를 얼마나 매개하는지를 분석하고, 둘째, 그 과정에서 기분의 상태가 조절 효과를 띄는지 살펴보는 것이다. 스포츠 경기의 특징은 불확실성이다. 극적인 상황과 알 수 없는 결과는 스포츠 팬들이 경험할 수 있는 큰 특징이며 스포츠의 인기의 주요 요인이다. 스포츠 미신과 관련된 연구는 주로 선수들을 관련해서 진행되어 왔다. 본 연구는 연구 대상을 스포츠 팬으로 한정 지어서 그들이 지닌 성향과 구매 의도의 관계가 미신과 현재 기분 상태에 따라서 영향을 받는지 알아보고자 한다.

연구 목적을 효과적으로 달성하기 위해서 본 연구는 크게 4가지의 가설을 수립하였다. 구성된 가설을 검증하기 위해 선행 연구들을 바탕으로 설문지를 구성 및 배포하였다. 응답자는 대한민국에 거주하는 10-59세의 스포츠 팬들로 제한하였으며, 수집된 데이터는 IBM SPSS 26.0 와 AMOS 통계 프로그램을 통해서 분석하였다. 가설 검증을 수행하기 앞서 기술 통계 분석, 타당도 검정, 신뢰성 검정을 수행하였다. 이후, 확인적 요인 분석 (Confirmatory Factor Analysis, CFA)와 구조 방정식 (Structural Equation Modeling, SEM)을 통해서 가설 검증을 진행하였다.

본 연구의 결과로는 미신은 팀 동일시, 스포츠 팬덤, 그리고 외부적 통제 위치 (External Locus of Control) 과 구매의도의 관계를

매개한다고 나타났다. 사회적 역기능을 지닌 스포츠 팬들은 미신에 매개되지 않는다는 결과가 나타났는데, 역기능은 개인이 표출하는 브랜드 비난과 구매의도 사이 관계에 직접적인 영향을 준다는 선행 연구의 결과와 일치한다. 그러나 반대로 소비자의 기분이 조절효과로 들어갈 경우, 유일하게 사회적 역기능을 가진 팬들만 구매의도에 긍정적인 반응을 보였다.

연구의 결과를 통해서 스포츠 팬들이 지닌 미신의 영향을 부분적으로 확인하였다. 여전히 스포츠는 사회의 공통 언어로 작동하는 만큼, 소비자의 기분을 조절함과 동시에 미신을 상품화 시킨다면 스포츠 팀이나 관련 시장들은 보다 더 다양한 수익 창출 기회를 가질 것으로 기대된다.

주요어: 미신, 구매 의도, 스포츠 팬, 기분, 팀 동일시, 팬덤, 역기능, 외 부적 통제위치

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