

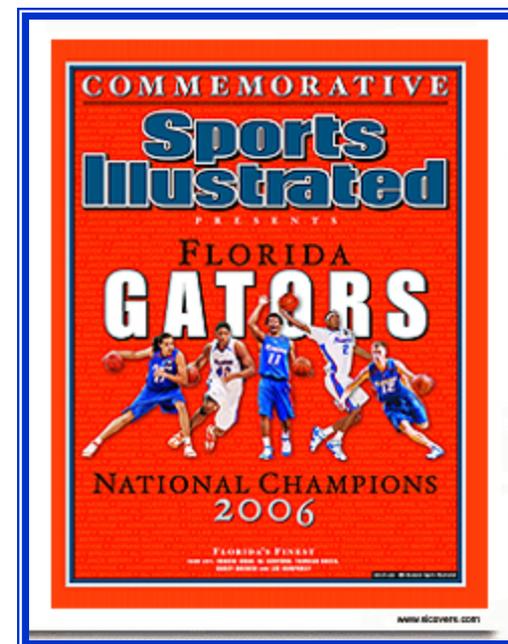
“National Champions:
What do we do now?”
Marketing Implications after
Winning a National Championship

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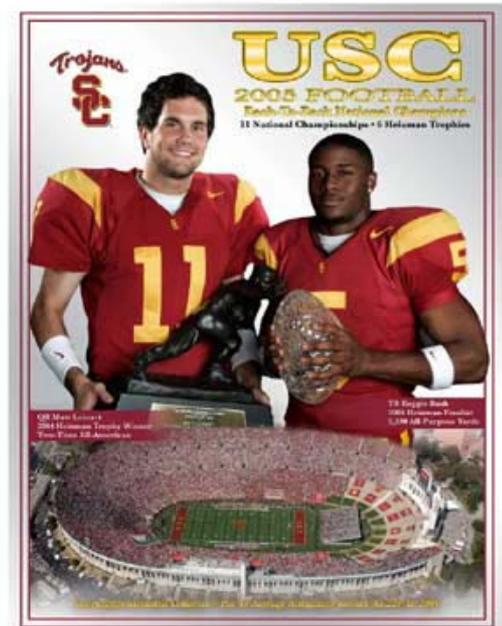
Congratulations to all of the championship teams in sports this year!

Marketing departments beware of the increased expectations and market accordingly!



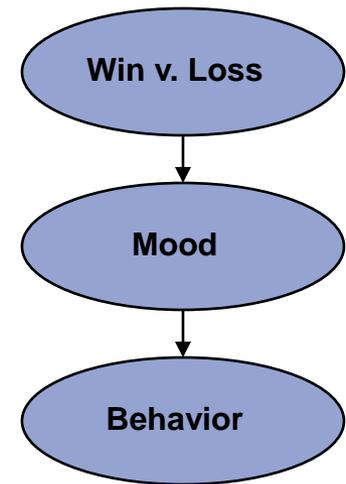
Going Back-to-Back

- Can anyone name any collegiate football or men's basketball teams that have won back-to-back national titles in the past 25 years?
- Collegiate football teams with back-to-back NCAA (Div. I) National Championships
 - Nebraska '94, '95;
 - USC '03, '04
- Men's college basketball, with back-to-back NCAA (Div I) National Championships
 - Duke '91, '92
- Because the odds are highly unlikely that teams will win national championships in consecutive years, marketers need to be aware of the pitfalls of promoting the possibility of back-to-back championship seasons.
- Marketing strategies promoting high expectations → increase fans' expectations (Sloan, 1989)
- Expectations of future events will guide future activities (Haugen & Oslo, 2004)



Previous Research

- Previous research has examined:
 - Relationships between the outcome of a game (win vs. loss) and mood of the spectator at the end of the game (Malmon, 1990; Wann, McGeorge, Dolan, & Allison, 1994).
- Malmon (1990) found a significant difference in the moods of fans based on whether or not their preferred team won or lost the game.
- If a fans' preferred team won the game:
 - Positive Mood ↑
 - Negative Mood ↓
- Vice versa, fans whose teams lost:
 - Positive Mood ↓
 - Negative Mood ↑
- Outcome of the game was found to be the **most powerful determinant** of the fans' post game mood.
- Fans' experience and resulting mood, based on the performance of the team, could have consequences to subsequent behavior (Malmon, 1990)



Fan's Level of Identification



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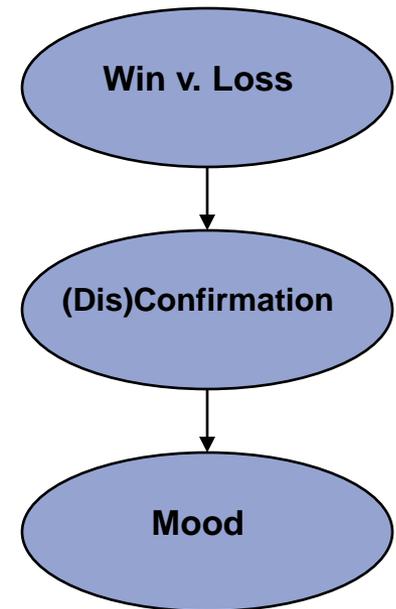
- With regard to a fan's level of identification, highly identified fans increased in positive emotions following a win and increased in negative emotions following a loss. (Wann, McGeorge, Dolan and Allison, 1994)

	Regular Fan	High ID Fan
Positive Mood after a WIN	↑	↑↑
Negative Mood after a LOSS	↓	↓↓

- Level of identification of a fan affected the degree to which emotions changed after a loss
 - For example, a “die-hard” fan would experience higher highs and lower lows
- Spectators low in identification showed less negative emotions relative to fans with high levels of identification.

Previous Research

- Previous studies did not study the effect of whether the confirmation or disconfirmation of expectations about the outcome of a game had an effect on mood after the game.
- Madrigal (1995) showed that expectancy (dis)confirmation explained 16% of enjoyment after a game.
- Trail, Anderson and Fink (2005) explained approximately 37% of the variance in mood after the game.
- Hypothesized that based on Oliver's (1993) satisfaction theory, the disconfirmation or confirmation of expectancies about the game would mediate the relationship between outcome of the game and the individual's resulting mood.



Participants

- Spectators (n = 531) at a large Midwestern university at two home men's intercollegiate basketball games
 - one win and one loss
- 340 surveys were completed during the winning game
- 191 surveys were completed during the losing game
- Males = 59%
- Females = 41%
- Caucasians (96.6%)
- Average age was 45 years (SD = 15.5)
- Students = 12%
- 669 questionnaires distributed, 531 usable → for a 79% return rate

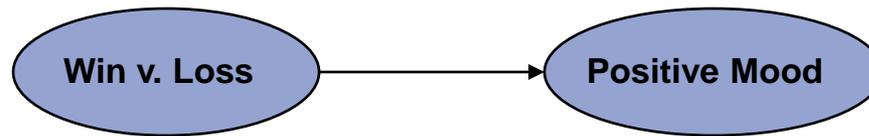


Questionnaire

- The questionnaire had many subscales, but only two were applicable to this research
- (Dis)Confirmation of Expectancies Scale (DCES; Trail et al., 2005)
 - “The quality of the (team name) offensive performance”
 - “The quality of the (team name) defensive performance”
 - “The (team name) overall quality of play”
 - “The quality of the game”
- Positive mood subscale from the Affective State Index (ASI; Trail et al., 2005)
 - E.g., “I feel happy”; “I feel cheerful”; “I feel delighted”
- After the completion of the game, the spectators responded to these scales.

Data Analysis

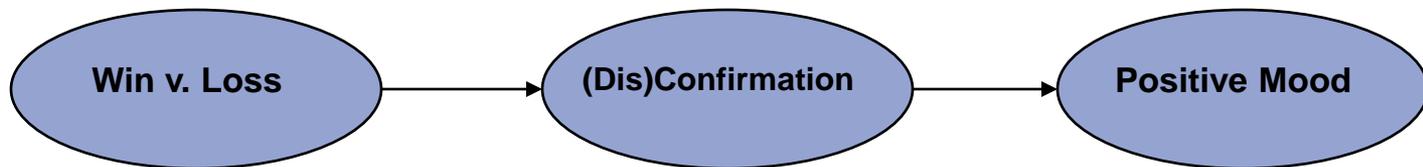
- Univariate ANOVA using GLM was computed to calculate the effects of the outcome of the game (IV) on positive mood (DV).



- Significant difference between a win and a loss
 - $F(1, 529) = 273.79, p. < .001$
 - **34%** of the variance in a fan's positive mood after the game due to the outcome of the game

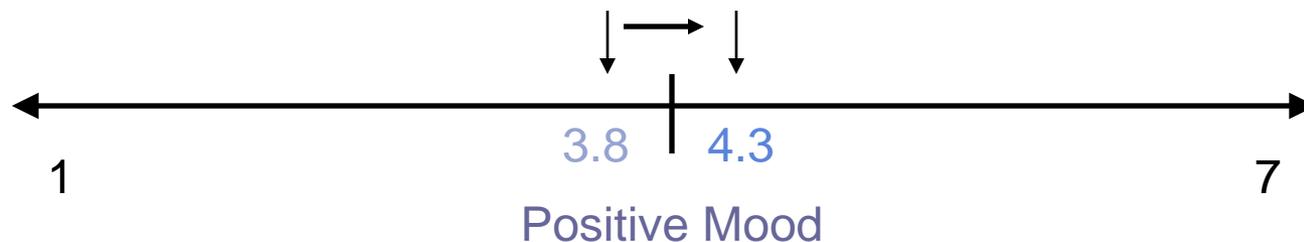
Data Analysis

- ANCOVA using GLM was then computed to calculate the effect of outcome of the game while partialling out the influence of expectations (covariate) on positive mood.
- We found that after partialling out the influence of disconfirmation/confirmation of expectations ($\eta^2 = .22$), the outcome of the game only explained **17%** of the variance in a fan's mood after the game
 - $F(1, 528) = 106.72, p. < .001$



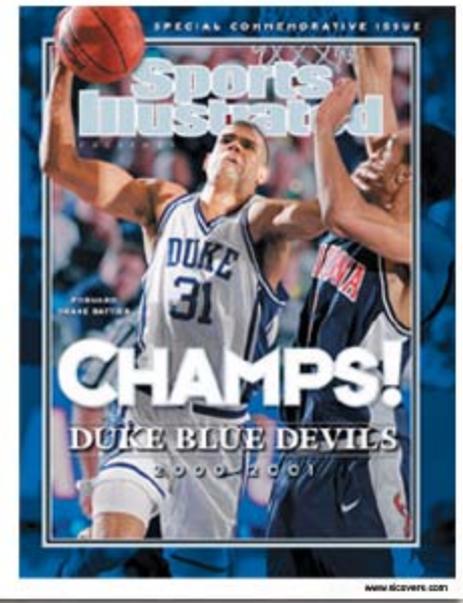
Results

- Mean score for positive mood **before** controlling for (dis)confirmation of expectancies after a loss:
 - Below than the neutral point of the scale ($M = 3.8$)
- **After** we controlled for (dis)confirmation of expectancies
 - Mean score for positive mood increased to $M = 4.3$, above the neutral point.
- This indicated that the effects of a loss can be decreased by moderating expectancies of the fans.



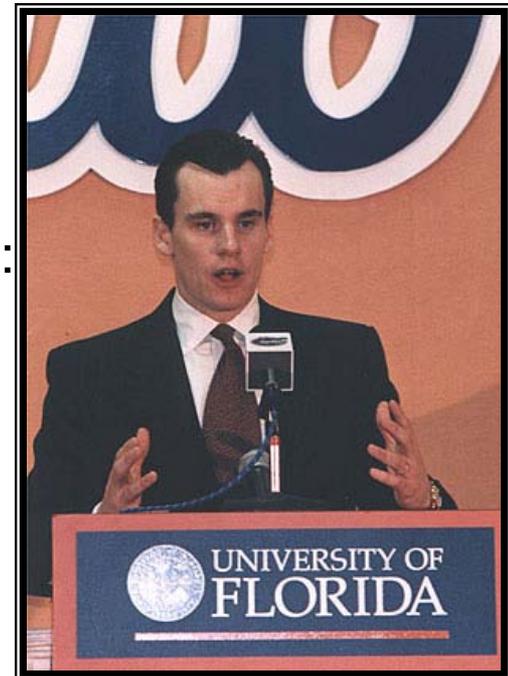
Discussion

- After winning any type of championship, sport marketing departments at all levels need to consider the effects of fans' expectations on their emotions during the next few seasons.
- When expectations for additional wins are high, fans will more likely be disappointed when their favorite team loses, which is inevitable in sports.
- Statistically, sport teams have an extremely low chance of winning championships, season after season, and sport marketers need to address the best way to market championship teams.



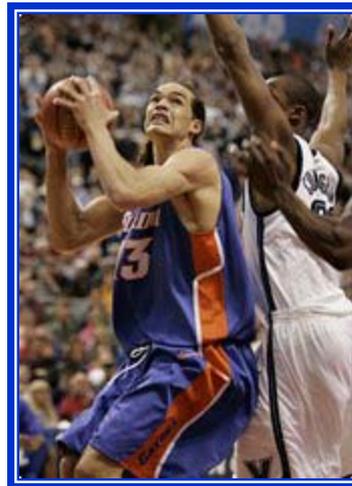
Practical Implications

- Initially after winning a National Championship
 - Teams should reap all of the benefits of a championship team (e.g. merchandize, ticket sales, donations, sponsorships, recognition).
 - Typically, championship teams are able to maintain and increase fan bases solely based on the fact that they are championship teams and do not need to reinforce high expectations.
- Marketing departments and teams need to:
 - Make sure that fans' expectations about the team are not too high
 - Try to lower expectations for the following season:
 - Achieved through a word-of-mouth campaign by the coaching and administrative staff.
 - Coaches could emphasize the difficulty in repeat championships
 - Coaches should state phrases such as "Next year is a *new year*"

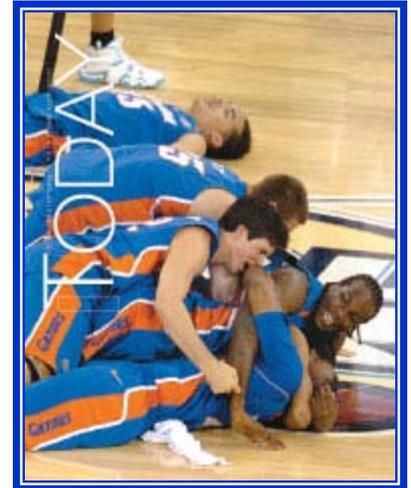


Practical Implications

- Marketing departments should not market “Back-to-Back” campaigns
- Instead focus on the team as a whole
- Advertisements focusing on:
 - Excitement, drama, dynamics, the team, and the organization as a whole
 - Try not to increase expectations, but still sell a strong dynamic team.
- In conclusion, marketing departments need to be aware of the increased expectations and market accordingly.



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Questions?

- Thank you.



"As soon as Doc has taped you up, I want you to get back out there and show that guy you can't be intimidated!"

