

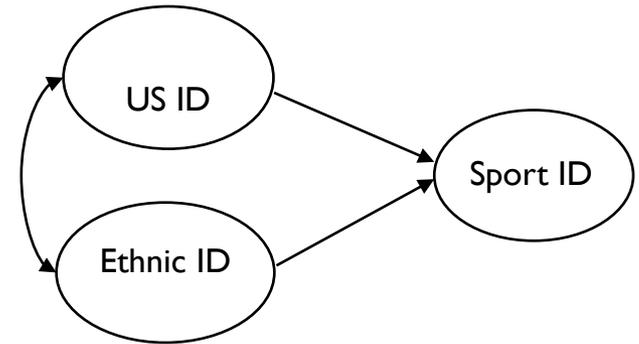
# Identification with Sports: A Comparison of Latino Subgroups and Non-Latino Consumers

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# Literature Review

- Previous findings showed that ethnic identity and identity with the U. S. American society explained very little variance in identification with sports in general or identification with specific sports (e.g., American football, baseball, basketball, hockey, and soccer: Harrolle & Trail, 2007)
- Berkowitz et al. (2005) and Harrolle & Trail (2007) suggested that researchers should focus on specific subgroups within the Latino ethnic group (e.g., Puerto Ricans, Columbians, Cubans, etc.) instead of the Latino population as a whole, to determine if market segmentation would be the most appropriate marketing strategy.



# Literature Review

- Within the field of marketing and psychology, group differences among three ethnic groups (Asian Americans, Hispanics, and African Americans) were examined in terms of personal and media influences (Singh, Kwon, & Pereira, 2003)
  - For young adults significant differences existed for their socialization influences between ethnic groups
- Berkowitz et al. (2005) studied differences between Hispanic and Non-Hispanic consumers and found:
  - No significant differences in terms of store brand versus national brand purchases.
  - Significant difference existed between Hispanics and Non-Hispanics when buying specific product types (i.e., utilitarian versus hedonistic).
- Previous sport consumer research has not looked at the differences among ethnic groups or between ethnic groups.

# Purpose

- Compare four groups to determine differences among:
  - Cubans
  - Puerto Ricans
  - Columbians
  - Non-Latinos
- On Identification with specific sports
  - American football
  - Baseball
  - Basketball
  - Hockey
  - Soccer
- On sport consumption behaviors
  - Attendance
  - Media consumption
  - Merchandize sales



# Hypothesizes

- Four hypotheses were proposed:
  1. Significant differences would exist among the subgroups of Latinos on identification with specific sports
  2. Significant differences would exist between Latinos and Non-Latinos on identification with specific sports
  3. No significant differences would exist among the subgroups of Latinos on sport consumption behaviors
  4. Significant differences would exist between Latinos and Non-Latinos on sport consumption behaviors

# Participants

- Participants:
- Latinos ( $N = 353$ )
  - Columbians ( $n = 105$ )
  - Cubans ( $n = 139$ )
  - Puerto Ricans ( $n = 109$ )
- Non-Latinos ( $N = 231$ )
- University students represented 62.9%
- Individuals from the general population represented 37.8% ( $n = 221$ )
- 45% were male, and 54% were female
- Ages 18 to 75 years, with a mean of 27.15



# Procedures

- Procedure:
- Non-student participants:
  - Data collection for the non-students took place in various community locations including a Latino outdoor music festival, three Latino style restaurants, and doctors' office waiting rooms
- Student participants:
  - Latino students were recruited from the Hispanic student organizations at the university and students registered for Latin American Studies and Spanish classes
  - The Non-Latino participants: general student population at the university
- Instrumentation:
  - Demographic information, Points of Attachment Index (identification with American football, baseball, basketball, hockey, and soccer) and Past Sport Consumption Behaviors

# Data Analysis

SPSS 14.0 was used to calculate:

- Descriptive statistics (demographic and socio-demographic variables)
- Internal consistency (Cronbach's alpha coefficients:  $\alpha$ )
- Multivariate Analysis of Variance (MANOVA) to compare:
  - Identification with specific sports (American football, baseball, basketball, hockey, and soccer)
  - Among the subgroups (Cubans, Puerto Ricans, Columbians, and Non-Latinos)
    - Total sample
  - On sport consumption behaviors (media, attendance, and merchandise)
    - Student population subgroups

# Results

- Significant difference among the groups on the combined set of dependent variables
  - [Wilks'  $\Lambda = .73$ ,  $F(15, 1590.50) = 12.69$ ,  $p < .001$ ,  $\eta = .099$ ]
    - Identification with baseball
      - [F (3, 580) = 10.923,  $p < .001$ ,  $\eta = .053$ ]
    - Identification with basketball
      - [F (3, 580) = 5.594,  $p = .001$ ,  $\eta = .028$ ]
    - Identification with American football
      - [F (3, 580) = 13.677,  $p < .001$ ,  $\eta = .066$ ]
    - Identification with hockey
      - [F (3,580) = 2.941,  $p = .033$ ,  $\eta = .015$ ]
    - Identification with soccer
      - [F (3,580) = 32.111,  $p < .001$ ,  $\eta = .142$ ]

# Results:

## Identification with specific sports

Factor	Non-Latinos	Puerto Ricans	Cubans	Colombians
<b>Identification with American Football</b>	4.74(1.87) a	4.03(2.12) b	4.33(1.90) a, b	3.33(1.83) c
<b>Identification with Baseball</b>	2.79(1.86) a	3.66(2.07) b	3.63(2.05) b	2.63(1.57) a
<b>Identification with Basketball</b>	3.53(1.86) a	4.00(1.79) a, b	3.46(1.71) a	3.01(1.66) a, c
<b>Identification with Hockey</b>	2.24(1.46) a	1.83(1.18) b	2.17(1.43) a	1.92(1.23) b
<b>Identification with Soccer</b>	2.97(1.91) a, b	2.48(1.62) b	3.20(1.90) a	4.81(2.03) c

# Results

- Significant difference among the groups (student sample) on the combined set of dependent variables
  - [Wilks'  $\Lambda = .85$ ,  $F(9, 869) = 6.901$ ,  $p < .001$ ,  $\eta = .054$ ]
  - Significant for:
    - Past attendance
      - [F (3,359) = 16.356,  $p < .001$ ,  $\eta = .120$ ]
  - Not Significant for:
    - Past media consumption
      - [F (3,359) = .463,  $p = .708$ ,  $\eta = .004$ ]
    - Past merchandise consumption
      - [F (3,359) = 1.382,  $p = .248$ ,  $\eta = .011$ ]

# Results: Differences in Consumption Behaviors

Factor	Non-Latinos	Puerto Ricans	Cubans	Colombians
Attending Games	4.87(2.98) a	2.68(3.27) b	2.68(2.97) b	2.57(2.91) b
Television Consumption	4.97(3.16) a	4.66(3.34) a	4.76(2.89) a	4.36(4.03) a
Merchandise Purchases	58.53(77.28) a	74.54(110.56) a	75.69(94.40) a	50.95(55.55) a



# Discussion & Practical Implications

- Marketers should research their potential Latino subgroups and market to them accordingly.
- When higher levels of variance are explained by the group differences (e.g., identification with soccer, 14%), marketers should consider marketing to the Latino subgroups with the highest levels of identification.
- Marketers should focus their attention on specific groups based on the subgroups in their local geographical areas (e.g., Cubans in Miami) and on the groups more likely to consume their products (e.g., Puerto Ricans who possess the highest level of identification with baseball).
- Marketers should spend extra time and financial resources researching the Latino subgroups in their marketing areas.



# Questions???

