

Soccer Fans' Motivations, Attitudes, and Behavioral Intentions across Ethnicity and Gender Lines: Are Hispanics in the United States More Passionate about Soccer than Caucasians?

Ricard W. Jensen, Ph.D.¹ & Yam B. Limbu, Ph.D.²

Abstract

This study examines the extent to which there are important differences between Hispanics and Caucasians in the United States with regard to soccer fandom. The specific focus of this study is investigate and compare the motivations to attend soccer matches, attachment to soccer, and future attendance intentions of Hispanic and Caucasian males and females. The study also addresses the pressing issues of marketing to multicultural audiences and especially the growing Hispanic-American community that is passionate about soccer. Data were collected using self-administered questionnaire from Hispanic and Caucasian spectators in the United States who attended an international friendly soccer match between two national teams. Results suggest that the Hispanic sample in this study were more significantly more motivated than Caucasians by game quality, the desire to escape, socialization, entertainment, and achievement. Hispanics also exhibited higher attachment to soccer than Caucasians but there was no significant difference in future attendance behavior between the two ethnic groups. Males placed a significantly higher value than females on the importance of game quality and attachment to soccer. This study has important theoretical and practical implications.

Keywords: Soccer, Hispanics, Caucasians, Gender, Motivation, Attachment

I. Introduction

Soccer is the most popular sport in the world (Molinaro, 2014; Foer, 2010; Butler, 2014). Roughly 20 percent of the world's population (more than 1.4 billion individuals) participated in soccer in 2014 (Smith, 2014). Huge numbers of people follow the FIFA World Cup; more than 950 million individuals tuned in to watch at least one minute of the 2014 final setting a new record for viewership (Ozianian, 2014).

The 2014 FIFA World Cup set new records for the number of people who watched matches on television in several nations, including Brazil, Germany, Argentina and Italy (Campbell, 2014); the tournament also set new benchmarks for social media as the final match as more than 618,000 tweets were sent each minute by fans throughout the world (Sweeney, 2014). Globally, the FIFA World Cup is consistently more widely followed and attracts higher television ratings than any other sports event (Harper, 2013; Sandomir, 2010), including the National Football League's Super Bowl (Mikho, 2013) and the Winter Olympics (Gleeson, 2014). The passion Hispanics exhibit for soccer is one of the major reasons the sport is growing so rapidly in the United States.

¹ Associate Professor of Marketing, Department of Marketing, School of Business, Montclair State University, Montclair, NJ 07043, Phone: 973-655-7132, Fax: (973)-655-7673, Email: jensenr@mail.montclair.edu

² Associate Professor of Marketing, Department of Marketing, School of Business, Montclair State University, Montclair, NJ 07043, Phone: 973-655-3361, Fax: (973)-655-7673, Email: limbuy@mail.montclair.edu

Hispanic fandom is evident in the fervor shown for recent soccer matches in the USA in which a record crowd of more than 82,000 fans attended the 2016 Chile vs. Argentina Copa America Centenario at MetLife Stadium in New Jersey; the tournament was marked by enthusiastic crowds of Hispanics at venues throughout the United States (Evans, 2016). A few academic studies have explored the soccer fandom of Hispanics (Jewell & Molina, 2005; Argeris & Nagle, 2013). In this study, we define Hispanics as Spanish-speaking persons of Latin American descent living in the United States (Taylor & Cohn, 2012) while Caucasians are defined as respondents who self-identified themselves as Caucasian but not Hispanics. A 2014 opinion poll showed that 45 percent of Hispanics in the United States describe themselves as soccer fans who were likely to watch the FIFA World Cup compared to only 28 percent of non-Hispanics (Weiss, 2014). A 2014 sports marketing consulting study suggested 29 percent of millennial-age Hispanics played soccer in the past year, and 20 percent of them watch soccer on television (Jones & Allain, 2014). A 2013 sports media report shows that a greater percentage of Hispanics are fans of Major League Soccer (MLS) than any other spectator sport in the United States; 34 percent of Hispanics said they are MLS fans (Master, 2014). One expert predicted that the MLS fan base may quadruple in the next 50 years, spurred by the passion of Hispanics for soccer (Butler, 2014).

Several studies have investigated the extent to which gender differences influence the attitudes and behaviors of individuals in relation to sports fandom (Clark, Apostolopoulou, & Gladden, 2009; Gantz, Zheng, Paul, & Potter, 2010; Robinson & Trail, 2005; James & Ridinger, 2002; Caucasianside & Hardin, 2011; Ware & Kowalski, 2012; Dietz-Uhler, Harrick, End, & Jacquemotte, 2000; Fink, Trail, & Anderson, 2002; Trail, Robinson, & Kim, 2008) although the gender differences in soccer fandom has relatively received little attention. Generally speaking, fans of professional soccer in the United States played by MLS teams are more likely to be males than females. A 2012 media report suggested that men comprise 65 percent of the MLS fan base (Lipse, 2013), while a 2013 sports marketing consulting study showed that men make up 68 percent of MLS fans (Master, 2014). The number of female soccer fans in the United States is increasing; throughout the 2014 World Cup, ESPN saw an increase in the number of female fans watching the tournament on television (Ourand, Botta, and Mickle, 2014). Still, soccer fandom in the United States is believed to be male-dominated. Some researchers have investigated the multitude of factors that motivate people to follow soccer, including the different factors that motivate avid fans (Bodey et al., 2009; Caucasian & Abshir, 2013), and the extent to which people attend matches to seek excitement and be part of a social gathering (Al-Thibiti, 2004; Trail & James, 2001; Bravo, Won, & Lee, 2013). Other studies have examined the extent to which soccer fans might be motivated by pride and patriotism (Jones, Coffee, Sheffield, Yanguéz, & Barker, 2012; Trail & James, 2001), and how the attachment of individuals to soccer influences future attendance intentions (Kim & Chalip, 2004; Lee, Shin, & Shinchi, 2010; Bravo et al., 2013).

Despite growing academic interest in soccer fandom in the United States, little empirical research has been conducted to explore factors that motivate Hispanics and females in the United States to follow soccer, their attachments to soccer, and future attendance intentions. Research indicates that the level of attachment to sports may vary between genders (Robinson & Trail, 2005). Intersectional theory is a useful framework to study the extent to which ethnic and gender issues influence sports fandom (Anderson & McCormack, 2010; Eschrich, 2010; Moraga, 2015; Bush et al., 2007; Walker, Courneya, & Deng, 2006); the prevailing idea is that one has to consider how these societal conditions may exert some effect on how individuals view sports. Therefore, the main purposes of current study are to explore the differences between a) Hispanics and Caucasians and b) males and females in motivations to attend soccer matches, attachment to soccer, and future attendance intention. The dearth of studies in this area presents a compelling rationale for a study of this sort to investigate how a multicultural audience of Hispanics and Caucasians described their motivations for attending a major soccer match.

Understanding the factors that motivate Hispanics and other ethnic subcultures to become soccer fans and attend soccer matches may be a key to the future success of soccer in the United States. The population of Hispanics in the United States will grow from 17 percent in 2012 to 30 percent by the year 2050 (Cartagena, 2013). Many Hispanics in the United States have a demonstrated passion for soccer, since they have grown up in a culture where it is the most popular sport (Jones & Allain, 2014.) In order to successfully market soccer to Hispanics, one has to understand the broad sociological factors that motivate Hispanic fans (Lee, et al., 2010; Klein, 2007; Wann, Bilyeu, Brennan, & Gambouras, 1999).

In sum, there is a tremendous opportunity to increase soccer fandom in the United States by appealing to the growing Hispanic population (Weiss, 2014). Moreover, understanding the different motivations of Hispanics and Caucasians will help marketers develop the best marketing strategies to help grow soccer fandom.

Literature Review

Several studies have examined the factors that influence people to become soccer fans and attend matches. Bravo et al. (2013) studied the conditions that motivated American college students to watch the FIFA World Cup on television; they found that soccer fandom and patriotism motivated them to watch the tournament. Biscaia, Correia, Rosado, Ross, & Maroco, (2013) studied the extent to which the fans' perspectives of the brand image of a soccer club in Europe influenced their satisfaction with the team as well as their fandom; they found that the success of the club, the values the club stands for, and the atmosphere in the stadium are important factors. Theodora is, Wann, & Weaver (2012) investigated how team identification, the extent to which a fan feels a psychological connection to a team and/or player, predicts behavioral loyalty (e.g., attendance, word-of-mouth); the results showed that overall team identification fully mediated the relationship between specific dimensions of team identification and behavioral loyalty. Mahony, Nazawaka, Funk, & Gladden (2002) investigated conditions that influence soccer fandom in Japan; they suggest that the attachment to soccer and interest in soccer clubs influence fan behavior. Beccarini & Ferrand (2006) studied soccer fans in Europe and investigated that conditions that motivated them to attend matches; they found that fans considered the stadium atmosphere and experiences at a match as well as the cost to attend and the performance of a club.

To date, only a few empirical studies have investigated the motivations of people to attend international soccer events. Kim & Chalip (2004) examined the motivations and constraints that influenced soccer fans to consider attending the FIFA World Cup in Korea and Japan and found that soccer fandom and interest in learning more about the site of the event were important factors. Florek, Breitbarth, & Conejo (2008) interviewed fans from New Zealand to identify their motivation to attend the 2006 FIFA World Cup; the fans' primary motivation was to travel, rather than to support the team. Crisp, Heuston, Farr, & Turner, R. (2007) studied how soccer fans in England reacted after their club won or lost and how on-field success motivated fan behavior; they found that avid soccer fans felt sad after a loss but they were still motivated to attend future matches due to the hope of success. A few studies have attempted to develop measures to assess motivation for sports consumption including soccer. Notably, the Motivation Scale for Sports Consumption developed by Trail & James (2001) has received considerable attention and has been updated and used in several studies (Robinson & Trail, 2005; Kim & Trail, 2010; Kim, Trail, & Magnusen, 2013).

A few studies have examined the motivations that influence individuals from different ethnic groups and genders to become interested in soccer and other sports. Inter sectionality and critical theory have been used to try to better understand the complex and nuanced understandings of issues related to ethnicity, gender, and social issues that can provide insights into the ways in which people view sports and how their self-identities are affected by and simultaneously affect sporting culture. Eschrich (2010) describes inter sectionality as a model for the composition of all identities; including issues related to gender and race, and applied inter sectionality theory to examine how it affected the portrayal of sports journalist Bill Simmons. Anderson and McCormack (2010) sought to understand the identity and perceptions of homosexual African-American athletes through race theory and inter sectionality theory; the authors suggest that the study of individuals in society is limited when traditional descriptions of race and gender are used and instead call for investigations that examine all the complex social issues that affect human behavior, including sports fandom. Moraga (2015) utilized inter sectionality to examine the marketing efforts of the National Basketball Association to attract Hispanics through its Noche Latino promotions; the author suggests that marketing products of services to what is thought to be a homogenous ethnic group may result in containment, exclusion, and marginalization of Hispanics because there are so many cultural and language differences in that population. Bush et al. (2007) studied the role that gender and ethnic differences may play in influencing the behavioral intentions of sports fans; they suggest race and gender may influence the orientation of individuals about sports. The combined effects of ethnicity and gender on the behavior of sports fans was also investigated by Walker et al. (2006), who tested the theory of planned behavior to examine the actions of male and female Asian-Americans to play the lottery; the authors suggest that ethnicity and gender influence attitudes and behavior.

Although little research has been done to examine the motivations and attachment of Hispanics to soccer, other studies have investigated Hispanic consumers in context other than sports (Huggins, Holloway, & Caucasian, 2013; Ueltschy & Krampf, 2011; Chattaraman, Lennon, & Rudd, 2010; Stevenson & Plath, 2006). Only a handful of exploratory studies have examined Caucasian soccer fans but the focus was on fan demographics and social issues such as racism (Cleland & Cashmore, 2013). However, little research has been conducted to investigate the psychographics (e.g. motivation, attitudes) that may influence the behaviors of soccer fans of various ethnicities, including Caucasians (Alexandris Tsotsou, 2012). Hispanic soccer fandom has been the topic of few studies. For instance, Lee, et al. (2010) found that many Hispanics indicated soccer is their favorite sport. Harrolle & Trail (2007) examined the extent to which ethnic identity, acculturation, and identification with sports might motivate Hispanics to become fans of soccer. The study findings suggest that ethnic identity, acculturation, and identification with sport had little or no influence on the motivations of fans. Jewell and Molina (2005) explored soccer fandom and revealed many Hispanics exhibit divided loyalties between the clubs in the home countries and teams in the United States. Argeris & Nagel (2013) found that the success of club is especially important to Hispanic fans. Unlike previous studies, the objective of the present study is to compare the motivations, attachment, and behavioral intentions of Hispanics and Caucasians in the United States.

Research suggests that males and females may differ in attitudes and behaviors related to consumer goods (Li, Tsai, & Soruco, 2013; Chi, Lovett, & Chi, 2012; Seock & Sauls, 2008) but a few studies have explored the role of gender on consumers' decision-making processes related to sports. For example, Bush et al. (2007) found that females preferred traditional sports and placed a higher value on role models, while research by Hall & O'Mahony (2006) suggest female fans may be more motivated than males to attend sports events because of such factors as such as parking, seating, stadium accessibility, the enjoyment of experiencing sports, and spending time with family and friends. A study by Claussen, Ko & Rinehart (2008) highlights the need of research to examine the role of gender on sport fans' attitudes and behavior. In addition, empirical studies that compared the soccer fandom of males and females are scarce. Thus, the current study aims to explore and compare the motivations, attachment, and future behavioral intention of male and female soccer spectators in the United States.

Theoretical Foundation and Research Hypotheses

This study investigates several inter-related issues associated with the soccer fandom of Hispanics, including ethnic and gender differences as well as the attachment and motivations of individuals to follow soccer. These issues are discussed in detail in the following section.

Ethnic Differences

Ethnic identity is a useful framework to understand how the motivations, attachment, and future behavioral intentions of individuals within different ethnic subcultures to become sports fans sports. Ethnic identity has been described as "an enduring, fundamental aspect of the self that includes a sense of membership in an ethnic group and the attitudes and feelings associated with that membership" (Phinney, 1996, p. 922). Ethnic identity influences interpersonal and intergroup relationships, and is one of several factors that affect a person's sense of belonging to a group and the values and attitudes an individual has to a group (Phinney & Ong, 2007). Ethnic identity theory suggests that individuals within ethnic subcultures might associate themselves with a sport or team that is a source of pride in order to improve their self-esteem or to experience vicarious achievement through the success of others (Ware & Kowalski, 2012). Thus Hispanics might be passionate about soccer because the success of their team reflects positively on the ethnic group as a whole. Pons, Laroche, Nyeck, & Perrault (2001) assessed the extent to which people within different ethnic groups follow sports; results suggest that specific ethnic groups are much more likely to follow sports that are deeply rooted in their culture while ignoring sports they know little about (e.g., Claussen et al., 2008; Bush et al., 2007; Armstrong, 1998).

In line with ethnic identity theory, prior studies suggest that Hispanics may differ from non-Hispanics in their motivations to follow soccer and their attachment to the sport. For example, Lee, et al. (2010) suggest Hispanics are more likely than non-Hispanics to follow soccer because they are fans of a specific team or player; Hispanic females are strongly motivated by the opportunity soccer provides to spend time with family members.

Hispanic youth might be more likely than non-Hispanics to use their fandom of soccer as a way to express their culture and self-identity (Jones & Allain, 2014). Monistere (2014) suggests Spanish-speaking Hispanics in the United States are more likely to tune into soccer matches featuring prominent teams from Latin America, while English-speaking Hispanics are fans of American sports like the NFL.

The theory of socialization, which is an element of ethnic identity, can be useful to explain how ethnic groups (such as Hispanics, African-American etc.) differ in their attitudes and behavior about sports (Lee et al., 2010; Klein, 2007; Wann et al., 1999). Because ethnic socialization can guide individuals to acquire the perceptions, values, attitudes, and behavior within an ethnic group, it can play an important role in shaping their attitudes and behavior (Coakley & Dunning, 2000). Socialization can play an important role in shaping Hispanic soccer fans' attitudes and behavioral intention in the United States (Beamon & Messer, 2014; Jensen, 2012). Conversely, Caucasians in the United States have long been ambivalent towards soccer as they have been socialized to place a greater value on traditional American sports (e.g., Baseball, Football) (Foer, 2010). From a theoretical perspective, this intent of this study is to contribute to the literature on ethnic identity and socialization theories by focusing exclusively on the soccer fandom of Hispanics versus Caucasians. The current study posits that Hispanics will exhibit stronger motivation to attend soccer matches, greater attachment to soccer, and higher interest in future attendance than Caucasians.

Motivation to Become Soccer Fans

Previous studies found that several variables including the quality of the game, escape, socialization, entertainment, and achievement motivate individuals to become soccer fans (Trail & James, 2001; Al-Thibiti, 2004; Bravo et al., 2013). The quality of the game motive refers to the extent to which individuals are motivated to follow soccer based on the high level of skills shown by players and the beauty and grace of the game; it is influenced by the extent to which people care about soccer (Al-Thibiti, 2004). This concept proposes that individuals with a deeper knowledge of sports and a passion for soccer are motivated by the talent displayed by athletes and might feel more joy from seeing the game played at its best (Bravo et al., 2013); this may imply that Hispanic fans are more likely to be influenced by the quality of the game and team's success (Argeris & Nagel, 2013).

The escape motive describes the extent to which individuals are motivated to become soccer fans based on the desire to relieve stress and tension, to forget about problems, and to relax (Al-Thibiti, 2004). Lee et al. (2010) indicate that the desire to escape and relieve stress can motivate Hispanics to become fans of soccer. Because soccer is one of the favorite sports of Hispanics, attending a soccer match that includes star players from their country or ethnic group provides an opportunity for escape (Lindner & Hawkins, 2012; Wilson, 2007). Socialization is defined as the extent to which individuals are motivated to become soccer fans based on the desire to interact with others in a group setting and to spend quality time with friends and family (Al-Thibiti, 2004; Kim & Chalip, 2004; Beccarini & Ferrand, 2006). Research indicates that Hispanic females are motivated to become soccer fans because matches provide an opportunity to be with family members and offer opportunity to build network and interact with others (Lee et al., 2010; Harrolle, Trail, Rodriguez, & Jordan, 2010).

Entertainment describes the extent to which individuals are motivated to become soccer fans based on the need to have a good time and to feel excited and stimulated (Al-Thibiti, 2004; Mahony et al., 2002; Izzo, Munteanu, Langford, Ceobanu, Dumitru, & Nichifor, 2013). Sports teams are entertaining fans by creating a more exciting stadium atmosphere that includes colorful scoreboards, fireworks, marching bands, cheerleaders and promotions (Uhrich & Benkenstein, 2010). Since Hispanics are so passionate about soccer, they are more likely to be more excited and stimulated by soccer games and thus, be more entertained than Caucasians.

Achievement refers to the extent to which individuals are motivated to become soccer fans based on the extent to which they feel a personal sense of success when their team succeeds (Trail & James, 2001); this is often referred to as basking in the reflected glory of one's sports team (Ware & Kowalski, 2012). Lee et al. (2010) reported that the Hispanics were motivated by the positive feelings they experienced after a victory, while Jones et al. (2012) described how fans of the Spanish national team rejoiced when their team won the 2010 FIFA World Cup. Jones & Allain (2014) suggest that Millennial-age Hispanics in the United States root for the national teams of Mexico as well as the United States. Based on the above literature and ethnic identity framework, we hypothesize the following:

H₁: Perceptions about a) game quality, b) escape, c) socialization, d) entertainment, and d) achievement will motivate Hispanics to attend soccer games more than Caucasians.

Attachment to Soccer

Attachment has been described as the process through which individuals assign emotional, functional, and symbolic meaning to ideas, thoughts, and images related to sports (Funk & James, 2006). Sports marketing theories describe that individuals can be attached to a specific type of sport, the level of sport (e.g., elite competition or club match), a team, an athlete, being a part of social gathering, and the experience of attending a sports event (Trail, Robinson, Dick, & Gillentine, 2003; Kwon, Trail, and Anderson, 2005; Kim et al., 2013). One of the few studies that investigated the attachment individuals have to soccer by examining psychographics, involvement, and affiliation with a team: Alexandris & Tsiotsou (2012) suggest that individuals who were more involved with soccer and who were more affiliated with a club were most attached to the sport. In this study, we focus on the attachment of individuals to the sport of soccer as well as the level of competition, since the event being studied is a major international soccer match. We define attachment to soccer is defined the extent to which individuals first and foremost consider themselves to be soccer fans, whether soccer is their favorite sport, and if they prefer soccer over all other sports and the extent to which being a soccer fan is an essential part of their self-esteem (Kim & Trail, 2010). Based on the psychological connection some individuals have to sports (Tsiotsou and Alexandris, 2009) and the identification that Hispanics have with soccer (Monistere, 2014; Faflik, 2006), we suggest Hispanics in the United States may have a higher level of attachment to soccer in the United States than Caucasians. The rationale for this proposition is that soccer is the favorite sport of Hispanics in the United States (Lee et al., 2010) and that many Hispanics in the United States are soccer fans (Harrolle & Trail, 2007). Consistent with the literature discussed above and ethnic identity model, we hypothesize the following:

H₂: Hispanics will exhibit a higher level of attachment to soccer than Caucasians.

Future Attendance Behavior

In this study, future attendance behavior is defined as the extent to which individuals would consider attending future soccer matches. A few studies suggest that consumers within different ethnic groups may exhibit different behavioral intentions related to sports events (Claussen et al., 2008). Bush et al. (2007) examined the behavioral intentions of several ethnic groups about sports and their research seems to suggest that Hispanics may be influenced to attend because of marketing promotions, among other factors. Hispanics in the United States could be more likely to attend soccer matches than Caucasians because they have grown up following the sport and often more ardent fans (Jones & Allain, 2014). Bodey et al. (2009) reported that 61 percent of Hispanics in the United States followed the FIFA World Cup, while 58 percent of Hispanics in the United States are fans of the Mexican professional soccer league. Several marketing campaigns targeting Hispanics are now focusing on the passion for soccer to reach this demographic (McCabe, 2013; Huggins et al., 2013). Thus, we hypothesize that:

H₃: Hispanics will exhibit greater intentions to attend future soccer games than Caucasians.

Gender Differences

Prior studies in marketing and consumer psychology show that gender can influence several aspects of consumer behavior. For example, women have different perceptions of a brand and its attributes, brand awareness, and brand loyalty than men (Li et al., 2013; Chi et al., 2012; Seock & Sauls, 2008). Similarly, studies have also shown gender differences are present in several areas related to sports e.g., fan motivations to attend a sport event, attachment to a sport, and behavioral intentions. Evidence from these studies can provide insights into how gender influences fan's motivation and behavior associated with sports.

For example, Clark et al., (2009) studied the reasons men and women watch the NFL Super Bowl championship game on television; female viewers exhibited more positive attitudes about the entertainment elements of the broadcast than male viewers did. Gantz et al. (2010) found that many women watch sports on television because of the entertainment associated with these events, more so than the competition that takes place. Robinson & Trail (2005) investigated the differences between genders relating to attachment to sports; they found that in several instances men and women demonstrated different levels of attachment to various sports.

James & Ridinger (2002) compared the motivations of males and females to attend sports events and consume sports media; they found that males were more likely than females to be avid fans, to watch and follow sports more often, and to be fans of a specific team; they also found that males were motivated by the quality of the game, while females were motivated by the aesthetic appeal of sports. Research shows that women often watch sports as a way as a form of socialization, because they view consuming sports as a way to spend time with family members, rather than being motivated by a passion for the sport (Caucasian side & Hardin, 2011; Ware & Kowalski, 2012; Dietz-Uhler et al., 2000; Fink, Trail, & Anderson, 2002). Trail, Robinson, and Kim (2008) suggest that females are often more casual fans and thus the success of the team factors less into the decision to attend.

Few empirical studies have examined the motivations of men and women to become soccer fans, their level of attachment to soccer, and future behavior intentions. Izzo et al. (2013) found that the men were motivated by the technical aspects of soccer and their passion for the sport, while females were drawn to soccer to socialize and party. Another empirical study found that women are likely to be motivated to become soccer fans to relieve stress, to enjoy the spectacle associated with matches, and to be with family and friends (Lee et al., 2010). In contrast, men are likely to place more importance on highly successful teams, star players, and team performance (Burnett & Wessels, 2012).

From a theoretical perspective, gender socialization theory suggests that males and females learn different gender-appropriate roles through social learning processes; as a result of socialization males and females develop different attitudes and behaviours (Carter, 2014). In applying the theory into the present study, it can be posited that men and women may exhibit different levels of motivation and attachment to soccer as well as behavioral intentions. Based on the above supporting literature and gender socialization theory, we hypothesize the following.

H4: Males and females will exhibit different types of motives (game quality, escape, socialization, entertainment, and achievement) to attend soccer games.

H5: Males and females will exhibit different levels of attachment to soccer.

H6: Males and females will demonstrate different levels of intention to attend future soccer matches.

Methodology

Participants and Data Collection Procedure

The participants of this study were Hispanic and Caucasians individuals who attended an international friendly soccer match between the national teams of two Latin American nations at MetLife stadium in 2013. The data were collected by an intercept method and administering a survey instrument before the game. An English version of the survey questionnaire was translated into Spanish by a bilingual expert and then native Spanish speakers reviewed the survey to assure it was precise and consistent. The questionnaire was back-translated from Spanish to English to ensure accuracy in translation (Brislin, 1986). Field interviewers approached participants and asked if they prefer to complete the survey instrument in English or Spanish. A total of 208 individual participated in the survey. After removing six incomplete cases, the final sample included 202 individuals.

At the beginning of the questionnaire, participants were asked to provide demographic information. As shown in Table 1, the majority of them were men, Hispanics, and Ecuadorian soccer fans. About 63.4% said they speak primarily Spanish in their home and 46.4% indicated that they watch TV sports in Spanish rather than in English. Most participants were self-identified as soccer fans.

Table 1: Sample Characteristics

Items		Count	%
Spanish version survey		118	58.4
English version survey		84	41.6
Are you Hispanic?	Yes	134	66.34
	No	68	33.66
Gender	Male	145	71.8
	Female	57	28.2
Is Spanish the primary language you speak in your home?	Yes	128	63.4
	No	74	36.6
Are you more likely to watch sports on	Spanish-language TV	93	46.0
	English-language TV	109	54.0
Are you a soccer fan?	Yes	130	64.35
	No	72	35.64

Measurement

In this study, all measurement items were adapted from existing validated scales and were measured on a 7-point Likert scale (see Table 2). The five fans motives (the quality of the game, escape, socialization, entertainment, and achievement) were adapted from Al-Thibiti (2004) and (Trail & James, 2001) which measured the motivations that drove participants to attend the game. Attachment to soccer was assessed with three items adapted from (Kim and Trail, 2010). A slightly modified version of Kim & Chalip's (2004) scale measured fans' future attendance intentions. The results of the principal components analysis with a varimax rotation are presented in Table 2. The factor loadings for all scales ranged from .59 to .87, above the cut off value of .50 (Hair, Back, Babin, Anderson, & Tatham, 2010). All measures demonstrated adequate reliability above the recommended level of .70 (Bagozzi & Yi, 1988). Average variance extracted (AVE) estimates range from .48 to .62 which are higher than recommended level of .50 for all constructs with the exception of 'the quality of the game' (Fornell & Larcker, 1981).

Table 2: Measurement Items, Factor Loadings, Construct Reliabilities, and Average Variance Extracted (AVE)

	Factor Loadings	Construct Reliability	AVE
Fan Motivation			
<i>*The Quality of The Game</i>		.735	.484
to see exceptional athletes.	.672		
to enjoy the beauty and grace of the sport.	.789		
to express my passion about soccer.	.614		
<i>*Escape</i>		.813	.593
to relieve stress and tension.	.724		
to forget about my problems.	.813		
to relax.	.771		
<i>*Socialization</i>		.757	.513
to interact with others.	.793		
to spend quality time with my friends and family.	.746		
to be part of a group.	.595		
<i>*Entertainment</i>		.797	.568
to be entertained.	.743		
to have a good time.	.821		
to be excited and stimulated.	.692		
<i>Achievement</i>		.759	.517
I feel like I have won when the team wins.	.627		
I feel a personal sense of achievement when the team does well.	.814		
I feel proud when the team plays well.	.664		
Attachment to Soccer		.824	.610
First and foremost I consider myself a soccer fan.	.767		
Soccer is my favorite sport.	.798		
Of all sports, I prefer soccer.	.778		
Future attendance Intention		.833	.628
I would like to attend future soccer games.	.638		
I anticipate attending future soccer games.	.878		
I am interested in attending soccer games in the near future.	.841		

*Each item was preceded with the stem statement "A reason that I attended this game is:"

Results

One-way multivariate analysis of variance (MANOVA) was performed using IBM SPSS Statistics 20 statistical package. Prior to conducting the MANOVA, we assessed basic assumptions of multivariate analysis of variance. The assumption of homogeneity of group variances was not violated (Levene's test: $p > .05$). The non-significance of Box's M tests ($p > .005$) shows that the assumption of equality of covariance's among the set of dependent variables is met (Huberty & Petoskey, 2000). Another assumption of MANOVA is that the dependent variables be correlated. As shown in Table 3, the dependent variables are moderately correlated that range from .24 to .72 (Meyers, Gampst, & Guarino, 2006).

Table 3: Correlations among Dependent Variables

	1	2	3	4	5	6	7
Game quality (1)	1.00						
Escape (2)	.441	1.00					
Socialization (3)	.552	.634	1.00				
Entertainment (4)	.654	.452	.726	1.00			
Achievement (5)	.396	.296	.360	.366	1.00		
Attachment to soccer (6)	.452	.296	.267	.313	.580	1.00	
Attend intention (7)	.493	.245	.372	.466	.525	.525	1.00

Note: all correlations are significant at the .01 level.

In Hypothesis 1, we predicted that the factors associated with soccer fan motivations (i.e., the quality of the game, escape, socialization, entertainment, and achievement) would motivate Hispanics to attend soccer games more than Caucasians. A one-way MANOVA using ethnicity as the independent variable and motives, attachment, and future attendance behavior as dependent variables revealed a significant main effect (Wilks' $\lambda = .932$, $F(7, 194) = 2.925$, $p < .05$). Table 4 presents mean scores of Hispanic and Caucasian spectators, standard deviations, and effect sizes (Cohen's d values which represent the magnitude of the relative difference in mean scores between groups, Cohen, 1988). As anticipated Hispanic spectators scored significantly higher than Caucasians on the quality of the soccer game ($F_{(1,200)} = 5.421$, $p = .021$, $d = .45$), escape ($F_{(1,200)} = 4.062$, $p = .045$, $d = .40$), socialization ($F_{(1,200)} = 8.849$, $p = .003$, $d = .58$), entertainment ($F_{(1,200)} = 4.148$, $p = .043$, $d = .40$), and achievement ($F_{(1,200)} = 8.453$, $p = .004$, $d = .56$). Providing strong support for Hypothesis 2, Hispanic spectators exhibited significantly higher levels of attachment to soccer than Caucasian spectators ($F_{(1,200)} = 6.634$, $p = .011$, $d = .50$). We hypothesized (H_3) that Hispanics would exhibit greater intentions to attend future soccer games than Caucasians. The data did not support the hypothesis.

Table 4: Effect Sizes (d), p -values, and Mean Scores of Hispanic versus Caucasians Spectators

Dependent Variables	Ethnicity				Effect Size (d)	p -values
	Hispanic		Caucasians			
	Mean	SD	Mean	SD		
Game quality	6.37	.953	5.92	1.20	.45*	.021
Escape	5.66	1.47	5.06	1.59	.40	.045
Socialization	6.05	1.12	5.36	1.37	.58	.003
Entertainment	6.44	.888	6.07	1.03	.40	.043
Achievement	6.27	.907	5.71	1.29	.56	.004
Attachment to soccer	6.23	.979	5.68	1.55	.50	.011
Attend intention	6.31	.821	6.09	1.21	.25	.103

Note. $n = 202$

*Cohen's d is calculated as the difference between two means divided by the pooled standard deviation.

Hypotheses 4-6 predicted gender differences in fan motivations to attend soccer game, attachment to soccer, future attendance intentions. A one-way MANOVA revealed a significant main effect for gender (Wilks' $\lambda = .937$, $F(7, 194) = 2.425$, $p < .05$).

The results are presented in Table 5. As predicted in Hypothesis 4, the quality of the game motivated male spectators to attend a soccer game significantly more than female spectators ($F_{(1,200)}=3.746$, $p=.046$, $d=.45$). Male spectators also exhibited significantly higher levels of attachment to soccer than female spectators ($F_{(1,200)}=10.221$, $p=.002$, $d=.50$). Thus, Hypothesis 5 was supported. However, there were no significant differences in future behavioral intentions between male and female spectators.

Table 5: Effect Sizes (*d*), *p*-values, and Mean Scores of Male versus Female Spectators

Dependent Variables	Gender				Effect Size (<i>d</i>)	<i>p</i> -values
	Male		Female			
	Mean	SD	Mean	SD		
Game quality	6.38	.949	5.93	1.12	.45	.046
Escape	5.59	1.52	5.49	1.44	.07	.653
Socialization	5.97	1.16	5.84	1.24	.11	.472
Entertainment	6.43	.875	6.26	1.02	.18	.235
Achievement	6.21	.981	6.09	1.02	.12	.445
Attachment to soccer	6.30	.962	5.75	1.32	.50	.002
Attend intention	6.41	.867	6.18	.953	.26	.092

Discussion and Implications

Surprisingly, little research has been conducted on Hispanic soccer fans' motivation and behavior despite the growing Hispanic population. Understanding the factors that motivate Hispanic individuals is one of the keys to making soccer become a major spectator sport in the United States. The number of Hispanics in the United States is expected to grow to 30 percent of the population by the year 2050; the Hispanic population will be younger than most, because of a high birth rate (Taylor & Cohn, 2012). Hispanics in the United States have a demonstrated passion for soccer, since they have grown up in a culture where soccer is the most popular sport (Jones & Allain, 2014). Hispanics are more inclined to follow soccer than any other sport. Many Hispanics believe soccer is not just a sport but instead it is a very important way of expressing pride and patriotism in the successes and achievements of a person's ethnicity. There is a tremendous opportunity to increase soccer fandom in the United States by appealing to the growing Hispanic population that cares deeply about this sport (Weiss, 2014). Reaching Hispanics in the United States is a key factor in making soccer more popular (Faflik, 2006; Jensen, 2012).

Our findings reveal that Hispanics in the United States are more likely than Caucasians to be motivated to attend soccer and be attached to soccer. These findings differ from the work of Harrolle and Trail (2007) who suggested ethnic identity and acculturation do not influence soccer fandom among Hispanics. These findings present several managerial implications which may assist soccer marketers to have a better understanding of the differences between Hispanic and Caucasian spectators in terms of their motivation to attend soccer matches. From this data, one can infer that Hispanic soccer fans have a deeper understanding of the aesthetics of soccer; hence they are more motivated by the quality of the game than Caucasians. Sports marketers need to understand the passion that many Hispanics exhibit for soccer. Similarly, marketers need to understand the passion other ethnic subcultures have for other sports and incorporate that love for sport in marketing campaigns.

Results show that Hispanics value the quality of the game. This means Hispanics are motivated to follow and attend soccer games based on the high level of skills shown by players, the beauty and grace of the game, and the pleasure they experience watching soccer. Thus, marketers who want to draw attention of Hispanic spectators should consider organizing soccer matches between highly successful national teams, elite professional teams, and MLS teams that feature Hispanic talented players. Results suggest that Hispanics place a greater significance on the vicarious achievement that results from success in soccer. Many Hispanics associate their personal sense of pride with the success and achievement of soccer clubs and athletes they care about and bask in the reflected glory of their teams. Sports marketing practitioners have to understand the power of soccer to attract passionate Hispanic fans. Similarly, it would be prudent to discover and take advantage of other sports that are favored by other ethnic subcultures in the United States and to use those in marketing efforts.

It is not surprising that Hispanics rated higher on the extent to which soccer provides an opportunity for socialization. At least some Hispanics who attend soccer match may not necessarily be soccer fans; rather, they come to interact with others, to spend quality time with friends and family, and to socialize with other people. Marketers should incorporate opportunities for socialization as part of soccer events targeted to Hispanics. The finding that Hispanics exhibit higher level of attachment to soccer reflects the importance individuals place on soccer in several Latin American nations; soccer is the national passion and is far and away the most popular sport. Sports marketers should realize that marketing through soccer can be extremely effective if people in a country where soccer dominates.

Marketing campaigns are seeking to reach Hispanics through soccer. Jones & Allain (2014) emphasized the power of soccer to connect with Hispanic Millennials in the United States. Developing Spanish-language websites that focus on soccer is a good strategy to connect with Hispanic fans (Bodey et al., 2009). Corporate sponsors can reach younger Hispanic soccer fans by streaming content onto smart phones and mobile devices (Master, 2014). Results suggest that gender may play a role in influencing the motivations and behaviors of soccer fans. We found that females often are involved in sports for social reasons; often the quality of the game is less important for them (Dietz-Uhler et al., 2000). Sports marketers should promote soccer to women by stressing the opportunity to come out to an event for a safe, welcoming, entertaining, fun, and social experience where they can spend quality time with family and friends.

From a theoretical point of view, this study contributes to the sports marketing literature by extending and applying ethnic identity theory to investigate the soccer fandom of Hispanics versus Caucasians. The current study confirms the central premise of ethnic identity theory (i.e., an enduring, fundamental aspect of the self that includes a sense of membership in an ethnic group and the attitudes and feelings associated with that membership).

In light of the theory, the present study has shown that Hispanics manifest stronger motivation to attend soccer matches and greater levels of attachment to soccer than Caucasians because soccer has been and will continue to be an essential component of Hispanic culture and identity. In regard to gender, the current study expands previous literature by demonstrating differences among males and females related to motivation and attachment associated with soccer; the results show that men are more attached to soccer and more motivated to attend soccer marches than women are.

This study, as others, suffers from a number of limitations and offers opportunities for future research. The cross-sectional study was carried out at one soccer match at one point of time. Future studies should examine multiple matches over time. Another limitation is that this study does not fully represent all the different ethnic subcultures in the United States (e.g., African-Americans, Asian-Americans, etc.) because the almost all the respondents were self-identified as Caucasians and Hispanics; this study could not include other ethnicities than Hispanics and Caucasians in the analysis because African-Americans and Asian-Americans represented an infinitely small portion of the sample participants. Additional research needs to be conducted among other Hispanics and several other non-Hispanic ethnic groups.

References

- Al-Thibiti, Y.A. (2004) *A Scale Development for Sport Fan Motivation*. Doctoral dissertation. Florida State University, Tallahassee, Florida.
- Alexandris, K., & Tsiotsou, R.H. (2012). Segmenting soccer spectators by attachment levels: A psychographic profile based on team self-expression and involvement. *European Sport Management Quarterly*, 12(1): 65-81.
doi: 10.1080/16184742.2011.637174
- Anderson, E. and McCormack, M. (2010). Intersectionality, critical race theory and American sporting oppression: Examining black and gay athletes. *Journal of Homosexuality*, 57 (8): 949-967.
doi: 10.1080/00918369.2010.503502
- Argeris, S. and Nagel, M.S. (2013). An investigation of Major League Soccer attendance. *Journal of Venue and Entertainment Management*, 4(2): 64-76.

- Armstrong, K.L. (1998). Ten strategies to employ when marketing sport to black consumers. *Sport Marketing Quarterly*, 7(3): 11-18.
- Bagozzi, R.P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16 (1), pp. 74-94. doi: 10.1007/bf02723327
- Beamon, K., & Messer, C.M. (2014). *The Enduring Color Line in U.S. Athletics*. New York: Routledge. doi: 10.4324/9781315879611
- Beccarini, C., & Ferrand, A. (2006). Ticket holders' satisfaction: The influence of club image and fans' motives. *European Sport Management Quarterly*, 6(1):1-22. doi: 10.1080/16184740600799154
- Biscaia, R., Correia, A., Rosado, A.F., Ross, S.D., & Maroco, J. (2013). Sport sponsorship: The relationship between team loyalty, sponsorship awareness, attitude toward the sponsor, and purchase intentions. *Journal of Sport Management*, 27(4): 288-302.
- Bodey, K.J., Judge, L.W., Steward, M. & Gobel, T. (2009). Researching Hispanic fans: Professional sports' use of Spanish language on the Internet. *Journal of Research* 4(1), 58-63.
- Bravo, G.A., Won, D. & Lee, C. (2013). Team USA and the 2010 FIFA World Cup: An examination of TV fans viewing intention. *International Journal of Sport Management and Marketing*, 14(1): 169-18. doi: 10.1504/IJSMM.2013.060636
- Brislin, R.W. (1986). The wording and translation of research instruments. In W.J. Lonner & J.W. Berry (Eds.), *Field methods in cross-cultural psychology* (pp. 137-164). Thousand Oaks, CA: Sage.
- Burnett, C. and Wessels, J.C. (2012). Profiling public viewing and South African viewers during the 2010 FIFA World Cup. *African Journal for Physical Health Education, Recreation and Dance*, 18(1): 151-165.
- Bush, V.D., Bush, A.J., Shannahan, K.L., & DuPuis, R.J. (2007). Segmenting markets based on sports orientation: An investigation of gender, race, and behavioral intentions. *Marketing Management Journal*, 17(1): 39-49.
- Butler, D. (2014). A game of two halves: The world's largest nations will play almost no part in the World Cup. *The Economist*. Retrieved at <http://www.economist.com/news/briefing/21603420-worlds-largest-nations-will-play-almost-no-part-world-cup-there-are-signs>
- Campbell, T. (2014). World Cup final breaks records worldwide for TV broadcasters. IPTV-News. Retrieved at <http://www.iptv-news.com/2014/07/world-cup-final-breaks-records-worldwide-for-tv-broadcasters/>
- Cartagena, C. (October 14). Hispanics are creating a new baby boom in the United States. *CNN*. Retrieved at <http://www.cnn.com/2013/10/14/opinion/cartagena-latino-boom/index.html?iref=allsearch>
- Carter, M.J. (2014). Gender socialization and identity theory. *Social Sciences*, 3(1): 242-263. doi: 10.3390/socsci3020242
- Caucasian, D.W., & Absher, K. (2013). Red Devils, Royals, and the river Thames: The ambassadorial role of sports in heightening country-of-origin image. *Sport, Business and Management: An International Journal*, 3(4): 312-326. doi: 10.1108/SBM-05-2013-0011
- Caucasianside, E., & Hardin, M. (2011) Women (not) watching women: Leisure time, television, and implications for televised coverage of women's sports. *Communication, Culture & Critique*, 4(2): 122-143. doi: 10.1111/j.1753-9137.2011.01098.x
- Chattaraman, V., Lennon, S.J., & Rudd, N.A. (2010). Social identity salience: Effects on identity-based brand choices of Hispanic consumers. *Psychology & Marketing*, 27(3): 263-284. doi: 10.1002/mar.20331
- Chi, Y.N., Lovett, M.G., & Chi, O. (2012). Gender differences in consumer decision-making styles of Hispanic-American college business students. *The International Journal of Arts & Sciences*, 5(7): 339-346.
- Clark, J.S., Apostolopoulou, A., & Gladden, J.M. (2009). Gender differences in the consumption of the NFL Super Bowl broadcast. *Journal of Promotion Management*, 15(1): 165-183. doi: 10.1080/10496490902837510
- Claussen, C.L., Ko, Y.K., & Rinehart, R.E. (2008). Cultural diversity: An alternative approach to understanding sport participant consumer behavior. *The SMART Journal*, 4(2): 58-71.
- Cleland, J., & Cashmore, E. (2013). Football fans' views of racism in British football. *International Review for the Sociology of Sport*, 22(1): 1-17. doi: 10.1177/1012690213506585
- Coakley, J., & Dunning, E. (2000). *The Handbook of Sports Studies*. Los Angeles: Sage. doi: 10.4135/9781848608382
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*. Lawrence Erlbaum Associates, Hillsdale, New Jersey, USA.
- Crisp, R.J., Heuston, S., Farr, M.J., & Turner, R.N. (2007). Seeing red or feeling blue: Differentiated intergroup emotions and ingroup identification in soccer fans. *Group Processes & Intergroup Relations*, 10(1): 9-26. doi: /10.1177/1368430207071337

- Dietz-Uhler, B., Harrick, E.A., End, C. & Jacquemotte, L. (2000). Sex differences in sports fan behavior and reasons for being a sports fan. *Journal of Sport Behavior*, 23(3): 219-231.
- Eschrich, J. (2010). They run, they sweat, we write: ESPN's Bill Simmons, sports journalism, and intersectional identities. UCLA Center for the Study of Women. Retrieved from: <https://escholarship.org/uc/item/1mr6v273>
- Evans, S. (2016). Mexico is winning Copa America on U.S. turf. Washington Post. Retrieved a <https://www.washingtonpost.com/news/soccer-insider/wp/2016/06/17/mexico-is-winning-copa-america-on-u-s-turf-and-also-at-the-gate-and-on-tv/>
- Faflik, D. (2006). Fútbol América: Hemispheric sport as border studies. *Americana: The Journal of American Popular Culture*. Retrieved at http://www.americanpopularculture.com/journal/articles/spring_2006/faflik.htm
- Fink, J.S., Trail, G.T., & Anderson, D.F. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences. *Sport Marketing Quarterly*, 11(1): 8-19.
- Florek, M., Breitbarth, T., & Conejo, F. (2008). Mega event mega impact? Traveling fans' experience and perceptions of the 2006 FIFA World Cup host nation. *Journal of Sport and Tourism*, 13(3): 199-219. doi: 10.1080/14775080802310231
- Foer, F. (2010). *How Soccer Explains the World: An Unlikely Theory of Globalization*. Harper: New York.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equations models with unobserved variables and measurement error. *Journal of Marketing Research*, 18(1): 39-50. doi: 10.2307/3151312
- Funk, D.C., & James, J.D. (2006). Consumer loyalty: The meaning of attachment in the development of sport team allegiance. *Journal of Sport Management*, 20(2): 189-217.
- Gantz, W., Zheng, W., Paul, B., & Potter, R.F. (2010). Sports versus all-comers. *Journal of Broadcasting and Electronic Media*, 50(1): 95-118. doi: 10.1207/s15506878jobem5001_6
- Gleeson, M. (2014). More than 3.2 billion viewers: World Cup 2014 aims for TV victory *The Star*. Retrieved at <http://www.thestar.com.my/Lifestyle/Features/2014/06/12/More-than-3-2-billion-viewers-World-Cup-2014-aiming-for-TV-victory/>
- Hair, J.F., Back, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2010). *Multivariate Data Analysis*. Prentice Hall, New Jersey.
- Hall, J., & O'Mahony, B. (2006). An empirical analysis of gender differences in sports attendance motives. *International Journal of Sports Marketing & Sponsorship*, 7 (4), pp. 334-346. doi: 10.1108/ijms-07-04-2006-b008
- Harper, C. (2013). *Global Sports Media Consumption Report*. London: Kantar Sports Media.
- Harrolle, M.G., Trail, G.T., Rodriguez, A., & Jordan, J. (2010). Conative loyalty of Latino and non-Latino professional baseball fans. *Journal of Sport Management*, 24(4): 456-471.
- Harrolle, M.G., & Trail, G.T. (2007). Ethnic identification, acculturation and sports identification of Latinos in the United States. *International Journal of Sports Marketing & Sponsorship*, 8(3): 234-253. doi: /10.1108/ijms-08-03-2007-b005
- Huberty, C.J., & Petoskey, M.D. (2000). Multivariate analysis of variance and covariance. In H. Tinsley and S. Brown (Eds.) *Handbook of applied multivariate statistics and mathematical modeling*. New York: Academic Press.
- Huggins, K.A., Holloway, B. and Caucasian, D.W. (2013). Cross-cultural effects in e-retailing: The moderating role of Mexican from non-Mexican Hispanic consumers. *Business Research*, 66(3): 321-327. doi: 10.1016/j.jbusres.2011.08.012
- Izzo, G. M., Munteanu, C., Langford, B.E., Ceobanu, C., Dumitru, I., & Nichifor, F. (2013). Sport fans' motivations: an investigation of Romanian soccer spectators. *Journal of International Business and Cultural Studies*, 5(1): 1-28.
- James, J.D., & Ridinger, L.L. (2002). Female and male sport fans: A comparison of sport consumption motives. *Journal of Sport Behavior*, 25(3): 260-278.
- Jensen, R.W. (2012). Why Hispanic fans are the lifeblood of Major League Soccer. In A. Earnhardt, P. Haridakas, & B. Hugenberg, (Eds.), *Sports Fans, Identity, and Socialization: Exploring the Fandemonium* (pp. 191-200). Lanham, MD: Lexington Books.
- Jewell, R.T., & Molina, D.J. (2005). An evaluation of the relationship between Hispanics and Major League Soccer. *Journal of Sports Economics*, 6(2): 160-177. doi: doi.org/10.1177/1527002504263400

- Jones, B., & Allain, O. (2014). *Dos A Cero: An Exploratory of the Millennial Effect on the Future of Soccer in the U.S.* Octagon Sports Marketing. Retrieved at http://www.octagon.com/news/press_releases/dos_a_cero_brands_can_reach_hispanic_millennials_through_soccer
- Jones, M.V., Coffee, P., Sheffield, D., Yanguéz, M., & Barker, J.B. (2012). Just a game? Changes in English and Spanish soccer fans' emotions in the 2010 World Cup. *Psychology of Sports and Exercise*, 13(2): 162-169. doi: 10.1016/j.psychsport.2011.10.008
- Kafkas, M. E., Çoban, B., and Kafkas, A.S. (2012). Sport fan motivation questionnaire: A study of validity and reliability. *Journal of Physical Education & Sports Science*, 6(1): 34-41.
- Kim, N., & Chalip, L. (2004). Why travel to the FIFA World Cup? Effects of motives, background, interest, and constraints. *Tourism Management*, 25(6): 695-707. doi: 10.1016/j.tourman.2003.08.011
- Kim, Y.K., & Trail, G.T. (2010). Constraints and Motivators: A New Model to Explain Sport Consumer Behavior. *Journal of Sport Management*, 24 (2), pp. 190-210.
- Kim, Y.K., Trail, G.T., & Magnusen, M.J. (2013). Transition from motivation to behaviour: examining the moderating role of identification on the relationship between motives and attendance. *International Journal of Sports Marketing & Sponsorship*, 14(3):190-211. doi: <http://dx.doi.org/10.1108/IJMS-14-03-2013-B004>
- Klein, A. (2007). Latinizing the national pastime. *International Journal of the History of Sport*, 24(2): 296-301. doi:10.1080/09523360601046029
- Kwon, H. H., Trail, G. T., & Anderson, D. S. (2005). Are multiple points of attachment necessary to predict cognitive, affective, conative, or behavioral loyalty? *Sport Management Review*, 8(3): 255-270. doi: 10.1016/s1441-3523(05)70041-3
- Lee, S., Shin, H., & Shinchu, T. (2010). Identifying sociological motivations of Hispanic/Latino sport consumers attending sporting events. *Sport Management International Journal*, 6(1): 79-93. doi: 10.4127/ch.2010.0047
- Li, W., Tsai, S.W., & Soruco, G. (2013). Perceived 'Hispanicness' versus 'Americanness': A study of brand ethnicity with Hispanic consumers. *International Journal of Advertising*, 32(3): 443-465. doi: 10.2501/ija-32-3-443-465
- Lindner, A.M., & Hawkins, D.N. (2012). Globalization, culture wars, and attitudes towards soccer in America. *The Sociological Quarterly*, 53(1): 68-91. doi: 10.1111/j.1533-8525.2011.01226.x
- Lipsey, R. (2013) *The United States Sports Fan Consumer Audit*. Princeton, New Jersey: Sports Business Research, Inc.
- Mahony, D.F., Nakazawa, M., Funk, D.C., & Gladden, J.M. (2002) Motivational factors influencing the behaviour of J. league spectators. *Sport Management Review*, 5(1): 1-24. doi: 10.1016/S1441-3523(02)70059-4
- Master, S. (2014). *The Year in Sports Media Report*. Nielsen. Retrieved at <http://www.nielsen.com/us/en/insights/reports/2015/the-year-in-sports-media-report-2014.html>
- McCabe, M.B. (2013). U.S. Hispanics go mobile: Adoption and marketing engagement trends. *International Journal of Mobile Marketing*, 8(2): 67-74.
- Meyers, L.S., Gamst, G., and Guarino, A. (2006). *Applied multivariate research: Design and interpretation*. Thousand Oaks, CA: Sage Publishers.
- Mikho, M. (2013). Brazil's World Cup is a marketer's dream. *Advertising Week*. Retrieved at <http://www.adweek.com/news/advertising-branding/brazil-s-world-cup-marketers-dream-also-potential-nightmare-152890>
- Molinaro, J. (2014). Why does the World Cup matter so much? *Sports net*. Retrieved at <http://www.sportsnet.ca/soccer/world-cup-2014/2014-fifa-world-cup-brazil-2/>
- Monistere, T. (2014) *From Fútbol to Football: A Matter of Passion*. New York: The Nielsen Company.
- Moraga, J.E. (2015). You made el team-o! The transnational browning of the National Basketball Association through the "Noche Latina" marketing campaigns. *Social Inclusion*, 3(3): 118-128. doi: 10.17645/si.v3i3.134
- Ourand, J., Botta, C. & Mickle, T. (2014). The legacy of the cup. *Sports Business Journal*. Retrieved at <http://m.sportsbusinessdaily.com/Journal/Issues/2014/07/14/Events-and-Attractions/World-Cup.aspx?hl=Tripp%20Mickle&sc=0>
- Ozanian, M. (2014, June 5). The billion-dollar business of the World Cup. *Forbes*. Retrieved at <http://www.forbes.com/sites/mikeozanian/2014/06/05/the-billion-dollar-business-of-the-world-cup/>
- Phinney, J.S. (1996). When we talk about American ethnic groups, what do we mean? *American Psychologist*, 51(9): 918-927. doi: 10.1037/0003-066X.51.9.918

- Phinney, J.S., & Ong, A.D.(2007). Conceptualization and measurement of ethnic identity: Current status and future directions. *Journal of Counseling Psychology*, 54(3): 271-281. doi: 10.1037/0022-0167.54.3.271
- Pons, F., Laroche, M., Nyeck, S. and Perrault, S. (2001) the role of sporting events as ethno culture's emblems: Impact of acculturation and ethnic identity on consumers' orientation toward sporting events. *Sport Marketing Quarterly*, 10(4): 231-240.
- Robinson, M.J., &Trail, G.T. (2005). Relationships among spectator gender, motives, points of reference, and sport preference. *Journal of Sport Management*, 19(1): 58-80.
- Sandomir, R. (2010). World Cup ratings certify TV a winner. *New York Times*. Retrieved at <http://www.nytimes.com/2010/06/29/sports/soccer/29sandomir.html>
- Seock, Y.K., &Sauls, N. (2008). Hispanic consumers' shopping orientation and apparel retail store evaluation criteria: An analysis of age and gender differences. *Journal of Fashion Marketing and Management: An International Journal*, 1(4): 469-486. doi: 10.1108/13612020810906137
- Smith, P. (2014). World Football: From Consumption to Sponsorship. New York: Repucom Sports Marketing.
- Stevenson, T.H. and Plath, D.A. (2006). Marketing financial services to Hispanic American consumers: A portfolio-centric analysis. *Journal of Services Marketing*, 20(1): 37-50. doi: 10.1108/08876040610646563
- Sweney, M. (2014). World Cup final breaks Facebook and Twitter records. *The Guardian*. Retrieved at <http://www.theguardian.com/media/2014/jul/14/world-cup-final-breaks-facebook-and-twitter-records>
- Taylor, P., &Cohn, D. (2012). A milestone en route to a majority minority nation. *Pew Research Center*. Retrieved at <http://www.pewsocialtrends.org/2012/11/07/a-milestone-en-route-to-a-majority-minority-nation/>
- Theodorakis, N.D., Wann, D.L., &Weaver, S. (2012). An antecedent model of team identification in the context of professional soccer. *Sport Marketing Quarterly*, 21(2): 80-90.
- Trail, G.T., Robinson, M.J., Dick, R.J., & Gillentine, A.J. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly*, 12(4): 217-227.
- Trail, G.T., &James, J.D. (2001). The motivation scale for sport consumption: Assessment of the scale's psychometric properties. *Journal of Sports Behavior*, 24(1): 108-127.
- Trail, G.T., Robinson, M.J., &Kim, Y.K. (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly*, 17(4): 190-200.
- Tsiotsou, R.H., & Alexandris, K. (2009). Delineating the outcomes of sponsorship: Sponsor image, word of mouth, and purchase intentions. *International Journal of Retail & Distribution Management*, 37(4): 358-369. doi: 10.1108/09590550910948583
- Ueltschy, L.C., & Krampf, R.F. (2011). The influence of acculturation on advertising effectiveness to the Hispanic market. *Journal of Applied Business Research*, 13(2): 87-102. doi: 10.19030/jabr.v13i2.5764
- Uhrich, S., & Benkenstein, M. (2010). Sport stadium atmosphere: Formative and reflective indicators for operationalizing the construct. *Journal of Sport Management*, 24(2): 211-237.
- Walker, G. J., Courneya, K. S., & Deng, J. (2006). Ethnicity, gender, and the theory of planned behavior: The case of playing the lottery. *Journal of Leisure Research*, 38(2): 224-253.
- Wann, D. L., Bilyeu, J.K., Brennan, K., Osborn, H., & Gambouras, A.F. (1999). An exploratory investigation of the relationship between sport fan motivation and race. *Perceptual and Motor Skills*, 88(3): 1081-1084. doi: 10.2466/pms.1999.88.3c.1081
- Ware, A., &Kowalski, G.S. (2012). Sex identification and the love of sports: BIRging and CORFing among sports fans. *Journal of Sport Behavior*, 35(2): 223-236.
- Weiss, C. (2014). Will Hispanics give U.S. Soccer a kick? *ABC News*. Retrieved at <http://abcnews.go.com/blogs/politics/2014/06/will-hispanics-give-u-s-soccer-a-kick/>
- Wilson, W. (2007). All together now, click: MLS soccer fans in cyberspace. *Soccer & Society*, 8(2): 381-398. doi: 10.1080/14660970701224657