Understanding Service Expectations in Different Identification Level Spectator:

A Correspondence Analysis

Hsien-Che Huang
Office of Physical Education, National Cheng Kung University, Taiwan R.O.C.

Abstract

This study comprises two stages that empirically investigate and evaluate the importance and performance of service elements’ expectations of professional baseball live spectator in Taiwan. Study I was designed to collect the perception of spectators’ service elements’ expectations – 2 focus groups meetings of experienced live spectators, which help to identify 34 potential service elements in 6 service factors, such as participant characteristics; venue services; subsidiary services; game affair services; medical, sanitation and disable services; and social and educated services). This stage helped the study to develop an appropriate research instrument for the evaluation of the importance of service elements’ expectations to Taiwan professional baseball (TPB) spectators. Study II collected 1020 questionnaire survey samples and used correspondence analysis approach to map different identification level TPB spectators’ expectations and its performance into four meaningful groups: 1) services should maintain; 2) services need to improve; 3) impractical services and 4) wasted services.

The results of this study highlight the fact that all identification level spectators have similar perceptions of the importance of 34 service elements and only 2 service elements that high identification spectators were different from other two level spectator groups. However, regards of performance, the result implied that spectator with higher identification level have lower satisfy criterions on service elements performance. In other words, higher identification level spectators were easier be satisfied than lower identification level ones. For High identification level spectators, they illustrated the core service, such as participant characteristics and venue services. They also believed that “subsidiary services” and “social and educated services” were useless to them for attending a sport event. Medium and low identification spectators were have a similar perception than high identification ones but more critical in service element performance.
Consequence, the study concludes that, in academic, the successful use of correspondence analysis approach provided another potential typology for understanding spectator behaviour. In practical, the study provided valuable information for a practitioner, included qualitative data of collecting what service element important and quantitative data for identifying what service elements were worth maintaining or need to be improved to help the business know about their customer. Final, in managerial, the study identified several service elements not meet spectators’ expectations, which were due to the different motivations or purpose of attending a sport event. This conclusion implied a further research perspective and also assisted managers for designing more effective service packages that meet their target market.

**Key words:** expectation, spectator sport, professional sport, Taiwan Professional Baseball, correspondence analysis