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# How Fantasy Sport Participation Affects Fan Loyalty

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# How Fantasy Sport Participation Affects Fan Loyalty

**Abstract**

Fantasy sports have recently emerged as a popular form of sport consumption. Previous research has investigated the concept of fantasy sport involvement and fans loyalty, however little research exists on the effects these variables have on each other. The focus of this research is to identify the effects fantasy sport participation has on fan loyalty and consumption. A survey collected primary data which went through a Pearson correlation. It was found that fantasy sport participation increased consumption of the sport product. It was also found that fantasy sport participants are more loyal to their favorite team than their fantasy teams.

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How Fantasy Sport Participation Affects Fan Loyalty

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### **Abstract**

Fantasy sports have recently emerged as a popular form of sport consumption. Previous research has investigated the concept of fantasy sport involvement and fans loyalty, however little research exists on the effects these variables have on each other. The focus of this research is to identify the effects fantasy sport participation has on fan loyalty and consumption. A survey collected primary data which went through a Pearson correlation. It was found that fantasy sport participation increased consumption of the sport product. It was also found that fantasy sport participants are more loyal to their favorite team than their fantasy teams.

### How Fantasy Sport Participation Affects Fan Loyalty

Imagine this scenario; you're at your favorite sports teams' stadium watching a game. You may be a season ticket holder; you may just be there for your one game of the year, whatever the reason is you're there. Luckily you caught great weather and even better yet it's turning out to be a great game. Then suddenly an exciting play leads to a score and you stand up and cheer; only there's a problem. No one else around you is cheering. The player that scored was not on your favorite team, he was on your fantasy team.

What seems to be occurring in the example above is loyalties towards individual's favorite teams and are conflicting with loyalties towards the individuals fantasy team (Martin, 2013) and these loyalties are being reprioritized. Situations similar to this are becoming more and more common as the popularity of fantasy sports continues to grow, and all signs are that this industry will continue to grow. The fantasy sport industry has emerged as a multi-billion dollar industry that has become an important element to the sport industry as a whole (Fantasy Sports Trade Association, 2011). In 2013 there were 33,559,990 fantasy sport participants in the United States alone, this figure is the highest annual figure since the establishment of organized fantasy sports. It was calculated that the average fantasy sport user spends about \$111 a year on league dues, strategy guides, and single game challenges. It is not just Americans who are participating in fantasy sports. Fantasy sports have made a splash on the international stage (Ankeny, 2009). American participants were joined by 3.1 million Canadian participants (Fantasy Sports Trade Association, 2011). Other parts of the world such as Europe, India, and South America have also enjoyed what fantasy sports have to offer and have been playing

fantasy sports more forming to their respective cultures such as fantasy cricket, fantasy soccer, and fantasy rugby (Ankeny, 2009).

Sport teams must pay special attention to the popularity of fantasy sports as this new platform alters the way their consumers interact with the sport product (Dwyer, 2011). When individuals begin to get more involved in their fantasy teams they end up making their fantasy team a higher priority and perhaps even consume less of their favorite team. This would affect the future of the sporting industry because as younger participants of fantasy sports begin to age they take their altered loyalty prioritization with them which causes the change in the industry over time. The population perhaps most likely to demonstrate this altered prioritization would be members of Generation Y. The reason Generation Y is so interesting is because of their constant exposure to new and emergent technologies and their need for instant gratification that is certainly found in fantasy sports. Generation Y has been studied extensively do to the fact that they are the markets most coveted demographic (Dotson, Clark, Suber, & Dave, 2013). Corporations and organizations have been targeting this demographic because they represent the future breed of consumer. This demographic is also relatively unstudied in this particular context and if it is found that individuals are prioritizing their fantasy teams before their favorite teams then this will indicate a new breed of sport consumer, or sport fan.

## **Literature Review**

### **Exploring Fantasy Sports**

Fantasy sports offer participants the opportunity to construct their own teams and compete in leagues verse other participants on a week to week basis. Part of the attraction to

fantasy sports is the fact that fantasy sports provide an environment in which one can compete with friends and family, while having a direct influence on the management of their fantasy team's roster (Dwyer, 2011). Fantasy sports provide participants an environment to create teams based upon real statistics from individual players (Cassidy, 2006). Individuals can participate in leagues, typically constructed of about eight to fourteen teams (Cassidy, 2006). Fantasy leagues exist for just about all major sports. Leagues range from the most popular form: fantasy football, to fantasy bass fishing (Miller & Washington, 2013), and everything in between including fantasy: baseball, basketball, hockey, soccer, stock car racing, and golf (Roy & Goss, 2007).

The true size of the fantasy sport industry is hard to accurately measure because it is primarily based on the internet, which is constantly evolving (Dwyer & Drayer, 2010). The nature of the online world offers a substantial sense of anonymity for its users. As a result of these factors it is hard to pinpoint who is actually participating in fantasy sports, and in what capacity (Dwyer & Drayer, 2010). Another variable affecting the total size of the fantasy sport industry is the various platforms participants can utilize to participate in fantasy sports. There are many different fantasy sport platforms which offer individuals a chance to participate in fantasy leagues. These platforms include, but are not limited to: Yahoo! Sports, ESPN.com, CBS Sportsline, FanDuels, DraftKings, AOL Sports, The Sporting News, Fox Sports, and Sports Illustrated (Miller & Washington, 2013; Fisher, 2006).

### **Exploring Fans**

**Fan Loyalty.** Fan loyalty has been the principle focus of many research inquiries to date. Pin pointing a true definition, or measure of fan loyalty has proven to be far more difficult than

many have imagined (Martin, 2013). Fan loyalty is viewed as a commitment to a single team that is persistent, resistant to change, and influences cognitive thoughts and behavior (Shih-Hao et al., 2012). In regards to the sporting world a fan can be described as someone who perceives themselves as a fan of a specific team or a sport (Bauer, Stokburger-Sauer, & Exler, 2008). Loyalty is commonly recognized as a two-dimensional construct: behavioral and attitudinal (Bauer et al., 2008; Martin, 2013; Shih-Hao, Ching-Yi Daphne, & Chung-Chieh, 2012). Attitudinal loyalty deals with the mental commitment towards a brand or product and the expected desire of the consumer to purchase. Behavioral loyalty is attributed to specific purchases by consumers (Martin, 2013). In previous related studies the behavioral loyalty construct has been commonly identified as the primary measure of fan loyalty; this by no means undermines the importance of attitudinal loyalty (Funk & Pastore, 2000; Bauer et al., 2008).

The behavioral component examines actions such as repeat purchases of a particular product overtime made by an individual. The behavioral component also encompasses merchandise purchases as well as the frequency in which an individual attends a team's games (Funk & Jam, 2006). Also represented in behavioral loyalty is past behavior, and behavioral intentions. Past behavior contains previous purchasing behavior and previous positive word-of-mouth. You can identify elements of behavioral loyalty in sports fans through the following activities which constitute past loyal behavior: attending the favorite teams games live in the stadium/facility, watching the favorite teams games on television, consuming other team-related media, purchasing team merchandise/apparel, wearing the colors or logo of the favorite team, and trying to convince others that the favorite team should be supported (Bauer et al., 2008).



The attitudinal loyalty construct represents an individual's psychological commitment to a team and is responsible for why that individual considers the team to be valuable and meaningful (Funk & Jam, 2006; Bauer et al., 2008). Attitude formation provides an applicable means to measure how influential and significant certain attitudes are on thoughts, actions, and behaviors (Funk & Pastore, 2000). The attitudinal dimension of fan loyalty encompasses the inner connection of fans to their team and differentiates between true loyalty and spurious loyalty. Spurious loyalty is a term that is best exemplified by a sport spectator who does not have a strong positive attitude about a team or sport, yet consistently watches that team or sport (Backman & Crompton, 1991).

**Fan loyalty toward team or player.** Fantasy leagues create situations where a fan may want his team to win but for the opponent's kicker to make a field goal because that player is on the fan's fantasy team (Lamb, 2004). Fans not only show different levels of loyalty towards their favorite teams and their fantasy teams, fans also show different levels of loyalty towards specific teams and specific players. There are many variables that go into determining whether fans are loyal to an individual player or a specific team. Some of the constructs that are used to identify loyalty to team or player are trust, vicarious achievement motive, and identification (Shih-Hao, Ching-Yi Daphne, & Chung-Chieh, 2012). *Appendix A* is a conceptual model outlining the relationships the three constructs have with each other. Trust is a construct influencing fans' attitude and additionally fans behavior toward relationship formation. Sport fans more commonly create and maintain long-term relationships with a sport organization or team when they feel that their needs regarding consistency and honesty are met (Shih-Hao et al., 2012). Essentially fans must develop a certain level trust in a team before they can become loyal.

Previous studies have also discussed the components in which individuals form significant psychological connections (Funk & James, 2006). These components that individuals form connections with have been identified as teams, players, coaches, schools/universities, sports, levels, leagues, and communities. To highlight one of these components, fans form significant psychological connections with players. An example of this would be fans identifying with players such as Derek Jeter of the New York Yankees, or Calvin Johnson of the Detroit Lions (Funk & James, 2006).

**Motivations of Fantasy Participants.** According to Dwyer & Yong Jae (2011), there are four principle motivational factors for why individuals participate in fantasy sports. The first motivational factor is called the entertainment/escape motive. This motive represents participation for enjoyment of the activity as well as the distraction it creates during the participant's everyday lives. Another motivational factor for fantasy sport participation is competition. The competition motive exemplifies participation not only to win each week, but encouraged by the need to make the competition aware their superiority. The third motivational factor for participation in fantasy sports is social interaction. Social interaction is a key element in participation. This motive involves establishing, preserving, or renewing relationships with family, friends, and/or coworkers. The final motivation for participation in fantasy sports is gambling. Gambling is participation or focus of an activity, in this case fantasy sports, based upon the chance on wining money (Dwyer & Yong Jae, 2011).

As long as there has been sport in the United States there has been sport gambling (Moody, 2013). Gambling has been long rooted in the cultural traditions of English culture. When colonial settlements began developing in the new world, the colonists naturally brought

their passion for gambling with them. In the early days of sports gambling in the United States people typically would gamble on horse races and fights, including boxing, wrestling, and cock fighting (Moody, 2013). There are many reasons people participate in sport based gambling. These reasons can be anything ranging from individual differences, and personality traits to pleasure, addiction, and socialization (Dwyer & Yong Jae, 2011).

It is important to note that fantasy sports are not recognized by the courts as a form of “gambling” (Moorman, 2008). The reasoning for this is because prizes awarded, and the entry fees for fantasy sport leagues are unconditional and guaranteed. Due to these criteria there is no element of risk present that constitutes wagering or betting. Under these circumstances online fantasy sports leagues are not identified gambling (Moorman, 2008).

Since gambling was identified as one of the four principle motives for fantasy sport participation it is worth discussing the effects legal, and illegal gambling have on a sport fans behaviors and attitudes regarding team identification. Sport related gambling affects the attitudes and behaviors that affect fan loyalty of individual teams (Mahan III, Drayer, & Sparvero, 2012). This has been shown in previous studies that compared to non-fantasy players, fantasy sport players reported higher levels of attachment, team identification, and loyalty as well as increased sport consumption such as event attendance, television viewing, and secondary spending (Mahan III, Drayer, & Sparvero, 2012).

### **When Fans Play Fantasy**

**Effects of participation.** When participants engage in fantasy sports they form identities with their fantasy sport teams much like fans do with their favorite sports team. This is a result of sport identification which is described by Shih-Hao et al. (2012) as “an orientation of the self

in regard to other objects including a person or group that results in feelings or sentiments of close attachment” (pg. 2). The closer highly involved fantasy users, or heavily invested fans feel towards their team, they believe they have common values/bonds, and they are more vulnerable to changes in the performance of the team (Campbell Jr, Aiken, & Kent, 2004). This is evident when a sport team has a successful season or big win. Fans of this team might say something to the effect of “we won”, which includes the fan in the teams win. This is referred to as BIRGing, basking in reflective glory (Kwon, Trail, & Donghun, 2008). The opposite of this concept is referred to as CORFing, cutting off reflected failure (Kwon, Trail, & Donghun. 2008). Examples of CORFing would be when fans disassociate themselves from their teams during unsuccessful periods of time, or after a perceived “big loss” (Shih-Hao et al., 2012).

Previous studies have shown a positive relationship between attitudinal loyalty to one’s favorite NFL team and fantasy football involvement (Dwyer, 2011). This same study has identified a nonstandard relationship between the heavier fantasy football participants and their attitudes and behaviors in regards to loyalty to their favorite NFL team. This nonstandard relationship, or variance from the expected outcome, is the result of highly-involved fantasy football participant’s indication of greater attitudinal loyalty to their favorite NFL team (Dwyer, 2011). This implies that heavy fantasy football users actually experienced an increase in loyalty to their favorite NFL teams as a result of their fantasy football participation.

Due to the nature of fantasy sports there is a player specific concentration. The player oriented dynamic of fantasy sports cause’s participants to focus and pay more attention to the individual players on their fantasy team (Shih-Hao et al., 2012). The relationship between the participant and his players over the duration of a season has potential to alter the existing

loyalties that the participant has with his or her favorite team. This is evident by the conceptual model (see *Appendix A*) created by Shih-Hao et al., (2012). This model shows the relationships of the constructs that make up loyalty. Fans who are player oriented, establish identifications with a particular player. This established player identifications lead to an identification with the players team.

**Sport Consumption.** Since fantasy sports are based primarily online (Dae Hee et al., 2013), fantasy sport participants consume a majority of their fantasy sport related content online. Most of the online fantasy sport content is offered by the seven main providers of fantasy sport, which are identified in *Appendix B* (Roy & Goss, 2007). *Appendix B* shows that in April 2006 the seven main fantasy sport providers averaged 8.307 million unique visitors who averaged 28 minutes and 38 seconds on their respective provider's website (Roy & Goss, 2007).

One way fantasy sport participants show support for their fantasy teams is through consumption of sport products related to their fantasy players. Sport consumption is identified as event attendance, television viewer-ship, and publication subscriptions, both online and in print (Dwyer & Drayer, 2010). A unique way sport is consumed is through fantasy sport participation. Fantasy sport participants are corporate Americas most-coveted demographic in regards to consumption habits and discretionary income (Dwyer, Shapiro, & Drayer, 2011). For this reason sport consumption by fantasy sport participants was investigated. There were four modes of sport media consumption identified. These modes of media consumption are each indicative of different patterns of consumer behavior. Fantasy team and favorite team media consumption are the two factors that make up the four modes of sport media consumption (Dwyer & Drayer, 2010). High and low consumption behaviors were then identified to establish

the four modes of sport media consumption: High-fantasy team and low-fantasy team sport media consumption, and High-favorite team and low-favorite team sport media consumption. With these four modes of sport consumption behaviors identified, Dwyer and Drayer, (2010), found that their results suggested that average fantasy team media usage for favorite team-dominant spectators and light fantasy users ranged from 0-2 hours per week. This figure was far less than heavy fantasy users and team-dominant fans who recorded this range to be between 3-12 hours per week. It was also discovered that favorite team media usage also varied between the groups. Evidence of this is that favorite team dominant and heavy fantasy user groups consistently reported greater media usage in regards to the fantasy participant's favorite team. What this represented was that both heavy fantasy sport users and team dominant fans both reported spending more time consuming sport media relevant to their favorite teams.

Another way fans consume sports is through attendance. Fans attend sporting events for many reasons including the social aspect, the sights, the sounds, the all-around experience, and even the venue (Seunghwan, Hyun Jae, Won Jae, & Chris, 2012). The 'everyday' fan may become less and less interested in a particular sport when their favorite team does not play well in the beginning of the season. The fantasy sport participant on the other hand tends to demonstrate a more consistent level of interest throughout the season, despite the performance of the team (Nesbit & King, 2010). The 'everyday' fan may avoid attending a sporting event, even their favorite teams sporting event, for reasons including long lines, a more comfortable experience at home, and the overall cost of the event (Seunghwan et al., 2012). Fantasy sport participants again differ in this regard because they may attend more

games than they otherwise would to watch and track their fantasy players (Nesbit & King, 2010). This does not only apply to game attendance this applies also to television viewership as well. Considering fantasy participants often participate in more than one fantasy league it is not all that unlikely that these participants will have at least one player playing in every game in a given week that is relevant to their fantasy matchup. This includes games between teams with losing records that would ordinarily draw little interest outside of their fan bases (Nesbit & King, 2010). iMedia Connection conducted a survey that revealed 55% of participants are more likely (than the average American) to watch sports on television and attend sporting events as a direct result of their fantasy sport participation (Nesbit & King, 2010).

### **Generation Y**

A generation is a select group of people who were all born within the same timeframe. More specifically they share a common geographical area and significant events as well as similar culture. The experiences they encounter result in the development of distinctive behaviors (Duffy, 2013). Studies have shown that attitudes and preferences are often consistent within a generation but also vary from generation to generation (Jain, & Pant, 2012). For these reasons members of generations develop relationships with other members from their generation as a result of their experiences.

Generation Y contains individuals born between 1980 and 2000 (Jain, & Pant, 2012). This generation is often referred to as the Millennials. This generation was raised by protective, safe, and watchful parents who encouraged their children to achieve goals (Jain, & Pant, 2012). This encouragement to achieve goals has a lasting effect on these individuals. As these individuals age their drive for independence adds to establishing their own set of norms

and behaviors (Bush, Martin, & Bush, 2004). Members of this generation also have relatively fewer siblings than other generations and as a result had to encounter fewer experiences of rivalry and competition growing up (Jain, & Pant, 2012).

Generation Y is an interesting generation because they are the first generation to grow up in an online world (Dotson, Clark, Suber, & Dave, 2013). They have been showered with new technologies and innovations their entire lives (Jain, & Pant, 2012). This exposure has led to members of the generation seeking out information and entertainment through new emergent technologies (Dotson et al., 2013). A result of this practice is they members of Generation Y are impatient and want to achieve goals in a short amount of time, while receiving positive feedback (Jain, & Pant, 2012). These characteristics make fantasy sports a perfect match for Gen Y sport fans. As these individuals participate in fantasy sports they could likely reprioritize their loyalties towards their fantasy teams instead of their favorite teams as the online nature of fantasy sports offers these individuals the satisfaction they seek. As this generation ages they take their perceived set of values with them and over time this could change the way sports are consumed and loyalties are established in the future. Undoubtedly a big concern for sport managers of tomorrow.

### **Theoretical Framework**

**Illusion of Control Theory.** Fantasy sport participants feel a stronger connection to their fantasy teams because of the level of customization that exists within fantasy sports (Dae Hee, Jonn Sung, & Mahan III, 2013). In fantasy sports users can demonstrate total control when managing the gaming experience. Customizable playing options include live drafts with other fantasy sport participants, customizable league schedules and rules/settings, customizable



scoring criteria, and prizes for performance and outcomes (Dae Hee et al., 2013). Playing options in fantasy sports such as the customization of scoring options, fuel the winning expectancy experienced by the participant as a result of Illusion of Control Theory (Dae Hee et al., 2013). The Illusion of Control is the tendency for human beings to believe they can control, or at least influence outcomes which they realistically cannot (Hobbs, Kreiner, Honeycutt, Hinds, & Brockman, 2010). Probabilistic outcomes and the fact that skill is required in fantasy sports provide an ideal environment for the Illusion of Control Theory (Langer, 1975). Skill relevant factors such as choice, competition, and complexity of task are all found in fantasy sports and are viewed as predictors of Illusory control, see Appendix C (Langer, 1975). Fantasy sport participants use knowledge of teams and players to select players that make up their fantasy team rosters and will always compete against other fantasy sport participants who have likely done the same. This makes it plausible that active engagement (drafting, roster updates, trades, etc.) and the participants perceived knowledge increases the participant's expectancy in winning. However these perceptions do not necessarily have an impact on winning (Dae Hee et al., 2013).

Illusion of control fuels the winning confidence of fantasy sport participants. Winning expectancy is defined as the degree of which one feels confident about their chances of winning (Dae Hee, Choong Hoon, Woo Young, & Mahan, 2010).. Winning expectancy becomes more significant when skill-relevant factors are included within the task. As mentioned there are many skill relevant factors in fantasy sports that go into the decision making process including choice, foreknowledge, familiarity, and competition (Dae Hee et al., 2010).

**Social Identity Theory.** To most effectively understand how loyalty is established by an individual we look at Social Identity Theory. Social Identity Theory pertains to the cognitive and motivational basis of intergroup association (“Social Identity Theory”, n.d., para 1.). In 1979 Social Identity Theory was developed, the main reason this theory was developed was to attempt to understand the psychological basis of intergroup discrimination. Tajfel, a founder of this theory attempted to identify the minimum circumstances that would cause individuals from one group to discriminate in favor of the in-group they belong to and against another group that are not a part of (“Social Identity Theory”, n.d., para 2.). According to Social Identity Theory vicarious achievement motive represents the participants need to maintain a positive perception of themselves as a result of the success of their favorite team or player. Examples of this motive are sports fans increased self-esteem following a win.

### **Purpose of Research**

Participation in fantasy leagues create situations where a participant may want his/her favorite team to win, but for the opponent’s kicker to make a field goal because that player is on his/her fantasy team (Lamb, 2004). This is one scenario exemplifying why loyalty towards ones favorite team may be diminished by the participation in fantasy sports. Teams moving from one city to another and/or changing names and logos, ownership of teams changing hands, and players moving around from team to another team are the common in the sport industry today. As a result, one must wonder why it even makes sense to remain loyal to one specific team (Davies, 2012). The evolution of fantasy sports along with the emergence of new technologies (e.g., smartphones, tablets, etc.) and broadcast services offer fans the ability to search for highlights and follow specific players (Lamb, 2004). One service in particular that appeals to the fantasy

sport participant is Direct TV's NFL Sunday Ticket which allows fans to easily watch any game from anywhere in the country. This service also features the option for consumers to select multiple games, and watch them all on the same screen. Direct TV's NFL Sunday Ticket additionally includes the "red zone" channel which switches from game-to-game depending on the likelihood of a team scoring a touchdown. Users of this service have the option to track specific players (e.g., fantasy players) and watch their plays; this alters the way sports are consumed as well as loyalty to the participant's favorite team (Lamb, 2004).

Year after year fantasy sport participants experience their fandom (i.e. loyalty) being torn in different directions (Wickstrom, 2011). The extent of which loyalty is diminished by fantasy sport participation is generally unknown. Conclusions are hard to come by considering the relatively young technologies discussed (Lamb, 2004). Participants may have a favorite team, but cannot utilize the players from their favorite team on their fantasy teams because they may be rated as inferior fantasy players (Crupi, 2011). This situation causes participants to utilize and root for players from other teams and this diminishes loyalty to their favorite team (Wickstrom, 2011; Crupi, 2011). This diminished sense of loyalty participants experience toward their favorite team has led some participants to go as far as to contemplate no longer playing fantasy sports; however the addicting nature of fantasy sports has created a sense of loyalty towards ones fantasy teams (Wickstrom, 2011). It is this confliction in loyalties between ones fantasy team and favorite team that is the primary focus of this study. This study also looks to answer the following question: (Q1) What impact does fantasy sport participation have on team loyalty? (Q2) What impact does fantasy sport participation have on sport consumption?

## **Method**

## Sample

The population targeted for this study was fantasy sport participants who are either current St. John Fisher College students or are recent St. John Fisher alumni (graduated within 6 months). All graduate and under graduate students of St. John Fisher College received an email containing a link to the survey (see *Appendix F*). This purpose was of reaching out to all students was to ensure the total number of responses was no smaller than  $n=50$  for the sake of validity and reliability (Gratton & Jones, 2010). The reasoning for selecting this population is to determine how fan loyalty is affected by fantasy sport participation amongst these generation Y participants. Generation Y consists of individuals born between 1980 and 2000 (Jain & Pant, 2012). Individuals of generation Y have grown up with new and emergent technologies, and as a result have a different set of perceived values from their elders (Viswanathan & Jain, 2013; Schullery, 2013; Duffy, 2013). This differentiation in values when applied to sport represents a new breed of sports fan (Lamb, 2004). The possibility of identifying a supposed new breed of sports fan is why this population was selected.

## Variables

**Attitudinal loyalty to team.** It was imperative for this research to identify the participants favorite sport team. If there was no favorite team, then the rest of these participants' responses had little value to the purpose of this research. To determine the Attitudinal Loyalty to Team this study incorporated the Attitudinal Loyalty to Team Scale (Heere & Dickson, 2008). The Attitudinal Loyalty to Team Scale (ALTS) is utilized because it is reliable, valid, recent, and utilized by Dwyer (2011) for similar purposes. The ALTS is made up of 8

questions strategically designed to identify the level of attitudinal loyalty the participant shows towards his or her favorite team.

**Fantasy sport involvement.** The level of fantasy sport participation by the individual participating in the survey was an important variable to identify. If an individual does not participate in fantasy sports then their responses can be disregarded because there is no effect on fan loyalty. Adversely the responses of a heavier fantasy sport participant have more value to this research. The first step was to determine the level of fantasy sport involvement. To accomplish this study will utilize Celuch and Taylor's (1999) adjustment of Zaichkowsky's (1994) PII to measure how involved one is in fantasy sports (Dwyer, 2011). Utilizing this adjustment of Zaichkowsky's (1994) PII helps to clarify the level of involvement between one who might manage one team per sport and consider themselves a lite user compared to one who plays only one sport and considers themselves a lite user. To better understand ones level of fantasy sport involvement the study instituted a slightly modified version of the fantasy *football* involvement measure utilized by Dwyer (2011) to determine the level of fantasy sport involvement amongst participants. Nine variables were identified to help clarify the measure of a participant's fantasy sport involvement; these variables are identified in *Appendix D*.

### **Data Collection Instrument**

This study utilized a cross-sectional survey to yield primary data regarding the effect of fantasy sport participation has on fan loyalty (Gratton & Jones, 2010a). The survey consists of 20 questions (see *Appendix E*). The design and wording of the survey questions were precise in order to yield valid and reliable results. To begin the survey the participant was asked if they participate in fantasy sports. This is a Yes or No style question aimed to only collect data from

fantasy sport participants. The next question asks the user if they have a favorite sports team. Similarly to the previous question the user can select “Yes” or “No”. The significance of the data collected is based upon these first two questions.

Immediately following the two introductory questions the survey asked the participant the first of two direct questions intended to directly identify where loyalty lies between a fantasy team and a favorite team. The question was “what is more important to you, the success of my favorite team, or the success of my fantasy team?” The next phase of the survey was designed to identify the level of fantasy sport involvement. In order to identify this measure the survey investigated the nine variables that were previously identified. These nine variables/questions were utilized in as Dwyer (2011) to find the measure of fantasy sport involvement. The present survey used a slightly modified version of this nine question measure in order to increase clarity and yield data more suitable for the purposes of this study. These nine questions were each specifically tasked in identifying the nine variables identified in *Appendix D* that make up a participant's level of fantasy sport involvement (FSI).

The next step in this survey was to identify the attitudinal loyalty towards the participant's favorite team. To do this the study utilized Heere and Dickson's (2008) Attitudinal Loyalty to Team Scale, or ALTS. This scale was developed to universally identify the level of attitudinal loyalty towards a team. The ALTS has been utilized in surveys such as Dwyer (2011) which served as an example in the construction of this survey. This section is composed of eight statements the user can either strongly disagree (1) or strongly agree (7) on a Likert type scale. Following this phase of the survey the participant was then asked what gives them more personal satisfaction, a win by their fantasy team or a win by their favorite team. The reasoning

for this question was identifying which of the two options they feel more intimate with. The final section of the survey aims to identify any significant effects of fantasy sport participation; specifically if fantasy sport participants become fans of a sport, player, or team that they may have not otherwise taken interest in.

### **Data Collection Procedure**

The intent of this study is to identify how fantasy sport participation affects fan loyalty. Prior to delivering the survey to the selected sample the survey underwent pilot testing to work out any confusion or accessibility concerns. Once the pilot tests were completed the survey was distributed via e-mail. Recipients received an email (see Appendix F) identifying the intentions of the survey and this email also contained a link to the actual survey included (Dwyer, 2011). One week later the subjects received a follow up e-mail thanking them for their cooperation, and contained a link to the survey for those who did not participate in the survey in the first email (see Appendix G). Data collection took place over a period of 10 days. Only when the survey was closed did the data analysis begin (Gratton & Jones, 2010a). The survey identified the participant's level of fantasy sport involvement (Dwyer, 2011) and the Attitudinal Loyalty to Team Scale (Heere & Dickson, 2008). When analyzing results of the survey these two sections were examined heavily and categorized (Gratton & Jones, 2010b). The relationship between these two areas of the survey is what will be identifying the effects fantasy sport participation has on fan loyalty. This relationship will be identified during data analysis, which was the next step of the process.

### **Data Analysis**

As the data began to come in the data analysis process began. This first step in this process was to reduce the collected data. This meant coding and organizing the raw data for clarity and efficiency (Gratton & Jones, 2010b). The areas of interest to this study were the Attitudinal Loyalty to Team Scale (ALTS) and the slightly adapted version of Dwyer's (2011) fantasy sport involvement measure. Scores from the ALTS were based on the sums of the utilized Likert type scales. Higher ALTS scores represent higher loyalty to one's favorite team (Dwyer, 2011). The same process was used in order to identify the level of fantasy sport involvement (FSI). Higher scores indicated a higher level of FSI. This was done to determine FSI in related studies including Dwyer (2011) and Celuch & Taylor (1999). With a numeric value representing each the participants FSI and ALTS the next step in analyzing this data was to measure the relationship. To measure this relationship a Pearson correlation was implemented. The Pearson correlation was utilized because the study intended on measuring the relationship between two continuous variables (Gratton & Jones, 2010b). At this point in the study conclusions were drawn comparing the levels of involvement with level of team loyalty.

### **Results**

A total of 135 respondents completed the survey. Of these 135 respondents, 35 of them indicated that they do not participate in fantasy sports and/or have a favorite fantasy team. Of the remaining 100 respondents, 4 of them did not provide enough information for their results to be useful. These 39 responded were disregarded leaving the total size of the population at n=96. The average age for these 96 participants was between 21-22 years old with 40% of the population falling into this category. The majority of these 96 participants (34%) have been



participating in fantasy sports for a reported 1-2 years and 37% of respondents have indicated that they manage 1 fantasy team per year. Forty-one percent of respondents indicated that they do not pay any entrée fee's to participate in fantasy sports, 34% of the respondents indicated that they pay between \$1.00 and \$49.99. This shows that 75% of this population pays under \$50 to participate in fantasy sports.

To answer the question "What impact does fantasy sport participation have on team loyalty?" the study looked at responses to the ALTS and FSI measures. Scores were determined by taking the sums of the responses to the questions within each measure. The relationship between these two variables was determined by a Pearson correlation. The results of this correlation showed that there was a positive relationship between ones ALTS and FSI,  $r = .548$ ,  $p < .01$ . This meant that the more involved one is in fantasy sports the more loyal they are to their favorite sports team at a statistically significant level. With fans having many options available to consume sport and identifying with specific players on different teams (their fantasy players) it seems almost counter intuitive that such a strong attitudinal loyalty towards a favorite team was demonstrated by these respondents.

The second question this study set out to answer was "What impact does fantasy sport participation have on sport consumption?" To answer this question a series of questions were asked to measure the affect fantasy sport participation had on sport consumption. These were four questions where again, the sums of the Likert style responses were compiled to identify a numeric value representing specific levels of consumption (high and low). Another Person correlation was implemented to identify the relationship between FSI and consumption. The results of this correlation indicated that there was positive relationship between a participants

FSI and Sport Consumption,  $r = .421$ ,  $p < .01$ . What this data is saying is that individuals who participate in fantasy sports consume more sports at a level that is statistically significant.

During the survey the participants were asked two very specific questions. These two questions appear separated from each other in the survey and are fairly similar however they have different implications. The first question was *“What is more important to you, the success of your favorite team or the success of your fantasy team?”* The reason this question was asked is because it attempts to directly determine what the participant feels is most important, or what they would prefer to see most. The responses to this question were consistent with the answer to the first research question, 88% of respondents indicated that they feel a win from their favorite team is more important than a win from their fantasy team. The second question asked was *“What gives you more personal satisfaction, a win from your favorite team or a win from your fantasy team?”* This question was asked because though it appears similar to the first question it attempts to identify a different “emotion” on this situation. By asking what gives you more “personal satisfaction” the study attempts to see if the participant would be more proud of a win by a team he or she created and is personally responsible for, or a win from their favorite sports team. The responses to this second question came back and also reaffirmed the findings from this study, 75% of respondents indicated that they get more personal satisfaction out of a win from their favorite sports team.

There were some interesting findings discovered in the results of the survey. One of these findings was that 64% of the respondents said that they are still a fan of a player who used to be on their fantasy team and no longer is. Fifty-two percent of respondents indicated that they continue to follow that player even after they are no longer a member of their fantasy

team. Another interesting statistic identified was that of 86% of respondents stated that they do not participate in fantasy sports for sports that they do not normally follow. Though this seems like it could be predicted pretty easily it also goes to show that fantasy sports are not a good way to get someone hooked onto a sport, the initial attraction occurs elsewhere. Finally, when asked how fantasy sport participation has impacted loyalty towards a favorite team 21% of respondents said that participation in fantasy sports had actually made them more of a fan of their favorite team; 72% said that they have experienced no difference while the remaining 7% indicated that they are less of a fan as a result of fantasy sport participation.

### **Discussion**

There is little research out there investigating how fantasy sports are affecting the loyalty towards specific sports teams. Most research on loyalty is focused on the different attitudinal and behavioral differences. Most of the research on fantasy sports is directed towards the different motivations involved in the participation of fantasy sports. The fact that little research existed studying this trend inspired this study.

It was found that as the level of fantasy sport participation increases, so does the attitudinal loyalty towards the favorite team. This was an interesting finding due to the nature of fantasy sports. Martin (2013) suggested that with the growing popularity of fantasy sports there might exist conflicting loyalties between one's fantasy sport team and their favorite team. With fantasy sport participants having a personal attachment to their fantasy team's one would think that they would want that team to do well, no matter the circumstances. The results of this study indicated otherwise, the reason for why highly involved fantasy sport participants still care more about their favorite team success over their fantasy team success is still unknown.

One possible solution is because the majority of fantasy sport participants (55%) have only been participating in fantasy sports for no more than four years. This implies that they were fans of their favorite teams long before they began participating in fantasy sports. It would also suggest that since loyalty towards their favorite team has long been established, it is not easily ousted by the emergence of fantasy sports. Another possible explanation for the findings of this study is that individuals who participate in fantasy sports are already dedicated fans of a specific team. This is supported by the fact that of the initial 135 responses to the survey, only 4 individuals responded indicating that they participated in fantasy sports but do not have a favorite sports team. This is an outcome that can be looked at on a closer level in the future.

This study also concluded that participation in fantasy sports is directly related to an increase in the consumption of sport. This was shown through a Pearson correlation investigating the relationship between fantasy sport involvement and consumption that this relationship was both positive and significant. This result is interpreted to mean that individuals watch more sport related TV programs and games/events, visit more sport related websites, subscribe to more sport magazines/journals, purchase merchandise, and attend sporting events. The reason for this increase in sport consumption is because these individuals research about specific players, what players are going good and bad, how their own teams are performing, and on and on.

### **Limitations & Future Directions**

The results of this study could serve useful moving forward as the popularity of fantasy sports continues to rise (Dwyer, 2011). Sport managers can promote the participation in fantasy sports to keep fans engaged and interact with the fans in a unique way. This can be done

without fear that fantasy sport participation will erode the attitudinal loyalty towards the team by the fan because it was shown that fantasy sport participation actually is positively linked to high levels of fan loyalty. The promotion of fantasy sports by sport managers also would lead to an increase in consumption of the sport product by these participants as suggested by the findings of this study. Sport managers could run fantasy sport games on their team websites to keep fans involved and visiting the site. This is another tool for teams and sport managers alike to stay in contact and engaged with their fans in unique ways.

Moving forward with this study one could aim to identify how long one has been loyal towards a specific team and incorporate that into the results to compare against how long that individual has participated in fantasy sports. The purpose of this would be to determine if time is a variable that could alter the outcome of the study. Perhaps another way to expand upon this study would be to open it up to a wider population. This study could be opened up to people of all ages, races, and locations as opposed to relatively similar demographic present at St. John Fisher College. Fantasy sports are continuously growing and expanding to different markets (Ankeny, 2009). This keeps the door open for future studies to research into the many possible phenomenon' occurring in the fantasy sport world.

One must exercise caution when interpreting the results of this study because like many other studies, there were limitations that prevented this research project. The main limitations to this study were the overall size and demographic of the population. This study focused exclusively on the responses of graduate and undergraduate students at one private institution. The demographics at this institution do not offer a wide variety of differences; most of the individuals surveyed were come from share many similar demographics. This does not allow for

a wide variety of responses that you would receive from an ideally broader demographic. The fact that the population studied was also college students was a limitation because the resources of college students is limited, meaning they have less time and money, both of which are imperative to consume sport and participate in fantasy sports at a level that would add significance to the findings of the study. Perhaps another limitation to this study was the number of respondents who completed the survey. The number of respondents was a lot smaller than that of the total population targeted for this study. Though this study received enough responses for the results to be valid ( $n > 122$ ), it still did not seem to fully represent the total population. The trend of the results indicate that there would be very little difference in the results even if more results came in, so this issue may not be as large of a concern as previously thought.

This study added very interesting findings to the existing field of research on the topic. Previous studies have examined the effect of fantasy *football* participation on fan loyalty but nothing on the effect of fantasy *sports* as a whole. This study also analyzed this effect on a targeted population of generation y members. The purpose for this was to try to identify if corporate Americas most coveted demographic experiences any erosion of loyalty as a result of fantasy sports, which are a manifestation of the technological advancements and represent the need for instant gratification that are two major characteristics of generation y members. The results indicated that attitudinal loyalty towards a specific team takes precedence over loyalty towards ones fantasy team across the board. These findings proved to be consistent with the findings in previous studies.

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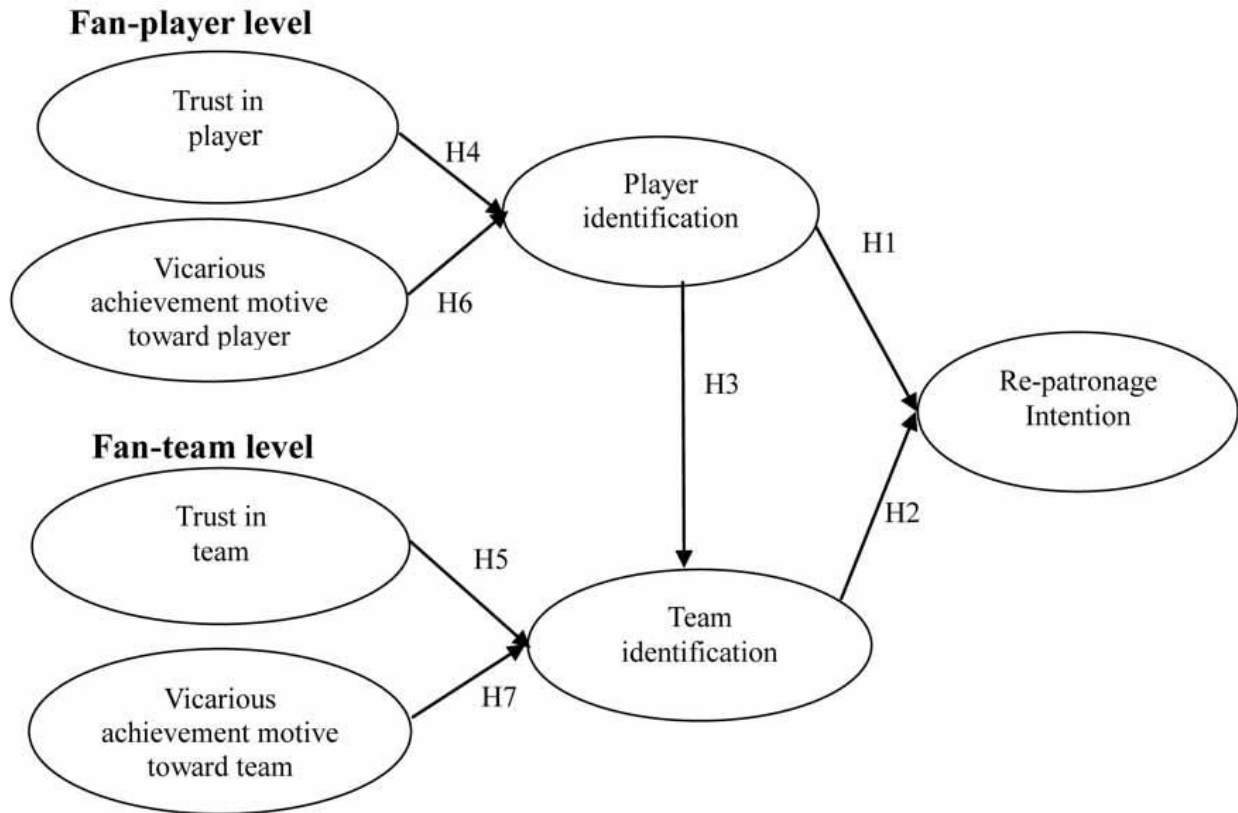
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**Appendices**

**Appendix A**

*Conceptual model*



Source: Shih-Hao, et al. (2012).

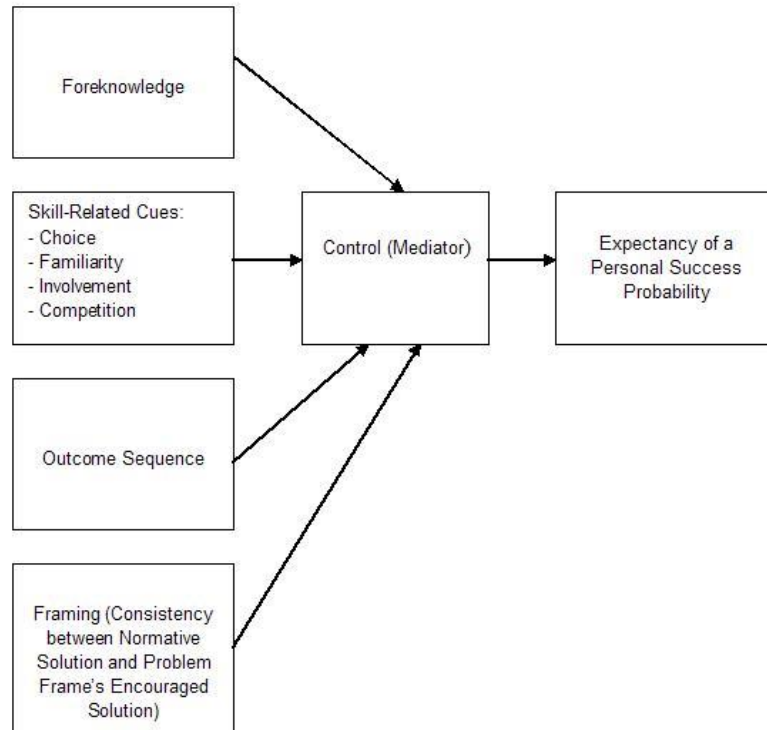
**Appendix B***Major Fantasy Sports (FS) Providers, April 2006*

<b>Fantasy Football Provider</b>	<b>Number of Unique Website Visitors (millions)</b>	<b>Time Spent on Website (Minutes:Seconds)</b>	<b>Major Attraction, Addition or Renovation</b>
AOL Sports	5.44	16:46	FS: critical component that scores well among hardcore fans
ESPN.com	14.5	42:03	King of sports Internet landscape relies heavily on FS
The Sporting News	.669	20:57	Promotes paid FS leagues to engaged, high-income base of sports fans through heavy community aspect
Fox Sports	10.47	22:25	Technical malfunctions marred its 2005 fantasy football season
Sports Illustrated	6.49	17:03	Enhanced all FS offerings; made "Fantasy Plus" section a larger, permanent component of magazine; added fantasy football column by Peter King
Yahoo! Sports	11.35	45:30	Early establishment as FS powerhouse placed it far ahead of late-arriving completion
CBS SportsLine	9.23	33:56	Deep base in FS

Source: Fisher 2006

## Appendix C

### The Illusion of Control



Developed from:

Langer, E. J. "The Illusion of Control," *Journal of Personality and Social Psychology* (32:2), 1975, pp. 311-328.

Presson, P. K. and Benassi, V. A. "Illusion of Control: A Meta-Analytic Review," *Journal of Social Behavior and Personality* (11:3): 1996, pp. 493-510.

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### Appendix D

Variables identifying fantasy sport involvement.

#	Variable	Purpose	Citation
1	Total number of years participated in fantasy sports.	Because years of experience affect an individual's behavior.	(Dwyer, 2011)
2	Total number of fantasy football teams owned.	Because of how common free fantasy sport leagues are participants can play in as many leagues as they want.	(Dwyer, 2011)
3	Total number of friends, family, and/or coworkers participating against.	This variable will be implemented because social interaction was identified as a significant motivating factor for fantasy football participation.	(Farquhar & Meeds, 2007)
4	Self-reported level of skill perceived in fantasy football.	Analysis of previous studies has found that perception of skill results in fantasy participants motivated by either arousal or surveillance.	(Farquhar & Meeds, 2007)
5	Amount of money spent to participate.	This variable is significant because resources (i.e. money) are related to involvement. , it was found that the total amount of money spent on fantasy sports is directly related to the amount of money the participant can win thus tying in the gambling aspect of fantasy sports.	(Zaichkowsky, 1986)
6	Total Attitudinal Loyalty to Team Scale (ALTS) score.	This variable provides a measure of attitudinal loyalty.	(Dwyer, 2011)
7	Likelihood of watching either their best fantasy player's NFL team or their favorite NFL team given the two teams were playing at the same time on different channels.	Considering fan loyalty is made up of both attitudinal and behavioral constructs a behavioral question was added to allow for comparison to the previous variable, to identify the participant's behavioral loyalty to their favorite team, and perhaps predict the participant's involvement level.	(Bauer et al., 2008; Shih-Hao et al., 2012; Dwyer, 2011)
8	Total number of hours spent on the Internet per day.	Considering fantasy sports are primarily based on the internet this variable was added to identify any	(Dae Hee et al., 2013; Dwyer, 2011)



		online patterns of fantasy sport participants.	
9	Participant's age.	This variable is included to examine if there is a connection between age fantasy football participation.	(Dwyer, 2011)

**Appendix E**

## How Fantasy Sport Participation Effects Fan Loyalty - Survey

Q1 Do you participate in fantasy sports?

- Yes (1)
- No (2)

Q2 Do you have a favorite sports team?

- Yes (1)
- No (2)

Q4 What is more important to you, the success of your favorite team, or the success of your fantasy team?

- The success of my favorite team (1)
- The success of my fantasy team (2)

Q5 How many years have you participated in fantasy sports?

- 1-2 years (1)
- 3-4 years (2)
- 5-6 years (3)
- 7-8 years (4)
- 9+ years (5)

Q7 How many fantasy sport teams to you manage in the course of a calendar year?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7+ (7)

Q8 How many friends, family, or co-workers do you participate with in your most preferred fantasy league?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- 10 (11)
- 11 (12)
- 12+ (13)

Q9 What is your self-reported level of skill in fantasy sports? (How good are you?)

\_\_\_\_\_ Skill Level (1)

Q10 How much skill is required for success in fantasy sports?

\_\_\_\_\_ Skill Level (1)

Q11 How much money do you spend to participate in your preferred fantasy league?

- I do not pay to participate in fantasy sports. (1)
- \$1.00 - \$49.99 (2)
- \$50.00 - \$99.99 (3)
- \$100.00 - \$149.99 (4)
- \$150.00 - \$199.99 (5)
- \$200.00 - \$249.99 (6)
- \$250+ (7)

Q12 How likely are you to watch your best fantasy players game instead of watching your favorite teams game if both teams were playing at the same time?

\_\_\_\_\_ I am: (1)

Q13 How much time do you spend researching, updating, and managing your fantasy teams in a given week?

- 0-2 hours (1)
- 3-5 hours (2)
- 6-8 hours (3)
- 9-11 hours (4)
- 12+ hours (5)

Q14 How old are you?

- 17 (1)
- 18 (2)
- 19 (3)
- 20 (4)
- 21 (5)
- 22 (6)
- 23 (7)
- 24 (8)
- 25 (9)
- 26 (10)
- 27 (11)
- 28 (12)
- 29 (13)
- 30+ (14)

Q3 With your favorite team in mind please agree or disagree with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
My commitment to my favorite team would decrease if the games would be ugly to watch. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nothing could change my allegiance to my favorite team. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would still be committed to my favorite team even if they didn't have any star players. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not give up on my loyalty to my favorite team even though my family stops supporting the team. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My commitment to my favorite team would decrease if they were performing badly on a continuous basis. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could never switch my loyalty from my favorite team even if my close friends were fans of another team. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would still be committed to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>my favorite team regardless of the lack of physical skill among the players. (7)</p> <p>It would be difficult to change my beliefs about my favorite team. (8)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q15 What gives you more personal satisfaction?

- A win by your fantasy team (1)
- A win by your favorite team (2)

Q16 Do you participate in fantasy leagues for sports that you do not typically follow?

- Yes (1)
- No (2)

Q17 Think about your best fantasy player last season - Do you consider yourself a fan of that player?

- Yes (1)
- No (2)

Q18 Will you continue to follow that player even if they're not on your fantasy team in the future?

- Yes (1)
- No (2)

Q19 How has fantasy participation changed your fandom regarding your favorite team?

- I am more of a fan (1)
- I have experienced no difference (2)
- I am less of a fan (3)

Q20 Due to fantasy sport participation:

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I am more likely to watch multiple games at once. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to stop watching games because of fantasy sports. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to watch channels that post sports news/stats. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to attend games. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix F

### First Email

Dear member of the campus community,

I am sending you an email today requesting your assistance on my senior thesis project. I am conducting a study that examines how fantasy sport participation affects fan loyalty. Many of us participate in fantasy sports and have favorite sports teams. What many of us may not be aware of is how loyalty towards our favorite teams and fantasy teams affect each other. With your help I would like to attempt to identify this phenomenon.

As a member of the St. John Fisher College community, your background and experiences are of great importance to the successful completion of this study. I request your assistance by completing the survey: How Fantasy Sport Participation Affects Fan Loyalty. To complete this survey a web-based survey will be used. The first portion of this survey aims to identify fantasy sport participation. The second portion of the survey identifies favorite team loyalty. The third section of this survey brings the first two sections together to identify loyalty prioritization. It is estimated that this survey will take 10 minutes to complete.

#### **Follow this link to the Survey:**

Take the Survey

Or copy and paste the URL below into your internet browser:

[https://sjfc.co1.qualtrics.com/WRQualtricsSurveyEngine/?Q\\_SS=8rgR3fdolYhRJYh\\_a95XPUA4JuX4StT&\\_=1](https://sjfc.co1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=8rgR3fdolYhRJYh_a95XPUA4JuX4StT&_=1)

There are no known physical or psychological risks associated with completing the survey. You may refuse to answer any questions and may withdraw from completing the survey at any time. By completing this survey, you consent to participate. No personally identifiable information will be associated with your responses in any published and reported results of this study.

It would be greatly appreciated if you would complete the survey by March 31st. Feel free to contact either myself or my professor, Dr. Emily Dane-Staples. Thank you very much for your assistance.

Sincerely,

Michael Flanigan  
Student  
Mjf05580@sjfc.edu

Dr. Dane-Staples  
Associate Professor  
edane-staples@sjfc.edu



## Appendix G

### Follow up E-mail.

Dear member of the campus community,

Recently I sent you an email requesting your assistance on my senior thesis project. If you have already taken the survey, I greatly appreciate your help! For those of you who were unable to take the survey the first time here is another chance to take it - it should only take about 5 minutes! I am conducting a study that examines how fantasy sport participation affects fan loyalty. Many of us participate in fantasy sports and have favorite sports teams. What many of us may not be aware of is how loyalty towards our favorite teams and fantasy teams affect each other. With your help I would like to attempt to identify this phenomenon.

As a member of the St. John Fisher College community, your background and experiences are of great importance to the successful completion of this study. I request your assistance by completing the survey: How Fantasy Sport Participation Affects Fan Loyalty. To complete this survey a web-based survey will be used. The first portion of this survey aims to identify fantasy sport participation. The second portion of the survey identifies favorite team loyalty. The third section of this survey brings the first two sections together to identify loyalty prioritization. It is estimated that this survey will take 5 minutes to complete.

#### **Follow this link to the Survey:**

Take the Survey

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[https://sjfc.co1.qualtrics.com/WRQualtricsSurveyEngine/?Q\\_SS=8Am6LZbVU8ivjKt\\_a95XPUA4JuX4StT&\\_=1](https://sjfc.co1.qualtrics.com/WRQualtricsSurveyEngine/?Q_SS=8Am6LZbVU8ivjKt_a95XPUA4JuX4StT&_=1)

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