

Integrated Marketing Communication of Sport Event on the Influence of Revisit Intention 賽會整合行銷傳播對於重遊意願之影響

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Abstract

In the field of sport tourism, “sport event activity” and “behavioral intention in sport tourism” have been studied extensively. However, studies in integrated marketing communication (IMC) of sport event on the influence of sport participants’ revisit intention have been limited. The objective of this study is to understand the relationship between IMC and participants’ revisit intention. Participants of 2012 Taipei Fubon Marathon were sampled in the study. The finding showed a positive correlation between IMC and participants’ revisit intention. In addition, revisit intention by participants who are visiting the 6th time or more is significantly higher than those who are visiting the 2nd time.

Key Words: Integrated Marketing Communication (IMC), revisit intention, sport event

摘要

在運動觀光領域中，「賽會活動」與「運動觀光的行為意圖」已各別廣泛討論。然而，賽會整合行銷傳播對於遊客重遊意願之影響的研究甚少。本研究之目的欲瞭解賽會整合行銷傳播與遊客重遊意願之間的關係。以 2012 年台北富邦馬拉松賽會活動的參賽者為研究對象，結果顯示賽會整合行銷傳播會正向影響遊客的重遊意願；再者，重遊次數第 6 次以上的重遊意願顯著高於第 2 次之參賽者。

關鍵詞：整合行銷傳播、重遊意願、賽會



1. INTRODUCTION

The need for leisure activity is continuously increasing in Taiwan due to social and economic changes to its people. Increasing leisure participation may have also been aided by the implementation of two off-days in weekends (previously Saturday is a working day). The government of Taiwan started the “12 Major Festival Activities” in 2001 to boost its tourist market. The Tourism Bureau, Ministry of Transportation aimed “activities each week and gatherings each month” as its goal to design its tourist calendar (inbound and outbound) for attracting more tourists through rich and colorful activities. Studies [1–5] had shown sport event or mega event may enable benefits to host or non-host cities. Benefits may include tourism growth and/or international publicity to the recognition of host cities, lift in residents’ living quality and city image, and similar others.

Cognitive-affective destination image is enhanced by participation of sport event and/or as spectators [1]. Elicited satisfaction and whether customers are willing to revisit are closely related [6]. Studies had shown a close correlation between destination image and revisit intention [1,2,7-12]. In other words, if the number of revisit to the same destination is increased, enhanced destination image would also increase the intention to revisit or to recommend. Promotion by ways of marketing had been

the existing practice. However, the marketing concept of the traditional 4P (product, price, place, and promotion), not meeting the demand of a new era, is gradually transforming into the 4C (consumer, cost, convenience, and communications). Thus, a concept from consumers’ point of view is formed, the IMC, which truly takes into consideration of consumers’ essence and state.

Foster [13] believes that IMC uses proper media of spreading appropriate information to suitable masses for the desired results. A multitude of various tools are used as the proper media to spread coherent messages for the corporation. IMC is a communication process that develops with its customers and potential customers long-term, as well as executing various types of sales plan. The process manages all information relating to its product or service so that its customers and potential customers stay in touch with all information. And, purchase behavior is resulted for maintaining customer loyalty [14]. Duncan and Moriarty [15] also believed that the IMC is the media and information operated by organized strategy. The IMC encourages dialogue between corporate organizations and consumers or beneficiaries of concern. Nevertheless, past studies on the relationship between IMC and revisit intention are limited. This is the first topic of concern in this study.

Past studies of revisit intention have mostly focused on travelers’ first revisit and



revisit travelers in comparison [16]. The second topic of concern in this study is due to limited studies in the past that looked into the number of revisit on the effect of revisit intention. Furthermore, studies have also pointed out that the chance of revisit is higher with the number of revisit to the same location due to familiarity with local subjects [17]. Solberg and Preuss [18] believed that international sporting event contributes to the long-term tourism development of the host site. In addition to hosting sports events, a destination's image is also important for the increase of tourism benefits. By hosting sports event that leaves good impression of the host site, travelers' revisit intention may be increased.

2. LITERATURE REVIEW AND HYPOTHESES

In this section, the study provides a discussion of four constructs followed by a review of literatures. From literature review, the study generates two hypotheses. The hypotheses focus on the interrelationship between IMC and revisit intention. In addition, the number of revisit to the same site on the effect of revisit intention is also studied.

2.1 Event Integrated Marketing Communication

Gammon and Robinson [19] gave strict and soft definitions of sport event. Strict definition: travelers actively or passively

participate in sport events so that the participation of sport event is the primary motive. Soft definition: travelers actively initiate leisure activities for the sake of getting away from their living environment. Hutton [20] and Schultz and Kitchen [14] believed that IMC is an act of delivering consistent information of products or services by ways of media to consumers from people in charge of marketing who integrate various communicating media. People doing the marketing should also use this type of communication to develop an appeal of consistent message, as well as building good relationships with consumers. Thus, IMC of sports event is the integrated management of communication by event organizers to build sustained relationships with customers or persons of interest. In other words, it is a procedure of communicating with consumers, customers, latent customers, and other audience of targets internally and/or externally by strategic planning, developing, and operating of flexible, measurable, and convincing brand-communication plan.

2.2 Revisit Intention

Studies had showed a phenomenon that researchers and businessmen have great interests in revisit intention, part of the reason being economic benefits brought from revisit travelers [21]. Revisit travelers can provide a steady source of income, as well as providing valuable tour information to latent travelers [22,23]. The benchmark of



revisit is structured from the theory of repurchase behavior. Literature reviews of repurchase behavior have been popular since the 1980s [24–26]. Hence, this is a valuable topic of study. Baker and Crompton [27] and Kozak [28] suggested that revisit intention is the willingness by travelers to revisit a destination or site. Studies in recent years have leaned toward more specific factors of influence.

2.3 IMC and Revisit Intention

The development of tourism through sporting events may bring many positive benefits to the city and nation. Specifically, mega-events usually produce lasting effects to the host region [29,30]. From studies, it has been understood that tourism image is of great importance to the decision making process of travelers. Tourism image also directly concerns tourists' travel behaviors [31,32]. Study results of Otto and Ritchie [33] showed that the experience of leisure and tourism may be viewed as the subjective state of mind by the participant. And, experience is a characteristic of living rather than products or services. Most importantly, experience creates value to living, both physically and spiritually.

According to Jackson [34], event marketing is unique, non-spontaneous, and planned by comprehensive arrangement to bring joy and share to people. The special activity may be in forms of products, services, ideas, information, groups etc. Event marketing includes abundance with

diversity, and requires support and service from volunteers, as well as the need to rely on sponsorship support. Furthermore, Kotler [35] proposed a marketing strategy that event marketing must place importance on image marketing as a whole, to attract tourists from distinctive activities and satisfy their recreational needs so that good services are being provided to the target market. The key point is that these strengths are delivered to every participant.

Through IMC, event organizers help participants, in limited timeframe, participating in or as spectators of tours in leisure or competitive sports while away from their environment (family, job). The types of these tours feature characteristics of the following: games of specific rules, special skills by athletes, and interesting in nature [36,37]. Gibson [38] mentioned that the primary motive of these tourists is to participate in sports events or activities, while traveling to locals by the side is secondary. When words of a repeat host of the sports event are reached, the possibility of a revisit to the same site gets higher. The effect of sports event's IMC, such as media reporting and international attention, attracts more tourists and produces tourism benefits. With good experience to the tour, recognition and dependence to the tour site are resulted. After travelers have enjoyed relating facilities and services, joyous feeling would influence their revisit intention positively [39,40]. Therefore, the hypotheses of this study are inferred as



followed.

H1: IMC of sport event positively influences revisit intention.

2.4 Number of Revisit

Past studies on the number of revisits have mostly focused on the comparison between travels of first-time visit and repeat visit. From past results, first-time travelers and revisit travelers have varying degrees of cognition and recognition [7]. It is understood that these travelers have different schedules including ways of long stay, and where to participate different types of activity. In addition from marketing's viewpoint, research results from Oppermann [21] suggested that more weight should be placed on revisit travelers rather than first-time visitors as a more efficient way of attracting tourists. Current studies have also validated that repeat travelers are more valuable for economic development than first-time visitors. This further reinforced the application of marketing segmentation [41,42].

Backman and Crompton [43] studied and found consistency in repeat travelers' behavior of certain activities, participation of facilities, and the number of accepted services. According to studies, it was found that revisit intention is higher in repeat travelers than in first-time visitors. Satisfaction level in destination attraction, lodging, and dining are also higher in repeat travelers than in first-time visitors [26,44,45]. Novelty of a tour site may

increase the number of revisits by travelers [46]. Hence, this study proposes the following hypothesis.

H2: The number of revisit positively influences revisit intention.

3. METHODOLOGY

3.1 Samples and Data Collection

The study divided two samples from participants of 2012 Taipei Fubon Marathon which was held on December 16th, 2012. The first sample came from official entrants to the race of Fun Run Leisure Group which was a 9 km competition. The second sample came from official entrants to the race of Half Marathon Group which was a 21 km competition. Questionnaires were distributed prior to the start of competition in front of the Taipei Municipal Hall. Small gifts were given to participants of the survey. A total of 319 questionnaires were returned from runners of the Fun Run Leisure Group where 225 returns were deemed valid, with 94 invalid, resulting 70.53% valid ratio. Similarly, a total of 128 questionnaires were returned from runners of the Half Marathon Group where 89 returns were deemed valid, with 39 invalid, resulting 69.53% valid ratio. The disparity between numbers of the two samples could be attributed to the entrant number of the two competitions. There were much more entrants to the race of Fun Run Leisure Group (9 km competition) than Half Marathon Group (21 km competition). The author suspected that entrants to the Half



Marathon Group may take the competition more seriously than entrants to the Fun Run Leisure Group, which may have also prevented their participation to the survey as they didn't want any part of possible distraction prior to the competition.

3.2 Measures

Taking into consideration that participants of the survey were about to enter their perspective competition, the length of the questionnaires was purposely designed to be short and precise so that questionnaires could be completed within a couple minutes. Two separate questionnaires were designed and given to two separate groups of samples. The construct of each questionnaire is described as follows.

(1) Questionnaire #1: Participation of sport event influences revisit intention.

A. Demographic Characteristics

Personal information includes 6 items: gender, age, education level, occupation, location of residence, and the number of revisits been taken.

B. Revisit Intention

The measurement of revisit intention came from items of Bigne et al. [6]. After sorting and modifying the words, a total of 4 items were used for Questionnaire #1 which was graded by a 5-point Likert Scale (1 = strongly disagree, 2 = tend to disagree, 3 = neutral, 4 = tend to agree, 5 = strongly agree).

(2) Questionnaire #2: IMC of sport event influences revisit intention.

A. Demographic Characteristics

Same as Questionnaire #1, personal information includes 6 items: gender, age, education level, occupation, location of residence, and the number of revisits been taken.

B. Integrated Marketing Communication (IMC)

Formulation of the questionnaire was based from the literatures review. A total of 5 items were used for Questionnaire #2 which was also graded by a 5-point Likert Scale.

C. Revisit Intention

The same four items of revisit intention in Questionnaire #1 was also used in Questionnaire #2 which came from Bigne et al. [6].

Both of these questionnaires were originally written in English and then translated to Chinese. Translation was completed by the author along with two native English speakers who had experiences with the topic of revisit intention. Before finalizing the questionnaire design, back-translation was done to reduce translation bias, as suggested by Van de Vijver and Hambleton [47].



3.3 Measurement Validity

The evaluation of reliability uses 3 models of validity: content validity, criterion-related validity, and construct validity, as shown in Table 1.

Questionnaire #1: Participation of sport event influences revisit intention.

Revisit Intention

The measurement of revisit intention used items of Bigne et al. [5]. Hence, its

content validity was ensured. Then, the study used coefficients of individual items and the total score for the evaluation of reliability. The result showed coefficients for individual items and the total score were greater than .93 ($p < 0.01$), indicating good reliability. Moreover, by factor analysis, it was found that the factor loading of each item is greater than .5 [48], indicating good construct validity.

Table 1 Validity of the questionnaires

Construct and Items	Content validity	Criterion-related validity	Construct validity
Questionnaire #1			
<i>Revisit Intention</i>			.96
Willing to revisit this site	.94**	.94**	
Will consider this site when deciding on a vacation	.93**	.93**	
Will recommend to others	.96**	.96**	
Will encourage friends/relatives to this site	.97**	.97**	
Questionnaire #2			
<i>Integrated Marketing Communication</i>			.70
Know about this event from advertisements	.53**	.85**	
Know about this event from official departments	.41**	.82**	
Marketing of this site accomplished by this event	.58**	.53**	
Know about this event from friends/relatives	.69**	.65**	
Know about this event from other means	.73**	.84**	
<i>Revisit Intention</i>			.93
Willing to revisit this site	.87**	.79**	
Will consider this site when deciding on a vacation	.90**	.78**	
Will recommend to others	.94**	.87**	
Will encourage friends/relatives to this site	.94**	.87**	

** $p < 0.01$

Questionnaire #2: IMC of sport event influences revisit intention.

Integrated Marketing Communication

The measurement of integrated marketing communication came from items of Griffin [46]. Hence, its content validity

was ensured. Then, the study used coefficients of individual items and the total score for the evaluation of reliability. The result showed coefficients for individual items and the total score were greater than .41 ($p < 0.01$), indicating good reliability.



Moreover, by factor analysis, it was found that the factor loading of each item was greater than .5 [48], indicating good construct validity.

Revisit Intention

The measurement of revisit intention also used items from Bigne et al. [5]. Hence, its content validity was ensured. Then, the study used coefficients of individual items and the total score for the evaluation of reliability. The result showed coefficients for individual items and the total score were greater than .87 ($p < 0.01$), indicating good reliability. Moreover, by factor analysis, it was found that the factor loading of each item was greater than .5 [48], indicating good construct validity.

3.4 Measurement Reliability

Cronbach's alpha was used for the evaluation of reliability. Table 1 showed that the reliability was greater than .7 for all constructs [49]. Cronbach's alpha for Questionnaire #1 was .96, between .70 and .93 for Questionnaire #2. The results showed that the pretest reliability reached acceptable level.

3.5 Common Method Variance

Podsakoff et al. [50] pointed out that the common method variance (CMV) may be handled by the pretest procedure. As a technique of pretest procedure, inter-rater may start with an oral explanation that answers to questionnaires are used solely for academic purposes and would be kept

confidential, so that bias of social expectation and tolerance is reduced. In addition, items of different factor construct were printed on different pages so that isolation effect is created psychologically on test subjects.

4. RESULTS

4.1 Analysis of the Samples

Of the 225 valid returns for Questionnaire #1, by gender: 163 are male (72.4%), 62 are female (27.6%); by age group: most are between ages 31-40 (70 participants or 31.1%); by education: most had college education (108 participants or 48.0%); by occupation: most people (47 participants or 20.8%) listed their occupation as "Others"; by resident location: most people (184 participants or 81.8%) reside in northern Taiwan (Kee-Lung, Taipei, Tao-Yuan, and Hsin-Chu); by revisit numbers: "6 or more" is the number that most people had revisited (132 participants or 58.7%).

Of the 89 valid returns for Questionnaire #2, by gender: 58 are male (65.2%), 31 are female (34.8%); by age group: most are between ages 21-30 and between ages 41-50 (26 participants or 29.2% for each age group); by education: most had college education (41 participants or 46.1%); by occupation: most people (20 participants or 22.4%) listed their occupation as "housewife"; by resident location: most people (87 participants or



97.8%) reside in northern Taiwan (Kee-Lung, Taipei, Tao-Yuan, and Hsin-Chu); by revisit number: “6 or more” is the number that most people had revisited (64 participants or 71.9%).

4.2 Validity of the Questionnaires

Hair et al. [51] pointed out that problems of co-linearity may exist when the coefficient of variance is greater than .80 or the VIF value is greater than 10. Because Questionnaire #1 has only one construct, there is no need for co-linearity discussion. Analysis of Questionnaire #2 showed that the coefficient of variance is less than .80. Furthermore, the study uses “revisit intention” as its dependent variable, and “integrated marketing communication” as its predictive variable for regression analysis. Test of co-linearity was performed for variables of integrated marketing communication and found the VIF value to be 1.00 and less than 10. Thus, it is inferred that there is no co-linearity for Questionnaire #2 or the problem of co-linearity is insignificant. In addition, there exists a significant correlation between each variable of Questionnaire #2, which fits in with the theory. Therefore, it is appropriate to proceed with further analysis of the data.

4.3 SEM Analysis

By structure equation model (SEM) analysis, some of the corresponding values are: $\chi^2=10.76$, $\chi^2/df=.60$, GFI=.97,

NFI=.98, IFI=1.01, CFI=1.00, RMSEA=.000, as shown in Figure 1. Hair et al. [51] believed that the model is acceptable when $\chi^2/df<2$, NFI>.9, IFI>.9, CFI>.9, RMSEA<.05. Thus, the model of this study showed acceptance. Moreover, the value of each predictive variable reached significance, and each average of the samples' variance was between .86 and .90 (each greater than .50), supporting convergent validity [52,53].

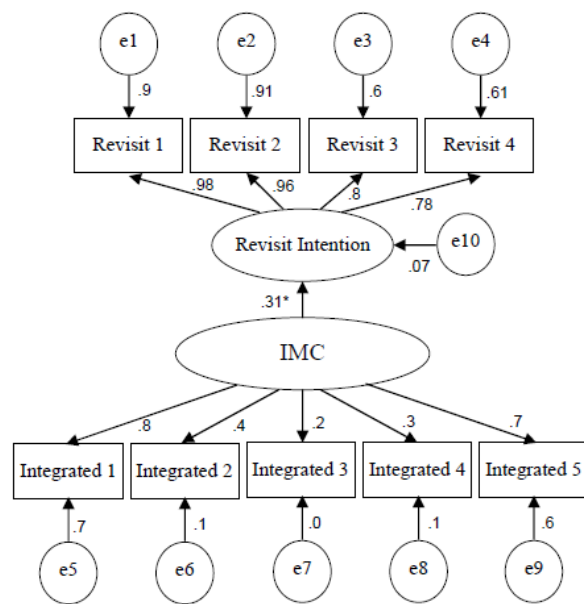


Fig. 1 Structure equation model

Measurement of composite reliability is used in the test of discriminate validity. Composite reliability is the combined reliability of all variances observed, whereas the higher the composite reliability, the higher probability that latent variance may be detected. Bagozzi and Yi [53] believed that the composite reliability should be greater than .60. The composite reliability of



this study falls between .68 and .69, showing discriminate validity. Thus, the result validates the hypothesis (H1) that IMC of sport event positively influences revisit intention.

As shown in Table 2, significant difference is shown by the number of revisit

on revisit intention. From Scheffe's post hoc test, travelers who have revisited 6 times or more have significantly higher revisit intention than those revisited the second time. Hence, the hypothesis (H2) is validated, that the number of revisit positively influences revisit intention.

Table 2 One-way ANOVA of the questionnaires

Variables	F-value	Sig.	Post hoc
IMC (revisit number)	.70	.60	
Revisit Intention	3.12	.02	Visited 6 times or more > Visited 2 times

* $p < 0.05$

5.CONCLUSION AND DISCUSSION

IMC is a planning concept in marketing communication, and reinforces added values brought from its general marketing. This type of general planning may be used for evaluating commercials, direct marketing, and public relations, etc. that played strategic roles in communication. The purpose of this research is to study IMC of sport event on the influence of revisit intention by tourists, and the number of revisits on the influence of revisit intention. This study's hypotheses were validated by its results.

IMC should fully exercise the planning and supervising of interactions among all parties in concern. Then, with the discovery of consumers' touching point, consumers' real needs may be satisfied, as well as catalyzing their spending behavior. It is a nonlinear interaction process of understanding consumers' real needs,

blended interaction, exchange, and feedback [15]. Thus, IMC should form a close bond between all skills and tools of marketing communication for maintaining and delivering clear, single, shared image, position, theme, information, slogan, etc. so that consistent products or brand image is built, even corporate image for achieving ultimate benefits. This study applied its theory on the handling of sport event activities, as well as extending to the management of sport event activities.

The relationship between "IMC" and "revisit intention" is first studied in this paper. Revisit tourists may provide a steady source of income to locals, as well as serving importance of providing valuable sightseeing information to latent travelers [18]. The hosting of sport event frequently happens more than once, especially for many famous sport events. If communication of integrated marketing is done efficiently, not only can participants



continuously challenge themselves but also increase the number of participants, thereby driving participants' revisit intention. The win-win integration of sport event and tourism may bring forth better economic effect and image to the host site.

The characteristic of sport event is name recognition. This fits what is needed in event marketing. Created topic of special events may increase brand image or promote sales, as well as providing participation opportunities to target subjects. The most sustainable and effective sport event is to make sport event a regular series of events annually and use media as ways of integrated marketing to create topic of conversion while maintaining regularity in an orderly fashion in its operation. Furthermore, when sport event is functioned well so that the news is focused on the event and actively seeks out personal stories with media coverage, sport event marketing would have combined advertising, media public relation, and promotion to form an integrated system. The study result showed that integrated marketing communication of sport event would influence tourists' revisit intention. This is due to topicality and news worthiness complementing each other in sport event, thus attracting the public. Meanwhile, if more and more media reporting is attracted to integrated marketing of sport events continuously so that the sport event is more diversified with prolonged effect, maximum communication is achieved.

The level of revisit intention by tourists may also be a key indicator of whether the sport event can be sustained. The study result showed that tourists who had revisited more than 6 times have higher revisit intention than those revisited the second time. Hence, tourists' revisit intention may be increased by IMC for attracting participants of the sport event. A practical way is to provide participants with information relating to local tour site, lodging, transportation, and dining so that participants' preparation time and energy are reduced. There are many other ways of driving revisit intention as well. For example, increase activities for travel experience, create a social environment for travelers during their stay in sport event and leisure, improve the quality of service, and provide sufficient choices of tour.

The study had only taken samples from participants of one sport event. It was especially difficult to distribute and collect questionnaires on the day of competition. Concerns that their performance may be affected, a number of participants refused to answer questionnaires. It is desired that the total number of samples may be increased from more than one sport event site. In addition, tourists by the participation of sport event often are not limited to just competition participants themselves but include friends and family members as one of the influential factors. Therefore, further study may be performed on sport event spectators.



Additionally, for simplifying the study variables, this research used only two primary variables in “IMC of sport event” and “revisit intention”. And, revisit intention was used for the study’s observation variable. Future research may study if there are other variables as intervening or interference effect. Various nations bidding for the host of large sport event in recent years, with the popularity of international tourism, sport tourism may be a future topic of study.

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