



More than Violence: Positive Effects of Fan Rivalry on Sports Fans' Identity

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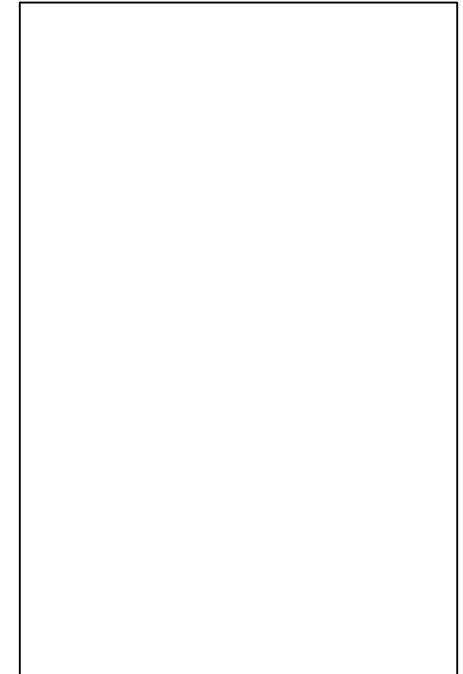
- Institute of Sport Economics and Sport Management -

- Research focus on negative consequences of rivalry
- Rival: “a highly salient outgroup that poses an **acute threat** to the identity of the ingroup” (Tyler & Cobbs 2015)
- But:
 - mutual hate desired by fans (Uhrich 2014)
 - “fundamental need for rivalry“ (Havard & Eddy 2013)
 - Strong and salient outgroup central to the own identity (Tajfel & Turner 1979)
- Positive consequences unexplored

Research Question

Examine the ambivalent consequences of rivalry on fans´ self-concept

Self-concept



Perceptions of
Rivalry Intensity



Archrival
Esteem

Self-concept

(Petriglieri 2011; Kilduff
2010, Ellemers, Spears &
Doosje 2002; Pratt 1998)

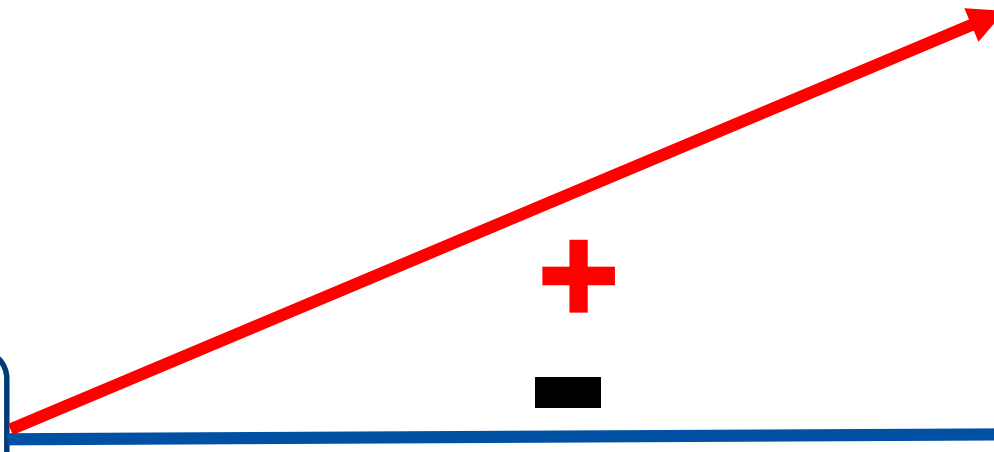
Distinctiveness

Cohesion

General
Esteem

Archrival
Esteem

Perceptions of
Rivalry Intensity



Theoretical Background



(Tajfel & Turner 1979; Jetten,
Postmes, Haslam & Jans 2013;
Mael & Ashforth 1989)

(Bhattacharya &
Elsbach 2001)

(Williams & Nida 2011)

Identification
Favorite Team

Disidentification
Archrival

Perceived
Reciprocity of
Rivalry

Self-concept

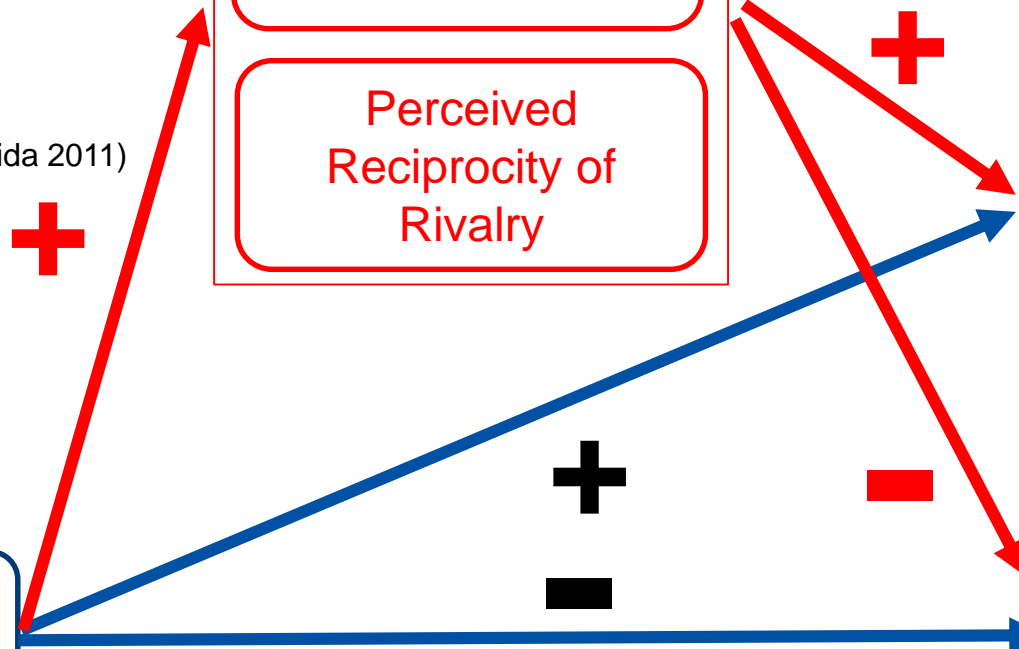
Distinctiveness

Cohesion

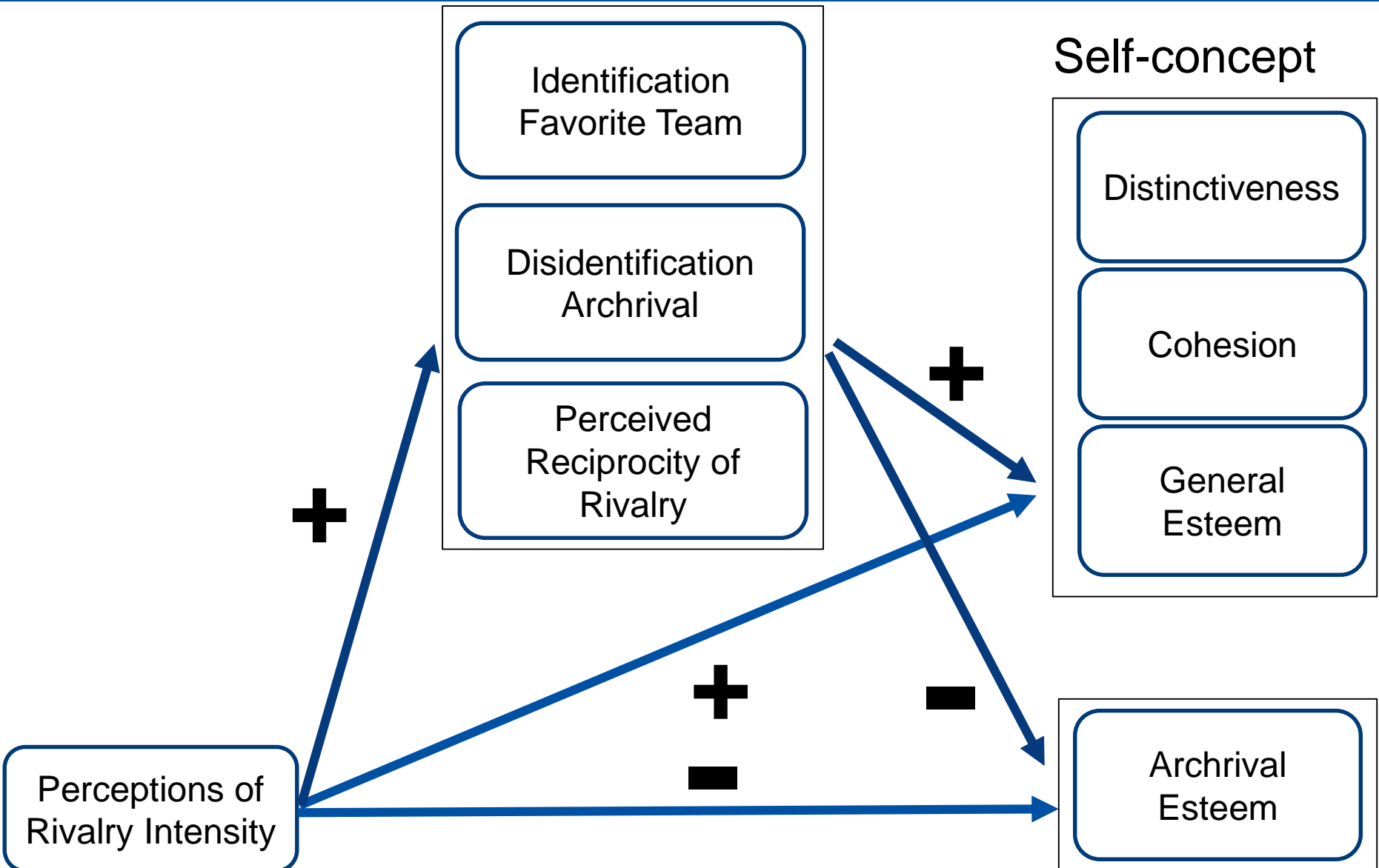
General
Esteem

Perceptions of
Rivalry Intensity

Archrival
Esteem



Hypothesized Model



Procedure and sample

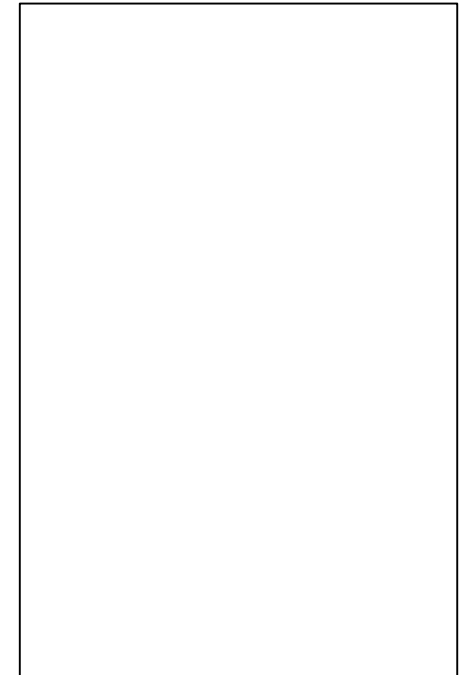
- Oral survey, face-to-face questionnaire administration
- 8 German first division soccer teams
- N = 748

Reliability

- No concerns
- Common method variance not a problem



Self-concept

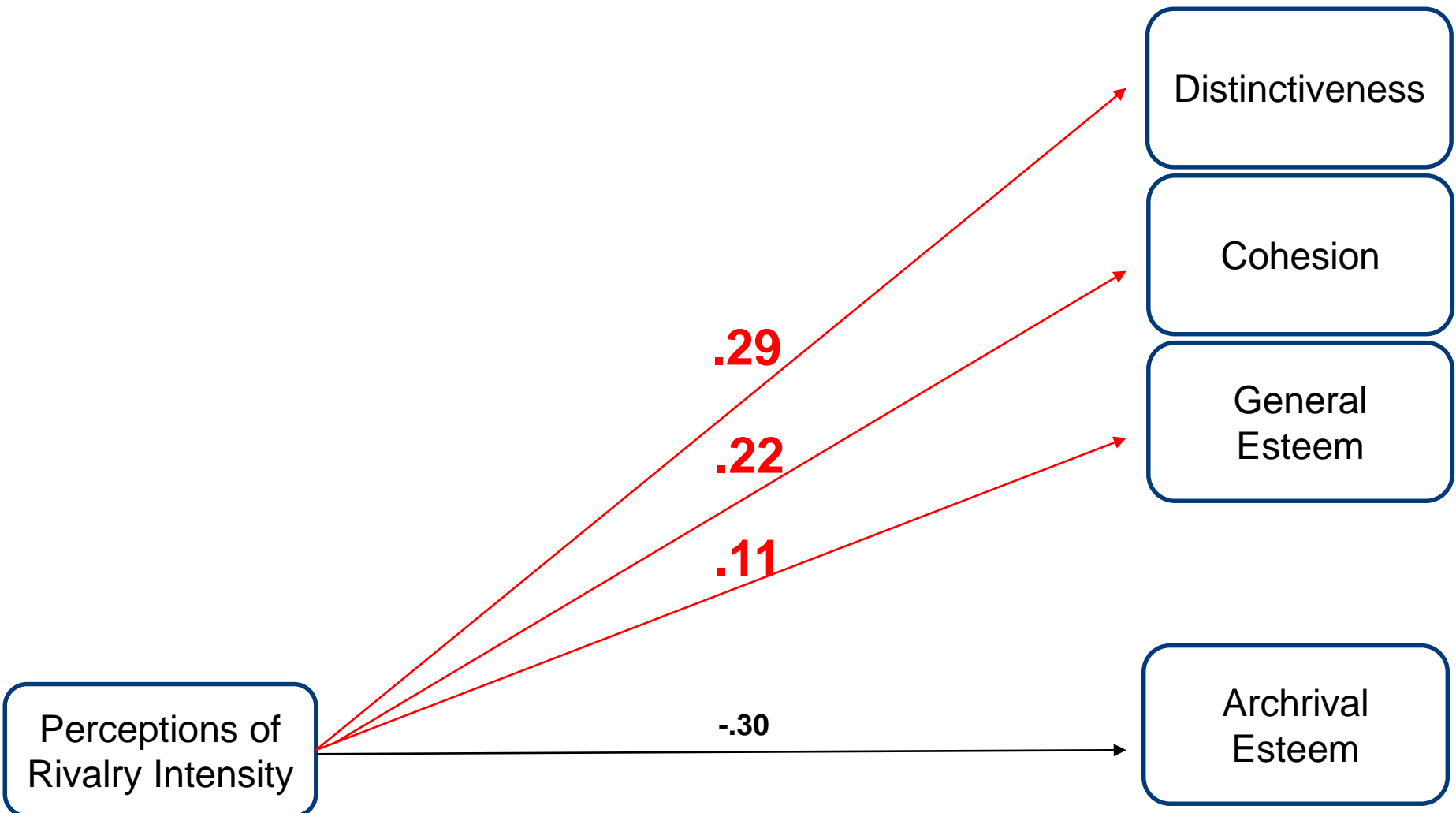


Perceptions of
Rivalry Intensity

- .30

Archrival
Esteem

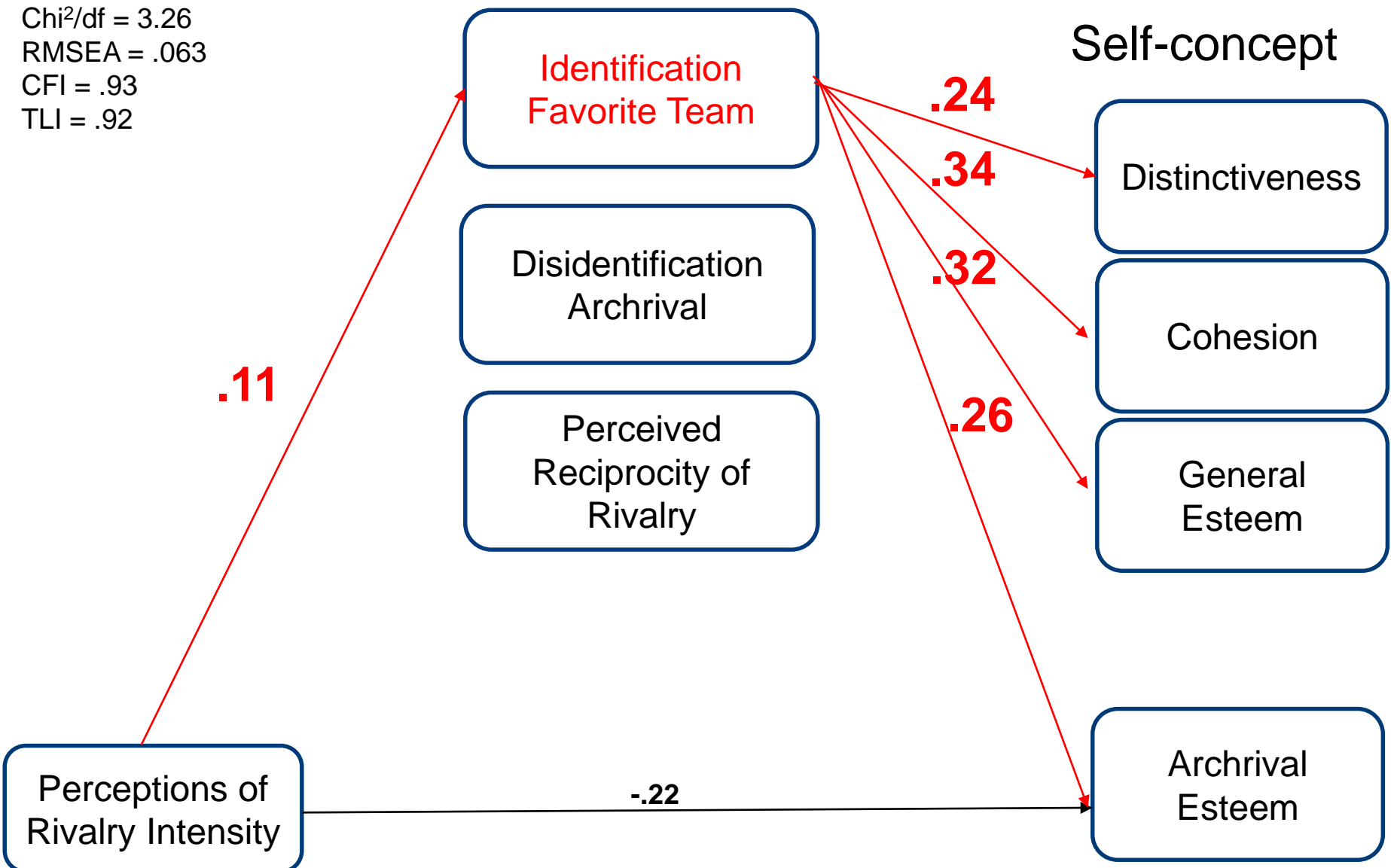
Self-concept

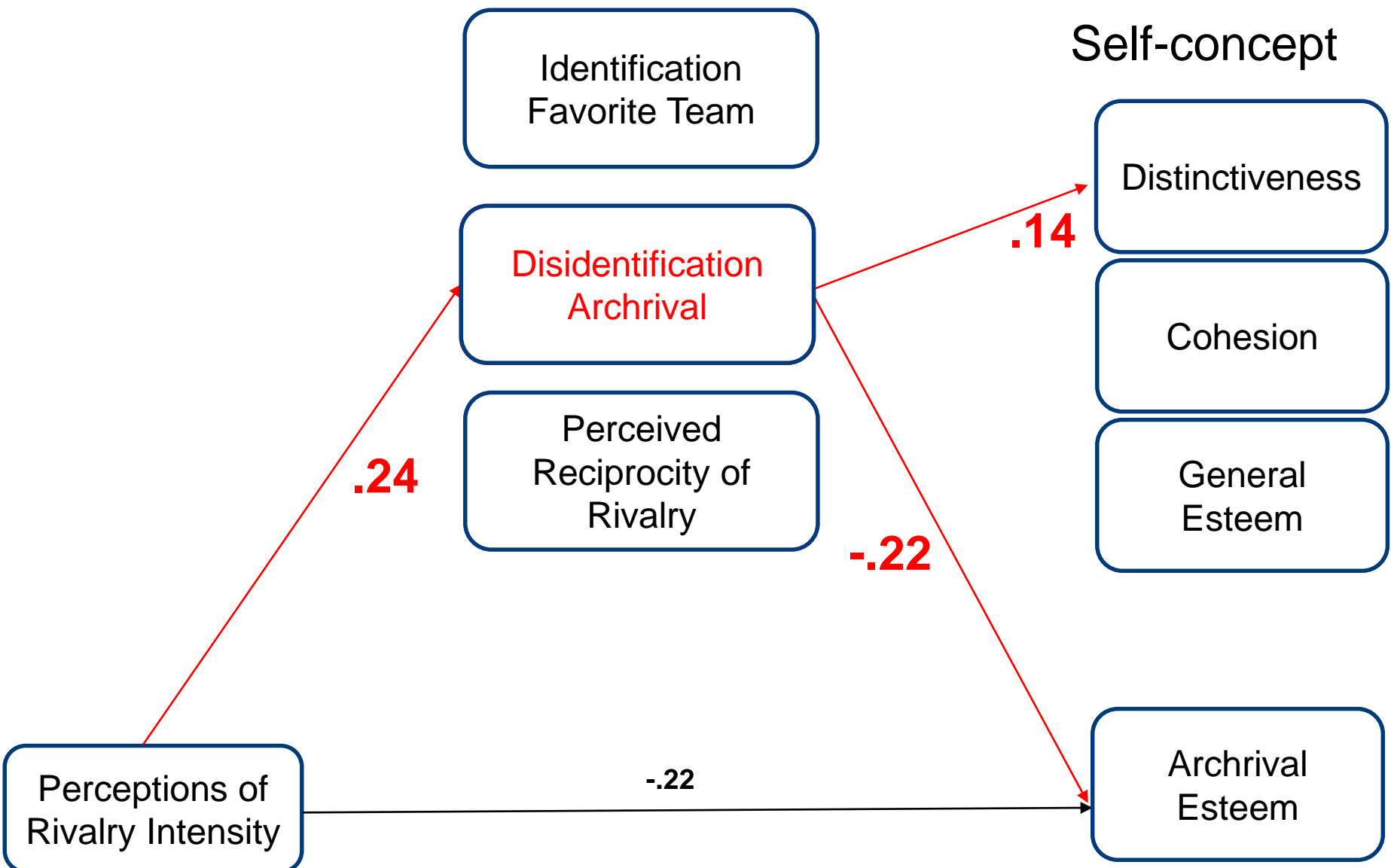


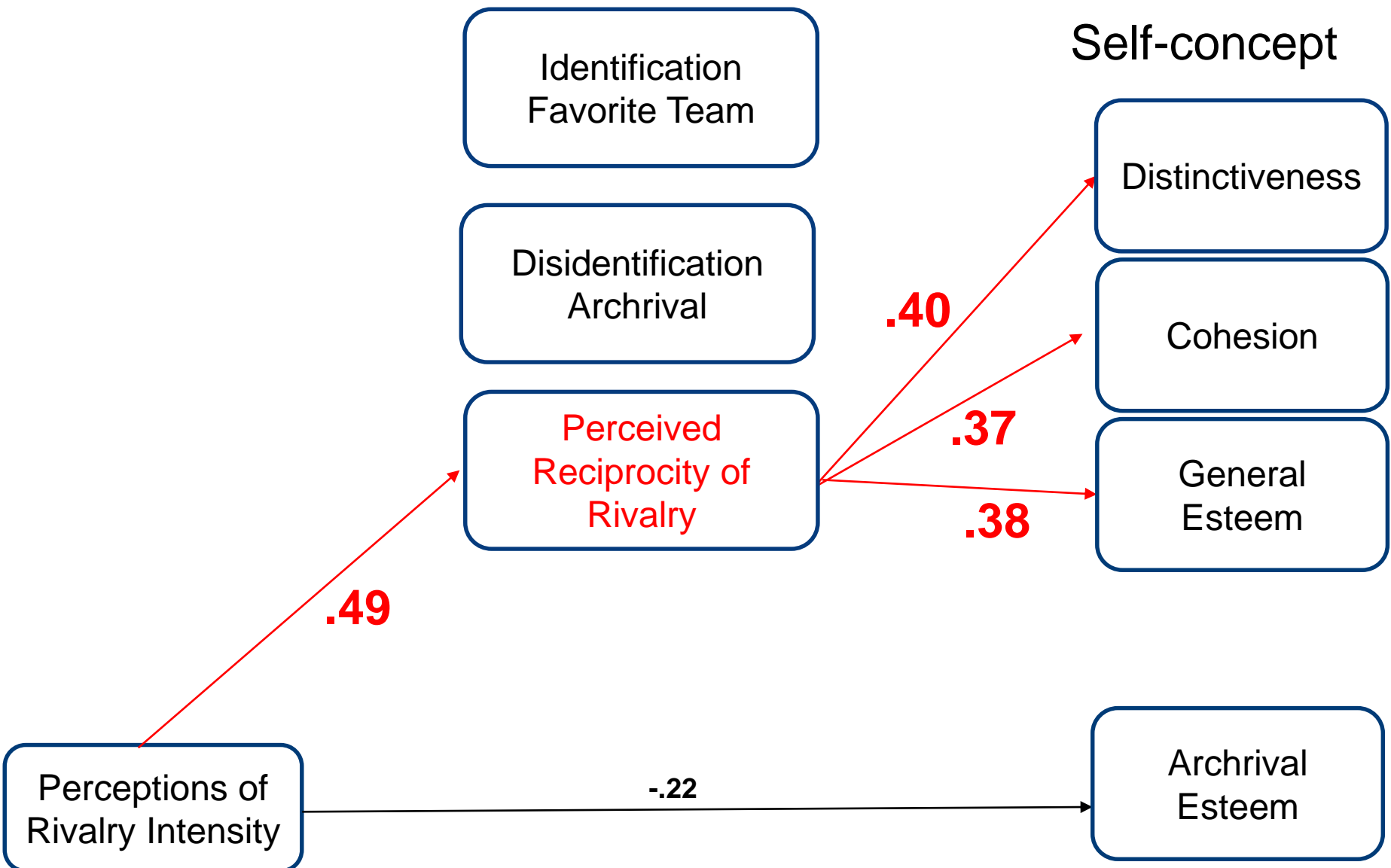
Results

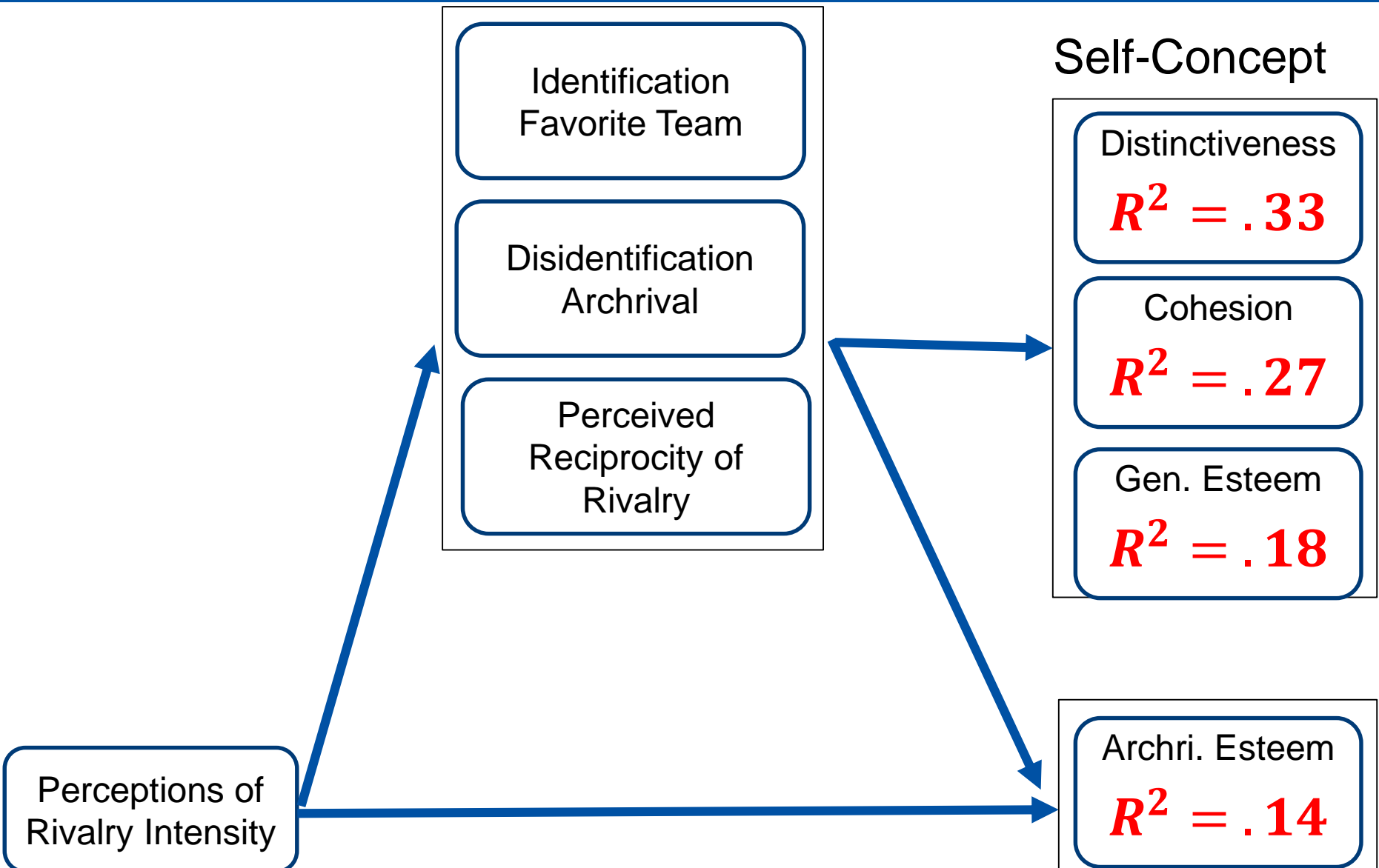


Chi²/df = 3.26
RMSEA = .063
CFI = .93
TLI = .92









Rivalry Intensity → Distinctiveness	b
via identification	.03
via disidentification	.03
via perceived reciprocity	.20***
Rivalry Intensity → Cohesion	
via identification	.04*
via disidentification	.00
via perceived reciprocity	.18***
Rivalry Intensity → General Esteem	
via identification	.04*
via disidentification	-.03
via perceived reciprocity	.19***

*** $p < .001$, ** $p < .01$, * $p < .05$

- Rivalry has positive effects on fans` self-concept
- Rivalry boosts identity independent of team performance
- Love-hate relationship: Are rivals friends, enemies or enemies with benefits?
- Better to be hated than to be ignored

Limitationen

- Correlation study
- Measurement of rivalry
- Effects require certain level of involvement?

Future Research

- Measurement of ambivalence
- Relevant in other domains (brand rivalry, organisational rivalry)?

Thank you very much for your attention

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