



Manual for the

(Dis)Confirmation of Expectancies Scale (DCES)

Affective State Index (ASI)

Self-Esteem Maintenance Behavior Scale (SEMBS)

**Intentions for Sport Consumption Behavior Scale
(ISCBS)**

Measure of Sport Behaviors (MSB)

Copyright © 2012 by

GALEN T. TRAIL

SCALES

The development of all of these scales and their respective psychometric properties have been described in: Trail, G. T., Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly*, 12, 8-17.

Further information can be found in the following:

Trail, G. T., Anderson, D. F., & Fink, J. S. (2005). Consumer satisfaction and identity theory: A model of sport spectator conative loyalty. *Sport Marketing Quarterly*, 14, 98-112.

Kwon, H. H., Trail, G. T., & Lee, D. (2008). The effects of vicarious achievement and team identification on BIRGing and CORFing in a winning vs. losing situation. *Sport Marketing Quarterly*, 17, 209-217.

Harrolle, M. G., Trail, G. T., Rodríguez, A., & Jordan, J. S. (2010). Conative loyalty of Latino and Non-Latino professional baseball fans. *Journal of Sport Management*, 24, 456-471.

Gacio Harrolle, M., Trail, G. T., & Anderson, D. F. (2007). Modification and Improvement of Disconfirmation of Expectancies, Satisfaction, and Mood Response Scales." North American Society of Sport Management Conference. Miami, Florida.

The items, the subscales, and their psychometric properties are outlined in the following pages.

The Scales

The (Dis)Confirmation of Expectancies Scale (DCES) based on Madrigal's (1995) disconfirmation items, measures whether or not an individual's expectations were met on five aspects of an event. Also consistent with Madrigal's work, the Affective State Index (ASI) consists of three subscales: positive mood, negative mood, and satisfaction. The Self-Esteem Maintenance Behavior Scale (SEMBS) consists of two subscales: BIRGing (Basking in Reflected Glory) and CORFing (Cutting Off Reflected Failure). The BIRGing subscale measures future intentions about increasing the individual's association or connection with the indicated team. These items were generated from Madrigal's original one item measuring BIRGing. The CORFing subscale measures the individual's intentions to disassociate him or herself from the team. Rather than a measure of increasing self-esteem, it measures the intentions to maintain a certain level of self-esteem by distancing oneself from an unsuccessful entity. The Intentions for Sport Consumption Behavior Scale (ISCBS) measures conative loyalty in sport spectators. This scale includes items representing intentions about future attendance, future merchandise purchasing, and future overall support of the specific team. These latter scales all have previously shown adequate reliability (α values ranging from .72 to .93) and validity (AVE values ranging from .46 to .83), with the exception of the satisfaction subscale ($\alpha = .63$ and AVE = .47; Trail et al., 2003). We reworded the one problematic item in the satisfaction subscale to focus more on the game aspects rather than general satisfaction. Since that study we have added several items to several of the scales (see below).

All but one of the scales have a 7-point response format ranging from "Strongly Disagree" (1) to "Strongly Agree" (7). The exception is the (dis)confirmation scale and it has a 7-point response format ranging from "Much worse than I expected" (1) to "As expected" (4) and then to "Much better than expected" (7). These scales have so far been used on the following samples: 1). U.S. college basketball fans and spectators, 2). college students, 3). television spectators of the World Series in 2003, and 4). professional baseball spectators.

The Measure of Sport Behaviors (MSB) is not a scale per se, it is just a compilation of items that measure past, current, and future behaviors. The objective is to try to get a behavioral measure of involvement. The items are listed at the end.

Factor and Item	ISU Attendees			U. of Texas Attendees			ISU Students – Longitudinal Study			World Series Data		
	β	α	AVE	β	α	AVE	β	α	AVE	β	α	AVE
(Dis)confirmation of Expectancies Scale (DCES)		.91	.67		.81	.60		.79	.516		.86	
<i>(quality of play)</i>											.86	.667
The quality of the (team name) offensive performance (old #1)	.869			.491			.706					
The quality of the (team name) defensive performance (old #2)	.809			.783			.569					
The (team name) overall quality of play (old #3)	.933			.986			.862					
The overall quality of play by both teams (old #4)	.749			.780								
The quality of the game (new #1, replaces 1,2)										.776		
The overall quality of play (new #2)										.864		
The performance of the teams (new #3)										.808		
<i>(outcome)</i>											.97	.908
The result of the (game, season, etc.) (old #5, now #4)	.718			.736			.649			.962		
The outcome of the (game, season, etc.) (new #5)										.953		
The conclusion of the (game, season, etc.) (new #6)										.944		
Self-esteem Maintenance Behavior Scale (SEMBS)												
BIRGing		.77	.54		.80	.58		.87	.708		.91	.782
I would like to increase my association with this team (old #1)	.669			.682								
I would like to let others know about my association with the (name of the team) (new #1)							.866			.844		
I would like to publicize my connection with the (name of the team)	.687			.745			.830			.913		

I would like to tell others about my association with the (name of the team)	.843			.851			.828			.894		
CORFing		.72	.46		.79	.56		.89	.768		.87	.706
I do not want to support this team any longer (old #1)	.582			.647								
I do not wish to be a fan of this team after today's performance (old #2)	.657			.806								
I do not want to be associated with the (name of the team) (new #1)							.860			.889		
I do not wish to be a fan of the (name of the team) (new #2)							.921			.880		
I would like to disconnect myself from the (name of the team) (#3)	.787			.791			.846			.744		
Affective State Index (ASI)												
Positive Affect		.92	.80		.93	.83		.86	.673		.91	.695
I feel happy	.906			.916			.804			.783		
I feel cheerful	.889			.909			.876			.887		
I feel delighted	.895			.904			.777			.875		
I feel ecstatic (new #4)										.792		
I feel thrilled (new #5)										.826		
Negative Affect					.87	.69		.76	.519		.89	.652
I feel disappointed	.772			.802			.810			.720		
I feel upset	.857			.854			.709			.828		
I feel irritated	.816			.842			.632			.810		
I feel despondent/depressed (new #4)										.838		
I feel dejected/miserable (new #5)										.835		
Satisfaction with Play		.75	.57		.63	.47		.90	.678		.91	
I was satisfied with my decision to watch the (game, series, etc.) (#1)	.506			.142						.712		
I was satisfied with quality of (name of sport) played in the (game, series, etc.) (new #2)							.867			.889		
I was satisfied with the overall quality of play (new #3)										.895		

I was satisfied with the performance of the team (old #3)	.858			.854			.841					
I was satisfied with the performance of both teams (new #4)										.820		
<i>with Outcome</i>											.93	.841
I was satisfied with the result of the (game, series, etc.) (new #5)							.798			.876		
I was satisfied with the outcome of the (game, series, etc.) (Old #2, new #6)	.821			.809			.785			.943		
I was satisfied with the conclusion of the (game, series, etc.) (new #7)										.930		
Intentions for Sport Consumption Behavior Scale (ISCBS)		.84	.59		.84	.58		.84				
I am more likely to attend future games	.507			.540								
I am more likely to purchase the team's merchandise	.877			.867								
I am more likely to buy (team name) clothing	.904			.902								
I am more likely to support the (team name)	.723			.693								

^a Alpha = Cronbach's estimate of internal consistency;

^b AVE = Average Variance Extracted

Highlighted items are the ones we suggest using.

Please answer the following questions about whether your expectations were met or not.

Please indicate the extent to which your expectations for the (name of event/game) were met by circling the appropriate number in the scale next to the items below.	Much worse than I expected			As expected		Much better than I expected	
	1	2	3	4	5	6	7
88. The quality of (name of sport, i.e. baseball)	1	2	3	4	5	6	7
89. The result of the (game or season)	1	2	3	4	5	6	7
90. The overall quality of play	1	2	3	4	5	6	7
91. The outcome of the (game or season)	1	2	3	4	5	6	7
92. The performance of the teams	1	2	3	4	5	6	7
93. The conclusion of the (game or season)	1	2	3	4	5	6	7

Please rate the extent to which you disagree or agree with the following statements by circling the appropriate number in the scale. Preface each statement with "After watching the (insert game/event here)..."

	Strongly Disagree		Neutral		Strongly Agree		
Self-esteem Maintenance Behavior Scale (SEMBS)							
<i>BIRGing</i>							
I would like to let others know about my association with the (name of the team)	1	2	3	4	5	6	7
I would like to publicize my connection with the (name of the team)	1	2	3	4	5	6	7
I would like to tell others about my association with the (name of the team)	1	2	3	4	5	6	7
<i>CORFing</i>							
I do not want to be associated with the (name of the team)	1	2	3	4	5	6	7
I do not wish to be a fan of the (name of the team)	1	2	3	4	5	6	7
I would like to disconnect myself from the (name of the team)	1	2	3	4	5	6	7
Affective State Index (ASI)							
<i>Positive Affect</i>							
I feel happy	1	2	3	4	5	6	7
I feel cheerful	1	2	3	4	5	6	7
I feel delighted	1	2	3	4	5	6	7
I feel ecstatic	1	2	3	4	5	6	7
I feel thrilled	1	2	3	4	5	6	7

<i>Negative Affect</i>	
I feel disappointed	1 2 3 4 5 6 7
I feel upset	1 2 3 4 5 6 7
I feel irritated	1 2 3 4 5 6 7
I feel despondent/depressed	1 2 3 4 5 6 7
I feel dejected/miserable	1 2 3 4 5 6 7
<i>Satisfaction</i>	
<i>with Play</i>	
I was satisfied with my decision to watch the (game, series, etc.)	1 2 3 4 5 6 7
I was satisfied with quality of (name of sport) played in the (game, series, etc.)	1 2 3 4 5 6 7
I was satisfied with the overall quality of play	1 2 3 4 5 6 7
I was satisfied with the performance of both teams	1 2 3 4 5 6 7
<i>with Outcome</i>	
I was satisfied with the result of the (game, series, etc.)	1 2 3 4 5 6 7
I was satisfied with the outcome of the (game, series, etc.)	1 2 3 4 5 6 7
I was satisfied with the conclusion of the (game, series, etc.)	1 2 3 4 5 6 7
Intentions for Sport Consumption Behavior Scale (ISCBS)	
I am more likely to attend future games	1 2 3 4 5 6 7
I am more likely to purchase the team's merchandise	1 2 3 4 5 6 7
I am more likely to buy (team name) clothing	1 2 3 4 5 6 7
I am more likely to support the (team name)	1 2 3 4 5 6 7

Sport Behavior Scale

Please check the appropriate box or fill in the blank for each item below.

1. Before you were contacted about this survey, were you aware that (the community) had a (name of sport) team? Yes No If no, please skip to **Section x**.
2. Do you consider yourself a fan of the (name of team) team? Yes No If yes, for how many years? _____
3. Have you ever watched a (name of team) game on TV? Yes No If yes, approximately how many games on TV have you seen this season (only x have been on TV so far)? _____ Last season? _____ (there were xx)
4. Number of (name of team) game(s) that you intend to watch on TV: This season (year) 0-x games: _____
Next season (year) 0-x games: _____
5. Have you ever attended a (name of team) game? Yes No If yes, approximately how many games have you attended this season (0-x)? _____ Last season (0-xx)? _____

6. If you have attended a (name of team) game this season, what type of ticket did you have?

Season Pass Family Pack Gold Card Single game only

7. Number of (name of team) game(s) that you **intend** to attend: This season (year) 0-x games?

Next season (year) 0-xx games? _____

8. Have you ever listened to a (name of team) game on the radio? Yes No If yes, approximately how many games have you listened to this season? _____ (0-xx) Last season? _____ (0-xx)

9. Please estimate the total dollar amount (if any) that you spent during the (previous year) season on (name of team) merchandise and paraphernalia for yourself and others. Self \$ _____

Others \$ _____

10. Please estimate the total dollar amount (if any) that you spent so far during the (present year) season on (name of team) and paraphernalia for yourself and others. Self \$ _____

Others \$ _____

11. Please estimate the total dollar amount (if any) that you intend to spend during the last part of (present year) season on (name of team) merchandise and paraphernalia for yourself and others.

Self \$ _____ Others \$ _____

12. Average number of times **per week** during the season that you access the (name of team) website _____, Facebook page _____ Twitter account _____

13. Are you a mobile text subscriber? Yes No

14. Average number of times per week during the season that you read about the (name of team) in the daily newspaper sport pages _____

If you have attended a (name of team) game, please answer the following questions. If not, please skip to Section 2.

Please either check the appropriate box or fill in the blank for the items below.

Ticket price _____

Local distance traveled to the game: less than 5 miles 6-15 miles 16-30 miles 31-45 miles

46-60 miles 61-90 miles 91-120 miles > 120 miles

Do you typically attend alone or with others? alone others (family) others (non-family)

Do you use your tickets for personal use? Business use? or both?

Thank you for taking the time to complete and return this survey.

Additional comments and insights on your feelings are welcome below.