



# The Effects of Social Media Use on Professional Sports Fan's Buying Habits

Shawn Rajotte



# Introduction

- Social media = a modern communication platform with opportunities for brands to market on
- Many brands tweaking their marketing strategies
- Looking to connect online with consumers
- Interesting to see how sport teams and marketers will adapt to the changing environment
- Consumers buying habits can also change based on a variety of factors including SM
- Interested to see what these factors are & how they change

# Literature Review

- Past research has shown that social media use can influence consumers buying habits positively (Hutter et al., 2013)
- SM promotions in particular have been found to be effective in this way (Talih et al., 2017)
- Sports fans especially change their buying habits based on connecting with their favorite teams on SM (Achen, 2016, & Moyer et al., 2015)
- More engaged sports fans are found to be more likely to purchase & refer purchases (Achen, 2016, & Pronschinske et al., 2012)

# Statement of the Problem

- Brands/Teams looking for guidance for their SM marketing strategies
- SM constantly evolving
- Most available relevant research on topic is outdated (2016 or before)
- Most covers only one sport/team or SM platform
- Need current data that covers multiple platforms and sports/teams

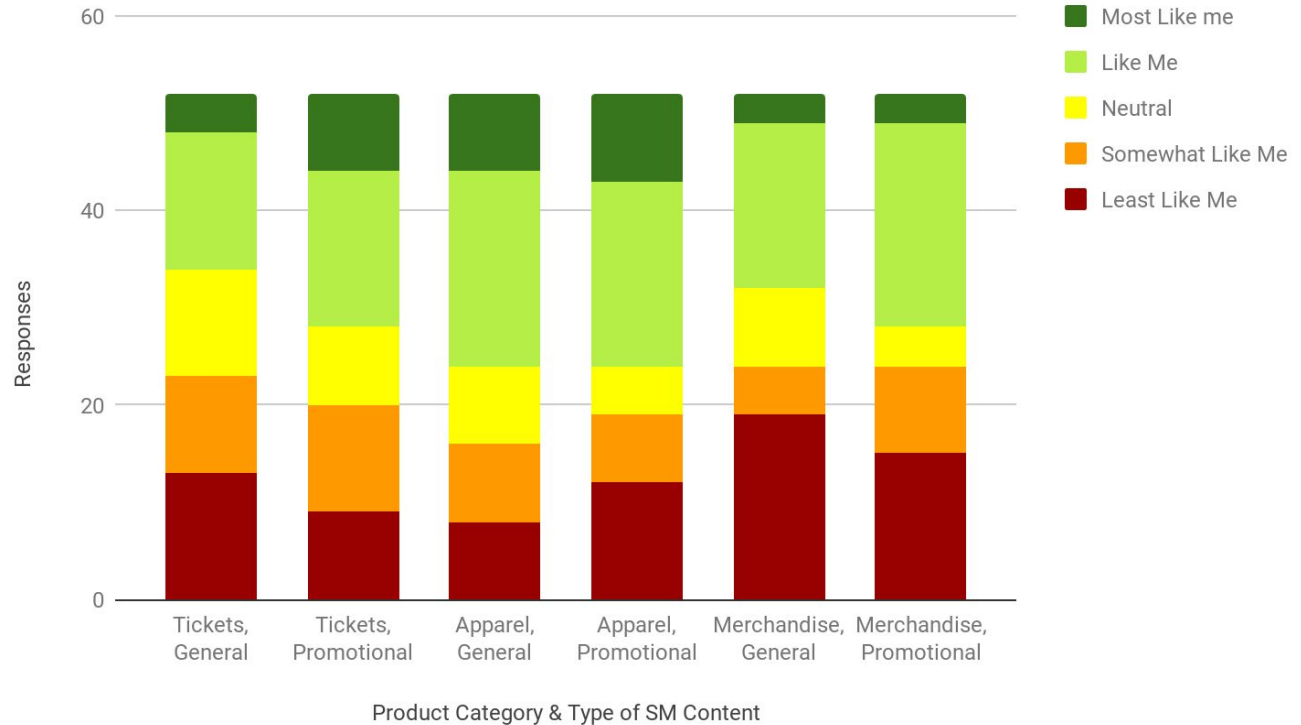
**Research Question: How does social media use affect professional sports fan's buying habits**

# Methodology

- Online Survey (KwikSurveys)
- ~ 2 weeks of data collection
- Distributed through SM (Linkedin, Facebook, Twitter) as well as over email & text
- 79 total respondents (52 viable)
- Had to be a followers of a pro sports team on SM & have bought a product of those teams within the past year
- 18 total questions, on SM use, buying habits, and connections between the two
- Included product categories & SM content type

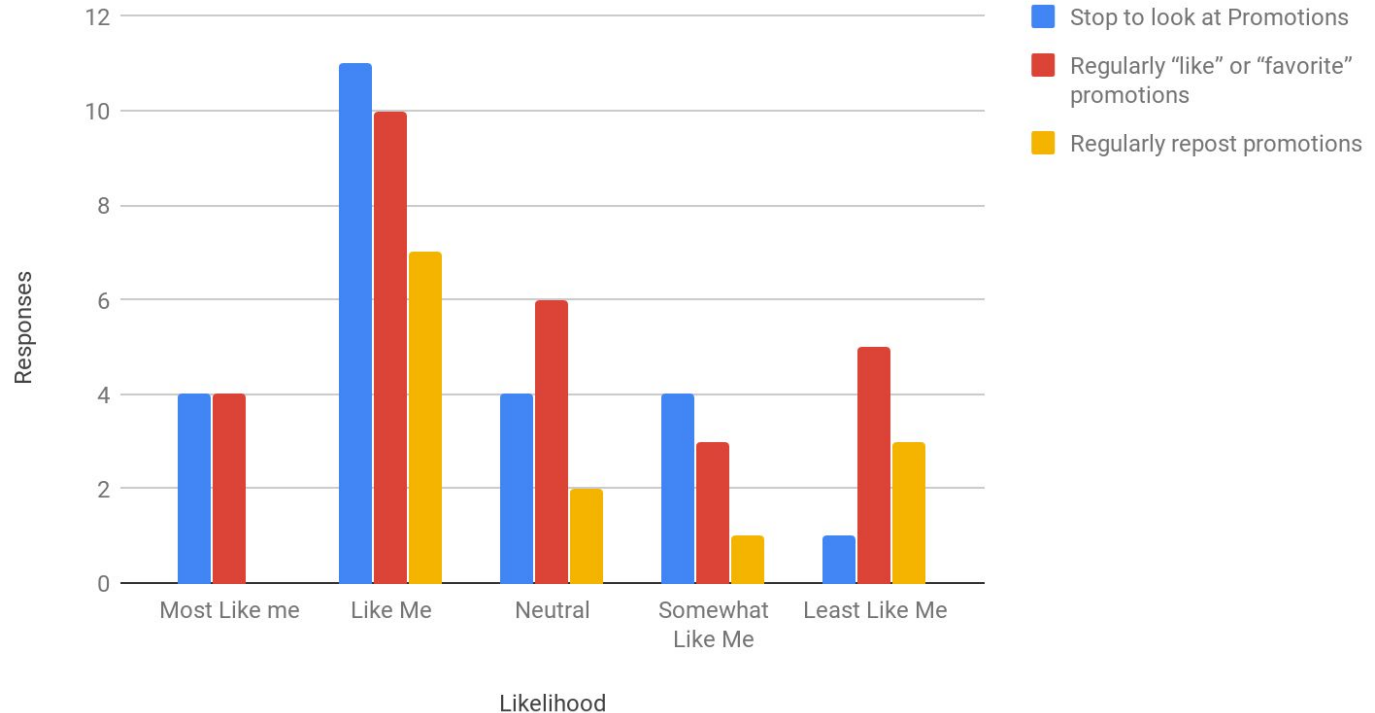
# Major Results

Likelihood of  
Product Buying  
Based on Social  
Media Content  
Seen



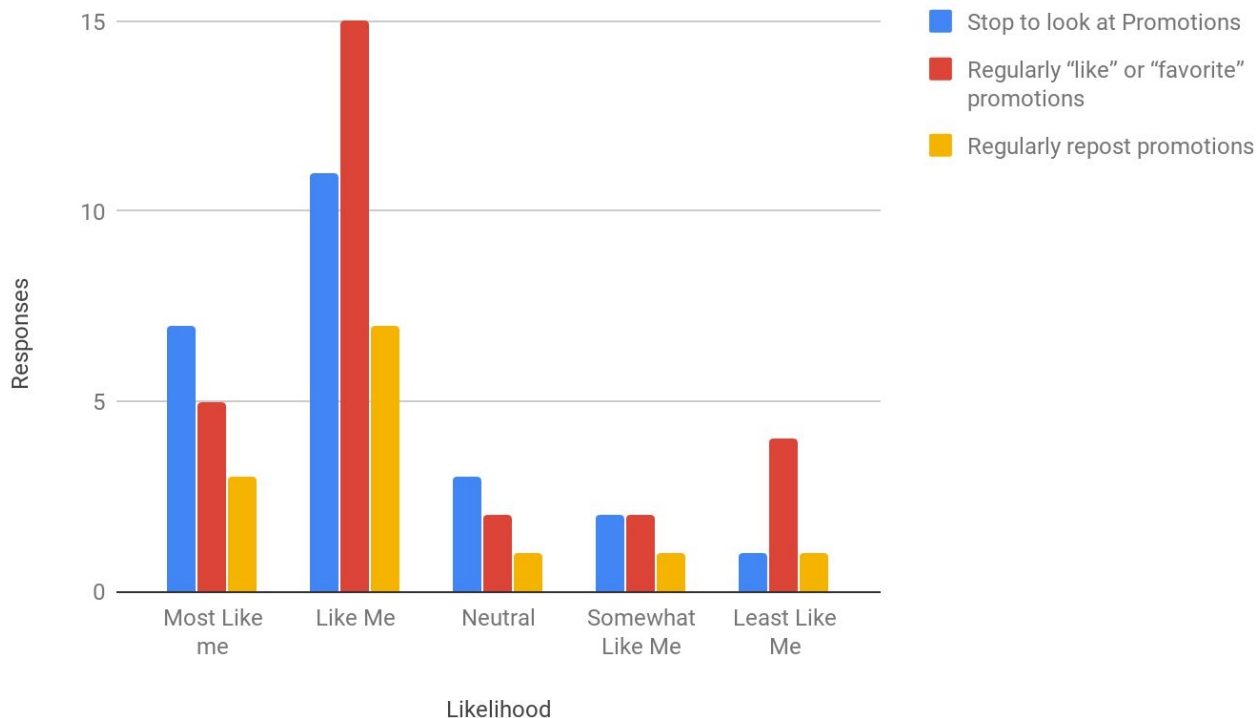
## Major Results Continued

Fans likely to interact w/ promo content - likelihood of buying **tickets** b/c of that content



## Major Results Continued (2)

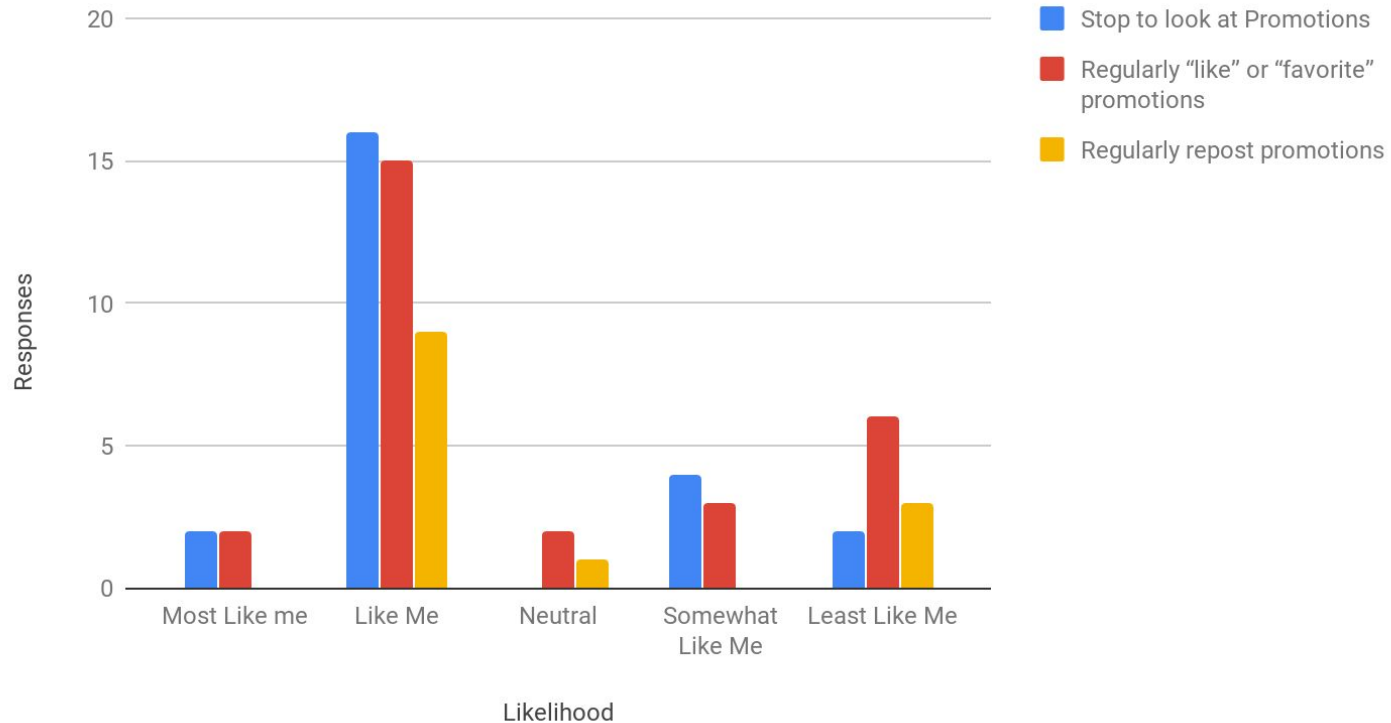
Fans likely to  
interact w/  
promo content -  
likelihood of  
buying **apparel**  
b/c of that  
content





## Major Results Continued (3)

Fans likely to  
interact w/  
promo content -  
likelihood of  
buying  
**merchandise**  
b/c of that  
content



## Major Results Summary

- Generally a positive relationship between SM use and buying intentions
- People were more likely to buy team's products because of promotional content on social media
- Those who used/interacted on social media more were also more likely to buy team's products
- However, SM use did not seem to affect purchase frequency or price range, and different products had different results in buying behavior

# Discussion

- Similar to past research in that social media use influenced consumer's buying habits positively (Hutter et al., 2013)
- SM promotions in particular were more effective (Talih et al., 2017)
- Fan's buying habits changed based on how connected on SM (usage) they were with their teams (Achen, 2016, & Moyer et al., 2015)
- More engaged (SM habits) fans were more likely to purchase products (Achen, 2016, & Pronschinske et al., 2012)
- However, dissimilar in that consumers did not seem to change buying frequency or price range (Hutter et al., 2013)

# Summary

- Evidence shows some positive connection between SM & consumer buying habits/purchase intentions
- Not completely clear/concise as spending ranges and buying frequency seemed unaffected
- Provides new data for sport teams/marketers to use
- This information can help sport managers understand how to tweak their SM marketing strategies


**Summary: Social media use seems to positively affect professional sports fan's buying habits**

# Conclusion

- Delimitations
  - Question choice
  - Qualifying questions
  - Distribution method
- Limitations
  - Participation numbers
  - Participant honesty
  - Participant diversity
  - Time limit
  - COVID-19
- Small sample size, can't be completely generalized to all consumers
  - Still a good building block for future research, fills gaps of previous research (current, broad)
- Further research is needed: a larger data set, more in-depth questions on social media and buying habits as well as differentiations in product types

# References

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# Thank you!

Shawn Rajotte