

Understanding motives for attending charity sport events in Thailand

Supawat Meeprom and Warapon Dansiri

Supawat Meeprom is based at Hospitality and Event Management, Faculty of Business Administration and Accountancy, Khon Kaen University, Khon Kaen, Thailand. Warapon Dansiri is based at Business Development, Ministry of Commerce, Nonthaburi, Thailand.

Abstract

Purpose – This study aims to examine the effects of motives for attending charity sport events on perceptions of self-congruity and charity sport event identification. It also examined the mediating role of self-congruity on the relationships between motives for attending charity sport events and charity sport event identification.

Design/methodology/approach – Data were collected through an online self-administered survey of 330 participants who had attended charity sport events in Thailand. A series of multiple regressions and the PROCESS macro method were used for analysing direct and indirect effects.

Findings – The results clearly indicated that physical and charitable motives had a significant impact on event identification. While physical, social and charitable motives had an impact on self-congruity, self-congruity had a greater impact on event identification. The role of self-congruity, meanwhile, mediated the relationship between physical, social, enjoyment and charitable motives and the event identification.

Research limitations/implications – The results of this study contribute to the extension of the body of knowledge, especially in regard to special events and charitable foundations where the proposed relationships have yet to be studied.

Originality/value – Using the social identity theory as a theoretical background, the study adds to the comprehensive understanding of social and psychological motives to build an identity and enhance a strong sense of identification and belonging to a charity sport event.

Keywords Self-congruity, Attendee's motives, Charity sport event identification, Charity sport event in Thailand

Paper type Research paper

Introduction

The growth in the number of sport events plays an important role in gaining benefits from event portfolios, such as contributing economic impacts, increasing the number of attendees and building a destination's image (Kaplanidou and Vogt, 2007; Dickson *et al.*, 2015). Types of sport events are varied in the form of different sports and activities, such as marathons, other running and cycling events and hiking (Filo and Coghlan, 2016). Beyond fostering positive impacts for the host destination, sport events contribute greatly to promoting active, fitness and healthy lifestyles within a community (Dickson *et al.*, 2015; Abbas, 2004). One type that has grown in popularity is the charity sport event (Higgins and Lauzon, 2003; Hyde *et al.*, 2016). Mirehie *et al.* (2017) note that a number of sport events are used for supporting charities and other fundraising. Nowadays, many charitable organisations are increasingly using sports activities to attract donations and publicise the charity's activities (Coghlan and Filo, 2013; Woolf *et al.*, 2013). A unique characteristic of charity sport events is that they embrace anyone who is actively interested in physical leisure. Due to a diversity of attendees, a major challenge for event organisers is to better understand how attendees are motivated to attend a particular event. This knowledge would be useful for organisers in developing effective strategies to engage more event attendees (Kirkup and Sutherland, 2017).

Received 1 January 2020
Revised 4 March 2020
25 March 2020
19 April 2020
Accepted 21 April 2020

Previous research in the event sector shows that a number of studies have examined attendees and the event activity elements of sport events (Shipway *et al.*, 2013; Filo *et al.*, 2011). However, the literature has largely neglected charity sport event motives that influence charity sport event identification. Thus, the current study tried to fill this void. The concept of identification and self-congruity within event, hospitality and tourism has derived growing attention from scholars and practitioners (Prayag *et al.*, 2019; So *et al.*, 2013; Stokburger-Sauer, 2011). However, within the context of a charity sport event, the understanding of the role of these factors is undeveloped and unclear. Nevertheless, the relationship between self-congruity and identification has been investigated with, for example, (Stokburger-Sauer, 2011) noting self-image congruence to be deemed as a core service marketing strength that can impact customer-service (i. e. event) identification.

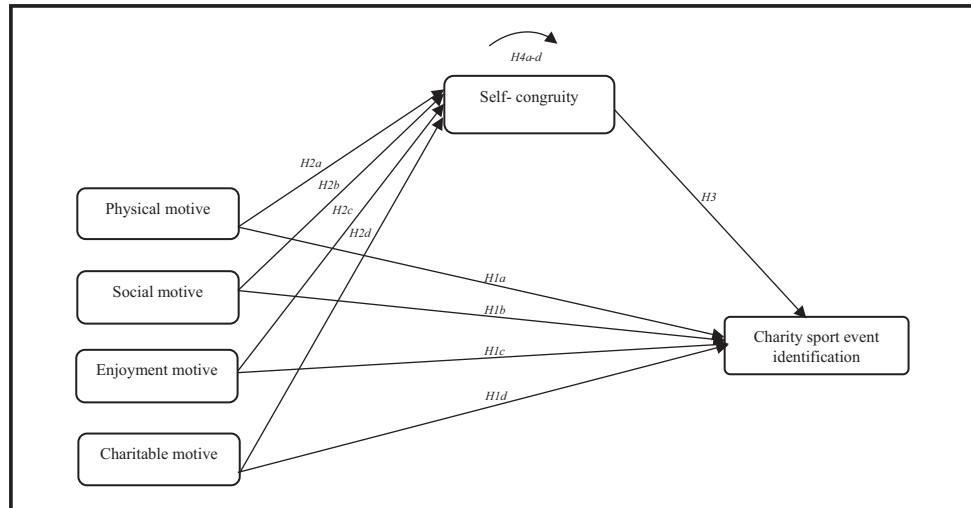
This study provides three contributions to theory in relation to sport events marketing and management. First, it develops on the idea that event motivation does not directly influence behavioural consequences, but instead impacts charity sport event identification through self-image congruence. This contrasts with other studies on motivations for participating in charity sport events, which have prioritised event attachment (Bunds *et al.*, 2016; Filo *et al.*, 2010; Trail *et al.*, 2003) and behavioural consequences such as satisfaction, revisit intention (Camacho *et al.*, 2019; Lee and Kang, 2015; Prayag and Grivel, 2018) and event attendance (Hall *et al.*, 2010; Wann *et al.*, 2008). Instead, the current research examines the psychological congruence outcomes of charity sport event motivation by using the social identity theory. To argue that motivation can drive and enhance attendees' self-congruity with a charity sport event, this study offers a novel antecedent to identification with charity sport events. Prior research has often ignored self-congruity and event identification (Ouyang *et al.*, 2017; Prayag *et al.*, 2019).

Second, this study provides a more holistic view of the psychological aspects of the actual attendees who directly join the sport activities by themselves. Previous research mainly investigated the antecedents of event identification, such as event satisfaction (Lee and Kang, 2015), involvement with sports (Gwinner and Swanson, 2003) and motivation (Prayag and Grivel, 2018) in association with how both event attending participants and spectators, whether at the event site or not, add to the economic benefits of a sport event (Filo *et al.*, 2010). Therefore, this study focused attention on the motivation and behaviours of sport event attendees.

Third, the current research points out some potential explanatory constructs with regard to charity sport event identification. Existing research in the context of sport events lacks consideration of motivation, self-congruity or involvement (Ouyang *et al.*, 2017; Theodorakis *et al.*, 2015; Prayag *et al.*, 2019). For instance, studies investigating the role of motivation in the contexts of sport events have not examined participants' motivations in predicting charity sport event identification (Filo *et al.*, 2010; Kirkup and Sutherland, 2017; Chiu *et al.*, 2016). While identification can be explained as an outcome of motives (Trail and James, 2001; Fink *et al.*, 2002), many studies in relation to the motive determinants of events have limited the role of different motives (Filo *et al.*, 2011; Prayag *et al.*, 2019). The few exceptions include the studies of Filo *et al.* (2012) and Kirkup and Sutherland (2017), but they only examined the direct effects of multiple motives on event attachment relationships; their studies did not investigate any direct or indirect impacts of motivations on identification. Scholars argue that the notions of identification and attachment are different yet related concepts (Prayag *et al.*, 2019). In particular, identification serves a more social purpose, and the social benefits are provided by the object (i.e. the charity sport event) more than the attachment (Sen *et al.*, 2015).

To address this research gap, the current study presents a research model and a survey of charity sport events in Thailand (Figure 1). The following research questions (RQs) are posted:

Figure 1 Conceptual framework



RQ1. To what extent do attendees' motives affect charity sport event identification and self-congruity?

RQ2. To what extent does self-congruity affect charity sport event identification?

RQ3. To what extent does self-congruity mediate the relationship between attendees' motives and charity sport event identification?

By answering these RQs, the results of the study suggest that event organisers and destination marketing organisations can understand how physical, social, charitable and enjoyment motives, along with self-congruity, contribute to charity sport event attendee identification. The study introduces the concept of self-congruity as a factor that may impact the relationship between motives and identification. In addition, the study contributes a quantitative examination of how self-congruity influences charity sport event identification. In the next sections, we present the study's theoretical framework, which was based on the self-congruity theory and social identity theory, and then, develop the accompanying hypotheses. Afterwards, we present the study's methods, results and implications. The paper concludes with a summary of the main contributions along with the limitations of the study and avenues for future research.

Theoretical background and hypotheses development

The concept of charity sport event identification

A charity sport event is defined as any participatory sport event in which individuals pay a registration fee to partake in an organised physical activity with all, or a portion of, event proceeds benefitting a designated charity (Filo *et al.*, 2011). These events have become valuable resources in the fundraising mechanisms of many charitable organisations, and those organisations use sport as a vehicle to drive interest (Meyer and Meyer, 2017; Lachowetz and Gladden, 2003; Prayag *et al.*, 2019). In addition, charity sport events create a way to enhance social cohesion within local communities (Camacho *et al.*, 2019). Therefore, event organisers have to create distinctive event experiences to foster event participation and to engage more people.

Thailand is considered as one of Asia's emerging economies and represents a preferred destination that attracts quality leisure tourists from around the world by incorporating the

Thai culture into its tourism promotion. Statista (2018) predicts a compound annual growth rate (CAGR) of sport events in Thailand at 10.1 per cent during 2018–2022. In 2017, almost 700 running events had been organised, which was the highest number of events ever for the country (ibid). Interestingly, despite the wide array of race organisers, most of the running events were either partly or wholly affiliated with charitable causes.

When focusing on charity sport events from a special event perspective, in addition to the evaluative judgment of the charity sport events themselves, attendees strive to satisfy individual needs and their own self-concepts and values, leading to the event taking on an emotional and symbolic role (Funk and James, 2006). Moreover, charity sport events can be classified as services in an experiential–utilitarian continuum, and event services are more hedonic in nature and relate to more experiential consumption. Thus, the attractiveness of the events plays a vital role in satisfying an attendee's needs, including those related to self-concept and symbolic needs. The construct of charity sport event identification comes into play here. The concept of identification has been broadly studied in organisational and marketing domains (Sen *et al.*, 2015; Tuškej *et al.*, 2013; Lam *et al.*, 2013) to understand the formal membership relationship that exists between the individual and the object of identification (Bhattacharya and Sen, 2003). Identification is defined as an individual psychological state of perceiving, feeling and valuing belongingness with an object (Lam *et al.*, 2013). In other words, “the individual perceives him or herself as an actual or symbolic member of the group ... he or she perceives him or herself as psychologically intertwined with the fate of the group, as sharing a common destiny and experiencing its successes and failures” (Mael and Ashforth, 1992, pp. 104-105). Drawing on these definitions, attendee-charity sport event identification is defined as the perception of belongingness to the charity sport event and thus experiencing the charity sport event's successes and failures.

To manage charity sport event identification, event organisers require a deeper understanding of the factors that impact this important concept. Self-congruity captures how individuals behave and evaluate (e.g. consuming a service, product and/or event) to support their self-concepts (Roy and Rabbanee, 2015; Sirgy and Su, 2000). Self-congruity refers to the degree of match or mismatch between a product/service image and a customers' self-image (Sirgy *et al.*, 1997). Specifically, when an individual perceives their self-concept to fit the object's image, self-congruence happens (hereafter, we will use the term “object” to imply the special event). When an individual evaluates a good match with their self-image, they perceive greater levels of self-congruence (Kressmann *et al.*, 2006). Those perceiving high levels of congruence are more likely to be satisfied than those with low levels of congruence (Jamal and Goode, 2001). Applying the self-congruity theory, there should be a relationship between self-congruity and charity sport event identification. Regarding the match or mismatch as an indicator for how attendees receive satisfaction from an event, it can be assumed that event attendees will increase or reduce engagement with an event in relationship with how the event is considered a fit or match to his or her self-concept. As a result, the congruence between attendee self-image and perceived event image can bolster identification. Thus, attendees who feel congruence between the sense of self-image and event image will appear more motivated and consequently will find it more worthwhile to identify with the event. The concept of self-congruity, hence, assists in identifying the development of identification through affinity. The self-congruity of the person's image and event image could be a meaningful antecedent to charity sport event identification.

According to the social identity theory, it is postulated that an individual exhibits a predisposition to categorise and evaluate themselves and others in relation to a variety of social classifications such as demographic profiles (e.g. gender and religion). Considering the way an individual builds and increases their social identity, social and psychological motives, therefore, demonstrate a starting point for the building of identity, enhancing a

strong sense of attachment and belonging to objects (Fink *et al.*, 2002). Motive is viewed as an inner state that activates a person's goal-oriented behaviour; it is the intrinsic driving force that impels individuals to behave in a certain way (Iso-Ahola, 1982). An understanding of individual's motives can lead to a more precise projection of their behaviour. Such social and psychological needs can be found to be especially salient to identification, such as social interaction, enjoyment and excitement and physical trends (Fink *et al.*, 2002). As the integration of physical exertions and charitable causes is a prominent characteristic of charity sport events, it is crucial for event organisers to understand what motivates attendees to attend the event, whether it is physical or charitable dominance (Won *et al.*, 2010). The motives from such social and psychological perspectives could be a powerful antecedent to event identification. The charity sport event motive is referred to as leisure-and-recreation-based and charity-based needs fulfilled through charity sport event attendance.

Hypotheses development

Charity sport event research has revealed different motives that influence event attendees. Prior studies have posited that attendees' motives to attend include social (e.g. charitable desires, social interaction and family/friends) and psychological (e.g. acquiring new knowledge, enjoyable activities and escape) needs. For example, Trail *et al.* (2003) revealed that both social and psychological motives can increase participant satisfaction in attending a sports event. The review of literature on the charity sport event context revealed that Bennett *et al.* (2007) found that "fun and enjoyment" tend to motivate people to participate in charity sport events the most, and Filo *et al.* (2012) identify the most significant role of "social motives" to the development of charity sport events attachment. Some scholars claim that cause-related motives are seemingly determined by attendees in charity-affiliated events, e.g. personal involvement with a good cause (Bennett *et al.*, 2007), the desire to help others (Ritzenhein, 2000), reciprocity (Dawson, 1988), the desire to improve charities (Gladden *et al.*, 2005) and feelings of enhanced self-esteem (Williamson and Clark, 1989).

The review of the charity sport event literature revealed that different motives attract and drive attendees to contribute to a charity sport event (Filo *et al.*, 2010; Kirkup and Sutherland, 2017). Funk and James (2006) suggest that motives are a key factor that bolster attendee attraction to a sport event and foster meaning, whereas engaging and participating in the event can take on a psychological state and symbolic and functional meaning. This in turn will bring about a development of stronger attitudinal evaluations and clearer self-identification (Funk and James, 2006). As mentioned above, the importance of motives can be recognised as inputs to a development of attendee-event identification. The present study attempted to gain a deeper understanding of how identification contributes to greater meaning and significance in one's life. A charity sport event identification is the result of motivation satisfied through sport event participation (Filo *et al.*, 2011). Therefore, the following hypotheses were developed:

- H1a.* Physical motive has a positive effect on charity sport event identification.
- H1b.* Social motive has a positive effect on charity sport event identification.
- H1c.* Enjoyment motive has a positive effect on charity sport event identification.
- H1d.* Charity motive has a positive effect on charity sport event identification.

The concept of self-congruity has been well documented in the marketing literature (Aguirre-Rodriguez *et al.*, 2012; Roy and Rabbanee, 2015) and has been transferred into the event context (Ryu and Lee, 2013; Gratton *et al.*, 2011). Special events with a unique image enable visitors to project, affirm or increase their sense of self. Congruence between the event image and attendee image leads to the fulfilment of needs and wants (Shin *et al.*,

2018). Understanding the driver of self-congruity may connect to individual needs (Sirgy and Su, 2000). For example, attendees compare their needs and aspirations to the personality characteristics they believe the event delivers and the resulting match contributes directly to the perceptions of self-congruity. Some researchers have found that people are motivated to increase self-image with a service and produce one that meets those expectations during purchase decisions (Bearden *et al.*, 1989). In other words, some people may perceive themselves to be unique and often make an effort to build their specialness by acquiring products or attending special events (Snyder, 1992). In this sense, events not only need a clear and recognised event image to effectively compete with other event options, but also the event image that is connected to the attendee self-image must be able to be associated to the needs and desired experiences of individuals in the target markets. Therefore, the following hypotheses were developed:

- H2a.* Physical motive has a positive effect on self-congruity.
- H2b.* Social motive has a positive effect on self-congruity.
- H2c.* Enjoyment motive has a positive effect on self-congruity.
- H2d.* Charity motive has a positive effect on self-congruity.

Similar to consumers who prefer services or products that match their self-congruity, sport event attendees form a strong engagement with the events that match their identities. An event image that is congruent with the individual's image will, therefore, enhance the event identification. In addition, following the social identity theory, it can, hence, be implied that charity sport event attendees can develop emotional bonds with participation or interaction with the event experience. Following this logic, maintaining a consistent, stable self-concept and self-expression for an event can lead to increasing the identification with the event. Thus, a charity sport event identification identity that matches the sense of self of potential attendees offers them an opportunity. Therefore, the following hypothesis was developed:

- H3.* Self-congruity has a positive effect on charity sport event identification.

Finally, the proposed conceptual model examines the indirect effect of self-congruity on the relationship between different attendees' motives and the charity sport event identification. Placing them within the context of the social identity theory, we expected that attendees' motives would contribute to event identification via self-congruity. Specifically, because attendees have different motives and reasons for attending an event, the theory captures an attendee's goal-oriented behaviour to engage with the event when feeling a fit with their own self-concept, which in turn contains self-knowledge related to the perceived event image that enhances the event identification. Therefore, the following hypotheses were developed:

- H4a.* Self-congruity mediates the effect of physical motive on charity sport event identification.
- H4b.* Self-congruity mediates the effect of social motive on charity sport event identification.
- H4c.* Self-congruity mediates the effect of enjoyment motive on charity sport event identification.
- H4d.* Self-congruity mediates the effect of charity motive on charity sport event identification.

Research methodology

Data collection and procedure

An online self-administered survey was used to collect data of attendee motives and perceptions of charity sport events in Thailand. As this research focused on the examination of charity sport events, only attendees who had attended the events were qualified to

participate in the survey. The sampling procedure applied non-probability snowball sampling comprised of two stages (Tuškej *et al.*, 2013). In the first stage, the participants who met the selection criteria were recruited via the social network Facebook using a page of a runner's community in Thailand, and then, these initial recruits were used to establish further contacts (Bell *et al.*, 2018). The second stage was recruited based on referrals; their characteristics were similar to the first group (Malhotra and Birks, 2007). In this study, the first group were asked to complete the survey form, and then, they were asked to forward the survey link to their friends and acquaintances who were runners. The fact that Facebook is the most popular social network in Thailand – its 88.4 per cent was the highest saturation of any social network (Lexicon, 2019) – supported the decision to use Facebook as a sampling tool. This method elicited around 400 respondents in the sampling pool.

During the construction of the survey instrument, a comprehensive review of prior studies on motivation and identification identified numerous scales that had been validated in the charity sport event and marketing literature. Physical and social motives were measured by three items for each, which were adopted from previous research (Filo *et al.*, 2011; Goodwin *et al.*, 2017). Enjoyment motive was measured by five items, which were taken from Bennett *et al.* (2007) and Funk *et al.* (2004). Charity motive was measured by six items, which were adopted from previous research (Bennett and Gabriel, 1999; Bennett *et al.*, 2007; Filo *et al.*, 2011). Self-congruity was measured by five items, which were taken from previous research (Bennett *et al.*, 2007). Identification was measured by ten items, which were taken from Brewer *et al.* (1993). All the questionnaire items were measured on five-point Likert scales (1 = strongly disagree, 5 = strongly agree). As the data were to be collected from Thai participants in charity sport events, all the items were first developed in an English version. A backward-forward translation process was then used to ensure the quality of the survey (Ritsri and Meeprom, 2020).

Data analysis

The collected data were analysed by the IBM SPSS statistical program. First, the descriptive profiles of attendees, including gender, age, number of events attended, race type and frequency of event attendance, were generated. Then, to assess the measurement of the constructs of interest, the mean scores were formulated, and the internal consistency of each construct was calculated using Cronbach's alpha to ensure the reliability of the measures. During the analysis, convergent validity was examined by calculating the average variance extracted (AVE) for each latent construct, and discriminant validity was assessed by examining the correlations between the latent constructs. In addition, reliability was examined through assessing the coefficient alpha and composite reliability of each construct.

To test the direct effects, first, a series of multiple regression methods were used. In terms of the indirect effects (the mediating variables), the use of Hayes' PROCESS method was performed to use the path analysis model suggested by both Hayes (2017) and Ouyang *et al.* (2017). The PROCESS macro is useful for formulating conditional indirect effects that require the combination of parameter estimates across multiple equations in the model. Importantly, Hayes (2017) claims that PROCESS uses a bootstrapping technique to construct asymmetric confidence intervals for indirect effects in simple, multiple or moderated mediation models. This technique provides fewer assumptions about the shape of the sampling distribution of indirect effects and is considered to be a very powerful method (MacKinnon *et al.*, 2007). Although some scholars suggest using structural equation modelling (SEM) to test a path analysis, SEM uses an entire system of equations simultaneously through iteration, generally using the maximum likelihood (ML), rather than estimating the parameters of each equation independently (Hayes *et al.*, 2017). However, the current study required the understanding of mediation as a procedure rather than as a model. This logic is also supported by Baron and Kenny (1986), who suggest focusing on the components of the model rather than the model as a whole. Specifically, the PROCESS

macro using Model 4 with 2,000 bootstrapped samples was used in the present study. As the regression analyses consisted of interaction terms, constructs that included an interaction product were mean centred to diminish the issues of multicollinearity (Field, 2013). Therefore, we considered the PROCESS macro to use the path analysis framework.

Results

Demographic profile

After the data screening, 330 useable responses were available for the analysis, indicating a response rate of around 82 per cent. The sample was 55.2 per cent female and 44.8 per cent male with an average respondent age of 35.30 years old. About half of the respondents had attended 1–5 charity running events (50.9 per cent), and 29.1 per cent reported having participated in more than ten charity running events. A majority of participants (55.7 per cent) had attended a mini marathon (10K). The most participants (36.1 per cent) attended charity running events every three months, while 21.8 per cent attended every month.

Table 1 shows that the Cronbach's alpha scores were relatively high values, and all were above the threshold of 0.70 (Nunnally, 1978). All of the composite reliability values exceeded 0.70, demonstrating a high level of internal consistency for the latent variables. In addition, the value of the average variance was over the recommended value of 0.50 (Hair et al., 2016). Table 2 shows the square root of AVE of each variable was greater than the correlation coefficients of the other related variables, confirming the discriminant validity (Fornell and Larcker, 1981).

Harman's single-factor approach was used to test for a possible common method bias. This study collected the data using one self-report survey from each individual informant. Following prior research (Lim et al., 2017), the fit of a model in which indicators loaded on one factor would be examined. If it was largely responsible for the covariation among the measures, this would be an indication of possible common method bias. Based on this approach, a single factor using confirmatory factor analysis (CFA) was assessed to fit the data to see if the method variance was largely responsible for the covariation among the measures. The results of the CFA indicated that a one-factor model exhibited a poor fit, $\chi^2 = 231.173$, $df = 35$, normed fit index (NFI) = 0.79 and root mean square error of approximation (RMSEA) = 0.131. A six-factor measurement model presented a good fit, $\chi^2 = 513.127$, $df = 194$, NFI = 0.90 and RMSEA = 0.07. Therefore, these results suggest that common method variance was not a problem in our sample.

Hypothesis testing

Direct effects

The regression analysis was used to examine whether attendees' motives for attending a charity sport event and self-congruity influenced their perception of the charity sport event identification. As presented in Figure 2 and Table 3, significant paths were identified from the physical motive to the charity sport event identification ($b = 0.11$, $t = 1.77$, $p < 0.05$) and from the charitable motive to the charity sport event identification ($b = 0.18$, $t = 2.90$, $p < 0.001$). *H1* advanced that physical, social, enjoyment and charitable motives would contribute to the charity sport event identification. The results of the regression analysis identified the physical and charitable motives as significant predictors of the charity sport event identification. However, the findings indicated a direct relationship between the social motive and the charity sport event identification was not significant, nor was the relationship between the enjoyment motive and the charity sport event identification. This result demonstrated support for *H1a* and *H1d* and failed to support *H1b* and *H1c*.

To test the proposed relationships between attendees' different motives for attending the charity sport event, the self-congruity variable was regressed on the physical, social, enjoyment and charitable motives. The results indicated that the physical ($b = 0.14$, $t =$

Table 1 Constructs and indicators

Construct and item	Factor loadings	α	CR	AVE
<i>My reasons for attending the charity sport events</i>				
Physical motive (M = 4.00, SD = 0.82)		0.79	0.81	0.60
It would provide me with an opportunity to improve my running ability	0.86			
It would provide me with an opportunity to keep in shape	0.63			
It would provide me with an opportunity to challenge my running ability	0.81			
Social motive (M = 4.21, SD = 0.80)		0.91	0.91	0.79
It would allow me to meet new and different people	0.84			
It would allow me to interact with others	0.91			
It would allow me to build friendships with others	0.91			
Enjoyment motive (M = 4.28, SD = 0.64)		0.86	0.87	0.56
Participating in charity running events is fun	0.66			
I liked the excitement associated with the charity running events	0.77			
I enjoyed the atmosphere surrounding the charity running events	0.80			
I thought the activity in charity running events would be fun	0.76			
I enjoyed taking part in charity running events because it was a highly entertaining experience	0.76			
Charitable motive (M = 4.08, SD = 0.69)		0.84	0.85	0.58
I am interested in the work of charities I support even when I am not able to make a contribution	0.65			
A major reason I participated in the event was to help enhance the status of the charity or charities involved	0.82			
My decision to participate in the event was mainly determined by my desire to help the charity or charities involved	0.83			
Supporting a charity gives me an inherent sense of satisfaction	0.73			
Self-congruity (M = 3.70, SD = 0.69)		0.88	0.88	0.61
I like impressing the people who are watching me participate in the charity running events	0.73			
I enjoy the positive reactions of the spectators	0.66			
I like to be noticed for what I do	0.79			
I enjoy the feeling of being held in esteem by others	0.84			
It created a positive image of myself that others were likely to find appealing	0.86			
Charity sport event identification (M = 3.70, SD = 0.91)		0.89	0.89	0.47
I consider myself a runner	0.66			
I have many goals related to running	0.57			
Most of my friends are runners	0.55			
Running is the most important part of my life	0.86			
I spend more time thinking about running than anything else	0.84			
I need to participate in running events to feel good about myself	0.65			
Other people see me mainly as a runner	0.74			
I feel bad about myself when I do poorly in a running race	0.62			
Running is the only important thing in my life	0.70			
I would be very depressed if I were injured and could not compete in running race	0.57			

Notes: α = Cronbach α , CR = composite reliability, AVE = average variance extracted

Table 2 Discriminant validity analysis

	AVE	1	2	3	4	5	6
1. Physical motive	0.60	<i>0.77</i>					
2. Social motive	0.79	0.18	<i>0.89</i>				
3. Enjoyment motive	0.56	0.59	0.47	<i>0.75</i>			
4. Charitable motive	0.58	0.21	0.37	0.43	<i>0.76</i>		
5. Self-congruity	0.61	0.29	0.34	0.43	0.46	<i>0.78</i>	
6. Charity sport event identification	0.50	0.23	0.23	0.28	0.26	0.44	<i>0.71</i>

Note: The bold diagonal italics elements are square root of AVE

Figure 2 Conceptual model with standard path coefficient

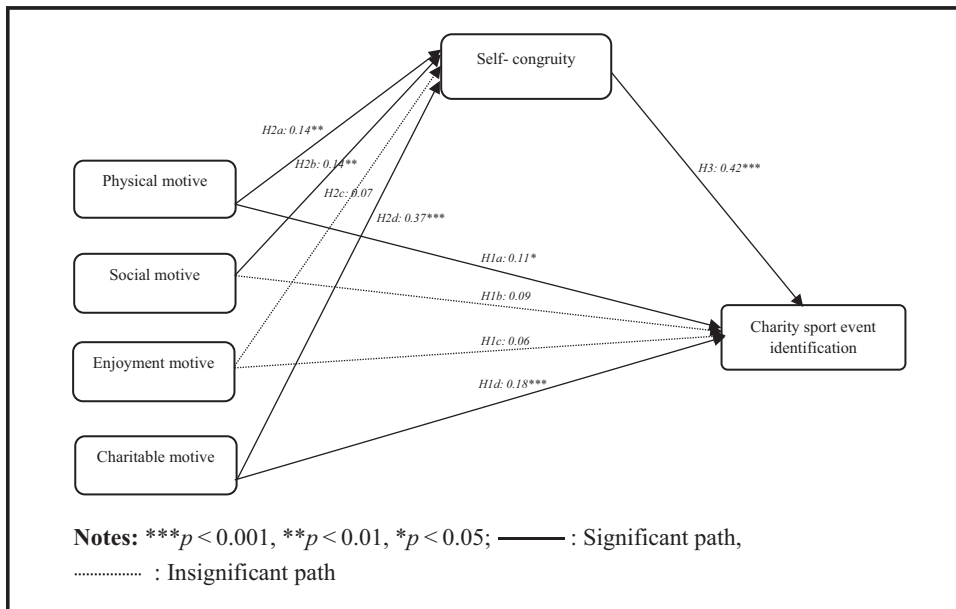


Table 3 Regressions analyses

DV	IVs	B	SE	t	p	95% confidence interval		Hypothesis
						LLCI	ULCI	
Identification	Physical motive (H1a)	0.11	0.07	1.77	*	-0.02	0.23	Supported
	Social motive (H1b)	0.09	0.06	1.42	ns	-0.03	0.20	Not supported
	Enjoyment motive (H1c)	0.06	0.08	0.81	ns	-0.10	0.21	Not supported
	Charitable motive (H1d)	0.18	0.06	2.90	***	0.07	0.30	Supported
	$R^2 = 0.10, F = 9.41, p < 0.001$							
Self-congruity	Physical motive (H2a)	0.14	0.06	2.55	**	-0.10	0.10	Supported
	Social motive (H2b)	0.14	0.06	2.55	**	0.02	0.26	Supported
	Enjoyment motive (H2c)	0.07	0.07	1.08	ns	0.02	0.25	Not Supported
	Charitable motive (H2d)	0.37	0.06	6.56	***	-0.07	0.21	Supported
	$R^2 = 0.29, F = 33.88, p < 0.001$							
Identification	Self-congruity (H3)	0.42	0.06	8.35	***	0.31	0.53	Supported
	$R^2 = 0.18, F = 69.75, p < 0.001$							

Notes: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

2.55, $p < 0.01$), social ($b = 0.14, t = 2.55, p < 0.01$) and charitable motives ($b = 0.37, t = 6.56, p < 0.001$) significantly influenced self-congruity. On the other hand, the enjoyment motive did not significantly influence self-congruity ($b = 0.07, t = 1.08, p > 0.50$). The results provided support for H2a, H2b and H2d and failed to support H2c.

We predicted in H3 that self-congruity would affect the charity sport event identification. The results indicated that the direct effect of self-congruity on the charity sport event identification was statistically significant ($b = 0.42, t = 8.35, p < 0.001$), confirming H3.

Mediation effects

To test the mediation effects, we followed the method suggested by Zhao et al. (2010) to perform a bootstrapping test using the Hayes' PROCESS macro Model 4 (Hayes, 2017), as

presented in Table 4. Zhao *et al.* (2010) claim that for an indirect effect, the relationship between an independent variable and a dependent variable is not required to be significant; instead, the only requirement is that the mediation effect be significant, calculated by applying the more powerful and rigorous bootstrap test that addresses the sampling distribution normality issue. Following this approach, we hypothesised that the relationship between different motives (namely, physical, social, enjoyment and charitable) for attending a charity sport event, and the event identification would be mediated by self-congruity. The results indicated that the indirect effect of physical motive on the charity sport event identification through self-congruity was statistically significant and had a point estimate of 0.12 ($b = 0.40$, 95% CI: [0.07, 0.18]), confirming *H4a*. The indirect effect of social motive on the charity sport event identification through self-congruity was statistically significant and had a point estimate of 0.13 ($b = 0.20$, 95% CI: [0.08, 0.19]), confirming *H4b*. *H4c* predicted that self-congruity mediates the relationship between enjoyment motive and the charity sport event identification. The findings supported this hypothesis with a point estimate of 0.15 ($b = 0.38$, 95% CI: [0.09, 0.21]). The results of the bootstrap test also confirmed *H4d* and indicated that the indirect effect of charitable motive on the charity sport event identification through self-congruity was statistically significant and a point estimate of 0.19 ($b = 0.37$, 95% CI: [0.11, 0.27]).

In sum, the diverse motives for attending a charity sport event influenced attendees' perceptions of the charity sport event identification indirectly through the simple mediation of perceived self-congruity. Attendees who had different reasons to participate in the event evaluated themselves to feel congruence between their self-image and the event image which increased as individual perception of identification such as valuing belongingness with the charity sport event did.

Discussion and conclusion

Although motives for participating in an event and behaviour towards a variety of forms of post-consumption evaluation of special event experiences have been extensively studied (Camacho *et al.*, 2019; Filo and Coghlan, 2016; Mirehie *et al.*, 2017; Hyde *et al.*, 2016), this study expanded upon a comprehensive knowledge of charity sport event attendees' motives and identification. It portrayed a greater meaning of charity sport events by examining the effects of different attendees' motives for participating with regard to the charity sport event identification using the social identity theory. Furthermore, this study also explored the indirect effect of self-congruity on the five diverse motive relationships with the charity sport event identification. In doing so, both theoretical and managerial implications were derived.

The results of this study indicated that only physical and charitable motives significantly influenced attendees' perceptions of charity sport event identification. The findings also suggest that a formation of self-congruity was significantly affected by the physical, charitable and social motives. Self-congruity was predicted, in turn, by the attendees' level of event identification. These findings are consistent with research in other domains examined by marketing and consumption researchers, such as those of motives and

Table 4 Regression coefficients of serial mediation models estimated using PROCESS

Model	Effect	SE	95% confidence interval	
			Boot lower	Boot upper
Physical motive → self-congruity → identification (<i>H4a</i>)	0.12	0.03	0.07	0.18
Social motive → self-congruity → identification (<i>H4b</i>)	0.13	0.03	0.08	0.19
Enjoyment motive → self-congruity → identification (<i>H4c</i>)	0.15	0.03	0.09	0.21
Charitable motive → self-congruity → identification (<i>H4d</i>)	0.19	0.04	0.11	0.27

identification ([Gammoh et al., 2014](#); [Mallin et al., 2017](#); [Wu et al., 2012](#)), which have found that motives play a central role in enhancing identification. In line with the social identity theory, attendees had an emotional connection to a process of self-identity or self-regulation with the charity sport event setting, symbols of the event, connections with the event, their conscious or unconscious preferences for the event and personal relationships with the event. A strong physical connection implies that attendees may seek meaning in and connectedness with the event, in that they are concerned about healthy living and improving physical abilities to align with their sense of self-interest that is linked with their benefits for attending the sport event, while charitable-motivated attendees may seek charity-affiliated events, e.g. wanting personal involvement with a good cause and the desire to help others to align with and fuel their sense of pride and esteem that is related to the event.

The results show that physical, social and charitable motives led to self-congruity, while an enjoyment motive did not impact self-congruity. It is conceivable that the need to seek fitness and health benefits drove self-congruity for attendees who participated in the charity sport event. When attendees enjoy camaraderie and like to mix socially with others, they perceive greater congruity between self-image and attendee image for the charity sport event due to their search for social interaction and a sense of community. Attendees with a need for charitable giving perceive greater self-congruity between self-image and attendee image for a charity sport event. By contrast, attendees driven by an enjoyment motive will not be impacted on self-congruity for a charity sport event. On the outcome side, self-congruity influences the charity sport event identification. Aligning self-image with the attendee image of a charity sport event increases positive perceptions about oneself, and this fosters identification. This result seems to be in line with the findings of [Stokburger-Sauer \(2011\)](#), who reported a high individual congruence that encourages identification with a brand and shows a more positive attitude towards it.

Moreover, the mediating role of self-congruity in predicting interest or participation in a charity sport event provides empirical support for [Roy and Rabbanee \(2015\)](#) contention that an evaluative outcome that provides an individual a perception of the congruence of self-image and an object image strengthens the outcomes. In the case of the present study, attendees' motives are mediated by self-congruity, contributing to the charity sport event identification. According to the social identity theory, a development of stronger self-identification is derived from the psychological state, symbolic and functional meaning of an individuals' motivation ([Stryker and Burke, 2000](#)). The result has reinforced the robustness of a mediation effect of self-congruity. That is, motives do indeed possess a predictive influence on the charity sport event identification both directly and indirectly through self-congruity. Attendees perceived themselves as psychologically interwoven with the destiny of an event, sharing their mental connections to the event's successes and failures. Event attendees' self-congruity showed a significant match between individual motives, which influenced self-image and the charity sport event identification, reflecting the product/service image. Therefore, when a person perceives their self-concept to agree with a charity sport events' image, self-congruity happens and bridges the contribution of motives to the charity sport event identification.

Managerial implications

From a managerial point of view, the results of the study reinforce the need for event managers and destination marketing organisations to be cognisant of the impacts that establishing an attendee-event identification that reflect attendees' motives and self-congruity has on the event consumption experience. To strengthen attendee-event identification, the event managers must design marketing strategies based on the significant motives of the target attendees and their self-identity. Promotion of charitable causes must be highlighted, as the charity motive was found to have the most influence on

the charity sport event identification. Additionally, this is also a great opportunity for non-profit organisations to improve their events and to develop them to become more influential. To promote self-congruity, the event organisers could provide spaces/activities that facilitate the attendees to express themselves to others, such as photo booths or props. Significantly, they should ensure that they offer standardised races and racing facilities, as this may encourage the participants with physical motive to develop event identification. The results regarding the mediating effect of self-congruity may allow organisers to appropriately decide on a segmentation strategy. To understand participants' behaviours, they should determine their salient identities, e.g. whether the attendees are more sport- or charity-oriented. Then, event organisers can effectively select the desired target attendees, and they could design event themes in accordance with their identity to enhance participation experience. The results indicate that the charity sport events' participants were found to be people with a high orientation on charity and low orientation on running. Thus, organisers could emphasise more charitable aspects of the events and perhaps include short distance races, such as a fun run (5K), to promote an increased involvement of "fun runners". Finally, this study helps to promote the development of the charity sport event industry; its results are valuable for the expansion and improvement of charity sport events. Furthermore, other relevant businesses, such as race sponsors, may also find the results useful for their marketing implementations.

Limitations and future research directions

This study discloses several limitations that suggest further avenues of exploration. Firstly, the construct of charity sport event identification used in this study was predominantly centred around an athletic aspect. While the nature of charity sporting event is more complicated than sport only events, so the orientation on philanthropic identity should be considered. An examination of the charitable-related identification would be a vital extension of the research. Secondly, in this research work, self-congruity had been assimilated only as questions on a social self rather than an integration of one's real self-concept and his/her image of charity sport events' participants. It is interestingly important to investigate a congruity of the social and ideal-social self-identities in the image to validate a relationship between participants' real self and their social image that influence the charity event identification. Thirdly, other relevant facets of self-congruity that provide deeper insight into the hedonic component of identity formation can be more exaggerated in this research context. These additional factors might act as either moderator or mediator in the mechanism of self-congruity, such as individual personality traits and demographic factors. For example, in Thailand's context, a cultural facet could be one significant factor that greatly influences one's self-identity project on charitable-related products. An investigation of the role of such factors in a charity sport event setting would be a great potential for future study. Finally, the further research on effects of self-congruity on other behavioural consequences would be very convincing, such as event attachment, word-of-mouth and charity-cause sponsorship. Moreover, additional research designs could be applied to compare the findings, e.g. experimental research, a qualitative method or cluster analysis.

References

- Abbas, A. (2004), "The embodiment of class, gender and age through leisure: a realist analysis of long distance running", *Leisure Studies*, Vol. 23 No. 2, pp. 159-175.
- Aguirre-Rodriguez, A., Bosnjak, M. and Sirgy, M.J. (2012), "Moderators of the self-congruity effect on consumer decision-making: a meta-analysis", *Journal of Business Research*, Vol. 65 No. 8, pp. 1179-1188.
- Baron, R.M. and Kenny, D.A. (1986), "The moderator–mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations", *Journal of Personality and Social Psychology*, Vol. 51 No. 6, pp. 1173-1182.

- Bearden, W.O., Netemeyer, R.G. and Teel, J.E. (1989), "Measurement of consumer susceptibility to interpersonal influence", *Journal of Consumer Research*, Vol. 15 No. 4, pp. 473-481.
- Bell, E., Bryman, A. and Harley, B. (2018), *Business Research Methods*, Oxford University Press.
- Bennett, R. and Gabriel, H. (1999), "Organisational factors and knowledge management within large marketing departments: an empirical study", *Journal of Knowledge Management*, Vol. 3 No. 3, pp. 212-225.
- Bennett, R., Mousley, W., Kitchin, P. and Ali-Choudhury, R. (2007), "Motivations for participating in charity-affiliated sporting events", *Journal of Customer Behaviour*, Vol. 6 No. 2, pp. 155-178.
- Bhattacharya, C.B. and Sen, S. (2003), "Consumer-company identification: a framework for understanding consumers' relationships with companies", *Journal of Marketing*, Vol. 67 No. 2, pp. 76-88.
- Brewer, B.W., Van Raalte, J.L. and Linder, D.E. (1993), "Athletic identity: Hercules' muscles or Achilles heel?", *International Journal of Sport Psychology*, Vol. 24 No. 2, pp. 237-254.
- Bunds, K.S., Brandon-Lai, S. and Armstrong, C. (2016), "An inductive investigation of participants' attachment to charity sports events: the case of team water charity", *European Sport Management Quarterly*, Vol. 16 No. 3, pp. 364-383.
- Camacho, D.P., Dos Santos, M.A. and Bastias, D.D. (2019), "The relationship between factors that contribute to support and future intentions in relation to a major sporting event", *Academia Revista Latinoamericana de Administración*, Vol. 32 No. 4, pp. 442-454.
- Chiu, W., Lee, Y.-J. and Won, D. (2016), "Bifactor analysis of motivation for charity sport event participation", *International Review on Public and Nonprofit Marketing*, Vol. 13 No. 1, pp. 1-13.
- Coghlan, A. and Filo, K. (2013), "Using constant comparison method and qualitative data to understand participants' experiences at the nexus of tourism, sport and charity events", *Tourism Management*, Vol. 35, pp. 122-131.
- Dawson, S. (1988), "Four motivations for charitable giving: implications for marketing strategy to attract monetary donations for medical research", *Marketing Health Services*, Vol. 8 No. 2, pp. 31-37.
- Dickson, T., Darcy, S., Edwards, D. and Terwiel, F. (2015), "Sport mega-event volunteers' motivations and postevent intention to volunteer: the Sydney world masters games, 2009", *Event Management*, Vol. 19 No. 2, pp. 227-245.
- Field, A. (2013), *Discovering Statistics Using IBM SPSS Statistics*, Sage Publications.
- Filo, K. and Coghlan, A. (2016), "Exploring the positive psychology domains of well-being activated through charity sport event experiences", *Event Management*, Vol. 20 No. 2, pp. 181-199.
- Filo, K., Funk, D. and O'Brien, D. (2010), "The antecedents and outcomes of attachment and sponsor image within charity sport events", *Journal of Sport Management*, Vol. 24 No. 6, pp. 623-648.
- Filo, K., Funk, D.C. and O'Brien, D. (2011), "Examining motivation for charity sport event participation: a comparison of recreation-based and charity-based motives", *Journal of Leisure Research*, Vol. 43 No. 4, pp. 491-518.
- Filo, K., Groza, M.D. and Fairley, S. (2012), "The role of belief in making a difference in enhancing attachment to a charity sport event", *Journal of Nonprofit & Public Sector Marketing*, Vol. 24 No. 2, pp. 123-140.
- Fink, J.S., Trail, G.T. and Anderson, D.F. (2002), "An examination of team identification: which motives are most salient to its existence?", *International Sports Journal*, Vol. 6 No. 2, pp. 195-207.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Funk, D.C. and James, J.D. (2006), "Consumer loyalty: the meaning of attachment in the development of sport team allegiance", *Journal of Sport Management*, Vol. 20 No. 2, pp. 189-217.
- Funk, D.C., Ridinger, L.L. and Moorman, A.M. (2004), "Exploring origins of involvement: understanding the relationship between consumer motives and involvement with professional sport teams", *Leisure Sciences*, Vol. 26 No. 1, pp. 35-61.
- Gammoh, B., Mallin, M. and Bolman, P.E. (2014), "The impact of salesperson-Brand personality congruence on salesperson brand identification, motivation and performance outcomes", *Journal of Product Brand Management*, Vol. 23 No. 7, pp. 543-553.

- Gladden, J.M., Mahony, D.F. and Apostolopoulou, A. (2005), "Toward a better understanding of college athletic donors: what are the primary motives?", *Sport Marketing Quarterly*, Vol. 14 No. 1, pp. 18-30.
- Goodwin, A., Snelgrove, R., Wood, L. and Taks, M. (2017), "Leveraging charity sport events to develop a connection to a cause", *Event Management*, Vol. 21 No. 2, pp. 175-184.
- Gratton, D., Raciti, M. and Arcodia, C. (2011), "The role of consumer self-concept in marketing festivals", *Journal of Travel & Tourism Marketing*, Vol. 28 No. 6, pp. 644-655.
- Gwinner, K. and Swanson, S.R. (2003), "A model of fan identification: antecedents and sponsorship outcomes", *Journal of Services Marketing*, Vol. 17 No. 3, pp. 275-294.
- Hair, J.F., Hult, G.T.M., Ringle, C. and Sarstedt, M. (2016), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Thousand Oaks.
- Hall, J., O'Mahony, B. and Vieceli, J. (2010), "An empirical model of attendance factors at major sporting events", *International Journal of Hospitality Management*, Vol. 29 No. 2, pp. 328-334.
- Hayes, A.F. (2017), *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach*, Guilford Publications, New York, NY.
- Hayes, A.F., Montoya, A.K. and Rockwood, N. (2017), "The analysis of mechanisms and their contingencies: process versus structural equation modeling", *Australasian Marketing Journal (Amj)*, Vol. 25 No. 1, pp. 76-81.
- Higgins, J.W. and Lauzon, L. (2003), "Finding the funds in fun runs: exploring physical activity events as fundraising tools in the nonprofit sector", *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 8 No. 4, pp. 363-377.
- Hyde, M.K., Dunn, J., Wust, N., Bax, C. and Chambers, S.K. (2016), "Satisfaction, organizational commitment and future action in charity sport event volunteers", *International Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 21 No. 3, pp. 148-167.
- Iso-Ahola, S.E. (1982), "Toward a social psychological theory of tourism motivation: a rejoinder", *Annals of Tourism Research*, Vol. 9 No. 2, pp. 256-262.
- Jamal, A. and Goode, M.M. (2001), "Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction", *Marketing Intelligence & Planning*, Vol. 19 No. 7, pp. 482-492.
- Kaplanidou, K. and Vogt, C. (2007), "The interrelationship between sport event and destination image and sport tourists' behaviours", *Journal of Sport & Tourism*, Vol. 12 Nos 3/4, pp. 183-206.
- Kirkup, N. and Sutherland, M. (2017), "Exploring the relationships between motivation, attachment and loyalty within sport event tourism", *Current Issues in Tourism*, Vol. 20 No. 1, pp. 7-14.
- Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S. and Lee, D.-J. (2006), "Direct and indirect effects of self-image congruence on Brand loyalty", *Journal of Business Research*, Vol. 59 No. 9, pp. 955-964.
- Lachowetz, T. and Gladden, J. (2003), "A framework for understanding cause-related sport marketing programs", *International Journal of Sports Marketing and Sponsorship*, Vol. 4 No. 4, pp. 27-47.
- Lam, S.K., Ahearne, M., Mullins, R., Hayati, B. and Schillewaert, N. (2013), "Exploring the dynamics of antecedents to consumer-brand identification with a new Brand", *Journal of the Academy of Marketing Science*, Vol. 41 No. 2, pp. 234-252.
- Lee, J.S. and Kang, J.-H. (2015), "Effects of sport event satisfaction on team identification and revisit intent", *Sport Marketing Quarterly*, Vol. 24 No. 4, pp. 225-234.
- Lexicon (2019), "Social media trends 2019: part 1 – Facebook in Thailand", available at: <https://lexiconthai.com/blog/social-media-trends-2019-facebook-in-thailand/> (accessed 1 July 2019).
- Lim, J.-S., Darley, W.K. and Marion, D. (2017), "Market orientation, innovation commercialization capability and firm performance relationships: the moderating role of supply chain influence", *Journal of Business & Industrial Marketing*, Vol. 32 No. 7, pp. 913-924.
- MacKinnon, D.P., Fairchild, A.J. and Fritz, M.S. (2007), "Mediation analysis", *Annual Review of Psychology*, Vol. 58 No. 1, pp. 593-614.
- Mael, F. and Ashforth, B.E. (1992), "Alumni and their alma mater: a partial test of the reformulated model of organizational identification", *Journal of Organizational Behavior*, Vol. 13 No. 2, pp. 103-123.

- Malhotra, N. and Birks, D. (2007), *Marketing Research: An Applied Approach*, 3rd European ed., Pearson education.
- Mallin, M.L., Gammoh, B.S., Pullins, E.B. and Johnson, C.M. (2017), "A new perspective of salesperson motivation and salesforce outcomes: the mediating role of Salesperson-Brand identification", *Journal of Marketing Theory and Practice*, Vol. 25 No. 4, pp. 357-374.
- Meyer, A.R. and Meyer, R.U. (2017), "Doing good with My body physical philanthropy through physically active participation in charity sport events", *The International Journal of Sport and Society*, Vol. 8 No. 1, pp. 51-67.
- Mirehie, M., Buning, R.J. and Gibson, H.J. (2017), "Participation versus nonparticipation in a charity running event", *Event Management*, Vol. 21 No. 6, pp. 639-652.
- Nunnally, J. (1978), *Psychometric Methods*, McGraw-Hill, New York, NY.
- Ouyang, Z., Gursoy, D. and Sharma, B. (2017), "Role of trust, emotions and event attachment on residents' attitudes toward tourism", *Tourism Management*, Vol. 63, pp. 426-438.
- Prayag, G. and Grivel, E. (2018), "Antecedents of sport event satisfaction and behavioral intentions: the role of sport identification, motivation, and place dependence", *Event Management*, Vol. 22 No. 3, pp. 423-439.
- Prayag, G., Mills, H., Lee, C. and Soscia, I. (2019), "Team identification, discrete emotions, satisfaction, and event attachment: a social identity perspective", *Journal of Business Research*, Vol. 112, pp. 1-12.
- Ritsri, U. and Meeprom, S. (2020), "Does knowledge management practice produce accounting employee productivity in the tourism business in Thailand?", *Anatolia*, Vol. 31 No. 1, pp. 99-110.
- Ritzenhein, D.N. (2000), "One more time: how do you motivate donors?", *New Directions for Philanthropic Fundraising*, Vol. 2000 No. 29, pp. 51-68.
- Roy, R. and Rabbane, F.K. (2015), "Antecedents and consequences of self-congruity", *European Journal of Marketing*, Vol. 49 Nos 3/4, pp. 444-466.
- Ryu, K. and Lee, J.-S. (2013), "Understanding convention attendee behavior from the perspective of self-congruity: the case of academic association convention", *International Journal of Hospitality Management*, Vol. 33, pp. 29-40.
- Sen, S., Johnson, A.R., Bhattacharya, C. and Wang, J. (2015), "Identification and attachment in consumer-Brand relationships", in *Brand Meaning Management*, Emerald Group Publishing Limited, pp. 151-174.
- Shin, H., Lee, H. and Perdue, R.R. (2018), "The congruity effects of commercial brand sponsorship in a regional event", *Tourism Management*, Vol. 67, pp. 168-179.
- Shipway, R., Holloway, I. and Jones, I. (2013), "Organisations, practices, actors, and events: exploring inside the distance running social world", *International Review for the Sociology of Sport*, Vol. 48 No. 3, pp. 259-276.
- Sirgy, M.J., Grewal, D., Mangleburg, T.F., Park, J.-O., Chon, K.-S., Claiborne, C.B., Johar, J.S. and Berkman, H. (1997), "Assessing the predictive validity of two methods of measuring self-image congruence", *Journal of the Academy of Marketing Science*, Vol. 25 No. 3, pp. 229-241.
- Sirgy, M.J. and Su, C. (2000), "Destination image, self-congruity, and travel behavior: toward an integrative model", *Journal of Travel Research*, Vol. 38 No. 4, pp. 340-352.
- Snyder, C.R. (1992), "Product scarcity by need for uniqueness interaction: a consumer catch-22 carousel?", *Basic and Applied Social Psychology*, Vol. 13 No. 1, pp. 9-24.
- So, K.K.F., King, C., Sparks, B.A. and Wang, Y. (2013), "The influence of customer brand identification on hotel brand evaluation and loyalty development", *International Journal of Hospitality Management*, Vol. 34, pp. 31-41.
- Statista (2018), "Number of internet users in Thailand from 2015 to 2022 (in millions)", available at: www.statista.com/statistics/553730/number-of-internet-users-thailand/ (accessed 1 August 2019).
- Stokburger-Sauer, N.E. (2011), "The relevance of visitors' nation brand embeddedness and personality congruence for nation Brand identification, visit intentions and advocacy", *Tourism Management*, Vol. 32 No. 6, pp. 1282-1289.
- Stryker, S. and Burke, P.J. (2000), "The past, present, and future of an identity theory", *Social Psychology Quarterly*, Vol. 63 No. 4, pp. 284-297.

- Theodorakis, N.D., Kaplanidou, K. and Karabaxoglou, I. (2015), "Effect of event service quality and satisfaction on happiness among runners of a recurring sport event", *Leisure Sciences*, Vol. 37 No. 1, pp. 87-107.
- Trail, G.T. and James, J.D. (2001), "The motivation scale for sport consumption: assessment of the scale's psychometric properties", *Journal of Sport Behavior*, Vol. 24 No. 1, pp. 108-127.
- Trail, G.T., Robinson, M.J., Dick, R.J. and Gillentine, A. (2003), "Motives and points of attachment: fans versus spectators in intercollegiate athletics", *Sport Marketing Quarterly*, Vol. 12 No. 4, pp. 217-227.
- Tuškež, U., Golob, U. and Podnar, K. (2013), "The role of consumer-brand identification in building Brand relationships", *Journal of Business Research*, Vol. 66 No. 1, pp. 53-59.
- Wann, D.L., Martin, J., Grieve, F.G. and Gardner, L. (2008), "Social connections at sporting events: attendance and its positive relationship with state social psychological well-being", *North American Journal of Psychology*, Vol. 10 No. 2, pp. 229-237.
- Williamson, G.M. and Clark, M.S. (1989), "Providing help and desired relationship type as determinants of changes in moods and self-evaluations", *Journal of Personality and Social Psychology*, Vol. 56 No. 5, pp. 722-734.
- Won, D., Park, M. and Turner, B.A. (2010), "Motivations for participating in health related charity sport events", *Journal of Venue Event Management*, Vol. 1 No. 1, pp. 17-44.
- Woolf, J., Heere, B. and Walker, M. (2013), "Do charity sport events function as 'brandfests' in the development of Brand community?", *Journal of Sport Management*, Vol. 27 No. 2, pp. 95-107.
- Wu, S.-H., Tsai, C.-Y.D. and Hung, C.-C. (2012), "Toward team or player? How trust, vicarious achievement motive, and identification affect fan loyalty", *Journal of Sport Management*, Vol. 26 No. 2, pp. 177-191.
- Zhao, X., Lynch, J.G. and Chen, Q. (2010), "Reconsidering Baron and Kenny: myths and truths about mediation analysis", *Journal of Consumer Research*, Vol. 37 No. 2, pp. 197-206.

About the authors

Supawat Meeprom is a Lecturer in Hospitality and Event Management, Faculty of Business Administration and Accountancy at the Khon Kaen University Khon Kaen Campus (Thailand). He holds PhD in Marketing and Event from Macquarie University (Australia). His research interests include special event and festival marketing, co-creation and innovation in special event and hospitality, service branding, consumer behavior and destination marketing. Supawat Meeprom is the corresponding author and can be contacted at: supame@kku.ac.th

Warapon Dansiri is a Business Development Officer in the Department of Business Development, Ministry of Commerce (Thailand). She holds MSc in Marketing from Durham University (UK). Her research interests include marketing strategy, business development and event marketing.

For instructions on how to order reprints of this article, please visit our website:
www.emeraldgrouppublishing.com/licensing/reprints.htm
Or contact us for further details: permissions@emeraldinsight.com