

FACULTY RESEARCH FUND

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Proposal Title: Revitalizing Sport Fans' Game-day Experience Via Mobile Ordering at Stadiums

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ABSTRACT

Although nearly every facet of sport has been disrupted by the COVID-19 pandemic, the crisis has especially limited the ways in which sport organizations can interact with fans to provide memorable experiences and promote a sense of community belonging. Given doubts that the sport industry will ever return to pre-pandemic levels and that sport teams will again provide phenomenal game experiences for fans, sport marketers need to adjust the new normal to capture fans again. In the new normal, significant changes have included digital innovations in sport settings (e.g., self-service technology), some of which sport organizations have adopted to allow spectators to order concessions from their seats. Because concessions are central to fans' game-day experiences, understanding the underlying psychological factors impacting fans' intentions to adopt mobile in-seat ordering at stadiums is necessary. This proposed research will examine the relationships between what motivates sport fans to use mobile in-seat ordering, their satisfaction, and their behavioral intentions.

The research will support sport organizations in better understanding fans' perceptions of mobile in-seat ordering. By doing so, sport organizations will be able to provide an optimal game-day experience by minimizing human contacts and ensuring fans' safety while increasing concession sales and, in turn, driving revenue. We expect that the results will also help to improve predictions about the impact of adopting new innovative technologies in stadium settings. Beyond that, the findings will have significant implications for how sport marketers understand fans' perceptions and consequently develop effective strategies using in-seat mobile ordering.