

Title: Motivating fan engagement with NBA teams on Instagram.

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ABSTRACT:

The purpose of the study is to understand the factors motivating National Basketball Association (NBA) fans towards fan engagement with their respective favourite teams on the social media platform Instagram. This is a repeat study of "Social Media and sports: driving fan engagement with football clubs on Facebook" (Vale & Fernandes, 2018). Different sport and social media platform from the prior study was taken to establish whether similar fan engagement behaviors were displayed. A questionnaire based on consumer behaviour and different levels of consumption (consumption, contribution, creation) inspired by the previous study was used (N=43) along with 3 demographic questions. The questions were answered on a Likert-type scale of 5. A multi-scale measurement model was used to test the hypothesis. Based on the Uses and Gratifications approach and Consumer Brand Related activities framework seven motivations (Information, Entertainment, Identity, Integration and Social Interaction, Empowerment, Remuneration and Brand Love) and three dimensions of online engagement behaviours (Consumption, Contribution and Creation) were considered. An online survey was conducted which led to 172 responses. The need for information emerged as the most popular motivating factor among NBA fans for displaying engagement behaviours. This study contributes to sports social media marketing research showcasing the possibility of means to attract fans better online.

Keywords: NBA, Sport, Engagement Behaviour, Social Media, Marketing.

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Introduction

In recent times, the growth of social media has been exponential with millions of consumers who use the platform daily (Statista, 2022b). This is evidently the era of digitalization. With more and more digital users Sports fans tend to form special relationships with their favorite teams showing great fandom, team identification and emotional attachments which in the sports marketing literature have been associated with the term engage (Yoshida et al., 2014). Due to the growing popularity of social media more and more sports organizations are beginning to try make an online presence in order to engage with their fans thus investing time and resources (Vale & Fernandes, 2018). Although research investigating issues on sport consumers' engagement spans nearly 30 years, most studies have been developed offline and focused on transactional behaviors (Yoshida et al., 2014). The use of social media as a marketing tool for sports teams has given rise to the need for understanding the factors driving fans in engaging with their respective favorite sports teams on social media platforms. According to (Abosag et al., 2012) fans accept their clubs as a brand and brand extension and also their emotional attachment to the club is linked to the acceptance of branding activity. It suggests us to view the sports organizations not only as teams like the old-fashioned way but also as brands.

Early on, professional sports organizations usually neglected sports marketing on the internet, which was mostly used to inform supporters of team news and information (Beech et al., 2000). The rising popularity of the web has expanded marketing audiences for a range of enterprises, including professional sports teams (Pitta & Fowler, 2005). As a consequence, a lot of sports organizations that formerly solely supplied information on team websites now use the internet as a full-fledged business tool by establishing e-commerce capabilities and generating a web presence as an essential component of their sports marketing plan (Kitchin, 2006).

As per (Meng et al., 2015) four different means of communication are being used by NBA teams to engage with their fans namely Informing, Marketing, Personalizing and Activating, They also state that social media is an effective means of communicating with fans for sport organizations to

involve fans and enhance the team identification. Football clubs started believing that a well-planned social media marketing plan if implemented could lead to enhanced engagement, community development and a sense of belonging among the fans, it would also lead to greater traffic flow official websites and commercial advantage (McCarthy et al., 2014). By developing fresh and engaging experiences, sport management may use social media to increase fan involvement and engagement. These online forums enable teams to interact with fans directly. Additionally, fans from all over the world can communicate with one another in real-time (Meng et al., 2015). However, there is still a need to understand what drives a consumer in this case a sports fan to engage with the Sports team.

Due to limited research in this field, in order to understand the Consumer Engagement Behaviors, we decided to take inputs from how they interact on social media. This approach was primarily taken by (Vale & Fernandes, 2018) to understand the driving factors of engagement for football fans on social media. What makes this approach more important is that the research is conducted on a fan perspective rather than a sports organization perspective. However, in our research we intend to find out if the results of football fans whose consumer engagement behaviors on social media towards their favorite teams are consistent with other sports fans and on other social media platforms. In our case we have chosen to take Instagram as the social media platform. Instagram had 1 billion users in October 2020, and by 2023, that figure is anticipated to reach 1.2 billion (Statista, 2022a). Due to Instagram's strong user engagement rate and its emphasis on visual content, 71% of well-known international businesses use this platform in their advertising campaigns (Delafronz et al., 2019).

AIM

The aim of the study is to understand the different motivating factors that drive engagement behaviors of fans on social media while performing consumer brand related activities with their favorite NBA teams on social platforms. We try to understand the user motivations which lead to engaging with their favorite brands online from a consumer perspective unlike the abundant research existing from a brand perspective.

Objectives

1. Establish a research framework between Consumer Brand Related Activities based on different levels of engagement (Consuming, Contributing and Creating) and User and

Gratification approach which tries to understand the motivating factors for engagement activities from a fan perspective namely: personal identification, empowerment, remuneration, information, integration and social interaction, brand love, empowerment.

2. To understand the different motivating factors leading to fan engagement.
3. Help brands identify the consumer needs for using social media to follow their favorite brands.
4. Help brands to strategize marketing plans according to the consumer needs on social media.
5. Understand the different levels of engagement behaviors based on consumer brand related activities.

Literature Review

National Basketball Association (NBA)

Over the course of its 70-year history, the NBA has always been innovative. When Boston Garden owner Walter Brown recognized that large ice hockey arenas, which were often empty at night, might be used to hold basketball games, it was in June 1946 in New York City. He founded the Basketball Association of America, which subsequently combined with the National Basketball League to form the National Basketball Association in 1949.

The NBA has a long history of dramatic moments, legendary rivalries, individual sagas, and team dynasties. Both players and fans enjoy reliving significant moments in basketball history and praising the brilliance of former players, coaches, and teams that contributed to the game's development. The league is home to living legends, and although they celebrate their accomplishments, they also look forward.

The NBA is currently the most progressive league in sports, contributing to the expansion of the sport internationally. They are leaders in social responsibility and community development, and we are pioneers in using technology to distribute information to fans across all media platforms.

The National Basketball Association is one of the largest sports leagues in the world. NBA is currently Considered to be the world's most intense competition. In the 2019–2020 season, the NBA received 6.9 billion social media broadcasts, according to research. The NBA has one feature that sets it apart from most sports leagues: it is a commercial alliance. In that circumstance,

the NBA's main objective is to create financial value rather than athletic spirit. NBA games were rarely watched by individuals from other nations in the past because they were solely played on a national level. However, after David Stern was appointed NBA chairman in 1984, things changed. As part of his reform, NBA started along the path of building the global market, and one of the key strategies for doing so is using global media marketing. In order to attract an audience, it first used popular media like radio stations and television shows. Social media is becoming more and more integral to our daily lives as society advances. As a result, NBA switches its primary propaganda from traditional media to social media (Wang, 2021).

Social media marketing is a part of NBA marketing strategy, In America, Twitter is an important social media platform. In 2016, NBA first employed a "Twitter" strategy. The NBA has surpassed 1 billion social media followers and points in 2016, across all leagues, teams, and player accounts. NBA websites now track League-related tweets and show them on the website front page, turning basketball-related tweets themselves into a resource. Right now, the rate of increase of tweets shows no signs of slowing down(Wang, 2021). Similarly an active approach in other social media can also be observed like short info related video clips about what is going on in the league in popular social media platforms like Tik Tok, Instagram, Facebook. They even sometimes seem to sign players from new target market origins not purely based on skill but also as a part of marketing strategy.

For example, signing Jeremy Lin to the NBA who has a Chinese origin provided them a huge boost in promoting the league in China and also were fortunate to lead a viral branding movement termed “Lin-sanity” around the athlete which boosted them even more. Signing Indian origin players to their G-league teams for short durations to create an interest from new target markets and promoting the event through social media to create interest in public.

NBA currently has around 74 million followers on Instagram, the highest compared to other popular sports social media handles like FIFA (893k), FIFA World Cup (39.7 million), NFL(26.2 million), and MLB(9.3 million). Although professional football teams seemed to have higher followers like Real Madrid (130 million) and many others this may be due to the prior global outreach those sports have compared to basketball or maybe football fans prefer following their teams rather than the official organizing body of the sport.

Social Media as a Marketing Tool

(O'Shea & Alonso, 2012) mentioned websites, blogs, Facebook, and Twitter as new marketing communication platforms that sport organizations may use to forge connections with their stakeholders and supporters. Consumers can now use this platform for watching content, sharing content and creating content. These platforms enable fans to engage with their favorite teams in different ways based on their preferences and engagement levels. Nearly all businesses now use social media as a common method of marketing in an effort to expand their clientele or appear more appealing to their current target audience (Alalwan et al., 2017). With the growing popularity and usage of social media businesses are forced to focus on social media in order to reach to their target audience. For instance according to (Statista, 2022b) the number of social media users in 2017 were around 2.7 billion which grew to 3.1 billion the consecutive year and kept on growing at a fast pace. In the year 2022 a total of 4.59 billion social media users were recorded which is almost twice the number of users in 2017. Statista forecasts the number of users to reach 5.85 billion by the end of 2027. For example, one of the social media platforms Instagram is expected to reach a total of 1.44 billion users by the end of 2025 (Statista, 2022a). These numbers show us the vast potential social media has as a marketing tool.

Companies have started to adopt strategies to target online social media users towards their brands. They use marketing strategies like ads, posts, videos, contests and discounts to keep the consumers engaged with the brand. The social media phenomenon has fundamentally altered how businesses interact with their consumers and is now recognized by the majority of businesses as an effective marketing strategy (He et al., 2013). (Holzner, 2008) feels that it is important to pay attention to what consumers have to say and to comprehend the demands and wants that they have. These customers may have an impact on your future business decisions and the success of your company. Customers who are happy with a company are more likely to remain loyal to it and help the business become more profitable.

Consumer Online Related Activities (COBRA's)

Users of social media websites can communicate, express themselves, share content about anything, including brands, and do so in a limitless number of ways on sites like Facebook, Instagram, YouTube, and Twitter. Online brand-related behaviors of these customers (COBRAs)

have substantial repercussions for businesses (Muntinga et al., 2011). People have grown accustomed to expressing themselves on social media be it about their favorite teams or rival teams constantly participating in any way possible. Social Medias allow consumers in number of brand related activities (Hollebeek & Brodie, 2016), facilitating extensive consumer-to-consumer interactions as well as dynamic, widespread, and frequently real-time consumer-brand communication (Dholakia et al., 2004). Engagement is extremely crucial in communities on social networking sites (SNS), such Facebook brand pages, where businesses let customers to interact with the brand while also sharing their actions with their social network (Tsai & Men, 2017). Due to exponential growth of social media consumers businesses have started to use social media as a marketing tool in order to attract and maintain their brand identity among the masses. However different social media consumers use social media in different ways and express themselves uniquely, hence there is a need for businesses to understand consumers to market accordingly. Understanding how a consumer reacts to content shared by the sports organization on its digital platform has not been given much importance until recent times. Teams are recognizing the need to understand the behavior and need for which fans come to social media. As a result, we try to understand the motivating factors which leads fans to use social media to follow their favorite sport teams.

In order to think about consumer behavior in relation to brand-related information on social media platforms, we employ the COBRA idea, a behavioral construct that offers an organizing framework. Numerous consumer-to-consumer and consumer-to-brand behaviors are grouped under its symbol. As a result, it combines ideas that define peculiar online behavioral occurrences. For instance, "user-generated content" (UGC) refers to content created and uploaded by consumers as opposed to businesses, and "electronic word-of-mouth" (eWOM) is connected with online consumer-to-consumer conversations concerning brands. The validity of various psychoanalytic approaches to pleasure, desires, and self-identity in fandom can be used to evaluate the interpersonal dimensions of the relationship between fans and the object of fandom. Fans are considered to be a highly diverse group in the field of sports marketing, present in every socioeconomic class and educational level (Eve Marie, 2008).

COBRA typology is not a new concept; however, it's been constantly evolving with progressing research work. Different typologies have been suggested by different researchers based on different types of behaviors. Web user Behaviors were categorized as lurkers, socializers, personal

connectors and transactional community members by (Mathwick, 2002) in his research article about online consumer behavior. He states lurkers as users who view online content and other people's contributions online but do not participate, whereas socializers interact and participate by contributing responses to content online in the form of reactions etc. Typologies were applied to social media as well, according to (Li, 2010) there are six types of social media users namely: spectators, inactives, joiners, collectors, critics and creators. People often change from one type of role to another from time to time based on different reasons engaging in several roles. For example, a fan can be a silent spectator to online content but on a special occasion like an important win like a final or a nail-biting knockout could overcome with joy and be a joiner who posts or comments about the occasion or a fan could post about a dramatic loss following a heavily criticized ruling by the referee or a poor decision by the coach which cost them the game. Hence different emotions and motivating factors could lead consumers to switch from one role to another from time to time.

Researchers have divided typologies into two types: User and Usage. In this research he have adapted a typology suggested by (Muntinga et al., 2011). It considers the intensity of social media usage of users ranging from low to high brand related activity. In this typology COBRAs were divided into three types based on intensity of involvement with social media namely consuming, contributing and creating. The typology adopted from (Muntinga et al., 2011) has been shown in appendix 1.

Different Brand related consumer types

Consuming Brand-Related Content

This is the first level of brand-related engagement. Users usually consume the content without contributing or creating content. They usually are consuming brand-related content by watching posts, forums, videos of sports teams and other creators. They also save content, play games created by the sport organizations.

Contributing Brand-Related Content

This is the second level of brand-related engagement. Users contribute to this category by participating in activities like giving ratings, participating in discussions, commenting on posts, replying to comments etc. Participating on a user to content and user to user level.

Creating Brand-Related Content

This is the highest level of brand-related engagement. This category represents who are highly engaged with the brand on social media. They usually create brand-related content of their own promoting the brand indirectly. Examples of creating brand related content include: Creating fan pages and posting content, Creating videos and posts about the sport team, managing their own brand-related blogs, forums, writing articles etc.

Users and Gratifications approach: motivating factors for fan engagement

Often one ignores to look at the COBRAs from the fan perspective. So, in this approach we intend to give importance to the fan perspective of Consumer brand related activities and understand the motivating factors for fans to participate in different engagement activities. The U&G approach to communication research studies media effects from the standpoint of the individual user, in contrast to effect-orientated research traditions that adopt the communicator's point of view (Aitken et al., 2008). When referring to media use, motivations are viewed as the incentives that influence people's media preferences (Rubin, 1983). U&G has been used to investigate how and why individuals utilize media rather than what the media does to them (Katz et al., 1973). U&G is still regarded as a cutting-edge method for researching the use of the internet and social media since both need active participation from their users, and because it makes the assumption that individuals are engaged and selective in their media use (Eighmey, 1997).

But it wasn't always clear what constituted a motivation in U&G research, and the absence of a precise definition of a crucial concept is likely what added to the criticism of U&G's "vague conceptual framework and lack of specificity in major ideas" (Ruggiero, 2000). Identifying what are the motivations which lead to fan engagement is crucial. In order to satisfy their needs and desires, audiences deliberately gravitate toward specific media forms and content, according to U&G theory (Dunne et al., 2010). Additionally, U&G's notion that media consumption is purpose-directed echoes the viewpoint of psychologists and communication experts who view behavior as being directed toward a specific objective (Kleinginna & Kleinginna, 1981). One needs to understand why and what triggers a consumer emotion to consume social media content of their favorite team. According to (Sundar & Limperos, 2013) wants may be prompted by characteristics encountered while utilizing a particular media. Ever since the emergence of social media many researchers have come up with their own lists of motivating factors for using social media by

U&G approach. The U&G study produces its own classification systems and terminologies (Katz et al., 1973), the number of U&G categories and media motivations keeps growing (Barton, 2009).

One of the famous U&G categories and widely cited are that of (McQuail, 1972) which were later improvised in 1983 (McQuail, 1987).

According to McQuail different types of motivations are categorized in the following categories:

- Entertainment
- Information
- Integration and Social interaction
- Personal Identity

In other literature the following were considered to be occurring along with the earlier motivations:

- Brand love
- Remuneration
- Empowerment

Entertainment: The entertainment drive includes a variety of media gratifications relating to sexual stimulation, emotional release or relief, relaxation, cultural or artistic enjoyment, and escaping or being distracted from issues or routine. Many social media U&G researchers have identified entertainment as an overarching goal – one that is not broken down into sub-motivations like relaxation or escapism. According to (Muntinga et al., 2011) entertainment is the most important motivation for the three levels of COBRAs (consumption, contribution and creation).

Information: It has to do with the demand for direct access to brand information. It alludes to the necessity of staying informed about the brand or picking up expertise from other customers (Zaglia, 2013) and could drive consumption and contribution (Shao, 2009).

Integration and Social Interaction: The drive for social connection and integration includes a variety of interpersonal media gratifications. Gaining a sense of community, establishing relationships with loved ones and the larger society, looking for assistance or emotional support, and replacing real-life companionship are a few examples of sub-motivations. It was discovered to

be connected to creation, contribution, and consumption (Muntinga et al., 2011). According to (Daugherty et al., 2008) this motivator was key factor for creating user-generated content.

Personal Identity: The self-related media gratifications are covered under the personal identification motivation. For example, improving self-awareness, reaffirming personal ideals, identifying with peers and receiving praise from them are all examples of sub-motivations. Social media incentives literature is rife with examples of personal identity-related motivations (Muntinga et al., 2011). The management of impressions and the expression of one's individuality are significant reasons for using social networking platforms as per (Boyd, 2008). (Papacharissi, 2013) discovered that the urge for self-fulfillment is what motivates people to write blogs. Similarly, users are motivated by different factors relating to personal identity like self-enhancement etc.

Empowerment: People using social media to exert their influence or authority over other people or businesses is referred to as the empowerment motivation. It has to do with the necessity of forming opinions that may be used to influence other customers or brands (Muntinga et al., 2011). This motivating factor is known for driving people to express their opinions and views on things. Within brand SNS pages, Empowerment was identified as a creation-related driver (Tsai & Men, 2017).

Remuneration: This is the motivating factor where users participate in consumption in exchange for any kind of remuneration like prizes, money, discounts etc. Companies usually target this motivating factor in order to promote their brand and its offerings.

Brand Love: A pleased customer's level of intense emotional attachment to a specific brand is known as brand love (Carroll & Ahuvia, 2006). It has to do with having an intensely favorable opinion of a brand (Albert et al., 2009).

Methodology

Our aim is to understand both how and why customers engage with NBA teams on social media, adapting U&G and COBRA framework to a sports context. We investigate consumers motivations with a range of Instagram functionalities (e.g., posts, comments, shares) for understanding the consumers social media engagement behaviors. This will enable us to build a relation between consumer brand related activities based on different levels of engagement and motivating factors

that drive them to perform those activities. We have chosen the sport basketball namely the league NBA (National Basketball Association) and Instagram as the social platform to conduct our study.

Unarguably NBA is the most famous professional basketball league in the world. The league originated in the country where the game of basketball was invented by James Naismith, the United States of America. The league has a revenue of around 6 billion US dollars. NBA and its teams together have the highest following on social media leading the other basketball leagues and teams by a huge margin. As this work was a repeat study the methodology was adopted from the research inspiring my paper (Vale & Fernandes, 2018) with some minor tweaks in social media handle used and the sport considered.

Sample Size:

Our target was to collect a minimum of 150 respondents for the survey. In this particular survey we had a total of 177 respondents primarily sports fans who follow basketball on social media.

Target Group:

All participants were older than 18 years and were not categorized as a vulnerable adult (example: having any learning disabilities) and the participants were a fan of one or more NBA teams and followed them on social media. Recruitment for the study was done through social media posts, invitations to colleagues, friends and their social groups who fall within the inclusion criteria.

Ethical measures:

As per ethical norms all the participants were asked to fill a Participant Information Sheet which includes all the information about the research they would need to know before deciding to participate, an Informed Consent Form was given in order to take consent from the participants, the questionnaire (appendix) and a Participant Debrief Form was also provided which informs them the details in case any of the participants wanted to withdraw from the study.

Study design:

The following is quantitative research where the data was collected from responses of participants from the questionnaires they have answered. The data measure was based on multi-item likert scale based on previous research and assessed. The Cronbach alpha (used for testing the consistency of the data) of the data and correlation using SPSS software were calculated to test our hypothesis adopted from the repeat study (Vale & Fernandes, 2018).

Hypothesis 1 (H1): The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with a football club on Instagram, namely Consuming activities.

Hypothesis 2 (H2): The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with a football club on Instagram, namely contributing activities.

Hypothesis 3 (H3): The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with a football club on Instagram, namely creating activities.

Collection Techniques:

The survey was conducted through the platform JISC Online Surveys. The invitation to the survey was shared through an invitation link which was sent to the target group through social media messages, posts, emails etc. The questionnaire has been shared in the appendix for reference. The participants were given a link which would redirect them to the JISC online survey portal where they would come across 4 pages namely:

Participant Information Sheet:

This sheet contains all the details the participants need to know before they decide to participate in the study. It contains details about the purpose of the study, the inclusion criteria of the participants, the exclusion criteria of the participants. It also contained the possible risks they needed to be aware of and the benefits. The details of how the data will be stored and the contact details of the surveyor and supervisor.

Informed consent form:

In the second page the participants could find the informed consent form. This form is intended to take the consent of the participants which asks consent about six important points which when ticked the participant will be directed to the next page. If the participant doesn't give consent to any of the statements provided, he/she will not be able to participate in the questionnaire.

Questionnaire:

Our research is primarily an extension to (Vale & Fernandes, 2018) where the approach has been used on football clubs of a certain league. We intend to contribute by checking if consumer behaviors are consistent among fans of different sports on social platforms. Hence, we have

chosen the professional basketball league NBA and the social platform Instagram. Since the study was intended to target basketball fans who follow basketball, people who follow NBA teams and post about basketball were firstly shared the invitation to the survey. The invitation link was shared with a text requesting all the basketball fans to take part in the study through social media.

The invitation link which redirected the respondents to the survey. On page three the participants come across the questionnaire. The questionnaire contains a total of 43 questions. The questions were adopted from (Vale & Fernandes, 2018). The questions were designed to understand the participants motivating factors for engagement behaviors on social media regarding their favorite NBA team. The questions were based on a research framework, a combination of COBRAs (Consumer Brand Related Activities) and U&G (Users and Gratifications motivations). The participants answer their responses through a 5-point Likert scale. The consumers go through a series of questions testing their 7 motivating factors as listed:

- Information
- Entertainment
- Personal Identity
- Empowerment
- Integration and Social Interaction
- Remuneration
- Brand Love

The questionnaire also tests three levels of Engagement behaviors:

- Consumption
- Contribution
- Creation

Additionally, three demographic questions were asked to help understand the complexion of the participants. The overall purpose of the questionnaire was to understand the reasons consumers engage with their favorite sports teams on social media, considering there are different levels of engagement which a fan could choose to engage with.

Participant Debrief Sheet:

After answering the questionnaire, the participants go to the final page which contains the participant debrief sheet, it contains details about how participants can find out the results of the study. Also details of the procedure should they decide to withdraw from the study are provided. At the end of the page contact details have been provided along with a thank you message for participating in the study.

Data Analysis

Most of the participants followed either of the top famous teams of the NBA Los Angeles Lakers, Brooklyn Nets and Golden State Warriors. A total of 177 respondents participated in the study. Most of the participants being within the age groups of 23 and 30. On the model fit test of the measurement model on Amos the RMSEA = 0.9 which is acceptable but not a very good model fit however such high values could be due to high sample sizes as well.

The internal reliability tests showed acceptable and strong Cronbach Alpha values ranging from 0.730 to 0.831. which concluded that the item scales of the latent variables had good and acceptable internal reliability and internal consistency. However, the measurement model of our research was multi-dimensional, which meant internal reliability test methods which are popular for measuring unidimensional models cannot be entirely reliable as per evident studies(Raykov, 1998). There are various methods for calculating reliability of multi-dimensional measurement models, each of which is useful in particular scenarios, for example, test-retest, alternate forms, split halves, and internal consistency(Crocker & Algina, 1986). As a result, to determine the internal consistency of this study Factor analysis was conducted to the entire data group to find out the Composite Reliability (CR) and Average Variance (AV) values of the survey.

The Composite Reliability values were above the minimum recommended values(above 0.70) (Hair et al., 1998) for Information, Entertainment, and Empowerment while the others seemed to be below the recommended value this could be due to various reasons like the drivers or sometimes even due to the big sample size in Table 1. Consuming, Contributing and Creating (above 0.70 and 0.80) in Table 2:Engagement Behaviors all indicate acceptable and good internal consistency.

Table 1: Motivating Factors for consumption

Measures	Loadings	Means	CR(AVE)
Information ($\alpha = 0.791$)		3.39	0.762(0.448)
The sport-related information is useful.	0.751	3.50	
I want to know what other people think about the sport club.	0.690	3.34	
I can get information about team performance, player profiles, events and games scheduled.	0.677	3.37	
It helps me in forming an opinion about the sport club.	0.546	3.36	
Entertainment ($\alpha = 0.829$)		3.22	0.727(0.408)
I like participating in this community because it is entertaining.	0.530	3.34	
The community provides an outlet for me to escape my daily routine.	0.486	3.11	
It arouses my emotions and feelings.	0.766	3.19	
It relaxes me.	0.729	3.25	
Personal Identity ($\alpha = 0.730$)		3.183	0.585(0.427)
I want to express what kind of person I am.	0.708	3.16	
It gives me self-confidence.	0.598	3.25	
I want to express others with what I know about the sports club.	0.652	3.14	
Integration and Social Interaction ($\alpha = 0.778$)		3.295	0.548(0.389)
I look forward to talking, discussing, and sharing information with Others that also like the club.	0.572	3.36	
Being part of this community makes me feel more connected to the Sports club.	0.546	3.41	
It makes me feel less lonely.	0.736	3.06	
I feel closer to the club.	0.500	3.35	
Empowerment ($\alpha = 0.801$)		3.19	0.710(0.383)
I want to influence the club to do, or to leave, something.	0.630	3.13	
I want to influence other people.	0.729	3.10	
I feel good when other community members share my ideas and Comments.	0.576	3.30	
Receiving more affirmation about my comments makes me want to participate in the community.	0.525	3.23	

Remuneration ($\alpha = 0.782$)		3.133	0.634(0.302)
When I want to buy a ticket, I use the club's community to search for bargain prices.	0.515	3.12	
I am motivated to participate in the community because I can earn money prizes or discounts.	0.541	3.06	
I am able to obtain the information I want without any delay.	0.580	3.24	
I want to get a better service.	0.563	3.11	
Brand Love ($\alpha = 0.817$)		3.293	0.632(0.306)
I am motivated to participate in the community because I am passionate about the sport club.	0.660	3.35	
I associate with the sports club with some important events of my life.	0.470	3.25	
I participate in the community because I care about the sports club	0.599	3.34	
I identify myself with the sports club.	0.457	3.23	

Table 2: Engagement Behaviors

Measures	Loadings	Means	CR(AVE)
Consuming ($\alpha = 0.865$)		3.358	0.817(0.528)
I read the content posted by the sports club on Instagram.	0.722	3.39	
I view pictures or photos posted by the sports club on Instagram.	0.703	3.40	
I watch videos posted by the sports club on Instagram.	0.753	3.37	
I read posts, forum threads, and comments of others about the Sports club on Instagram.	0.730	3.27	
Contributing ($\alpha = 0.842$)		3.18	0.721(0.401)
I like content posted by the sports club on Instagram.	0.699	3.31	
I share content Posted by the sports club on Instagram.	0.569	3.20	
I comment on posts, videos, images or forums posted by the sports club on Instagram.	0.693	3.11	
I comment on posts, forum threads, and comments of others about the sports club on Instagram.	0.761	3.11	

Creating ($\alpha = 0.873$)		3.07	0.848(0.583)
I initiate posts related to the sports club on my Instagram page.	0.750	3.06	
I post pictures, videos or personal images related to the sports club on Instagram.	0.737	3.15	
I add labels or hashtags on my posts related to the sports club on Instagram.	0.797	3.04	
I write reviews, forum threads and personal opinions related to the sports club on Instagram.	0.771	3.04	

Standardized Regression Weights between drivers of consumer engagement and engagement intensity (Table 3) indicate Brand Love to be the highest motivating factor for the least intense engagement activity consumption. It suggests people associated with brand love are most likely to spend time reading posts, watching videos of their favorite NBA team on Instagram. Sports are often marked by a high level of emotional involvement due to their hedonistic and self-expressive nature, which makes them challenging for many commercial companies to achieve and frequently consumed irrationally (Abosag et al., 2012). Brand Love has been linked to intense levels of fandom (Wallace et al., 2011). It involves an emotional bond with the team, is "active, participatory, and empowering," and is "filled with passion and pleasure." (Witkemper et al., 2012).

Remuneration and Personal identity were the least motivating factors for consumption activities. The second intense engagement activity Contribution seemed to have an inverse relation with the motivating factors. Remuneration seemed to be the highest motivating factor for the highest engagement behavior creation, suggesting people are more likely to perform activities like creating posts writing blogs etc. about their favorite NBA team in hope of incentives. The need for Integration and Social Interaction was the second highest motivating factor for consuming activity.

Table 3: Standardized Regression Weights between Drivers of Consumer engagement and intensity of Engagement

Motivating Factors	Consuming	Contributing	Creating
Information	.761	-.434	.482
Entertainment	.620	-.540	.570
Personal Identity	.600	-.566	.565
Integration and Social Interaction	.922	-.211	.325
Empowerment	.745	-.409	.526
Remuneration	.605	-.402	.687
Brand Love	.984	-.051	.169

Conclusion

Social Media is booming, and businesses have started considering it as an excellent marketing platform due to high volumes of users. The average time spent by consumers on social media in a day is high too. This study is a repeat study to the existing literature by exploring the Consumer Engagement Behaviors by adopting the approach of (Vale & Fernandes, 2018). The study tried to determine the motivating factors which enable fans to participate in Consumer Brand Related Activities. The research has been conducted from a consumer perspective which previous research in the field have often ignored. The approach employed in this study builds on earlier research by offering a single, integrated model that combines both social media drivers and engagement behaviors.

The research also defined social media engagement behavior as a multidimensional construct, based on a three-level hierarchical typology of online brand-related uses, which improves perception of the phenomenon beyond outputs that are more merely surface-level, like the quantity of followers or likes. As a result, were able to create an empirical relationship between drivers of different degrees of Consumer Engagement Behaviors, which was previously mostly conceptual

or only qualitatively explored, and as a result, were able to comprehend why and how sports fans interact with NBA teams on social media (Vale & Fernandes, 2018). Finally, and perhaps most importantly, the study makes a significant contribution to the body of knowledge already available on sports marketing, where research on fan involvement and social media is still in its infancy (Stavros et al., 2014).

Findings from the study have showed that out of the following motivating factors considered in the study Information, Entertainment, Personal Identity, Integration and Social Identification, Empowerment, Remuneration and Brand Love which motivate people engage with their favorite teams on social media. It showed that out of all the motivating factors the need for remuneration was the least motivating factors which drove fans to consumption, and that fans who were in need for remuneration tended to incline towards highest consumption behavior creation. It was found that out of the different levels of engagement most of the fans usually engage due to a need for information on social media and with lowest engagement behavior which is consumption. Which means fans dominantly use social media to get vital information about their favorite teams like match timings, lineups, transfer news and injury updates etc. Low numbers of highest engagement behavior “Creation” shows that creating requires high levels of fandom among fans. Only fans with high levels of brand love tend to time consuming affair of creation to whom remuneration was the leading motivating factor. Expecting to win some prize money, official team merchandise, free tickets etc. could be some of the reasons.

Our efforts to check the consistency of fan engagement behaviors among different sports comparing our results with those of football fans (Vale & Fernandes, 2018) have shown that fans among different sports have similar motivating factors for engaging in Consumer Brand Related Activities on social media. Football fans predominantly showed Brand Love as their main motivating factor to engage in brand related activities like NBA fans. The need for Information as another primary need to engage. But the rest of the preferences were all different. Also, the fan base for both the sports is different. Football has been a popular sport around the globe for a long time while NBA started gaining global popularity only from the 1980s. Football has a global presence in way more nations than NBA although NBA with its smart marketing strategies is one of the fastest growing sports.

What didn't change is the motivating factors which influenced the consumers to engage. The study results show that there is ample data suggesting the connection between psychological motivating factors to engage with sport brands through social media and businesses need to base their social media marketing strategies on stimulating the fans motivating factors to have better responses in attracting fans. Teams have started being active on social media for a while now, but one should ask are their marketing strategies being strategized to stimulate fan motivating factors? Better marketing results can be expected through this approach.

Our research does have certain limitations, though. Because data were mostly gathered from a convenience sample, conclusions should not be generalized. Additionally, the study was restricted to a certain basketball league and was based on a single social media site. If these results can be extrapolated to other SNS, other cultures, other leagues, and other team sports, more research is

required. Furthermore, regardless of their valence, our research only examined the intensity of social media engagement behaviors.

Studying the cognitive and affective aspects of engagement with basketball leagues on social media as well as positive vs. negative manifestations could offer a more thorough understanding of the phenomenon. Future qualitative research could also learn more in-depth insights about this phenomenon to better express the opinions and experiences of fans.

Finally, future studies should study the effects of fan factors on the relationship between motives and online participation, focusing on the outcomes of social media involvement, such as fan loyalty.

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Appendix

Questionnaire

Answer the following statements by selecting the choices ranging from strongly agree to strongly disagree for the following questions mentioned below.

The sport-related information is useful.

I want to know what other people think about the sport club.

I can get information about team performance, player profiles, events and games scheduled.

It helps me in forming an opinion about the sport club.

I like participating in this community because it is entertaining.

The community provides an outlet for me to escape my daily routine.

It arouses my emotions and feelings.

It relaxes me.

I want to express what kind of person I am.

It gives me self-confidence.

I want to impress others with what I know about the sport club.

I look forward to talking, discussing, and sharing information with others that also like the sport club.

Being part of this community makes me feel more connected to the sport club.

It makes me feel less lonely.

I feel closer to the sport club.

I want to influence the club to do, or to leave, something.

I want to influence other people.

I feel good about myself when other community members share my ideas and comments.

Receiving more affirmation about my comments makes me want to participate in the community.

When I want to buy a ticket, I use the club's community to search for bargain prices.

I'm motivated to participate in this community because I can earn money, prizes or discounts.

I am able to obtain information I want without any delay.

I want to get a better service.

I'm motivated to participate in the community because I'm passionate about the sport club.

I associate the sport club with some important events of my life.

I participate in the community because I care about the sport club.

I identify myself with the sport club.

Which of the following actions are you likely to perform while engaging on social media:

I read the content posted by the sport club on Instagram.

I view pictures or photos posted by the sport club on Instagram.

I watch videos posted by the sport club on Instagram.

I read posts, forum threads, and comments of others about the sport club on Instagram.

I 'like' content posted by the sport club on Instagram.

I share content posted by the sport club on my own Instagram page or with my friends.

I comment on posts, videos, images, or forums posted by the sport club on Instagram.

I comment posts, forum threads, and comments of others about the sport club on Instagram.

I initiate posts related to the sport club on my Instagram account.

I post pictures, videos or personal images related to the sport club on Instagram.

I add labels or hashtags on my posts related to the sport club on Instagram.

I write reviews, forum threads and personal opinions related to the sport club on Instagram.

Additional Demographic questions:

What is your age?

What is your gender?

Which NBA team are you a fan of?