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THE FUNCTION OF SPORT FAN IDENTITY IN SEEKING OPTIMAL

PSYCHOLOGICAL DISTINCTIVENESS

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ABSTRACT

This research focuses on the function of sport fan identity in seeking optimal psychological distinctiveness. The purpose of the study was to investigate the mechanisms through which sport fans balance the psychological needs for distinctiveness and assimilation through the expression of their team identity, thereby contributing to a stronger explanation of how these psychological needs function within the attachment process towards stronger fan loyalty. Although a growing body of knowledge has addressed the internalisation of a sport object into the self-concept, existing theoretical frameworks provide limited explanation of the mechanisms through which these needs are met.

Literature on team identity and psychological distinctiveness was reviewed in order to derive a set of research questions to investigate the use of the structural reality mechanism and perceptual framing mechanism at an individual and group level for sport fans at different levels of psychological connection to their chosen team. A two-phase mixed method research design allowed a purposeful stage-based investigation of psychological distinctiveness.

The findings provide evidence of the use of both the structural reality mechanism and the perceptual framing mechanism as fans use their team identity to balance their needs for belonging and distinctiveness. The results of the study found that the mechanisms were involved at both higher stages of

psychological connection to their chosen team, as well as at both individual level and group level.

The study contributes the optimal distinctiveness mechanisms of structural reality and perceptual framing to the revised Psychological Continuum Model theoretical framework, thus examining sport fan identity motives beyond self-esteem. The study also contributes to the limited research undertaken within the sport of rugby and in South Africa, while providing additional mixed method and qualitative analysis guidance for researching sport fandom.

The findings of this research are relevant to sport marketers, sponsorship managers, and sport broadcasters who wish to facilitate stronger and more positive relationships between fans, as well as with the sport object. Marketers are able to use the mechanisms and strategies examined in this study to create additional opportunities for attached and allegiant fans to express their distinctiveness within the attachment process towards stronger fan loyalty.

DECLARATION

I declare that this thesis is my own work. It is submitted in partial fulfilment of the requirements for the degree of Doctor of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other university.

I further declare that I have obtained the necessary authorisation and consent to carry out this research.

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2 February 2014

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CHAPTER 1: INTRODUCTION

This chapter outlines the rationale for the study. It argues that sport fandom influences the business performance of sport teams, and that the attachment process within team identity contributes to a deeper understanding of how a fan develops stronger psychological connections with his chosen team. The chapter highlights the limitations of existing explanations that provide only partial guidance of the mechanisms through which the needs for distinctiveness and assimilation function within the attachment process towards stronger fan loyalty.

1.1. OVERVIEW OF SPORT FANDOM

The behaviour of those interested in sport is of significant importance to their chosen sports team, which includes the managers tasked with marketing the team brand to current and prospective supporters, as well as to commercial partners. Supporter behaviour can include the purchasing of season or game tickets, following the game via multiple media platforms, hospitality packages, merchandise and memorabilia, as well as advocacy and positive referrals to others. PepsiCo's estimated US$73.5 million Indian Premier League title sponsorship from 2013 until 2017 was in part due to the over 122 million cumulative viewers who watched the first 16 games of the tournament in 2012 (Smith, 2013). In the United States, the average baseball team is worth US$744 million, partly due to an estimated US$650 million in digital media revenues during 2012 (Ozanian, 2013). Locally, the South African Rugby

Union's decision to host the sold-out Springbok versus New Zealand Test match in August 2010 in the 90,000-seat FNB stadium in Soweto, Johannesburg, was partly informed by the political, commercial and social considerations facing both the Union and the City-owned stadium (Gerardy, 2010). The behaviour of sport supporters is thus an important contributor to the business performance of sport teams, and has thus been the focus of significant academic research.

Sport marketing researchers have investigated a number of questions related to sport supporters, including gender effects (Branch, 1995), loyalty (Mahony, Madrigal & Howard, 2000), team identity (Branscombe & Wann, 1992), and multiple consumption motives (Funk, Filo, Beaton & Pritchard, 2009; James & Ross, 2004; Wann, Grieve, Zapalac & Pease, 2008). Studies of supporters have occurred within the sport marketing context, which has been defined as the process through which a contest with an "uncertain outcome" is staged, creating opportunities for the simultaneous fulfilment of objectives among sport customers, sport businesses, participants and other related individuals, groups and organisations (Chadwick, 2005, p. 7). This definition captures the two dimensions of *marketing of sport* and *marketing with sport*, first noted by Shannon (1999).

Although significant strides have been taken in the area of sport marketing, Irwin, Zwick and Sutton (1999) lamented the limited amount of research available on important sport marketing-related questions, especially given the critical role occupied by marketing within the sports business. Recognising the

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increasing academic research importance of sport marketing, Couvelaere and Richelieu (2005) called for additional work on professional sport brands and Chadwick (2006) encouraged sport marketing researchers to explore questions of "what sport brands are, how they are built, developed and extended and how they are managed" (p. 297).

Not all those who are interested in sport are the same, with de Groot and Robinson (2008) reminding readers of Pooley's original suggestion of a continuum between a spectator who may "observe a spectacle and forget it quickly" (p. 119) and a fan, whose intense feelings for the team may become "so great that parts of every day are devoted to either his team or in some instances, to the broad realm of sport itself" (p. 119). Fans have been observed to identify so strongly with their chosen team that they "feel as if they are a team member" (Kahle & Riley, 2004, p. 37). Fan identity and team identity have been used interchangeably in previous studies of sport fandom (Dimmock & Grove, 2005; Gwinner & Swanson, 2003; Sutton, McDonald, Milne & Cimperman, 1997), with team identity defined as the extent to which a fan feels a psychological connection to a team (Wann, 1997). Team identity has been associated with behaviours such as attendance decisions (Matsuoka, Chelladurai & Harada, 2003), purchase intent (Trail, Fink & Anderson, 2000), and fan group involvement (Heere & James, 2007).

In recognising the social group nature of sport fandom (Heere, James, Yoshida & Scremin, 2011), team identity researchers have drawn on Social Identity Theory (SIT) (Tajfel & Turner, 1985). The sport fan context has

recently been viewed as a useful domain for additional social identity research (Ansari, 2004; Deaux, 2000). One of the main processes proposed by SIT is psychological distinctiveness (Kuenzel & Halliday, 2008). The theory argues that a number of the features of intergroup behaviour are directed toward establishing positive distinctiveness within intergroup comparisons (Vignoles, Chryssochoou & Breakwell, 2000). Psychological distinctiveness has been defined as wishing to be different from, but compared favourably to, other groups (Kuenzel & Halliday, 2008). A Manchester City football fan, for example, may therefore differentiate himself from Manchester United fans by wearing the sky blue and white strip while singing 'Blue Moon.' To enhance his psychological distinctiveness, he may also view the team's historic 'typical City' unpredictability as a positive and exciting aspect of its appeal as the club for residents of Manchester. Although significant strides have been taken in the area of sport marketing, a number of questions relating to the relationship between sport teams and their fans remain (Chadwick, 2006; Couvelaere & Richelieu, 2005; Irwin et al., 1999). Key among these issues is gaining a deeper understanding of the psychological processes that contribute to developing stronger team identity.

1.2. PROBLEM STATEMENT

The development of stronger team identity has attracted increased attention during the past decade. Through the Psychological Continuum Model (PCM), Funk and James (2001, 2006) proposed a hierarchical four-stage theoretical framework, with related processes, to explain the psychological connection

between an individual and a sport or recreation object. The PCM framework proposes that recreation participation occurs within four general hierarchical stages: awareness, attraction, attachment or allegiance. The staging mechanism is based on the construct of involvement, which is present when an activity provides an individual with a combination of pleasure, symbolic value, and centrality. The initial stage of psychological connection to a team involves the awareness or recognition that different sports and teams exist (Funk & James, 2001). Once an individual becomes interested in a specific sport or team, and makes a conscious decision to like one team or sport over another, the stage of attraction is reached. The connection between the individual and their chosen team is not durable at this stage, with numerous external influences able to shift the individual's interest towards other sports and teams. A stronger relationship develops between the individual and the team when the attachment stage is reached. Within this stage, the individual will have assimilated the team into their self-concept and have moderate to high team identification (Funk & James, 2001). The allegiance stage is the highest level of psychological connection between an individual and their team. Funk and James (2001) explained this stage in terms of loyalty and commitment to the sports team. The allegiance stage is reached when the individual's attitude towards the team is internally consistent with other core attitudes, values, the self-concept, information processing, and behaviour. To explain the developmental progression from stage two (attraction) to stage three (attachment) and on to stage four (allegiance), Funk and James (2006) outlined the attachment process which occurs when emotional, functional, and

symbolic meaning is assigned by the fan to ideas, thoughts, and images related to the team.

Although the attachment process proposes that the team is internalised into the self-concept when an individual attempts to "resolve uncertainty" (Funk & James, 2004, p. 13) related to the sport object, the existing theoretical framework provides limited further explanation of how a fan might do this. Funk and James (2004) suggested that Kolbe and James' (2003) internalisation process sees fans building affiliation with in-group team supporters, while enhancing distinction from non-members. Although the authors point to the role of these psychological needs to belong and be distinctive, they provide limited guidance on how these needs are met through team identity. Funk and James (2006) drew on Schultz, Kleine and Kernan's (1989) consumer behaviour conceptualisation of attachment, resulting from the self-development tasks of individuation, integration and temporal orientation. In their team identity application of these distinctiveness and assimilation tasks to conceptualise the attachment process, Funk and James (2006) did not specifically explore the role of these psychological needs in the development of stronger team identity.

The purpose of this study was to investigate the mechanisms through which sport fans balance the psychological needs for distinctiveness and assimilation through the expression of their team identity. In this way, the research contributes to a stronger explanation of how the needs for distinctiveness and assimilation function within the attachment process

towards stronger fan loyalty. The study thus responds to the need for empirical work on the revised PCM theoretical framework (Funk & James, 2006; Stewart, Smith & Nicholson, 2003).

By investigating distinctiveness and assimilation motives, the study answers the calls by Dimmock, Grove and Eklund (2005), as well as Andrijiw and Hyatt (2009), to examine sport fan identity motives beyond self-esteem. This research is also in response to Funk, Mahony and Havitz's (2003) appeal for sport consumer behaviour research on identity development issues. It is also undertaken in response to Vignoles, Regalia, Manzi, Golledge and Scabini's (2006) plea to concentrate on identity motives such as belonging and distinctiveness, while answering the call by Leonardelli, Pickett and Brewer (2010) to examine need satisfaction within a social context so that the process of how individuals negotiate their collective identities with others can be studied.

Recently there have been calls to acknowledge the diversity of sport, and the different cultural context and marketplaces within which it is consumed (Chadwick, 2007a; Clarke and Mannion, 2006; Funk et al., 2003). Researching sport marketing theory and practice from different socio-economic and geographic perspectives may thus help the global sports industry to explain developments taking place in other contexts (Chadwick, 2007b).

In gaining a deeper understanding of the team identity mechanisms used by fans to balance their distinctiveness and assimilation needs, this study drew on Optimal Distinctiveness Theory (ODT) (Brewer, 1991), which recognises that people are driven by opposing motives for distinctiveness and inclusion. Leonardelli et al. (2010) argued that SIT lacked an explanation for the process of identification with in-groups. They suggested that although SIT outlined why and how specific social categories become salient, the analysis was limited to a cognitive one. The authors called for the inclusion of a motivational component with respect to the antecedents of social identity. Similarly, Hornsey and Jetten (2004) argued that SIT assumes a "dislocation" (p. 249) between the personal and collective selves, given the theory's principle of transforming the self-concept to a collective level of identity, and that distinctiveness motives are therefore met through intergroup comparisons. In extending ODT, Hornsey and Jetten (2004) proposed a set of eight strategies that allow people to balance their needs for belonging and distinctiveness. Horney and Jetten's (2004) framework is organised in relation to two factors: level of distinctiveness (group versus individual) and the mechanism for achieving distinctiveness (structural reality versus perceptual framing).

The review of team identity and psychological distinctiveness in Chapter Two analysed the characteristics of individuals that reach the PCM stage three and stage four. Given the importance of the psychological and physical features of the team at stage three, it is proposed that the structural reality mechanism may be used by individuals progressing towards the revised PCM level three outcomes. Given the cognitive effort involved in processing and re-evaluating

team information at stage four, it is proposed that the perceptual framing mechanism be used by individuals progressing towards the revised PCM level four outcomes.

1.3.   RESEARCH OBJECTIVES

The objective of this research is to review academic literature on team identity and the motives of distinctiveness and assimilation, in order to identify and test possible mechanisms through which fans can balance these needs in their search for optimal psychological distinctiveness. The study was designed to answer the following research questions:

1. What are the mechanisms sport fans use to balance their needs for assimilation and distinctiveness?
2. How do these mechanisms differ between PCM stages three and four within the attachment process?
3. To what extent do sport fans use these mechanisms at both individual and group level in order to achieve optimal distinctiveness?

The analysis of previous findings and conceptual work in the Chapter Two literature review, suggests that this study will find that fans within PCM stage three will seek optimal psychological distinctiveness through the use of the structural reality mechanism, while fans within PCM stage four will seek optimal psychological distinctiveness through the use of the perceptual framing mechanism.

1.4. THE SOUTH AFRICAN CONTEXT

With a population of 51.77 million people (Statistics South Africa, 2012), South Africa's nominal GDP by 2011 was US$401 billion (Economist Intelligence Unit, 2013), which accounted for approximately 30% of sub-Saharan Africa's GDP (International Monetary Fund, 2012). South Africa is expected to achieve real GDP growth of between 3.0% and 4.0% over 2013 to 2022, with real GDP per capita expected to more than double by 2022 (Business Monitor International, 2013). As one of the most sophisticated business environments in Africa, the South African sport market dominates the continent, with over 64% of the reported sport sponsorship expenditure (Goldman, 2012). Data from BMI Sport Info for 2006 suggested that sport sponsorship rights and leverage expenditure reached almost US$600m that year (Sport and Recreation South Africa, 2009). Research tracking the value of the sport market in South Africa, including gate revenues, media rights, sponsorships, and merchandising, pointed to an amount of US$1.1 billion by the end of 2011 (PricewaterhouseCoopers, 2012), which is just over half of the US$2 billion (or 4.6%) of the global sport sponsorship market that the sponsorship agency IEG, LLC. allocates to African countries. The sport sector has contributed an average of 2% to GDP in South Africa since 1997 (Sport and Recreation South Africa, 2009).

Sport has played an important role in forming the social identity of many people, including White and Black South Africans during and after the end of

Apartheid (Booth, 1996; Korr & Close, 2008). Recent research has confirmed the lingering impact of Apartheid-structured identity categories of race and ethnicity. Bornman (2010) found that racial and ethnic groups continued to meet important psychological and social needs of their members, with language serving as a critical indicator of group membership. Recent sport fandom empirical work in South Africa found evidence of the important role played by race and class divides (Fletcher, 2010). Sport fandom in South Africa can therefore be seen to take place within a society described as "heterogeneous, complex, and deeply segmented not only on the basis of culture, race, historical background, language, and religion, but also on economic and/or class status" (Bornman, 2010, p. 239).

Rugby, also referred to as rugby football or rugby union, is regarded as one of the world's most popular sports, especially in Europe and Commonwealth countries (Miller & Washington, 2011). Within post-Apartheid South Africa, the game of rugby has been at the centre of the challenges to transform social identity in the country (Carlin, 2008), with Gerber and Terblanche (2012) providing evidence of the high levels of connection that rugby supporters in South Africa demonstrated with their chosen teams. Horton's (2009) recent historical analysis of rugby union football in Australia confirmed its "rich context" (p. 967) to explore social issues such as "identity formations and contestations" (p. 967). In a recent survey of mid-to-higher income South Africans, Repucom (2013) reported that 70% were interested in rugby, followed by 66% interested in cricket and 63% interested in international soccer. Although there has been some examination of sport fandom in South

Africa, there has been limited research related to fan identification and motives, especially in rugby (Dhurup, 2010). The decision to investigate optimal psychological distinctiveness within the context of rugby fans was thus informed both by the prospect of rich insights from a sport that is characterised by issues of identity, as well as rugby's position as a global sport that shares common tournament and team structures with other major global sports.

1.5.   RESEARCH DESIGN

The research was conducted in two phases, following a mixed methods design (Tashakkori & Teddlie, 1998).   Tashakkori and Teddlie (1998) suggested three areas in which such mixed method approaches are superior to single approach designs, including providing insights to research issues that single methods cannot, offering stronger inferences, and contributing to capturing greater diversity of respondent views. Previous studies of sport fandom have successfully employed mixed method designs, including examining product-market segmentation using motivational data (Rohm, Milne & McDonald, 2006), and investigating charity sport events as relationship-building mechanisms (Woolf, Heere & Walker, 2013). Rudd and Johnson (2010) lamented the limited number of mixed method studies within sport management research, pointing to the low percentages (2%-9%) of mixed method designs found in previous reviews.

Given the need to understand the mechanisms related to the psychological needs for distinctiveness and assimilation of fans within the higher PCM stages of attachment and allegiance, the challenge for researchers is to profile fans' level of involvement in order to then employ a stage-based investigation of psychological distinctiveness. Within the pragmatism paradigm, which views qualitative and quantitative methods as compatible and can therefore both be used in the same study, this research adopted a quan/QUAL sequential dominant status design (Tashakkori & Teddlie, 1998).

The first phase of the research employed quantitative data collection and analysis techniques to profile the characteristics of sport fan identity for individuals with varying levels of connection to their chosen team. This foundation phase allowed for a stage-based investigation of psychological distinctiveness in the second phase of the research. In this way, the categorisation of fans within the PCM framework and the profiling of the characteristics of fans within each PCM stage, enabled a more directed and purposeful sampling for the second phase of research. This two-phase approach thus allowed the investigation of psychological distinctiveness needs within the attachment process to occur relative to the extent of connectedness to the team.

The latter phase employed qualitative data collection and analysis techniques to reveal and describe, relative to each PCM stage, the mechanisms through which a sport fan attempts to balance the competing human needs for distinctiveness and inclusion in the expression of their team identity. Stewart

et al. (2003) argued that qualitative methods should form the basis of sport consumption models. In-depth interviews were selected to gather relevant data to address the research problem. This qualitative form of data collection provided the researcher with more complete descriptions of fan identity, expressed through the interviewee's own words and extensive comments (Kvale, 2007; McCracken, 1988). In this way, the researcher was able to engage more directly with the meanings related to the distinctiveness motive, while documenting the phrases used by fans in their discussion of fandom.

1.6.   SUMMARY AND ORGANISATION OF CHAPTERS

This study of the function of fan identity in seeking optimal psychological distinctiveness is organised into five chapters. Chapter One has provided a background to the study before stating the research problem and justification for the study. In addition, research objectives and questions have been provided, as well as the South African context in which the study is conducted.

Chapter Two reviews previous literature and research findings on team identification and psychological distinctiveness. Chapter Three provides an overview of the methodology used, which includes descriptions of the research design and phases, sample selection, data collection and data analysis procedures. The results are reported in Chapter Four, followed by a discussion of the results, implications and limitations in the concluding Chapter Five.

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION

The purpose of this chapter is to review literature on sport team identity and psychological distinctiveness in order to inform a study of the function of sport fan identity in seeking optimal distinctiveness. The chapter opens with an overview of sport marketing and the research streams that have contributed to this growing body of knowledge. This is followed by a more focused discussion on team identification, including the categorisation of sport fans in terms of the level of psychological attachment felt towards a favourite team. The review goes on to outline Social Identity Theory as a foundational theory of team identification, as well as examine psychological and optimal distinctiveness. This section also reports on the recent contributions to map relevant psychological distinctiveness mechanisms.

2.2. SPORT MARKETING

Shannon (1999) categorised the sport marketing industry into two related categories: the "marketing of sports" (p. 519), which includes marketing sporting events and equipment to spectators and participants, and "marketing with sports" (p. 519), which includes the promotion of non-sporting products at sporting events and the use of athletes to endorse non-sport products and services. Shannon (1999) suggested that both categories provide rich opportunities for future research and that it was time that the academic

marketing discipline acknowledged the value and need for sport industry-specific research. Mullin, Hardy and Sutton (2007) recognised the two categories in their description of two major thrusts of sport marketing, including the marketing of sport products and services directly to consumers of sport, and the marketing of other consumer and industrial products and services through the use of sport promotions. Most recently, Fullerton and Merz (2008) argued for the integration of *"marketing through sports"* (p. 90) (emphasis in the original) into the definition of sport marketing, when they proposed a broader conceptual framework of sport marketing. They developed the two dimensions of levels of integration with the sport, and types of products or services sold by sport marketers, into a four-domain framework.
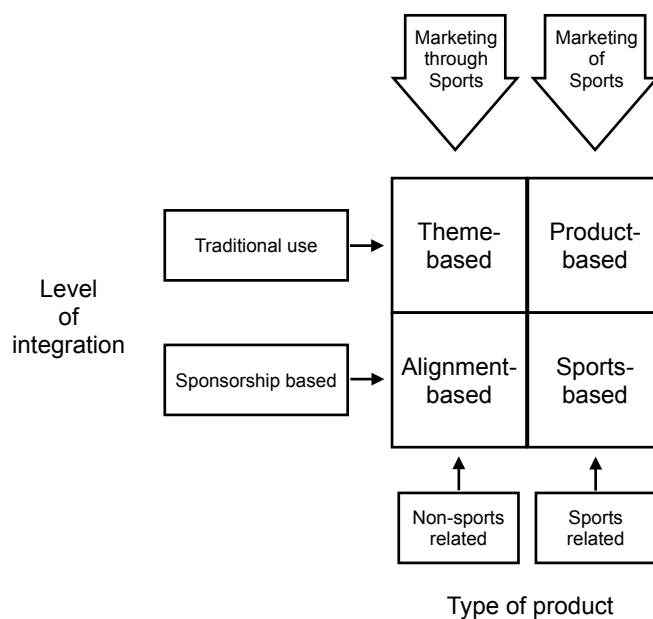
Figure 1. Adapted from "The Four Domains of Sports Marketing: A Conceptual Framework," by S. Fullerton, and R. G. Merz, 2008, *Sport Marketing Quarterly, 17*(2), p. 97. Copyright 2008 by West Virginia University.

As represented by Figure 1, the four-domain framework further developed the two categories of marketing through sport, which is similar to Shannon's

(1999) concept of marketing with sport, and marketing of sport. Within the level of integration with sport dimension, the authors distinguished between the traditional use of sport as merely an overlay, where there is no direct relationship between the product or service and the sport, and the sponsorship-based integration, where an official relationship is capitalised on. Within the type of product or service dimension, Fullerton and Merz (2008) differentiated between sport-related, which includes offers related to spectator and participation sports, and non-sport-related, which includes the myriad of other consumer and industrial offerings. The resulting four domains include theme-based strategies where a sporting theme is used in a traditional marketing strategy for non-sport-related products and services. Alignment-based strategies apply to sport marketers selling non-sport-related products and services through an official sponsorship relationship, such as team or competition sponsorships, venue naming rights, endorsements or licensing agreements. For those selling sport-related goods or services, from sporting apparel to season tickets, Fullerton and Merz (2008) mapped product-based strategies and sport-based strategies. The former excluded any official sponsorship relationship and would include activities such as developing exclusive game experiences for corporate hospitality clients during the Major League Soccer season. The latter sport-based strategy includes the well-known Nike athlete endorsements or Gilbert's official relationship with Super Rugby.

Shannon (1999) and Fullerton and Merz (2008) refer to *sports* marketing. This term is also used interchangeably in the literature as *sport* marketing (Clarke

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& Mannion, 2006; Stewart et al., 2003). Schwarz and Hunter (2012) argue that sport is an all-inclusive term that more accurately captures the business enterprises that go beyond the on-field sports activities. For the purposes of consistency, the term sport marketing is used in this research.

This study of the mechanisms within the attachment process is concerned with strengthening the psychological connection between a fan and his chosen team. In this way, the research is of primary relevance to those marketing teams to fans, while also providing guidance to those marketing products or services through sport. Although there seems to be growing consensus about the exact definition of sport marketing, especially the integration of both the marketing of and marketing through sport aspects, there is less agreement about whether sport marketing is a distinct domain.

Gray and McEvoy's (2005) definition of sport marketing suggests that it is merely a context in which existing marketing principles and practices are applied to sport products, participants and spectators. In the same year, however, Chadwick (2005) argued that sport marketing is distinctive from other forms of marketing in that sport and sport-related activities are based on the principle of uncertainty. He went on to define sport marketing broadly as including a process that creates opportunities for the simultaneous fulfillment of objectives among sport customers, sport businesses, participants and other related individuals, groups and organisations. King, Kahle and Close (2011) echoed this view in their argument that sport consumption differs from other forms of consumption in both the level of emotion and depth of affiliation. The

authors went on to argue that: "Future research must acknowledge the special aspects of consuming sport and seek to advance understanding of sport consumption behavior as a field in its own right" (p. 10). Schwarz and Hunter (2012) reinforce Gray and McEvoy's (2005) application-focused definition in their use of marketing mix components to define sport marketing, although they go on to suggest that the sport product is unique and is marketed within heightened complexity.

2.3.   SPORT MARKETING RESEARCH

One stream of research within sport marketing has focused on sport team branding. Ross, Bang and Lee (2007) highlighted the number of recent studies that have begun addressing the importance of viewing a professional sport team as a brand, including Ross' (2006) proposed conceptual framework for understanding spectator-based brand equity and Ross, James, and Vargas' (2006) development of the Team Brand Association Scale (TBAS). This work built on Funk and James' (2006) revision of their earlier Psychological Continuum Model (PCM) into more of a process model and their use of the Gladden and Funk (2002) Team Association Scale (TAS).

Smith, Graetz and Westerbeek (2006) took a different angle on sport team branding by using Aaker's (1997) brand personality framework to assess the brand characteristics of sport organisations. Smith et al.'s (2006) work also highlighted the importance of recognising the difference between a brand image - which is how a brand is perceived in the mind of the consumer, and a

brand identity - which specifies the desired perception as decided by the organisation. Keller (1993) emphasised this difference in his definition of brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory" (p. 3). Roy, Graeff and Harmon (2008) employed Keller's (1993) framework of brand knowledge, including brand awareness and brand image, to investigate the repositioning of a southern US university through enhanced National Collegiate Athletic Association (NCAA) membership.

Another stream of sport marketing research has focused on sport consumption. Funk et al. (2003) assessed the contribution and possible new directions of sport consumer behaviour, pointing to the large amount of work undertaken on the motives for consumption activities. Theodorakis, Wann and Weaver (2012) also commented on the particularly large portion of sport team identification research within the sport marketing area. The following section provides a more detailed review of team identification research.

2.4. SPORT TEAM IDENTIFICATION

2.4.1. DEFINING TEAM IDENTIFICATION

There is growing consensus about the definition of team identification as the extent to which a fan feels a psychological connection to a team and/or athlete. Branscombe and Wann (1992) provided early thinking about team identification in their definition of spectator identification as the "extent to

which individuals perceive themselves as fans of the team, are involved in the team, are concerned with the team's performance, and view their team as a representative of themselves" (p. 3). Later definitional work referred to a psychological connection or attachment to a team or athlete (Wann, 1997; Wann, Hunter, Ryan & Wright, 2001; Wann, Keenan et al., 2002; Wann & Pierce, 2003). Further research by Dimmock and Grove (2006), Kwon, Trail and Lee (2008), and Kim and Kim (2009) echoed the definitional consensus of team identification within the sport sciences, sport marketing, and sport sponsorship literature on both sides of the Atlantic.

Heere and James (2007) questioned the comprehensiveness of Wann and Branscombe's (1991) definitional contribution, pointing to the limitations of defining team identification as a single-dimension construct. Heere and James (2007) suggested that sport fans are a "particular form of group" (p. 66), and that therefore a broader Social Identity Theory (Tajfel & Turner, 1985) perspective should be taken to view team identity as a multi-dimensional construct. This argument built on previous work by Dimmock, Grove and Eklund (2005), who also drew on social identity to propose a two-dimensional conceptualisation of team identification. Dimmock, et al. (2005) reasoned, and found evidence, that the cognitive and affective dimensions of social identity would cross-load on a single factor, with evaluative identification loading on a separate factor. Heere and James (2007) went on to develop a six-dimension model of team identification, including public evaluation, private evaluation, interconnection of self, sense of interdependence, behavioural involvement, and cognitive awareness.

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The relationship between team identification and social identification is widely accepted. Underwood, Bond, and Baer (2001) argued that fan identification is a "manifestation of social identity theory" (p. 3). Wann (2006) emphasised the importance of the social identity aspects of belonging and camaraderie with others in achieving the psychological benefits related to team identification. Most recently, Theodorakis, Wann and Weaver (2012) integrated Dimmock et al.'s (2005) two-dimensional model into a more complete antecedent model of team identification. Previous studies have therefore developed a clear definition of team identification, including its multi-dimensional nature and relationship to social identification. The definitional work on team identity assumed that the attainment of high team identification occurred over a period of time and as a result of internal and external influences. Research then shifted to understand the social-psychological processes responsible for a fan's progression from initial awareness to subsequent loyalty.

2.4.2. CATEGORISING TEAM IDENTIFICATION

Stewart et al. (2003) reviewed the existing models of sport consumption. The authors categorised the existing typologies into the three levels of dualistic models, tiered models and multi-dimensional approaches. Dualistic models were described as the most basic and included studies that contrasted one type of fan over another, often implying a level of superiority to one type who may be more true, traditional and die-hard. Tiered models were identified by Stewart et al. (2003) as those with a high, medium and low hierarchy, based

on identification, commitment or involvement. To address the limitations of dualistic and tiered models, Stewart et al. (2003) discussed a number of multi-dimensional approaches that were developed by combining at least two dimensions. The authors highlighted eight clusters of dimensions, including identity, loyalty and connective focus. One of the more complex models recognised by the authors was the Psychological Continuum Model (Funk & James, 2001), which met three of Stewart et al.'s (2003) criteria for a strong model: it is grounded in solid theories of consumer behaviour; it clearly articulated each type and linked their behaviour to underlying beliefs and motives; and it is supported by a broad base of empirical support.

The PCM (Funk & James, 2001) was introduced as a conceptual framework to organise various social psychology literature streams to explain the psychological connection between an individual and a sport or recreation object. Funk and James (2001) developed the PCM as a response to the "potpourri of instruments and concepts" (p. 120) that were being used to understand the relationship between teams and their fans. The PCM framework has been assessed against five other theoretical frameworks of leisure participation and found to be the best performing framework in terms of relevant criteria (Beaton & Funk, 2008). Lock, Taylor, Funk and Darcy (2012) reported on the increasing number of studies that have used the PCM as a conceptual and theoretical lens to understand team identification. The research by de Groot and Robinson (2008), for example, provided empirical support for the stage-based nature of the PCM, although this biographical study usefully questioned whether the development process may be cyclical.

Foster and Hyatt's (2008) PCM application study provided further support of the theoretical and managerial contribution made by the PCM, especially with respect to local and non-local fan identity.

The PCM framework, more recently termed the Psychological Connection Model (Beaton, Funk & Alexandris, 2009), proposes that recreation participation occurs within four general hierarchical stages: awareness, attraction, attachment or allegiance. The staging mechanism (see Figure 2) is based on the construct of involvement, which is present when an activity provides an individual with a combination of pleasure, symbolic value, and centrality.

Inputs	Stage	Outcomes
Attachment outcomes Value congruence Identification	4. Allegiance	Biased cognition Durability Attitudinal & behavioural loyalty
Attraction outcomes Personal meaning & importance Self-concept	3. Attachment	Attitude strengthening Assigning emotional, functional & symbolic meaning
Hedonic needs Dispositional needs Self efficacy & perceived barriers	2. Attraction	Participation behaviour Affective association Attitude formation
Socialising agents Cultural influences Built environment	1. Awareness	Knowledge and realisation of participation opportunities

Figure 2. PCM schematic. Adapted from "Operationalizing a Theory of Participation in Physically Active Leisure," by A. A. Beaton, D. C. Funk, and K. Alexandris, 2009, *Journal of Leisure Research, 41*(2), p. 180. Copyright 2009 by the National Recreation and Park Association.

2.4.2.1   THE AWARENESS STAGE

The initial stage of psychological connection to a team involves the awareness or recognition that different sports and teams exist (Funk & James, 2001). As the individual gains a greater understanding of how the game is played or is able to distinguish between different teams and game levels, their level of awareness increases. At this stage of the PCM, the individual is not interested in the sport or team yet.

2.4.2.2   THE ATTRACTION STAGE

Once an individual becomes interested in a specific sport or team, and makes a conscious decision to like one team or sport over another, the stage of attraction is reached. Getting to this point may involve the individual comparing and contrasting between different teams and results from the psychological features of the social situation and motives of the individual (Funk & James, 2001). The connection between the individual and their chosen team is not durable at this stage, with numerous external influences able to shift the individual's interest towards other sports and teams.

2.4.2.3   THE ATTACHMENT STAGE

A stronger relationship develops between the individual and the team when the attachment stage is reached. Within this stage, the individual will have assimilated the team into their self-concept and have moderate to high team

identification (Funk & James, 2001). Individuals reach this stage of the PCM when they have developed a stable psychological connection to the chosen sport or team, with a more complex associative network linked to the team based on more intrinsic than extrinsic processes. This complexity may include individuals connecting to multiple aspects of the sports object, including players, team, level of sport, community, coach, and sport (Lock et al., 2012). These aspects are typically physical and psychological features of the team, including relevant attributes and benefits. Importantly, Funk and James (2001) argued that the attached individual, when faced with conflicting information about the team, will "invoke cognitive effort to process and re-evaluate the information in order to restore internal consistency" (p. 143).

2.4.2.4   THE ALLEGIANCE STAGE

The allegiance stage is the highest level of psychological connection between an individual and their team. Funk and James (2001) explained this stage in terms of loyalty and commitment to the sports team. The allegiance stage is reached when the individual's attitude towards the team is internally consistent with other core attitudes, values, the self-concept, information processing, and behaviour. The individual's responses and tendencies elicited by their team are resistant to counter-persuasion and influence. Individuals at this PCM stage will invoke an automatic response to rapidly restore the consistency in their relationship should they receive information related to their favourite team that conflicts with their current beliefs. Lock et

al. (2012) argued that individuals at this stage will employ "more innovative image management techniques" (p. 285).

2.4.2.5   THE REVISED PSYCHOLOGICAL CONTINUUM MODEL

Funk and James (2001) proposed that movement up the continuum would be as a result of developing stronger attitudes towards the chosen sport or team, until the sport or team became psychologically important to the individual. The authors acknowledged that further research was required to better understand movement up and down the continuum. In response to calls for a deeper understanding of the processes involved in progress through the four stages, Funk and James (2006) revised the PCM model, as presented in Figure 3, to include three processes that attempted to explain how an individual would move towards allegiance: the awareness, attraction and attachment processes.
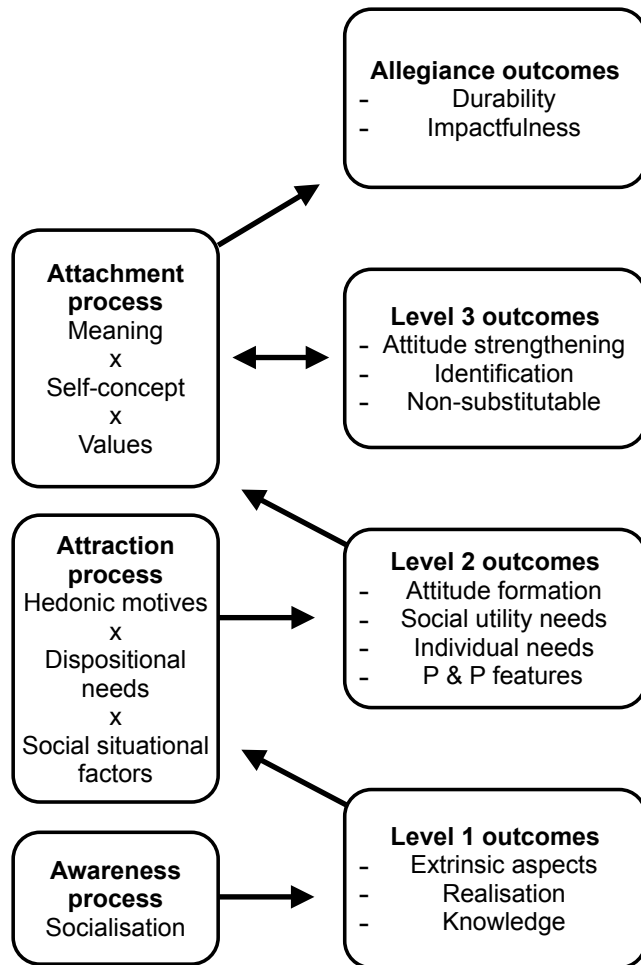
Figure 3. Revised PCM. Adapted from "Consumer Loyalty: The Meaning of Attachment in the Development of Sport Team Allegiance," by D. C. Funk, J. D. James, 2006, *Journal of Sport Management, 20*, p. 193. Copyright 2006 by Human Kinetics, Inc.

2.4.2.6   THE ATTACHMENT PROCESS

The attachment process, which Funk and James (2006) suggested occurs when an individual assigns emotional, functional and symbolic meaning to "ideas, thoughts, and images related to a sport object" (p. 196), was proposed to explain how an individual progressed from level 2 (attraction) outcomes to level 3 (attachment) outcomes, and on to allegiance outcomes.

The attachment process represents a dynamic and emotionally complex internal process in which the meaning associated with the team interacts with the individual's self-concept, as well as with their core values. Funk and James (2004) suggested that the integration of the team into the self-concept could occur due to an unfilled need for assimilation. They also proposed that when an individual internalises the meaning assigned to a sport object, they build affiliation with in-group members and enhance their distinction from non-members. The internalisation of the team into the self-concept was described by Funk and James (2004) as a process of socialisation, through which an individual attempts to resolve uncertainty related to the sport identity, and which leads to a stronger group identity.

By recognising the internal nature of the attachment process, Funk and James (2006) built on the internalisation process proposed by Kolbe and James (2003) and explained by Funk and James (2004) through their Fan Attitude Network Model (FAN). The FAN Model highlighted the importance of fulfilling psychological needs and motives in the internalisation of a sport identity.

The revised PCM framework suggests that the psychological needs for distinctiveness and assimilation are involved in the attachment process as a fan progresses towards stronger loyalty. Existing work has not, however, investigated the mechanisms through which team identity is used by fans to balance these psychological needs. Given the social group nature of belonging, the following section examines Social Identity Theory. This is

followed by reviewing work more focused on the distinctiveness motive and the balance between these psychological needs.

2.5. SOCIAL IDENTITY THEORY

Social Identity Theory (SIT) provides a structure for understanding social identity (Donavan, Janda & Suh, 2006). Tajfel and Turner (1985) argued that "social identity consists of those aspects of an individual's self-image that derive from the social categories to which s/he perceives as belonging" (p. 16). These social categories define one's place within the social world, including age, gender and race, or membership of a team, religion, club or corporation (Bhattacharya, Rao & Glynn, 1995).

Tafjel (1972) originally defined social identity as the individual's knowledge that he belongs to certain social groups, together with "some emotional and value significance" (p. 292) to him of this group membership. He later argued that group identification took place when two components are met; one cognitive and one evaluative (Tajfel, 1982). The former relates to awareness of membership, while the latter indicates that this awareness is related to some value connotations. Tafjel (1982) also suggested a third "frequently associated" (p. 2) component of group identity, consisting of an emotional investment in awareness and evaluation, and the necessary condition that an emotional consensus recognises the existence of the group. Recent studies have investigated this proposed multi-dimensionality further.

2.5.1. SOCIAL IDENTITY DIMENSIONS

Jackson and Smith (1999) proposed an integrative framework for organising the conceptualisation and operationalisation of social identity that was based on four dimensions, including the perceptions of intergroup context, attraction to the in-group (an affective dimension), interdependency beliefs, and depersonalisation (a cognitive dimension). In subsequent work, Jackson (2002) argued that among those researchers who explicitly consider multiple dimensions of group identity, there is "a degree of consensus that the construct involves the cognitive, affective, and evaluative dimensions, and, for several theorists, that of perceived common fate" (p. 12). His study found support for conceptualising social identity as a three-factor construct, including cognitive, affective and evaluative dimensions.

The cognitive dimension of social identity refers to an individual's identification as an in-group member, perceptions of intragroup similarity regarding the in-group and out-group, intergroup dissimilarity, and seeing the self as a prototypical in-group member. The affective dimension refers to the sense of unity, solidarity, and togetherness; having an emotional reaction in response to an in-group event; and enjoying spending time with in-group members. The evaluative dimension of social identity reflects the value attached to being a member of the in-group and favourable evaluations of the in-group.

One of the origins of Social Identity Theory is Allport's work on attitudes (Turner, 1987). Eaton, Majka and Visser (2008) outlined the links between

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this three-dimensional definition of social identity theory and attitude theory. The authors argued that group memberships shape the attitudes individuals acquire, the extent to which those attitudes guide behaviour, and also play a role in the process of attitude change and persuasion. Crano and Prislin (2006) reviewed the extensive literature on attitude theory and suggested that an attitude "represents an evaluative integration of cognitions and affects experienced in relation to an object" (p. 347). Attitudes can thus be viewed as the evaluative judgements that integrate and summarise cognitive and affective reactions.

Evidence of a similar three-factor conceptualisation of social identity was offered by Cameron (2004), who labelled the aspects of his "tripartite model" (p. 239) as centrality (the cognitive dimension), in-group ties and in-group affect. Cameron, Duck, Terry and Lalonde (2005) employed the three-factor model of centrality, in-group ties and in-group effect to study threatened national identity. They carried through the definition of centrality as a "cognitive aspect of social identity" (p. 83) and defined in-group effect as the "evaluative component" (p. 84). Most recently, Roccas, Sagiv, Schwartz, Halevy and Edelson (2008) integrated the theories and findings of four different theoretical perspectives on social identity in order to deepen the understanding of the nature of identification. Within the social identity perspective, the authors confirmed the multi-dimensional nature of social identity and analysed eight previous models that drew on social identity theory.

Although Roccas et al. (2008) mapped the majority of identity dimensions drawn from social identity theory onto a cognitive, affective or evaluative dimension, in three of the eight cases they allocated one or more of the dimensions to an additional "idiosyncratic" (p. 284) category. Roccas et al. (2008) categorised Cameron's (2004) dimension of in-group effect as an additional, as opposed to an affective or evaluative, component. The authors treated Luhtanen and Crocker's (1992) membership esteem dimension as additional, although it shares common evaluative judgments with the private collective self-esteem dimension, which is mapped onto the evaluative dimension. Hinkle, Taylor, Fox-Cardamone and Crook's (1989) individual/group aspect dimension was also allocated to the additional category, although it could be viewed as evaluative in nature.

Importantly, Roccas et al. (2008) failed to map any of the previously found social identity-related dimensions onto their proposed new dimension of deference, which they defined as the extent to which a group member honours, reveres, and submits to the group's norms, symbols, and leaders. The authors used evidence of a cognitive dimension to support their importance dimension, affective dimension evidence to support their commitment dimension, and evaluative dimension evidence to support their superiority dimension. In order to support their new dimension of deference, Roccas et al. (2008) drew on two studies within the individual-collectivism theoretical perspective, and just one study within the nationalism-patriotism theoretical perspective. The dimensions offered in these three studies can be viewed as evaluative in nature, which was confirmed by Roccas et al. (2008)

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when they later commented that "superiority and deference both refer to positive evaluations of the group's attributes" (p. 290). Notwithstanding the limitations suggested above, Roccas et al. (2008) found initial empirical support for their four-factor model of importance (a cognitive dimension), commitment (an affective dimension), superiority and deference (two evaluative dimensions), within both a national and organisational context.

Although recent investigations into the multi-dimensionality of social identity have suffered from a lack of definitional clarity, there is growing consensus and evidence of three dimensions: cognitive, affective and evaluative. The multidimensionality of social identity therefore includes a strong focus on in-group identification, feelings of belonging and attitudes towards in-group members and the out-group. In this way, social identity lays the foundation for both intragroup and intergroup comparisons. The following section reviews specific research contributions related psychological distinctiveness.

2.5.2. PSYCHOLOGICAL DISTINCTIVENESS

One of the main processes proposed by SIT is psychological distinctiveness (Kuenzel & Halliday, 2008). The theory argues that a number of the features of intergroup behaviour are directed toward establishing positive distinctiveness within intergroup comparisons (Vignoles et al., 2000). Psychological distinctiveness (PD) has been defined as wishing to be different from, but compared favourably with, other groups (Kuenzel & Halliday, 2008). Individuals may use their membership of a group to differentiate themselves

positively from others in another group. In this way, individuals are seen to attempt to maximise a sense of positive psychological distinctiveness by establishing terms for intergroup comparison that will favour their in-group membership, relative to an out-group (McNamarra, 1997). Extending the literature on distinctiveness, Vignoles, Chryssochoou and Breakwell (2002) proposed three sources of distinctiveness: position, difference and separateness. Position was defined in terms of the distinctiveness of an individual's place within social relationships, including kinship ties, friendships, roles and social status. Difference, the typical operationalisation of distinctiveness, implied distinctiveness in individual qualities, including abilities, opinions or traits. Separateness was related to distinctiveness in terms of psychological distance from others, including physical and symbolic boundaries.

The Social Identity Perspective on psychological distinctiveness emphasises the basic human motive to experience group belonging. Hornsey and Jetten (2004) argued that social identity theory assumes a "dislocation" (p. 249) between the personal and collective selves, given the theory's principle of transforming the self-concept to a collective level of identity, and that distinctiveness motives are therefore met through intergroup comparisons.

An alternate perspective on psychological distinctiveness is offered by Uniqueness Theory (Snyder & Fromkin, 1980), which proposes that people's "fundamental need" (Hornsey & Jetten, 2004, p. 250) is to see themselves as unique differentiated beings. The theory thus emphasises the "pervasive

human motivation" (Vignoles et al., 2000, p. 346) to see oneself as distinctive. Uniqueness Theory is echoed in the Distinctiveness Principle (Vignoles et al., 2000), which is defined as the motive within identity pushing toward establishing and maintaining a sense of differentiation from others. In a social setting such as the membership of a group, therefore, people will be expected to act in ways that show distinctiveness, both within the group they are members of, as well as compared to individuals within other groups.

2.6. OPTIMAL DISTINCTIVENESS THEORY

Leonardelli et al. (2010) argued that Social Identity Theory lacked an explanation for the process of identification with in-groups. They suggested that although SIT outlined why and how specific social categories become salient, the analysis was limited to a cognitive one. The authors called for the inclusion of a motivational component with respect to the antecedents of social identity. Optimal Distinctiveness Theory (Brewer, 1991) proposed that individuals were motivated by two fundamental and competing human needs and that individuals could simultaneously meet these needs by identifying with moderately inclusive group memberships. Brewer (1996) suggested that the search for optimal distinctiveness underlies social identification. One of the basic tenets of the theory suggested that social identification would be strongest for social groups at that optimal level of inclusiveness "which resolves the conflict between the needs for differentiation of the self and assimilation with others" (Brewer, 1991, p. 478).

The model of Optimal Distinctiveness Theory (see Figure 4) was developed as an "opposing forces" model (Brewer, 1991, p. 477), which represented the needs for assimilation and differentiation as opposing forces instead of a bipolar continuum. In this way, Brewer (1991) drew on Solomon's (1980) Opponent-Process Theory of Acquired Motivation, which argued that opposing psychological processes are "automatically set in motion" (p. 698) by drive stimuli. Solomon's (1980) work explained how one process in turn arouses an opposing process, which functions to "suppress the affective or hedonic state" (p. 699) initially produced by the first process. This theory was used to explain the initial 'rush' and euphoria felt by a drug user, followed after some time by craving and withdrawal, suggesting that the latter state was activated by the former. Brewer (1991) thus conceptualised the relationship between differentiation and assimilation as a variant of opposing process models, which had previously been used to explain motivations.

As represented on the horizontal axis of Figure 4, Brewer's (1991) model assumed that an individual can be categorised along a social distinctiveness-inclusiveness dimension that ranges from uniqueness at the far left-hand side extreme to total submersion at the other extreme. A person that strongly stands out from others in a group would thus experience a feeling of low inclusion, perhaps even resulting in a threatened sense of security. At the other extreme, a person who appears very similar to others on most criteria would experience a feeling of high inclusion, perhaps even resulting in a threatened sense of self-worth.
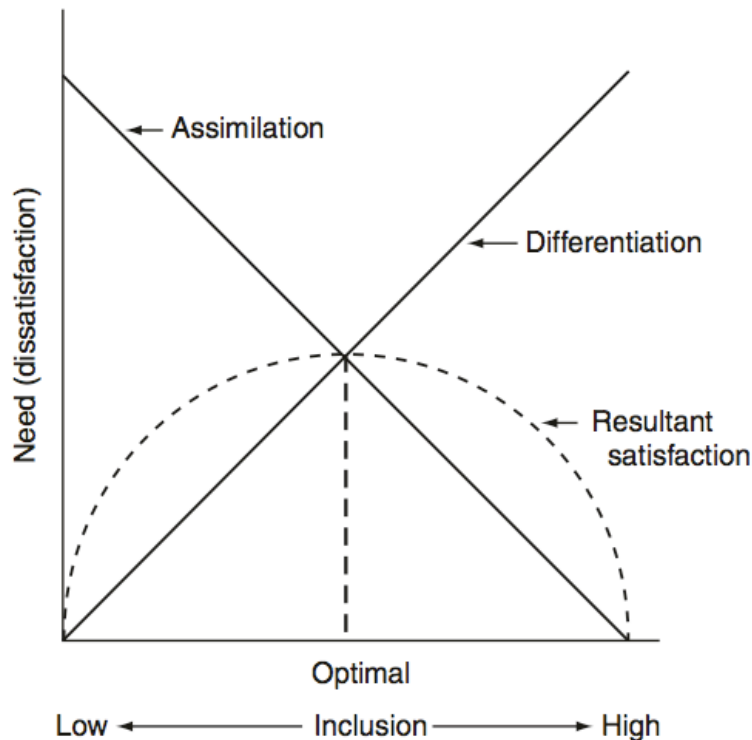
Figure 4. Optimal Distinctiveness Theory model. Sourced from "The Social Self: On Being the Same and Different at the Same Time" by M. B. Brewer, 1991, *Personality & Social Psychology Bulletin, 17*(5), p. 477. Copyright 1991 by the Society for Personality and Social Psychology, Inc.

Each point on the horizontal axis is associated with a particular point of intersection between the competing forces of assimilation and differentiation. The sloping lines labelled 'Assimilation' and 'Differentiation' in Figure 4 each represent the relevant opposing force. The slope of the force line represents the strength of the relevant force, with an increase in the steepness of the line indicating an increase in the force strength. A stronger motive to differentiate, therefore, would be represented in the model by a differentiation force line that is similarly anchored to the horizontal axis at the uniqueness extreme, but that follows a path closer to the vertical axis. Equally, a stronger motive to assimilate would be represented in the model by an assimilation force line that intersects the vertical axis at a higher point. The vertical axis intersection

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point, therefore, also provides a measure of the strength of the force, most clearly represented by the location of the assimilation force.

According to the model, optimal distinctiveness is achieved through identification with categories or groups that have a level of inclusiveness where the degrees of competing needs activation are exactly equal. Association with groups that are too inclusive or too personalised should drive the individual to return to the same equilibrium.

For an individual who identifies himself as a Blue Bulls rugby fan therefore, he may meet his need for assimilation by donning the team's Super Rugby tournament-winning jersey and attending home games at Loftus Versveld in Pretoria. By joining almost 40 000 other home supporters at the stadium, painting his face blue and singing one of the team's theme song, 'Liefling', he will feel a high level of inclusion within the Blue Bulls fan group. Optimal Distinctiveness Theory suggests that as the individual achieves greater assimilation within this group, the competing need for differentiation is automatically activated in order to return to a point of equilibrium. The Blue Bulls rugby fan may meet his resulting need for differentiation at the group level, perhaps by framing his membership of the Blue Bulls in-group relative to the Sharks rugby out-group, or at the individual level by fulfilling a special cheerleading role within the Blue Bulls group.

2.6.1. OPTIMAL DISTINCTIVENESS THEORY RESEARCH

Brewer's (1991) theory has received extensive research attention during the past two decades. The first assumption of ODT that has received empirical support is the belief that the need for distinctiveness is activated when an individual is located within a more inclusive group. Initial experimental work by Brewer, Manzi and Shaw (1993) found a three-way interaction between depersonalisation, in-group size, and in-group status as determinants of in-group bias. Under conditions of depersonalisation, the minority group was more valued than the majority group. In a field survey of Russian students, Henderson-King, Henderson-King, Zhermer, Posokhave and Chiker (1997) found that as perceived similarity between an in-group and out-group increases, in-group members exhibit less in-group favouritism. This finding supported Brewer's (1991) assumption that association with a group that is too inclusive will activate the motivation to greater differentiation from that group. Brewer (1999) also reported further experiments at The Ohio State University that demonstrated how participants that were made to feel excessively assimilated to a larger collective attached greater importance to distinctive subgroups, suggesting the activation of the need for distinctiveness. Evidence for the seeking of distinctiveness through subgroup identification was also found by Hornsey and Hogg (1999) when individuals were associated with an increasingly inclusive superordinate group. More recently, Zhong, Phillips, Leonardelli and Galinsky (2008) found evidence of meeting the need for distinctiveness through intergroup comparisons in their study of negational identities. These studies provide support for Brewer's

(1991) ODT assumption that the differentiation motive is activated when an individual is excessively assimilated.

Brewer's (1991) second assumption stated that the need for assimilation is activated when an individual is made to feel more distinct. Social psychology research has provided some support for this assumption. Brewer and Weber (1994) conducted an experiment in which minority group members demonstrated assimilation motives in response to in-group social comparison information, whereas members of a majority group did not. This assimilation motive in the more distinct minority groups occurred only on the dimensions on which the in-group differed significantly from the majority out-group, suggesting that the need for assimilation was activated when the individuals perceived themselves to be too distinctive. More current support for this assumption was reported by Lakin, Jefferis, Cheng and Chartrand (2003), who investigated mimicry behaviours. The researchers predicted that individuals who feel too different from an important group should engage in mimicry behaviour that brings them closer to the group. The results suggested that those who were made to feel too distinct mimicked more than those who were made to feel the same as everyone else.

The third assumption of Optimal Distinctiveness Theory is that the distinctiveness of a social identity is context dependent. Ethier and Deux (1994) provided some initial support that the level of previous group involvement shaped an individual's approach to a new context. Their study of the process of remooring, through which connections are made to new

supportive elements in a new environment, found that the relative strength of the needs for assimilation and differentiation is determined by individual socialisation and recent experience. Within a Hong Kong setting, Chiu and Hong (1999) tested the role of individual beliefs about the world on the relative strength of the competing motives. They found that beliefs about the malleability or fixed nature of the world moderated the level of connectedness or distinctiveness motivation. More recently, Sorrentino, Seligman and Battista (2007) provided further support for the context-specific nature of the relative strength of the needs for assimilation and differentiation through their study of uncertainly orientation. Their findings suggest that the extent to which an individual was certainty-oriented versus uncertainty-oriented moderated the effects of need states in judging the importance of both groups and values.

Brewer's (1991) ODT has been applied to a variety of contexts, with mixed results. Alvarez, Mazza, Pedersen and Svejenova (2005) drew on ODT to investigate the manner in which artists in creative industries balance the needs for inclusion and differentiation. Their study found that European film directors were able to achieve optimal distinctiveness by establishing and operating mechanisms that bind art and business together. The research supports Brewer's (1991) argument that individuals will seek to resolve the conflict between the needs for assimilation and differentiation. Ruvio (2008) provided support for the application of ODT in a consumer behaviour context. Her study of Consumer's Need For Uniqueness (CNFU) suggested that consumption behaviour is driven by the competing needs for uniqueness and

differentiation, and that individuals seek to satisfy these needs by preserving uniqueness without provoking negative consequences. Within a party political setting in Belgium, Van Hiel and Mervielde (2002) did not find support for ODT and suggested that Brewer's (1991) theory may not be applicable to large societal groups. Van Hiel and Merveilde (2002) acknowledged that their measure of identification had low reliability and that their findings should thus be interpreted with caution. The authors also described the vast majority of their sample as voters, and provided limited evidence that the respondents viewed the political party they voted for as a psychological group they were members of.

2.6.2. MECHANISMS TO ACHIEVE DISTINCTIVENESS

The theory of Optimal Distinctiveness (Brewer, 1991) has been extended by research aimed at understanding its implications on social cognition, including the mechanisms through which need arousal influences not only the groups with which individuals choose to identify, but also how individuals perceive themselves as group members, how they perceive their groups, and the types of intragroup and intergroup judgments that they make. Leonardelli et al. (2010) outlined how, in response to a heightened need for inclusion or differentiation, individuals have been shown to engage processes such as emotional and trait self-stereotyping, altering judgements of group memberships, perceptions of consensus, and social comparison.

Drawing on similar logic, Hornsey and Jetten (2004) proposed a set of eight strategies that allow people to balance their needs for belonging and distinctiveness. Horney and Jetten's (2004) framework is organised in relation to two factors: level of distinctiveness (group versus individual) and the mechanism for achieving distinctiveness (structural reality versus perceptual framing). Their contribution conceptually demonstrates how assimilation to group norms can be pursued without ignoring an individual's need to view themselves as unique. At the level of individual distinctiveness, as outlined in Table 1, Hornsey and Jetten (2004) recommended that individuals could employ role differentiation or identify with an individualist group, could see themselves as loyal but not conformist, or could see themselves as more normative than other group members. At the level of group distinctiveness, the authors suggested that individuals could identify with numerically distinct groups or with groups that are strongly differentiated from the mainstream, they could perceptually enhance the distinctiveness of the group, or they could identify with a relevant subgroup.

Table 1

Strategies for balancing needs to belong and to be different

	Mechanism for achieving distinctiveness	
Level of distinctiveness	*Structural reality*	*Perceptual framing*
Group distinctiveness	A. Identifying with numerically distinct groups	E. Perceptually enhancing the distinctiveness of the group

	B. Identifying with groups that are strongly differentiated from the mainstream	F. Subgroup identification
Individual distinctiveness	C. Role differentiation	G. Seeing oneself as loyal but non-conformist
	D. Identifying with an individualist group	H. Seeing the self to be more normative than other group members

Note: Adapted from "The Individual Within the Group: Balancing the Need to Belong With the Need to Be Different," by M. J. Hornsey and J. Jetten, 2004, *Personality and Social Psychology Review, 8*(3), 248-264. Copyright 2004 by Lawrence Erlbaum Associates Inc.

The first strategy (A) Hornsey and Jetten (2004) outlined was for an individual to identify with a numerically distinct group. This strategy developed from previously discussed research on ODT by Brewer et al. (1993), who found evidence of the role of relative numerical size. Research has demonstrated the greater value of the minority group relative to the majority group. Hornsey and Jetten's (2004) second strategy (B) within the mechanism of structural reality is for individuals to identify with groups that "have a strong sense of cohesiveness but also pride themselves on being different" (p. 252). Similar to exclusive clubs or networks that provide a set of norms and group values that are different from the average population's, these groups are designed to allow members to stand out from the crowd. Both initial strategies proposed by Hornsey and Jetten (2004) see group members draw distinctiveness from something intrinsic to the group.

Group members can also seek individual differentiation within a group that they still identify with. The third strategy (C) of role differentiation relates to one's interdependence with other group members and is based on Bettencourt and Sheldon's (2001) distinction between autonomy and independence. Individuals employing this strategy are not attempting to separate themselves from the group, but through playing a specific social role within the group, meet the need for distinctiveness within the group. With reference to the three types of distinctiveness highlighted by Vignoles et al. (2002), this strategy is associated with the 'position' type, which refers to social relationships, roles and status. Hornsey and Jetten's (2004) fourth strategy (D) of identifying with an individualist group is similar to the second strategy above, in that in both cases the group's values reshape conforming into an expression of distinctiveness. The fourth strategy, however, is not based on intergroup comparisons, but offers distinctiveness by allowing freedom of personal expression. Hornsey and Jetten (2004) suggested that these kinds of individualist groups "normatively prescribe individual differentiation" (p. 256).

Hornsey and Jetten's (2004) second set of group level strategies involve the mechanism of perceptual framing. Individuals can perceptually enhance the distinctiveness of their group by perceptually enhancing intergroup differences. This strategy (E) is supported by research into self-stereotyping and heightened perceptions of in-group and out-group homogeneity, which enhance the perceptual distance between one's own group and other relevant

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groups. The final group level strategy proposed by Hornsey and Jetten (2004) considers individuals who may belong to larger inclusive groups that may not be an optimal size. The sixth strategy (F) is based on a recognition that some large-scale categories are "superimposed on meaningful subgroup differences" (Hornsey & Jetten, 2004, p. 252) that can be segmented by identities based on profession, socioeconomic status, gender, religion, and ethnicity. The framework argues that this structure can serve a psychological function where group members can adjust their level of self-categorisation to suit their needs for distinctiveness. These two strategies see individuals reframing how they perceive their group membership in order to optimally balance their needs for assimilation and distinctiveness.

The final set of individual level strategies also involves the mechanism of perceptual framing. Hornsey and Jetten's (2004) seventh strategy (G) of seeing oneself as loyal but not conformist is based on the recognition that individuals may view the traits of conformity and loyalty as separate, with different values attached to each. In this way, an individual will meet their need for belonging by contributing to a group in a loyal manner, but maintain distinctiveness by rejecting the depersonalisation process of rigid conformity. The final strategy (H) relates to an individual seeing himself to be more normative than other group members. This strategy is based on Codol's (1984) superior conformity of the self-behaviour tendency, also referred to as the "primus inter pares (PIP)" (Hornsey & Jetten, 2004, p. 257) effect. A fan that believes that their team's supporters are characterised as knowledgeable may then perceive himself as more knowledgeable than fans of another team.

Hornsey and Jetten's (2004) eight strategies for balancing the needs to belong and be different provide the most comprehensive set of identity management strategies at the level of the group distinctiveness and individual distinctiveness within a group. To date, the eight strategies and the mechanisms of structural reality and perceptual framing have received little empirical testing. Brewer's (1991) Optimal Distinctiveness Theory has provided the most complete attempt to theorise about the conflict between belonging and distinctiveness (Hornsey & Jetten, 2004). This review of ODT has outlined the development of the theory as well as the numerous attempts to test the main tenets proposed. Importantly, the review has dealt with the emerging research proposing a set of mechanisms and strategies that individuals may employ to achieve distinctiveness.

2.7. SUMMARY

The attachment process within the revised PCM (Funk & James, 2006) was proposed to explain how an individual progressed from level 2 (attraction) outcomes to level 3 (attachment) outcomes, and on to allegiance outcomes. In this way, the attachment process operates on individuals categorised within stages three and four in the hierarchical PCM (Funk & James, 2001) theoretical framework (see Figure 5).

As found in the above review, the third stage of attachment is characterised by the degree to which physical and psychological features of the team, such

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as relevant attributes and benefits, take on internal psychological meaning for the individual. To reach the second stage of attraction and progress to the third stage of attachment, an individual would have made a conscious decision to choose the team. The review of mechanisms to achieve psychological distinctiveness found that the structural reality mechanism involves group members drawing distinctiveness from something intrinsic to the group, suggesting that this mechanism may operate for individuals at the third stage of attachment. It is expected that the structural reality mechanism and its associated four strategies will be employed at both the individual distinctiveness and group distinctiveness levels.

This review also highlighted that attempts to achieve internal consistency between the choice of a team and information about the team is involved in the development from the third stage of attachment to the fourth stage of allegiance. Funk and James (2001) argued that the attached fan would "invoke cognitive effort to process and re-evaluate" (p. 141) team information in order to restore internal consistency. The review of mechanisms to achieve psychological distinctiveness found that the perceptual framing mechanism involves group members reframing their perception of their social world and their place in it (Hornsey & Jetten, 2004), which could include the cognitive biases that Funk and James (2001) suggested characterise the progression towards allegiance. It is expected that the perceptual framing mechanism and its associated four strategies will be employed at both the individual distinctiveness and group distinctiveness levels.
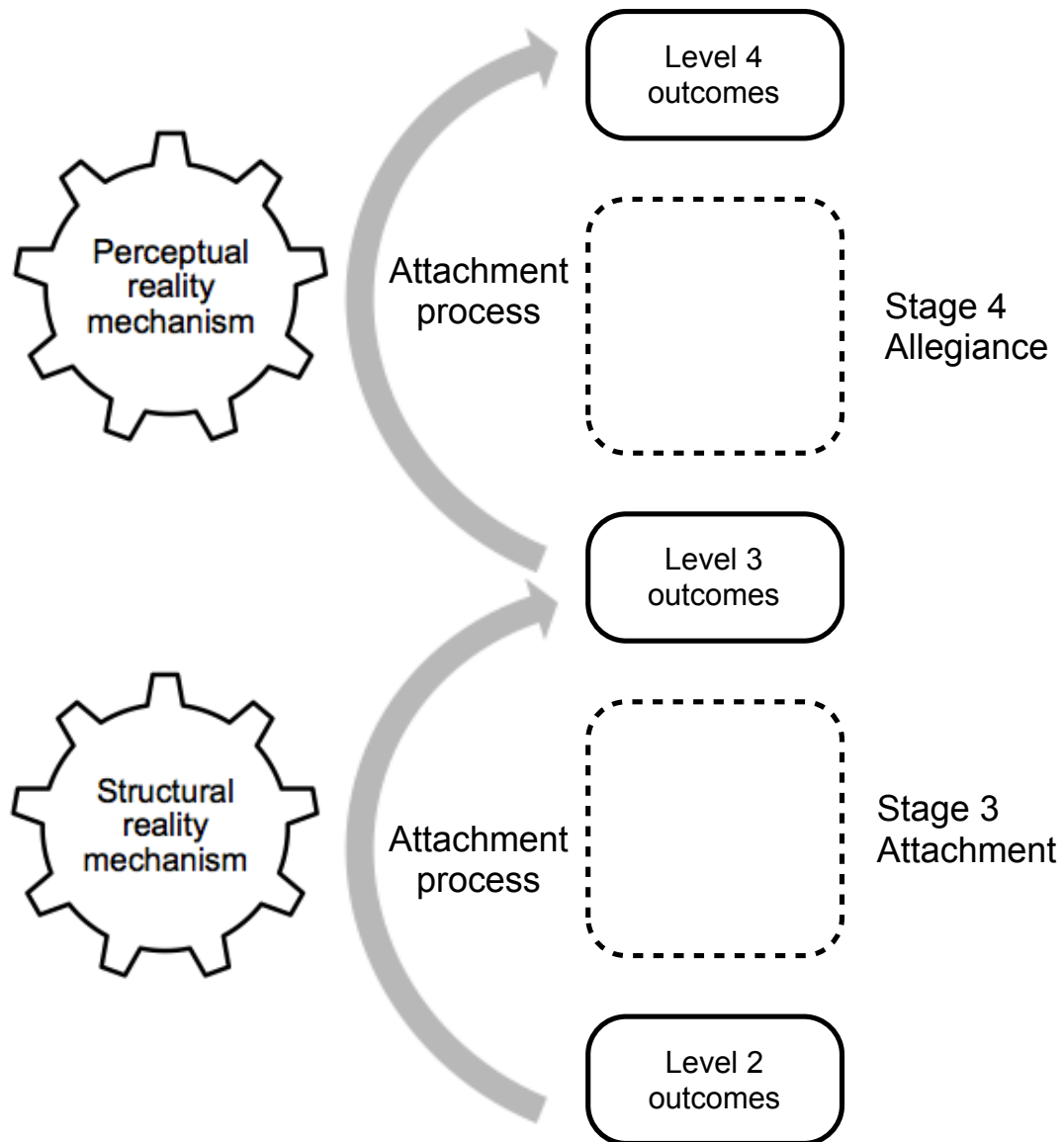
Figure 5. Conceptual model of expected findings, in terms of research questions, as derived from the literature review.

2.8.   CONCLUSION

Although sport consumer behaviour is a relatively new and emerging area of study, there is growing consensus about the definition of team identification as an individual's psychological connection to a chosen sport team or athlete. Research during the past decade has developed and tested the PCM

theoretical framework to explain team identification, including its four general hierarchical stages of awareness, attraction, attachment, and allegiance. Based on the multi-dimensional construct of involvement, the PCM is aligned to the recent multi-dimensional and group identity contributions in the field of team identification.

The review of psychological distinctiveness integrated the multiple perspectives that have added to an understanding of how individuals may use their membership of a group to differentiate themselves positively from others. Previous research suggests that the optimal level of distinctiveness or inclusion will be felt in the social groups that resolve the conflict between these two human needs. Literature has provided evidence for the main tenets of ODT, as well as proposed a set of strategies and mechanisms to balance the needs to belong and to be different.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. INTRODUCTION

The purpose of this chapter is to discuss the research design and methodology that was employed to investigate the research questions proposed in Chapter One. The chapter begins with an overview of the two-phase design and then details and discusses the procedures undertaken in each phase.

3.2. RESEARCH DESIGN

The researcher subscribed to the phenomenology paradigm within the philosophy of science (Mouton, 2006), which has been described as a view in which experience is seen as a "pattern that emerges from a context" (Thompson, Locander & Pollio, 1989, p. 137). In this way, the research focus in this study was on the holistic experience of sport fans from a first-person or "people-in-society" (Wilson, 2012, p. 232) view, with the overall goal being to give a thematic description of fandom. Scholars have contrasted the phenomenological paradigm with the positivist paradigm, which previously dominated marketing and consumer research. Thompson et al. (1989) highlighted the "mechanistic view" (p. 137) employed by positivism, which seeks to reduce phenomena to a set of quantitative dimensions, as opposed to the more dynamic nature of phenomenology, whose purpose is to describe human experience as it is lived.

Mouton's (2006) research design classification framework was used to select an appropriate design for this study. In terms of the first dimension of empirical versus non-empirical, the purpose of this study was to identify and test possible mechanisms through which fans balance their needs for distinctiveness and assimilation. As a result, an empirical research design, such as ethnography, surveying, experimentation, or historical studies would be appropriate. Mouton's (2006) second dimension relates to whether new or existing data is collected and analysed. To answer the set research questions, primary data collection and analysis was required, thereby excluding historical and simulation studies. In terms of the third dimension of numeric to textual data type, the investigation of optimal distinctiveness for fans at higher levels of team identity required a combination of primarily textual qualitative data as well as numeric data to categorize fans. This requirement suggested the need for mixed-method data collection and analysis techniques. Mouton's (2006) fourth and final dimension requires the researcher to consider the level of control needed. Given that the study was guided by the phenomenology paradigm, a more low control design was appropriate to more holistically investigate sport fandom and psychological distinctiveness. Following, Mouton's (2006) framework, this research employed an ethnographic research approach, which has been described as typically qualitative in nature and aims to provide an in-depth description of a group of people.

Ethnographic designs have developed from their anthropological traditions, that were opposed to a nineteenth century tradition of "library scholarship"

(Wallace, 1972, p. 469), to more recently being described as an "interpretative craft," (Van Maanen, 2011, p. 219) that is focused more on "'how' and 'why' than on 'how much' or 'how many'" (p. 219). In this way, ethnographic research approaches are appropriate to exploring patterns of action that are socio-cultural, such as sport fandom, rather than merely cognitive.

Mouton (2006) acknowledges the limitations of ethnographic research designs, including the lack of generalisability of results, non-standardisation of measurement, and significant time involved in data collection and analysis. The researcher's efforts to manage these limitations are discussed in section 3.5 and section 3.6 below. Given the research questions in this study, an ethnographic design was selected to access in-depth insights through establishing rapport with research subjects (Mouton, 2006). An ethnographic approach attempts to understand the meanings that fans assign to phenomena and then abstract these meanings to provide scientific explanations (Goulding, 2005; Wagar, 2012).

The research was conducted in two phases (see Table 2) following a mixed methods design (Tashakkori & Teddlie, 1998). Tashakkori and Teddlie (1998) suggested three ways in which such mixed method approaches are superior to single approach designs, including providing insights to research issues that single methods cannot, offering stronger inferences, and contributing to capturing greater diversity of respondent views. Previous studies of sport fandom have successfully employed mixed method designs, including examining product-market segmentation using motivational data (Rohm, Milne

& McDonald, 2006), and investigating charity sport events as relationship-building mechanisms (Woolf, Heere & Walker, 2013). Rudd and Johnson (2010) lamented the limited number of mixed methods studies within sport management research, pointing to the low percentages of mixed method designs found in previous reviews.

Given the need to understand the optimal distinctiveness mechanisms of fans within the higher PCM stages of attachment and allegiance, the challenge for researchers is to profile fans' levels of involvement as well as examine psychological distinctiveness. A two stage mixed methods design is appropriate as it allows a stage-based investigation of optimal distinctiveness within the attachment process. Within the pragmatism paradigm, which views qualitative and quantitative methods as compatible and can therefore both be used in the same study, this research adopted a quan/QUAL sequential dominant status design (Tashakkori & Teddlie, 1998).

Table 2

Summary of research design

Phase	Sampling	Data collection	Data analysis	Output
One	Non-random	PCM survey instrument	PCM staging algorithm	Developing sport fan identity profiles
Two	Stratified purposeful	In-depth interviews	Manual coding & analysis	Investigation of research questions

3.3. PHASE 1: PROFILING SPORT FAN IDENTITY CHARACTERISTICS

The first phase of the research employed quantitative data collection and analysis techniques to develop profiles of individuals with varying levels of connection to their chosen team. This foundation phase allowed for a stage-based investigation of psychological distinctiveness in the second phase of the research. In this way, the categorisation of fans within the PCM framework enabled a more directed and purposeful sampling for the second phase of research.

3.3.1. SAMPLING

A non-random sample of rugby fans in South Africa was drawn. A non-probability approach limits the generalisability of quantitative findings to a population. The purpose of the quantitative phase of this research, however, was not to generalise quantitative analysis of a sample to a population, but to categorise fans into the four stages of the PCM framework in order to allow for a stage-based investigation of psychological distinctiveness in the second phase of the research. In this way, the convenience sampling approach is adequate as it provides a useful sample for further social inquiry (Babbie & Mouton, 2006).

In order to gather a more representative sample of rugby fans in South Africa, the sample was developed by surveying game spectators, members of

relevant rugby club Facebook groups and Twitter networks, and proprietary rugby mailing list subscribers. Previous sport fandom research studies have employed convenience sampling of sport fans to investigate team identity and fan behaviour questions (Cheng, Chen, Chen & Lu, 2012; Wann et al., 2008; Wu, Tsai & Hung, 2012). Such samples have previously been recruited via mailing lists (Boyle & Magnusson, 2007; Phua, 2010), game attendance interception (Dhurup, 2010), and social media platforms (Brown, Devlin & Billings, 2013; Frederick, Lim, Clavio & Walsh, 2012).

3.3.2.   DATA COLLECTION

Data collection employed existing measures of sport fan identity, as well as demographic variables including age, race, language, income, gender, area of residence and education.

The 9-item PCM measurement instrument (Funk, 2008) was used to categorise rugby fans in terms of the strength of their connection to their team (see Appendix A). A seven-point Likert scale was used, ranging from strongly disagree to strongly agree.

A self-administered online survey page was created in English, Afrikaans and isiXhosa, using relevant back-translation procedures (Babbie & Mouton, 2006) to enable the sample of rugby fans to complete the questionnaire. IsiXhosa was included to provide mother tongue access to the national survey for the large numbers of isiXhosa-speaking rugby fans in South Africa. These

language demographics of rugby in the country have been acknowledged by the South African Rugby Union, whose CEO Jurie Roux recently confirmed: "Rugby's heritage in the Xhosa communities goes back 150 years and every weekend thousands and thousands of players turn out in the rural areas of the Eastern Cape" (Rugby laws in Afrikaans, Xhosa, 2013). The importance of isiXhosa rugby fans has also seen SuperSport launch an isiXhosa rugby show, Vula Ngum'bhoxo Lo, on their satellite subscription service (SuperSport, 2013). Previous sport fandom studies have successfully employed online administered surveys (Mueller & Sutherland, 2010; Theysohn, Hinz, Nosworthy & Kirchner, 2009). The survey instrument was pre-tested with 10 sport fans for whom the questionnaire was relevant. This group included English, Afrikaans and IsiXhosa language speakers, who completed the survey and reported any problematic items. The researcher followed up with a conversation with five of the individuals to check their understanding of the questions (Babbie & Mouton, 2006).

The online survey link was active during March and April 2012, during which time the early stages of the Super Rugby competition were taking place in South Africa, Australia and New Zealand. Paper versions of the questionnaire were also produced to preclude coverage errors from the online method (Funk, Toohey & Bruun, 2007). Individuals attending the Super Rugby game between the Blue Bulls and the Sharks at Loftus Versveld on Friday evening 24 February 2012 were intercepted at the stadium before the game and invited to complete the survey. The researcher followed the example of Wann and Grieve's (2005) game intercept fandom study. The same procedures

were followed to intercept individuals attending the Super Rugby game between the Golden Lions and the Free State Cheetahs at Ellis Park on Saturday evening 25 February 2012. Face-to-face data collection has also been successfully employed by Greenwood, Kanters and Casper (2006) and Levin, Beasley and Gilson (2008) to study fan identification. After completing the questionnaire, the respondents were debriefed and thanked.

3.3.3.   DATA ANALYSIS

Respondent demographics were analysed in SPSS and reported using descriptive statistics. In order to analyse the data gathered via the PCM instrument, the staging algorithm outlined by Beaton et al. (2009, p. 185-188) was followed. This analysis resulted in the categorisation of respondents into one of 27 possible involvement profiles (based on their low, medium or high score for the involvement facets of pleasure, centrality and sign, within each of the four stages) and therefore one of the possible four PCM stages. The results of this analysis are reported in section 4.1.3.

3.4.   PHASE 2: INVESTIGATING OPTIMAL DISTINCTIVENESS

The second phase of the research, which is a stage-based investigation of the function of sport fan identity in seeking optimal distinctiveness, used the identity profiles developed in the first phase of the research. In this way, the

categorisation of fans within the PCM framework enabled a more directed and purposeful sampling for the second phase of research.

This latter phase employed qualitative data collection and analysis techniques to reveal and describe, relative to each PCM stage, the role of the individual's team identity in balancing the competing human needs for distinctiveness and inclusion. Stewart et al. (2003) argued that qualitative methods should form the basis of sport consumption models. More recently Lock and Filo (2012) employed qualitative methods to investigate sport non-attendance and called for additional mixed-method research to provide qualitative insight.

### 3.4.1.	SAMPLING

Stratified purposive sampling was used to select respondents categorised in the attachment and allegiant PCM stages. The resulting list of respondents in both PCM stages was then narrowed by those who had provided a contact email address during phase one of the research. Fans had been invited to provide a contact email address should they be open to a follow-up in-depth interview about their support for their chosen team. By employing a stratified purposeful sampling strategy (Miles & Huberman, 1994), these fans at PCM stage three and stage four were selected for the sample frame based on the extent of their psychological connectedness to the team and their agreement to participate in a follow-up interview. A theoretical sampling approach was then followed to target 30 prospective interviewees per PCM stage, based on geographic, gender and team variation. Each of the prospective interviewees

was then invited via email to participate in a telephonic interview between December 2012 and February 2013. A second round of sampling was required in January 2013 to recruit additional interviewees. As per Flick (2008), data triangulation was enhanced by studying the phenomenon of optimal distinctiveness across multiple sites and levels.

3.4.2.   DATA COLLECTION

Data was collected through in-depth telephonic interviews with each of the 29 fans selected. Researchers have for some time used telephonic interviews to gather qualitative data successfully (Wilson, Roe & Wright, 1998). Hart (1987) acknowledged some of the weaknesses of telephonic interviews, which were addressed during the design of this study. In order to overcome the difficulty of establishing rapport with interviewees telephonically, the researcher employed an initial briefing phase of the interview (Kvale, 2007) to remind the interviewee of the purpose of the call that was previously negotiated via e-mail communication (Glogowska, Young & Lockyer, 2011), as well as position the conversation on a topic of significant interest. The subject of the interview related to the interviewee's favourite rugby team, thus reducing fatigue and disinterest. Wilson et al. (1998) highlighted five considerations when selecting telephonic interviews, including response rates, representative samples, interview schedule design, quality of responses, and implementation problems. The authors suggested that response rates for telephonic interviews were similar to other methods, and that, as a result of telephonic

reach, samples may be more representative. This suggestion was recently confirmed by Coderre, Mathieu and St-Laurent (2004). Interview schedule design can be more flexible as a result of centralised calling, while response quality may improve due to the lack of physical face-to-face interviewer bias. Wilson et al. (1998) also suggested that telephonic interviews can be implemented easier than other methods due to cost, time and resourcing considerations. Given the geographic spread of selected interviewees, time and resource limitations, as well as the high interest levels in the interview topic, the researcher selected telephonic interviews to gather the qualitative data in this study.

In-depth qualitative interviews have been encouraged for use in studies of fan identity to "tease out" some of the more "subterranean" beliefs and motivations of individuals (Stewart et al., 2003, p. 214). Interviews have also been viewed as useful to understand the "mental world" of the individual, and to gain a deeper appreciation of the logic informing that view (McCracken, 1988, p. 9). The researcher followed the neo-positivist conception of an interview (Roulston, 2010), which has regularly been adopted in published qualitative research, especially as part of mixed methods designs. This conception represents qualitative findings in the form of themes supported by extracts from transcripts, and may be complemented by models or diagrams. It is similar to the "miner metaphor" of an interview that Kvale (2007, p. 19) describes as a process of knowledge collection through uncovering deeper layers of meaning. A semi-structured interview can thus be a powerful method (Kvale, 2007) for capturing the experiences and meanings related to sport

fandom. In-depth interviews were thus selected to gather relevant data to address the research problem. This qualitative form of data collection provided the researcher with more complete descriptions or "holistic understanding" (Eklund, Jeffery, Dobersek & Cho, 2011, p. 286) of fan identity, expressed through the interviewee's own words and extensive comments. Alternate quantitative survey instruments, which typically require respondents to select from a range of standardised responses, were inappropriate for this study, as they would have excluded other possible dimensions of data required to address the research problem. In this way, the researcher was able to engage more directly with the meanings related to the distinctiveness motive, while documenting the phrases used by fans in their discussion of fandom.

Roulston (2010) argued that the qualitative interview method could provide quality research when the practical process is reported in detail, including the interview guide. The researcher in this study closely followed the interview process outlined by Kvale (2007), including the briefing phase, interview phase and debriefing phase. As mentioned previously, interviewees were invited to participate in the interview via a detailed request email (see Appendix B). The purpose of the research and informed consent was discussed again at the beginning of the telephonic interview. Each telephonic interview was scheduled for a time most convenient for the interviewee. The researcher called the interviewees and the interviews lasted between 40 minutes and 70 minutes.

Within the interview, the researcher employed an interview guide (see Appendix C), developed by drawing on Andrijiw and Hyatt's (2009) interview protocol as well as from the findings of the literature review. The Andrijiw and Hyatt (2009) protocols were successfully used to investigate optimal distinctiveness among sport fans. Questions in the guide were developed to contribute thematically to knowledge production as well as contribute dynamically to promote good interview interaction (Kvale, 2007). An example of the former type is the question: "Can you help me understand what being a supporter means to you?" Questions that encouraged sharing and enhanced interaction included: "How important is being a supporter to you?" Questions were kept brief, simple and open-ended to encourage greater contribution by the interviewee. As recommended by the qualitative research literature, an early question dealt with a concrete situation, such as: "What is the earliest memory you have of supporting the team?" The researcher was cautious not to dominate the conversation and allowed pauses and silences in the conversation for interviewees to reflect and gather their thoughts (Kvale, 2007). The researcher also employed follow-up questions and active listening (Seidman, 2005), which required a greater level of concentration and focus on the interviewee's comments.

At the end of the interview, the researcher debriefed the interviewee providing ample opportunity for any additional comments or questions. Questions regarding the use of the data were addressed and requests for summaries of the output were accepted (Kvale, 2007). As Van Maanen and Kolb (2006) suggested, the researcher sought access to the "multivalent meanings"

employed by the interviewees (p. 103). In this way, the researcher ensured that the intentions of the study were unequivocal for informants, used unobtrusive measures, and kept the research questions firmly in mind during the data gathering process (Miles & Huberman, 1994).

With the interviewees' permission, the discussions were recorded and transcribed. The researcher used the clearest telephonic line possible and requested certain comments to be repeated in order to ensure the most audible recordings possible (Kvale, 2007). As per qualitative research guidelines, written instructions were followed for verbatim transcriptions (see Appendix D). Checking three audio recordings against the transcripts enhanced the reliability of the transcripts.

The researcher heeded the practical fieldwork notes guidance offered by Martin and Turner (2006) to capture observations within twenty-four hours. Specifically the researcher's interview notes included reflections on interview protocol revisions as well as early coding ideas. These notes supported the transcripts, which served as main source of raw data for the data analysis. Complete copies of the transcripts of each interview may be found in Appendix E.

Kvale (2007) argues that the quality of interview data and the subsequent analysis, verification and reporting rests in a large part on the qualifications and skills of the interviewer. Table 3 includes Kvale's (2007) interviewer qualifications for good interviews as well as the approach the researcher took.

Table 3

Interview qualifications and researcher approach

Qualification	Description	Researcher approach
Knowledgeable	Extensive knowledge of interview theme	Previously presented to multiple academic conferences on theme
Structuring	Discusses purpose, procedure and allows questions at end	Followed interview guide and debriefed interviewee
Clear	Clear, simple and short questions without jargon	Developed into interview guide
Gentle	Follows interviewee pace and deals with emotional issues	Allowed pauses and recognised emotional comments
Sensitive	Listens actively and is empathetic	Follow-up questions used and spacing of interviews to allow concentration
Open	Listens with evenly hovering attention and is open to new aspects	Flexibility within interview guide and discussion
Steering	Interview controls course of interview to achieve purpose	Ensured all questions within guide were covered in some way
Critical	Questions comments critically	Clarification sought and comments tested
Remembering	Relates comments from earlier in interview to later questions	Linked statements made about ideas about team to later questions
Interpreting	Clarifies and extends meaning of interviewee's statements	Meaning developed with interviewee through follow-up questions

3.4.3. DATA ANALYSIS

As outlined by Miles and Huberman (1994), qualitative data analysis consists of three concurrent flows of activity, including data reduction, data display, conclusion drawing and verification. The first activity of data reduction involved the process of selecting, focusing, simplifying, abstracting, and transforming the field notes and transcripts. The researcher reduced the data in this study through coding and memoing. Tesch (1990) argued that the first activity involves developing an organising system for the unstructured qualitative data. In this way, the manageability of the data is not achieved through having less data through data reduction, but by having more organised data (Tesch, 1990).

The researcher followed Tesch's (1990) four steps in developing an organising system. The first step involved getting a sense of the whole by reading the first two interview transcripts without any coding, but taking note of text related to the fan's needs for belonging and distinctiveness (Hsieh & Shannon, 2005). The second step involved picking the first two transcripts and developing initial codes via a line-by-line microanalysis of data (Strauss & Corbin, 1998). Following Miles and Huberman (1994), sets of descriptive and interpretive codes were developed to categorise segments of text during analysis. Saldana (2009) defined a code as a word or short phrase that symbolically assigns a "summative, salient, essence-capturing" (p. 4) attribute to a portion of data.

The third step involved comparing initial codes and revising these due to overlapping terms (Tesch, 1990). As the iterative data analysis process developed through step four, more explanatory pattern codes were used during periodic rereading of coded transcripts. In this way, trustworthiness was increased by ensuring that all possible occurrences of belonging and distinctiveness were captured (Hsieh & Shannon, 2005). Basit (2003) argued that coding allows a researcher to communicate and connect with data to comprehend the "emerging phenomena" (p. 152) and to generalise theory grounded in the data.

Over 300 pages of typed transcripts were coded manually, supported by ATLAS.ti, a qualitative data analysis software programme. ATLAS.ti has been found to be a useful tool that can be fairly easily learnt and provides a wide range of units for coding (Barry, 1998). Copies of the codes and code families are included in Appendix F and G.

In order to make deeper and more conceptually coherent sense (Miles & Huberman, 1994) of the data being analysed, "theoretical memoranda" (Martin & Turner, 2006, p. 362) were crafted to tie different pieces of data together into a more general concept. The researcher made extensive use of whiteboards and post-it notes to organise, analyse, and reorganise codes and code families. Miles and Huberman (1994) argued for the important role of better displays that contribute to more valid qualitative analysis. The authors also argued for the use of visual formats that present information systematically, in order for the researcher to draw valid conclusions.

The concept of saturation was adopted in deciding how many interviewees to include in the final sample. As the iterative data gathering and analysis process continued, a smaller number of new codes or examples were being found. The final sample of 29 rugby fans compares favourably with previous doctoral-level qualitative samples (Mason, 2010). Mason's (2010) analysis of 560 PhD-level studies suggested an average final sample of 28 for content analysis research and 31 for all types of qualitative research. The 29 interviews conducted produced 330 pages of transcripts. From this data, 506 codes were generated based on 689 quotations, and categorised into 27 code families. In the text of the report, quotations are referenced with the interviewee name and transcript paragraph number, for example AM, 25.

The final activity in data analysis is the drawing and verifying of conclusions. Miles and Huberman (1994) discussed 13 tactics to generate meaning from qualitative data analysis. Of these tactics, the researcher employed a combination of patterns and themes, clustering, and making metaphors in order to draw conclusions during data analysis. In this way, a directed approach to content analysis was followed, whose main strength is the validation or extension of a conceptual or theoretical framework or theory (Hsieh & Shannon, 2005).

3.5.   INTERNAL VALIDITY

Miles and Huberman (1994) highlighted a number of issues that qualitative researchers should consider when evaluating the internal validity of research. To assess the internal validity or credibility of a study, the authors focused on the extent to which the descriptions are context-rich. The researcher in this study has attempted to provide thick descriptions as evidence of the findings. As discussed previously, the researcher also employed an *emic* or insider view approach to initial coding in order to draw from the specific life experience of the interviewees. Miles and Huberman (1994) discussed the multiple approaches to triangulation to enhance the replicability of the results. Data triangulation (Flick, 2008) was enhanced in this study by examining the phenomenon across multiple sites and levels. A third internal validity consideration relates to the extent to which the data has been linked to a theory under examination. The researcher shifted during the iterative gathering, coding and analysis cycle towards a more *etic* or outsider view approach to coding, which then resulted in code families strongly associated with Hornsey and Jetten's (2004) ODT mechanisms framework and Funk and James' (2006) revised PCM theoretical framework. Miles and Huberman (2004) highlighted the consideration of areas of uncertainty in the results. In the results detailed in Chapter Four and the discussion in Chapter Five, the researcher has noted and explored a number of unexpected findings. The internal validity of the results is also enhanced by the detailed reporting of the practical process followed in gathering, coding and analysing the qualitative data (Roulston, 2010).

3.6. EXTERNAL VALIDITY

In terms of assessing the external validity of qualitative research, Miles and Huberman (2004) consider the extent to which the conclusions are transferable to other contexts or generalisable to a larger theory. The authors encourage researchers to consider the strength of the connection between the data and the theoretical contribution. In this study, the qualitative data is linked to the optimal distinctiveness mechanisms (Hornsey & Jetten, 2004) operating within the attachment process of the revised PCM theoretical framework (Funk & James, 2006). Miles and Huberman also direct researchers to fully describe the characteristics of a diverse sample, as detailed in this study in sections 4.1.1 and 4.2.1. As advised by Miles and Huberman (2004) a number of research limitations are acknowledged and discussed in Chapter Three and Chapter Five. As with internal validity, the authors point to the extent of thick descriptions and unobscured narratives. The researcher has attempted to include a vast amount of qualitative data in Chapter Four, selected from the available verbatim transcripts available in Appendix E.

3.7. LIMITATIONS

A number of research design limitations have been noted. Although the data coding process shifted from an *emic* to an *etic* approach during the multiple rounds of analysis, the research questions were derived from the existing

literature on team identity and psychological distinctiveness. In this way, the research design did not follow a typical qualitative approach of only an insider view. As a result some of the interviewee's categories may not have been highlighted in the analysis.

The use of a self-administered online survey to gather quantitative responses from rugby supporters, as well as the use of email for follow-up invitations, may have excluded some possible respondents. To reduce this limitation, paper versions of the questionnaire were also produced and used during intercept sampling at selected Super Rugby games.

Although the quantitative data gathering instruments were available in three languages, the qualitative telephonic interviews were only conducted in English. It is possible that some interviewees may not have contributed as much as they would have wanted to due to the language limitation. In an attempt to reduce this limitation, the researcher expressed his understanding of Afrikaans comments during interviewees. The researcher was not able to engage with interviewees in any of the other nine indigenous languages of South Africa, although none of the 29 interviewees expressed such a desire.

3.8.   CONCLUSION

This chapter has detailed the two-phase mixed methods research design of the study. The procedures undertaken in each phase have been discussed and justified. Considerations of internal and external validity have been

discussed, as well as key research design limitations noted. The results of the quantitative and qualitative phases of the study are detailed in Chapter Four.

CHAPTER 4: RESULTS

The purpose of this chapter is to detail the results of the quantitative and qualitative phases of the study. The results of phase one are included below, followed by a detailed examination of the findings from phase two.

4.1. PHASE ONE: QUANTITATIVE METHOD

4.1.1. SAMPLE DEMOGRAPHICS

After screening and addressing missing values, a sample of 728 rugby supporters was analysed. Table 4 below details the demographics of the sample gathered. Similar to the proportions reported by Gerber-Nel and Strydom (2006), the Blue Bulls, Sharks and Western Province/Stormers were most represented. Over half of the sample was between the ages of 25 and 44, with 73.4% being White and 18.1% being Black. Over 77% of the sample was male, with Afrikaans (40.9%) and English (40.4%) being the dominant home languages. Almost half of the sample earned less than R16,000 per month, with over 75% having completed at least 12 years of schooling.

Table 4

Sample demographics (n=728)

Variable	Frequency	Percentage
Age		
Less than 15	6	0.8%
16-19	23	3.2%

20-24	75	10.3%
25-34	192	26.4%
35-44	191	26.2%
45-49	82	11.3%
50-54	70	9.6%
55-64	66	9.1%
65+	23	3.2%
Race		
Black	132	18.1%
Coloured	44	6.0%
Indian	9	1.2%
White	534	73.4%
Other	9	1.2%
Gender		
Male	566	77.7%
Female	162	22.3%
Language		
Afrikaans	298	40.9%
English	294	40.4%
IsiZulu	49	6.7%
IsiXhosa	29	4.0%
Other	58	7.9%
Gross monthly income		
R1-R1999	73	10.0%
R2000-R2499	24	3.3%
R2500-R4999	37	5.1%
R5000-R7999	63	8.7%
R8000-R10999	73	10.0%

R11000-R15999	77	10.6%
R16000-R19999	69	9.5%
R20000-R24000	63	8.7%
R25000-R29999	44	6.0%
R30000-R39999	63	8.7%
R40000-R49999	48	6.6%
R50000+	94	12.9%
Highest education completed		
Less than Grade 12	42	5.8%
Matric (Grade 12)	214	29.4%
Undergraduate degree	263	36.3%
Post-graduate degree	74	10.2%
Professional qualification	81	11.1%
Other	54	7.4%
Most strongly supported team		
Blue Bulls	205	28.2%
Western Province/Stormers	166	22.8%
Sharks	165	22.7%
Golden Lions	128	17.6%
Free State Cheetahs	53	7.3%
Other	11	1.5%

4.1.2. SCALE RELIABILITY

The PCM instrument developed by Funk and James (2001) included three items per construct of pleasure, symbolic value and centrality. The reliability of each of these three constructs was measured and is reported in Table 5.

The PCM Pleasure construct initially produced a Cronbach's Alpha of 0.527. Previous studies using the PCM Pleasure construct, or an adaptation thereof, have reported reliabilities of between 0.62 and 0.77 (Beaton et al., 2009; Jeon, 2012), although these two studies use the PCM within a leisure participation context. Cortina (1993, p. 102) argued that Cronbach's Alpha is "very much a function of the number of items" in a scale, while Beaton et al. (2009) argued that previous research has found an Alpha of 0.60 acceptable for less than six items.

The first item in the PCM Pleasure scale: "Supporting the [team] offers me relaxation when pressures build up" indicated a low corrected item-total correlation of 0.273, suggesting that the item may have measured something different to the rest of the scale (Hair, Black, Babin & Anderson, 2010). Given the small number of items in the PCM Pleasure scale, the inter-item correlations were calculated. The mean inter-item correlation of the PCM Pleasure scale was acceptable at 0.313, ranging from 0.218 to 0.466 (Hair et al., 2010). The Cronbach's Alpha if this item was deleted resulted in a higher value of 0.622. Once the item was deleted, the inter-item correlation of the remaining two items increased to an acceptable level of 0.466 (Hair et al., 2010).

Table 5

PCM construct reliability

	N	Mean	Std Dev	Alpha
PCM Pleasure	728	6.02	0.90	0.622
PCM Centrality	728	4.23	1.52	0.865
PCM Sign	728	4.87	1.31	0.765

4.1.3. STAGE-BASED FAN PROFILES

In order to develop PCM stage-based fan profiles, the staging algorithm outlined by Beaton et al. (2009, p. 185-188) was followed. This analysis resulted in the categorisation of respondents into one of 27 possible involvement profiles (based on their low, medium or high score for the involvement facets of pleasure, centrality and sign, within each of the four stages) and therefore one of the possible four PCM stages. Given the definition of the sample frame, including those rugby supporters who had already made a choice about their favourite team, it was expected that most of the respondents would fall into one of the three higher PCM stages, namely attraction, attachment and allegiance. As reported in Table 6, only 6.3% of respondents were categorised within the awareness stage.

Table 6

PCM staging algorithm results (n=728)

	Frequency	Percentage
PCM awareness (stage one)	46	6.3%
PCM attraction (stage two)	177	24.3%
PCM attachment (stage three)	306	42%
PCM allegiance (stage four)	199	27.3%

4.2.   PHASE TWO: QUALITATIVE METHOD

4.2.1. INTERVIEWEES

The output of the first phase of the research design provided two sample frames of 306 fans at the attachment stage and 199 fans at the allegiant stage. Within these two samples 193 and 142 fans respectively provided a contact email address for the follow-up research interview (63% and 71%). As per the sampling approach discussed earlier, prospective interviewees were invited to participate. Table 7 lists the resultant sample of 29 interviewees.

Table 7

Selected interviewees

Name	Team	Age	Gender	Race	Language	PCM stage
AM	Blue Bulls	25-34	Male	White	Afrikaans	3
CS	Western Province/	35-44	Female	Coloured	English	4

	Stormers					
TG	Blue Bulls	25-34	Female	White	English	3
CG	Western Province/ Stormers	50-54	Male	White	English	3
RW	Sharks	55-69	Male	White	English	3
SM	Western Province/ Stormers	65+	Male	White	English	3
IJ	Blue Bulls	35-44	Male	White	Afrikaans	4
GW	Western Province/ Stormers	55-64	Male	White	English	3
AF	Blue Bulls	65+	Female	White	English	4
JA	Free State Cheetahs	50-54	Male	White	Afrikaans	4
BP	Golden Lions	65+	Male	White	Afrikaans	4
CO	Western Province/ Stormers	20-24	Male	White	Afrikaans	4
HV	Free State Cheetahs	50-54	Male	White	Afrikaans	4
KW	Sharks	35-44	Male	White	English	3
RK	Blue Bulls	55-64	Male	White	English	3
MH	Boland Kavaliers	50-54	Male	White	Afrikaans	3
MC	Sharks	20-24	Female	Black	Sesotho	4
DN	Western Province/ Stormers	25-34	Male	White	Afrikaans	4

SH	Golden Lions	35-44	Male	Indian	English	4
DS	Sharks	25-34	Male	White	English	4
IP	Blue Bulls	35-44	Male	White	Afrikaans	4
GC	Western Province/ Stormers	50-54	Male	Coloured	Afrikaans	4
TL	Blue Bulls	20-24	Female	Coloured	Setswana	4
CH	Sharks	55-64	Male	White	English	3
VW	Blue Bulls	35-44	Female	White	Afrikaans	4
LK	Western Province/ Stormers	25-34	Female	White	Afrikaans	4
JD	Western Province/ Stormers	50-54	Male	White	English	3
AK	Blue Bulls	20-24	Female	White	Afrikaans	4
BB	Western Province/ Stormers	45-49	Male	Coloured	English	4

4.2.2. RESEARCH QUESTIONS AT PCM STAGE THREE

To investigate the research questions for fans at PCM stage three the qualitative data was analysed at both an individual distinctiveness and group distinctiveness level. The use by an attached fan of the four strategies of the structural reality mechanism was analysed (see Table 8). The results are presented below firstly in terms of the group distinctiveness level, including the two strategies, and then in terms of the individual distinctiveness level and

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the associated two strategies. As suggested by Chenail (1995), a theory-guided presentation of qualitative data has been followed.

Table 8

Structural reality mechanism strategies

	Strategies
Group distinctiveness	A: Identifying with numerically distinct groups
	B: Identifying with groups that are strongly differentiated from the mainstream
Individual distinctiveness	C: Role differentiation
	D: Identifying with an individualist group

Note: Adapted from "The Individual Within the Group: Balancing the Need to Belong With the Need to Be Different," by M. J. Hornsey and J. Jetten, 2004, *Personality and Social Psychology Review, 8*(3), 248-264. Copyright 2004 by Lawrence Erlbaum Associates Inc.

4.2.2.1.   STRUCTURAL REALITY MECHANISM STRATEGIES AT A GROUP DISTINCTIVENESS LEVEL IN PCM STAGE 3

Fans within PCM stage 3 used their team identity to enhance their group distinctiveness from supporters of other teams by identifying with numerically distinct groups and by identifying with groups that are strongly differentiated from the mainstream. In terms of the former strategy (strategy A in Table 8), a fan of a non-local team may use the limited number of fellow supporters in that location to gain distinctiveness at a group level.

> Well this is Blue Bull country so I get a lot of flack about being a Western Province supporter. (AM, 32)

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In terms of the strategy of *identifying with groups that are strongly differentiated from the mainstream* (strategy B in Table 8), attached fans can draw on language differences to distinguish between their team's supporter group and that of other teams.

> I think it is just you know Natal was always a last outpost, it was always from a very different part of SA – certainly for those of us who grew up in the sort of 70s or 80s and into the early 90s in SA; Natal was always a very different place, maybe it was very predominantly English, um… and I think you know Natal rugby represented you know for all of us very much the whole, the underdog, you know we were the last outpost playing the Afrikaans game in this country… So I think it had a lot more, you know it has been a very interesting.. it is a very interesting team in that respect, that it represents a lot more than just a rugby team. (KW, 21)

> Um, I mean obviously very predominantly Afrikaans driven fan bases, and one thing I have noticed over the years is that they still struggle to comprehend an English-speaking rugby player – especially Bulls and Province players. Um, you know it has been an issue for a lot of them, the Gary Teichmann/John Smit eras; it comes across a lot in the way they think about rugby and those sort of things and I think that some of the rugby in that respect as well: there certainly is a feeling amongst those two teams and maybe you can throw the Free State in and probably not so much the Lions although I think it is a certain Lion circle, um… that rugby is an Afrikaner game and not for others. You get that. (KW, 81)

The results at a group distinctiveness level therefore provide limited evidence of the use of the *structural reality* mechanism for fans categorised within the PCM stage 3. The following section presents the results of the analysis of the structural reality mechanism at an individual level for fans categorised within the PCM stage 3.

4.2.2.2. STRUCTURAL REALITY MECHANISM STRATEGIES AT AN INDIVIDUAL DISTINCTIVENESS LEVEL IN PCM STAGE 3

Fans within PCM stage 3 used their team identity to enhance their individual distinctiveness from other supporters of their chosen team in a number of ways related to the structural reality mechanism. Within *role differentiation*, fans employed the *position* type of distinctiveness (Vignoles et al., 2002) by differentiating themselves in terms of kinship ties and social status. Fans emphasised the involvement of important members of their family in the fandom experience.

> *And I have just been caught up in it and I think I am competitive, I enjoy sport. Um… it has been a thing that I have done with my two sons – they have also been sport nuts – um… uh, my younger son writes a sports blog. So we… it has been one of the things we have shared – rugby and cricket (GW, 27)*

> *Yeah, the whole family. My kids have been told to support them from a young age and they have continued to do so. My brothers do, my father does, my wife when there is rugby on goes and listens to classical music! (CG, 43)*

Fans gained distinctiveness from other supporters of their chosen team by emphasising social status comparisons. Fans used words such as "snob" and "common" to describe themselves and others, suggesting an attempt to seek distinctiveness based on their place with the social relationships of the supporter group.

> *So you know you have got the previously disadvantaged, currently disadvantaged, you've got everybody!... And maybe I am a snob, I mean I am quite prepared to admit it. (CG, 134-140)*

> *Now unfortunately in SA (laughs) you start making stereotypes that all the Lion supporters are from like Brakpan or Benoni. So you are stereotyping them like saying they are … how can I put it…. They are not proper (laughs) um… supporters, they are like being common or being kitch. (AM, 74)*

In terms of the *difference* type of distinctiveness (Vignoles et al., 2002), fans within PCM stage 3 used physical characteristics and abilities such as gender and language differences to balance their needs for belonging and distinctiveness. With the majority of rugby fans in South Africa traditionally being male, female fans are able to express their distinctiveness through their gender. By demonstrating an unexpectedly high level of knowledge about the game, female fans are able to communicate their membership of the group, while also communicating their difference.

> *Um…sort of growing with the game you know, learning more about the players, getting to know the actual game better. You know, being able to sit between a bunch of guys and say 'oh, that was a forward pass' or something, and then they look at you as though you are stupid, and then the ref calls it as a forward pass and…. (laughs) Ja, so… I enjoy it, because you know sometimes you always get that one guy that think you know more about the game than they do; it is a good feeling… I think because it is more of a men's sport, um, there are a lot of women but there's not a lot of women that know I think a lot about the actual game, the rules of the game and that type of thing. (TG, 79-85)*

Language has previously been found to be an important indicator of group membership (Bornman, 2010). A number of South African rugby teams are closely associated with one language over another. Fans who support a team that is associated strongly with one language but who speak another, are thus able to gain individual distinctiveness through the contrast in languages.

> *I think a lot of Blue Bull supporters are mainly Afrikaans people, being a province from the North… you know, Pretoria side… Whereas I may be the odd one out because I come from the UK and I live in Jo'burg but support the Bulls! A lot of people often ask me 'What is wrong with you? Are you okay?'… I say 'Ja, I mean you know, it's… it doesn't matter where you live or where you come from, if you find a team that you sort of click to and you like and you start supporting them, then stick to that.' (TG, 143-147)*

I just think the part that is good for me is the… I like the atmosphere at the grounds when I go there. You know, so… for an English speaking person going into the grounds I feel very comfortable, and I just like the whole atmosphere in the grounds. But I don't think it is special being one. (RK, 22)

An interesting perspective on gaining distinctiveness through abilities is the debate about wearing replica team jerseys. Fans are able to differentiate themselves through their previous competitive representation for the team, or their lack of such playing time representing their team.

Well certainly I don't wear a Western Province rugby jersey because I have never played for Western Province, therefore I won't wear the jersey – in the same way I won't wear a Springbok jersey because I have never played for them. I own a jersey and I earn the right to wear the jersey. So I am not too keen on the merchandising side of things. (CG, 39)

In terms of the *separateness* type of distinctiveness (Vignoles et al., 2002), fans within PCM stage 3 used physical boundaries such as isolation to balance their needs for belonging and distinctiveness.

I think they understand it because I come from Western Province you know, they sort of tolerate me… people that know me know that I have kept my season ticket at Newlands, I go and watch test matches live, I go and watch as many Stormers games as makes logistics sense…I think it has changed because I have moved to the Eastern Cape. So uh, whereas I would have a circle of friends and it would be at the Golf Club, uh, and it would be you know, more in the newspapers. So one is a bit isolated here, the Eastern Cape newspapers don't carry the same sort of news, and I don't buy the Times or the Argus. So from that sort of thing one is a bit out of it, you know? (GW, 47-51)

The findings therefore suggest that the structural reality mechanism is used by attached fans to gain distinctiveness at the individual and group levels. In

addition, the analysis also provided unexpected and extensive evidence of the use of the *perceptual framing* mechanism for fans at PCM stage 3.

4.2.2.3.   PERCEPTUAL FRAMING MECHANISM STRATEGIES AT A GROUP DISTINCTIVENESS LEVEL IN PCM STAGE 3

Attached fans used the mechanism of *perceptually enhancing the distinctiveness of the group* to seek optimal distinctiveness of an informal subgroup as well as of their more formal team category. In this way, fans demonstrated how they shifted their level of self-categorisation to suit their needs for belonging and distinctiveness (Hornsey & Jetten, 2004). The analysis suggests that this *subgroup identification* strategy automatically leads into the strategy of *perceptually enhancing the distinctiveness of the group*. In this way, fans that identified with a subgroup of their team supporter group simultaneously emphasised intergroup differences from another subgroup and intragroup similarities of their own subgroup.

In terms of the subgroup referred to and the enhancement of its distinctiveness, the analysis suggests that the informal subgroup categorisation is based on fan loyalty, fan behaviour, and fan knowledge.

Attached fans recognised different types of supporters within the fan base of their chosen team. The categorisation based on fan loyalty identifies different groups relative to their backgrounds, consistency and interest levels.

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I think until ten or fifteen years ago there was probably only one type and that was people who sort of had mostly gone through the school and system and grown up in Natal, and then into a few who had gone and studied down there that were perhaps from places where you know they hadn't had a specific rugby team. But in the last ten or fifteen years there has definitely been a growth, a massive growth, um… of people who haven't grown up in the province or who haven't come from that province, to become Sharks fans. (KW, 47)

It used to be… a Province supporter was similar throughout the stadium: nowadays you will find they caught on to some of the tricks of for instance the Bulls. The painting of the faces was never a part of the supporters… So you get the guy that is saying he is a Western Province supporter, he does have a jersey, he does have a flag, but he has got no interest in the game; he can't tell you who is the new captain, he can't tell you what was the result in the last game… you get people in other provinces that say: 'Ja, I am a Western Province fan' but they don't have real interest in the team and in the game. Um… so ja, when you go to the stadium you can immediately see who is the real… the guy who is knowing the game, who is there to watch the rugby game, and you can see who is the one who is just having fun and having a few drinks. (AM, 80)

No. No, look there are people that chop and change, 'ooh, the team I am supporting this year is doing really bad, no, I am going to go and support another team next year'. Um, I am not like that. As I said before as well, um, I am a Bulls supporter and no matter how they play I will always support them. (TG, 71)

And then you have got a whole lot of the friends who are this closet case – oh no, that is the wrong word …like this 'dormant' type supporter: they only come out when the team is like winning. If the team is not performing you won't hear anything from them, they won't make any comments on Facebook. (AM, 40)

Fans at PCM stage 3 differentiated themselves from others on the basis of good or bad behaviour of their fellow team supporters. Attached fans distinguished between "gentleman" and "hooligans" who get "physical" and "over the top."

So you know the reason I don't go to matches these days is a lot of it is to do with crowd behaviour, you know, a bunch of boorish individuals who are there to make it unpleasant for everybody else… Ja! There is a standard of behaviour and so on that needs to be maintained. I mean rugby creates gentlemen, unlike soccer that creates hooligans. (CG, 130-132)

I have been to the Super 14 Final in Durban where the Bulls played the Sharks and let me tell you after that game there were a lot of Sharks guys that got quite physical. And it has happened at Loftus too, I mean at Loftus too some of our guys got in one of the major games, mainly against the Cheetahs in the Currie Cup, they get a bit you know, stupid. And it is more to do with alcohol and things like that… Ja I don't agree with that. (RK, 68-70)

Ja, because you can get yourself… uh… people can get quite frustrated or irritated with a fanatical supporter. Um… there is no problem in shouting and cheering for your team, but when you are doing it over the top and you are interfering, especially when it is in an open environment like a club or a venue, you don't want to be irritated by the guy next to you, but if you are passionate and you are cheering and know what you are saying about the game and you can support the comments you are making, no problem. But if you are this fanatical type that is going over the top, making comments that is not correct, um, you can get quite irritated and frustrated with such. (AM, 116)

Attached fans sought optimal distinctiveness within an informal subgroup by emphasising intragroup similarities around knowledge about the game.

I think most of my friends who support Province have played rugby – not all at a high level but um, you know, they know about the game, they understand the game – and it is not just watching thirty players running around the field with a ball; they actually understand his position and what is going on, and what is expected of the guys. But I think, I must say my friends that support Province and myself, are knowledgeable about rugby. (SM, 165)

I think they are guys that are more serious about rugby, they read a lot about it, they know about the game, they are positive people. (RK, 76)

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In terms of the more formal team category, attached fans extensively employed the strategy of *perceptually enhancing the distinctiveness of the group*. The analysis suggests that these intergroup differences and intragroup similarities are based on the spectator experience, fan knowledge, athlete profiles, and fan behaviour. No evidence was found of using the subgroup identification strategy when seeking optimal distinctiveness at a formal team category level of group distinctiveness.

Attached fans emphasising the distinctiveness of their team group focused on the quality of the live stadium spectator experience, as well as the extent of support during the stadium experience.

> I think it sets you apart in SA, certainly amongst rugby fans. Um, I think the most special thing about it is the live experience… So it is a completely different event experience, even the hospitality experience is an incredibly family orientated one…. And I think that has always set us apart, and I think there is a lot of people, and I have been there with a lot of people, that don't get it, they don't get this sitting around a car, drinking out of a … and braai-ing off different people's braais and walking around and just helping yourself here and there. So it is a very foreign experience for other people, it is just the most amazing thing they have ever seen. So the live experience has always been very, very special. (KW, 23-25)

> I think going to… and I have been to many rugby matches in a huge stadium, and the atmosphere has been dead, whereas in the Shark Tank I went to the final cup years ago and um, you know, the stadium was packed and the atmosphere was electric! And you can see the team rising to the spectation, it is visible, it is fantastic. So it is a wonderful experience! (RW, 37)

> Um.. probably, probably the atmosphere at Newlands is one of the things: when you go to Newlands, even if we are playing against the Sharks and there are Sharks supporters; or we are playing the Bulls and there are Bulls supporters – there is always far more support for Western Province. I think they are probably a better supported side by

> their local fans than any other franchise... I think we have the biggest crowd attendance of any of the local teams last year! (SM, 103-109)

Intergroup comparisons were also observed in terms of fan knowledge, with fans of competing teams separately questioning the level of knowledge within the opposing supporter group.

> I mean most of the Shark supporters haven't got a clue!... because they make a fair number of…what would be the word…'ill-informed' emotional comments, rather than you know, based on facts – or anything that you can engage with and discuss… Well it's, you know, the most knowledgeable people about, it is better to discuss it with a Blue Bull supporter than it is to discuss it with a Shark supporter! (CG, 120-124, 154)

> I guess my biggest criticism of Bulls is that they all seem to have a head space that there is only one way to play the game and that is they suffer from a Naas Botha syndrome. Um… and I think it has cost us as rugby nation; I think the Bulls fans and those other Bulls rugby have cost SA dearly…. I think Bulls fans have a sense that rugby is a ten man up and under kick for touch type of rugby, when in trouble kick – and I think that has cost South African rugby – it has become a mentality that has been driven through South African rugby and I think they, their fans and their teams have been major culprits of it for us. (KW, 87)

The results suggest intragroup similarities and intergroup comparisons relating to the profile of the team's athletes. Attached fans perceived their team's athletes as more decent and pleasant.

> I have been fortunate enough to, where I work as well they have had the Springbok team here, where I have gotten to actually see some of them up close, and gotten autographs and stuff, and compared to some of the other players from the other provinces; the way they come across is you know, very nice! (TG, 35)

> I think you know um, especially the guys who are sort of fringe players for the Springboks, and the Springbok players, you know when you

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watch them play you sort of get an idea of what their personalities are like and uh, you know you take a chap like um… Eben Etsebeth for example… and you think well, here comes the next Bakkies Botha, but with control, I mean he is a force without being dirty! And you know I think 'what a nice guy', someone you wouldn't mind meeting in a pub and having a bit of a conversation with. And er, you know that is just one example. Schalk Burger I think… he comes across as being a very decent person. (SM, 37)

Attached fans emphasising the distinctiveness of their supporter group focused strongly on the behaviour of their fellow team supporters, and especially the misbehaviour of supporters of other teams.

I think you look at a guy coming to a rugby match with horns on his head and think you know 'What an arsehole!' (laughter) (SM, 225)

And I have seen with the Shark Tank, when opposing teams come down, it is always a good atmosphere. I mean I have been to Loftus and you will feel a bit threatened sometimes whereas the Shark Tank is not like that. I mean there is some ragging here and there but it is all good tempered and good fun you know? But I think I didn't feel that comfortable at all (at Loftus) (laughs) (RW, 87)

Now unfortunately in SA (laughs) you start making stereotypes that all the Lion supporters are from like Brakpan or Benoni. So you are stereotyping them like saying they are … how can I put it…. They are not proper (laughs) um… supporters, they are like being common or being kitsch. (AM, 74)

This fan misbehaviour by supporters of other teams is often associated with the overconsumption of alcohol.

What, Brandy and Coke, that type of… those guys with the hats over the horns – those type of things… Normally they are quite pissed. (MH, 133-139)

(laughs) No, no. No, I tell you what, the supporters I have seen when we have had them at the stadium and that kind of thing, okay, they are

rough, rough type – I am not saying all of them, I am not saying all of them, don't get me wrong there… It is a case of very loud, they like to get inebriated, pissed, the whole toot. And actually I am not saying that with regard to the Bulls only. But I have seen it more with the Bulls than basically the other teams. And it does, it gets a bit out of hand and you basically, it is a case of alright, do I say anything because these okies are pissed now, do I say anything, are they going to take offence to it, or whatever the story is. So ja. (JD, 185-187)

Perceived fan misbehaviour is also often attributed to how supporters of other teams deal with team performance.

They are always …um… trying to justify why they lost the game, they are always blaming somebody – either the ref or the conditions or whatever – whereas a Western Province supporter like myself or the cross section of the supporters will say: 'Well done, you have beaten us fair and square!' The end of it. (AM, 78)

You know I have been to rugby at Loftus Versveld a couple of times and that is not an enjoyable experience because the Bull supporters are actually very bad losers and a lot of fighting and things like that at the Bulls, whereas if you go to the Sharks it is all very much a happy environment. Ja. (CH, 77)

You know I think Province supporters tend to be a little more objective than the rest of them. (SM, 205)

4.2.2.4. PERCEPTUAL FRAMING MECHANISM STRATEGIES AT AN INDIVIDUAL DISTINCTIVENESS LEVEL IN PCM STAGE 3

The analysis found unexpected evidence of the use of the *perceptual framing* mechanism as fans seek individual level distinctiveness within the PCM stage 3. Specifically, the qualitative data analysed confirmed the use of both perceptual framing mechanism strategies, including *seeing oneself as loyal but non-conformist*, as well as *seeing the self to be more normative than other group members*.

In terms of the *seeing oneself as loyal but non-conformist* strategy, fans expressed their loyalty to the team without sacrificing their personal values. Attached fans saw themselves as independent "normal" types of supporters, who may be more "conservative" than other fans of their team.

> *If you want to wear Province you work for it; you don't go and buy it…I wear my…. I am not going to run around and put make up on and stuff, and you know, that stuff that people do: like the Bulls supporters with their horns on their head and … that is I suppose they see it some way else. I am a bit more conservative about that… But I want to see the rugby, that is what I do: if it is club rugby or varsity club or under 21's or under 19s. (MH, 127-131)*

> *I have got the jersey – that's it. And I have got a cap. I don't, no, no, no, I am not one of those guys with the 'bal' and all that nonsense – no. (laughter)… I don't know, I just have never gone through… I just feel I am a bit more conservative I suppose, to be honest. (RK, 104-108)*

> *If somebody will ask me I will immediately respond to say: 'Yes, I am a supporter'. I won't hide it. I won't cry if we lose the Cup, I won't be that fanatical type of fan who burns his jersey or is depressed for a whole week! I am not that fanatical! (laughs) I won't cry if I miss one of their games due to the other commitments; like if something is happening and I must attend it and cannot see the game… alright with mobile technology I can follow the score on News 24 or you can always get the score! So I am not fanatical. It is important for me, but it is not the end of the world if I am disconnected from them for a couple of games or something…Um… nobody has at this stage said I am fanatical or I am … how can I put it… an 'undercover' supporter, that I keep quiet when they lose and only speak when they win. So no, my friends and family, some of my friends down in Paarl, they are even more fanatical than me! I see myself as a normal level type of supporter. (AM, 34-40)*

Fans distanced themselves from more negative connotations associated with conformity to the group, such as more "fanatical" and "over the top" group behaviour.

I might get like… when the Springboks are playing I will also jump up and down and cheer…. Uh… but I will be passionate, but I won't be fanatical. I think there is a fine line, I don't have the dictionary with me now but it should be a fine difference between being passionate and being fanatical…people can get quite frustrated or irritated with a fanatical supporter. Um.. there is no problem in shouting and cheering for your team, but when you are doing it over the top and you are interfering, especially when it is in an open environment like a club or a venue, you don't want to be irritated by the guy next to you, but if you are passionate and you are cheering and know what you are saying about the game and you can support the comments you are making, no problem. But if you are this fanatical type that is going over the top, making comments that is not correct, um, you can get quite irritated and frustrated with such. (AM, 114-116)

You know the 'Pprroovvviinnccee' (bleated) (laughs) – when everything is going well – I think they are passionate about their rugby, particularly the Coloured people, you know they have a great sense of humour as well and you hear their chirps – they are fanatical about it – I mean I enjoy it, but I wouldn't say I am fanatical. But a lot of the local supporters, particularly amongst the Coloureds, are absolutely fanatical about their rugby. (SM, 151)

Well, ja, it can be a bit noisy! (laughs) With the Cavalier supporters! They get excited and so on! Uh, ja, I just watch the game, I don't … I am not your typical… I won't say I am your typical flag-waving and shouting type. (MH, 177)

In this way, fans are expressing the extent to which they cognitively struggle to distinguish between the depersonalised behaviour of those conforming to the group and their own more distinctive loyalty.

In terms of the *seeing the self to be more normative than other group members* strategy, fans expressed their increased conformity to group norms relative to other supporters. Attached fans suggested that deeper and broader knowledge of the game is a norm among their supporters, but that they saw themselves as demonstrating more knowledge than others.

Now you see, that is where the rest of the supporters must… must get on to the boat. Um, it is two different franchises, or let's call it teams, using the same home stadium. Now in town (and that is the most irritating thing), in the Currie Cup season, everybody in town and especially the Bulls and the Lions supporters, is telling me 'Ja, the Stormers played well this weekend'. Then I say to them: 'The Stormers did not play, it is Western Province'. During Super Rugby season they are always talking about Western Province had a nice game against the Crusaders: It was the Stormers that played! They have got different jerseys… And why is it so difficult for somebody to understand that? Okay, mostly it is the female rugby supporters that make that mistake. It is even worse if it is a male rugby supporter that makes that mistake, because then it shows me he is really not into South African rugby; if he can't even differentiate on those names! So I am a supporter of the Western Province in the Currie Cup and the Vodacom Cup, I am a supporter of the Stormers during the Super Rugby. End of the story! (AM, 126)

I once moved my season ticket because I was sitting in front of a racist of note. Um… that bugs me, and people who have got a one track appreciation of the game bug me a bit, but otherwise I think I am fairly laissez faire…Oh there are people who want the team to pass the ball all the time you know, even if it is not… you know even if you are likely to be isolated and turn the ball over. So that uh, that sort of common thing, or people who get angry at their side because they can't pass or something like that. (GW, 79-81)

The findings thus provide some evidence of the use of the *structural reality mechanism* as well as the *perceptual framing* mechanism for fans categorised within the PCM stage 3. Table 9 summarises the findings related to the mechanisms attached sport fans use to balance their needs for assimilation and distinctiveness.

Table 9

Mechanisms and strategies used within PCM stage 3

Level of distinctiveness	Mechanism	Strategy	Illustrative quote
Group	Structural reality	A: Identifying with numerically	*Well this is Blue Bull country so I get a lot of flack about being a Western Province*

		distinct groups	*supporter. (AM, 32)*
		B: Identifying with groups that are strongly differentiated from the mainstream	*It was always from a very different part of SA...you know we were the last outpost playing the Afrikaans game in this country. (KW, 21)*
	Perceptual framing	E: Perceptually enhancing the distinctiveness of the group	*I think they are probably a better supported side by their local fans than any other franchise... I think we have the biggest crowd attendance of any of the local teams last year! (SM, 103-109)*
		F: Subgroup identification	*There is a standard of behaviour and so on that needs to be maintained. I mean rugby creates gentlemen, unlike soccer that creates hooligans. (CG, 130-132)*
Individual	Structural reality	C: Role differentiation	*So you know you have got the previously disadvantaged, currently disadvantaged, you've got everybody!... And maybe I am a snob, I mean I am quite prepared to admit it. (CG, 134-140)*
	Perceptual framing	G: Seeing oneself as loyal but non-conformist	*I just watch the game, I don't... I am not your typical... I won't say I am your typical flag-waving and shouting type. (MH, 177)*
		H: Seeing the self to be more normative than other group members	*That is where the rest of the supporters must... must get on to the boat. Um, it is two different franchises, or let's call it teams, using the same home stadium. (AM, 126)*

4.2.3. RESEARCH QUESTIONS AT PCM STAGE FOUR

To investigate the research questions for fans at PCM stage four the qualitative data was analysed at both an individual distinctiveness and group distinctiveness level. The use by an allegiant fan of the four strategies of the perceptual framing mechanism was analysed (see Table 10). The results are presented below firstly in terms of the group distinctiveness level, including the two strategies, and then in terms of the individual distinctiveness level and the associated two strategies.

Table 10

Perceptual framing mechanism strategies

	Strategies
Group distinctiveness	E: Perceptually enhancing the distinctiveness of the group
	F: Subgroup identification
Individual distinctiveness	G: Seeing oneself as loyal but non-conformist
	H: Seeing oneself to be more normative than other group members (PIP)

Note: Adapted from "The Individual Within the Group: Balancing the Need to Belong With the Need to Be Different," by M. J. Hornsey and J. Jetten, 2004, *Personality and Social Psychology Review, 8*(3), 248-264. Copyright 2004 by Lawrence Erlbaum Associates Inc.

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4.2.3.1. PERCEPTUAL FRAMING MECHANISM STRATEGIES AT A GROUP DISTINCTIVENESS LEVEL IN PCM STAGE 4

The analysis of qualitative data at a group distinctiveness level provided extensive evidence of the use of the *perceptual framing* mechanism, especially the strategy of *perceptually enhancing the distinctiveness of the group*. Allegiant fans used this mechanism to seek optimal distinctiveness of an informal subgroup as well as of their more formal team category. The analysis suggests that this *subgroup identification* strategy (strategy F in Table 10) automatically leads into the strategy of *perceptually enhancing the distinctiveness of the group* (strategy E in Table 10). In this way, allegiant fans who identified with a subgroup of their team supporter group simultaneously emphasised intergroup differences from another subgroup and intragroup similarities of their own subgroup.

In terms of the subgroup referred to and the enhancement of its distinctiveness, the analysis suggests that the informal subgroup categorisation is based on fan loyalty, fan behaviour, and fan knowledge.

Fans at PCM stage 4 acknowledged different types of supporters within the fan base of their chosen team. One approach to segment fellow team supporters is based on their background and consistent loyalty to the team.

> Look I can't really talk much about them, but I know of them, and they want their team to win all the time. So they will back a winning team so they can say 'our team won' and I suppose that then answers them and gives them a good feeling you know? But then I feel they are like traitors you know, it is like a guy living in Johannesburg and he is shouting for the Stormers or something like that…Because uh, it is like

living in SA and fighting for the opposition you know? Something like that, it is almost the same type of feeling or idea I guess you know? You should back the team that you are with and that is where you stay, because that is your area, it is your own, you know? (BP, 93-95)

I mean the newer Lions, some of the newer Lions rugby fans are probably more English-speaking, and things like that, tend to be a bit more…. Not as involved in the process of the team: they are involved in whose playing, you know, what's happening, whereas a lot of the Afrikaans and coloured community that supports the Lions are very, very involved – they know all the players, they know the reserves, they know the schools they came from. (SH, 98)

Assuming a high level of loyalty, another segmentation approach is based on

the liveliness and energy of the supporter group.

If I am the guy sitting on the main grandstand with the season ticket holders and the guys who bring their family, it is one type; and the other type comes in and I am not sure what they come there for. I am not sure they come to see the game actually. So I don't know what they are there for. (CO, 97)

I am not sitting with the hand clapping support, I tried that once and it didn't work for me, when I went to sit with my manager, it was a bit boring for me because at the railway stadium - or the Danie Craven stadium, where the shouting and booing goes on – I am really more one of those supporters... They are completely different. They will go and sit and be having a beer, clapping hands: where the supporters I sit with will shout and I am more like those kind of supporters. (GC, 83-87)

Allegiant fans differentiated themselves from others on the basis of the good

or bad behaviour of their fellow team supporters. Attached fans emphasised

their informal subgroup's good sportsmanship behaviour, such as respecting

others and respecting the team's jersey and colours.

I mean if you watch on TV, if Province is playing that is one thing about us, we are always there, and if the opposition get like a penalty like

goal, you will always hear that one in the crowd start booing, and then the whole Newlands starts booing and you don't hear that from other stadiums! So that is why I think we are a step apart from the other Province supporters. (GC, 75)

That are misbehaving? I will only not want to associate with them in a way that goes with the values and principles I have. I … you know, it depends on what the kind of sort of situation is. I will actually walk up to a guy and say 'listen, you are not worth wearing these colours – what you are doing now doesn't stand us proud; this is not the way you should be acting or interacting'. (HV, 106)

Ja, surely, you do get the obnoxious guys. Um… those are the guys that…. but you know you have them in any team – just more in the Blue Bull team. And we will actually say to those guys: 'Listen you want to act like a Blue Bull, go there'. Don't you know, hit your name with a stick or something, we don't do that. (JA, 92)

The overconsumption of alcohol at the game was also highlighted in terms of poor behaviour by fellow team supporters who belonged to a different informal subgroup.

Then they start ragging the players and insults... I said to him: 'Excuse me buddy man, I am trying to watch the game' and he keeps quiet. He was like beyond drunk man, I mean like past his Moses. And he just wouldn't stop. And I said to him: 'Buddy if you can't support the players then go change your seat man!' you know? … But I hate it, when people carry on like that… and then he didn't want to stop and he was carrying on. And then I hit him with my flag on his shoulder. And then he sat down, and he was quiet for the rest of the game. So I hate it when you support the team, but you… if you can't motivate the players then shut up…. the players can hear, it is right behind the players and he has just come off and someone is in his place, and you insult him! You know? I hate that, I hate that about supporters. (CS, 192-194)

I call them the East Pavilion crowds (laughs), they are more the 'Brandewyn en Coke brigade'. Um, they are more in it for you know, going and having a piss up more than what it is watching the game… They tend to go overboard with the blue faces and the funny horned hats and whatever, um, so ja (laughs) (IP, 152-160)

Fans progressing towards PCM level 4 outcomes sought optimal distinctiveness within an informal subgroup by emphasising intragroup similarities around knowledge about the game.

> (laughs) Arrogant, 'windgat', bombastic, make a lot of noise kind of people. I always sit with the people who know the game and I listen to what they say, but if they talk crap I will be one of the first guys to stand up and say 'hey stop talking crap, watch the game' (laughs). (HV, 76)

In terms of the more formal team category, allegiant fans extensively employed the strategy of *perceptually enhancing the distinctiveness of the group* (strategy E in Table 10). The analysis suggests that these intergroup differences and intragroup similarities are based on the spectator experience, athlete profiles, team heritage and performance, and fan behaviour. No evidence was found of using the subgroup identification strategy when seeking optimal distinctiveness at a formal team category level of group distinctiveness.

Fans at PCM stage 4 perceived the live stadium experience at their home stadium to be markedly different from those of other team supporters, including the family atmosphere.

> I think the most special part of it is that I can go and see a live game with my favourite team; I go and share the Loftus experience. And that is special – it is a lot more special than anybody else supporting their rugby team. (IJ, 86)

> I see all the fans, and their babies in their small little Blue Bull baby grows or guys with their hats and horns and everything. They support their team: if they play bad they support them, if they play good they shout harder. It is just the vibe, it is a complete different atmosphere. I

have been to PE's stadium and the atmosphere is completely different. (VW, 48)

It is really like a family community. Um… It's accepted or taken and within two weeks you are really friends with everyone. Um…it's not pretentious, they really accept you. You know Cape Town and Jo'burg I think that has become quite cliquey and pretentious and all that kind of stuff, and it is more of who you know and what you bring to the table in those cities; where you still get the family vibe in Durban. (DS, 46)

Allegiant fans emphasised the approachability and friendliness of their chosen team's athletes, also suggesting that this comparison differentiated them from other teams and their athletes.

The most memorable was getting to meet the players and discovering that they are… just people like us and… they speak our language… I was totally blown away! But then after that when we started going to more player functions, supporter functions, and the guys started interacting with us… and they are just a great bunch of guys hey! I promise you, I haven't found… okay I don't know what the other unions are doing for their players and stuff, but Western Province is the best! (CS, 54)

Ja, I think they are probably the nicest guys, not only on the field but in the stands as well; they are all friendly, I have never known one of them not to be friendly and uh, uh, appreciate the fact that you are a Lions supporter and so on. Even down on the coast I met Kevin de Klerk the one day and Kevin's dad, 'jeeslaik' he was a big 'ou'. I went to greet him in the hotel and he was really friendly. Even though he was having breakfast he after a while spoke. (BP, 27)

The results suggest that allegiant fans perceptually enhance the distinctiveness of their supporter group by drawing on the heritage and successful previous game performances.

It is being a true… enjoying the true sense of rugby… because according to me WP is the core of rugby, where it all started, where all

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the big names started… of being one of the lucky few to be able to realise that this is the main team. (CO, 21-47)

'Net een span is die wen span' (there is only one winning team) - if the Bulls are in the team the Springboks do something; if there is no Bulls there is nothing. The Bulls are the team, I would say they play together as one team, not as individuals, which if you compare them to any other team they play as individuals – they want to make a name, not the team. (VW, 32)

So I think we have reason to be arrogant because we have won the most Currie Cups and so on. But some people won't enjoy that. (IJ, 54)

Fans at PCM stage 4 enhancing the distinctiveness of their supporter group focused strongly on the behaviour of their fellow team supporters, and especially the misbehaviour of supporters of other teams.

Only people with etiquette support the Blue Bulls! (VW, 52)

I see the Blue Bulls: they go maniac for their team, out of their way to prove a point and I think that is very good for them but they sometimes go too far. They don't know where to stop… No doubt their supporters that were ugly. (CO, 101-103)

I don't know, they get strange…. they look strange, they are just true to their team – very true to their team… that is a bit fanatic… I don't mind them… they are not so bad, they are just very fanatic, they have stickers all over their cars and they wear their outfits. No, no. That is a bit much! (laughs) (LK, 243-253)

Um, like I said the Blue Bulls are obviously fanatical, obnoxious, uh… what is the word, 'ongeskik' – unmanaged supporters, right? (JA, 116)

This fan misbehaviour of supporters of other teams may be related to an attitude of arrogance.

> Well the Stormers supporters are just plainly arrogant. Um, they win bugger all for a decade and now they are big! The Sharks supporters are sometimes just a bit over the top. So I think the word is 'windgat' (arrogant)! (laughter) (IP, 178)

> I am going to talk a bit of Afrikaans now, I am just going to say the Blue Bulls are a bit of windgat and the Sharks are a bit of 'windgat (arrogant)'. (DN, 134)

> Um, I would say arrogant, um… I do have respect for them when it comes to their passion and their love for their team… I would think, no, being in the Western Cape, I don't know if you know but there are a lot of Afrikaans people, and I would say in the people I knew there, 80% of the Afrikaans people there were Blue Bull supporters. And (laughs) they just reminded me of the Blue Bulls way of playing rugby. You know, they are big, mean and just want to run over everything the whole time. (DS, 112)

Perceived fan misbehaviour by supporters of other teams is often associated with the overconsumption of alcohol.

> I think it must be horrific to be at Newlands with those Coloureds when they get drunk and what! (laughs) (JA, 122)

> I like the Blue Bull supporters, but I don't like the guys with the 'brandewyn and Coke brigade', coming to the stadium to pick a fight with their flippin' helmets with their horns on. I don't mind wearing horns, but the way you wear it, and the way you act and the way you interact and the way you communicate. I spent a lot of time at Loftus when I stayed in Pretoria and I stayed there for 18 years, and some of the guys, jis, they actually pissed me off (laughs) (HV, 100)

Perceived fan misbehaviour is also often attributed to how supporters of other teams deal with poor team performance.

> Um, the … like I say the Bulls are very, very… they are arrogant bunch: you know when they lose they want to slit their wrists, and they will, they will always like blame the ref or blame something. (JA, 126)

> The Cheetah supporters get upset when they don't play right or they kick the ball miss or miss a tackle or something. They will walk out and come back when it is all over or when a replay is done or whatever; where a Bull supporter will sit through all of that. So accept it is a mistake and next time we will do it better, or just get the team together and chat to them and say 'Listen here, we don't do this anymore, let's get our heads together'. But other supporters take is seriously, they walk out, they kick the bucket, they throw the beer bottles. I won't say the Bulls are doing that. (VW, 180)

The perceptual enhancement of group distinctiveness is also expressed in terms of intragroup similarities related to dealing with poor team performance.

> Ja, I think your typical Bull supporter, um, tends to be a bit more gracious in victory and defeat! (IP, 182)

> In fact I think Sharks supporters are way better than any other supporters. We tend to be in my opinion more respectful of other teams and to be honest with you I think it comes down to the fact that for such a long time we hadn't won anything (laughs) and then eventually we started to win. So I think we appreciate our victories and we feel our losses that much more. (DS, 100)

The mechanism of perceptual framing at the level of group distinctiveness can also shift to a higher level of abstraction, beyond team versus team to sport versus sport. In this way, rugby fans can identify with the broader rugby sport category and perceptually enhance the distinctiveness of rugby supporters relative to supporters of another sport.

> We have got… you know I think it might boil down to race and creed: where rugby is a mainly predominant white sport – alright they are trying to change but I think they can never, ever do – although they are trying their utmost and I don't think it is working. Um… where football is a black sport, and it has always been a black sport, right? So ja, there is a hell of a difference between a rugby supporter and a football supporter. Um… I will never go into a stadium and trash the stadium – never, never, never. We will never go and break down the gates or the fences because they haven't got tickets for us: If you haven't got a ticket you don't even go to the match. (JA, 112)

Well they are probably more South African if they support soccer. But I don't support soccer but it doesn't say that I am less South African. I can't say that. But if you support rugby for me, you are more South African, because rugby is a South African sport. Like soccer is an overseas sport. (VW, 238)

I mean you can't chill with people who like soccer and you like rugby (laughs), you know? For me it doesn't make sense! But ja, it has changed; I am not amongst gossip girls and shopaholics as much you know?! (MC, 46)

4.2.3.2. PERCEPTUAL FRAMING MECHANISM STRATEGIES AT AN INDIVIDUAL DISTINCTIVENESS LEVEL IN PCM STAGE 4

Fans progressing towards PCM level 4 outcomes expressed their loyalty to the team without sacrificing their personal values, thus employing the *seeing oneself as loyal but non-conformist* strategy. Allegiant fans saw themselves as "traditional loyalists" who are not fully comfortable with conforming to current behaviours.

I think I may be one of the traditional loyalists. Um… I try and understand when things go wrong, obviously I hate it if they lose, but I try and get a better understanding of the professional era; um. .. and then based on those principles I accept that times have changed and things have moved on, and maybe your ratio of 70% winning is not that important, and as long as you can get over 50% that is good enough. (HV, 58)

Ah, I don't like it at all. Um, I am a traditionalist. I prefer the light blue (laughs)… Um, well I have the latest jerseys, but not in the funny colours. I stick to the main stroke!... I think a lot of people have gotten behind the change in strip band and all the fancy that is not typical rugby. Um, but ja, I don't go for that type of thing. (IP, 66-70)

More conservative allegiant fans may update their attitudes to some degree as their attitude towards the team become more internally consistent with other core attitudes and values. The consistency of values is important, as expressed by these White and Afrikaans-speaking fans.

> *Ja, look it makes it difficult going with my dad who is a… pretty much a racist! You know he doesn't like the black crowds. I think it is fantastic, I think it shows that there is movement with time. And we don't live on little islands, we can't protect everything, um, I mean I am a conservative person myself, I am a traditional in how I view things, but I have no problem with new people, different people, embracing the same values that what I have. (IP, 224)*

> *Ja, I think I set an example by being and living the values which I honour and I practice and that I preach, and I think that is one of the things that will stand out: if anyone wants to say but you know what, there is one thing about that guy, you can stand by him whether you win or whether you lose, because he is always supporting his team, he is always loyal, he doesn't get out of bounds – but I have said I have been out of bounds before – I am not an angel. (HV, 108)*

Fans tailoring their perceptions to balance the needs for belonging and distinctiveness distanced themselves from depersonalised behaviours of the group, whether these behaviours are seen as negative or positive.

> *They always keep it interesting. Paint themselves and the blue – I won't do that: the best thing I will do is just get a Blue Bull thing over here… I have my blue jersey on – that's fine! (laughs)… Well I will just laugh at them and say 'if you know me you will know I am different' (laughs) I think that is the best comeback! I am a more relaxed supporter, I am very loyal and I get very excited and all of that, but I won't go to the extremes – like painting my whole body blue and wearing the blue hair and…Like that lady who got married with a Blue Bull dress! I would never do that! (AK, 245-311)*

> *No, no (laughs) I don't sing! No, I am not a big singer. I sing in the shower, I don't think anybody else wants to hear me sing… I have a Blue Bulls vuvuzela, a kudu horn. I have the jerseys, I have a couple of*

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flags, um… I have a Blue Bull statue, a bunch of glasses. Ja, my hair is already long, so…No, no, usually I just go with the rugby jersey and so on, I don't really go ape shit when I go to Loftus. (IJ, 94-102)

In terms of the *seeing the self to be more normative than other group members* strategy, allegiant fans suggested that rugby knowledge is a norm among the team's supporters, and they demonstrate this characteristic to a greater extent.

Ag, you know what, I have got a little bit of a rugby brain, I have played provincial rugby for Western Province, um, I went overseas to New Zealand and I played three years in New Zealand before I came home – that was in the year 2001. And you know, Sharks, when I got provincial colours and I went to Craven week I swapped my province jersey for a Sharks jersey. (laughter) – And things like that. And I like to go into coaching and all of that. And, you know as a rugby purist um, as a rugby historian – I mean it took us 101 years to win our first Currie Cup when the Banana Boys won it for the first time – even though for a 100 years they didn't win the trophy. And since that, overall they have been one of the strongest, they have been the strongest S. A side if you look at making semi-finals and finals. Um and the style of play that they have, it has always been a different style of play, it hasn't been a Blue Bull or a forward…(inaudible) – it has been a mixture of forward and back drive. (DS, 72)

Fans at PCM stage 4 also indicated that being an expressive supporter who "dresses the part" was a group norm that they embody more than some others.

But I like rugby for the lift, and my friends are okay with it. Ja, they don't have a…. they become crazy like when I sometimes carry on and everything else. But they are accepting of it…Sometimes they think I go overboard. Ja, one of them said: 'Why would you paint your face?' (laughs) You know? 'Why would you wear blue hair?' 'Why would you….' You know? Because you are a supporter, you need to dress the part – I think! (laughs) (CS, 96-98)

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The findings therefore suggest that the perceptual framing mechanism is used by allegiant fans to gain distinctiveness at the individual and group levels. In addition, the analysis also provided unexpected and extensive evidence of the use of the structural reality mechanism for fans at the PCM stage 4.

4.2.3.3. STRUCTURAL REALITY MECHANISM STRATEGIES AT A GROUP DISTINCTIVENESS LEVEL IN PCM STAGE 4

Allegiant fans used their team identity to enhance their group level distinctiveness from supporters of other teams by *identifying with numerically distinct groups* and by *identifying with groups that are strongly differentiated from the mainstream*. In terms of the former strategy, a fan of a non-local team may use the limited number of fellow supporters in that location to gain distinctiveness at a group level.

> Absolutely! Ja, no! It is a small community, like you said you are in Stormers country, um, and we became friends with everyone there, and you know it's, it's the Sharks vibe, you know. I have been up in Durban a couple of times for matches you know prior to moving here, um, and you still even then, you still have got the Durban vibe, let me put it that way. (DS, 44)

> It is fantastic! I mean obviously we are in the minority there, but you can identify, there are a lot of guys I have seen each and every day when they play here and they ride from their farm somewhere in the Free State or the Northern Cape or wherever they come from and they come and support their team. But not large in numbers, in the sense that if you know you look at a typical Newlands/Free State game it doesn't draw crowds of 50 thou like it used to in the past.. you get about 15 or maybe 18 thousand. Or maybe among that there is maybe 2000 guestimate Cheetah supporters. So although you are in the minority you still support the team…You know I don't mind, I have been the underdog many a time in my life, and it is sometimes better to be the underdog and be the minority…'Cos then the satisfaction in winning is just bigger when you do it! (HV, 92-98)

Identifying with a numerically distinct group can also occur due to the racial segregation of suburbs and sport inherited from Apartheid in South Africa. In this way, the non-local supporter may also be isolated from other rugby fans, irrespective of the team they support.

> Like as I said, I live in a community whereby it is predominantly black and the people I hang out with are Sharks fans… because at this point I am just in one tiny circle you know? Sometimes it really sucks, it sucks sometimes, but I would like that sort of thing, whereby you are exposed to different types of different people or different fans or teams – it would be nice. It would be like meeting new people and even though someone is not a Sharks fan we can make friends you know? (MC, 191)

In terms of the second *structural reality* mechanism strategy of *identifying with groups that are strongly differentiated from the mainstream*, allegiant fans can draw on language differences to distinguish between their team's supporter group and that of other teams.

> Firstly it is that cultural link and then being Afrikaner I sort of associate with Afrikanerdom.… just the sense of shall we say loyalty, camaraderie, um… a sense of a common goal. (IP, 48)

> I think being a Bull supporter has a lot to do with the character and culture of Pretoria: um… the team is part of the city, the city is part of the team. Um… being you know Afrikaans, and in an Afrikaans culture, it fits in nicely with the entire Blue Bulls culture. They do the city proud, and so on. (IJ, 18)

Groups that are strongly differentiated from the mainstream can also be based on the racial profile of different sports, with soccer being followed by the vast majority of Black South Africans.

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I am not a soccer fan hey? I am not a soccer fan and it always boils down to you know most of them don't like, or some of them don't like rugby. They will tell you how aggressive it is or they will tell you how it is not kind of a black sport, you know? Because I am a black person and I live in Soweto, so you must understand that soccer is the type of sport that everybody loves. So when you like rugby it is a bit weird!... I am the sort of person I don't like being the same as everybody else; I have always been that one person that is a bit odd. So it was only natural for me to like rugby because predominantly in my society it is soccer. So my mom wasn't even shocked you know? It was 'oh, we expected that – that is you'. (MC, 50-56)

4.2.3.4.   STRUCTURAL REALITY MECHANISM STRATEGIES AT AN INDIVIDUAL DISTINCTIVENESS LEVEL IN PCM STAGE 4

The analysis found unexpected evidence of the use of the *structural reality* mechanism at the individual distinctiveness level as fans seek optimal distinctiveness within the PCM stage 4. Within *role differentiation*, fans employed all three types of distinctiveness (Vignoles et al., 2002). Allegiant fans used the *position* type of distinctiveness by differentiating themselves in terms of kinship ties, friendships, and social status. Fans emphasised the involvement of important family members in the psychological connection they had with their chosen team.

And it is easier you know when we go to a rugby match, we all support the same team! Um, and that is it, it just makes it lekker, you know when we walk in the street the whole family has got Cheetah um… jerseys on and jackets and caps and everything. (JA, 32)

Well um, I was born in Pretoria, my dad used to play for the Northern Transvaal back in the day, so me and my sister were brought up as Blue Bulls, always supported them, so there is no other team for us basically. Since I was a little girl, we grew up basically in Loftus, punching the guys' tickets and all of that! (AK, 10)

Special friendships and the access to athletes that allegiant fans have within the team environment are able to provide distinctiveness.

> *The guys started interacting with us at… they became more of your friends and I am in close contact with quite a few of them, um, texting and stuff, and they are just a great bunch of guys hey! (CS, 54)*

Fans gained distinctiveness from others in their supporter group by emphasising social status comparisons. Fans referred to others as "common" and used previous playing experiences to differentiate themselves.

> *No. (laughs) No, not for me. I have my blue jersey on – that's fine! (laughs)… So those are the common guys. (AK, 247-250)*

> *I bought myself a jersey what was it, two years ago, a Stormers jersey as well. And then my grandma worked me – because I was scrumhalf at school – I had her work me a no. 9 on the back of my jersey. (CO, 65)*

In terms of the *difference* type of distinctiveness (Vignoles et al., 2002), fans within the PCM stage 4 used physical characteristics and abilities, such as age, race and language differences, to balance their needs for belonging and distinctiveness. These fans, aged between 35 and 44 years old, suggested that their age served to differentiate them from other supporters of their chosen team.

> *Well I have become a little bit older so it doesn't become the be all and end all and everything; you lose a little bit better. But it is still very strong, it hasn't really changed in that sense. Before it was that was all you knew, it has become a lot more commercial and there are a lot more other sports around but it is still a high priority hey. (SH, 40)*

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> *Honestly as I have grown older the crowd start irritating me so I actually prefer watching it at home (laughs)… Just too many people! (laughs) And battling to get parking, battling to get to a food stand, sitting in between a horde of people sort of encroaching on your personal space. I have gotten weird that way as I have gotten older! Even if they are Blue Bull supporters. Ja (IP, 144-148)*

Recent sport fandom empirical work in South Africa found evidence of the important role played by race and class divides (Fletcher, 2010). Allegiant fans in this research pointed to the role of race and language in providing individual distinctiveness within their group.

> *To a degree, I am not exactly the same as them completely, because I mean I am not white Afrikaans, but I did go to Rand Afrikaans University at that stage, which was dominant… predominantly white Afrikaans. So I understand the support and I understand the fans but I am not maybe exactly like them. (SH, 108)*

> *For me I am not… it wouldn't bother me at all because in terms of race, I mean it doesn't bother me at all. I accommodate anybody, as long as… I don't regard a person by their race, it is who you are that counts in terms of me: if you are nice to me I will be nice to you…You know what, that would be their problem because I mean, it is not like I sent an application to God saying 'Can I be black?' I will be going there to be enjoying myself and whether someone is unhappy about that I don't have to live with it; they have to live with it. As long as they don't come and harass me – that is the whole thing…But it would kind of hurt you know, you would expect um.. let's say two people that love the same thing, you would expect them to bond over that thing instead of fight over it and say 'this is mine, this is mine, this is mine – you don't have the right black… the Sharks because you are black'… I mean it is not like the Sharks did anything to me! You know? (laughs) They didn't do anything to me and they are still players and they are still my team regardless of whether a couple of white Sharks hate the fact that I am black and I support them; that has nothing to do with the Sharks, that has definitely nothing to do with the Sharks. (MC, 136-144)*

In terms of the *separateness* type of distinctiveness, the findings confirm the role of feelings of isolation and independence in balancing the needs to belong and be different.

I have got Stormers and Sharks neighbours as well, so…. But no, no, we don't get together if our teams are playing each other! (laughs)… I feel isolated, it's fun, yes I am isolated, but it is fun to be isolated…Because I stand up for my boys strongly! (AF, 126-130)

You can shout for anybody in any country. It is not to say that I stay in Eastern Cape, I must shout for the Kings. You can shout for anybody you want to. It is your constitutional right to shout for whoever you want to... I will support the Kings as well, but the Bulls will be my first choice. For the Super 15 I will support the Kings in all their games, but first of all it will be the Bulls – and then the Kings. I have got a Kings jersey as well, but it is first the Bulls. (VW, 270-272)

The findings thus provide some evidence of the use of the *perceptual framing* mechanism as well as the *structural reality* mechanism for fans progressing towards revised PCM level 4 outcomes. Table 11 summarises the findings related to the mechanisms allegiant sport fans use to balance their needs for assimilation and belonging.

Table 11

Mechanisms and strategies used within PCM stage 4

Level of distinctiveness	Mechanism	Strategy	Illustrative quote
Group	Structural reality	A: Identifying with numerically distinct groups	*So although you are in the minority you still support the team… 'Cos then the satisfaction in winning is just bigger when you do it! (HV, 92-98)*
		B: Identifying with groups that are strongly differentiated from the mainstream	*I am a black person and I live in Soweto, so you must understand that soccer is the type of sport that everybody loves. So when you like rugby it is a bit weird! (MC, 50-56)*
	Perceptual	E: Perceptually enhancing the	*Well the Stormers supporters are just plainly arrogant...*

	framing	distinctiveness of the group	*The Sharks supporters are sometimes just a bit over the top. So I think the word is 'windgat' (arrogant)! (laughter) (IP, 178)*
		F: Subgroup identification	*They are completely different. They will go and sit and be having a beer, clapping hands: where the supporters I sit with will shout and I am more like those kind of supporters. (GC, 83-87)*
Individual	Structural reality	C: Role differentiation	*You know when we walk in the street the whole family has got Cheetah um… jerseys on and jackets and caps and everything. (JA, 32)*
	Perceptual framing	G: Seeing oneself as loyal but non-conformist	*I think a lot of people have gotten behind the change in strip band and all the fancy that is not typical rugby. Um, but ja, I don't go for that type of thing. (IP, 66-70)*
		H: Seeing the self to be more normative than other group members	*'Why would you paint your face?' Because you are a supporter, you need to dress the part – I think! (laughs) (CS, 96-98)*

CHAPTER FIVE: CONCLUSIONS

The purpose of this study was to investigate the mechanisms through which team identity is used by sport fans to balance the psychological needs for distinctiveness and assimilation. The study was designed to answer three research questions relating to which mechanisms sport fans use, how these mechanisms differ between PCM stages three and four, and to what extent sport fans use these mechanisms at an individual and group level.

Literature reviewed on team identity and the fandom motives led to the development of research questions related to the use of mechanism by sport fans in order to balance their needs for assimilation and distinctiveness. Through a mixed method research design, the research questions were tested through analysis of the qualitative data gathered from 29 interviewees.

This chapter concludes the thesis titled "The function of sport fan identity in seeking optimal psychological distinctiveness." The chapter summarises and discusses the main findings as well as sets out the theoretical and methodological contributions of the study. The chapter ends with limitations, suggestions for future research as well as implication for practice.

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5.1. SUMMARY AND DISCUSSION OF FINDINGS

The analysis of previous findings and conceptual work in the Chapter Two literature review, suggested that this study will find that fans within PCM stage three will seek optimal psychological distinctiveness through the use of the structural reality mechanism, while fans within PCM stage four will seek optimal psychological distinctiveness through the use of the perceptual framing mechanism. As expected, the findings in Chapter Four provide evidence of the use of the structural reality mechanism for fans at PCM stage three and the use of this mechanism for fans at PCM stage four. Interestingly, the analysis also provided evidence of the use of the perceptual framing mechanism for fans at PCM stage (see Table 9) and the use of the structural reality mechanism for fans at the highest PCM stage (see Table 11).

5.1.1. RESEARCH QUESTION ONE

Taken together to answer the first research question, these findings indicate the use of both the structural reality mechanism and the perceptual framing mechanism as fans use their team identity to balance their needs for assimilation and distinctiveness. This research therefore provides guidance on the mechanisms involved in the internalisation process (Kolbe & James, 2003), which sees fans both building affiliation and enhancing distinction. In this way, the findings extend Funk & James' (2004) conceptualisation of sport identity and optimal internalisation to include distinctiveness motives alongside the need for affiliation.

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The evidence found for the mechanisms of structural reality and perceptual framing in balancing the needs for assimilation and distinctiveness provide further depth to the individual processes Schultz, Kleine and Kernan (1989) proposed in the self-development tasks of individuation and integration. The seven strategies identified in this research contribute to a deeper understanding of how individuals meet their need to be differentiated, autonomous and unique, as well as how they overcome the fear of "being completely taken over" (Schultz, Kleine and Kernan, 1989, p. 360). By studying optimal distinctiveness within the PCM stages three and four, that are involved in the attachment process (Funk & James, 2006), the results provide additional evidence that individuation and integration are relevant in objects of strong attachment.

PERCEPTUAL FRAMING MECHANISM

Within the attachment body of knowledge, the use by sport fans of the perceptual framing mechanism offers additional details of the "protective behaviors" (Mugge, Schifferstein & Schoormans, 2010) that manifest as a result of experiences of attachment. This research contributes to social psychological work on perceptual framing in sport. The results echo Abell's (2010) finding that fans perceptually frame their support of a team to indicate belonging and distinctiveness. The finding of the use of the perceptual framing mechanism and the related four strategies also broadens the existing *boosting* (Finch & Cialdini, 1989) and *blasting* (Cialdini & Richardson, 1980)

concepts within sport marketing. Across the four strategies, perceptions of fan behaviour and fan knowledge were found to be important aspects of the search for optimal distinctiveness. These fan behaviours have previously been conceptualised and tested within situations of team loss when individuals' team identity has been threatened (Bernache-Assollant, Laurin, Bouchet, Bodet & Lacassagne, 2010). The findings in this research suggest that identity management strategies related to perceptual framing may also be used by fans to meet psychological needs for distinctiveness outside of self-esteem motives. In this way, the study contributes to the growing sport fan identity research beyond motives of self-esteem (Andrijiw & Hyatt, 2009; Dimmock et al., 2005).

STRUCTURAL REALITY MECHANISM

The use by sport fans of the mechanism of structural reality contributes evidence of the ways in which individuals draw distinctiveness from something intrinsic to the group. The use of location and isolation by fans as aspects of their team identity confirm the importance of a minority category (Hornsey & Jetten, 2004) in seeking optimal distinctiveness. This finding supports previous sport fandom research related to nonlocal fans. Andrijiw and Hyatt (2009) examined the lived experiences of nonlocal Canadian National Hockey League fans, finding that the physical distance from their chosen teams allowed them to achieve feelings of belonging and distinctiveness. The results of this study in terms of fan isolation also contribute to an alternate stream of

research examining the impact of enduring versus transient social connections for displaced fans (Wann, Polk & Franz, 2011).

Within the structural reality mechanism, the findings suggest that sport fans can use language diversity to draw distinctiveness from a fan group that is strongly differentiated from the mainstream. The differentiating role of language in sport fandom studies has received limited attention. Bodey, Judge, Steward and Gobel (2009) investigated the use of Spanish-language websites of North American professional sport leagues, suggesting that sport managers needed to do more to reach Hispanic fans in their preferred language. In South Africa, where language continues to serve as an important indicator of group membership (Bornman, 2010), rugby has been used by White Afrikaans-speaking fans as an expression of their cultural identity, especially to resist assimilation within a Black dominated new South Africa (Nauright, 1996). Sociologists have pointed to the strong links between South African rugby, the Afrikaner, and Apartheid (Booth, 2003; Grundligh, 1998). This study therefore provides evidence of the use of language, within the structural reality of the sport and supporter group, to balance the needs for belonging and distinctiveness.

Social status and family ties were used by fans differentiating themselves according to the structural reality of the group. In this way, the study provided further empirical evidence of the three sources of distinctiveness identified by Vignoles et al. (2002), including *position*, *difference*, and *separateness*. Football researchers have previously highlighted the role of social status and

class in the development of the Spanish and English sport (McFarland, 2007; Nash, 2001). Lock et al. (2012) discussed the role of family relationships in the early socialisation of a fan towards his team, while Fink, Trail and Anderson (2002) failed to find a signification relationship between the 'family time' motive and team identification. Social status and family ties have thus received some attention, although not in terms of drawing psychological distinctiveness from them. This study provides evidence of the use of social status and family ties by sport fans seeking optimal distinctiveness.

5.1.2. RESEARCH QUESTION TWO

With respect to the second research question, the findings suggest that both mechanisms are employed by fans at PCM stage three and at PCM stage four. These findings therefore provide evidence of two optimal distinctiveness mechanisms operating across the PCM stages included in the revised PCM attachment process. In addition the results suggest that the same mechanism strategies, such as subgroup identification and role differentiation, and aspects of ideas related to the sport object, such as language and fan knowledge, are employed by fans within both PCM stages. The research thus questions the suggestion by Funk & James (2001) and Lock et al. (2012) that physical and psychological features of the team take on internal psychological meaning during the PCM stage three, and that the cognitive biases to achieve internal consistencies characterise the progression towards allegiance outcomes. The results also question Funk & James' (2004) suggestion that a fan's attitude towards a sport object becomes important through the

confirmation and reconfirmation of the identity. The data analysed in this study suggest that fans are able to express their loyalty to a sport identity, without any of the connotations associated with depersonalisation and conformity.

The findings that both mechanisms operate at both PCM stages three and four provide additional support to Funk & James' (2006) assertion that the attachment process, which includes PCM stage three and four, is a dynamic and complex internal process that operates between and within PCM level two, three and four outcomes. These results provide evidence of the collective operation of the mechanisms within the attachment process.

5.1.3. RESEARCH QUESTION THREE

In terms of the third research question, the findings imply that sport fans seek optimal psychological distinctiveness at both an individual level and group level, and that both mechanisms are involved at both levels. In this way, the findings support Hornsey & Jetten's (2004) critique of Social Identity Theory's "assumed dislocation" (p. 249) between personal and collective selves. The results of this study suggest that sport fans categorise themselves at multiple levels, similar to the "onion-skin" structure suggested by Hornsey & Jetten (2004, p. 252). Figure 6 represents the levels of optimal distinctiveness observed in the data.
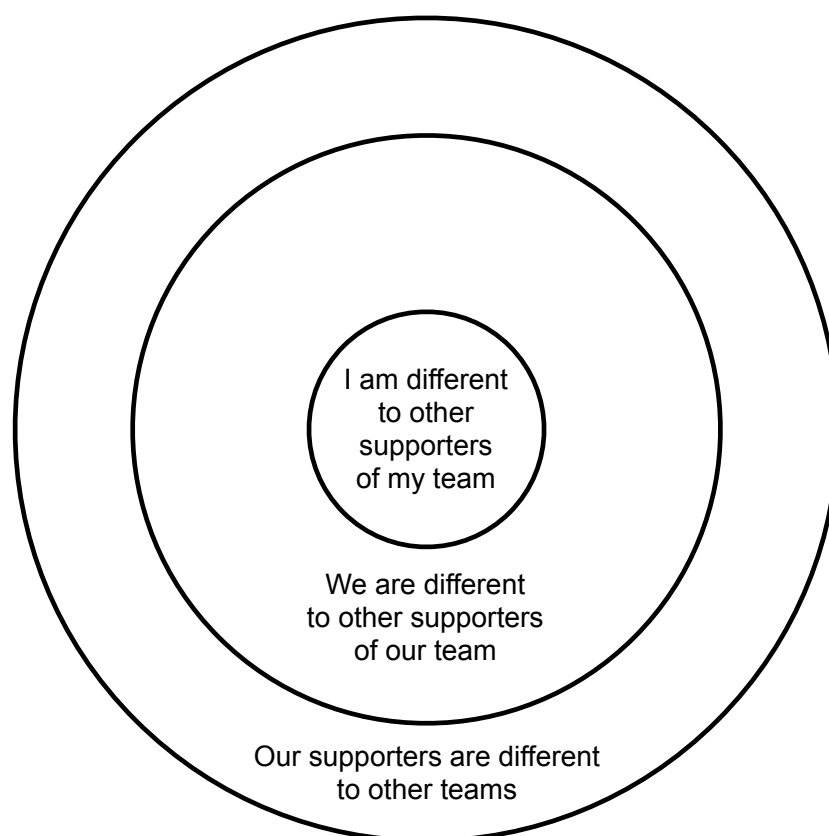
Figure 6. Levels of optimal distinctiveness induced from analysis of qualitative data.

A sport fan can thus seek optimal distinctiveness at an individual level, where he meets his need for belonging as a supporter of his chosen team, but distinguishes himself from other supporters of the same team. This finding broadens the argument of Funk & James (2004), who limit the distinctiveness of a fan to "non-members" (p. 13). Through the second level of subgroup identification, the fan can then also meet additional needs for belonging by shifting his level of self-categorisation to an informal subgroup of supporters, but who are distinctive from the entire body of team supporters. The third level of optimal distinctiveness observed enables the fan to more explicitly express his belonging to a chosen team and as a result his distinctiveness from other

competing teams. In this way, the findings at the informal subgroup and team level support the in-group cognitive, affective, and evaluative dimensions of the multidimensional conceptualisation of social identity (Jackson, 2002) as well as the out-group dissimilarity and intergroup comparisons of psychological distinctiveness (Vignoles et al., 2000). These results also provide sport fandom evidence of the "merger" (p. 91) structure of multiple in-groups, as identified by Roccas and Brewer (2002).

5.1.4. THEORETICAL CONTRIBUTION

This study therefore makes a theoretical contribution in four ways. Firstly, the research answers the calls by Funk & James (2006) and Stewart et al. (2003) for additional empirical work on the revised PCM theoretical framework. Specifically, this research contributes the mechanisms of structural reality and perceptual framing to provide a stronger explanation of how the needs for distinctiveness and assimilation function within the attachment process towards stronger fan loyalty.

Secondly, the research answers the appeals made by Dimmock et al. (2005) and Andrijiw and Hyatt (2009) to examine sport fan identity motives beyond self-esteem. Specifically, this study contributes empirical data supporting the role of mechanisms and multiple strategies in seeking optimal distinctiveness for fans categorised as having a stronger psychological connection to a team.

Thirdly, the research responds to the calls by Chadwick (2007b) and Clarke and Mannion (2006) for sport fandom research beyond traditional markets and within the contexts in which it is consumed. Specifically, this investigation contributes to the limited conceptual and empirical research undertaken within the sport of rugby and in South Africa. Given the role that sport and in particular rugby continues to play in the social identity of South Africans, this study provides a perspective on team identity that offers guidance to both local and global researchers.

Fourthly, the study answers the calls to research sport fandom within a mixed method research design (Rudd & Johnson, 2010) and especially qualitative method (Stewart et al., 2003). The research design employed the development purpose (Rudd & Johnson, 2010), where the results from the quantitative phase were used to direct the qualitative phase. The systematic coding process followed provides further methodological guidance to researchers employing an inductive theory construction approach to studying sport fandom.

5.2. RESEARCH LIMITATIONS

The 9-item PCM measurement instrument (Funk, 2008) was pre-tested and then used to categorise rugby fans in terms of the strength of their psychological connection to their chosen team. As reported in section 4.1.2, the PCM Pleasure sub-scale reported low reliability and low corrected item-total correlation, resulting in the deletion of an item. Although the revised sub-

scale reported acceptable levels, further development and refinement is required.

The limitation of a self-administered online survey was anticipated. Although the Internet user base in South Africa was expected to pass the 10 million mark by mid-2012 (Goldstuck, 2012) covering most rugby supporters, paper versions were also completed by fans intercepted at Super Rugby games. The follow-up research option for respondents was conducted via an email address. It is possible that some respondents may have wanted to participate in the qualitative phase of the study, but were unable to provide an email address.

The qualitative interviews were conducted via telephonic calls in English. It is possible that some Afrikaans-speaking interviewees may have limited their comments as a result of not being totally comfortable with English. Some Afrikaans comments were provided by the interviewees and understood by the researcher, limiting the possible negative impact. An additional limitation of telephonic interviews is the lack of observational and nonverbal data, including emotions (Onwuegbuzie, Leech & Collins, 2010).

A challenge of the qualitative phase of the research design was the volume of data that needed to be managed. To some extent using ATLAS.ti reduced this difficulty in this study. The researcher combined text analysis software support to ease the marking up, sorting, reorganising and collecting tasks (Basit, 2003). Some relationships and themes, however, may not have been

highlighted in this analysis. Investigator triangulation was also not possible due to the individual nature of the research project (Flick, 2008).

5.3.   RESEARCH RECOMMENDATIONS

This research of fan identity and optimal distinctiveness was conducted in the context of rugby fans in South Africa. There is an opportunity to examine the motives of belonging and distinctiveness within other sports and geographies. Given the significant economic role played by emerging markets in Asia, Africa and Latin America, researchers are increasingly investigating sport fandom in a more international setting (Ratten & Ratten, 2011).

The study contributed to a deeper understanding of the attachment process within the PCM theoretical framework. The finding that the mechanisms of structural reality and perceptual framing are used at both PCM stages within the attachment process raises additional questions. Firstly, future research should investigate whether the mechanisms are employed during the earlier awareness and attraction processes as well. Researchers are encouraged to also examine how these mechanisms may play a role in the progression of a fan towards higher and lower PCM stages, thus including a possible fan detachment process. Sport fandom researchers may be able to draw on recent brand detachment work (Mai & Canti, 2008) to guide these efforts. Another question raised by the findings relates to the role of the mechanisms within the temporal orientation self-development task within attachment (Scholtz et al., 1989).

Future research can address these questions through a suitable mixed method research design. This study provided some guidance of combining quantitative and qualitative techniques to more fully understand sport fandom. Researchers are encouraged to employ more sophisticated quantitative tools to analyse the extent to which these mechanisms function at different stages of fan identity. Given the low scale reliability of Funk & James' (2001) PCM Pleasure sub-scale in the South African context, an opportunity exists to develop and validate an improved measure of this component of the PCM framework. Combining these quantitative techniques with a longitudinal study design may provide new insights of the path and pace involved in attachment and detachment. Future studies can also employ multiple interviews and fan observations to develop a more complete picture of fandom.

The results of this study found no evidence of the use of the individual-level structural reality mechanism strategy of identifying with an individualistic group (Hornsey & Jetten, 2004). This finding may relate to the collective nature of rugby fandom in South Africa or the more general collective nature of sport supporter groups. Future research should investigate whether Action Sports, or sports that are less team-based, such as tennis and motorsport, are seen by their fans as prescribing individual differentiation. In a related opportunity, future research could examine the use of optimal distinctiveness mechanisms within sport fandom contexts such as Formula 1 motorsport, where fan attachment may occur at both the individual driver level as well as the racing car manufacturer level.

5.4.   IMPLICATIONS FOR PRACTICE

Previous research has suggested that the achievement of optimal distinctiveness for a sport fan leads to the strongest level of social identification (Brewer, 1991), which in turn has been shown to enhance self-esteem (Wann & Branscombe, 1995), psychological well-being (Wann, Martin, Grieve & Gardner, 2008), likelihood of attendance and greater willingness to spend time and money following the team (Wann & Branscombe, 1993), attitude towards the sponsor and purchase intentions (Gwinner & Bennett, 2008), as well as the construction of brand equity for the sport team (Underwood, Bond & Baer, 2001). The findings of this study indicate that sport fans seek optimal distinctiveness through the structural reality and perceptual framing mechanisms.

With increasingly diverse sports team fan bases due to accelerated internationalisation, multi-cultural urban environments and tougher trading conditions, sport marketers are facing new challenges in how to attract, develop and retain fans (Basson, 2006; Lapchick, 2010; Sedibe, 2010). For sport marketers thus looking to grow revenues and enhance fan loyalty, in a tougher economic environment in which the "sport and media marketplace is trying to figure out what's the new normal" (NFL's Neil Glat, quoted in Lefton & Ourand, 2011, p. 27), a deeper understanding of the ways in which fans balance their needs for belonging and distinctiveness may assist sport marketers to facilitate stronger and more positive relationships between fans,

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as well as with the sport object. Major League Soccer Commissioner, Don Garber, recently acknowledged the need to "offer a much closer and direct consumer connection" (quoted in Lefton & Ourand, 2011, p. 27) between the sport object, the sponsor and the fan.

Sport marketers, sponsorship managers, and sport broadcasters can employ the findings of this research in a number of ways to create additional opportunities for fans to express their distinctiveness. These implications are discussed below in terms of the optimal distinctiveness mechanisms and strategies.

5.4.1. STRUCTURAL REALITY MECHANISM IMPLICATIONS

In terms of the structural reality mechanism, the findings suggest that sport marketers can deepen the psychological connection between a fan and team by strongly differentiating the brand of the team from the mainstream positioning of alternate team or sport offerings. By defining and emphasising a set of "strong, unique and favourable" (Keller, Sternthal & Tybout, 2002, p. 83) brand associations, sport marketers will be contributing to greater spectator-based and sport brand equity (Ross, 2006). This study's results pointed to the use of language and race in differentiating supporter groups from the mainstream. In the South African rugby context, the recently established Southern Kings franchise was included in the Super Rugby competition in response to calls for greater racial transformation (Parliamentary Monitoring Group, 2013). Media coverage of the team and its supporters has

emphasised the distinctiveness of the brand's transformation-related positioning (Rich, 2013).

Within the structural reality mechanism, the research highlighted the use of role differentiation as sport fans sought optimal distinctiveness at an individual level. One implication of this finding is that sport marketers are able to use the position type of distinctiveness, including the special role played by a fan within the supporter group's social relationships. In this way, sport team marketers can create additional roles for fans to play, such as informal cheerleading tasks. A number of the Premier Soccer League's teams in South Africa have a "Number One Supporter" (Kortjiaas, 2011, para. 1) that becomes a household name through his charisma and loyalty. Sport sponsorship marketers are also able to employ this strategy to achieve corporate or product brand objectives, as demonstrated by MTN's 'Last Fan Standing' consumer competition (EXP Agency, 2012), which saw a selected fan ambassador attend 38 FIFA World Cup games over 31 days as part of a Guinness World Record attempt.

A second role differentiation implication is highlighted by the findings related to family ties. Based on the results of this research, sport marketers should identify additional opportunities for fans to seek optimal distinctiveness by emphasising family relationships related to sport consumption. Practitioners can draw lessons from the development of the 'Momentum family area' at Momentum-sponsored Cricket South Africa 50-over games (Momentum, 2013). Tickets for these closed off family-friendly environments include

specific restrictions and added benefits designed to encourage parents and children to experience the sport together. Globally, the importance of family-enabled sport consumption has also been recognised by the National Football League, whose ejections due to out-of-line behaviour at stadiums had risen to 3,520 by the midpoint of the 2012/13 season, with only 49% of Sport Business Journal survey respondents feeling comfortable taking children to an NFL game (Kaplan, 2012). In this way, sport marketers may be able to use family ties to accelerate the process through which fans identify with their chosen team (Lock et al., 2012), as well as develop and retain these fans by facilitating psychological distinctiveness.

5.4.2. PERCEPTUAL FRAMING MECHANISM IMPLICATIONS

In terms of the perceptual framing mechanism, the results of this study suggest that sport marketers can enhance team identification by facilitating membership of informal subgroups, encouraging the perceptual enhancement of the distinctiveness of the fan group, and assisting fans perceptually to distinguish themselves as an individual level. The findings point to the use of location-based informal subgroups by non-local attached and allegiant fans to balance their needs for belonging and distinctiveness. Over the past decade, the KwaZulu-Natal-based Sharks developed more formal agreements with informal Sharks supporter clubs across South Africa in order to provide more meaningful sport brand experiences (The Sharks Supporters Club Gauteng Central, 2013). In this way, sport marketers can encourage stronger

temporary social connections (Wann et al., 2011) as non-local or displaced fans participate in shared sport consumption experiences.

Another informal subgroup implication of the findings is the use of gender in seeking optimal distinctiveness. Given the growing importance of female sport consumers, the results suggest that marketers should provide opportunities for female fans to more strongly identify with their chosen team. Sport marketers are able to take guidance from the establishment of the South African Ladies Supporters of Cricket (Naidoo, 2006), as well as the range of pink ladies Blue Bulls replica jerseys and apparel. Sport marketers can also influence the achievement of optimal distinctiveness by encouraging identification with education-related subgroups, such as those at a University level. Following the example of US-based college sports, the FNB Varsity Cup presented by Steinhoff International is an inter-university rugby competition that has grown significantly since introduction in 2008. In this way, sport marketers at one level of competition may be able to use aligned subgroups at another level of the sport to enable both belonging and distinctiveness.

The results of the research suggest that fan knowledge and fan behaviour can be used by attached and allegiant fans to perceptually enhance the distinctiveness of their informal subgroup, as well as their team's supporters from the more formal out-group competing team. The implication for sport marketers is therefore to influence knowledge and behaviours positively through multiple aspects of the sport object. Sponsorship marketers and sport broadcasters can draw inspiration from the spontaneous actions of a group of

Momentum employees who created 11 episodes of a Cricket 101 YouTube series for their less knowledgeable colleagues (MomentumGroupTV, 2012). In terms of fan behaviour, and more specifically misbehaviour, Hunt, Bristol and Bashaw (1999) warned sport marketers about dysfunctional fans who may pose a threat to other fans, which may decrease total attendance over time. In South Africa, the Blue Bulls have regularly condemned fan misbehaviour at Loftus Versveld, including cases of racist behaviour and actions (Nel, 2012).

Finally, at an individual level of distinctiveness, the findings suggest that sport marketers could create platforms for fans to perceptually frame their team identity as loyal but non-conformist or as more normative than other group members. Interviewees in this study emphasised the importance to them of "dressing the part" when seeing themselves as "true" supporters. Sport marketers based at teams can work with sponsorship managers and broadcasters to encourage and recognise such public expressions of fandom. The 2012 and 2013 Vodacom Super Rugby television commercials feature five "super supporters" (MarkLives.com, 2012, para. 2) who are "super cool, super hyped and have super gees [spirit]" (MarkLives.com, 2012, para. 3). The findings caution sport marketers from excluding more conservative, loyal and non-conformist supporters from sport consumption experiences. Creating multiple spaces within a broader stadium "sensoryscape" (Lee, Lee, Seo & Green, 2012) may allow fans to use both these individual-level perceptual framing strategies.

5.5.   CONCLUSION

This chapter concluded the thesis by summarising and discussing the main findings of the study with respect to previous findings. In this way, the chapter set out four contributions of the study. A number of research limitations were identified and discussed. The findings of this study raised additional questions for future research, which were outlined in the chapter. Finally, specific implications for sport marketing practice were detailed.

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LIST OF APPENDICES

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APPENDIX A

PCM measurement instrument

Facet	Item
P1	Supporting [team] games offers me relaxation when pressures build up
C1	I find a lot of my life is organised around attending [team] games
S1	Supporting the [team] says a lot about who I am
C2	Supporting the [team] plays a central role in my life
S2	You can tell a lot about a person who supports the [team]
P2	I really enjoy supporting the [team]
S3	When I am supporting the [team] I can really be myself
P3	Compared to other sports, supporting the [team] is very interesting
C3	A lot of my time is organised around supporting the [team]

Note: Adapted from Funk, D. C. (2008). *Consumer Behaviour in Sport and Events: Marketing Action*. Burlington: Butterworth-Heinemann, p. 80.

APPENDIX B

Invitation email to prospective interviewees

(Example of Free State Cheetahs fan)

From: Michael Goldman [mailto:goldmanm@gibs.co.za]
Sent: 29 November 2012 05:16 PM
Subject: Your support for the Free State Cheetahs

Good afternoon,

Thank you for completing my sport fan survey earlier this year and for including your e-mail address for follow-up research. You have been selected for this second phase of the research and I would like to invite you to participate in a one-on-one conversation about your support for the Free State Cheetahs.

The purpose of the research is to understand how involved rugby fans are in supporting their team, which will assist in providing an even better fan experience for you. The results of the research will also be published academically to improve the management of sport in our country. By agreeing to be interviewed for this research, you are free to end the interview at any time. Your comments will be kept anonymous and secured electronically.

Should you agree to be interviewed for this research, I would schedule the conversation for a time and place that is convenient to you over the coming weeks. The interview is expected to last approximately 1 hour. To allow accurate documentation of the conversation, the interview will be recorded and transcribed for analysis.

I look forward to the opportunity to discuss your support for the Free State Cheetahs with you. Please let me know via return e-mail whether you are interested and available to be interviewed. Please also feel free to contact me should you have any queries.

Many thanks,
Michael

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APPENDIX C

Qualitative interview discussion guide

The purpose of the research is to understand how involved rugby fans are in supporting their team, which will assist in providing an even better fan experience for you. The results of the research will also be published academically to improve the management of sport in our country. By agreeing to be interviewed for this research, you are free to end the interview at any time. Your comments will be kept anonymous and secured electronically.

The interview is expected to last approximately 1 hour. To allow accurate documentation of the conversation, the interview will be recorded and transcribed for analysis. Are you comfortable with this?

1. How long have you been a supporter of []?
2. What is the earliest memory you have of supporting the []?
3. Can you help me understand what being a [] supporter means to you?
4. How does your support for the [] fit into the rest of your life?
5. How important is being a [] supporter to you?
6. What do your friends and family think about your support for the []?
7. How do you think your support for the [] may have changed over the past few years?
      a. Have you ever doubted the team or questioned your support for the []?
      b. At which times were you more of a supporter or less of a supporter?
8. If you were to describe yourself in a sentence or two, what would you say?
9. What do you think is most special about being a [] supporter?
      a. What do you get out of being a [] supporter?
      b. If you couldn't support the [], what other activity do you think would give you the same thing?
10. What kinds of things do you do to support the []?
11. When you think about supporting the [], who are the people you see yourself doing this with?
      a. Why them?
12. When you think about supporting the [], who are the people you do not see yourself doing this with?
      a. Why not them?
13. How do you prefer to watch [] games?
      a. What do you enjoy most about watching [] games?
      b. What do you enjoy least about watching [] games?
14. Can you tell me more about other [] supporters?
      a. How would you describe them?
      b. What do you like about them?
      c. Why?
      d. What do you not like about them?
      e. Why not?

f. Which [] supporters are you most similar to?
g. Which [] supporters are you most different from?
15. What do you enjoy most about watching games with fellow [] supporters?
   a. Can you tell me more about that?
16. What do you enjoy least about watching games with fellow [] supporters?
   a. Can you tell me more about that?
17. What is it like being a [] supporter when the team wins?
18. What is it like being a [] supporter when the team loses?
   a. How do you deal with that?
19. Can you tell me more about supporters of other teams?
   a. How would you describe them?
   b. What do you like about them?
   c. What do you not like about them?
20. Can you tell me about the experience of watching [] games with supporters of others teams?
21. Can you tell me a bit more about your work, home and social life?

Thank you for your time and participation.

APPENDIX D

Qualitative Data Preparation and Transcription Protocol

TEXT FORMATTING
_____

General Instructions
The transcriber shall transcribe all individual interviews using the following formatting:

1. Arial 10-point face-font
2. All text shall begin at the left-hand margin (no indents)
3. Entire document shall be left justified

Documenting Comments
Comments or questions by the Interviewer should be labeled with by typing I: at the left margin and then indenting the question or comment.

Any comments or responses from participants should be labeled with P: at the left margin with the response indented. A response or comment from a different participant should be separated by a return and then a new P: at the left margin.

Example

I: OK, before we begin the interview itself, I'd like to confirm that you have read and signed the informed consent form, that you understand that your participation in this study is entirely voluntary, that you may refuse to answer any questions, and that you may withdraw from the study at anytime.

P: Yes, I had read it and understand this.

P: I also understand it, thank you.

I: Do you have questions before we proceed?

End of Interview
In addition, the transcriber shall indicate when the interview session has reached completion by typing END OF INTERVIEW in uppercase letters on the last line of the transcript.

Example:

I: Is there anything else that you would like to add?

P: Nope, I think that about covers it.

I: Well, thanks for taking the time to talk with me today. I really appreciate

it.

END OF INTERVIEW

CONTENT

Audiotapes shall be transcribed verbatim (i.e., recorded word for word, exactly as said), including any nonverbal or background sounds (e.g., laughter, sighs, coughs, claps, snaps fingers, pen clicking, and car horn).

- Nonverbal sounds shall be typed in parentheses, for example, (short sharp laugh), (group laughter), (police siren in background).
- If interviewers or interviewees mispronounce words, these words shall be transcribed as the individual said them. The transcript shall not be "cleaned up" by removing foul language, slang, grammatical errors, or misuse of words or concepts.
- If an incorrect or unexpected pronunciation results in difficulties with comprehension of the text, the correct word shall be typed in square brackets. A forward slash shall be placed immediately behind the open square bracket and another in front of the closed square bracket.

Example:
P: I thought that was pretty pacific [/specific/], but they disagreed.

Filler words such as hm, huh, mm, mhm, uh huh, um, mkay, yeah, yuhuh, nah huh, ugh, whoa, uh oh, ah, and ahah shall be transcribed.

Inaudible Information
The transcriber shall identify portions of the audiotape that are inaudible or difficult to decipher. If a relatively small segment of the tape (a word or short sentence) is partially unintelligible, the transcriber shall type the phrase "inaudible segment." This information shall appear in square brackets.

Example:
The process of identifying missing words in an audiotaped interview of poor quality is [inaudible segment].

If a lengthy segment of the tape is inaudible, unintelligible, or is "dead air" where no one is speaking, the transcriber shall record this information in square brackets. In addition, the transcriber shall provide a time estimate for information that could not be transcribed.

Example:
[Inaudible: 2 minutes of interview missing]

Overlapping Speech
If individuals are speaking at the same time (i.e., overlapping speech) and it is not possible to distinguish what each person is saying, the transcriber shall

place the phrase "cross talk" in square brackets immediately after the last identifiable speaker's text and pick up with the next audible speaker.

Example:
P: Turn taking may not always occur. People may simultaneously contribute to the conversation; hence, making it difficult to differentiate between one person's statement [cross talk]. This results in loss of some information.

Pauses
If an individual pauses briefly between statements or trails off at the end of a statement, the transcriber shall use three ellipses. A brief pause is defined as a two- to five second break in speech.

Example:
P: Sometimes, a participant briefly loses . . . a train of thought or . . . pauses after making a poignant remark. Other times, they end their statements with a clause such as but then . . . .

If a substantial speech delay occurs at either beginning or the continuing a statement occurs (more than two or three seconds), the transcriber shall use "long pause" in parentheses.

Example:
P: Sometimes the individual may require additional time to construct a response. (Long pause) other times, he or she is waiting for additional instructions or probes.

Questionable Text
If the transcriber is unsure of the accuracy of a statement made by a speaker, this statement shall be placed inside parentheses and a question mark is placed in front of the open parenthesis and behind the close parenthesis.

Example:
P: I wanted to switch to ?(Kibuli Hospital)? if they have a job available for me because I think the conditions would be better.

Sensitive Information
If an individual uses his or her own name during the discussion, the transcriber shall replace this information with the appropriate interviewee identification label/naming convention.

Example:
P: My supervisor said to me, "P1, think about things before you open your mouth."

P: I agree with P1; I hear the same thing from mine all the time.

If an individual provides others' names, locations, organizations, and so on, the transcriber shall enter an equal sign immediately before and after the

named information. Analysts will use this labeling information to easily identify sensitive information that may require substitution.

Example:

P: My colleague =John Doe= was very unhappy in his job so he started talking to the hospital administrator at =Kagadi Hospital= about a different job.

REVIEWING FOR ACCURACY

The transcriber/proofreader shall check (proofread) all transcriptions against the audiotape and revise the transcript file accordingly. The transcriber/proofreader shall adopt a three-pass-per-tape policy whereby each tape is listened to three times against the transcript before it is submitted. All transcripts shall be audited for accuracy by the interviewer who conducted the interview.

SAVING TRANSCRIPTS

The transcriber shall save each transcript as an MS Word file with a .doc extension, using the name and surname of the participant as the file name, e.g. michael goldman.doc.

APPENDIX F

Code-Filter: All

_____

HU: Thesis1
File: [C:\Users\goldmanm\Documents\Scientific
Software\ATLASti\TextBank\Thesis1.hpr7]
Edited by: Super
Date/Time: 2013-04-14 09:19:34

_____

agree to disagree
alien
all consuming
almost religious experience
alternative to stadium
always sit with my team supporters
ambition
amongst the fans
anticipation
assimilate to new group
associate with me
backing a winning team
bad stadium experiences
balance
banter
belief in team performance
belonging
big role in our lives
big shoulders
biggest crowd attendance
blame referee
blue blood
bribery and corruption
brings you closer
brotherhood
celebrate with others
childhood interaction with players
city, university and team linked
class
comfort zone
common roots
confidence in team
connecting with fellow supporters
consistent with my provincial pride
core part of my life
crowd atmosphere
cultural link

dad and daughter
dad and me
dad and sons
dad is a racist
dealing with losing
defend home stadium
defend team supporters
defending your team
demonstrating my support
demotivating players
development
different groups
dislike others
dont spoil my rugby
dreams lived through team
dress the part
drop everything for them
earn respect
easier to be open about support
embarrassment to team colours
emotional about players
emotions
enjoyment
Facebook interaction
fact-based
fake fan
family environment
father appreciation
favourite colour
feel like you are there with them
fill something in their lives
fly team flag
friend circle
friend relationship with players
friendly banter
friendly rivalry
friends through team support
frustration
geographic loyalty
get conversation going with mates
get the Durban vibe in Cape Town
grandad and son
group atmosphere
group belonging
group code of honour
group interaction
group superstitions
heritage
how others see me
how others see us

how they go about it
huge crowd
humility of players
husband pride
I am a bit of a loner
I am a loyal supporter
I am a real supporter
I am a rugby fan
I am accepted
I am controlled
I am more loyal
I am normal
I am team
I am traditional
I am who I am
i can take it
I dont have to live with it, they do
I dont like being the same as everybody else
I feel appreciated
I feel at home now
I fit in
I have changed
I have every merchandise
I know our team is good
I like it because it is different
I want to see the rugby
I would identify less
identity complexity
if you support them, I don't like you
ignore negative news
importance
in my DNA
in the blood
independent
ingrp I am a rugby purist
ingrp I am a woman who knows the game
ingrp I am black
ingrp I am English
ingrp I am English and non-local
ingrp I am more conservative
ingrp I am more knowledgeable
ingrp I am non-local and within my rights
ingrp I am non-local so isolated
ingrp I am not a big singer
ingrp I am not a racist
ingrp I am not Afrikaans & white
ingrp I am not common
ingrp I am not extreme
ingrp I am not fanatical
ingrp I am not your typical type

ingrp I am older now
ingrp I am traditionalist
ingrp I banter in good spirit
ingrp I dress the part
ingrp I earned the right to wear the jersey
Ingrp I have a sophisticated style
ingrp I put my number on my shirt
ingrp I set an example
ingrp I want to be South African
ingrp others are Afrikaans
ingrp others are boring
ingrp others are demotivating
ingrp others are dormant supporters
ingrp others are drunkards
Ingrp others are fake fans
ingrp others are less knowledgeabl
ingrp others are less loyal
ingrp others are lower class
ingrp others are obnoxious
ingrp others are over the top
ingrp others are too quiet
ingrp others go overboard
ingrp others have a different mentality
ingrp others lack manners
ingrp others misbehave
ingrp others pretend more
ingrp others would sacrifice less
ingrp our players are better
ingrp our players are nicer
ingrp we are a small group
ingrp we are Afrikaans
ingrp we are arrogant
ingrp we are better losers
ingrp we are from a very different part of SA
ingrp we are gentlemen
ingrp we are in the majority
ingrp we are in the minority
ingrp we are more gracious
ingrp we are more knowledgeable
ingrp we are more loyal
ingrp we are more mature
ingrp we are more objective
ingrp we are more of a winning team
ingrp we are more passionate
ingrp we are more respectful
ingrp we are more serious about rugby
ingrp we are more South African
ingrp we are more supported
ingrp we are more tolerant
ingrp we are more traditional

ingrp we are normal Afrikaans
Ingrp we are not from here
Ingrp we are older
ingrp we are real supporters
ingrp we are the main team
ingrp we are the original core of rugby
ingrp we are the youngsters socialising
ingrp we are us against the world
ingrp we are well behaved
ingrp we are white
Ingrp we demonstrate public support
Ingrp we dress the part
ingrp we drink more
ingrp we have a better live experience
Ingrp we have a more family oriented experience
ingrp we have a unique culture
ingrp we have an older stadium
ingrp we have bigger crowds
ingrp we have blue & white striped eyes
ingrp we have crossed racial boundaries
ingrp we have integrity
ingrp we have more etiquette
ingrp we have more humble players
ingrp we have our own supporters club
ingrp we have players with values & morals
ingrp we share more
Ingrp we were weird
inherit my support
insulting players
interaction with players
irritation
isolation
it defines what you are about
it is my right to shout for whoever
it sets you apart
its about the game
jersey in common
job of fan
job promotion linked to team location
just a supporter
just wait and see
know one another
knowledgeable
labelling team
language
large crowd
laugh it off
lifestyle
like a family
like a family reunion

like someone died
like the players as people
link to national pride
live experience
lonely
lost to better side
love fellow team supporters
love our team
loyalty
luck
majority of my friends are supporters
making friends
marriage deal breaker
me time
meaning in life
merchandise in my home
met lots of people
more fun with others
more important than whiskey tour
more important that religion
more people like me
more people that I can hang out with
more support for us
more team contact would make me crazy fan
moved onto greener pastures
mum and son
my clique
my culture and team culture
my doctor played for my team
my favourite colour
my favourite singer
my whole persona
need space
next time
nice colour shirt
no doubt
No problem with people embracing my values
non-local
not a club guy
not end of the world
not going to change my life
not just a number
not on your bed
not over yet
not sure what others came for
not team's fault
off season fandom
old school friends
one-man show
only interested in my team

optimism
others associate me
our own supporters club
our players are better people
our players are different
our stadium versus their stadium
out of my control
out of your control
outgrp always blame the ref
outgrp are Afrikaans
outgrp are arrogant
outgrp are bad losers
outgrp are black soccer supporters
outgrp are common
outgrp are condescending
outgrp are disrepectful
outgrp are drunkards
outgrp are fickle
outgrp are gossip girls and shopaholics
outgrp are less knowledgeable
outgrp are meane
outgrp are more emotional
outgrp are novices
outgrp are obnoxious
outgrp are over the top
outgrp are overbearing
outgrp are so loud
outgrp are threatening
outgrp are too quite
outgrp have cost our country
outgrp less tolerant
outgrp more fanatical
outgrp speak English
outgrp take things too seriously
overcome adversity
painting home blue
part of everybody
part of very big community
part of your life in this area
passing on fandom to grandson
passionate
peer pressure
people like me
performance cycles
permanent part of who you are
persuaded by friend
place is part of me
player 23
player development
player loyalty versus supporter loyalty

player values and morals
players are my boys
players are nicest guys
players like me
players speak our language
pray for team
pride
priviledge
protective of players
proud that we have changed
public declaration
public display
puts SA in the first league
race
race doesnt bother me
race is not my fault
racial exclusion would hurt
racist others
rag each other
rational
rationalise pros and cons of losing
realistic
relative importance
religious
represented the underdog
respect for jersey
respond to loss
right track with others or wrong track by yourself
role of rugby
role of team identity
roots
rugby family
rugby is an Afrikaner game
rugby is SA culture
safety in numbers
second team
see everything from team point of view
see other point of view
seek the team out
sense of family
serious fan
share information with friends
sharing experience with friends
shouting with one voice
show off
sit apart from husband
snob
sob in peace
social life
social media

social scene
social value
socialise
some of my best friends are other team supporters
someone to talk to
son wants to be different
speak to others
speak to the team
special experience
spread of similar fans
stable loyalty
stadium atmosphere
stadium experience
stadium home
stadium vibe
stand strong and tall
standard of behaviour
standing alone
Stormer tendencies
strength in isolation
suburbs
success is around the corner
superordinate group
support for the sake of the players
support my team
support no matter what
supporters club
supporting junior team games
swopped provincial jersey for team jersey
team attitude is my attitude
team attitude on the field
team caring for family
team errors on the field
team family
team gear
team gear in home
team is bigger than individual
team is there for the supporters
team performance is reflection of life goals
team represents more than rugby team
team shrine
team you connect with
tell them where to get off
terrible small crowd
the in-crowd
the way you behave matters
there are a whole lot of us
there is only one team
they are in my heart
they are just like me

they are just like us
they know my name
they need my support
they represent me
they tolerate me
they understand
they will come back
they will get better
thick skin
threat
thrill
tiny circle
tit for tat
togetherness
tongue in cheek
too many people
tradition
true supporter
types of fans
uncomfortable
unified voice
us against the world
watch a game at stadium and then I can die
watch alone
watch game numerous times
watch with supporters of other teams
watched during 21st
watching with others
water off a duck's back
way of life
we are a step apart
we are about the game
we are all the same
we are awesome people
we are different
we are everywhere
we are more gracious
we are more mature
we are more objective
we are more respectful
We are more South African
We are more tolerant
we are more traditional
we are part of the team
we are small minority
we are superior
we are the breeding ground
we are the main team
We are the main type
we are the majority almost everywhere

we are the original
we are together
We are way better than other supporters
we deal with losing better
we have a special culture
We have a winning spirit
we have reason to be arrogant
we will come back
wear team colours
wellbeing
what they do for our youngsters
when you like rugby it is a bit weird
where you are now
where you come from
where you spent important time
winning
wish for fan club
wish for more supporters
wish for more team contact

APPENDIX G

Code Families

_____

HU: Thesis1
File: [C:\Users\goldmanm\Documents\Scientific
Software\ATLASti\TextBank\Thesis1.hpr7]
Edited by: Super
Date/Time: 2013-04-15 12:25:58

_____

Code Family: Ingrp I am a different race
Created: 2013-04-02 11:25:01 (Super)
Codes (2):   [ingrp I am black] [ingrp I am not Afrikaans & white]
Quotation(s): 2

_____

Code Family: Ingrp I am more active
Created: 2013-04-02 11:18:44 (Super)
Codes (3):   [ingrp I banter in good spirit] [ingrp I dress the part] [ingrp I put my number on my shirt]
Quotation(s): 3

_____

Code Family: Ingrp I am more moderate
Created: 2013-04-02 11:18:35 (Super)
Codes (5):   [ingrp I am not a big singer] [ingrp I am not a racist] [ingrp I am not extreme] [ingrp I am not fanatical] [ingrp I am not your typical type]
Quotation(s): 10

_____

Code Family: Ingrp I am more refined
Created: 2013-04-02 11:18:24 (Super)
Codes (5):   [ingrp I am a rugby purist] [ingrp I am a woman who knows the game] [ingrp I am more knowledgeable] [ingrp I am not common] [Ingrp I have a sophisticated style]
Quotation(s): 5

_____

Code Family: Ingrp I am more traditional
Created: 2013-04-02 11:18:16 (Super)
Codes (5):   [ingrp I am more conservative] [ingrp I am older now] [ingrp I am traditionalist] [ingrp I earned the right to wear the jersey] [ingrp I set an example]
Quotation(s): 11

_____

Code Family: Ingrp I am non-local
Created: 2013-04-02 11:26:13 (Super)

Codes (3): [ingrp I am English and non-local] [ingrp I am non-local and within my rights] [ingrp I am non-local so isolated]
Quotation(s): 4

_____

Code Family: Ingrp I speak a different language
Created: 2013-04-02 11:25:42 (Super)
Codes (3): [ingrp I am English] [ingrp I am English and non-local] [ingrp I am not Afrikaans & white]
Quotation(s): 3

_____

Code Family: Ingrp others are a different class
Created: 2013-03-31 10:47:58 (Super)
Codes (2): [ingrp others are lower class] [ingrp others have a different mentality]
Quotation(s): 3

_____

Code Family: Ingrp others are badly behaved
Created: 2013-03-31 10:47:36 (Super)
Codes (4): [ingrp others are drunkards] [ingrp others are obnoxious] [ingrp others lack manners] [ingrp others misbehave]
Quotation(s): 10

_____

Code Family: Ingrp others are fake fans
Created: 2013-04-02 10:33:14 (Super)
Codes (3): [ingrp others are dormant supporters] [Ingrp others are fake fans] [ingrp others pretend more]
Quotation(s): 5

_____

Code Family: Ingrp others are less knowledgeable
Created: 2013-03-31 10:47:11 (Super)
Codes (1): [ingrp others are less knowledgeable]
Quotation(s): 1

_____

Code Family: Ingrp others are less loyal
Created: 2013-04-02 10:42:19 (Super)
Codes (2): [ingrp others are less loyal] [ingrp others would sacrifice less]
Quotation(s): 3

_____

Code Family: Ingrp others are negative
Created: 2013-03-31 14:15:57 (Super)
Codes (1): [ingrp others are demotivating]
Quotation(s): 1

_____

Code Family: Ingrp others are over the top
Created: 2013-04-02 10:38:10 (Super)
Codes (2):   [ingrp others are over the top] [ingrp others go overboard]
Quotation(s): 3

_____

Code Family: Ingrp others are too quiet
Created: 2013-03-31 14:17:37 (Super)
Codes (2):   [ingrp others are boring] [ingrp others are too quiet]
Quotation(s): 2

_____

Code Family: Ingrp others speak different language
Created: 2013-04-02 10:37:18 (Super)
Codes (1):   [ingrp others are Afrikaans]
Quotation(s): 2

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Code Family: Ingrp we are backing winners
Created: 2013-04-02 12:13:13 (Super)
Codes (5):   [ingrp we are arrogant] [ingrp we are more of a winning team]
[ingrp we are the main team] [ingrp we are the original core of rugby] [ingrp
we have an older stadium]
Quotation(s): 5

_____

Code Family: Ingrp we are better behaved
Created: 2013-04-02 12:12:41 (Super)
Codes (12):   [ingrp we are better losers] [ingrp we are gentlemen] [ingrp we
are more gracious] [ingrp we are more mature] [ingrp we are more respectful]
[ingrp we are more tolerant] [Ingrp we are older] [ingrp we are well behaved]
[ingrp we are white] [Ingrp we have a more family oriented experience] [ingrp
we have more etiquette] [ingrp we share more]
Quotation(s): 16

_____

Code Family: Ingrp we are in the minority
Created: 2013-04-02 12:12:53 (Super)
Codes (6):   [ingrp we are a small group] [ingrp we are from a very different
part of SA] [ingrp we are in the majority] [Ingrp we are not from here] [ingrp we
are us against the world] [Ingrp we were weird]
Quotation(s): 8

_____

Code Family: Ingrp we are more about the game
Created: 2013-04-02 12:13:23 (Super)
Codes (7):   [ingrp we are in the majority] [ingrp we are more knowledgeable]
[ingrp we are more loyal] [ingrp we are more objective] [ingrp we are more
serious about rugby] [ingrp we are more traditional] [ingrp we have integrity]

Quotation(s): 16

Code Family: Ingrp we are more active
Created: 2013-04-02 12:13:03 (Super)
Codes (11): [ingrp we are more passionate] [ingrp we are more supported]
[ingrp we are real supporters] [ingrp we are the youngsters socialising] [Ingrp we demonstrate public support] [Ingrp we dress the part] [ingrp we drink more] [ingrp we have a better live experience] [ingrp we have a unique culture] [ingrp we have bigger crowds] [ingrp we have our own supporters club]
Quotation(s): 15

Code Family: Ingrp we speak the same language
Created: 2013-04-02 12:12:31 (Super)
Codes (2): [ingrp we are Afrikaans] [ingrp we are normal Afrikaans]
Quotation(s): 3

Code Family: Outgrp are badly behaved
Created: 2013-03-30 13:33:34 (Super)
Codes (8): [outgrp are arrogant] [outgrp are bad losers] [outgrp are condescending] [outgrp are disrepectful] [outgrp are drunkards] [outgrp are meaner] [outgrp are obnoxious] [outgrp are threatening]
Quotation(s): 18

Code Family: Outgrp are over the top
Created: 2013-04-02 13:11:57 (Super)
Codes (8): [outgrp are common] [outgrp are more emotional] [outgrp are over the top] [outgrp are overbearing] [outgrp are so loud] [outgrp less tolerant] [outgrp more fanatical] [outgrp take things too seriously]
Quotation(s): 14

Code Family: Outgrp know less about rugby
Created: 2013-04-02 13:20:31 (Super)
Codes (5): [outgrp are black soccer supporters] [outgrp are fickle] [outgrp are gossip girls and shopaholics] [outgrp are less knowledgeable] [outgrp have cost our country]
Quotation(s): 6

Code Family: Outgrp speak another language
Created: 2013-04-02 13:14:07 (Super)
Codes (2): [outgrp are Afrikaans] [outgrp speak English]
Quotation(s): 3

Code Family: Parent relationship through team

Created: 2013-03-30 10:58:20 (Super)
Comment:
    Asimilation
Codes (6):   [dad and daughter] [dad and me] [dad and sons] [father appreciation] [grandad and son] [mum and son]
Quotation(s): 10