

Examining nostalgia in sport tourism: The case of US college football fans

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ABSTRACT

This study shed new light on the concept of nostalgia in sport tourism by quantitatively testing how nostalgia was associated with spectator types, age, and past experience. It also examined whether nostalgia varied based on spectators' perception of the sport team's present or future status. This study found that past experience and spectator types played essential roles in explaining nostalgia. However, unlike what the existing literatures suggested, no relationship between age and nostalgia was found. In addition, spectators' perceptions of the sport team's present or future had mixed effects on their nostalgia. Theoretical and practical implications of the study were provided as well.

1. Introduction

The sports industry has been one of the fastest growing industries in the world. In North America alone, the sports industry marked \$67.3 billion in its worth in 2016, and this number is expected to reach \$78.5 billion by 2021 at a compound annual growth rate of 3.1% (PricewaterCoopers, 2017). Within the sports industry, spectator sports and sport fans' behavior have been favored research topics for scholars in the fields of tourism/hospitality (e.g., Gibson, Willming, & Holdnak, 2003; Hanks, Zhang, & McGinley, 2016; Higham & Hinch, 2002; Ramirez-Hurtado & Berbel-Pineda, 2015; Walters, Shipway, Miles, & Aldrigui, 2017), leisure (e.g., Madrigal, 2003; Morrison, Misener, & Mock, 2018; Theodorakis, Kaplanidou, & Karabaxoglou, 2015), and sport management (e.g., Dotson, Clark, Suber, & Dave, 2013; Ko, Zhang, Cattani, & Pastore, 2011; Wakefield & Sloan, 1995). Such academic popularity has primarily been supported by the economic importance that spectator sports have.

Especially, the U.S. provides a wonderful environment for spectator sports fans. Alongside the four major professional sport leagues in North America including Major League Baseball (MLB), National Football League (NFL), National Basketball Association (NBA) League, and National Hockey League (NHL), National Collegiate Athletic Association (NCAA, 2013-2017 Football (i.e., college football) is one of the most popular sports in the U.S. College football ranked third (10%) in a survey in terms of popularity, chasing NFL (33%) and MLB (15%) (Rovell, 2014). NCAA Football also has maintained a steady number of attendees over the years, ranging from 48 to 50 million a year from

2013 to 2017 (NCAA, 2013-2017).

Individuals attending college football games have diverse purposes besides watching the games onsite. The social aspects are main allures for many college sports fans, such as the tailgating, socializing with other fans, visiting nostalgic sites around the campus and the town, frequenting local establishments, and participating in activities related to the games (Dixon, 2009). Gibson, Willming, and Holdnak (2002) claimed that “no other sport in the U.S. seems to engender the same pre-game socializing (tailgating), rituals, and atmosphere as football” (p. 398). They also noted that college football and its fans have distinctive characteristics, such as rituals, traditions, socialization, and investment of time and money.

These unique characteristics of college football create favorable conditions for nostalgia. Previous research in sport tourism found that nostalgia is induced by both objects (e.g., favorite players, coaches, teams, mascots, stadia, etc.) and social experiences (e.g., sharing team news, building friendships, participating in group activities) (Cho, Lee, Moore, Norman, & Ramshaw, 2017; Cho, Ramshaw, & Norman, 2014; Fairley, 2003; Fairley & Gammon, 2005; Fairley, Gibson, & Lamont, 2018). Thus, attending college football games can bring memories back to its fans about past games as well as past experiences of socializing with other fans.

Nostalgia can be understood as a longing for the past (Holbrook, 1993). There are several factors that are believed to influence the degree of individuals' nostalgia in sport tourism, such as past experience (Cho et al., 2014), age (Goulding, 2002), types of spectators (Wann & Branscombe, 1990; Wann, Dolan, MeGeorge, & Allison, 1994), and

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sport teams' perceived present or future status (Cho et al., 2014). Even though previous research has illustrated the concept of nostalgia and had supposed differential effects that these factors have on nostalgia, few research in the field of sport tourism to date has tested the concept and such suppositions using quantitative approach. As such, this study intends to address the following study questions:

- a) whether individuals' nostalgia differs based on their age and past experience.
- b) whether individuals' nostalgia differs based on their spectator types and perceptions of the sport team's status.

2. Literature review

2.1. Nostalgia and its conceptualization

According to Davis (1979), nostalgia is “a positively toned evocation of a lived past in the context of some negative feeling toward present or impending circumstance” (p. 18). Stern (1992) defined nostalgia as “an emotional state in which an individual yearns for an idealized or sanitized version of an earlier time period” (p. 11). Sedikides, Wildschut, and Baden (2004) considered nostalgia as “disproportionately positive emotion, with bittersweet elements” (p. 204) and believed that “nostalgia is yearning for aspects of one's past” (p. 202). Similarly, nostalgia is defined in the dictionary as “a wistful or excessively sentimental yearning for return to or of some past period or irrecoverable condition” (Nostalgia, n.d.). All the definitions involve predominantly positive emotions evoked from remembering the past, be it an experience, an event, a person, a place, an object, and so forth.

Grounded in literatures related to nostalgia (Aden, 1995; Holbrook, 1993; Wilson, 2005), nostalgia sport tourism (Gibson, 1998; Fairley, 2003; Fairley & Gammon, 2005; Ramshaw & Gammon, 2017), identity theory (Stets & Burke 2000), and social identity theory (Tajfel, 1981), Cho et al. (2014) developed a classification system of nostalgia in the sport tourism context: experience-based nostalgia, identity-based nostalgia, object-based nostalgia, and interpersonal relationship-based nostalgia. They conceptualized nostalgia as four dimensions: nostalgia of experience, socialization, personal identity, and group identity. Based on Cho et al.'s (2014) conceptual work, Cho et al. (2017) further developed a scale to measure sport tourists' nostalgia.

The Nostalgia Scale for Sport Tourism (NSST) (Cho et al., 2017) consists of five dimensions: nostalgia of *sport team*, *environment*, *socialization*, *personal identity*, and *group identity*. Nostalgia of experience (separated into nostalgia of *sport team* and *environment*) is related to nostalgic recollections evoked by sports objects such as athletes, teams, sports facilities (e.g., venues, stadia), atmosphere, etc. Nostalgia of *socialization* focuses on nostalgic memories evoked by social experiences with the group members during the games.

Nostalgia of *personal identity* and *group identity* entails nostalgic feelings induced by established personal identity and group identity of sport spectators. Personal identity refers to levels of identification with a team or a player, and sport spectators may use sport teams and players to construct their personal identity (Smith & Stewart, 2007; Sutton, McDonald, Milne, & Cimperman, 1997). On the other hand, group identity refers to the degree of identification with a group. That is, individuals could establish collective memories by attending sporting events with others which in turn contribute to constructing their group identity (Fairley, 2003, 2009).

2.2. Relationship between nostalgia and spectator types, past experience, and age

In sport tourism, while loyal fans tend to direct more efforts and resources into attending sporting events (Gargone, 2016; Wann & Branscombe, 1993; Wann, Roberts, & Tindall, 1999), spending money and time is also significantly correlated with residence (Cho, 2014;

Dixon, 2009). It is known that sport tourists and local residents in a sporting event differ in their perception of the event (Aicher, Karadakis, & Eddosary, 2015). Given this, it can be suspected that different types of spectators may have different levels of nostalgia. Thus, this study examined the difference between sport tourists and residents in their degree of nostalgia. As a part of the examination, this study also tested an interaction effect between spectator types and their perceptions of the sport team's status on nostalgia, as loyal fans behave differently and maintain their attitudes toward their team regardless of the results of the game (Wann et al., 1994; Wann & Branscombe, 1990).

In addition, individuals attending a sporting event are exposed to diverse experiences (Lamont, 2014), and these experiences affect how they remember the event and how they behave in similar circumstances (Cho et al., 2014; Fairley et al., 2018; Ulvnes & Solberg, 2016). In other words, in a sporting event, attendees may encounter experiences that are positive or negative in nature. If it was a positive experience, they may cherish the memory and wish to relive the moment (Pearce & Kang, 2009). At the same time, they may lament that it is impossible to return to the moment they cherish. That bittersweet emotion is what Davis (1979) called nostalgia. As in numerous other occasions, nostalgia exerts a significant influence on how sport tourists perceive and behave in respect to their game-day experiences. In sport tourism, individuals' nostalgia is usually rooted in their direct experiences in the past (Cho et al., 2014). These direct experiences are not always related to players or teams; it can be experiences of socializing (e.g., tailgating) in a unique environmental atmosphere (e.g., rivalry games) (Fairley & Gammon, 2005). Recently, Cho et al. (2014) and Cho et al. (2017) further found that nostalgia can grow out of diverse experiences concerning sport teams, environment, social experience, personal identity, and group identity, and individuals' nostalgia is intertwined with their past experience.

Given that nostalgia emanates from past experience, it is also logical to assume a similar relationship between nostalgia and age. That is, older individuals are likely to have more experience, thus they are likely to be more nostalgic. In fact, this is the relationship that Goulding (2002) and Merchant and Ford (2008) claimed in regard to age and nostalgia. More recently, in consumer behavior studies, Toledo and Lopes (2016) also confirmed that age and nostalgia are positively correlated. Further, as individuals become older, they are more likely to long for their experience in the past (Batcho, 2013; Holbrook, 1993; Sierra & McQuitty, 2007). On the other hand, Holbrook (1993) found that individuals of the same age might differ in their level of nostalgia. Thus, he inferred that what really matters to nostalgia is past experience instead of age.

2.3. Nostalgia before and after the FSU game in 2013

This study selected a case from Clemson Tigers college football to address the study questions. While Clemson Tigers has been a solid contender in college football with two national titles, it experienced a long delay between its first national title in 1981 and the second national title in 2016. Among many seasons in between the two national titles, 2013 was a year of high hope for the second national title. During that season, Clemson Tigers had seven home games where the team showed a strong start. Prior to playing against Florida State University (FSU) Seminoles, Clemson Tigers remained undefeated with six consecutive wins. This placed the team in the third spot in the national standing, with a good chance of playing in the national championship game. However, the team's winning streak was stopped by FSU Seminoles which eventually claimed the national championship of that year (Table 1). Clemson Tigers, on the other hand, finished the season in the eighth place, with one additional defeat in an away game.

In short, the 2013 season for Clemson Tigers fans was a season of high hope followed by bitter despair. That is, before the team lost the FSU game, the fans were expecting to witness another glory of the team. However, the defeat made the glory unobtainable, and fans began to

Table 1
Clemson Tigers' home football games in 2013.

Date	Opponent	Time	Attendance	Game Result
August 31st	University of Georgia	8:00 p.m.	83,830	38–35 (W)
September 9th	South Carolina State University	12:30 p.m.	81,428	52–13 (W)
September 28th	Wake Forest University	3:30 p.m.	81,174	56–7 (W)
October 12th	Boston College	3:30 p.m.	81,233	24–14 (W)
October 19th	Florida State University	8:00 p.m.	84,277	14–51 (L)
November 14th	Georgia Institute of Technology	7:30 p.m.	76,937	55–31 (W)
November 23rd	The Citadel	12:00 p.m.	82,930	52–6 (W)

build negative expectations about the season. This may correspond with what Cho (2014) noted about nostalgia. According to Cho (2014), the levels of nostalgia may be affected by perceived current or future status of the team. In other words, it is a circumstantial feeling affected by individuals' perceptions. If individuals have negative perceptions of the team's current or future status, they may have a stronger desire to return to the past, resulting in a higher level of nostalgia than they would have felt when they viewed the team's present or future positively. This study, therefore, compared how Clemson Tigers fans differed in their nostalgia before and after the FSU game.

However, little research to date in the context of sport tourism has examined how nostalgia is related to spectator types, past experience, age, spectators' perception of the sport team's status, highlighting the need for further scholarly investigation.

3. Methods

3.1. Study site

This study used the case of Clemson Tigers college football (Clemson, South Carolina) as the setting for identifying the nature of nostalgia in the sport tourism context. Clemson Tigers plays in Division I Football Bowl Subdivision of the NCAA. Like in many other universities in the Southern U.S., football is the most popular college sport at Clemson University, primarily due to the team's long history and continued success. Since its first season in 1896, Clemson Tigers has maintained impressive records in the annual number of game attendees. For example, from 2003 to 2012, the team attracted > 530,000 attendees each year, which is approximately 79,000 per home game (Kallin, 2013). From 2013 to 2017, even though college football attendance has been slipping everywhere else, Clemson has showed an average number of crowd between 80,000 and 84,000 per home game (Robinson, 2018).

Clemson Tigers fans are known for their enthusiasm and loyalty. According to Dixon (2009), nine of ten (i.e., 89.9%) fans were non-students and more than a half (i.e., 55.4%) had attended home games for 10 years or longer. On average, each fan spent \$277.15 per game, and the majority of overnight visitors (i.e., 84.7%) stayed in the area for two to three days (Dixon, 2009). Similarly, Cho's (2014) study of Clemson Tigers fans found that two-fifths (i.e., 42.1%) of season ticket holders had bought season tickets for at least 11 years, with another one-third (i.e., 33.3%) who had done so for one to five years. Like what Gibson et al. (2002) found, these results point to the fact that college football fans are highly loyal to their teams and direct significant time and money into team-related activities (e.g., attending games and tailgating with others).

3.2. Data collection

Data for this study was collected from individuals who visited Clemson University for one of the five football games that Clemson Tigers played against the following universities in 2013: Wake Forest University (Sep. 28), Boston College (Oct. 12), Florida State University (Oct. 19), Georgia Institute of Technology (Nov. 14), and the Citadel (Nov. 23). The list includes all the home games that Clemson Tigers

played in that year, except for the games against the University of Georgia (Aug. 31) and South Carolina State University (Sep. 7) (Table 1).

A total of 985 responses were collected, which yielded a response rate of 84.7%. Seventy-one (71) responses were removed for being < 50% complete, along with additional 61 responses completed by supporters of the opponent team or no team. After examining Mahalanobis distance, another 75 responses that contained extreme multivariate outliers were discarded. Consequently, 778 responses were retained for data analysis. The sample was comprised of 434 males (55.8%) and 344 females (44.2%). In terms of marital status, most were married ($n = 461$, 59.5%), followed by single ($n = 256$, 32.9%), separated or divorced ($n = 47$, 6.1%), and widowed ($n = 11$, 1.4%).

3.3. Sampling method

Data was collected via onsite face-to-face survey. To obtain a representative sample, systematic random sampling was used, which involves choosing every k^{th} element after a random start. During the home football games, the university designated two types of parking areas around the campus: general parking (GP) and IPTAY parking (i.e. areas exclusively for those who sponsor the athletic department of the university) (Fig. 1). Each of the areas was randomly assigned a number. Six trained research assistants were posted across the parking areas. Each research assistant approached individuals in every third parking space and invited them to participate in the survey. If the individuals agreed to participate, the research assistant would provide a brief explanation of the survey and give them time to complete it onsite. For those who wished to do it online, a link was sent on the Monday following the game day. If a chosen individual declined to participate, the research assistant would move to the next third parking space.

3.4. Measurement scales

To address the study questions, the survey instrument asked for the following information: respondents' age, spectator types, past experience regarding Clemson Tigers' home football games, and nostalgia. Age was asked in a continuous, open-ended question format. Past experience was measured with a single, open-ended item, asking respondents to provide the number of the football games they attended within the last two years. Based on their residence, respondents were classified into three spectator types: students, residents of surrounding counties (i.e., Pickens, Oconee, and Anderson Counties), and sport tourists. Lastly, nostalgia was measured using the NSST (Cho et al., 2017). The scale is comprised of 29 items across five dimensions (i.e., nostalgia of *sport team*, *environment*, *socialization*, *personal identity*, and *group identity*), all presented in a 7-point Likert scale question format (i.e., 1 = strongly disagree and 7 = strongly agree).

3.5. Data analysis

First, the researchers examined descriptive statistics (e.g., means, standard deviations, frequencies) to obtain an overview of the sample. In this phase, in order to conduct multivariate analysis of variance

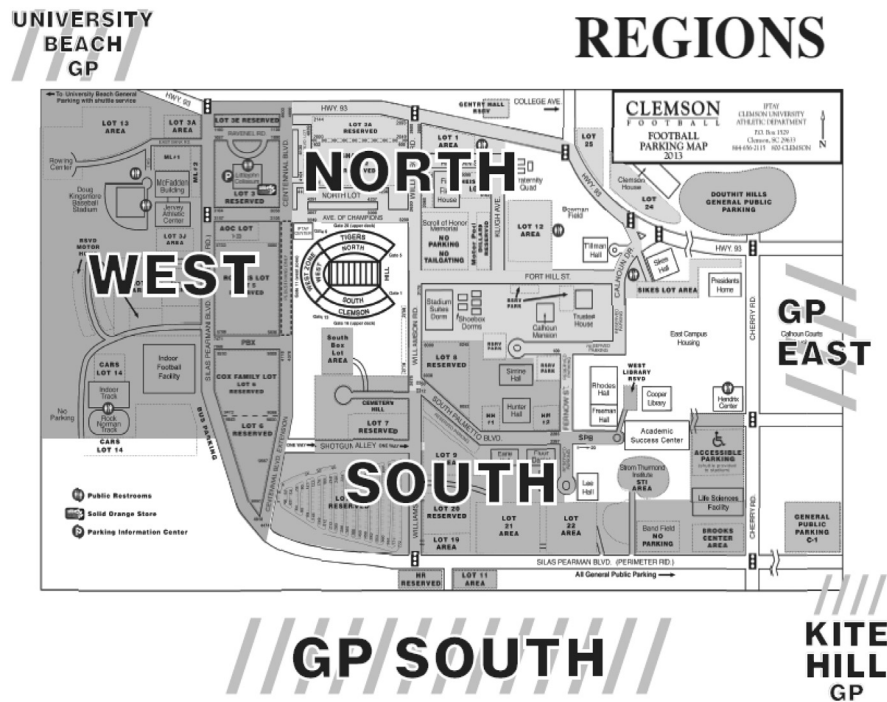


Fig. 1. Clemson home football game day parking areas.

(MANOVA) and multivariate analysis of covariance (MANCOVA) that require categorical independent variables (Hair, Black, Babin, & Anderson, 2010), the researchers converted age and past experience, which were originally continuous data, into categorical data. Following the U.S. Census Bureau's classification, age was grouped into categories of 18–24 years, 25–44 years, 45–64 years, and 65 years or above. Past experience was divided into the following three groups that have about equal sizes and ranges: Group 1 = 1–6 times, Group 2 = 7–12 times, and Group 3 = 13 times or above.

Then, using the converted data, MANOVA and MANCOVA were carried out to address the study questions, since the dependent variable (i.e., nostalgia) has five dimensions. Initially, to see if nostalgia differed across age and past experience (i.e., independent variables) groups, two-way MANOVA was applied. Next, to see if nostalgia differed before and after the FSU game (i.e. perceived team status) when past experience (i.e., covariate) was controlled, MANCOVA was undertaken. Past experience was controlled so that it would not confound the effect of perceived team status (i.e., independent variable) on nostalgia (i.e., dependent variable). To specify where significant differences were observed, post hoc test was conducted using a Bonferroni's adjusted critical value of $\alpha = 0.01$ in both MANOVA and MANCOVA. To ensure that match outcome did not bias the responses, ANOVA was run and no significant difference was found among the responses collected from each of the five games.

4. Results

4.1. Descriptive analysis

The largest age group was those between 25 and 44 years old ($n = 333$, 42.8%) followed by 45 to 64 years ($n = 239$, 30.7%) and 17 to 24 years ($n = 164$, 21.1%). There was a relatively small number of individuals who were 65 years or over ($n = 42$, 5.4%) (Table 2). With respect to past experience, respondents were almost equally spread across the three groups (Table 2). While they mostly had been to at least 13 games during the last two years ($n = 277$, 35.6%), there were about an equal number of respondents who attended seven to 12 ($n = 259$, 33.3%) or six or less games ($n = 242$, 31.1%) during the same period. A

majority of the sample were sport tourists ($n = 524$, 67.4%) who were neither residents of the surrounding counties nor students. About one-fifth (21.2%) said that they resided in one of the surrounding counties ($n = 165$) (hereafter “Residents”) and the remaining 11.4% were students at Clemson University ($n = 89$) (Table 2). Of the 778 responses included in the analysis, 447 were collected prior to the defeat against FSU (57.4%) and 301 were from games after the defeat (38.6%).

4.2. Past experience, age, and nostalgia

The first study question was to investigate if there were differences in each dimension (i.e., sport team, environment, socialization, personal identity, and group identity) of nostalgia based on age and past experience. The researchers could confirm a significant outcome for past experience (Wilks' $\lambda = 0.935$, $F_{(10, 1524)} = 5.233$, $p < .001$) but not for age (Wilks' $\lambda = 0.973$, $F_{(15, 2103)} = 1.416$, $p > .05$) or the interaction between the two (i.e., Age * Past experience) (Wilks' $\lambda = 0.967$, $F_{(30, 3050)} = 0.863$, $p > .05$) (Table 3).

This result can also be verified by looking at significant F-values of past experience associated with each nostalgia dimension. However, the effect sizes were not substantial according to Cohen (1988). Specifically, those who belonged to the more experienced groups (i.e., Group 2 = 7–12 games and Group 3 = 13 games and over) demonstrated significantly higher levels of nostalgia in regards to sport team, socialization, and personal identity than the least experienced group (i.e., Group 1 = 1–6 games). Furthermore, the most experienced group yielded a significantly higher mean score ($M = 5.85$) in environment than the least experienced group ($M = 5.57$).

4.3. FSU game, spectator types, and nostalgia

Next, two-way MANCOVA was conducted to see how spectator types and the FSU game (i.e. perceived team status) influenced each dimension of nostalgia. Past experience was controlled as a covariate, since it was found a significant predictor of nostalgia across multiple dimensions. If past experience was left uncontrolled, it would have confounded the effect of the independent variables (i.e., spectator types and FSU game) on the dependent variable.

Table 2
Frequencies, means and standard deviations.

	Sport team		Environment		Socialization		Personal identity		Group identity	
	M	SD	M	SD	M	SD	M	SD	M	SD
<i>Age</i>										
18–24 (n = 164)	5.63	1.02	5.76	1.08	6.13	0.87	5.91	1.03	5.92	0.90
25–44 (n = 333)	5.69	1.05	5.78	0.99	6.04	0.82	5.94	0.95	5.85	0.89
45–64 (n = 239)	5.71	0.88	5.71	0.97	6.01	0.84	5.87	1.01	5.84	0.91
65 and over (n = 42)	5.85	1.03	5.50	0.94	5.82	0.89	5.85	0.86	5.68	0.86
<i>Past experience</i>										
1–6 games (n = 242)	5.34	1.05	5.57	1.05	5.73	0.91	5.54	1.04	5.51	0.93
7–12 games (n = 259)	5.78	0.91	5.79	0.97	6.12	0.76	6.01	0.93	5.91	0.85
13 and over (n = 277)	5.93	0.94	5.85	0.98	6.24	0.77	6.15	0.88	6.10	0.84
<i>Spectator types</i>										
Students (n = 89)	5.48	1.20	5.62	1.16	6.06	0.86	5.76	1.11	5.88	0.88
Residents (n = 165)	5.88	0.97	5.78	1.02	6.03	0.96	6.01	1.00	5.88	0.99
Sport tourists (n = 524)	5.68	0.69	5.75	0.97	6.04	0.80	5.91	0.95	5.84	0.88
<i>FSU game</i>										
Before (n = 492)	5.70	1.01	5.81	1.00	6.04	0.84	5.94	1.00	5.86	0.91
After (n = 307)	5.69	0.99	5.62	0.99	6.05	0.86	5.86	0.96	5.84	0.89

Wilks' λ values provided support for the significant main effects of spectator types and perceived team status (i.e., FSU game) on nostalgia but failed to endorse any interaction effect (i.e., Spectator types*FSU game) between the two (Wilks' $\lambda = 0.984$, $F_{(10, 1534)} = 1.21$, $p > .05$) (Table 4). As for the main effect of spectator types, the Wilks' λ value was 0.971 with $F_{(10, 1534)} = 2.275$ being significant ($p < .05$). Specifically, spectator types was found a significant predictor of nostalgia in the dimensions of *sports team* and *personal identity*, but the effect sizes were rather limited (Table 4). According to post hoc test, residents ($M = 5.88$) and sport tourists ($M = 5.68$) reported significantly higher levels of nostalgic feelings of *sports team* than students ($M = 5.48$). Sport tourists ($M = 5.91$) outperformed students ($M = 5.76$) in the nostalgia dimension of *personal identity* as well (Table 2).

The FSU game (i.e. perceived team status) was found exerting a significant influence on nostalgia (Wilks' $\lambda = 0.974$, $F_{(5, 767)} = 4.126$, $p < .01$) on *environment* and *personal identity* dimensions. For both nostalgia dimensions, responses collected prior to the FSU game reported higher mean scores ($M_{env} = 5.81$, $M_{personal} = 5.94$) than those collected after the FSU game ($M_{env} = 5.62$, $M_{personal} = 5.86$) (Table 2). For *sport team*, *socialization*, and *group identity*, no significant differential effect of the FSU game was observed (Table 4). Lastly, the multivariate test showed no significant interaction effects of the FSU game and spectator types, indicating that spectator types did not moderate the relation between the FSU game and nostalgia (Wilks' $\lambda = 0.984$, $F_{(10, 1534)} = 1.21$, $p > .05$).

5. Discussion

This study would help researchers develop a better understanding of nostalgia based on empirical data. It would also extend our knowledge of how nostalgia is associated with individuals' age, experience,

spectator types and perceived team status in a sporting event. In a practical sense, this study underscores the need for more effective marketing strategies that take spectators' demographics and perceptions into account.

5.1. Theoretical implications

The purpose of this study was multi-fold. The researchers first explored how individuals' past experience and age were associated with their nostalgia, and whether there was an interaction effect between past experience and age on nostalgia. This study also looked at how individuals' nostalgia varied according to their spectator types and perceived sports team's status, and if there was an interaction effect between spectator type and anticipated team status on nostalgia. These goals were addressed in the context of sport tourism.

First, the researchers confirmed a significant influence of past experience on nostalgia. Different levels of past experience brought about significant differences across multiple dimensions of nostalgia. Specifically, those who attended seven or more games within the past two years surpassed those attending fewer than seven games in their nostalgia associated with *sport team*, *socialization*, and *personal identity*. Moreover, the researchers observed a significant difference between the most experienced group (i.e., Group 3 = 13 games and over) and the least experienced group (i.e., Group 1 = less than seven games) in *environment* related nostalgia. These results were consistent with Cho et al. (2014) who suggested the importance of past experience in nostalgia. Such positive link between past experience and nostalgia can be explained in two ways. First, individuals with a longer history of attending college football games have more chances to build positive memories related to college football, thus suggesting a positive link between experience and nostalgia. Another explanation is that more

Table 3
Main and interaction effects of past experience and age on nostalgia.

	Sport team		Environment		Socialization		Personal Identity		Group identity	
	F	η^2	F	η^2	F	η^2	F	η^2	F	η^2
Age (df = 3)	0.55	0.00	1.51	0.00	2.80	0.01	1.41	0.00	1.16	0.00
Past experience (df = 2)	13.89**	0.04	4.24*	0.01	18.25**	0.05	15.84**	0.04	14.24**	0.04
Age*Past experience (df = 6)	0.57	0.00	0.35	0.00	0.80	0.00	0.55	0.00	0.51	0.00

* $p < .01$.
** $p < .001$.

Table 4
Main and interaction effects of spectator types and the FSU game on nostalgia.

	Sport Team		Environment		Socialization		Personal Identity		Group Identity	
	F	η^2	F	η^2	F	η^2	F	η^2	F	η^2
Spectator types (df = 2)	5.66*	0.01	2.76	0.01	0.92	0.00	3.82*	0.01	0.54	0.00
FSU game (df = 1)	1.21	0.00	16.58**	0.02	0.60	0.00	7.51*	0.01	2.84	0.00
Spectator types*FSU game (df = 3)	0.39	0.00	2.36	0.01	0.10	0.00	0.63	0.00	0.75	0.00

* $p < .01$.

** $p < .001$.

experienced sports fans have the tendency to avoid developing negative memories (Gitelson & Crompton, 1984). What was observed in this study could have resulted from the dual effect.

Unlike what has been reported in consumer behavior studies (Merchant & Ford, 2008; Toledo & Lopes, 2016), this study could not find any evidence for the positive relationship between age and nostalgia. This is maybe because sport nostalgia is more closely aligned with experience rather than age. To attend a sporting event, individuals need to invest greater time, money, and effort than they would have on other consumption occasions that previous studies have looked into. Thus, individuals would normally have fewer opportunities to experience sporting events than they would have for other products or services. In such a case, experience may not commensurate with age, and older individuals do not necessarily have more sports related experience and feel more nostalgic than younger fans. Thus, it is inferable from the finding that age plays a limited role in sport nostalgia.

Next, when the effect of past experience was controlled, this study found a significant difference in Clemson Tigers fans' nostalgia on two of the five nostalgia dimensions before and after the FSU game. In specific, those who came to the games prior to the FSU game provided higher scores in *environment* and *personal identity*. This finding contradicted what has been widely assumed about the nature of nostalgia; that is, negative perception of the present or future status makes individuals feel more nostalgic about the past (Cho, 2014; Davis, 1979). The finding may suggest an interwoven relationship between mood of hopelessness, disappointment, and nostalgia. Hopelessness, according to Needles and Abramson (1990), is "the expectation that highly desirable outcomes will not occur and that one is powerless to change the situation" (p. 156). Stiggins (2002) further noted that individuals tend to give up when they feel hopeless. Hence, it is possible to suppose that the low possibility to win the national championship after the FSU defeat created heightened moods of hopelessness and disappointment among Clemson Tigers fans, and this negatively affected individuals' nostalgia regarding *personal identity* and *environment* after the FSU game. As for the other nostalgia dimensions (i.e., *sport team*, *socialization*, and *group identity*), no significant differential effect of the FSU game was found, indicating the degrees of nostalgia in these dimensions were identical before and after the FSU game. This is consistent with prior studies concluding that loyal fans maintain their attitudes toward their team regardless of the results of games (Wann et al., 1994; Wann & Branscombe, 1990).

The researchers found a significant main effect of spectator types on nostalgia related to *sport team* and *personal identity*, but their effect sizes were rather limited. Specifically, sport tourists and local residents outscored students in their nostalgia regarding *sport team*. This might be due to that students had relatively fewer opportunities to experience Clemson Tigers games than sport tourists or local residents. Furthermore, students were likely to be less knowledgeable about the team or its players of the past. Resultantly, their nostalgia toward *sport team* was less evident than the other two groups. This is in line with Cho et al.'s (2014) conceptual model of nostalgia, which suggested the

crucial role that past experience has in shaping nostalgia.

This study also found that sport tourists had stronger nostalgic feelings regarding *personal identity* than students did. That is, these individuals are likely to place higher value on college football and consider themselves as avid fans (Wann, Melnick, Russell, & Pease, 2001; Wann, Royalty, & Roberts, 2000). Consuming or experiencing spectator sports entails simultaneous fulfillment of psychological (Rickard, Grieve, & Derryberry, 2008; Trail, Robinson, Dick, & Gillentine, 2003; Wang, Min, & Kim, 2013; Wann, 1995), social (Fairley, 2003; Parry, Jones, & Wann, 2014; Wann, 2006), and cultural (Fairley & Gammon, 2005; Smith & Stewart, 2007) needs of the individuals, as well as an enhanced sense of personal identity (Cho et al., 2014; Sutton et al., 1997; Trail, Anderson, & Fink, 2005). Although such experience requires significant investment of time and money, it often returns an equally substantial amount of psychological benefits (Wann et al., 2003). Motivated by these positive outcomes, tourists and fans of spectator sports often travel to distant destinations where opportunities to satisfy their needs and wants exist (Alegre & Garau, 2010; Hughson, 1999; Wann et al., 2001).

Lastly, the researchers did not find any significant interaction effect of the FSU game and spectator types on nostalgia. In other words, the defeat by FSU yielded the same effect on individuals' nostalgia, regardless of their spectator types. This is somewhat different from what Wann et al. (1994) stated about the relationship between spectator types and emotional attachment; they claimed more invested fans should be more robust against team's failures. To date, few studies have looked at such interaction between the perceptions of sport team's current or future status and spectator types on nostalgia. Thus, future research regarding the relationship between sports team's status and spectator types is needed to clarify the definition of nostalgia and sport tourists' nostalgic behavior.

5.2. Practical implications

The findings of this study provide practical implications for marketing college football as well as other college sports. Given that nostalgia has a positive effect on behavioral intentions (Cho, 2014; Kim, Kim, & Petrick, 2017; Leong, Yeh, Hsiao, & Huan, 2015), promoting individuals' nostalgia can be an effective way of turning them into avid fans and keeping them engaged in the team, eventually contributing to the image and the development of the local community (Burgan & Mules, 1992; Daniels, 2007; Daniels, Norman, & Henry, 2004; Smith, 2005). This study suggests two ways to achieve the goal. First of all, marketers of college sports need to provide fans with diverse entertainments before and after games, and make the experience more widely accessible. This could be in forms of making game passes more affordable or providing various socializing opportunities outside the stadium. Secondly, they can also try spreading stories, culture, norms, and information regarding teams and players of the past via student camps or school festivals. These strategies would be highly effective in cultivating students into fans, as they were the group that displayed the

weakest nostalgia in this study, may be due to less accessibility and information compared to other groups. As Holbrook (1993) noted, even though individuals do not have direct access to the past, they can develop nostalgic feelings from the culture that is embedded in their daily experience.

Furthermore, there can be sport tourists who already have means and resources to enjoy the games on site but lack chances to socialize with others. To effectively promote their tie with the team and foster their nostalgia, marketers may designate tailgating sites especially for those who live in the same geographical area or belong to the same class year. That way they can have better socializing experience that may lead to a higher level of nostalgia. In addition, a viable strategy to increase the level of nostalgia is to invite these individuals to fan workshops or fan events where they can interact with players and coaches. Particularly, this would also be effective in increasing students' level of nostalgia as this study found that they had fewer chances to attend the games compared to local residents or sport tourists, which in turn caused a lower score in the nostalgia dimension of *sport team*. Further, less experienced individuals are likely to have a lower level of team identification and do not recognize their importance as a fan. Therefore, marketers need to develop marketing strategies, emphasizing not only who fans are but also how their role is important. These strategies would make the sports fans feel being rewarded for their loyalty, as well as provide them with memorable experience.

5.3. Future research and limitations

This study reveals that past experience plays an important role in evoking nostalgia. In addition, it was found that negative perceptions regarding team's current or future status have mixed effects on the five dimensions of nostalgia and that different spectator types vary in their levels of nostalgia.

However, in this study, individuals' perception of the team's present or future was not directly measured but rather assumed. This may have caused the weak effect sizes. In future study, researchers may directly ask individuals about their perception of the team's status. Next, it should be noted that this study is only based on the responses provided by Clemson Tigers fans who attended the games onsite, which may make it difficult to generalize the findings. In addition, level of nostalgia may differ depending on external factors, such as economic status, group culture, and weather conditions. Therefore, diverse environmental factors should be examined to better explain sport tourists' nostalgia and behavior. Further, in the field of sport tourism, college football has received little sociological and psychological attention, and nostalgia has not been sufficiently measured. Therefore, further research is needed as nostalgia is one of the integral predictors of individuals' behavior. Lastly, most nostalgia research in tourism has taken qualitative approach (e.g., Fairley, 2003; Fairley et al., 2018; Gibson et al., 2002). Hence, it would be meaningful to scrutinize the topic via a quantitative lens.

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