

# **An Examination of the Relationship between Learning Types of Sport Rules and Future Consumption Behavior**

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To answer the following questions, ‘what is your favorite sports to enjoy?’ or ‘how did you become a fan of your favorite sports?’, various factors such as motivation, commitment, socialization, etc. would be mentioned, based on past experiences. Among those factors, knowledge of sports could be considered very important. Learning sport rules might be one of the important key elements (Zhang et al., 1996) that could influence attendance and sport-related consumption. Therefore, the purpose of the current study was to test the relationship and determine influence between the process associated with learning sport rules, and future consumption behavior. Data were collected from 260 people who participated in a Qualtrics online survey. The scaled measure included a total of 31 items regarding the rule recognition process and sport consumption behavior using a 5-point Likert scale, and demographics (7 items). Reliability tests, validity tests, and descriptive tests were conducted. To examine the structural relationship between types of learning sport rules and the type of consumption behavior, the current study employed a Structural Equation Modeling (SEM). The results showed that learning types of sport rules influenced the future of sport-related consumption. The findings of the current study offer implications for academic personnel by providing specific evidence of how knowledge of sport rules and learning paths impact the understanding of sport fan behavior. Also, this finding will aid practitioners in sport-related fields by making it possible to build efficient marketing strategies.