

## **Collecting Memories in Away Games: The Effects of Team Identification, Community Identification and Away Game Involvement**

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### **Abstract**

Research on autobiographical memory has important implications for understanding identification structure and away game involvement, and satisfaction in sport consumer behavior. In this context, the aim of this study was to identify the effect of the away game involvement, community identification, and autobiographical memory towards away games on satisfaction and intention. Data were collected from fans (204) of who attending away games of Eskişehirspor in Turkey. The scales regarding autobiographical memory (Fitzgerald & Broadbridge, 2013), team identification (Dalakas & Phillips Melancon, 2012), community identification (Algesheimer, Dholakia & Herrmann, 2005), away game involvement (Kyle & Mowen, 2005) and satisfaction (Oliver, 1997) were adapted from studies in the literature. Internal reliabilities of the all scales and dependent variable (satisfaction) were higher than the recommended level of 0,70 (Nunnally, 1978). Fit values of RMSEA and SRMR were equal or smaller than accepted value of 0.08. Additionally, the values of IFI CFI, NFI, NNFI in the CFA and SEM were higher than accepted value of 0.90. Results indicated that there was significant relationships ( $p < 0.01$ ) between team identification and away game involvement. Additionally, the relationship between away game involvement and autobiographical memory was significant. The results also showed that away game involvement had a full mediation role between team identification and autobiographical memory. The study has significant implications as to how well sport team managers design sport marketing and fan engagement strategies.

*Keywords:* Autobiographical memory, Sports marketing, Team identification, Game involvement, Fan behavior