

## Developing a Scale: Sensory Image Fit between Sporting Events and Destinations

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Much research showed an impact of sensory experience on sports fans' satisfaction with live sporting events (Lee, Heere, & Chung, 2015; Lee, Lee, Seo, & Green, 2012). It is, however, not studied in depth yet how to enhance sensory experiences in sports venues. One possible approach would be to utilize unique region-based characteristics. Most sporting events are location-based, and venues are also considered as a landmark of the area where it is placed. All senses have their place, and thus event managers need to tap into all of their audiences' senses to help them emotionally connect to the experience. Visual designs, musical contents, famous local food, and signature smells, those sensory “images” of the local area can be brought into sporting events by which the distinctive local-related culture can be introduced to audiences. We can achieve the "sports event/local image fit" by making fans' sensory experiences congruent to those local characteristics.

The purpose of this study was to develop a reliable and valid scale to measure spectators' perception of sensory image fit between live sporting events and local destinations. A qualitative investigation via focus groups was conducted to identify the dimensionality of the scale and to develop individual measurement items. Then, two sets of data were collected from online surveys from which an explorative and confirmatory factor analysis was performed respectively to examine the multi-dimensionality of the scale. Five factors (sight fit, sound fit, smell fit, food fit, and beverage fit) emerged from the analyses, and the results of both explorative and confirmatory factor analysis were satisfactory based on multiple criteria suggested by prior research. All of the five factors reliably measured the construct of interest. Furthermore, several types of validity were also assessed including convergent, discriminant, and concurrent validity. Various statistical tests provided evidence of multiple types of validity of the scale.