

Segmenting the Perception of Physical Environment and Satisfaction for Baseball Spectators

Chun-Chu Yeh,¹ Anthony S. C. Huang², Chiung-Hsia Wang³ and Chin-Huang Huang⁴

¹*Department of Tourism and Hospitality, Transworld University*

E-mail: joyceyehh@yahoo.com.tw

²*Department of Sport Information and Communication,
National Taiwan University of Sport, Taiwan*

E-mail: ahuang@ntupes.edu.tw

³*Department of Sport Management, National Taiwan University of Sport, Taiwan*

E-mail: wangch@ntupes.edu.tw

⁴*Department of Sport Management, National Taiwan University of Sport, Taiwan*

E-mail: hch55@ntupes.edu.tw

KEYWORDS Physical Environment. Segmentation. Spectator. Satisfaction. Baseball

ABSTRACT The physical environment has a great impact on the spectators' overall experience and their behavior intention. The goals of this paper were to examine the quality of physical environment and the satisfaction of spectators during the 2010 Intercontinental Cup Baseball Competition (ICBC). The researchers adopted exploratory factor analysis and extracted five major factorial dimensions of the stadium's physical environment. They were environmental tidiness or seat comfort, space or sign design, traffic convenience, architectural aesthetic, and the functions of scoreboards. Next, the cluster analysis was used to identify the characteristics of the audience's perception into three groups, transportation accessibility and architectural aesthetic, total pursuit of quality, and stadium design and cleanliness. Results showed that all five dimensional factors have an obvious effect on satisfaction, and the 'total pursuit of quality' was the most important market segment and had the highest satisfaction.