Running Head: SPORT EVENTS AND MAKING A DIFFERENCE

The Role of Belief in Making a Difference in Enhancing Attachment to a Charity Sport
Event

Abstract

Charity sport events provide charitable organizations with a mechanism to communicate the mission of the charity to a large participant base, while fostering a meaningful event experience for event participants. This research examines the relationship among motives for charity sport event participation, participant belief in making a difference and attachment to the event. In making this examination, an online questionnaire was administered to participants in the 2007 Lance Armstrong Foundation (LAF) LIVESTRONG Challenge (N=568). Through structural equation modeling, the results demonstrate that belief in making a difference mediates the relationship between social and charity motives and attachment. Suggestions are made for marketing communication highlighting belief in making a difference via rituals, symbols, and social media to assist in attracting and retaining participants.

Key Words: Charity Sport Events, Belief in Making a Difference, Structural Equation Modeling, Attachment, Motivation

The Role of Belief in Making a Difference in Enhancing Attachment to a Charity Sport
Event

Introduction

In 2009, charitable giving in the United States equaled \$303.75US billion; 75% (\$227US billion) of which came from private donations (Giving USA Foundation, 2010). Further, over 50% of the population of Western Europe donated money to charity, while over one third of the Australian population donated time to charitable organizations (Charities Aid Foundation, 2010). Despite these positive statistics, nonprofit charitable organizations are confronted by challenges in raising funds to sustain their operations. These challenges include: the global economic recession, increased competition among charities (Sargeant, 1999), increased donor attrition (Sargeant & Woodliffe, 2007), and waning government support (Hibbert & Horne, 1996).

Nonprofit organizations increasingly rely on building relationships with donors (Merchant, Ford & Sargeant, 2010) and utilizing innovative marketing strategies to attract charitable participation (Kirchner, Markowski, & Ford, 2007). Hosting a charity sport event, an event where a participant raises funds and then engages in physical activity on behalf of the charity, is one strategy gaining popularity among charities (Ruperto & Kerr, 2009). Charity sport events allow participants to satisfy a variety of motives related to both the sport and recreation aspects of the event such as social, physical, and escape, in combination with motives for charitable giving (Filo, Funk, & O'Brien, 2008; Taylor & Shanka, 2008). Recent research has found that individuals can derive considerable meaning from an event which can result in a felt attachment to the event (Filo, Funk, & O'Brien, 2009).

Charity sport events have emerged as viable fundraising mechanisms for charitable organizations. Beyond fundraising, additional objectives of these events include: raising awareness for a cause, encouraging community engagement, building sponsor relationships, and generating publicity for the charity (Ruperto & Kerr, 2009). Within the research on these alternative fundraising mechanisms, a variety of terms have been used to identify the events. These terms include charity sport events, charity-affiliated sporting events, physical activity events, cause-related events, community events, participant sport events, and special events (e.g., Bennett, Mousley, Kitchin, & Ali-Choudhury, 2007; Filo et al., 2008; 2009; Higgins & Hodgins, 2008; Higgins & Lauzon, 2003; Scott & Solomon, 2003; Taylor & Shanka, 2008). For the purposes of this research, the term *charity sport event* will be used to refer to an event requiring a registered participant to raise funds and complete physical activity with at least a portion of proceeds benefiting a designated charity.

With an increase in the number of charity sport events, organizers must now differentiate their event from competing events to attract participants and reach fundraising goals. Beyond communicating the motives that can be satisfied through participation, charity sport event managers must showcase other factors that distinguish the event and contribute to the creation of a meaningful event experience. One way charitable organizations may be able to accomplish this is through the communication and reinforcement of the belief that individuals can make a difference beyond raising funds through participation.

Research has noted that individuals can be motivated by the belief that they are ‘making a difference’ (Francois, 2007). Specifically, Francois posits that workers are

motivated by the belief that they are making a difference and that such a belief may lead the individuals to donate their labor to that organization. While the focus of the current research is not concerned with labor *per se*, Duncan (1999) notes that donations of efforts are conceptually similar to monetary donations. Individuals may make monetary donations, or donations of time and effort if they believe their efforts are making a difference (Francois, 2007). Similarly, the role of the organization's commitment to the output produced is viewed as a central concern in eliciting donations (Bilodeau & Slivinski, 1998; Glazer, 2004).

Various nonprofit and charitable organizations include statements about making a difference in their marketing communications, and often try to communicate to participants post-campaign that the goals and objectives were met. Further, these communications often highlight profiles of individuals that have been helped by the fundraising of such campaigns with the goal of convincing donors and participants that their efforts have, in fact, made a difference.

Concurrently, consumers are placing greater importance on the need for belonging and self-realization while material wealth is becoming less important (Pringle & Thompson, 1999). This pronounced shift in consumer attitude has placed greater emphasis on alignment with products and services that provide meaning and fulfillment (Ebenkamp & Stark, 1999). Further, the act of giving and helping others has been linked with feelings of happiness (McGowan, 2006). Charity sport events in particular, provide participants with a meaningful experience, and the act of giving and helping others represents an important component of that meaning (Filo et al., 2009).

Reinforcing belief in making a difference through participation represents an objective that can be achieved through charity sport events. Enhancing the belief in making a difference may further contribute to the meaning participants derive from the event and thus result in increased attachment to the event and associated charity. An increased sense of attachment may, in turn, strengthen participants' positive attitudes and supportive behaviors toward the event including increased likelihood of repeat participation, more positive attitudes towards event sponsors (Filo, Funk, & O'Brien, 2010), as well as positive word of mouth (Funk & James, 2006).

The purpose of this research is to examine the relationships among motives for charity sport event participation, belief in making a difference, and attachment to a charity sport event. Specifically, this paper investigates how social, physical, escape, and charity motives, along with belief in making a difference, contribute to attachment to a charity sport event. In making this examination, the current research extends the findings of existing research in the charity sport event context by building on what we know about motives that drive participation in charity sport events (Taylor & Shanka, 2008) as well as the factors that contribute to attachment to the event (Filo et al., 2008, 2009). The current research introduces the concept of belief in making a difference, as a factor that may influence the relationship between motives and attachment. Accordingly, the contribution of this research is a quantitative investigation of how belief in making a difference impacts attachment to a charity sport event.

The 2007 Lance Armstrong Foundation (LAF) **LIVESTRONG** Challenge serves as the research context. This event represents an established charity sport event with an emphasis on the mission of the charitable organization throughout event marketing

communication. The manuscript encompasses the following sections: First, the theoretical framework employed to examine motivation, belief in making a difference, and attachment to charity sport events is introduced. Next, the method is described and the results are relayed. The paper utilizes structural equation modeling (SEM) to analyze survey data gathered from participants in this event. Finally, an overall discussion of findings highlights marketing and theoretical implications, along with directions for future research.

Theoretical Framework

The Psychological Continuum Model

The current research employs the Psychological Continuum Model (PCM) (Funk & James, 2001; 2006) to guide the investigation of the relationship between motives, belief in making a difference, and attachment to a charity sport event. The PCM advances processes that operate within and among four stages: awareness, attraction, attachment, and allegiance. The awareness process involves various socializing agents such as the media, peers and family serving as environmental inputs introducing a charity sport event to an individual, thus leading to the realization that the event is taking place. From there, awareness outcomes combine with external inputs including environmental forces such as event marketing communication, as well as internal inputs such as individual perceptions of motives satisfied through participation. The interaction among these perceived needs and motives, along with the knowledge of the charity sport event's existence, evolves into attraction outcomes. Attraction outcomes include a preference for the event fostered through participation in the event.

Next, the satisfaction of motives achieved through behavioral engagement in the charity sport event interacts with the individual's self-concept and values. Collectively, the interaction among motives, values, and self-concept represents the attachment process and results in specific outcomes. These outcomes are embodied in stronger attitudes and a more meaningful connection towards the charity sport event revealed through emotional, symbolic, and functional meaning held for the charity sport event. Funk and James (2006) suggest that attitudes and connection may form, grow stronger, and feed back into the attachment process, facilitating allegiance, or commitment to the charity sport event. Considering these favorable outcomes and an increasingly competitive environment, charity sport event managers are well served to work to enhance participants' attachment to the event. Thus, the current research focuses specifically on attachment within the PCM framework.

Funk and James (2006) suggest that attachment to a sport object is revealed through the object taking on emotional, symbolic, and/or functional meaning for the individual. Sport objects can provide individuals with a sense of attachment (Trail, Anderson, & Fink, 2000) and this can be based upon a variety of different aspects of the object (Robinson & Trail, 2005). Meanwhile, the attitude strength inherent to attachment can influence behavioral intentions (Alexandris, Funk, & Pritchard, 2011; Funk, Haugtvedt, & Howard, 2000). For the purposes of this research, attachment to a charity sport event is conceptualized as *emotional, symbolic and functional meaning derived from a charity sport event among participants*.

Funk and James' (2006) discussion of attachment highlights the importance of motives for sport and recreation participation as factors contributing to attachment. They

suggest that motives reflect hedonic motives and dispositional needs that an individual satisfies through charity sport event participation (Funk & James, 2001). Motivation in the context of charity sport events is reviewed next.

Charity Sport Events Motives

Charity sport events appeal to a variety of market segments based upon an individual participant's identification with both the charity and sport (Peloza & Hassay, 2007; Scott & Solomon, 2002; Wood, Snelgrove, & Danylchuk, 2010). A number of specific motives have been uncovered which explain charity sport event participation. While each of these motives serves to satisfy needs, they can be broadly categorized as being either recreation-based or charity-based (Bennett et al., 2007; Webber, 2004). Recreation-based motives include (1) the desire to *socialize* with others to expand one's knowledge base (2) the pursuit of a *physical* challenge, and (3) the desire to *escape* one's everyday routine (Taylor & Shanka, 2008). Individuals driven to participate by charity-based motivation seek to satisfy the desire to help others (Bennett et al., 2007). For the purposes of this research, motives for charity sport event participation can be defined as *recreation-based and charity-based needs fulfilled through charity sport event participation*.

In a qualitative examination of charity sport event participation, Filo and colleagues (2008) uncovered both recreation-based and charity-based motives, and determined that an interaction occurs among the charitable component and select recreation motives leading to attachment to a charity sport event. Specifically, the authors revealed that motives such as physical and social took on enhanced meaning in the charity sport event context. The social component of the event was depicted as an

opportunity to talk to others about their experience with, and connection to, the fight against cancer. Meanwhile, the physical challenge inherent to the event was described in terms of the challenges faced by cancer survivors. The enhanced meaning held for these motives contributed to attachment to the event.

Recreation and charity-based motives were then assessed quantitatively and found to contribute to attachment to a charity sport event (Filo et al., 2010). The current research seeks to further test these findings through an examination of the antecedents of attachment to a charity sport event. Specifically, the following hypothesis is proposed:

Hypothesis 1: *Social, physical, escape, and charity motives will contribute positively to attachment to a charity sport event.*

The contribution of motives may only represent part of the picture of understanding attachment to a charity sport event. As noted above, Funk and James (2006) suggest that motives interact with an individual's self-concept and values, leading to attachment to a sport object. Furthermore, personal and psychological forces can increase attachment and these forces may reflect an evaluative outcome encompassing an individual's beliefs and feelings towards the object (Funk, 2008). In the charity sport event context, an individual's belief in making a difference through charity sport event participation may reflect this evaluative outcome.

Research has demonstrated that an individual is motivated to take action on behalf of a charitable cause and make a difference based upon three beliefs (Ryan & Deci, 2000). First, the belief that making a difference will personally impact the individual is necessary. Second, the belief that a difference can actually be made must exist. Third, the individual must believe that involvement within a particular social context will result

in making a difference (Deci & Ryan, 1985; Ryan & Deci, 2000). Charity sport events provide a context in which individuals develop and reaffirm the belief that a difference can be made. Accordingly, *belief in making a difference* is conceptualized here as an evaluative process reflecting a charity sport event participant's beliefs and feelings towards the charitable initiatives of the event.

As an individual's psychological connection with an object strengthens, their evaluation may become more salient and accessible. This salience and accessibility can be formed by gaining knowledge about the event, psychological rewards derived from the event, and direct experience with the event (i.e., participation). Consequently, the motives satisfied through charity sport event participation may contribute to belief in making a difference. This introduces the second hypothesis advanced within this research:

Hypothesis 2: *Social, physical, escape, and charity motives will contribute positively to belief in making a difference through charity sport event participation.*

Finally, in the charity sport context, belief in making a difference may strengthen the outcomes associated with each stage within the PCM framework. For example, if an individual believes their participation in a charity sport event will truly make a difference then that individual will likely be more attracted to participate in the event and potentially become attached to the event. Hence, it is predicted that this evaluative outcome will mediate an individual's attachment with the charity sport event. Mediation advances that independent variables contribute to the mediating variable, which in turn contributes to

the dependent variable (Baron & Kenny, 1986). This introduces the third and final hypothesis:

Hypothesis 3: *Belief in making a difference through charity sport event participation will mediate the relationship between social, physical, escape, and charity motives and attachment.*

Quantitative data were collected to address the three hypotheses advanced within this research. The current research utilizes structural equation modeling to test the relationships among social, physical, escape, and charity motives, belief in making a difference, and attachment to the charity sport event.

Method

Participants and Procedures

An online questionnaire was administered to participants in the 2007 LAF LIVESTRONG Challenge in Austin, Texas. The LIVESTRONG Challenge is the LAF's signature fundraising event, with all proceeds benefiting the LAF's mission to support individuals living with cancer. Participants in the LIVESTRONG Challenge were required to pay a \$50 registration fee along with meeting a \$200 fundraising minimum. The LIVESTRONG Challenge provides participants with the choice of a 5K walk or run, a 10K run, a 10-, 40-, 70-, or a 100-mile cycling ride. An e-mail including a link to an online questionnaire was distributed to 4,000 registered participants by a representative from the LAF. The e-mail was sent one day following the event in October 2007, and the questionnaire was made available for 12 days after the event. The 568 completed questionnaires represent a 14.2% response rate.

The sample of participants ranged in age from 18 to 70 with 46.3% between the ages of 40-64. Thirty-five percent had obtained at least a Bachelor's Degree, and 74.6% selected White as their ethnicity. Event organizers indicated the event's participant base reflected a 60/40 male/female ratio, and participants were mostly white, affluent, and computer-savvy.

Materials

The online questionnaire included scales to assess various motives for participating in the event, belief in making a difference, as well as participant attachment to the event. Participants were given a multi-attribute questionnaire comprised of (a) four items to measure social motivation, (b) two items to measure physical motivation, (c) two items to measure escape motivation, (d) three items to measure charity motivation and (e) six items to measure attachment to the event (Beard & Ragheb, 1983; Dawson, 1988; Gladden, Mahony, & Apostolopoulou, 2004; Funk & James, 2006). Three items from the research of Deci and Ryan (1985) and Ryan and Deci (2000) were adapted in consultation with the LAF research team, and employed to measure Belief in Making a Difference. All items were measured on seven-point Likert-scales (anchored by 1 = strongly disagree, 7 = strongly agree). Each item is listed in Table 1. A brief battery of demographic questions was also included in the questionnaire. This did not include gender.

Data Analysis

To test the hypotheses advanced within this research, the following steps were employed. First, to assess the measurement of the different constructs, mean scores were calculated and a confirmatory factor analysis (CFA) was run to confirm the validity of the

measures. Convergent validity was examined by calculating average variance extracted (AVE) for each latent construct and discriminant validity was assessed by examining the correlations between the latent constructs. Further, reliability was examined through assessing the coefficient alpha and composite reliability of each construct.

Next, structural equation modeling (SEM) was employed to test the effect of social, physical, escape, and charity motives on attachment and belief in making a difference (Hypothesis 1 and 2), as well as the mediating effect of belief in making a difference on the relationship between the motives and attachment (Hypothesis 3) (e.g., Iacobucci, Saldanha, & Deng, 2007). The measured constructs were modeled based upon the relationships advanced in the theoretical framework. Within the model, direct and indirect paths were fit simultaneously to estimate effects across the constructs.

Finally, a z-test was computed to assess mediation through testing the relative size of the direct and indirect paths. Significant paths found within the structural equation model were used to test hypotheses 1 and 2, while the mediation advanced within hypothesis 3 was assessed via the z-test. According to Iacobucci and colleagues, if the z-test is significant, and the direct path between the latent and outcome variables is not significant, then full mediation exists. If the both the z-test and the direct path between the latent and outcome variables are significant, then the mediation is deemed partial. In assessing the structural equation model, fit was tested through select fit indices: CFI, IFI, NFI, GFI, and RMSEA. The results derived from these data analyses are presented next.

Results

The means and standard deviations of the latent constructs were calculated first, and are displayed in Table 1. The mean scores for each construct ranged from $M = 4.49$

(Belief in Making a Difference) to $M = 6.00$ (Physical). Next, the 21 items representing six latent variables were subjected to confirmatory factor analysis (CFA) using LISREL 8.8 (Gerbing & Anderson, 1988). As predicted, all items loaded correctly on their *a priori* hypothesized factors; factor loadings were all above 0.6 (all but three were above 0.7). According to the model fit statistics the measurement model fit the data satisfactorily (CFI = .97, IFI = .97, NFI = .96, GFI = .89, RMSEA = .079) as all fit indices exceed the commonly suggested thresholds (Hair, Black, Babin, Anderson, & Tatham, 2010).

From there, internal consistency was examined. Cronbach's alphas were above the .70 level recommended by Nunnally (1978) for each construct except charity ($\alpha = .66$). Reliability was also assessed by calculating composite reliabilities – all were well above the .70 recommended level (Bagozzi, 1993) ranging from .86 to .98 (charity = .86). Collectively, these two approaches for assessing internal consistency suggest that the measures are, in fact, reliable. Convergent validity was then assessed by calculating the average variance extracted (AVE) of each latent construct. All AVEs exceeded the recommended threshold of .50 (ranging from .54 to .90) providing evidence of convergent validity (Fornell & Larcker, 1981). The standardized factor loadings of each item, as well as the Cronbach alphas, composite reliabilities, and average variance extracted for each latent variable can be found in Table 1. Finally, evidence of discriminant validity is provided by the fact that all inter-correlations are less than the .85 threshold suggested by Kline (1998). The correlations among the latent variables can be found in Table 2.

Insert Table 1 and Table 2 about here

To test the hypotheses a structural model was estimated using LISREL 8.8 with maximum likelihood estimation. The results of this estimation can be found in Table 3, and the structural equation model is displayed in Figure 1. Significant paths are present from social motives to attachment (standardized coefficient = .31, $t = 4.58$) and from charity motives to attachment (standardized coefficient = .34, $t = 7.23$). Hypothesis 1 advanced that social, physical, escape and charity motives would contribute to attachment to a charity sport event. Results revealed a significant path between the social and charity motives and attachment. However, the path between physical motivation and attachment was not significant, nor was the path between escape and attachment. This finding provides partial support for hypothesis 1.

Significant paths were found between social motives and belief in making a difference (standardized coefficient = .35, $t = 5.24$) and from charity motives to belief in making a difference (standardized coefficient = .35, $t = 8.04$). Hypothesis 2 suggested that social, physical, escape and charity motives contribute to an individual's belief in making a difference through their charity sport event participation. The results demonstrated a significant relationship exists among the social and charity motive and belief in making a difference. The path between physical motives and belief in making a difference was insignificant, as was the path between escape and belief in making a difference. These results provide partial support for hypothesis 2.

Finally, the model estimation yielded a significant path from belief in making a difference to attachment (standardized coefficient = .29, $t = 6.11$). In accordance with Iacobucci et al. (2007) a z-test assessing the indirect effect of social motives on

attachment was calculated. The significant z-test ($z=3.98, p < .01$) indicates that belief in making a difference partially mediates the relationship between social motives and attachment. A z-test assessing the indirect effect of charity motivation on attachment was also calculated. Again, the significant z-test ($z = 4.86, p < .01$) indicates that belief in making a difference partially mediates the relationship between charity motives and attachment. Hypothesis 3 advanced belief in making a difference as a mediator between social, physical, escape, and charity motives and attachment. The analysis revealed that belief in making a difference mediates the relationship between social and charity motives and attachment, but not between physical and escape and attachment, providing partial support for hypothesis 3. The fit indices for the overall path model provide evidence of sufficient model fit (CFI = .97, IFI = .97, NFI = .96, GFI = .90, RMSEA = .076).

 Insert Table 3 about here

 Insert Figure 1 about here

Discussion

The results introduce a number of findings consistent with existing literature in the charity sport event context. The impact of social and charity motives on attachment to the event underscores the importance of a connection to both sport and charity among charity sport event participants (Peloza & Hassay, 2007; Scott & Solomon, 2002; Wood

et al., 2010). In addition, the relationship between social motives and charity motives and attachment supports the notion that charity sport events can represent a meaningful experience (Cornwell & Smith, 2001). The results show that neither physical motives nor escape motives lead to belief in making a difference, or attachment. It is conceivable that an individual motivated to participate in a charity sport event by the physical aspect, or the opportunity to escape his or her everyday routine, may not be particularly attached to the event. Previous research in the charity sport event context has questioned the contribution of the escape motive to attachment (Filo et al., 2008). In light of this, it is not surprising that the physical and escape motives do not lead to belief in making a difference or attachment.

The contribution of the social motives and charity motives to belief in making a difference suggests that belief in making a difference is highlighted and reinforced through charity sport event participation. This aligns with the notion that charity sport events can achieve objectives beyond fundraising (Ruperto & Kerr, 2009). The significant relationship between the social and charity motives and attachment, as well as belief in making a difference and attachment supports the idea that an individual becomes attached to an object based upon different aspects of the object (Robinson & Trail, 2005). In addition, the contribution of both the social and charity motives, along with the belief in making a difference, confirms Funk and James' (2006) assertion that attachment is an outcome driven by factors beyond motives. Moreover, the mediating role of belief in making a difference in predicting attachment to a charity sport event provides empirical support for Funk's (2008) contention that an evaluative outcome representing an individual's beliefs and feelings towards an object strengthens the outcomes. In the case

of the current research, belief in making a difference reflects an evaluative outcome that predicts a stronger attachment to a charity sport event.

Marketing Implications

The findings of this research introduce a number of implications for those who manage and market events. To strengthen individuals' attachment to the event, marketers must work to reinforce the belief that these individuals are making a difference through their participation in the event. Reddin and Sonn (2003) suggest symbols and rituals can reinforce an individual's emotional connection to an object. Event marketers can utilize symbols through the development of event merchandise emphasizing the social change outcomes of the event. T-shirts, hats, and posters that include messaging highlighting the difference made through participation can be sold to participants before, during, and after the event. In addition, rituals can be integrated into the event showcasing the impact that the event has on the related cause. Gatherings such as early bird registration parties, ceremonies prior to the start of the event, and post-event parties can be used to communicate goals in advance of the event; achievement of those goals; and objectives for future events. Symbols and rituals can contribute to the development of moral responsibility within communities, and, in turn, commitment to a charity's calls to action (Hassay & Peloza 2009). Through developing and reinforcing belief in making a difference among event participants, event organizers can further facilitate attachment.

Second, social media can be utilized to reinforce the social aspect of charity sport events, while also enhancing participants' belief in making a difference before and after the event. Organizations can attract consumer response to social media activity by engaging and leading users via the provision of compelling content (Bennett, 2007).

Social media technologies can communicate needs in advance of the event, while also providing a mechanism to thank participants following the event and communicate the outcomes achieved. Online viral videos featuring constituents of the charitable organization describing the importance of the charity and the event could be an effective means to create a narrative within event marketing communication.

Third, the link between social motives and belief in making a difference suggests that the strength of the collective among participants may reinforce participant belief in impacting change through the event. Event managers can leverage the relationship between socializing and belief in making a difference by facilitating the development of networks among participants. Social networks can facilitate the flow of information and communicate opportunities to individuals, while enhancing social capital (Lin, 1999). Event marketers can develop promotions for social networks at the event, as well as activities for networks in the aftermath of the event. These promotions can include registration and sign up opportunities for small groups to volunteer or join committees within the charitable organization, as well as join lobbying efforts on behalf of the charity. In addition, small group training programs and teams can be facilitated by event managers to allow participants to sustain their physical activity following the event alongside individuals who share the connection to the charity.

Future Directions

The current study examined a set of motives based on prior research that were thought to influence belief in making a difference and attachment. A number of further studies are warranted based upon the findings of this research. Further qualitative and quantitative work can refine the scales employed to assess belief in making a difference.

Qualitative research can further define what qualifies as making a difference.

Subjectivity may exist among participants as to how they are successfully making a difference (e.g., awareness, fundraising, advocacy, participation) Focus groups may provide an effective means to solicit these opinions.

In addition, longitudinal data can be collected to track sustained participant engagement with the charity following the event. It may also be useful to examine similarities and differences among sub-groups who participate in these events based on level of physical activity. For example, the current study included those participating in the LAF event as a whole, thus combining those who were participating in a 10-mile cycling ride with those who were participating in a 100-mile cycling ride. Similarly, individuals who participate in a variety of charity sport events can be compared with individuals who participate in a select few events to account for differences that may exist in the factors contributing to attachment based upon experience and history with these events. Possible differences between the motives for participation, the level of attachment to the event, as well as the collective belief in making a difference among each segment should be assessed.

The current study focused on an event and charity that are quite well-known and successful, while many smaller charity sport events exist. It may be useful to examine attachment to the event and charity, and how individuals believe they can make a difference through smaller, lesser-known events. Further, this research focused exclusively on event participants. However, charity sport events rely upon a dedicated volunteer force, while encouraging friends and family of participants to attend as spectators. An investigation of belief in making a difference among volunteers and

spectators could assist event marketers in tailoring communication to different event stakeholders. Effective marketing communication to volunteers and spectators could not only assist in the achievement of social change objectives, but could also enhance event sustainability. Event sponsors represent an additional event stakeholder worthy of examination. Qualitative data could be collected to investigate the relationship between the charity and corporate partners to evaluate belief in making a difference among these event stakeholders.

Finally, further research can explore whether charity sport event participation promotes increased charitable activity in general among participants. Belief in making a difference among participants may transcend the designated benefitting charity for a specific event. Participants may be inspired to engage with a variety of other charitable endeavors as a result of a charity sport event. Research can examine whether this occurs, as well as how participants get involved with other charities (i.e., fundraising, advocacy, volunteering). Finally, future research should investigate whether the same relationship holds true for non-sport charity events such as Shave for a Cure and the MS Read-A-Thon.

Conclusion

This research reveals belief in making a difference as an evaluative outcome among participants mediating the relationship between motives and attachment to a charity sport event. Specifically, social motives and charity motives contribute to a participant's belief in making a difference which, in turn, contributes to a participant's attachment to the event. Event marketers can utilize a number of resources to reinforce belief in making a difference to attract and retain participants. It is hoped that this

research serves as a starting point for further investigation of the social change-based initiatives of charity sport events.

REFERENCES

- Alexandris, K., Funk, D. C., & Pritchard, M. (2011). The impact of constraints on motivation, activity attachment, and skier intentions to continue. *Journal of Leisure Research*, 43, 56-79.
- Bagozzi, R.P. (1993). Assessing construct validity in personality research: Applications to measures of self-esteem. *Journal of Research in Personality*, 27, 49-87.
- Baron, R. M. & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research – Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173–1182.
- Beard, J.G., & Ragheb, M.G. (1983). Measuring leisure motivation. *Journal of Leisure Research*, 15, 219-228.
- Bennett, W.L. (2007). Changing citizenship in the digital age. In Bennett, W. L. (Eds.) *Civic Life Online: Learning How Digital Media Can Engage Youth* (pp. 1-24). Cambridge, MA: The MIT Press.
- Bennett, R., Mousley W., Kitchin, P., & Ali-Choudhury, R. (2007). Motivations for participating in charity-affiliated sporting events. *Journal of Customer Behavior*, 6, 155-178.
- Bilodeau, M., & Slivinski, A. (1998). Rational, non-profit entrepreneurship. *Journal of Economics and Management Strategy*, 7, 551-571.
- Charities Aid Foundation (2010). The World Giving Index 2010. Retrieved September 13 2010 from: http://www.cafonline.org/PDF/World_Giving_Index_2010_A4.pdf.

- Cornwell, T. B. & Smith, R. K. (2001). The communications importance of consumer meaning in cause-linked events: Findings from a US event for benefiting breast cancer research. *Journal of Marketing Communications*, 7, 213-229.
- Dawson, S. (1988). Four motivations for charitable giving: Implications for marketing strategy to attract monetary donations for medical research. *Journal of Health Care Marketing*, 8 (2), 31-37.
- Deci, E. L. & Ryan, R. M. (1985). *Self-Determination in Human Behavior*. New York: Plenum Press.
- Duncan, B. (1999). Modeling charitable contributions of time and money. *Journal of Public Economics*, 72, 213-242.
- Ebenkamp, B., & Stark, M. (1999). Brand aid: Cause effective. *Brandweek*, 40 (8), 20-22.
- Filo, K., Funk, D. C., & O'Brien, D. (2010). The antecedents and outcomes of attachment and sponsor image within charity sport events. *Journal of Sport Management*, 24, 623-648.
- Filo, K., Funk, D.C., & O'Brien, D. (2009). The meaning behind attachment: Exploring camaraderie, cause, and competency at a charity sport event. *Journal of Sport Management*, 23, 361-387.
- Filo, K., Funk, D.C., & O'Brien, D. (2008). It's really not about the bike: Exploring attraction and attachment to the events of the Lance Armstrong Foundation. *Journal of Sport Management*, 22, 501-525.

- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39-50.
- Francois, P. (2007). Making a difference. *RAND Journal of Economics*, 38(3), 714-732.
- Funk, D.C. (2008). *Consumer behaviour for sport and events: Marketing action*. Oxford, UK: Butterworth-Heinemann.
- Funk, D.C., Haugtvedt, C.P., & Howard, D.R. (2000). Contemporary attitude theory in sport: Theoretical considerations and implications. *Sport Management Review*, 3(2), 124-144.
- Funk, D.C. & James, J.D. (2006). Consumer loyalty: The meaning of attachment in the development of sport team allegiance. *Journal of Sport Management*, 20 (2), 189-217.
- Funk, D. C., & James, J. (2001). The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, 4, 119-150.
- Gerbing, D.W. & Anderson, J.C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing Research*, 25(2), 186-192.
- Giving USA Foundation (2010). Annual Report on Philanthropy for the Year 2010. Retrieved September 13, 2010 from http://www.givingusa2010.org/products/GivingUSA_2010_ExecSummary_Print.pdf.

- Gladden, J.M., Mahony, D.F., & Apostolopoulou, A. (2004). Toward a better understanding of college athletic donors: What are the primary motives? *Sport Marketing Quarterly*, 13(1), 194-208.
- Glazer, A. (2004). Motivating devoted workers. *International Journal of Industrial Organization*, 22, 427-440.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Tatham, R. L. (2010). *Multivariate Analysis* (7th Edition). Upper Saddle River, NJ: Pearson.
- Hassay, D. N. & Peloza, J. (2009). Building the charity brand community. *Journal of Nonprofit and Voluntary Sector Marketing*, 21, 24-55.
- Hibbert, S. & Horne, S. (1996). Giving to charity: Questioning the donor decision process. *Journal of Consumer Marketing*, 13(2), 4-15.
- Higgins, J. W. & Hodgins, A. (2008). The grape escape – A FUNdraising bike tour for the Multiple Sclerosis Society. *Journal of Nonprofit & Public Sector Marketing*, 19, 49-67.
- Higgins, J. W. & Lauzon, L. (2003). Finding the funds in fun runs: exploring physical activity events as fundraising tools in the non-profit sector. *International Journal of Nonprofit and Voluntary Sector Marketing*, 84 (4) 353-360.
- Iacobucci, D., Saldanha, N., & Deng, X. (2007). A meditation on mediation: Evidence that structural equations models perform better than regressions. *Journal of Consumer Research*, 17(2), 140-154.
- Kirchner, T. A., Markowski, E. P., & Ford, J. B. (2007). Relationships among levels of government support, marketing activities, and financial health of nonprofit

- performing arts organizations. *International Journal of Nonprofit & Voluntary Sector Marketing*, 12, 95-116
- Kline, R.B. (1998). *Principle and practice of structural equation modeling*. New York: Guilford Press.
- Lin, N. (1999). Building a network theory of social capital. *Connections*, 22(1), 28-51.
- McGowan, K. (2006). The pleasure paradox. *Psychology Today*, 25, 52-55.
- Merchant, A., Ford, J.B., & Sargeant, A. (2010), 'Don't forget to say thank you': The effect of an acknowledgement on donor relationships. *Journal of Marketing Management*, 26, 593-611.
- Nunally, J.C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.
- Peloza, J., & Hassay, D. N. (2007). A typology of charity support behaviors: Toward a holistic view of helping. *Journal of Nonprofit & Public Sector Marketing*, 17, 135-151.
- Pringle, H. & Thompson, M. (1999). *Brand spirit: How cause related marketing builds brands*. New York: John Wiley and Sons.
- Reddin, J.A., & Sonn, C.C. (2003) Masculinity, social support, and sense of community: The men's group experience in Western Australia. *Journal of Men's Studies*, 11(2), 207-224.
- Robinson, M. J., & Trail, G. J. (2005). Relationships among spectator, gender, motives, points of attachment, and sport preference. *Journal of Sport Management*, 19, 58-80.

- Ruperto, A.R., & Kerr, G. (2009). A study of community events held by not-for-profit organizations in Australia. *Journal of Nonprofit and Public Sector Marketing*, 21 (3), 298-308.
- Ryan, R. M. & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55, 68-78.
- Sargeant, A. (1999). Charitable giving: Towards a model of donor behavior. *Journal of Marketing Management*, 15 (4), 215-238.
- Sargeant, A. & Woodliffe, L. (2007). Building donor loyalty: The antecedents and role of commitment in the context of charity giving. *Journal of Nonprofit and Public Sector Marketing*, 18(2), 47-68.
- Scott, A. & Solomon, P. J. (2003). The marketing of cause-related events: A study of participants as consumers. *Journal of Nonprofit & Public Sector Marketing*, 11, 43-66.
- Taylor, R. & Shanka, T. (2008). Cause for event: Not-for-profit marketing through participant sport events. *Journal of Marketing Management*, 24, 945-958.
- Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1, 154-180.
- Webber, D. (2004). Understanding charity fundraising events. *International Journal of Nonprofit and Voluntary Sector Marketing*, 9, 122-134.
- Wood, L., Snelgrove, R., & Danylchuk, K. (2010). Segmenting volunteer fundraisers at a charity sport event. *Journal of Nonprofit & Public Sector Marketing*, 22, 38-54.

Table 1

Scale Items, Means (*M*), Standard Deviations (*SD*), Factor Loadings, Cronbach's alpha (α), Composite Reliabilities (*CR*), and Average Variance Extracted (*AVE*).

Construct and Indicators	Standardized Loading
<i>One of my reasons for engaging in the LIVESTRONG Challenge is.....</i>	
Social (<i>M</i> = 5.66, <i>SD</i> = 1.86, α = .85, <i>CR</i> = .90, <i>AVE</i> = .58)	
1. to expand my knowledge	0.68
2. to discover new things	0.75
3. to interact with others	0.80
4. to meet new and different people	0.80
Physical (<i>M</i> = 6.00, <i>SD</i> = 3.83, α = .81, <i>CR</i> = .93, <i>AVE</i> = .78)	
1. to improve my skill and ability in doing the activity	0.90
2. to keep in shape physically	0.87
Escape (<i>M</i> = 5.54, <i>SD</i> = 1.91, α = .76, <i>CR</i> = .90, <i>AVE</i> = .73)	
1. to avoid the hustle and bustle of daily activities	0.74
2. to relieve stress and tension	0.95
<i>Giving to the Lance Armstrong Foundation.....</i>	
Charity (<i>M</i> = 5.54, <i>SD</i> = 2.23, α = .66, <i>CR</i> = .86, <i>AVE</i> = .54)	
1. allows me to enhance the prestige of the Charity	0.63
2. allows me to push the organization towards success	0.80
3. provides my life with greater purpose	0.76
Belief in Making a Difference (<i>M</i> = 5.60, <i>SD</i> = 1.21, α = .95, <i>CR</i> = .98, <i>AVE</i> = .90)	
1. Making cancer a national priority is personally important to me	0.95
2. I feel that I am an active part of the LIVESTRONG Army making cancer a national priority	0.98
3. I believe making cancer a national priority would benefit me, my family and/or my friends	0.92
Attachment (<i>M</i> = 4.49, <i>SD</i> = 1.18, α = .86, <i>CR</i> = .94, <i>AVE</i> = .60)	
1. I possess a great deal of knowledge about the LIVESTRONG Challenge	0.68
2. If I were to list everything I know about the LIVESTRONG Challenge, the list would be quite long	0.80
3. The LIVESTRONG Challenge is important to me	0.87
4. Being a participant in the LIVESTRONG Challenge is very important to me	0.84
5. You can tell a lot about a person by whether or not he or she participates in the LIVESTRONG Challenge	0.77
6. Participating in the LIVESTRONG Challenge gives a glimpse of the type of person I am	0.66

Notes α = Cronbach Alpha; *CR* = Composite Reliability, *AVE* = Average Variance Extracted.

Fit Indices (Measurement Model): CFI = .97; IFI = .97; NFI = .96; GFI = .89; RMSEA = .079, 90% Confidence Interval for RMSEA = .073 to .085; $\chi^2_{(149)} = 697.28$, $p = 0.00$

Table 2

Correlations Among Latent Variables

<i>Latent Construct</i>	1	2	3	4	5	6
1. Social	1					
2. Physical	0.62	1				
3. Escape	0.39	0.61	1			
4. Charity	0.47	0.32	0.26	1		
5. Attachment	0.51	0.24	0.18	0.80	1	
6. Belief in Making a Difference	0.43	0.22	0.13	0.51	0.56	1

Note: All correlations significant at: $p < .01$

Table 3

Maximum-Likelihood Standardized Coefficients, Unstandardized Parameter Estimates, and T-Statistics of Structural Model Path Coefficients

<i>Path Description (From → to)</i>	<i>Standardized Estimate</i>	<i>Unstandardized Estimate</i>	<i>t-value</i>
Social → Attachment	.31	.21	4.58*
Social → Belief in Difference	.35	.22	5.24*
Physical → Attachment	-.09	-.03	-1.37
Physical → Belief in Difference	-.03	-.01	-0.51
Escape → Attachment	.02	.01	0.35
Escape → Belief in Difference	-.03	-.02	-0.66
Charity → Attachment	.34	.22	7.23*
Charity → Belief in Difference	.35	.21	8.04*
Belief in Difference → Attachment	.29	.30	6.11*
<hr/>			
$R^2 = .30$, Belief in Making a Difference			
$R^2 = .49$, Attachment			

Note: * $p < .001$

Fit Indices (Structural Model): CFI = .97; IFI = .97; NFI = .96; GFI = .90 RMSEA = .076, 90% Confidence Interval for RMSEA = .07 to .082; $\chi^2_{(149)} = 663.6$, $p = 0.00$

Note: Standardized estimates, * $p < .001$; Model Fit Indices: CFI = .97; IFI = .97; NFI = .96; GFI = .90
 RMSEA = .076; $\chi^2_{(149)} = 663.6$, $p = 0.00$

Figure 1. Test of mediating effect of belief in making a difference