

# Impact of spectators' perceptions of corporate social responsibility on regional attachment in sports: Three-wave indirect effects of spectators' pride and team identification

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## Abstract

The professional sports events industry is becoming immensely popular due to a global social shift toward larger numbers of spectators at sports events and an ever-increasing variety of such events. This study aimed to investigate the impact of spectators' perception of corporate social responsibility on regional attachment by applying social identity theory. The present study introduces two mediators, namely, spectators' pride and team identification, to enlighten the relationship between spectators' perception of corporate social responsibility and regional attachment, thus contributing to the literature on corporate social responsibility in sports. This quantitative study used a time-lagged approach to collect data in three waves at a time interval of one week and the final sample consisted of 511 respondents (i.e., spectators). Hierarchical regression analysis bootstrapping approach was utilized to analyze the hypothesis. We found that the spectators' perceptions of corporate social responsibility positively influenced their team identification, and this relationship was mediated by spectators' pride. In addition, spectators' pride positively influences regional attachment, and this relationship is mediated by team identification. These findings provide new directions for understanding corporate social responsibility, team identification, spectators' pride, and regional attachment in sports contexts. The practical and theoretical implications are discussed.

## Author keywords

Regional attachment

Spectators' perceptions of corporate social responsibility

Spectators' pride

Team identification