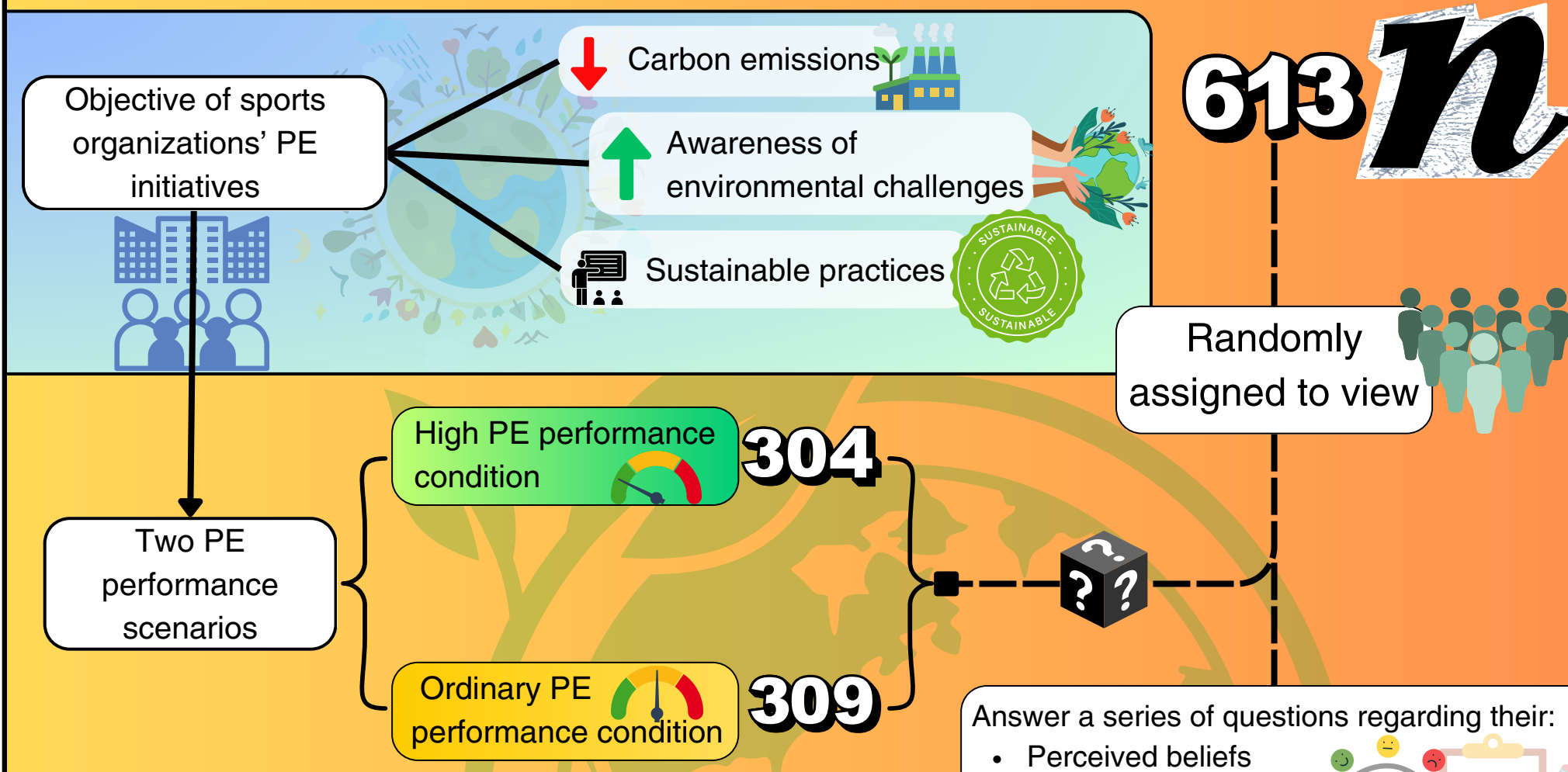


The effectiveness of a college athletic department's proenvironmental initiatives: Examining the tri-component attitude model

The purpose of this study is to examine the impacts of a college athletic department's PE performance on the tri-component model of attitude consisting of cognition (beliefs), affect (feelings), and conation (behavioural intentions).



Results

Table 5. Results of MANCOVA: comparison between high and ordinary PE performance.

Hypotheses	Variable	Total Sample (SD)	High PE Performance (SE)	Ordinary PE Performance (SE)	F Statistic	Sig.	η2	Supported
H1	Perceived Beliefs	5.63 (0.95)	5.66 (0.05)	5.60 (0.05)	0.48	.488	.001	No
H2	General Feelings	5.94 (0.95)	5.99 (0.05)	5.90 (0.05)	1.62	.203	.003	No
H3	Gratitude	5.37 (1.14)	5.49 (0.06)	5.25 (0.06)	7.34	.007	.012	Yes
H4	Donation Intentions	4.38 (1.71)	4.75 (0.08)	4.03 (0.08)	33.05	.000	.052	Yes

- Answer a series of questions regarding their:
- Perceived beliefs
 - General feelings
 - Feelings of gratitude
 - Donation intentions

Conclusions
 Consumers' attitudes improve when they receive information about the high PE performance, specially feelings of gratitude and donation intentions