

スポーツ科学研究, 11, 84-130, 2014 年

**A study of the structural break that spectator's consciousness
by time series data analysis.**

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The purpose of this study was to examine whether the structural break consciousness and expectation of the spectator change with the World Cup held in France (1998) or held in Korea and Japan (2002). This paper assumes that competitive balance ratio(CBR) effects average attendance in J.League(J1). We performed a regression analysis and it examine the structural break point in the person of watching J.League games making use of analyzing the time series data from 1993 to 2011.

As a result, at the time of the World Cup of 1998(France) , the value of F-stastic of Chow Breakpoint Test was 0.769 and the value of probability $F(2,15)$ was 0.481.

The hypothesis that there was not a

structural change is not dismissed as of 1998.

And at the time of the World Cup of 2002(Korea Japan) , the value of F-stastic of Chow Breakpoint Test was 5.027 and the value of probability $F(2,15)$ was 0.021. The hypothesis that there was not a structural change is dismissed as of 2002.

This implied that a structural change was seen at the time of the World Cup of 2002.

The impact of the World Cup 2002 had a big influence on spectator in J.League and promoted a change of the consciousness.

After this time, it is guessed that the consciousness of football spectator varied from an American model to a European model.