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Influence of Social Motivations on Spectator Consumption Behavior of a Formula One Grand Prix Event

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The purpose of this study was to examine the relationship between spectator motivation and sport consumption behavior in the context of F-1 events. Respondents were spectators from three Formula One (F-1) races held in Shanghai, China. Through a structural equation modeling analysis, Achievement Seeking and Salubrious Effects were found to be related to repurchase intentions. Three motivating factors (i.e., Achievement Seeking, Entertainment, and Catharsis) were also found to be associated with Word-of-Mouth intentions concerning F-1 events.

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