

Journal of Hospitality &amp; Tourism Research

# Journal of Hospitality & Tourism Research

## THE MEDIATION OF EMOTIONS IN SPORT EVENTS. A CASE STUDY IN BADMINTON.

Journal:	<i>Journal of Hospitality &amp; Tourism Research</i>
Manuscript ID	JHTR-19-11-600.R2
Manuscript Type:	Quantitative (8000 words)
Keywords:	quality, Satisfaction < Marketing, future intentions, Emotions < Marketing, spectators badminton
Abstract:	This study examining the relationships between functional quality, outcome quality, satisfaction and future intentions, influenced by emotions, of spectators who attended the 2018 European Badminton Championships. The population studied was 686 spectators. The mean age was $36.08 \pm 14.15$ years, 39.1% were females, and 66.1% were local resident spectators. The results allow to affirm that functional quality and outcome quality have an impact on satisfaction, either directly or indirectly through emotions. In the same way it has been possible to observe the relationship between satisfaction and future intentions of the spectators. These results help to understand the factors that predict the loyalty of spectators of sports event of Badminton.

SCHOLARONE™  
Manuscripts

## THE MEDIATION OF EMOTIONS IN SPORT EVENTS. A CASE STUDY IN BADMINTON.

This study examining the relationships between functional quality, outcome quality, satisfaction and future intentions, influenced by emotions, of spectators who attended the 2018 European Badminton Championships. The population studied was 686 spectators. The mean age was  $36.08 \pm 14.15$  years, 39.1% were females, and 66.1% were local resident spectators. The results allow to affirm that functional quality and outcome quality have an impact on satisfaction, either directly or indirectly through emotions. In the same way it has been possible to observe the relationship between satisfaction and future intentions of the spectators. These results help to understand the factors that predict the loyalty of spectators of sports event of Badminton.

Keywords: quality; satisfaction; future intentions; emotions; spectators; badminton

### INTRODUCTION

Badminton is one of the most popular sports in the world, with high levels of interest in some of the largest markets such as Asia and with significant growth in the Americas. It attracts 497 million fans, with a mean age of 37.9 years (Repucom, 2016). According to Nielsen (2016), badminton is the sixth most watched sport on television worldwide, 87% of badminton fans get their sports information from television and 62% through mobile devices. As well as the continental and national federations, the Badminton World Federation organises various competitions attended by thousands of spectators. Spectators who become service users when they receive a sports show. A better knowledge of the evaluation made by the users of sports services is very useful to improve the management of them, in order to increase their loyalty, by satisfying

1  
2  
3 their needs (García-Fernández, Fernández-Gavira, & Velez-Colón, 2015; Seetanah,  
4 Teeroovengadum, & Nunkoo, 2020). Bringing clients' interests and needs closer to the  
5 offer of sports services is a crucial for sports marketing specialists. Sports  
6 administrators use different tools to assess service quality and satisfaction as  
7 predecessors to user loyalty (Nuviala, Tamayo-Fajardo, Ruiz-Alejos, Nuviala, &  
8 Dalmau-Torres, 2017). This also happens in the context of sports events (Calabuig,  
9 Prado-Gasco, Crespo, Nuñez-Pomar, & Año, 2016; Theodorakis, Alexandris, Tsigilis,  
10 & Karvounis, 2013), since spectator sports are considered a part of the sports industry  
11 oriented towards sports results (Brady, Voorhees, Cronin, & Bourdeau, 2006).  
12 The management of different service variables influences the future intentions of sport  
13 service users, and this is why it so important for sport managers to be able to know how  
14 these variables relate to each other. The central element is satisfaction, since it is the  
15 consequence of a quality service (functional quality and quality of results) and a  
16 precedent for future intentions (Calabuig, Prado-Gascó, Crespo, Núñez-Pomar, & Año,  
17 2015). Some studies in the field of sport events ave used the emotions of spectators as  
18 predictors of their future behaviour, studying the direct relationship between the two  
19 constructs (Biscaia, Correia, Rosado, Maroco, & Ross, 2012). Others studies have  
20 analysed the moderating effect of emotions in different groups of spectators grouped by  
21 levels of emotions, on the relationship between satisfaction and future intentions in a  
22 model that does not include the emotions construct (Calabuig et al., 2015).  
23 The studies mentioned above in the field of sporting events have been carried out with  
24 great scientific rigor. The relationships between service quality, satisfaction and future  
25 intentions have been studied, leaving the outcome quality and emotions out of the  
26 models or without studying all possible relationships between constructs (Calabuig et  
27 al., 2016; Theodorakis et al., 2013). The present study introduces into the same model,  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 in addition to functional quality, satisfaction and future intentions, the variables of  
4  
5 outcome quality and emotions. The aim of this study is to carry out an analysis of the  
6  
7 relationships between these variables and their ability to predict the future intentions of  
8  
9 spectators, depending on whether they are local spectators or tourists, in a sport such as  
10  
11 badminton that is spreading in the West and is a reference sport in the East.  
12  
13  
14  
15  
16

## 17 LITERATURE REVIEW

18  
19  
20 Effects of functional quality and satisfaction on future intentions

21  
22 Zeithaml (1988) defined quality as a consumer judgment on the excellence or  
23  
24 superiority of a product/service, stating that it is a prerequisite for success. Bitner and  
25  
26 Hubber (1994) conceptualised it as the consumer's overall impression of the relative  
27  
28 superiority or inferiority of an organisation and its services. Customer satisfaction is a  
29  
30 pleasurable response to a good, service, benefit or reward (Oliver, 1997), and is a  
31  
32 summary of the evaluation of the overall experiences of customers with a service (Li &  
33  
34 Petrick, 2010). Satisfaction is a different construct from quality of service and has  
35  
36 affective elements (Taylor, 1997).  
37  
38  
39

40  
41 These consumer evaluations, quality and satisfaction, result in post-consumer  
42  
43 behaviour, that is, determine the intentions of their behaviour. These behaviours are  
44  
45 varied and diverse. It was Zeithaml, Berry, and Parasuraman (1996) who developed a  
46  
47 scale that included a large number of these behaviours. Empirical studies show that  
48  
49 satisfaction positively affects intention in various types of services, like tourist services  
50  
51 (Han & Hyun, 2013) and equally in the field of sports services. Anderson and Fornell  
52  
53 (2000) did so in the banking market. Carlson and O'Cass (2010) concluded that the  
54  
55 quality of electronic service influences consumer satisfaction and behavioural intentions  
56  
57  
58  
59  
60

1  
2  
3 on websites. Theodorakis, Howat, Ko, and Avourdiadou (2014), in a study of sport and  
4  
5 fitness centres, found that satisfaction is an antecedent to users' future intentions.  
6

7  
8 In the context of sport events, there is empirical evidence of the influence of service  
9  
10 quality and satisfaction on behavioural intentions. Bodet and Bernache-Assollant (2011)  
11  
12 in a study with French first division ice hockey clubs, with a sample of 395 spectators,  
13  
14 revealed that spectator satisfaction is the strongest predictor of intentions to attend  
15  
16 sporting events again. In a study conducted in the context of professional basketball in  
17  
18 Spain, using a sample of 429 spectators, Calabuig et al. (2016) found a direct  
19  
20 relationship between quality and satisfaction with future spectator intentions. On a  
21  
22 sample of spectators from the United States and Japan, Yoshida and James (2010) found  
23  
24 that quality is a predisposition to both service satisfaction and game satisfaction. Both  
25  
26 types of satisfaction are antecedents to the future intentions of spectators in both  
27  
28 contexts.  
29  
30  
31  
32  
33  
34

35 Outcome quality, satisfaction and future intentions

36  
37 The quality of the dimension of output of a service was first proposed by Gronroos  
38  
39 (1984). Later, Brady and Cronin (2001) used the term performance quality. This  
40  
41 dimension has recently been introduced in studies on sports events (Calabuig et al,  
42  
43 2016; Theodorakis et al., 2013). Studies by Clemes, Brush and Collins (2011), Ko,  
44  
45 Zhang, Catani and Pastore (2011), Theodorakis et al. (2013) and Yoshida and James  
46  
47 (2010) used outcome quality in a multidimensional nature in the context of sports  
48  
49 spectators. For example, Calabuig et al. (2016) included a single item to assess the  
50  
51 influence of the outcome of the match; Theodorakis et al. (2013) defined two  
52  
53 dimensions "team performance and game quality" in "Outcome Quality"; Clemes et al.  
54  
55 (2011) proposed four dimensions "stadium atmosphere, game quality, match day  
56  
57  
58  
59  
60

entertainment and the social environment", to measure "Outcome Quality. These authors, during their research nor did they equally study the relationship between outcome quality, satisfaction and future intentions of the spectators.

### Emotions and sports events

When attending a sports event, viewers expect to receive psychological and social benefits, such as emotions, fun and social interaction (Ko et al., 2011). Emotions are affective states characterised by episodes of intense feelings associated with a specific reference point (such as a person, an object or an event) that instigate a specific response or behaviour (Cohen & Areni 1991). Bagozzi, Gopinath, and Nyer (1999) define emotion as a state of preparedness that arises from cognitive evaluations of events or thoughts and can lead to specific actions to affirm or cope with emotion, depending on its nature and meaning to the person who has it. Emotion is a complex psychological phenomenon that directs us towards a behaviour in a consistent manner, and it can influence decision-making (Austin, 2002).

The role of emotions in the behaviour of consumers has been increasingly recognised in the work on marketing, as illustrated by the constant development of the theory that incorporates concepts related to emotion as a background of commercial behaviour (Agarwall & Malhotra, 2005; Morosan, 2017). Few research papers have studied which components or characteristics of consumers' emotional experience are better determinants of their future behaviors (Li, Walters, Packer, & Scott, 2019). There is a growing interest in knowing the emotions of spectators due to the unique form of experiential consumption in sports (Biscaia et al., 2012; Yoshida, Gordon, Nakazawa, & Biscaia, 2014). Sports events can evoke a wide range of pleasant emotions (joy and excitement) and unpleasant emotions (anger and dejection), which suggests that sports

1  
2  
3 teams have the potential to capitalise on the emotional relationship shared with their  
4  
5 followers (Couvellaere & Richelieu, 2005; Koenigstorfer, Groeppel-Klein, & Schmitt,  
6  
7 2010). It is important to note that context analysis is essential for the study of emotions  
8  
9 (Lazarus, 2000) and previous studies have reported that unpleasant emotions can  
10  
11 negatively influence the satisfaction of spectators (Madrigal, 2003) and behavioural  
12  
13 intentions, among which is returning to attend another sporting event (Bougie, Pieters,  
14  
15 & Zeelenberg, 2003; Sumino & Harada, 2004; Venkatesh, Morris, Davis, & Davis,  
16  
17 2003), while pleasant emotions contribute positively to increasing these results (Biscaia  
18  
19 et al., 2012), due to the influence of perceptions (Lerner & Keltner 2000).

20  
21  
22 After reviewing the literature, it can be observed that the functional quality and the  
23  
24 result, has an influence on the affective state of the spectators, provoking emotions, and  
25  
26 can affect both the satisfaction and the subsequent behaviour of the spectators (Figure  
27  
28  
29 1).

30  
31  
32  
33  
34  
35 Figure 1. Structural model predicting future intentions of sports spectators.  
36  
37  
38  
39

## 40 RESEARCH METHODS

### 41 Hypothesis

42  
43  
44 In summary, the research model tests the effects of four constructs (functional quality,  
45  
46 Outcome quality, satisfaction and emotions) on future intentions and the possibility of  
47  
48 differences depending on whether it is local spectators or tourist spectators who are  
49  
50 attending a European Badminton Championships. Therefore, on the basis of the above  
51  
52 reasoning and after reviewing the literature the following hypothesis were established:  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 Hypothesis 1<sub>0</sub>: There is no direct and significant relationship between functional quality  
4 and spectator satisfaction at sports events.  
5

6  
7 Hypothesis 1<sub>a</sub>: There is a direct and significant relationship between functional quality  
8 and the satisfaction of spectators of sports events.  
9

10  
11 Hypothesis 2<sub>0</sub>: There is no direct and positive relationship between perceived functional  
12 quality and the future intentions of sport spectators.  
13

14  
15 Hypothesis 2<sub>a</sub>: There is a direct and positive relationship between perceived functional  
16 quality and the future intentions of sport spectators.  
17

18  
19 Hypothesis 3<sub>0</sub>: There is no direct and positive relationship between satisfaction and  
20 future intentions of sports spectators.  
21

22  
23 Hypothesis 3<sub>a</sub>: There is a direct and positive relationship between satisfaction and the  
24 future intentions of sport spectators.  
25

26  
27 Hypothesis 4<sub>0</sub>: There is no direct and positive relationship between the quality of the  
28 result and the satisfaction of sports event spectators  
29

30  
31 Hypothesis 4<sub>a</sub>: There is a direct and positive relationship between the quality of the  
32 result and the satisfaction of the spectators of sporting events  
33

34  
35 Hypothesis 5<sub>0</sub>: There is no direct and positive relationship between the quality of the  
36 result and the future intentions of sports event spectators.  
37

38  
39 Hypothesis 5<sub>a</sub>: There is a direct and positive relationship between the quality of the  
40 result and the future intentions of sports event spectators.  
41

42  
43 Hypothesis 6<sub>0</sub>: Functional quality has no direct relationship with positive emotions.  
44

45  
46 Hypothesis 6<sub>a</sub>: Functional quality has a direct relationship with positive emotions.  
47

48  
49 Hypothesis 7<sub>0</sub>: Functional quality has no direct and negative relationship with negative  
50 emotions.  
51



1  
2  
3 Hypothesis 7<sub>a</sub>: Functional quality has a direct and negative relationship with negative  
4 emotions.  
5

6  
7 Hypothesis 8<sub>0</sub>: The quality of the result has no direct relation to positive emotions.  
8

9  
10 Hypothesis 8<sub>a</sub>: The quality of the result has a direct relationship with positive emotions.  
11

12 Hypothesis 9<sub>0</sub>: The quality of the result has no direct and negative relationship with  
13 negative emotions.  
14

15  
16 Hypothesis 9<sub>a</sub>: The quality of the result has a direct and negative relationship with  
17 negative emotions.  
18

19  
20 Hypothesis 10<sub>0</sub>: Positive emotions do not have a direct relationship with satisfaction.  
21

22  
23 Hypothesis 10<sub>a</sub>: Positive emotions have a direct relationship with satisfaction  
24

25  
26 Hypothesis 11<sub>0</sub>: Positive emotions have no direct relationship to future intentions.  
27

28  
29 Hypothesis 11<sub>a</sub>: Positive emotions have a direct relationship with future intentions.  
30

31 Hypothesis 12<sub>0</sub>: Negative emotions do not have a direct and negative relationship with  
32 satisfaction.  
33

34  
35 Hypothesis 12<sub>a</sub>: Negative emotions have a direct and negative relationship with  
36 satisfaction.  
37

38  
39 Hypothesis 13<sub>0</sub>: Negative emotions do not have a direct and negative relationship with  
40 future intentions.  
41

42  
43 Hypothesis 13<sub>a</sub>: Negative emotions have a direct and negative relationship with future  
44 intentions.  
45  
46  
47  
48

#### 49 50 51 Participants and sampling

52  
53 Given that it was not possible to know the profile of the spectators, the sample for this  
54 study was taken by convenience, with a total of 686 spectators attending matches held at  
55 the European Badminton Championships in 2018. The ages ranged from 16 to 89, with  
56  
57  
58  
59  
60

1  
2  
3 the mean age being  $36.08 \pm 14.15$  years. 39.1% of spectators were female. The majority  
4  
5 of spectators claimed to have a university degree (50.8%), more than half worked  
6  
7 (58.3%) and 46.1% were single. 66.1% were local spectators, while 33.9% were not  
8  
9 residents of the city.  
10  
11  
12  
13

14  
15 Table 1. *Sociodemographic variables of spectators who attended the European*  
16 *Badminton Championships*  
17  
18  
19

## 20 21 Measurements

22  
23 The study constructs were measured using multi-item scales. Quality of service was  
24  
25 evaluated through a specific scale of 28 items, which measures both functional quality  
26  
27 and outcome quality. To measure functional quality, as with Theodorakis and  
28  
29 Alexandris (2008) and Theodorakis, Koustelios, Robinson, and Barlas (2009), five  
30  
31 dimensions were adapted: tangibles, with six items (visually appealing, comfortable  
32  
33 seats, bars/cafes for refreshments, cleanliness, lighting and air quality, maintenance of  
34  
35 fittings and equipment); responsiveness, with four items (prompt service, willingness  
36  
37 to assist, best interests of spectators at heart, individual attention); access, with four  
38  
39 items (car parking availability, public transport availability, ease of entry and exit,  
40  
41 general accessibility of stadium); security, with four items (surrounds of stadium, inside  
42  
43 the stadium, during the game, general sense of freedom from danger when attending  
44  
45 games); and reliability, with four items (delivering services as promised, general  
46  
47 trustworthiness, services provided right first time, response to complaints/problems).  
48  
49 The internal consistency of the scale measured with Cronbach's alpha was .897. To  
50  
51 measure the outcome quality, two dimensions related to the results were adapted, based  
52  
53 on the work of Brady et al. (2006), Koo et al. (2009) and Yoshida and James (2010): the  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 quality of the game, with four items (competitiveness of the games, games are usually  
4 fast and flowing, high level of play, spectacular games); and quality of the players, with  
5 four items (well executed plays, plays with intensity, possibility of winning, great  
6 results). The reliability measured with Cronbach's alpha was .830.  
7  
8  
9

10  
11  
12 The satisfaction of spectators was measured with five items (happy to attend, satisfied  
13 experiences, enjoyed, excited with the experiences, attending is nice), adapted from  
14 Oliver (1997). According to Brady et al. (2006), the last match was the reference to  
15 measure satisfaction. Reliability was measured with Cronbach's alpha, obtaining a  
16 value of .946. Three items were used to measure the future intentions of spectators  
17 (Zeithaml et al., 1996) providing a good Cronbach's alpha (.870). Positive emotions  
18 were calculated through six items (Cronbach's alpha = .961) adapted from Hosany and  
19 Gilbert (2010). Three items (Cronbach's alpha = .960), adapted from Hosany and  
20 Prayag (2013), measured negative emotions.  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32

33 In all scales, respondents were instructed to assess their degree of agreement with each  
34 item, using a seven-point scale ranging from strongly disagree (1), to strongly agree (7).  
35  
36 Several sociodemographic questions such as age, gender, studies, place of residence,  
37 marital status and some questions about the physical activity performed were added to  
38 the scales.  
39  
40  
41  
42  
43  
44  
45  
46

#### 47 Procedure

48  
49 During the European Badminton Championships held in Huelva (Spain) in 2018,  
50 research collaborators, previously trained, asked those attending the matches to respond  
51 to the questionnaire. The answers were given in the presence of the interviewer, who  
52 resolved any doubts that arose during the administration of the questionnaire. Those  
53 surveyed agreed to participate voluntarily. Work was carried out on days 4 and 5 of 6-  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 day Championships. The research does have a positive report from the Ethical  
4  
5 Commission.  
6  
7  
8  
9

#### 10 Data analysis

11  
12 So as to assess the factorial structure of the model among two groups of users, an  
13  
14 analysis of factorial invariance was conducted with the AMOS (22) programme. The  
15  
16 variance is related to the degree in which the items that are used in a survey has the  
17  
18 same meaning as the members of different groups studied, in which it is a requirement  
19  
20 for the comparison of factors to make sense. The objective of the analysis is to show if  
21  
22 the model that relates the functional quality, outcome quality, positive emotions,  
23  
24 negative emotions, satisfaction and future intentions studied, is the same for the two  
25  
26 groups. The estimation method used was the Maximum Likelihood. In order to assess  
27  
28 the factorial invariance, the procedure was followed via which the model adjustment in  
29  
30 different models has to be verified. The adjustment of each model was assessed by  
31  
32 examining various indices. The Comparative Fix Index (CFI), the Root Mean Square  
33  
34 Error of Approximation (RMSEA), and the Standardized Root Mean Square Residual  
35  
36 (RMR) were used as adjustment statistics. Likewise, the value  $\chi^2$  y el  $\chi^2/D.F.$  was used.  
37  
38 Finally, the regression coefficients, standardised and non-standardised, were calculated  
39  
40 for the relationships in the model.  
41  
42  
43  
44  
45  
46  
47  
48

## 49 RESULTS

50  
51 Table 2 summarizes the means, standard deviations and correlations of the variables  
52  
53 entered in the model. The means of five of the variables range from 6.17 to 6.29, and  
54  
55 the standard deviation between .52 and 1.13. Only the mean of negative emotions had a  
56  
57 very different value, 1.49 with a standard deviation of .91. Significant and positive  
58  
59  
60

1  
2  
3 correlations were observed between most of the variables, with correlation coefficients  
4  
5 ranging from .156\*\* to .611\*\*. The correlations of emotions with the rest of the  
6  
7 variables are negative in all cases.  
8  
9

10  
11  
12 *Table 2. Constructs/objets of the study. Means, standard deviation & Pearson's*  
13 *correlations among measurement instruments. Internal consistency in the diagonal*  
14  
15

16  
17  
18  
19 The validity of the factorial structure of the model that relates the functional quality,  
20  
21 outcome quality, positive emotions, negative emotions, satisfaction and future  
22  
23 intentions studied was checked. The results ( $\chi^2 / df = 2.347$ , GFI = .906, CFI = .944, IFI  
24  
25 = .944, RMR = .065, RMSEA = .076) show that the goodness-of-fit indices of the  
26  
27 model analysed are correct. The model shows significant relationships between  
28  
29 functional quality, positive emotions and satisfaction. Moreover, outcome quality is  
30  
31 related to emotions (positive and negative) and satisfaction. Positive emotions are  
32  
33 related to satisfaction. Lastly, satisfaction is related to future intentions (Table 3).  
34  
35  
36  
37 Factor invariance tests were performed to assess whether there were differences in the  
38  
39 model depending on the populations under study. First, the basic model (model 1) was  
40  
41 found to have a reasonable fit to the data with a CFI close to .90 and values less than .06  
42  
43 for RMSEA and below .08 in RMR (Table 3). Consequently, the basic model was  
44  
45 acceptable in its fit to the data. Later, several models were tested to which some more  
46  
47 constraints were added to the previous model (model 2, factor loadings constrained;  
48  
49 model 3, observed variable intercepts; model 4, residual variances; model 5, factor  
50  
51 variances and covariances; model 6, factor means). All models' fits are acceptable. To  
52  
53  
54 check the factor invariance, a differential  $\chi^2$  tes was performed between model 1 and  
55  
56  
57 the rest of the models. Table 2 shows that there are no significant differences between  
58  
59  
60

1  
2  
3 model 1 and models 2 to 5. There are differences between model 6 and model 1 in the  
4  $\chi^2$  difference test ( $p < .001$ ) (Table 3). Looking at the IFC values in the models, it is  
5  
6 clear that, with the exception of the value in model 6, they have very similar values,  
7  
8 with a difference between them of  $-.01$ , suggesting the factor invariance of the model.  
9  
10 Model 4 has the better chi-square coefficient divided by the degrees of freedom.  
11  
12 Furthermore, looking at the values of this model in relation to models 1, 2, 3 and 5,  
13  
14 there are no clear differences in the adjustment indices CFI, RMSEA, and RMR,  
15  
16 therefore this model is deemed to be ideal for comparing the two groups included in the  
17  
18 study.  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34

Table 3. *Adjustment Statistics for the Models. Comparison between Models using Model 1 as the Correct One*

35 The results of the model which relates the proposed variables are shown in Table 4. It  
36  
37 has been observed an impact of the variable pf functional quality on satisfaction (H1a:  $\beta$   
38  
39 =  $.366$ ,  $p < .001$ ), with the standardised values being slightly higher among local viewers  
40  
41 ( $\beta = .381$  versus  $\beta = .335$ ). Satisfaction has a direct relationship with spectators'  
42  
43 intentions to return to sports events (H3a:  $\beta = .447$ ,  $p < .001$ ), with the standardised  
44  
45 values being slightly higher among local spectators than tourist spectators ( $\beta = .448$   
46  
47 versus  $\beta = .380$ ). Hypothesis 4a has also been confirmed by the existence of a  
48  
49 relationship between game quality and satisfaction (H4a:  $\beta = .289$ ,  $p < .05$ ), with the  
50  
51 standardised value of this relationship being higher in local spectators than in tourist  
52  
53 spectators ( $\beta = .304$  versus  $\beta = .268$ ). Functional quality is an antecedent of positive  
54  
55 emotions (H6a:  $\beta = .323$ ,  $p < .001$ ), being the local spectators those who again present a  
56  
57  
58  
59  
60

1  
2  
3 superior Beta value ( $\beta = .321$  versus  $\beta = .300$ ) in this ratio. The quality of the game is  
4 antecedent of the positive emotions (H8a:  $\beta = .350$ ,  $p < .05$ ), and as in all other  
5 relationships the Beta value is higher in the local spectators ( $\beta = .371$  versus  $\beta = .322$ ).  
6  
7 Similarly, the quality of the game is related to negative emotions (H9a:  $\beta = -.605$ ,  
8  $p < .001$ ) being this association higher in local spectators ( $\beta = -.619$  versus  $\beta = -.576$ ).  
9  
10 Positive emotions are directly related to satisfaction (H10a:  $\beta = .265$ ,  $p < .05$ ). The  
11 proposed model explains 53% of satisfaction and 27% of future intentions.  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21

22 Table 4. *Comparison between the Standardised and Non-standardise. Regression of*  
23 *the two Groups of spectators. Critical Ratios of Differences between the two*  
24 *Groups of spectators. Hypothesis Testing.*  
25  
26  
27  
28  
29  
30  
31

## 32 DISCUSSION

33  
34 This study explores a model that relates functional quality, outcome quality, emotions,  
35 satisfaction and future intentions of spectators at an international Badminton tournament  
36 in Spain, distinguishing between local spectators and tourist spectators. It is necessary  
37 to highlight the existing correlation between all the constructs integrated in the model  
38 which adds to the evidence of the validity. In the same way it is important to mention  
39 that there is a negative correlation of the construct titled negative emotions with the rest  
40 of the variables. This is due to the fact that a low level of negative emotions implies the  
41 lack or inexistence of them, so positive values of other constructs imply low values in  
42 negative emotions. The results show the importance that functional quality and outcome  
43 quality have for satisfaction, either directly or indirectly through emotions. Likewise, it  
44 has been possible to observe the relationship between satisfaction and future intentions  
45 of the spectators.  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 The first results of this study are those that relate functional quality with satisfaction,  
4 that is to say hypothesis 1<sub>a</sub>. The hypothesis is confirmed following the line of results  
5 exposed by Clemes et al. (2011), who linked quality with satisfaction in spectator  
6 sports. It is important to add that Beta values are higher in functional quality in local  
7 spectators. This result is important when it comes to those responsible for the sport  
8 event managing quality. Satisfying local spectators means ensuring their loyalty, with  
9 the consequent effect that this has on future sports events, with it being more  
10 complicated when it comes to one-off events, since there is a lack of continuity over  
11 time or identification with a sports team for fans (Clemes et al., 2011). The results of the  
12 study a direct relationship of functional quality with future intentions has not been  
13 proven, hypothesis 2<sub>a</sub>. There are few studies in the context of sports events where the  
14 direct influence of quality of service on behavioural intentions of spectators has been  
15 revealed, as concluded by Calabuig et al. (2016). Unfortunately, despite the immediate  
16 relevance of those responsible for managing sports events in functional quality, there is  
17 no direct relationship between quality and future intentions of spectators.

18  
19 The satisfaction does have a direct and significant relationship with future intentions of  
20 spectators, a result that corroborates previous studies (Calabuig et al., 2016; Clemes et  
21 al., 2011; Theodorakis et al., 2013; Yoshida & James, 2010) and confirms hypothesis  
22 3<sub>a</sub>. It is the local spectators who have higher values in the satisfaction and future  
23 intentions relationship. This result is in line with the conclusion offered by Bodet and  
24 Bernache-Assollant (2011), although they did it for team sports, in which home loyalty  
25 became an important driver of attitudinal loyalty. Charleston (2009) similarly, for team  
26 sports, recognised that home loyalty can be an important driver of attitudinal loyalty  
27 towards a specific team, arguing that research in environmental psychology has  
28 validated a link between sports fans and the ground of their team, which becomes a



1  
2  
3 symbolic home, and which could explain why the Beta values of local spectators were  
4  
5 higher than those of tourist spectators.  
6

7  
8 The outcome quality is an antecedent of spectator satisfaction, which confirms  
9  
10 hypothesis 4<sub>a</sub>. Result similar to that exposed by Clemes et al. (2011), who linked quality  
11  
12 with satisfaction in spectator sports. The division of quality into functional quality and  
13  
14 outcome quality allows us to observe which of them has the highest impact on  
15  
16 satisfaction. Results are similar to those of Greenwell, Fink, and Pastore (2002), who  
17  
18 reported that functional quality has a greater influence on satisfaction, in contrast to  
19  
20 Brady et al. (2006), Theodorakis et al. (2013) and Tsuji, Bennett, and Zhang (2007),  
21  
22 according to whom outcome quality had a higher impact than functional quality. It is  
23  
24 important to add that Beta values are higher, both in functional quality and in outcome  
25  
26 quality, in local spectators.  
27  
28  
29

30  
31 A direct relationship outcome quality with future intentions has not been proven, which  
32  
33 does not confirm hypothesis 5<sub>a</sub>. There are few studies in the context of sports events  
34  
35 where the direct influence of quality of service on behavioural intentions of spectators  
36  
37 has been revealed, as concluded by Calabuig et al. (2016). This result does not support  
38  
39 the efforts of sports event organisers to improve outcome quality as a strategy for  
40  
41 improving the future intentions of spectators.  
42  
43

44  
45 The impact of Emotions on the behaviour of customers is increasingly recognised  
46  
47 (Agarwall & Malhotra, 2005; Morosan, 2017). Therefore, it is important to know  
48  
49 whether or not quality are directly related to emotions, positive and/or negative, as  
50  
51 precedents to the behaviour of spectators of sports events. The results of this study have  
52  
53 shown that functional quality has a direct relationship with positive emotions, which  
54  
55 confirms hypothesis 6<sub>a</sub>. However, the results do not allow confirmation of hypothesis  
56  
57 7<sub>a</sub>, since there is no relationship between functional quality and negative emotions.  
58  
59  
60

1  
2  
3 Outcome quality is related to positive and negative emotions, which confirms  
4  
5 hypothesis 8<sub>a</sub> and 9<sub>a</sub>. The relationship between outcome quality and negative emotions  
6  
7 is inverse, that is, an increase in outcome quality means a decrease in negative  
8  
9 emotions. In all cases, the relationships have higher values in local spectators. Koo et al.  
10  
11 (2009) obtained similar results and suggest that the main product in spectator sports  
12  
13 stimulates emotional reactions and affects the satisfaction of spectators.  
14  
15 A relationship between positive emotions and satisfaction of spectators has also been  
16  
17 found, hypothesis 10<sub>a</sub>. Wong (2004) suggested that service encounters such as customer  
18  
19 contact with frontline employees could determine positive behavioural responses.  
20  
21 Koenigstorfer, Groeppel-Klein, and Kunkel (2010) reported that the ambiance at the  
22  
23 stadium is crucial to enhance the attractiveness of a sporting event. Therefore, as with  
24  
25 Biscaia et al., (2012), the results allow us to defend the idea that improving the  
26  
27 functional quality of the sports event has a direct relationship with satisfaction, which  
28  
29 will therefore impact behavioural intentions (Yoshida & James, 2010). There is no  
30  
31 relationship between positive emotions and future intentions hypothesis 11<sub>a</sub>. Nor could  
32  
33 hypothesis 12<sub>a</sub> and 13<sub>a</sub>, which sought to test whether negative emotions are related to  
34  
35 satisfaction and future intentions, be confirmed  
36  
37  
38  
39  
40  
41  
42  
43  
44

#### 45 LIMITATIONS

46 Like any other type of cross-sectional study, this research work is not without its  
47  
48 limitations. Firstly, the non-probability convenience sample that was used, could limit  
49  
50 the generalizability of the results of this study. The presence of tourist spectators, who  
51  
52 were not residents of the city, was less than that of local spectators who were very loyal  
53  
54 to one of the players in the tournament. And this may have influenced the results,  
55  
56 especially those results that refer to the local spectators. The study was carried out in  
57  
58  
59  
60

1  
2  
3 Spain, specifically in the South of Spain, which could mean a limited applicability of  
4  
5 the results due to the connotations that the socio-tourist environment may have.  
6  
7 However, these limitations provide a potential for future research that could be  
8  
9 replicated in other environments. This study investigated the differences in the  
10  
11 incidence of quality, functional and outcome, in the emotions and subsequent behavioral  
12  
13 intentions of spectators at an international sports event that is held on a one-off basis.  
14  
15 Furthermore, only differences in relation to tourism were investigated, without studying  
16  
17 the incidence of gender, socioeconomic status or spectator sport practice. The study has  
18  
19 tried to find out if the quality of the organisation affects emotions.  
20  
21  
22  
23  
24  
25

#### 26 CONCLUDING SUMMARY AND MANAGERIAL IMPLICATIONS

27  
28 The purpose of this study was to find out if the quality management of a sports event  
29  
30 can have an impact on the emotions of the spectators and if it can influence the  
31  
32 intentions of their future behaviour. The findings supported that functional quality has a  
33  
34 significant and positive impact on positive emotions. Similarly, outcome quality has a  
35  
36 significant and positive relationship with positive emotions. Also, outcome quality  
37  
38 shows a significant and negative relationship with negative emotions. It should be  
39  
40 highlighted that the positive emotions are an antecedent of the viewers' satisfaction. The  
41  
42 data also show how important emotions are, especially for local viewers. Increasing  
43  
44 them could mean greater fidelity. Sport managers should deepen their understanding of  
45  
46 these interests and explore further and identify the specific emotional aspects that  
47  
48 increase the satisfaction component of their activities. This study has shown the  
49  
50 importance of quality management, functional and outcome, in the emotions of the  
51  
52 spectators. In the same way, quality has a direct influence on satisfaction and indirectly  
53  
54 on future intentions. Sport managers in charge of sports events must strive to ensure a  
55  
56  
57  
58  
59  
60

1  
2  
3 high indicator of perceived quality in order to increase the overall experience of the  
4 event and therefore the level of "excitement" of the spectators. By doing so, they will  
5 increase the satisfaction of attending sports events. Therefore, new strategies should be  
6 sought to increase the excitement in the experience of attending the sports event.  
7  
8  
9

10  
11  
12 The direct impact of emotions on the future intentions of spectators could be studied, as  
13 has happened in other research that did not have spectators of specific sporting events as  
14 its target population. In this case the emotions would not be the result of the quality of  
15 the sports event.  
16  
17  
18  
19  
20

## 21 22 23 24 REFERENCES

- 25  
26 Agarwall, J., & Malhotra, N. K. (2005). An Integrated Model of Attitude and Affect:  
27 Theoretical Foundations and an Empirical Investigation. *Journal of Business Research*,  
28 58(4), 483–493. doi:10.1016/S0148-2963(03)00138-3  
29  
30  
31  
32 Anderson, E. W., & Fornell, C. (2000). Foundations of the American Customer  
33 Satisfaction Index. *Total Quality Management*, 11(7), 869-882.  
34  
35  
36  
37 doi:10.1080/09544120050135425  
38  
39  
40 Austin, N. (2002). Managing Heritage Attractions: Marketing Challenges at Sensitive  
41 Historical Sites. *International Journal of Tourism Research*, 4(6), 447–457.  
42  
43  
44  
45 doi:10.1002/jtr.403  
46  
47 Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing.  
48 *Journal of the Academy of Marketing Science*, 27(2), 184-206.  
49  
50  
51  
52 doi:10.1177/0092070399272005  
53  
54 Biscaia, R. (2016). Revisiting the Role of Football Spectators' Behavioral Intentions  
55 and its Antecedents. *The Open Sports Sciences Journal*, 9(Suppl-1, M2), 3-12. doi:  
56  
57  
58  
59  
60 10.2174/1875399X01609010003

- 1  
2  
3 Biscaia, R., Correia, A., Rosado, A., Marôco, J., & Ross, S. (2012). The effects of  
4 emotions on football spectators' satisfaction and behavioural intentions. *European Sport*  
5  
6 *Management Quarterly*, 12(3), 227-242. doi:10.1080/16184742.2012.679949  
7  
8  
9  
10 Bitner, M. J., & Hubbert, A. R. (1994). Encounter satisfaction versus overall  
11 satisfaction versus quality: The consumer's voice. In *Service Quality: New Directions in*  
12 *Theory & Practice*, edited by R. T. Rust & R. L. Oliver, 72-94. London: Sage  
13  
14  
15  
16 Publications  
17  
18  
19 Bodet, G., & Bernache-Assollant, I. (2011). Consumer loyalty in sport spectatorship  
20 services: The relationships with consumer satisfaction and team identification.  
21  
22 *Psychology and Marketing*, 28(8), 781–802. doi:org/10.1002/mar.20412  
23  
24  
25  
26 Bougie, R., Pieters, R., & Zeelenberg, M. (2003). Angry customers don't come back,  
27 they get back: The experience and behavioral implications of anger and dissatisfaction  
28 in services. *Journal of the Academy of Marketing Science*, 31(4), 377–393. doi:  
29  
30  
31  
32 10.1177/0092070303254412  
33  
34  
35 Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived  
36 service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49. doi:  
37  
38  
39 10.1509/jmkg.65.3.34.18334  
40  
41  
42 Brady, M. K., Voorhees, J. J., Cronin, J., Jr., & Bourdeau, B. L. (2006). The good guys  
43 don't always win: The effect of valence on service perceptions and consequences.  
44  
45 *Journal of Services Marketing*, 20, 83–91. doi: 10.1108/08876040610657011  
46  
47  
48 Calabuig, F., Prado-Gasco, V., Crespo, J., Nunez-Pomar, J., & Año, V. (2015).  
49 Spectator emotions: Effects on quality, satisfaction, value, and future intentions.  
50  
51  
52 *Journal of Business Research*, 68(7), 1445–1449. doi: 10.1016/j.jbusres.2015.01.031  
53  
54  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Calabuig, F., Prado-Gasco, V., Crespo, J., Nuñez-Pomar, J., & Año, V. (2016).  
4  
5 Predicting future intentions of basketball spectators using SEM and fsQCA. *Journal of*  
6  
7 *Business Research*, 6(4), 1396–1400. doi: 10.1016/j.jbusres.2015.10.114  
8  
9  
10 Carlson, J., & O’Cass, A. (2010). Exploring the relationships between e-service quality,  
11  
12 satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of*  
13  
14 *Services Marketing*, 24(2), 112–127. doi: 10.1108/08876041011031091  
15  
16  
17 Charleston, S. (2009). The English football ground as a representation of home. *Journal*  
18  
19 *of Environmental Psycholog*, 29(1), 144–150. doi: 10.1016/j.jenvp.2008.06.002  
20  
21  
22 Clemes, M. D., Brush, G., & Collins, M. J. (2011). Analysing the professional sport  
23  
24 experience: A hierarchical approach. *Sport Management Review*, 14(4), 370-388.  
25  
26 doi: 10.1016/j.smr.2010.12.004  
27  
28  
29 Cohen, J. B., & Areni, C. (1991). Affect and Consumer Behavior. In *Handbook of*  
30  
31 *Consumer Behavior*, edited by S. T. Robertson & H. H. Kassarian, 188–240.  
32  
33 Englewood Cliffs, NJ: Prentice Hall.  
34  
35  
36 Couvelaere, V., & Richelieu, A. (2005). Brand strategy in professional sports: The case  
37  
38 of French soccer teams. *European Sport Management Quarterly*, 5(1), 23-46.  
39  
40 doi:10.1080/16184740500089524  
41  
42  
43 García-Fernández, J., Fernández-Gavira, J., & Velez-Colón, L. (2015). The activity on  
44  
45 social networks: A case study in the fitness industry. *Retos-Nuevas tendencias en*  
46  
47 *Educación Física Deporte y Recreación*, 28, 44-49.  
48  
49  
50 Greenwell, C. T., Fink, J. S., & Pastore, Y. D. L. (2002). Assessing the influence of the  
51  
52 physical sports facility on customer satisfaction within the context of the service  
53  
54 experience. *Sport Management Review*, 5(2), 129–148. doi: 10.1016/S1441-  
55  
56 3523(02)70064-8  
57  
58  
59  
60

1  
2  
3 Gronroos, C. (1984). A service quality model and its marketing implications. *European*  
4 *Journal of Marketing*, 18(4), 36–44. doi: 10.1108/EUM0000000004784

7 Han, H., & Hyun, S.S. (2013). Image congruence and relationship quality in predicting  
8 switching intention conspicuousness of product use as a moderator variable. *Journal of*  
9 *Hospitality & Tourism Research*, 37(3), 303-329. doi: 10.1177/1096348012436381

14 Hosany, S., & Gilbert, D. (2010). Measuring Tourists' Emotional Experiences toward  
15 Hedonic Holiday Destinations. *Journal of Travel Research*, 49(4), 513–526. doi:  
16 10.1177/0047287509349267

21 Hosany, S., & Prayag, G. (2013). Patterns of Tourists' Emotional Responses,  
22 Satisfaction, and Intention to Recommend. *Journal of Business Research*, 66(6), 730–  
23 737. doi: 10.1016/j.jbusres.2011.09.011

28 Ko, Y. J., Zhang, J., Catani, K., & Pastore, D. (2011). Assessment of event quality in  
29 major spectator sports. *Managing Service Quality*, 21(3), 304-332.  
30 doi: 10.1108/09604521111127983

35 Koenigstorfer, J., Groeppel-Klein, A., & Kunkel, T. (2010). The attractiveness of  
36 national and international football leagues: Perspectives of fans of “Star Clubs” and  
37 “Underdogs”. *European Sport Management Quarterly*, 10(2), 127-163. doi:  
38 10.1080/16184740903563406

44 Koenigstorfer, J., Groeppel-Klein, A., & Schmitt M. (2010). You'll never walk alone –  
45 How loyal are soccer fans to their clubs when they are struggling to relegation?. *Journal*  
46 *of Sport Management*, 24(6), 649-675. doi: 10.1123/jsm.24.6.649

51 Koo, Y. G., Hardin, R., McClung, S., Jung, T., Cronin, J., Vorhees, C., et al. (2009).  
52 Examination of the causal effects between the dimensions of service quality and  
53 spectator satisfaction in minor league baseball. *International Journal of Sports*  
54 *Marketing and Sponsorship*, 11(1), 46–59. doi:10.1108/IJSMS-11-01-2009-B004

- 1  
2  
3 Lazarus, R. S. (2000). How emotions influence performance in competitive sports. *The*  
4 *Sport Psychologist*, 14(3), 229-252. doi:10.1123/tsp.14.3.229  
5  
6  
7  
8 Lerner, J. S., & Keltner, D. (2000). Beyond Valence: Toward a Model of Emotion-  
9  
10 Specific Influences on Judgement and Choice. *Cognition and Emotion*, 14(4), 473–493.  
11  
12 doi:10.1080/026999300402763  
13  
14 Li, S.S., Walters, G., Packer, J., & Scott, N. (2019). Using facial electromyography  
15  
16 to test the peak–end rule in tourism advertising. *Journal of Hospitality & Tourism*  
17  
18 *Research*. doi: 10.1177/1096348019890047  
19  
20  
21 Li. X., & Petrick, J. F. (2010). Towards an Integrative Model of Loyalty Formation: The  
22  
23 Role of Quality and Value. *Leisure Sciences*, 32(3), 201-221. doi:  
24  
25 10.1080/01490401003709123  
26  
27  
28 Madrigal R. (2003). Investigating an evolving leisure experience: Antecedents and  
29  
30 consequences of spectator affect during a live sporting event. *Journal of Leisure*  
31  
32 *Research*, 35(1), 23-48. doi:10.18666/jlr-2003-v35-i1-609  
33  
34  
35 Morosan, C. (2017). Information Disclosure to Biometric E-gates: The Roles of  
36  
37 Perceived Security, Benefits, and Emotions. *Journal of Travel Research*, 57(5), 644–  
38  
39 657. doi:10.1177/0047287517711256  
40  
41  
42 Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). *Sport marketing*. Campaign, IL:  
43  
44 Human Kinetics.  
45  
46  
47 Nielsen (2016). *Badminton Overview*. Nielsen Sport and Badminton World Federation,  
48  
49 Unpublished manuscript: Malaysia.  
50  
51  
52 Nuviala, A., Tamayo-Fajardo, J. A., Ruiz-Alejos, C., Nuviala, R., & Dalmau-Torres,  
53  
54 J.M. (2017). Adaptation and validation of the Epod 2.1 questionnaire in free customers  
55  
56 of sport centers. *Retos*, 31, 40-45. Recuperado de  
57  
58 <http://recyt.fecyt.es/index.php/retos/article/view/41928/31129>  
59  
60



1  
2  
3 Oliver, R.L. (1997). *Satisfaction: A behavioral perspective on the customer*. New York:  
4  
5 McGraw-Hill Companies Inc.

6  
7  
8 Repucom (2016). *Global report about Sport and Badminton*. Repucom international  
9  
10 and Badminton World Federation, Unpublished manuscript: Malaysia.

11  
12 Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination Satisfaction and  
13  
14 Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of*  
15  
16 *Hospitality & Tourism Research*, 44(1), 134–148. doi: 10.1177/1096348018798446

17  
18 Sumino, M., & Harada, M. (2004). Affective experience of J. League fans: The  
19  
20 relationship between affective experience, team loyalty and intention to attend.  
21  
22  
23 *Managing Leisure*, 9(4), 181-192. doi: 10.1080/1360671042000273855

24  
25 Taylor, S.A. (1997). Assessing regression-based importance weights for quality  
26  
27 perceptions and satisfaction judgments in the presence of higher order and/or interaction  
28  
29 effects. *Journal of Retailing*, 73(1), 135–159. doi:10.1016/S0022-4359(97)90018-X

30  
31 Theodorakis, N. D., & Alexandris, K. (2008). Can service quality predict spectators'  
32  
33 behavioral intentions in professional football?. *Managing Leisure*, 13, 162–178.

34  
35 Theodorakis, N. D., Alexandris, K., Tsigilis, N., & Karvounis, S. (2013). Predicting  
36  
37 spectators' behavioural intentions in professional football: The role of satisfaction and  
38  
39 service quality. *Sport Management Review*, 16(1), 85–96. doi:  
40  
41  
42  
43

44  
45 10.1016/j.smr.2012.05.004

46  
47 Theodorakis, N. D., Howat, G., Ko, Y. J., & Avourdiadou, S. (2014). A comparison of  
48  
49 service evaluation models in the context of sport and fitness in Greece. *Managing*  
50  
51 *Leisure*, 19(1), 18–35. doi: 10.1080/13606719.2013.849505

52  
53 Theodorakis, N. D., Koustelios, A., Robinson, L., & Barlas, A. (2009). Moderating role  
54  
55 of team identification on the relationship between service quality and repurchase  
56  
57  
58  
59  
60

- 1  
2  
3 intentions among spectators of professional sports. *Managing Service Quality*, 19(4),  
4 456–473. doi: 10.1108/09604520910971557
- 5  
6  
7 Tsuji, Y., Bennett, G., & Zhang, J. (2007). Consumer satisfaction with an action sports  
8 event. *Sport Marketing Quarterly*, 16(4), 199–208. Retrieved from  
9  
10 <https://search.proquest.com/docview/228090708?accountid=14695>  
11  
12  
13  
14 Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of  
15 information technology: Toward a unified view. *MIS Quarterly*, 27(4), 425-478. doi:  
16 10.2307/30036540
- 17  
18  
19  
20  
21 Wong, A. (2004). The role of emotional satisfaction in service encounters”.  
22  
23 *Managing Service Quality*, 14(5), 365-376. doi: 10.1108/09604520410557976
- 24  
25  
26 Yoshida, M., Gordon, B., Nakazawa, M., & Biscaia R. (2014). Conceptualization and  
27 measurement of fan engagement: Empirical evidence from a professional sport context.  
28  
29 *Journal of Sport Management*, 28(4), 399-417. doi:10.1123/jsm.2013-0199
- 30  
31  
32  
33 Yoshida, M., & James, J. (2010). Customer satisfaction with game and service  
34 experience: Antecedents and consequences. *Journal of Sport Management*, 24(3): 338–  
35 361. doi: 10.1123/jsm.24.3.338
- 36  
37  
38  
39  
40 Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End  
41 Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.  
42  
43  
44  
45 doi:10.2307/1251446
- 46  
47  
48  
49  
50 Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1996). The behavioral consequences  
51 of service quality. *Journal of Marketing*, 60(2), 31-46. doi:  
52 10.1177/002224299606000203  
53  
54  
55  
56  
57  
58  
59  
60

Figure 1. Structural model predicting future intentions of sports spectators.

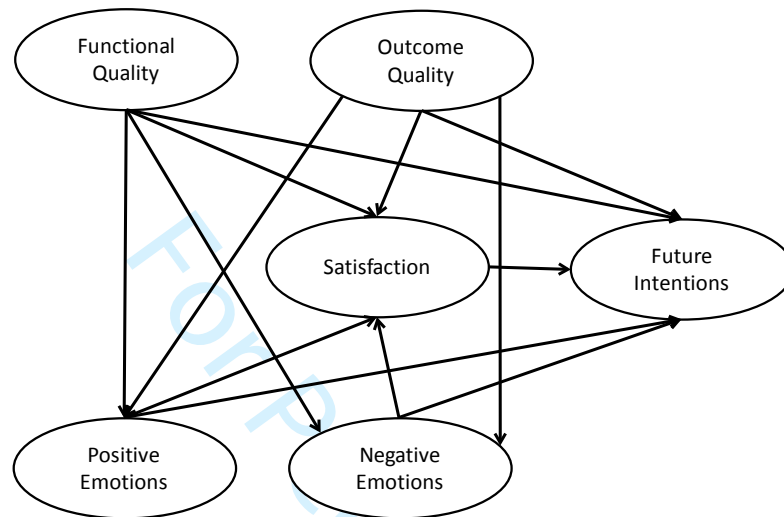


Table 1  
*Sociodemographic variables of spectators who attended the European Badminton Championships*

		Male	Female	Total
	Sex	60.9%	39.1%	
	Age	35.80±13.91	36.17±14.01	36.08 ± 14.15
<b>Studies</b>	Primary	9.9%	13.9%	11.7%
	Secondary	40.8%	33.1%	37.6%
	University	49.4%	53.0%	50.8%
<b>Occupation</b>	Work	63.1%	51.7%	58.3%
	Retired	4.7%	2.6%	3.9%
	Unemployed	2.1%	8.6%	5.2%
	Student	29.6%	28.5%	29.0%
	Housework/tasks		6.6%	2.6%
	Other	0.4%	2.0%	1.0%
<b>Marital status</b>	Single	48.1%	43.0%	46.1%
	Married or lives with partner without children	12.0%	15.9%	13.5%
	Married or lives with partner with children	32.2%	33.1%	32.4%
	Divorced	3.0%	5.3%	3.9%
	Widower/widowed	0.4%		.5%
	Other	4.3%	2.6%	3.6%
<b>Tourism</b>	Local resident	65.7%	66.2%	66.1%
	Tourism	34.3%	33.8%	33.9%

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

For Peer Review

Tabla 2.

*Constructs/objets of the study. Means, standard deviation & Pearson's correlations among measurement instruments. Internal consistency in the diagonal*

	Media	St. Dev.	1	2	3	4	5	6
1. Funtional Quality	6.17	.61	(.897)	.318**	.401**	-.190**	.477**	.297**
2. Outcome Quality	6.33	.52		(.830)	.478**	-.270**	.443**	.156**
3. Positive Emotions	6.29	.87			(.961)	-.299**	.611**	.280**
4. Negative Emotions	1.49	.91				(.960)	-.337**	-.143**
5. Satisfaction	6.54	.70					(.946)	.278**
6. Future Intentions	6.33	1.13						(.870)

Table 3

*Adjustment Statistics for the Models. Comparison between Models using Model 1 as the Correct One*

Goodness-of-fit Indices and Model Comparisons for Tested Models								Comparisons of Conditions Using Measurement Invariance Procedures		
Model	CMIN	DF	<i>p</i>	CMIN/DF	CFI	RMSEA	RMR	Dif. CMIN	Dif DF.	<i>p</i>
1	258.578	158	<.001	1.637	.947	.052	.071			
2	269.021	171	<.001	1.573	.949	.049	.075	13	10.443	.657
3	274.463	180	<.001	1.525	.951	.047	.074	22	15.885	.822
4	276.051	182	<.001	1.517	.951	.047	.074	24	17.473	.828
5	292.384	184	<.001	1.589	.943	.050	.084	26	33.806	.140
6	342.359	199	<.001	1.720	.925	.055	.087	41	83.781	<.001

*Note.* Model 1 indicates no parameters constrained to be equal across groups; model 2, factor loadings constrained to be equal; model 3, observed variable intercepts and factor loadings constrained to be equal; model 4, residual variances, factor loadings, and observed variable intercepts constrained to be equal; model 5, factor variances and covariances, factor loadings, and observed variable intercepts constrained to be equal; model 6, factor means, factor loadings, observed variable intercepts, factor variances, and covariances constrained to be equal.

Dif. CMIN, difference between model 1 and the other models; Dif DF. difference between model 1 and the other models; P significance level between models

Table 4

*Comparison between the Standardised and Non-standardise. Regression of the two Groups of spectators. Critical Ratios of Differences between the two Groups of spectators. Hypothesis testing results.*

				Total spectators		Local residents		Tourists		Local residents versus tourists	
Relation				Beta	p	Beta	p	Beta	p	C.R	Hypothesis
Hyp. 1 <sub>a</sub>	SAT	<---	FQ	.366	***	.381	***	.335	***	4.209	Accepted
Hyp. 2 <sub>a</sub>	FI	<---	FQ	.130	.155	.171	.083	.128	.083	1.733	Not accepted
Hyp. 3 <sub>a</sub>	FI	<---	SAT	.447	***	.448	***	.380	***	4.300	Accepted
Hyp. 4 <sub>a</sub>	SAT	<---	OQ	.289	.049	.304	.046	.268	.046	1.991	Accepted
Hyp. 5 <sub>a</sub>	FI	<---	OQ	.014	.923	.031	.840	.023	.840	.202	Not accepted
Hyp. 6 <sub>a</sub>	PE	<---	FQ	.323	***	.321	***	.300	***	3.910	Accepted
Hyp. 7 <sub>a</sub>	NE	<---	FQ	-.133	.082	-.142	.076	-.124	.076	-1.772	Not accepted
Hyp. 8 <sub>a</sub>	PE	<---	OQ	.350	.001	.371	.001	.322	.001	3.243	Accepted
Hyp. 9 <sub>a</sub>	NE	<---	OQ	-.605	***	-.619	***	-.576	***	-3.986	Accepted
Hyp. 10 <sub>a</sub>	SAT	<---	PE	.265	.013	.282	.008	.267	.008	2.632	Accepted
Hyp. 11 <sub>a</sub>	FI	<---	PE	-.061	.542	-.061	.562	-.049	.562	-.579	Not accepted
Hyp. 12 <sub>a</sub>	SAT	<---	NE	-.093	.128	-.082	.179	-.083	.179	-1.343	Not accepted
Hyp. 13 <sub>a</sub>	FI	<---	NE	-.025	.704	-.041	.552	-.035	.552	-.595	Not accepted
Satisfaction variance explained				53		54		43			
Future Intentions variance explained				27		30		20			

\*\*\* p< .001; Hyp.=Hypothesis; FQ=Functional Quality; OQ=Outcome Quality; PE=Positive Emotions; NE=Negative Emotions; SAT=Satisfaction; FI=Future Intentions