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【Special lecture I】

### **Value creation through high quality sporting events**

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Divergent conceptualizations of value creation exist among scholars. One of the most notable gaps in the literature is the development of a conceptualization of consumption value that includes more than cognitive assessments. In this study, consumption value is defined in relation to three different levels of utilitarian, hedonic, and symbolic value. An examination of the structural model reveals that three quality dimensions (functional,

technical, and aesthetic quality) have a significant impact on their respective value dimensions in a spectator sports context. The results indicate that the constructs of entertainment and community prestige have a positive impact on customers' behavioral intentions.

Keywords: Value creation, service quality, hedonic consumption