

スポーツ消費者の観戦目的特性と最終目的達成が満足度と幸せに与える影響

The effects of sport consumers' goal types and goal valence on satisfaction and happiness

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抄 録

Drawing on the self-determination theory, the current study employed a 2 (Goal type: Enjoyment vs. Victory) × 2 (Goal valence: Positive vs. Negative) factorial experiment to test how sport spectators' satisfaction and happiness were influenced by their sport consumption. The results indicated that there were no differences regarding satisfaction and happiness when consumers achieved their consumption goals. However, having enjoyment relative to victory as a consumption goal created more negative impact on their consumption satisfaction and happiness when they failed to achieve their goals. Furthermore, when the consumption outcome became negative, having goals supporting their favorite teams' victory worked as a shield to alleviate the negative impact elicited by the negative consumption experience.

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