Journal of Hospitality & Tourism Research

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

Journal:	*Journal of Hospitality & Tourism Research*
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 ± 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.

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 ± 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

their needs (García-Fernández, Fernández-Gavira, & Velez-Colón, 2015; Seetanah, Teeroovengadum, & Nunkoo, 2020). Bringing clients' interests and needs closer to the offer of sports services is a crucial for sports marketing specialists. Sports administrators use different tools to assess service quality and satisfaction as predecessors to user loyalty (Nuviala, Tamayo-Fajardo, Ruiz-Alejos, Nuviala, & Dalmau-Torres, 2017). This also happens in the context of sports events (Calabuig, Prado-Gasco, Crespo, Nuñez-Pomar, & Año, 2016; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013), since spectator sports are considered a part of the sports industry oriented towards sports results (Brady, Voorhees, Cronin, & Bourdeau, 2006).

The management of different service variables influences the future intentions of sport service users, and this is why it so important for sport managers to be able to know how these variables relate to each other. The central element is satisfaction, since it is the consequence of a quality service (functional quality and quality of results) and a precedent for future intentions (Calabuig, Prado-Gascó, Crespo, Núñez-Pomar, & Añó, 2015). Some studies in the field of sport events ave used the emotions of spectators as predictors of their future behaviour, studying the direct relationship between the two constructs (Biscaia, Correia, Rosado, Maroco, & Ross, 2012). Others studies have analysed the moderating effect of emotions in different groups of spectators grouped by levels of emotions, on the relationship between satisfaction and future intentions in a model that does not include the emotions construct (Calabuig et al., 2015).

The studies mentioned above in the field of sporting events have been carried out with great scientific rigor. The relationships between service quality, satisfaction and future intentions have been studied, leaving the outcome quality and emotions out of the models or without studying all possible relationships between constructs (Calabuig et al., 2016; Theodorakis et al., 2013). The present study introduces into the same model,

in addition to functional quality, satisfaction and future intentions, the variables of outcome quality and emotions. The aim of this study is to carry out an analysis of the relationships between these variables and their ability to predict the future intentions of spectators, depending on whether they are local spectators or tourists, in a sport such as badminton that is spreading in the West and is a reference sport in the East.

LITERATURE REVIEW

Effects of functional quality and satisfaction on future intentions

Zeithaml (1988) defined quality as a consumer judgment on the excellence or superiority of a product/service, stating that it is a prerequisite for success. Bitner and Hubber (1994) conceptualised it as the consumer's overall impression of the relative superiority or inferiority of an organisation and its services. Customer satisfaction is a pleasurable response to a good, service, benefit or reward (Oliver, 1997), and is a summary of the evaluation of the overall experiences of customers with a service (Li & Petrick, 2010). Satisfaction is a different construct from quality of service and has affective elements (Taylor, 1997).

These consumer evaluations, quality and satisfaction, result in post-consumer behaviour, that is, determine the intentions of their behaviour. These behaviours are varied and diverse. It was Zeithaml, Berry, and Parasuraman (1996) who developed a scale that included a large number of these behaviours. Empirical studies show that satisfaction positively affects intention in various types of services, like tourist services (Han & Hyun, 2013) and equally in the field of sports services. Anderson and Fornell (2000) did so in the banking market. Carlson and O'Cass (2010) concluded that the quality of electronic service influences consumer satisfaction and behavioural intentions

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

In the context of sport events, there is empirical evidence of the influence of service quality and satisfaction on behavioural intentions. Bodet and Bernache-Assollant (2011) in a study with French first division ice hockey clubs, with a sample of 395 spectators, revealed that spectator satisfaction is the strongest predictor of intentions to attend sporting events again. In a study conducted in the context of professional basketball in Spain, using a sample of 429 spectators, Calabuig et al. (2016) found a direct relationship between quality and satisfaction with future spectator intentions. On a sample of spectators from the United States and Japan, Yoshida and James (2010) found that quality is a predisposition to both service satisfaction and game satisfaction. Both types of satisfaction are antecedents to the future intentions of spectators in both contexts.

Outcome quality, satisfaction and future intentions

The quality of the dimension of output of a service was first proposed by Gronroos (1984). Later, Brady and Cronin (2001) used the term performance quality. This dimension has recently been introduced in studies on sports events (Calabuig et al, 2016; Theodorakis et al., 2013). Studies by Clemes, Brush and Collins (2011), Ko, Zhang, Catani and Pastore (2011), Theodorakis et al. (2013) and Yoshida and James (2010) used outcome quality in a multidimensional nature in the context of sports spectators. For example, Calabuig et al. (2016) included a single item to assess the influence of the outcome of the match; Theodorakis et al. (2013) defined two dimensions "team performance and game quality" in "Outcome Quality"; Clemes et al. (2011) proposed four dimensions "stadium atmosphere, game quality, match day

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

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

After reviewing the literature, it can be observed that the functional quality and the result, has an influence on the affective state of the spectators, provoking emotions, and can affect both the satisfaction and the subsequent behaviour of the spectators (Figure 1).

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

RESEARCH METHODS

Hypothesis

In summary, the research model tests the effects of four constructs (functional quality, Outcome quality, satisfaction and emotions) on future intentions and the possibility of differences depending on whether it is local spectators or tourist spectators who are attending a European Badminton Championships. Therefore, on the basis of the above reasoning and after reviewing the literature the following hypothesis were established:

Hypothesis 1_0: There is no direct and significant relationship between functional quality and spectator satisfaction at sports events.

Hypothesis 1_a: There is a direct and significant relationship between functional quality and the satisfaction of spectators of sports events.

Hypothesis 2_0: There is no direct and positive relationship between perceived functional quality and the future intentions of sport spectators.

Hypothesis 2_a: There is a direct and positive relationship between perceived functional quality and the future intentions of sport spectators.

Hypothesis 3_0: There is no direct and positive relationship between satisfaction and future intentions of sports spectators.

Hypothesis 3_a: There is a direct and positive relationship between satisfaction and the future intentions of sport spectators.

Hypothesis 4_0: There is no direct and positive relationship between the quality of the result and the satisfaction of sports event spectators

Hypothesis 4_a: There is a direct and positive relationship between the quality of the result and the satisfaction of the spectators of sporting events

Hypothesis 5_0: There is no direct and positive relationship between the quality of the result and the future intentions of sports event spectators.

Hypothesis 5_a: There is a direct and positive relationship between the quality of the result and the future intentions of sports event spectators.

Hypothesis 6_0: Functional quality has no direct relationship with positive emotions.

Hypothesis 6_a: Functional quality has a direct relationship with positive emotions.

Hypothesis 7_0: Functional quality has no direct and negative relationship with negative emotions.

Hypothesis 7_a: Functional quality has a direct and negative relationship with negative emotions.

Hypothesis 8_0: The quality of the result has no direct relation to positive emotions.

Hypothesis 8_a: The quality of the result has a direct relationship with positive emotions.

Hypothesis 9_0: The quality of the result has no direct and negative relationship with negative emotions.

Hypothesis 9_a: The quality of the result has a direct and negative relationship with negative emotions.

Hypothesis 10_0: Positive emotions do not have a direct relationship with satisfaction.

Hypothesis 10_a: Positive emotions have a direct relationship with satisfaction

Hypothesis 11_0: Positive emotions have no direct relationship to future intentions.

Hypothesis 11_a: Positive emotions have a direct relationship with future intentions.

Hypothesis 12_0: Negative emotions do not have a direct and negative relationship with satisfaction.

Hypothesis 12_a: Negative emotions have a direct and negative relationship with satisfaction.

Hypothesis 13_0: Negative emotions do not have a direct and negative relationship with future intentions.

Hypothesis 13_a: Negative emotions have a direct and negative relationship with future intentions.

Participants and sampling

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

the mean age being 36.08 ± 14.15 years. 39.1% of spectators were female. The majority of spectators claimed to have a university degree (50.8%), more than half worked (58.3%) and 46.1% were single. 66.1% were local spectators, while 33.9% were not residents of the city.

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

Measurements

The study constructs were measured using multi-item scales. Quality of service was evaluated through a specific scale of 28 items, which measures both functional quality and outcome quality. To measure functional quality, as with Theodorakis and Alexandris (2008) and Theodorakis, Koustelios, Robinson, and Barlas (2009), five dimensions were adapted: tangibles, with six items (visually appealing, comfortable seats, bars/cafes for refreshments, cleanliness, lighting and air quality, maintenance of fittings and equipment); responsiveness, wiwth four items (prompt service, willingness to assist, best interests of spectators at heart, individual attention); access, with four items (car parking availability, public transport availability, ease of entry and exit, general accessibility of stadium); security, with four items (surrounds of stadium, inside the stamium, during the game, general sense of freedom from danger when attending games); and reliability, with four items (delivering services as promised, general trustworthiness, services provided right first time, response to complaints/problems). The internal consistency of the scale measured with Cronbach's alpha was .897. To measure the outcome quality, two dimensions related to the results were adapted, based on the work of Brady et al. (2006), Koo et al. (2009) and Yoshida and James (2010): the

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

The satisfaction of spectators was measured with five items (happy to attend, satisfied experiences, enjoyed, excited with the experiences, attending is nice), adapted from Oliver (1997). According to Brady et al. (2006), the last match was the reference to measure satisfaction. Reliability was measured with Cronbach's alpha, obtaining a value of .946. Three items were used to measure the future intentions of spectators (Zeithaml et al., 1996) providing a good Cronbach's alpha (.870). Positive emotions were calculated through six items (Cronbach's alpha = .961) adapted from Hosany and Gilbert (2010). Three items (Cronbach's alpha = .960), adapted from Hosany and Prayag (2013), measured negative emotions.

In all scales, respondents were instructed to assess their degree of agreement with each item, using a seven-point scale ranging from strongly disagree (1), to strongly agree (7). Several sociodemographic questions such as age, gender, studies, place of residence, marital status and some questions about the physical activity performed were added to the scales.

Procedure

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

day Championships. The research does have a positive report from the Ethical Commission.

Data analysis

So as to assess the factorial structure of the model among two groups of users, an analysis of factorial invariance was conducted with the AMOS (22) programme. The variance is related to the degree in which the items that are used in a survey has the same meaning as the members of different groups studied, in which it is a requirement for the comparison of factors to make sense. The objective of the analysis is to show if the model that relates the functional quality, outcome quality, positive emotions, negative emotions, satisfaction and future intentions studied, is the same for the two groups. The estimation method used was the Maximum Likelihood. In order to assess the factorial invariance, the procedure was followed via which the model adjustment in different models has to be verified. The adjustment of each model was assessed by examining various indices. The Comparative Fix Index (CFI), the Root Mean Square Error of Approximation (RMSEA), and the Standardized Root Mean Square Residual (RMR) were used as adjustment statistics. Likewise, the value $\chi 2$ y el $\chi 2$/D.F. was used. Finally, the regression coefficients, standardised and non-standardised, were calculated for the relationships in the model.

RESULTS

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

correlations were observed between most of the variables, with correlation coefficients ranging from .156** to .611**. The correlations of emotions with the rest of the variables are negative in all cases.

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

The validity of the factorial structure of the model that relates the functional quality, outcome quality, positive emotions, negative emotions, satisfaction and future intentions studied was checked. The results ($\chi 2$ / df = 2.347, GFI = .906, CFI = .944, IFI = .944, RMR = .065, RMSEA = .076) show that the goodness-of-fit indices of the model analysed are correct. The model shows significant relationships between functional quality, positive emotions and satisfaction. Moreover, outcome quality is related to emotions (positive and negative) and satisfaction. Positive emotions are related to satisfaction. Lastly, satisfaction is related to future intentions (Table 3). Factor invariance tests were performed to assess whether there were differences in the model depending on the populations under study. First, the basic model (model 1) was found to have a reasonable fit to the data with a CFI close to .90 and values less than .06 for RMSEA and below .08 in RMR (Table 3). Consequently, the basic model was acceptable in its fit to the data. Later, several models were tested to which some more constraints were added to the previous model (model 2, factor loadings constrained; model 3, observed variable intercepts; model 4, residual variances; model 5, factor variances and covariances; model 6, factor means). All models' fits are acceptable. To check the factor invariance, a differential $\chi 2$ tes was performed between model 1 and the rest of the models. Table 2 shows that there are no significant differences between

model 1 and models 2 to 5. There are differences between model 6 and model 1 in the $\chi 2$ difference test ($p < .001$) (Table 3). Looking at the IFC values in the models, it is clear that, with the exception of the value in model 6, they have very similar values, with a difference between them of -.01, suggesting the factor invariance of the model. Model 4 has the better chi-square coefficient divided by the degrees of freedom. Furthermore, looking at the values of this model in relation to models 1, 2, 3 and 5, there are no clear differences in the adjustment indices CFI, RMSEA, and RMR, therefore this model is deemed to be ideal for comparing the two groups included in the study.

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

The results of the model which relates the proposed variables are shown in Table 4. It has been observed an impact of the variable pf functional quality on satisfaction (H1a: $\beta = .366$, $p< .001$), with the standardised values being slightly higher among local viewers ($\beta = .381$ versus $\beta = .335$). Satisfaction has a direct relationship with spectators' intentions to return to sports events (H3a: $\beta = .447$, $p<.001$), with the standardised values being slightly higher among local spectators than tourist spectators ($\beta = .448$ versus $\beta = .380$). Hypothesis 4a has also been confirmed by the existence of a relationship between game quality and satisfaction (H4a: $\beta = .289$, $p< .05$), with the standardised value of this relationship being higher in local spectators than in tourist spectators ($\beta = .304$ versus $\beta = .268$). Functional quality is an antecedent of positive emotions (H6a: $\beta = .323$, $p<.001$), being the local spectators those who again present a

superior Beta value (β = .321 versus β = .300) in this ratio. The quality of the game is antecedent of the positive emotions (H8a: β =.350, p<.05), and as in all other relationships the Beta value is higher in the local spectators (β =.371 versus β =.322). Similarly, the quality of the game is related to negative emotions (H9a: β =- .605, p<.001) being this association higher in local spectators (β =- .619 versus β -= .576). Positive emotions are directly related to satisfaction (H10a: β = .265, p< .05). The proposed model explains 53% of satisfaction and 27% of future intentions.

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.*

DISCUSSION

This study explores a model that relates functional quality, outcome quality, emotions, satisfaction and future intentions of spectators at an international Badminton tournament in Spain, distinguishing between local spectators and tourist spectators. It is necessary to highlight the existing correlation between all the constructs integrated in the model which adds to the evidence of the validity. In the same way it is important to mention that there is a negative correlation of the construct titled negative emotions with the rest of the variables. This is due to the fact that a low level of negative emotions implies the lack or inexistence of them, so positive values of other constructs imply low values in negative emotions. The results show the importance that functional quality and outcome quality have for satisfaction, either directly or indirectly through emotions. Likewise, it has been possible to observe the relationship between satisfaction and future intentions of the spectators.

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

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

symbolic home, and which could explain why the Beta values of local spectators were higher than those of tourist spectators.

The outcome quality is an antecedent of spectator satisfaction, which confirms hypothesis 4_a. Result similar to that exposed by Clemes et al. (2011), who linked quality with satisfaction in spectator sports. The division of quality into functional quality and outcome quality allows us to observe which of them has the highest impact on satisfaction. Results are similar to those of Greenwell, Fink, and Pastore (2002), who reported that functional quality has a greater influence on satisfaction, in contrast to Brady et al. (2006), Theodorakis et al. (2013) and Tsuji, Bennett, and Zhang (2007), according to whom outcome quality had a higher impact than functional quality. It is important to add that Beta values are higher, both in functional quality and in outcome quality, in local spectators.

A direct relationship outcome quality with future intentions has not been proven, which does not confirm hypothesis 5_a. There are few studies in the context of sports events where the direct influence of quality of service on behavioural intentions of spectators has been revealed, as concluded by Calabuig et al. (2016). This result does not support the efforts of sports event organisers to improve outcome quality as a strategy for improving the future intentions of spectators.

The impact of Emotions on the behaviour of customers is increasingly recognised (Agarwall & Malhotra, 2005; Morosan, 2017). Therefore, it is important to know whether or not quality are directly related to emotions, positive and/or negative, as precedents to the behaviour of spectators of sports events. The results of this study have shown that functional quality has a direct relationship with positive emotions, which confirms hypothesis 6_a. However, the results do not allow confirmation of hypothesis 7_a, since there is no relationship between functional quality and negative emotions.

Outcome quality is related to positive and negative emotions, which confirms hypothesis 8_a and 9_a. The relationship between outcome quality and negative emotions is inverse, that is, an increase in outcome quality means a decrease in negative emotions. In all cases, the relationships have higher values in local spectators. Koo et al. (2009) obtained similar results and suggest that the main product in spectator sports stimulates emotional reactions and affects the satisfaction of spectators.

A relationship between positive emotions and satisfaction of spectators has also been found, hypothesis 10_a. Wong (2004) suggested that service encounters such as customer contact with frontline employees could determine positive behavioural responses. Koenigstorfer, Groeppel-Klein, and Kunkel (2010) reported that the ambiance at the stadium is crucial to enhance the attractiveness of a sporting event. Therefore, as with Biscaia et al., (2012), the results allow us to defend the idea that improving the functional quality of the sports event has a direct relationship with satisfaction, which will therefore impact behavioural intentions (Yoshida & James, 2010). There is no relationship between positive emotions and future intentions hypothesis 11_a. Nor could hypothesis 12_a and 13_a, which sought to test whether negative emotions are related to satisfaction and future intentions, be confirmed

LIMITATIONS

Like any other type of cross-sectional study, this research work is not without its limitations. Firstly, the non-probability convenience sample that was used, could limit the generalizability of the results of this study. The presence of tourist spectators, who were not residents of the city, was less than that of local spectators who were very loyal to one of the players in the tournament. And this may have influenced the results, especially those results that refer to the local spectators. The study was carried out in

Spain, specifically in the South of Spain, which could mean a limited applicability of the results due to the connotations that the socio-tourist environment may have. However, these limitations provide a potential for future research that could be replicated in other environments. This study investigated the differences in the incidence of quality, functional and outcome, in the emotions and subsequent behavioral intentions of spectators at an international sports event that is held on a one-off basis. Furthermore, only differences in relation to tourism were investigated, without studying the incidence of gender, socioeconomic status or spectator sport practice. The study has tried to find out if the quality of the organisation affects emotions.

CONCLUDING SUMMARY AND MANAGERIAL IMPLICATIONS

The purpose of this study was to find out if the quality management of a sports event can have an impact on the emotions of the spectators and if it can influence the intentions of their future behaviour. The findings supported that functional quality has a significant and positive impact on positive emotions. Similarly, outcome quality has a significant and positive relationship with positive emotions. Also, outcome quality shows a significant and negative relationship with negative emotions. It should be highlighted that the positive emotions are an antecedent of the viewers' satisfaction. The data also show how important emotions are, especially for local viewers. Increasing them could mean greater fidelity. Sport managers should deepen their understanding of these interests and explore further and identify the specific emotional aspects that increase the satisfaction component of their activities. This study has shown the importance of quality management, functional and outcome, in the emotions of the spectators. In the same way, quality has a direct influence on satisfaction and indirectly on future intentions. Sport managers in charge of sports events must strive to ensure a

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

The direct impact of emotions on the future intentions of spectators could be studied, as has happened in other research that did not have spectators of specific sporting events as its target population. In this case the emotions would not be the result of the quality of the sports event.

REFERENCES

Agarwall, J., & Malhotra, N. K. (2005). An Integrated Model of Attitude and Affect: Theoretical Foundations and an Empirical Investigation. *Journal of Business Research, 58*(4), 483–493. doi:10.1016/S0148-2963(03)00138-3

Anderson, E. W., & Fornell, C. (2000). Foundations of the American Customer Satisfaction Index. *Total Quality Management, 11*(7), 869-882. doi:10.1080/09544120050135425

Austin, N. (2002). Managing Heritage Attractions: Marketing Challenges at Sensitive Historical Sites. *International Journal of Tourism Research, 4*(6), 447–457. doi:10.1002/jtr.403

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science, 27*(2), 184-206. doi:10.1177/0092070399272005

Biscaia, R. (2016). Revisiting the Role of Football Spectators' Behavioral Intentions and its Antecedents. *The Open Sports Sciences Journal, 9*(Suppl-1, M2), 3-12. doi: 10.2174/1875399X01609010003

Biscaia, R., Correia, A., Rosado, A., Marôco, J., & Ross, S. (2012). The effects of emotions on football spectators' satisfaction and behavioural intentions. *European Sport Management Quarterly, 12*(3), 227-242. doi:10.1080/16184742.2012.679949

Bitner, M. J., & Hubbert, A. R. (1994). Encounter satisfaction versus overall satisfaction versus quality: The consumer's voice. In *Service Quality: New Directions in Theory & Practice*, edited by R. T. Rust & R. L. Oliver, 72-94. London: Sage Publications

Bodet, G., & Bernache-Assollant, I. (2011). Consumer loyalty in sport spectatorship services: The relationships with consumer satisfaction and team identification. *Psychology and Marketing, 28*(8), 781–802. doi:org/10.1002/mar.20412

Bougie, R., Pieters, R., & Zeelenberg, M. (2003). Angry customers don't come back, they get back: The experience and behavioral implications of anger and dissatisfaction in services. *Journal of the Academy of Marketing Science, 31*(4), 377–393. doi: 10.1177/0092070303254412

Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing, 65*(3), 34–49. doi: 10.1509/jmkg.65.3.34.18334

Brady, M. K., Voorhees, J. J., Cronin, J., Jr., & Bourdeau, B. L. (2006). The good guys don't always win: The effect of valence on service perceptions and consequences. *Journal of Services Marketing, 20*, 83–91. doi: 10.1108/08876040610657011

Calabuig, F., Prado-Gasco, V., Crespo, J., Nunez-Pomar, J., & Año, V. (2015). Spectator emotions: Effects on quality, satisfaction, value, and future intentions. *Journal of Business Research, 68*(7), 1445–1449. doi: 10.1016/j.jbusres.2015.01.031

Calabuig, F., Prado-Gasco, V., Crespo, J., Nuñez-Pomar, J., & Año, V. (2016). Predicting future intentions of basketball spectators using SEM and fsQCA. *Journal of Business Research, 6*(4), 1396–1400. doi: 10.1016/j.jbusres.2015.10.114

Carlson, J., & O'Cass, A. (2010). Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of Services Marketing, 24*(2), 112–127. doi: 10.1108/08876041011031091

Charleston, S. (2009). The English football ground as a representation of home. *Journal of Environmental Psycholog, 29*(1), 144–150. doi: 10.1016/j.jenvp.2008.06.002

Clemes, M. D., Brush, G., & Collins, M. J. (2011). Analysing the professional sport experience: A hierarchical approach. *Sport Management Review, 14*(4), 370-388. doi: 10.1016/j.smr.2010.12.004

Cohen, J. B., & Areni, C. (1991). Affect and Consumer Behavior. In *Handbook of Consumer Behavior,* edited by S. T. Robertson & H. H. Kassarjian, 188–240. Englewood Cliffs, NJ: Prentice Hall.

Couvelaere, V., & Richelieu, A. (2005). Brand strategy in professional sports: The case of French soccer teams. *European Sport Management Quarterly, 5*(1), 23-46. doi:10.1080/16184740500089524

García-Fernández, J., Fernández-Gavira, J., & Velez-Colón, L. (2015). The activity on social networks: A case study in the fitness industry. *Retos-Nuevas tendencias en Educación Física Deporte y Recreación, 28*, 44-49.

Greenwell, C. T., Fink, J. S., & Pastore, Y. D. L. (2002). Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience. *Sport Management Review, 5*(2), 129–148. doi: 10.1016/S1441-3523(02)70064-8

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

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

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

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

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

Koenigstorfer, J., Groeppel-Klein, A., & Kunkel, T. (2010). The attractiveness of national and international football leagues: Perspectives of fans of ''Star Clubs'' and ''Underdogs''. *European Sport Management Quarterly,10*(2), 127-163. doi: 10.1080/16184740903563406

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

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

Lazarus, R. S. (2000). How emotions influence performance in competitive sports. *The Sport Psychologist, 14*(3), 229-252. doi:10.1123/tsp.14.3.229

Lerner, J. S., & Keltner, D. (2000). Beyond Valence: Toward a Model of Emotion-Specific Influences on Judgement and Choice. *Cognition and Emotion, 14*(4), 473–493. doi:10.1080/026999300402763

Li, S.S., Walters, G., Packer, J., & Scott, N. (2019). Using facial electromyography to test the peak–end rule in tourism advertising. *Journal of Hospitality & Tourism Research*. doi: 10.1177/1096348019890047

Li. X., & Petrick, J. F. (2010). Towards an Integrative Model of Loyalty Formation: The Role of Quality and Value. *Leisure Sciences, 32*(3), 201-221. doi: 10.1080/01490401003709123

Madrigal R. (2003). Investigating an evolving leisure experience: Antecedents and consequences of spectator affect during a live sporting event. *Journal of Leisure Research, 35*(1), 23-48. doi:10.18666/jlr-2003-v35-i1-609

Morosan, C. (2017). Information Disclosure to Biometric E-gates: The Roles of Perceived Security, Benefits, and Emotions. *Journal of Travel Research, 57*(5), 644–657. doi:10.1177/0047287517711256

Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). *Sport marketing.* Campaign, IL: Human Kinetics.

Nielsen (2016). *Badminton Overview*. Nielsen Sport and Badminton World Federation, Unpublished manuscript: Malaysia.

Nuviala, A., Tamayo-Fajardo, J. A., Ruiz-Alejos, C., Nuviala, R., & Dalmau-Torres, J.M. (2017). Adaptation and validation of the Epod 2.1 questionnaire in free customers of sport centers. *Retos, 31*, 40-45. Recuperado de http://recyt.fecyt.es/index.php/retos/article/view/41928/31129

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

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

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

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

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

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

Theodorakis, N. D., Alexandris, K., Tsigilis, N., & Karvounis, S. (2013). Predicting spectators' behavioural intentions in professional football: The role of satisfaction and service quality. *Sport Management Review, 16*(1), 85–96. doi: 10.1016/j.smr.2012.05.004

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

Theodorakis, N. D., Koustelios, A., Robinson, L., & Barlas, A. (2009). Moderating role of team identification on the relationship between service quality and repurchase

intentions among spectators of professional sports. *Managing Service Quality, 19*(4), 456–473. doi: 10.1108/09604520910971557

Tsuji, Y., Bennett, G., & Zhang, J. (2007). Consumer satisfaction with an action sports event. *Sport Marketing Quarterly, 16*(4), 199–208. Retrieved from https://search.proquest.com/docview/228090708?accountid=14695

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly, 27*(4), 425-478. doi: 10.2307/30036540

Wong, A. (2004). The role of emotional satisfaction in service encounters". *Managing Service Quality, 14*(5), 365-376. doi: 10.1108/09604520410557976

Yoshida, M., Gordon, B., Nakazawa, M., & Biscaia R. (2014). Conceptualization and measurement of fan engagement: Empirical evidence from a professional sport context. *Journal of Sport Management, 28*(4), 399-417. doi:10.1123/jsm.2013-0199

Yoshida, M., & James, J. (2010). Customer satisfaction with game and service experience: Antecedents and consequences. *Journal of Sport Management, 24*(3): 338–361. doi: 10.1123/jsm.24.3.338

Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing, 52*(3), 2-22. doi:10.2307/1251446

Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing, 60*(2), 31-46. doi: 10.1177/002224299606000203

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

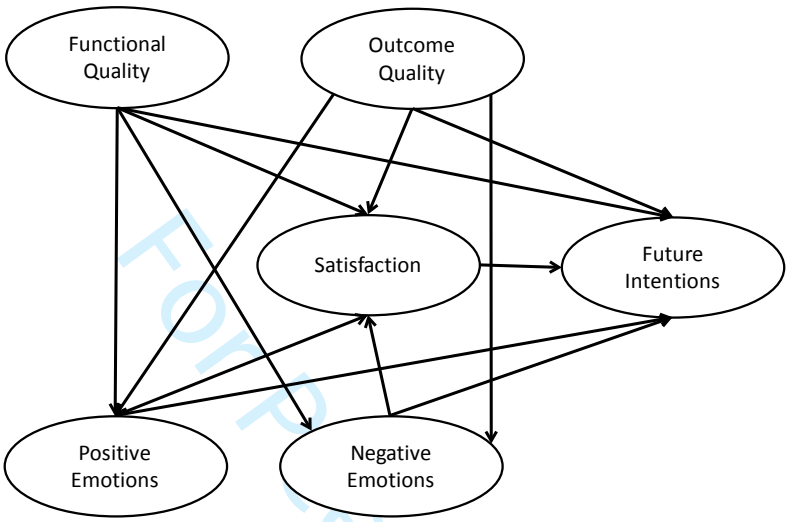

Table 1
Sociodemographic variables of spectators who attended the European Badminton Championships

		Male	Female	Total
	Sex	60.9%	39.1%	
	Age	35.80±13.91	36.17±14.01	36.08 ± 14.15
Studies	Primary	9.9%	13.9%	11.7%
	Secondary	40.8%	33.1%	37.6%
	University	49.4%	53.0%	50.8%
Occupation	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%
Marital status	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%
Tourism	Local resident	65.7%	66.2%	66.1%
	Tourism	34.3%	33.8%	33.9%

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*	*p*	*CMIN/DF*	*CFI*	*RMSEA*	*RMR*	*Dif. CMIN*	*Dif DF.*	*p*
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_a	SAT	<---	FQ	.366	***	.381	***	.335	***	4.209	Accepted
Hyp. 2_a	FI	<---	FQ	.130	.155	.171	.083	.128	.083	1.733	Not accepted
Hyp. 3_a	FI	<---	SAT	.447	***	.448	***	.380	***	4.300	Accepted
Hyp. 4_a	SAT	<---	OQ	.289	.049	.304	.046	.268	.046	1.991	Accepted
Hyp. 5_a	FI	<---	OQ	.014	.923	.031	.840	.023	.840	.202	Not accepted
Hyp. 6_a	PE	<---	FQ	.323	***	.321	***	.300	***	3.910	Accepted
Hyp. 7_a	NE	<---	FQ	-.133	.082	-.142	.076	-.124	.076	-1.772	Not accepted
Hyp. 8_a	PE	<---	OQ	.350	.001	.371	.001	.322	.001	3.243	Accepted
Hyp. 9_a	NE	<---	OQ	-.605	***	-.619	***	-.576	***	-3.986	Accepted
Hyp. 10_a	SAT	<---	PE	.265	.013	.282	.008	.267	.008	2.632	Accepted
Hyp. 11_a	FI	<---	PE	-.061	.542	-.061	.562	-.049	.562	-.579	Not accepted
Hyp. 12_a	SAT	<---	NE	-.093	.128	-.082	.179	-.083	.179	-1.343	Not accepted
Hyp. 13_a	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