

Impact of Japanese Professional Baseball Fans' Satisfaction on Sports
Participation Behavior

顏君彰, 賀力行, Hsueh, Yao-Shun, Su, Wei-San, Chang, Chia-Ming
Technology Management
Management
ho@chu.edu.tw

Abstract

We investigated the impact of professional baseball fans' satisfaction on sporting event participation behavior. The use of service experience as a moderator allows for the understanding of changes in the relationship between satisfaction and sporting event participation, thus providing a basis of reference for professional baseball management in the Asia region. In this study we distributed questionnaires to 417 Japanese professional baseball fans and used structural equation modeling to perform model analysis. The results of this study establish that experience with service content directly impacts fan satisfaction and sporting event participation. However, satisfaction did not exhibit a significant direct impact on sporting event participation behavior. Service experience was, therefore, a moderator.

Keyword : SPORTING EVENTS; BASEBALL; FAN SATISFACTION; SERVICE EXPERIENCE;
PARTICIPATION BEHAVIOR