

# **The Moderating Effect of Physical Self-Esteem on the Relationship between Emotion and Satisfaction in the Participant Sport Industry**

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## **Abstract**

It is known that the role of consumption emotion is an important subject of study in sport consumer behavior. (e.g., Godin, 1987, Kang, 1996, Kim, Kang & Oh, 2007, Sallis & Hovell, 1990). The majority of the related researches argue that emotion is more important than the cognitive aspect as far as satisfaction after participating in a sport and willing to continue is considered. Nevertheless, an in-depth research is needed according to different variables since a human's emotion is very complex and variegates under various circumstances. Therefore, this paper serves the purpose of investigating the role of physical self-esteem in relationship between emotion and customer satisfaction. This in turn will provide better understanding of the role of emotion and customer satisfaction in participant sport.

Based on the previous literatures, the emotion revealed during sport participation can be established as independent variable and satisfaction after participation is set to be the dependent variable. In the meantime, physical self-esteem is the moderator between positive emotion and customer satisfaction. Positive emotion is analyzed in this paper based on the fact that according to prior studies it is known that positive emotion has greater effect due to the special trait of sport activities.

The participants of this study are the members of private sport centers in Seoul. They are selected by convenience sampling method. A total of 485 cases are collected and 443 cases are analyzed except inappropriate responses such as double answers and missing questions. Instrument of the study consisted of three sections: consumption emotion, customer satisfaction, and self-esteem. Emotion was measured with 4 positive emotion words (Kang, 1996, Kim, Kang & Oh, 2007, Laros & Steenkamp, 2005). Customer was measured with 3 questions. Physical Self-esteem scale developed by Heatherton and Polivy (1991) was modified into 2 questions. Confirmatory factor analysis was performed to confirm the validity of the instruments and structural equation modeling was used to develop the model. Especially Ping (1996)'s model was used for verifying the moderating effect. Cronbach's alpha of the measures ranged from .70 to .95. CFAs for the measurement model of emotion and customer satisfaction yielded a satisfactory fit,  $\chi^2(df=24) = 59.8, p < .01$ , Standardized Root Mean Square Residual(SRMR) = .02, Root Mean Square Error of

Approximation(RMSEA) = .06, Comparative Fit Index(CFI) = .99, Tucker-Lewis Index(TLI) = .99. Thus the overall fit of the CFA model was acceptable.

The first model of Ping(1996)'s approach was relationship among emotion, physical self-esteem, and satisfaction. Model fit indices ( $\chi^2=59.831$ ,  $df=24$ ,  $p<.01$ , SRMR=.02, RMSEA=.06, TLI=.99, CFI=.99) indicated that the first model was significant. The second model analyzed to verify the moderating effect of physical self-esteem. According to proposed operation, we created a moderating variable, factor loading and measurement error variance value. The second model fit indices ( $\chi^2=76.181$ ,  $df=32$ ,  $p<.01$ , SRMR=.03, RMSEA=.06, TLI=.99, CFI=.99) indicated that the model was acceptable. The path coefficient from moderate variable to satisfaction was significant and the value was -.14.

The findings of this study have several theoretical and practical implications. First, it has been recognized that consumption emotion takes the role of an antecedent of customer satisfaction. Second, the influence of emotion on satisfaction depends on the physical self-esteem level. Thus, the practitioners should pay more attention to customers' emotions, particularly positive emotions, and should make efforts to elaborate the segmentation strategy by physical self-esteem level.

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