

UNDERSTANDING SPORT SPECTATORS' EMOTIONS: AFFECTIVE EXPERIENCE AND AFFECTIVE REACTION

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Context

In the field of consumer research, emotion might be expected to contribute substantially to the explanation and prediction of postpurchase behavior, which, in addition to product usage, includes satisfaction appraisal, seller-directed complaint actions, word-of-mouth transmission, disposition behaviour, and repurchase planning (Westbrook, 1987). There are some reports that consumption emotion has an influence on consumer satisfaction (Mano and Oliver, 1993) and behaviour (Allen, 1992). In the area of spectator sports, Madrigal (1995, 2003) reported that enjoyment, pride, and anger during a game significantly influenced satisfaction toward the game or performance. Besides, Sumino and Harada (2004) developed an initial scale measuring spectator emotions and investigated the influence of spectator emotion on the antecedent variables of future game attendance of spectators. As a result, it was observed that five affective experiences (worry, joy, surprise, pride, and envy) influenced team loyalty, one affective reaction (joy) influenced satisfaction, and three affective reactions (anger, envy, and pride) influenced the intention to attend future games. Although it was shown that affective experience and affective reaction had different influences on the antecedent variables of future game attendance of spectators, there was room for analyzing the relationship between affective experience and affective reaction. This study investigates the difference and the relationship between these two.

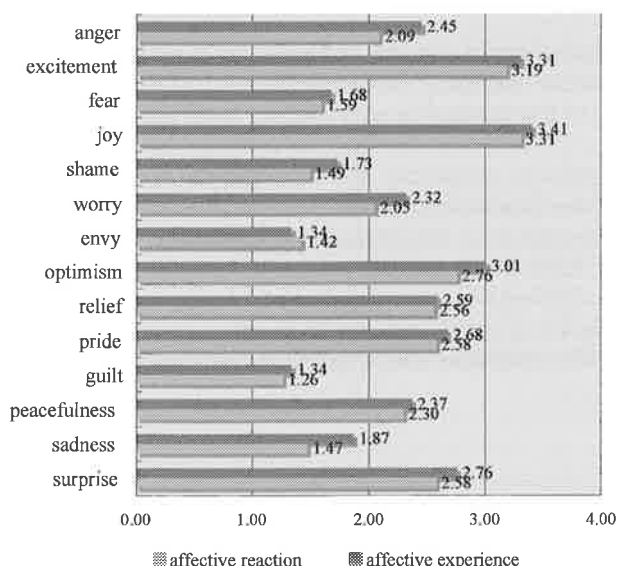
Methods

Surveys were conducted using questionnaires at a stadium where a 2003 J.-League (professional soccer) game was being held. The number of effective respondents was 421. 14 categories of affective experience (anger, excitement, fear, joy, shame, worry, envy, optimism, relief, pride, guilt, peacefulness, sadness, and surprise) and affective response were measured, using the scale developed by Sumino and Harada (2005).

Results

Figure 1 shows the means for affective experience and affective reaction. As a result of t-tests, affective experience of 13 categories (excluding peacefulness) was significantly higher than affective reaction. Besides, in the regression analysis of affective experience and affective reaction, significant correlations were shown in all 14 categories.

Figure 1 Affective experience and affective reaction



Discussion/implications

Affective experience refers to emotion towards total game attendance over time, and affective reaction refers to emotion towards attendance at a single game. Thus, it was appropriate that the score of affective experience was higher than the score of affective reaction. For further research, it is necessary to use affective experience and affective response appropriately in investigating spectator emotion.

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