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## **Heart-capturing (kandoh) scene in sports - Development of a measurement scale and its application to the model**

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### Background

Harada (2008) pointed out the following with respect to clubs in professional sports. “In the management of professional sports team, it is important not only to offer a product and game as a service but also to provide Kandoh or euphoricness.” Kandoh is a special Japanese expression, which means, “to be deeply impressed by certain things that move the heart.” Therefore, the purpose of this study was to investigate how a Kandoh experience influences the intentions of repeat purchase (i.e. watching the game) with the goal of increasing the number of spectators.

### Theoretical Background

Some studies have focused on the emotions in sports consumer behavior. For example, Kuenzel & Yassim (2007) paid attention to the feelings called “Joy” in cricket spectators, Madrigal (1995) and Sumino (2005) focused on various feelings in sport spectators. Kao et al. (2007) inspected the feelings of basketball spectators and investigated how emotions influenced satisfaction, intentions of repeat purchase, and word-of-mouth intention on match. However, no empirical literatures in sports marketing field exist hitherto, which address the study of Kandoh even in Japan. Therefore, a study on sport spectators was conducted during the J-League 2009 season to observe the influence of Kandoh in spectators.

### Method

Each item was taken from Oshimi (2010) to measure Kandoh scene. This scale comprises of 8 factors and 28 items (sympathy/togetherness, spectating in stadium, dramatic scenes, prominent plays, strenuous figures, humanity, success from overcoming barriers, and added elements) and can investigate what kind of scene actually moved (Kandoh) sports spectators. The study used the scale to investigate how Kandoh scenes influence satisfaction and the intentions of repeat purchase with the goal of increasing the number of spectators. Confirmatory factor analysis was performed to confirm the validity and reliability of the Kandoh scene scale, and the average variance extracted (AVE) and cronbach  $\alpha$  were calculated. Subsequently, Amos 5.0 was used to conduct a simultaneous multisample analysis to investigate the differences between the supporters of the two teams in terms of the Kandoh scene, their satisfaction, and their intention to

watch the match again. Questionnaires were distributed to the spectators in the stadium, and the data was collected through mails. The survey was conducted during the Japanese professional soccer League on November 3, 2009, and the object spectators were the fans of F.C. Tokyo and Kawasaki Frontale. They evaluated the Kandoh scene, their satisfaction, and their intentions of watching the match of the day again and posted their responses by mail from outside the stadium in less than a week after a match. Totally, 369 usable questionnaires were collected. Of the usable questionnaires, 211 belonged to the F.C. Tokyo supporters, while the rest of the 158 questionnaires belonged to Kawasaki Frontale supporters.

## Results & Conclusion

After confirming that the Kandoh scene scale was a good fit ( $\chi^2/df = 2.528$ , GFI = .917, AGFI = .884, CFI = .959, RMSEA = .064), the differences between the supporters of the two teams in terms of Kandoh scene, their satisfaction, and their intentions to watch the match again became clear through simultaneous multisample analysis ( $\chi^2/df = 2.042$ , GFI = .841, AGFI = .791, CFI = .914, RMSEA = .053). It is believed that the change of the feeling of the spectators is affected by the victory or defeat of player or team (Sloan, 1989).

The implications of the results are as follows. As “sympathy/togetherness” influenced satisfaction, as indicated by Kuenzel and Yassim (2007), it is important to ensure that a friend or family spends joyous times with other spectators in a stadium. In addition, as “spectating in stadium” influenced the intentions of repeat purchase, it becomes clear that the acquisition of star player seems to be important for the teams. It is also necessary for team to educate or promote a player to be a favorite player among fans and so on.

These results need to be analyzed more specifically and should examine the meaning of “Kandoh” in the context of other countries. However, these findings are valuable toward considering the emotional aspects in spectators and may be effective for future sports marketing.

## Reference

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