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## A STUDY ON SPORT STADIUM ATMOSPHERE—THE CASE OF CHINESE PROFESSIONAL BASEBALL LEAGUE IN TAIWAN

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### Abstract

1. 1. Aim of abstract/paper - research question

The purposes of the present research included the development of the sport stadium atmosphere scale in Chinese Professional Baseball League (CPBL) games along with the examination of the psychometric properties of the scale, the cross validation of the scale, and the investigation on the structural path coefficients among sport stadium atmosphere, spectators' emotions, and repurchase intention.

2. Theoretical background or literature review

The issue of store atmosphere has been thoroughly explored in the domain of business research based on the theoretical framework of environmental psychology proposed by Mehrabian & Russell (1974). The Mehrabian-Russell model suggests that an individual receiving a stimulus from the environment produces a response to the received stimulus (either approach or avoidance behaviors). Such a research paradigm has been used to explore the relationship among environment stimulus, intervening variables, and response variables. Recently, sport management researchers have paid attention to the issue of sport stadium atmosphere (c.f. Chen, Lin, & Chiu, 2013; Uhrich and Koenigstorfer, 2009; Uhrich & Benkenstein, 2010). Therefore, such an issue warrants sport management researchers' efforts.

3. Methodology, research design and data analysis

The current research followed the research procedures suggested by Churchill's (1979) and Kim, Trail, Woo, and Zhang (2011). The procedures involved three stages. The first stage was to construct and refine the items for the scale in CPBL and to conduct a pilot study for the constructs of emotions (pleasure, arousal, and dominance, PAD) and behavioral response (repurchase intention). Thorough review of literature and in-depth interviews with three experts generated an initial list items for sport stadium atmosphere. One hundred subjects were recruited in the ball park using convenience sampling to refine the items. The second stage included the exploration and confirmation of the scale in CPBL.

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Two hundred ninety one subjects were recruited in the ball park using convenience sampling to extract the tentative factor structure. The third stage contained the cross validation of the scale developed from the second stage. Additionally, the hypothesis testing on the structural path coefficients among sport stadium atmosphere, emotions, and repurchase intention was implemented. Two hundred seventy nine subjects were recruited in the ball park using convenience sampling to cross-validate the factor structure as well as to test the proposed hypothesis. Validity and reliability were confirmed in this research. SPSS 18.0 and LISREL 8.51 along with the significance level of .05 were used for data analysis in the current research.

#### 4. Results, discussion and implications/conclusions

The findings of the present study showed that sport stadium atmosphere of CPBL consisted of “players’ performance,” “fans’ passion,” “sport facilities,” “on-site events,” and “team competition.” Satisfactory validity and reliability of the scale was demonstrated by confirmatory factor analysis.

Additionally, sport stadium atmosphere positively predicted spectators’ emotion ( $\beta=.28, p< .05$ ), which in turn positively predicted spectators’ repurchase intention ( $\beta=.19, p< .05$ ). The CPBL can create better atmosphere by the aforementioned factors in order to increase the fans’ repurchase intention to the games.

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