

**Value creation: Assessing the relationships between Big Q, Consumption Value, and Behavioral Intentions at sporting events**

*Masayuki Yoshida, Florida State University*

*Advisor: Jeffrey James, Florida State University*

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**Abstract 9900**

Widely divergent conceptualizations of value creation exist among scholars. One of the most notable gaps in the literature is conceptualizing consumption value beyond cognitive assessment. Building from the literature on value creation, hedonic consumption, and need hierarchy, the concept of consumption value was redefined in relation to three different levels of utilitarian, hedonic, and symbolic value. The current investigation was a first attempt to identify the antecedents and consequences of the multidimensional constructs of consumption value. An examination of the structural model revealed that three quality dimensions - functional, technical, and aesthetic quality - had a significant impact on the respective value dimensions in the context of sporting events. Furthermore, the results indicated the constructs of entertainment and community prestige had a positive impact on customers' behavioral intentions.