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A survey instrument was developed by identifying appropriate measurements from previous literature. Overall life satisfaction among event participants was assessed with the five-item Satisfaction with Life Scale (Diener et al., 1985). Based on Sirgy et al.'s (2011) items, 10 life domains were developed that can be impacted by experience associated with running activities. Event satisfaction was assessed using a three-item measure adapted from Oliver (1980). Running involvement was assessed by three items for each of the involvement facets of pleasure, centrality, and sign (Beaton et al., 2011). Participants were also asked three indicators of behavioral involvement with running (Funk et al., 2011).

The theoretical model was analyzed using partial least squares-structural equation modeling (PLS-SEM). The validity of all measurement items was satisfactory. After controlling for demographic variables, R-square values of overall life satisfaction were .32, suggesting that the model explains a substantial amount of variance for overall life satisfaction among participants. Life domain satisfaction had a significant and medium effect on overall life satisfaction ($\beta=.50$, $p<.001$, $f^2=.349$), confirming H1. Event satisfaction was a significant predictor of life domain satisfaction ($\beta=.14$, $p<.001$), which supports H2; however, the effect size for this relationship was small ($f^2=.03$). Behavioral involvement with running was insignificant on life domain satisfaction ($\beta=-.00$, $p=.94$, $f^2=.00$), indicating that H3 was not supported. Psychological involvement with running had a significant and medium effect on life domain satisfaction ($\beta=.50$, $p<.001$, $f^2=.31$), confirming H4. Collectively, R-square values of life domain satisfaction were .32, indicating that event satisfaction, behavioral involvement with running, and psychological involvement with running explained a substantial proportion of the variation of life domain satisfaction in the model.

The results have several implications. First, using the bottom-up spillover theory, our findings provide a theoretical explanation about how experience associated with running activities could enhance people's life quality. Also, this study extends the application of the bottom-up spillover theory within the context of mass participant sport events by incorporating event satisfaction and running involvement into the model. Further, our findings suggest that MPSEs can be a possible population-based intervention to enhance participants' QOL by providing positive experience through running activities. This provides potential non-economic benefits for hosting participant sport events through enhancing participants' QOL, which could complement economic values of sport events (Diener & Seligman, 2004).

This study also represents initial empirical evidence between psychological involvement with running and QOL. Our findings suggest that psychological involvement with running is a significant predictor of life domain satisfaction, but behavioral involvement with running is not. Because behavioral involvement and psychological involvement had moderate correlations ($r=.33$), some level of behavioral involvement will be necessary in predicting participants' life satisfaction. Nevertheless, because measurements of behavioral involvement do not require people's evaluation of their life, behavioral involvement seems insufficient to explain life quality. Leisure activities can potentially lead to the promotion of life quality through creating meanings in their life (Iwasaki, 2007). The significant and medium effect of psychological involvement on QOL implies that stable psychological connection with running would enhance participants' life quality through creating meaning of running in their life.