The Influence of Event Vitality and Involvement on Satisfaction and Well-Being in the Senior Games

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Introduction
The number of people over 60 years old is expected to increase more than double by 2050, rising from 962 million in 2017 to 2.1 billion (United Nations, 2017). Responding to this trend, there have been several studies exploring the aging process and investigating how to thrive the quality of life among seniors (Broughton & Beggs, 2007). Regarding substantial improvements in life expectancy and treatments for life-threatening disease among seniors, interest in maintaining their psychological and physical well-being becomes increased (Steptoe, Deaton, & Stone, 2015). Although previous literature on the senior sport arena has shown that participation in a physical activity was a critical driver of a senior’s positive emotions and attitudes toward his/her life (Rejeski & Mihalko, 2001), there has been scarce information about seniors’ sports event experiences and contribution of small-scale event participation to their well-being. In this concept, this study explores how senior’s sports involvement and vitality of the senior games influence their satisfaction, which in turn results in subjective well-being.

Theoretical Framework and Hypotheses Development
Previous studies suggested that individual’s behavioral intention is formatted through a parallel process of cognition, affect, and attitude (Fishbein & Manfredo, 1992; Oliver, 1993). Formed as a function of the cognitive responses, affect leads to individual’s propensity toward an event (Fishbein & Manfredo, 1992). Sport involvement and related concepts (e.g., commitment, motives) are considered primary concepts in understanding individual’s consistency of playing sports (e.g., Beaton et al., 2011). Involvement is articulated as a perception of motivation, arousal, or interest evoked by external stimuli, and can be expressed as individual participation in a pleasurable activity that becomes a central part of one’s life (Zaichkowsky, 1985). Therefore, the following hypotheses were proposed: Sports involvement has positive influence on senior games vitality (H1) and event satisfaction levels (H2).

A senior expects emotional benefits when engaging in a physical activity (Lyons & Dionigi, 2007). Vitality is often considered a positive feeling of high energy and aliveness during completion of an activity of inherent interest (Deci & Ryan, 1985; Ryan & Fredrick, 1997). Previous research has shown that vitality promotes happiness and satisfaction with an activity (Akin, 2012; Ryan & Deci, 2000). In addition to the main effects of involvement and vitality on satisfaction, this study also posits the influence of satisfaction on individual subjective well-being. Subjective well-being is considered a “broad category of phenomena that includes people’s emotional responses, domain satisfactions, and global judgments of life satisfaction” (Diener, Suh, Lucas, & Smith, 1999, p. 277). Although Ryan and Deci (2000) illustrated that an individual is more likely to experience higher well-being when basic psychological needs for autonomy, competence, and relatedness are fulfilled, this study posits that senior’s well-being can also be achieved throughout the event satisfaction with event vitality and game experiences.

H3. Sport Event vitality has a positive influence on event satisfaction.
H4: The event satisfaction has a positive influence on subjective well-being.

Method and Results
Data collection is still ongoing. So far, a total of 58 participants have been collected through the e-mail since the distribution by the Sports Commission who collaborated with us on this project on Oct 16, 2017, which was 10 days after the completion of the event. Online survey program, Qualtrics was employed to collect the data. Due to the low number of the participants, EFA and regression analysis were conducted as a pilot study prior to actual data analyses. Sports involvement (9 items), vitality (6 items), and satisfaction (4 items) were used after being modified to meet the purpose of the study. These items were adapted from Ridinger, Funk, Jordan, and Kaplanidou (2012). Jang, Ko, Wann, and Kim (2017), and Theodorakis, Kaplanidou, and Karabaxoglou (2015) respectively. All items were measured on a 7-point Likert-type scale.
Exploratory factor analysis (EFA) and Cronbach’s Alpha coefficients signified evidence of validity and reliability of each construct: pleasant ($\alpha=.58$, $M=6.71$), centrality ($\alpha=.89$, $M=5.87$), self-expression ($\alpha=.85$, $M=5.76$), vitality ($\alpha=.86$, $M=5.70$), satisfaction ($\alpha=.93$, $M=6.56$), and well-being ($\alpha=.95$, $M=6.53$). The result of multiple regression analysis showed that the positive relationships between the event vitality and each type of sports involvement factor: pleasure ($\beta=.47$, $p<.001$), centrality ($\beta=.36$, $p<.01$), and self-expression ($\beta=.56$, $p<.001$), supporting H1. The relationships between each factor of sports involvement and satisfaction were not found to be statistically significant [: pleasure ($\beta=.11$, $p>.05$), centrality ($\beta=-.01$, $p>.05$), and self-expression ($\beta=.22$, $p>.05$)], therefore not supporting H2. As for H3, the result indicated event vitality had a positive influence on event satisfaction ($\beta=.50$, $p<.001$). Lastly, event satisfaction positive influenced subjective well-being ($\beta=.38$, $p<.01$), thus supporting H4.

Conclusions/Discussions

This research provides several theoretical and managerial contributions. Although this study was conducted as a pilot study before conducting a structural equation modeling with the appropriate amount of sample, this study provides a valuable understanding of the senior’s sports participation and associated experiences. The main objective of this study was to examine the roles of sports involvement and the event energy in senior games participant’s satisfaction and subjective well-being. The results partially supported the hypothesized model. For instance, this study demonstrated that individual sports involvement (cognition) did not have a direct influence on satisfaction (attitude). Although previous literature has demonstrated the direct influence of involvement on satisfaction (Chen, Li, & Chen, 2013), the finding of this study indicated that another affective state (e.g., vitality) is needed for sport event participants to be satisfied with a sport event. The positive influence of event satisfaction on subjective well-being also suggested that sport event participants’ experience can contribute to their psychological wellness. From a managerial standpoint, the findings of this study suggest that encouraging vitality in senior games will enhance participants’ event experiences.