Consumer-to-Consumer Value Co-Creation and Co-Destruction in Spectator Sport

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Marketing - Service Quality (Professional Sport)  
Poster  
Abstract 2019-220  
Friday, May 31, 2019  
2:10 PM  
Room: Napoleon AB corridor

The concept of value co-creation has been given increasing attention in the sport management literature. However, prior research is centered on value co-creation between sport organizations and consumers (Kolyperas et al., in press), while neglecting value co-created by consumer-to-consumer interactions. In most sporting events, consumers encounter other consumers in sporting events (Robinson et al., 2004), and thus research on how consumers co-create value with others should be addressed. Furthermore, research about the negative side of consumer-to-consumer interactions (value co-destruction) has been scarce (Stieler et al., 2014). To fill the void, the purpose of the study was to examine how other consumer value creation and destruction factors influence focal consumers’ perceived value (i.e., economic, social, emotional, and epistemic value), which affects consumer citizenship behaviors (i.e., helping behavior for other consumers and WOM).

We conceptualize the other consumer value creation factor as other consumer passion and the other consumer destruction factor as other consumer dysfunctional behavior. Passion as a positive factor eliciting ensuing behavior had been considered as an important factor for sport atmospherics (Chen et al., 2013). Empirical research shows that other consumers’ cheerful and passionate behaviors positively influence focal individuals’ emotions and consumption experiences (Uhrich & Benkenstein, 2012). Consumers who witness other consumers’ dysfunctional behaviors (e.g., fighting) can have their overall sport consumption experiences ruined, because such behaviors may arouse witnesses’ negative emotional reactions (e.g., anger), as they vicariously experience the victims’ emotions or as they empathetically place themselves in a target’s position (Porath & Erez, 2009). A number of previous studies have well documented that different types of perceived value is a strong predictor of behavioral intention (e.g., Yoshida et al., 2013). The above findings led to the following three hypotheses:

H1. Other consumer passion positively influences perceived value.

H2. Other consumer dysfunctional behavior negatively influences perceived value.

H3. Perceived value positively influences consumer citizenship behaviors.

Data were collected from spectators attending tournaments in the Korea Ladies Professional Golf Association (n = 201) and the Korea Professional Golfers’ Association (n = 117). CFA showed that the measurement model fits the data well (CFI: > .90, RMESA: < .08, and TLI: > .90). The statistical significance level was set at < .05. The results of SEM showed that other customer passion positively predicted economic (β = .29), social (β = .29), emotional (β = .51), and epistemic value (β = .28). Other customer dysfunctional behavior negatively affected emotional value (β = -.13), but not economic (β = -.10), social (β = .08), and epistemic value (β = -.03). Unexpectedly, economic value did not predict helping behavior (β = .04) nor WOM (β = .01). While social value did not significantly affect helping behavior (β = .02), it positively influenced WOM (β = .12). Emotional value positively influenced helping behavior (β = .18) and WOM (β = .22). Similarly, epistemic value was positively associated with helping behavior (β = .62) and WOM (β = .43). Discussion of the findings will be presented along with theoretical and practical implications in the presentation.