

第57回東伏見スポーツサイエンス研究会

日時 2019年6月13日(木) **16:30~18:00**

場所 早稲田大学79号館(STEP22) 304教室

演題

Coping as a Mediation Mechanism between Severity of Spectator
Dysfunctional Behavior and Revisit Intention:

The Moderating Effects of Self-Conceptualization in Sport Consumption
Dr. Kevin K. Byon (Indiana University)

■ The stress and coping theory posits that in the face of negative consumption situations, individuals experience a sequential process: primary appraisal, secondary appraisal, and behavioral outcomes. Drawing on the theory, the purpose of the study is to test (a) the mediating effects of coping strategies (i.e., secondary appraisal) between the severity of spectator dysfunctional behavior (SDB) (i.e., primary appraisal) and revisit intention and (b) the moderating effects of self-construal (i.e., interdependence vs. independence). Across four studies (two pilot studies and two main studies), the findings indicate that coping strategies (i.e., active, expressive, and denial coping) significantly and uniquely mediated the relationship between the severity of SDB (high vs. low) and revisit intention. Furthermore, in responding to highly severe SDB, spectators with interdependent self-construal engaged more in active and expressive coping, and less in denial coping and revisit intention than those with independent self-construal. Overall, the present study highlights (a) the importance of coping strategies for a clearer understanding of the SDB-revisit intention relationship and (b) a boundary condition of self-construal for the influences of SDB on coping strategies and revisit intention.

■ Profile: Dr. Kevin K. Byon is an associate professor of sport management in Department of Kinesiology at Indiana University (IU). Prior to joining IU, Dr. Byon's academic appointments include associate professor (tenured) of sport management at University of Georgia and assistant professor of sport management at University of Southern Mississippi.

Dr. Byon's primary research interest resides broadly in sport consumer behavior within sport marketing and sport tourism. Second research involves the expansion of my expertise in research design, measurement, and statistics. This line of research includes multi-disciplinary contributions to the advancement of quantitative methods in sport management. Dr. Byon served as section editor for Measurement in Physical Education and Exercise Science (MPEES) from 2010-2016, and currently serve on the number of editorial boards of sport management journals.

