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Influence of Relationship Quality between
Professional Sport Team and Fan on Fan's
Psychological Well-Being:

A study on Professional Baseball League in Korea

프로스포츠 구단과 팬의 관계의 질이

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이 현 우

Abstract

Influence of Relationship Quality between Professional Sport Team and Fan on Fan's Psychological Well-Being:

A study on Professional Baseball League in Korea

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For human beings, happiness or well-being is one of the most important elements in their life. For many, good quality of life is the ultimate goal of human life. People everywhere enjoy sports through participating and watching at home or stadiums with their social members such as friends and family. Through involvement in sports, people can attain an enjoyable life and happiness. Previous studies have proved that participating in physical and leisure activities has a positive effect on human happiness or well-being. Moreover, spectator sports have a positive influence on human happiness. For example,

self-identification as a fan for a particular team is a factor that affects a fan's psychological well-being. However, there is not much existing research indicating which specific factors in spectator sports affect quality of life.

This study applied relationship marketing theory to professional sports context and linked it with human psychological well-being. The purpose was to examine the influence of relationship quality between professional sports teams and fans on the fans' psychological well-being in order to find how much the 5 factors of relationship quality impact the fans' psychological well-being, and then to show how the findings from this research can lead to practical developments in both practical and academic sectors.

This study conducted an online survey and collected 330 completed survey samples from professional baseball fans in Korea. From the 330 collected samples, 285 samples were ultimately used for data analysis. SPSS 21.0 was applied for descriptive, reliability, and multiple regression analysis. Confirmatory factor analysis was performed through using AMOS 20.0.

The result of this study found that reciprocity and intimacy between a sports team and its fan has a positive effect on the fan's psychological well-being, even though there are no positive effects in

trust, commitment, and self-connection. In addition, service quality was measured as a moderator variable and proved that there is no moderated effect on or between two variables: relationship quality and psychological well-being.

The findings of this study determined that relationship marketing in professional sports context can enhance people's psychological well-being. With this theoretical evidence, sports managers can better understand the importance of relationship marketing regarding consumers' happiness. The expected potential result is the creation of better effective marketing strategies.

Key Words: Relationship Marketing, Relationship Quality, Psychological Well-Being, Quality of Life, Service Quality

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Chapter 1. Introduction

1.1 Background

Living a better life is a basic and instinctive human desire. With this desire, people try to find more enjoyable and more fun things to do. Because when they are happy, their life is considered to be a good life. For finding which factors can make people happier, researchers have conducted many studies on human happiness or well-being, considering that happiness is one of the most important factors for people in life. Well-being or happiness is often considered to be a quality of life issue. Some researchers stated that happiness in human life would be decided depending on the spheres of life and necessary conditions to live (Diener, Oishi, & Lucas, 2003; Lee., 2001; McCall, 1975). According to Better Life Index 2016 conducted by OECD, 11 factors: housing, income, jobs, community, education, environment, civic engagement, health, life satisfaction, safety, and work-life balance, are used as indicators to measure people's quality of life. Among these factors, life satisfaction and community are considered to have the strongest correlation to living a good quality of life. Countries with low level of life satisfaction such as Korea, which ranks 31 out of 38 OCED member nations in regard to level of life

satisfaction, also tend to have a low sense of community level: Korea ranks 37 out of the 38 OCED nations. In contrast, countries with a high sense of community level such as New Zealand and Norway, are more likely to have higher levels of life satisfaction. In fact, New Zealand's life satisfaction ranks 6th out of the 38 OCED nations and its sense of community level is the highest scored among the OCED nations. This demonstrates that people's relationships are a crucial factor to enhance people's happiness or well-being. OECD also supported this argument, noting that the quality of people's personal relationships and the frequency of their contact with others are crucial determinants of human well-being because humans are social creatures.

Starting with this relationship between the social community and human well-being, this present study raises interest into the sports context. Previous studies stated that a local professional team and its fans' happiness are related. Wann (2004) stated that fans feel a sense of camaraderie and societal connections acquired through associations with the fans' local team. The study also mentioned that the team identification between the local team and fans positively influences fans' psychological well-being and social well-being as well. Thus, it can be said that professional industry may play an important role not

only for the local community but also people's lives. Due to this benefit, having a professional sports team in the region is considered to be an excellent way to enhance the community's dignity and to be a good leisure activity, so local governments often compete to have a professional sports team in its city.

In addition, professional sports teams might influence people's quality of life. With the development of professional industry, there are so many people who have their favorite team and they love to visit the stadium to watch their team. When they are watching the game, they feel attachment to their team and also build a strong sense of fandom with others who watch the game together. This sense of fandom is a form of social community, and this social community may influence people's happiness. Depending on their favorite team's performance, the fans may be more likely to feel happier or unhappier.

In the sports context, there is a strong relationship between fans and their favorite team and the team's athletes, and this relationship is expected to have correlations with people's happiness based on the relationship mentioned above. However, there is a lack of research on happiness based on the relationship between sports fans and their team while the studies on happiness in the sports context have been mostly conducted focused on sports participation. Thus, there is a need to

conduct the research on the influence of the relationship between the professional sports team and its fans on fan's happiness or well-being.

This research, moreover, may become useful data for professional sports business as well. Recently, the possibility of a decrease in sports popularity due to new leisure activities other than sports is introduced.

Kim and Trail (2011) pointed out several reasons why sports consumers are increasingly disconnected and discontented with sport teams in the United States. First, the ticket cost for attending sports games has been increasing and, second, sports fans tend to think that the sports teams and players are more interested in making money than caring about their fans. Moreover, new technologies have been introduced to fans so that they have more leisure activities they can enjoy. They suggested that the sports organizations should focus on relationship marketing to survive in the current sports business situation.

In the business field, relationship marketing has received much attention based on the understanding of relationship quality. Research regarding relationship marketing has been conducted, such as Selling relationship (Smith & Barclay, 1997), Suppliers and Consumers relationship (Doney & Cannon, 1997), Service relationship (Berry,

1995), Brand relationship (McAlexander, Schouten, & Koenig, 2002), Consumer corporation relationship (Garbarino & Johnson, 1999) and so on. However, studies on relationship marketing with consumers' happiness is lacking and more studies need to be conducted.

Thus, this study examines the influence of the relationship between professional sports teams and their fans on the fan's psychological well-being. Relationship quality was measured using the Sports Consumer-Team Relationship Quality Scale (SCTRQS) developed by Kim and Trail (2011) through a comprehensive review of literature and tests of contents validity, including expert review.

Quality of life was measured by psychological well-being questionnaires, which were developed by Ryff (1989). In the present study, psychological well-being is considered as quality of life.

In order to analyze the relationship between personal happiness and professional sports, this study focused on baseball, which is the most popular professional sport in Korea. This study attempts to investigate the effect of relationship quality between professional sports teams and fans on psychological well-being, drawing implications for successful relationship marketing in professional sports.

Thus, this study found that there is a direct relationship between sports relationship quality between sport teams and their fans and the fans' psychological well-being. Even though Wann and his colleagues have made great efforts for justifying positive and significant relationship between team identification and fans' psychological health, there is still a need to study this relationship more deeply. Because prior studies applied just one single factor, team identification, on fan's psychological health to justify the relationship between them. To overcome this limitation, this current study applied sports relationship quality, which consists of five components: trust, commitment, intimacy, self-connection or identification, and reciprocity, instead of just applying a single factor, team identification, and tried to determine which factors influence fans' psychological well-being

1.2 Research Objective

The purpose of this present study is to examine the influence of relationship quality between professional sports teams and their fans on the fans' psychological well-being in order to determine how factors of relationship quality impact fans' psychological well-being and to utilize the findings from this research into for practical development in both practical and academic sectors.

1.3 Research Questions

RQ: How much do five factors of relationship quality: trust, intimacy, self-connection, commitment, and reciprocity, influence the professional sports fan's psychological well-being?

1.4 Definition of Terminology

1.4.1 Relationship Quality

Relationship quality can be defined as the “Overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship” (Palmatier, Dant, Grewal, & Evans, 2006).

1.4.2 Psychological Well-being

Psychological well-being can be defined by six key components: self-acceptance, purpose in life, autonomy, positive relationship with others, environmental mastery based on the integration of theories from clinical, developmental, and humanistic, and existential psychology (Ryff & Singer, 1996).

1.4.3 Service Quality

Service quality is defined to be the consumer's overall impression of the relative inferiority and superiority of the organization and its services (Bitner & Hubbert, 1994, p. 77)

Chapter 2. Literature Review

2.1 Social Identity Theory

Human beings are living in the social environment that consists of families, communities, sports teams, neighborhoods, and other forms of social groups. In other words, social groups for people is one of the most critical requisites for them to live. According to Haslam, Jetten, Postmes, and Haslam (2009), people are social beings and have evolved to be social members to live in groups. With this point, it can be seen that social groups can deliver a setting for human behavior. There have been well-known definitions set forth by researchers.

Social identity was defined by Tajfel as “that part of an individual’s self-concept which derives from his knowledge of his membership of a social group (or group) together with value and emotional significance attached to that membership” (Tajfel, 1978, p. 63). It is argued that social identity theory is based on several assumptions: (1) people define and evaluate themselves in regard to their social groups, which provide a social identity for the group members, (2) people’s social identity is negative or positive depending on the subjective status of the groups that contribute to the social identity, (3) other groups in the social setting constitute the frame of

reference for evaluating one's own group reputation between in-group and related other out-groups. These comparisons take place depending on valued characteristics and behaviors such as power, wealth, skin color, and abilities (Turner & Brown, 1978, p. 204).

Tajfel and Turner (1979) suggested that the central hypothesis of social identity theory is that people pursue positive distinction for their in-group in order to obtain a positive social identity. For example, the group members are confronted with negative social identity and their self-esteem hurts as a consequence when their group fares poorly in comparison (Tajfel & Turner, 1979). Therefore, as in the symbolic interaction and eco-identity theories, social identity theory proposes that people's social groups influence their self-concept.

Abrams and Hogg (1988), in addition, suggested a similar definition: social identity is a person's knowledge that results when people belong to a social category or group. Based on these definitions, it is expected that groups can provide individuals with a sense of belonging, purpose, and place. In fact, Haslam et al. (2009) argued that social identity or groups have qualitative advantages psychologically over individuals such as enhancing sense of belonging, self-esteem, place, and so on.

With Haslam and his colleagues' argument, the relationship

between social identity theory and psychological outcomes such as sense of belonging, place, etc., it is possible to consider that social identity theory is strongly related to the sports context, especially the relationship between sports teams and their fans. First, self-connection or identification is one of the most well-known components of relationship quality in sports, and other fundamental components such as trust, commitment reciprocity, and intimacy can be also linked to social identity theory as well (Kim & Trail, 2011). In fact, relationship in the sports context itself can be seen as the natural phenomena of social identity theory. Therefore, this current study regards the relationship as social identity and will closely examine how relationship quality between sports teams and its fans influences the fans' psychological well-being.

2.1.1 Influence of Social Identity on Human Well-Being

Several studies on social identity theory on human nature, especially psychological aspects, have been conducted. Claire, Clift, and Dumbelton (2008) conducted their study on the role of self-categorization, which is derived from social identity theory, in symptom perceptions. They demonstrated that old people have a greater tendency to think that they experience hearing loss and need a hearing aid when they are encouraged to self-categorise as senior

group members. In addition, it is seen by Adams, Pill, and Jones' work that whether people take prescribed medication following a specific set of symptoms or not is influenced by processes of social identification. They found that those who suffer from asthma are much more likely to take their medication when they categorize themselves as members of an asthma sufferer group (Adams, Pill, & Jones, 1997). According to these studies, it can be believed that by categorizing themselves in a particular group, social identification impacts individuals' emotions which might determine their behavior (Haslam et al., 2009). In other words, human well-being might be enhanced or not be enhanced depending on his or her social identification.

A basis for social support is social identity. Campbell and Jovchelovitch (2000) suggested that social identity, social representations, and power are important elements for building social interaction, relying on the center of helping behavior and the driving of effective social support (Campbell & Jovchelovitch, 2000). Certainly, social support is one key reason why social identity theory is considered to be a critical predictor of well-being in an extensive range of contexts. Haslam, O'Brien, Jetten, Vormedal, and Penna (2005) claimed that social identity can play a role in keeping group members from opposing reactions to strain. This is because it offers a

foundation for the group members to obtain and benefit from social support.

Thus, social support is more apt to be received, given, and interpreted where it is encouraged to the extent that people who are in a position to give and gain that support perceive themselves in order to feel a sense of social identity together (Haslam et al., 2009). The study conducted by Haslam et al. (2008) indicated that the satisfaction of life is linked both with various group memberships before suffering from a stroke and with maintaining the group memberships. From Haslam's research, belonging to multiple groups influences and maintains well-being. Because there is a greater likelihood, which their membership would be preserved after life transition from the stroke (Hyunwoo: do you mean stroke as in the disease? I am guessing that you do, because you discuss this later in the paper regarding old people.). These findings show that the importance of social identity in forwarding people's well-being after stroke and support Haslam's theory. Like this finding, people's well-being can be influenced by sports context.

The relationship between social identity and human well-being in the sports context has been studied. Bee and Kahle (2006) found out that, based on Kelman's functional approach to attitude change, three

factors: compliance, identification, and internalization influence the relationship between sports teams and their fans. Compliance tends to influence formation of relationships in the sports context, which is a short-term effect, and identification involves self-esteem and sports consumers' image enhancement.

One research on the influence of team identification on social psychological health for older sports fans conducted by Wann, Rogers, Dooley, and Foley (2011) indicates that team identification appears as a significant factor on two major component of social psychological health, loneliness and collective self-esteem. Branscombe and Wann (1991) argued that high degree of identification with sports teams can result in enhancing level of self-esteem and incidence of feeling positive emotion. This identity also appears to an act as a buffer against depression, alienation, and other negative emotions.

As a consequence, after reviewing the above literature, social identity theory highly influences human well-being. Ensuring social support, self-esteem, sense of belonging, and place can positively impact individuals' well-being in a wide range of contexts such as community, sports team, and so on.

2.2 Relationship Marketing

In marketing circles, marketers have attempted to make an

alternative approach for over 15 years and relationship marketing can be ideal approach (Godson, 2009). Relationship marketing was first introduced by Berry's paper in 1983 (Barnes, 1994; Gummesson, 1994), and he defined relationship quality as follows: "Relationship marketing is attracting, maintaining and -in multi-service organizations- enhancing customer relationships" (Berry, 1983, p. 25). Relationship marketing, moreover, can also be considered to be "all marketing activities directed towards establishing, developing, and maintaining successful relational exchanges" (Morgan & Hunt, 1994, p. 22).

Since the first introduction of relationship marketing by Berry (1983), it has grown greatly in practice as well as in academia. One of the reasons behind the growth of relationship marketing is to build long-term sustainable relationships with customers, and others such as employees, suppliers, and those who might affect the company's business (Gummesson, 1987). More than 650 companies around the world, for example, reported that about 90 percent are involving in relationship marketing activities, and these companies' executives believe that building an authentic and relevant relationship with customers is important for their company's long-term success (Peppers, 2009).

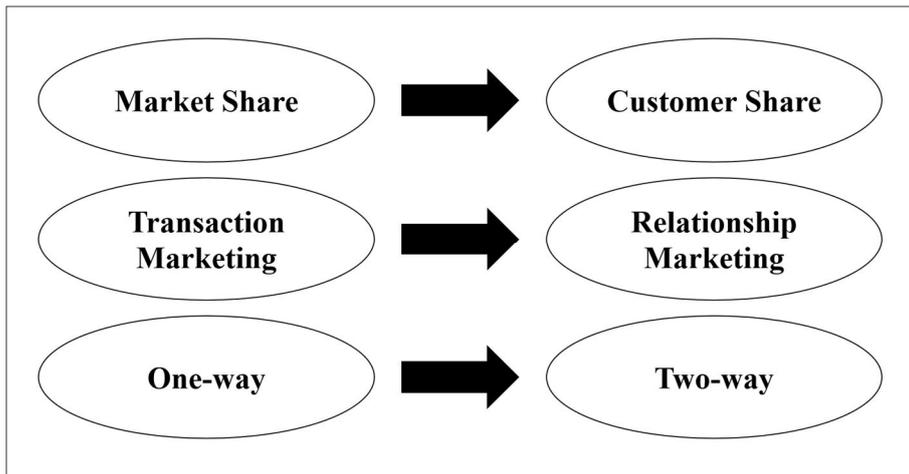


Figure 1 Transition of Marketing Paradigm (Lee, 1998)

Peppers (2009) argues that, due to the recent transition of market power from the companies to customers, marketing needs to change in order to earn attention and loyalty, through developing an authentic and relevant relationship. As indicated in Figure 4, which illustrates marketing transition paradigms, traditional market mainly focuses on a one-off transaction or exchange, and relationship marketing focuses on relationship with customers or others. This new paradigm will bring benefits to both sellers and buyers (Yi, 1998).

In addition, relationship marketing efforts can improve relationships with customers which lead to enhancement in seller's performance consequences such as profits, sales, and market share (Crosby, Evans, & Cowles, 1990; Morgan & Hunt, 1994). VanBoskirk (2011) expects that advertisers will spend about 77 billion dollars on

relationship marketing by 2016, and different types of relationship marketing such as email marketing, social media, and mobile marketing will grow to about 35% of advertising spending. This is because, thanks to the growth of smartphone use that commonly exposes relationship marketing tactics to social media, marketers believe they will gain better results over time (VanBoskirk, 2011). The studies mentioned above indicate that companies recently showed enthusiasm in the importance of relationship marketing, by increasingly investing huge amounts of marketing dollars on relationship marketing. This enthusiasm, moreover, has made researchers conduct various studies related to relationship marketing, which include business to business marketing (Arnott, Wilson, Doney, Barry, & Abratt, 2007; Dwyer, Schurr, & Oh, 1987; Keep, Hollander, & Dickinson, 1998), sales management (Boles, Johnson, & Barksdale, 2000; Boorum, Goolsby, & Ramsey, 1998; Brashear, Boles, Bellenger, & Brooks, 2003), channel relationship (Nicholson, Compeau, & Sethi, 2001; Robicheaux & Coleman, 1994), brand management, (Fournier, 1998; McAlexander, Schouten, & Koenig, 2002), etc.

Researchers, furthermore, have conducted their studies regarding relationship marketing in various industries such as the automobile industry (Hildebrand & Helena Puga Ribeiro, 2004; Morgan & Hunt,

1994), information technology (IT) (Eastlick, Lotz, & Warrington, 2006; Gruen, Osmonbekov, & Czaplewski, 2006), retail business (Fullerton, 2005; Sigala, 2006), hospitality (Essawy, 2007; Kim, Oh, & Gregoire, 2006), leisure (Álvarez, Martín, & Casielles, 2007; Peters, 2004), and the sport industry (Bee & Kahle, 2006; Eun, 2015; Kim, Kwak, & Kim, 2010; Kim & Trail, 2011; Kim, Trail, & Ko, 2011; Tower, Jago, & Deery, 2006).

Sports marketers have used several mechanism to bolster relationships (Bee & Kahle, 2006). Sports talk shows are a common platform for building relationships with sports fans (McDonald & Milne, 1997) because the interaction over the topic of sports generated by sports talk can define roles, be rewarding, and establish shared values. Hospitality can be considered as a second relationship mechanism. Bee and Kahle (2006) mentioned that hospitality creates opportunities for sharing sports talk, other social interaction, and values during sports events. A third common mechanism, finally, is gift giving (Beatty, Kahle, & Homer, 1991). Gifts related to sports can reward fans, express shared values, and even build an identity for fans, even though there is a cultural difference in the manner of giving gifts. Kim proposed that “relationship marketing to sports consumers is a set of marketing activities to establish, enhance, and maintain a

relationship with sports consumers for the benefit of both sports team and sports consumers” (Kim, 2008, p. 23).

Relationship marketing, as has been noted above, is effective in long-term benefits for companies and consumers. Moreover, relationship marketing has been applied for the sports industry and, in fact, relationship marketing in the sports context has psychological effects on sports fans, which might influence fans’ well-being. Thus, in order to verify the influence of relationship quality between a sports team and its fans on the fans' psychological well-being, the present study follows Kim’s definition of relationship marketing and will focus on the ultimate customers, sports fans in the context of sports fields.

2.3 Relationship Quality

Relationship quality can be defined as the “Overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship” (Palmatier et al., 2006). Relationship quality has been applied to examine different areas by researchers for several reasons (Fournier, 1996; Kim & Trail, 2011; Kim et al., 2011; Roberts, Varki,

& Brodie, 2003). First, relationship quality can be a tool for diagnosing the downsides in establishing and maintaining a relationship with clienteles and also it can be applied to create efficient and effective remedies for those problems mentioned above (Roberts et al., 2003). Second, condensing a wide range of relational constructs into a single theoretical framework can be possible by relationship quality (Fournier, 1996b). Relationship quality has been in many studies conducted to justify how effective and important relationship quality is in the market.

Rauyruen and Miller (2007) argued that, in order to sustain customer loyalty to the firms, commitment, satisfaction, trust, and service quality, all factors of relationship quality, should be enhanced by the firms in their research. Trust can be improved by suppliers promoting the customer's trust in the supplier, and focusing on making effective aspects of commitment can emphasize commitment to the consumers. Satisfaction is considered to be a crucial factor in sustaining purchase intentions while better service quality can positively influence both attitudinal loyalty and purchase intentions. Fournier (1998) explained that close and effective relationships between consumers and brands is brand relationship quality (BRQ). Brand relationship quality influences consumer purchasing intention

and firm performance (Fournier, 1998). Several researchers argued that strong brand relationship quality helps to reduce companies' marketing expense and to increase their number of consumers, while developing brand equity, which can make the companies have better profits, as a result (Reichheld, 1996; Smit, Bronner, & Tolboom, 2007). Moreover, objective performance can be highly influenced by relationship quality, and a high degree of relationship quality is seen to be effective for creating customer loyalty and enhancing seller performance (Palmatier et al., 2006). Thus, measuring relationship quality enables firms to find out how effective relationship marketing is on the organization and helps the firms develop their relationship with consumers for long-term benefits.

As mentioned above, trust, satisfaction, commitment, and service quality are factors that compose relationship quality (Rauyruen & Miller, 2007). In addition, brand quality, intimacy, self-connection, reciprocity, partner quality, relationship satisfaction, love, interdependence, and nostalgic connection are other factors (Kim & Trail, 2011; Roberts et al., 2003). Furthermore, brand quality, intimacy, self-connection, reciprocity, partner quality, relationship satisfaction, love, interdependence, and nostalgia may be considered.

Fournier (1998) classified relationship quality between consumers

and brands into effective and socio-emotive attachment, behavioral ties, and supportive and cognitive beliefs. These are concretely described in Table 1.

Table 1 Component of Brand Relationship Quality (Fournier,

Factor	Sub-Factor
Affective and Socio-emotive attachment	Love/Passion
	Self-Connection
Behavioral Ties	Interdependent
	Commitment
Supportive/Cognitive beliefs	Intimacy
	Brand partner quality

Kim and Trail (2011) developed the conceptual framework for sports consumer relationship quality based on integration of literature, common sense, and past experience, following Eisenhardt (1989)'s approach to building conceptual models and theory. On their work, they developed relationship quality with five distinct constructs: intimacy, reciprocity, commitment, trust, and self-connection. They argued that consumption behavior, including word of mouth, merchandise consumption, media consumption, and attendance, is

influenced by relation quality.

According to Kim and Trail (2011), relationship quality is important for understanding the sports consumer-organization relationship due to the reasons following: first, it can provide a platform for organized wide-ranging relational constructs; second, it delivers insight into evaluating relationship-marketing efficiency; third, it diagnoses and addresses problems in the relationship; and finally, examining relationship quality is a good way to assess the effect of relationship marketing.

Previous research on relationship quality between sports organizations and fans were mainly done in order to examine loyalty of consumers or teams (Hennig-Thurau et al., 2002; Wulf, Odekerken-Schröder, & Iacobucci, 2001) and word of mouth (Hennig-Thurau et al., 2002). In addition, practitioners and academicians have generally recommended that relationship quality positively impacts both consumers' purchase intentions and purchases (Crosby et al., 1990).

Thus, the present study, in order to find the influence of relationship quality between professional sports teams and fans on psychological well-being, adopts five components of relationship quality proposed by Kim et al., (2011). Each of the five components is examined through previous relationship quality studies in sports.

Table 2 Construct of Sport Relationship Quality

Construct	Definition	Authors
Trust	One party's belief that its needs will be fulfilled by actions undertaken by the other party.	Aderson and Weitz(1989)
Commitment	An exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintain it; that is, the committed party believes that relationship is worth working on to ensure that it endures indefinitely.	Morgan and hunt (1984)
Intimacy	Familiarity, closeness and openness to relationship partners.	Founier (1998)
Self-Connection	Relationship quality facet that reflects the degree to which the brand delivers on important identity concerns, tasks, or themes, thereby expressing a significant aspect of self.	Funier (1998)
Reciprocity	Internalized beliefs and expectations about the balance of obligations in an exchange relationship.	Platier (2008)

2.3.1 Trust

Many researchers have considered trust as an important element of a successful relationship (Dwyer et al., 1987; Garbarino & Johnson, 1999; Kim et al., 2011; Morgan & Hunt, 1994; Palmatier et al., 2006). Confidence is seen as an essential part of trust by researchers. Trust was also defined as “one party's belief which its needs will be

satisfied by action undertaken by the other party" (Anderson & Weitz, 1989). Morgan and others defined trust as "willingness to rely on an exchange partner in whom one has confidence" (Morgan & Hunt, 1994). They suggested that trust can reduce conflict and opportunistic behavior in relational exchanges. Garbarino and Johnson (1999) suggested that customer's trust can be given either as a person or an organization.

They stressed that a customer's trust in the organizations can be the confidence of consumers in the reliability and quality of service or in the product. Several studies on relationship between trust and well-being have been conducted by researchers. Eun (2015) did research on the effect of relationship quality between sports teams and fans on the fans' subjective well-being, and she found that there is positive correlation between trust and life satisfaction. Trust and positive effect are correlatively related.

In contrast, there is no correlation between trust and negative effect. Helliwell and Wang (2010) confirmed in their research that trust and well-being are strongly linked, suggesting their research results that show those who consider themselves to be living in a trustful environment have much higher degree of subjective well-being. They found the results based on the worldwide data from the

Gallup World Poll, and this data indicates that, for example, people who think their lost wallet would be returned if found by the police or neighbors value their lives more than 7 percent higher than people who do not think so. This brought the same increase in subjective well-being which would be associated with a rise of household revenue of about two-thirds. From this study, it is also proved that having high level of trust in co-workers is associated with 7.6 percent higher life satisfaction than those who do not (Helliwell & Wang, 2010).

It is pointed out that the implication of subjective well-being for promoting better cooperation trust in society and over nations should be considered (Tov & Diener, 2008). The reason for this point, provided by Tov and Diener, is that trusting social relationships are likely to enhance individuals' well-being: happiness and life satisfaction, which are supported by analyzing the World Value Survey. The relationship between trust and well-being also appears in the workplace. The research done in Canada and the United States shows that well-being is influenced by workplace trust and non-financial job features (Helliwell & Huang, 2011). Increasing trust in management, for example, has a value in terms of satisfaction of life which is equivalent to a growth of more than 30 percent in financial income.

2.3.2 Commitment

Commitment, like trust, is also considered as one of the most important factors for building successful relationship (Dwyer et al., 1987; Garbarino & Johnson, 1999; Morgan & Hunt, 1994; Palmatier et al., 2006). According to Dwyer et al. (1987), definition of commitment is “an implicit or explicit pledge or relational continual between exchange partner” (Dwyer et al., 1987, p. 19). They suggested that there are three assessable criteria of commitment: consistency, input, and durability based on Scanzoni’s research. Intimacy is involved because the parties offer relatively high degree of input to the association (Blau, 1964). It was mentioned that substantial communication, economic, and/or emotional recourse might be exchanged (Dwyer et al., 1987). Second, a persevering relationship might or might not have satisfied stability which depends on the environmental adjustments required and the participants’ willingness to make such adjustment. Lastly, the third aspect of commitment is that input is constantly invested in the association. It is argued that commitment significantly influences several factors. Garbarino and Johnson (1999) conducted their research to analyze the relationships of trust, satisfaction, and commitment to component future intentions and satisfaction attitudes based on the America market.

Commitment is considered by researchers as one of the factors that influences well-being. According to Punamäki (1996), if children have strong ideological commitment, experiencing political hardships, which might negatively influence individuals' well-being such as anxiety, insecurity, depression, and feeling of failure, do not increase psychosocial problems. In another study on commitment, psychological well-being indicates that high degree of commitment in the company and job burnout negatively bring negative relations among depersonalization, emotional exhaustion, diminished personal accomplishment, and psychological well-being (Wright & Hobfoll, 2004).

2.3.3 Intimacy

There have been several researchers who identify intimacy as an essential component of relationship quality (Aaker, Fournier, & Brasel, 2004; Fletcher, Simpson, & Thomas, 2000; MacMillan, Money, Money, & Downing, 2005; Meng & Elliott, 2008; Smit et al., 2007). The romantic relationship has been focused on by the extant literature. The term intimacy frequently is called as physical contact and sexual feelings, which are only experienced in the circumstances of romantic relationships (Gaia, 2002). Intimacy in the customer-brand relationship was defined by Fournier (1998). Sternberg's (1986)

defined intimacy as one that emphasized openness and closeness as vital features that constituted intimacy in various relationship contexts. Furthermore, intimacy raises succession of relationships by facilitating conflict resolution and enhancing the effect of convincing communication efforts (Stern, 1997), influencing perceptions of relationship associates (Murray, Holmes, & Griffin, 1996). The concept of intimacy also has been studied in the sports consumption behavior domain (Harris & Ogbonna, 2008; McDonald & Milne, 1997). Indeed, intimacy perceived by sports customers is comparable to what has been documented in research about relationships in brand-to-consumer and business-to-consumer contexts. It has been noted that level of the familiarity, closeness, and openness are essential characteristics to describe the nature of a relational bond between sports consumers and sports organizations (Harris & Ogbonna, 2008).

There are several studies on relationship among intimacy and human well-being. Townsend, McCracken, and Wilton (1988) found that higher level of self-esteem and a masculine sex-role orientation were related to intimacy. Moreover, based on the results which state that intimacy and social support are strongly related to people's health and well-being, Reis and Franks (1994) suggested that the health-promoting benefits of intimacy happens more often because the

intimate relationship is apt to engender a higher degree of social support.

2.3.4 Self-Connection

Self-connection has been frequently recognized as an essential indicator of relationship quality (Fournier, 1996; Smit et al., 2007; Swaminathan, Page, & Gürhan-Canli, 2007). It was stated by Fournier (1998) that self-connection is a “relationship quality facet [that] reflects the degree to which the brand delivers on important identity concerns, tasks, or themes, thereby expressing a significant aspect of self” (p. 364). According to this statement above, the self-connection influences customers’ relationship in the business context. Lydon and Zanna (1990) argued that a high level of self-connection influences customers to maintain their relationship when they experience adverse circumstances. In addition, strong self-connection may lead consumers to stay in their relationship through enhancing the protective feeling of dependency and uniqueness (Drigotas & Rusbult, 1992).

Self-connection to brand or organization can be considered as team identification. The concept of self-connection and team identification was brought from identity theory (Stryker, 1968). According to Stryker(1968), people assume several roles of identities

which represent who they are and the identities that guide their behavior. To support his argument, there have been many scholars who examine sports consumer behavior in various areas, considering team identification as a key relational construct to explain sports fan behavior in various areas (McDonald & Milne, 1997; Trail, Anderson, & Fink, 2005). It has been proved that team identification influences fans' intentions to attend games (Matsuoka, Chelladurai, & Harada, 2003), price sensitivity (Sutton, McDonald, Milne, & Cimperman, 1997), expectations for event experience and outcome (Trail, Fink, & Anderson, 2003), and actual attendance (Laverie & Arnett, 2000).

Team identification has been examined not only in sports fans' behavior but also in individuals' well-being. Wann (2006) found that sports fans' psychological health is influenced depending on the degree of the fans' identification with a local team. Moreover, his different research on the influence of team identification on social psychological health for older sports fans indicates that team identification appears as a significant factor on two major components of social psychological health: loneliness and collective self-esteem.

Branscombe and Wann (1991) argued that a high degree of identification with sports teams can result in enhancing the level of self-

esteem and incidence of feeling positive emotion. The identity also appears to act as a buffer against depression, alienation, and other negative emotions.

2.3.5 Reciprocity

Reciprocity is a key factor in building good relationship. A high level of perceived reciprocity among relationship partners may influence successful and strong relationships (De Wulf et al., 2001; Miller & Kean, 1997). Gouldner (1960) noted that “reciprocity is the generalized moral norm guiding social interaction among individuals” and “evokes obligations toward others on the basis of their past behavior” (p. 170). According to Gouldner (1960), the principle of reciprocity is simply explained that when an individual benefits from another, the recipient should return the favor. Until the recipient reciprocates the benefits received from the donor, the individuals are indebted and obliged to the giver.

In human society and culture, the rule of reciprocity is a very important norm. The rule also is a vital factor in the development of various relationships.

Larson (1992) mentioned that reciprocity is generally considered a key factor in expecting the stability and duration of an exchange relationship. Distribution channel relationships may be affected by

reciprocity (De Wulf et al., 2001, Harmon & Griffiths, 2008; Kumar, Scheer, & Steenkamp, 1998; Lee, Jeong, Lee, & Sung, 2008; Li & Dant, 1997). For example, Smith and Barclay (1997) argued that perceived task performance is enhanced by perceived reciprocity in the channel of members and perceived reciprocity reduces the barrier of risk. Therefore, it can be said that the individuals are motivated by perceived reciprocity to continue the relationship. This phenomenon would occur in the sports context, especially consumer behavior. According to Howard and Crompton (2004), the relationship between sports customers and sports teams may continue only if both groups notice that the balance of reciprocity in the relationship is maintained. In other words, when both the sports fans and sports teams notice that asymmetry in the exchange of benefits and costs happens, the sense of inequity may cause their loyalty to be weakened and the possibility of future exchange reduced. The asymmetry, in fact, will lead to the termination of the relationship. The reciprocity is linked to human well-being.

Van Horn, Schaufeli, and Taris (2001) suggested that there is a significant relationship between reciprocity and teachers' well-being. Work-related stress at any level may not be contributed to by lack of reciprocity experienced at one particular exchange level such as

colleagues, students, school. In addition, less reciprocity in the relationship can be related with specific outcome of well-being. They found that when teachers who feel themselves to be under-appreciated by their students, the teachers will have more stress in their communication with students. One research conducted in a West African society indicated that family reciprocity clearly strengthens level of human happiness (Tsai, 2012). Like these arguments above, it can be said that reciprocity is a key factor that influence human well-being.

2.4 Psychological Well-being

World Health Organization (WHO) defined mental health as “a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community” (WHO, 2014). According to this definition of mental health, well-being can be considered as a complex construct. Ryan and Deci (2001) argued that well-being is a complex construct that concerns optimal functioning and experience.

Well-being has generally been studied from two perspectives: the hedonic approach and the eudaimonic approach. The eudaimonic

approach considers well-being as the amount to which a person fully functions while focusing on meaning and self-realization. In contrast, well-being is defined by the hedonic approach as pleasure attainment and pain avoidance, focusing on happiness. Subjective well-being has been studied from the hedonic viewpoint; according to Diener & Lucas, it has less negative effect with greater life satisfaction. One of the great Greek philosophers, Aristippus (HYUNWOO -- do you mean "Aristippus"? I am not sure if his name is spelled differently in the U.S.) believed that people's happiness is fully dependent on one's hedonic moment, and the ultimate goal of life is to maximize people's pleasure through those hedonic moments. Even though many researchers and philosophers followed Aristippus's belief, DeSade asserted that the ultimate goal of life is chasing pleasure and sensation. Furthermore, Hobbes believed that happiness lies in the successful pursuit of human's appetites (Ryan & Deci, 2001). Psychologists who have followed the hedonic view have been focused on a broad notion of hedonism which includes the pleasures and preferences not only of mind but also of the body (Kubovy, 1999). Many hedonic psychologists believed that the concept of well-being contains subjective happiness and experience of displeasure and pleasure. In other words, even though happiness is not reducible by physical

hedonism it may still possibly come from the stated goals (Deiner, Sapyta, & Suh, 1998).

Effective methods were crucially needed to further study the important concepts in this area of research. (Keyes & Lopez, 2002). The most well-known instrument in this field is Ryff's Scales of Psychological Well-being (SPWB). Ryff (1989) used literature review and the combination of mental health, clinical and life span developmental theories to establish this instrument. She believed that these perspectives are able to contain similar and complementary criteria of positive psychological health. Focus on personal growth and development is their ultimate goal of the life. A theoretically approach supported dimensions of positive psychological health included Self-acceptance, Positive relations with others, Autonomy, Environmental mastery, Purpose in life, and Personal growth (Ryff, 1989). These dimensions can be used in assessing a person's level of positive functioning and well-being. The psychological well-being is confidence when those measured scales were left the way it was constructed (Ryff, 1989).

The six dimensions were theoretically defined by Ryff. The concept of self-acceptance which is referred by Ryff is frequently used as the standard evidence of well-being. This feature adduces direction

of mental health as well as a characteristic of self-actualization, optimal functioning, and maturity.

Ryff's second dimension shows positive relations with others. Previously, many other theories focused on trusting interpersonal relations. Love is one of the key concept of developing mental health. Interaction with others with great love and interest in other's happiness will create deeper friendship. Also, adult developmental stage theories focus on intimacy with others and the generativity. Thus, these trustful and positive relations build toward the concept of the psychological wellbeing.

The third dimension of Ryff's psychological well-being is autonomy. She asserted that autonomy is independently determining one's will without outside power and restrictions.

Which means, a person with full autonomy is able to control one's behavior by inner motives and evaluates oneself by personal standards.

Maturity sometimes requires overcoming the experiences outside of life's normal boundaries. Life development requires an ability to control stressful situations. These theories highlight that physical or mental activities can help to change creatively. Furthermore, physical, mental, and social well-being in older age helps individuals overcome difficult situations. The positive psychological functioning can be

formed by active participation and mastery of the environment.

Purpose in life is one of the six dimensions. Purpose of life is the belief system that gives meaning to life with purpose in life and direction in life. The life span developmental theories show many things about life such as being productive and creative or achieving emotional integration in later life. In other words, this system gives the answer of why people live. Therefore, it makes current and past life meaningful and forward-looking to the future.

Finally, to become a mature human being, a person needs to retain past experience and continue to develop one's potential. To retain past experience, a person needs to realize and admit what one's character is. Having a positive attitude towards oneself is a good process to becoming a mature person. To recognize and accommodate both positive and negative aspects of one's character will also improve one's life. All the factors mentioned here were similar with Aristotle's psychological belief as described earlier. Ryff's belief of combining mental health, clinical, and life span developmental theories leads to positive psychological functioning. Currently, experience literature shows that positive relations with others, autonomy, purpose in life, or personal growth are key components of well-being. Utilizing these theories is examined as positive functioning. Such comparisons show

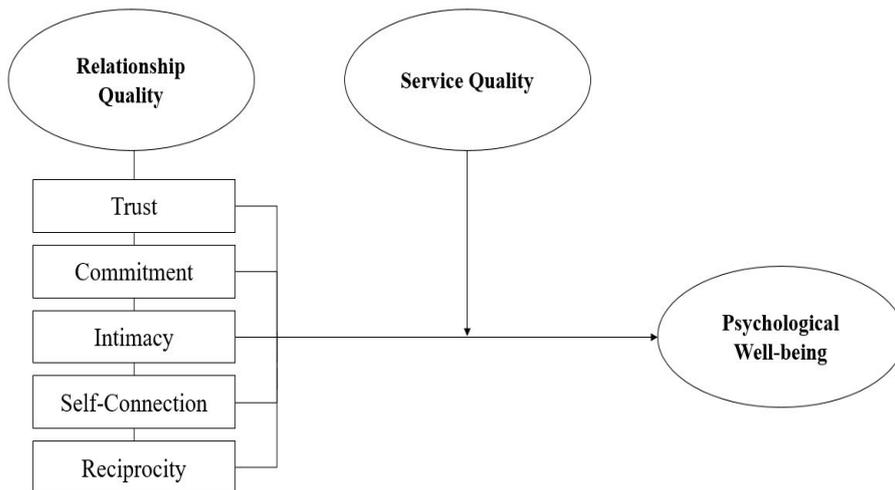
whether there are theoretical and empirical differences from existing formulations.

80 items were able to be formulated by 3 types of persons, based on the definitions mentioned above. Next, these items were evaluated on the basis of criteria such as ambiguity and fit with the scale definition. The pilot-study was tested through 321 adults and the 32 items per scale (16 positive and 16 negative) were used as resulting items. Among those 32 items, 12 least-fitting items were removed. In the following years, Ryff, Lee, Essex, and Schmutte (1994) used a 14-items-per-scale version, a shorter version of the SPWB. The items in this study's 20-items version were selected based on item-total correlation and coherence with the guiding theoretical definition. 0.97 to 0.98 were the correlated range of the original scale. A very short version was formulated as part of a national survey. 3 out of the 20 items, significant theoretical definition, were selected by Ryff and Keyes (1995). The result of the correlation of shorter version were between 0.70 and 0.89 with their 20-item parent scales, however the internal consistency was low, ranging from 0.33 to 0.56. The model with six dimensions together by a single higher order factor model (Ryff & Keyes, 1995) was significantly match with the confirmatory factor analysis with the 3-items per scale version finest fit to the data.

2.5 Research Model & Hypothesis

2.5.1 Research Model

The research model consists of the following variables: sports relationship quality and psychological well-being. Relationship quality will be the independent variable measuring the effect on psychological well-being, which will be the dependent variable. Both variables are subject to correlation analysis. The items measuring sports relationship quality consist of five sub-dimensions including trust, self-connection, commitment, intimacy, and reciprocity. The following represents the model to be employed for the current study.



2.5.2 Hypothesis

The hypothesized research model proposes that relationship quality will influence the fan's psychological well-being. In order to justify the research model, hypothesis will be formulated based on previous research. The effect of each dimension of relationship quality between sports teams and their fans on psychological well-being will be discussed. Moreover, the influence of social identity theory on well-being will be added to support building a clear hypothesis.

Social identity is a basis for social support. According to Haslam et al. (2005), social identity can play a role in keeping group members from opposing reactions to strain. This is because it offers a foundation for group members to receive and benefit from social support. Thus, social support has a greater tendency to be received, given, and interpreted in the essence where it is encouraged to the extent which those who are in a position to give and receive that support perceive themselves in order to share a sense of social identity (Haslam et al., 2009). In addition, life satisfaction is associated both with multiple group memberships before stroke and with maintaining the group memberships (Haslam et al., 2008). They argued that belonging to multiple groups impacts the maintenance of well-being because there was a greater likelihood that some of those

memberships would be preserved after stroke-related life transition. These findings highlight the importance of social identity continuity in facilitating well-being following stroke and, more broadly, show the theoretical contribution that a social identity approach to mental health can make in the context of neuropsychological rehabilitation. One research on the influence of team identification on social psychological health for older sport fans conducted by Wann et al. (2011) indicates that team identification appears as a significant factor on two major components of social psychological health: loneliness and collective self-esteem. Branscombe and Wann (1991) argued that high degree of identification with sports teams can result in enhancing level of self-esteem and incidences of feeling positive emotion. The identity also appears to act as a buffer against depression, alienation, and other negative emotions.

Eun (2015) did research on the effect of relationship quality between sports teams and fans on the fans' subjective well-being, and she found that there is positive correlation between trust and life satisfaction. Trust and positive affect have correlative relation. According to Helliwell and Wang (2010), trust and well-being are strongly linked, suggesting their research results that show those who consider themselves to be living in a trustful environment have a

much higher degree of subjective well-being. Tov and Diener (2008) pointed that trusting social relationships is likely to enhance individuals' well-being: happiness and life satisfaction, which is supported by analyzing the World Value Survey. (Helliwell & Huang, 2011) suggested that well-being is influenced by workplace trust and non-financial job features.

According to Punamäki (1996), if children have strong ideological commitment, experiencing political hardships, which might negatively influence individuals' well-being through anxiety, insecurity, depression, and feeling of failure, do not increase psychosocial problems. In another study on commitment, psychological well-being indicates that high degree of commitment in the company, job burnout, negatively brings negative relations through emotional exhaustion, depersonalization, diminished personal accomplishment, and psychological well-being (Wright & Hobfoll, 2004).

Townsend et al. (1988) found that higher levels of self-esteem and a masculine sex-role orientation related to intimacy. Moreover, Reis and Franks (1994) found that the results which state that intimacy and social support are strongly related to people's health and well-being.

A higher level of identification with a local team positively influences the psychological health of fans (Wann, 2006). Wann et al.

(2011) indicate that team identification appears as a significant factor on two major component of social psychological health, loneliness and collective self-esteem. Branscombe and Wann (1991) argued that a high degree of identification with sports teams can result in enhancing level of self-esteem and incidences of feeling positive emotion. Team identification also appears to an act as a buffer against depression, alienation, and other negative emotions.

According to Van Horn et al. (2001), there is a significant relationship between reciprocity and teachers' well-being. Lack of reciprocity experienced at one particular exchange level (i.e. students, colleagues, or school) does not contribute to work-related stress at any other level. Moreover, lack of reciprocity in each relationship can be associated with specific consequences in terms of well-being. For work-related stressors, it was found that teachers who feel under-appreciated by their students experience more stress in their interactions with students. Moreover, they also experience more stress due to time pressures and other teaching-related aspects.

Even though there have been several studies on the effect of each dimension of relationship quality: trust, self-connection, commitment, intimacy, and reciprocity, on psychological well-being, there has still been a lack of studies on that, especially in the sports context.

Therefore, in order to closer examine the influence of relation quality on psychological well-being, the current study proposes the following hypothesis:he hypothesized research model proposes that relationship quality will influence the fan's psychological well-being. In order to justify the research model, hypothesis will be formulated based on previous research. The effect of each dimension of relationship quality between sport teams and its fans on psychological well-being will be discussed. Moreover, the influence of social identity theory on well-being will be added to support building clear hypothesis.

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Even though, several studies on the effect of each dimension of relationship quality: trust, self-connection, commitment, intimacy, and

reciprocity, on psychological well-being, there has still been lack of studies on that, especially in sport context. Therefore, in order to closer examine the influence of relation quality on psychological well-being, the current study proposes the following hypothesis:

H1: Trust between a professional sports team and its fan will positively influence fan's psychological well-being

H2: Commitment between a professional sports team and its fan will positively influence fan's psychological well-being

H3: Intimacy between a professional sports team and its fan will positively influence fan's psychological well-being

H4: Self-Connection between a professional sports team and its fan will positively influence fan's psychological well-being

H5: Reciprocity between a professional sports team and its fan will positively influence fan's psychological well-being

H6: Higher Service quality will positively influence the relationship between relationship quality and fan's psychological well-being.

Chapter 3. Method

The objective of the present study is to examine how the five relationship quality factors: trust, commitment, intimacy, self-connection, and reciprocity influence a fan's psychological well-being. For achieving the objective, the following research method steps were used.

3.1 Participants and Procedures

The target population for the present study was people who were fans of any of the ten professional baseball teams in the Korea League. Potential respondents were selected using convenient sampling method. The data for the study was collected through conducting the online survey. Conducting online survey has advantages such as reducing the short response time and cost savings (William, 2009). Moreover, using online survey ensures benefits for people to comfortably complete a questionnaire whenever and wherever they would like to do it (Schillewart et al, (1998). Following these benefits, the current study conducted an online survey to collect data through convenient sampling method. For the data collection, Google online survey program was applied. The online survey's Uniform Resource Locator (URL) address was distributed to those who were considered to be a baseball fan and posted on Social Network Service sites such

as Facebook and Instagram. The first page of the online survey introduced short explanation about the research to the participants, and the following pages provided them questions to answer in a way of self-administration method. Once respondents completed all the questions, respondents received a thank you message. The online survey was performed twice, once for pilot study and another time for actual study. A total of 330 surveys were collected. Among the 330 completed surveys, 45 invalid samples were eliminated, leaving 285 usable samples. Thus, a total 285 surveys were used for analysis in this study.

3.2 Instrumentation

The questionnaire consisted of five main parts: relationship quality constructs, psychological well-being constructs, service quality constructs, controlled variables, and demographics. The instrumentation was conducted via the following process steps: 1) item selection and modification, 2) pilot study, 3) actual study.

3.2.1 Item Development

Relying on previous research, items for measuring independent, dependent, and moderator variables were selected and modified. The questionnaires consisted of five variables: independent, dependent, moderator, control variables, and democratic items. Table 3 indicates

more details of each item for the questionnaires. ‘

Table 3 Questionnaires Items

Variable	Higher order	Total	Source
Relationship Quality	Trust(3) Commitment(3) Intimacy(3) Self-Connection(3) Reciprocity(3)	15	Kim & Trail (2011)
Psychological Well-Being	Self-acceptance(3) Positive relationship with others(3) purpose in life(3) personal growth(3) autonomy(3) environmental mastery(3)	18	Ryff & Keyes (1995)
Service Quality	Game(9) Augment Service(6) Interaction(6) Outcome(6) Environment(10)	37	Ko, Zhang, Cattani & Pastore (2011)
Controlled Variables	Baseball Involvement(5)	5	Zaoichkowsky (1985)

3.2.2 Independent variable

Relationship quality is adopted as an independent variable in this study. Kim and Trail (2011)’s Sports Consumer-Team Relationship Quality Scale (SCTRQS) was selected to measure the relationship quality between the professional sports teams and fans. SCTRQS consists of five factors, sub-variables: trust, commitment, intimacy, self-connection, and reciprocity. The hypotheses of the present study

were developed based on these five variables and each variable was tested as independent variable in this study.

3.2.3 Dependent Variable

F Fans' psychological well-being is the dependent variable of this study. The psychological well-being scales which was first developed by Ryff (1989) and later revisited by Ryff and Keyes (1995) was applied to measure the dependent variable. Ryff's psychological well-being scale consists of six sub-variables: autonomy, positive relationship, purpose in life, personal growth, self-acceptance, and environmental mastery. Previous studies have applied the mean of six sub-variables to conduct data analysis. Thus, the mean of six variables was applied to analyze the data as dependent variable in this study.

3.2.4 Moderator Variable

Service quality is adopted as a moderator variable in this study. Service quality scale in sports event that was developed by Jae Ko, Zhang, Cattani, and Pastore (2011), called the scale of event quality for spectator sports, was used to measure the moderator variable. Service quality, the moderator variable, was applied to test how this variable alters the relationship between independent and dependent variables.

3.2.5 Control Variable

The questionnaire of this study contained seven demographic items: gender, age, income, level of education, health condition, time period of being a fan, and favorite team. Among these demographic items, income and health condition were used as control variables following the tendency of previous happiness or well-being research. Moreover, according to Yoo (2015), involvement statistically influences people's well-being or happiness. Thus, in order to reduce the influence of other factors on the statistical analysis in the study, baseball fans' involvement was controlled. The scale of baseball involvement, first developed by Zaichkowsky (1985) and modified by Kang and Park (2002) was used to measure the baseball involvement.

3.2.6 Pilot Study

Before conducting actual data collection, the pilot study was performed in order to test the appropriateness of the instrument and to identify potential problems associated with data analysis (Groves et al., 2011). On the pilot study, all items were measured by using a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). While Kim and Trail measured the sport relationship quality scale based on a 7-point Likert-type scale, Ryff's psychological well-being scale was measured by a 6-point Likert-type scale. Following the result of pilot study, it was shown that respondents choosing

between 3 and 4 for measuring psychological well-being was difficult. Based on this reason above, the 5-point Likert-type scale was applied to not only psychological well-being but also the other variables: relationship quality and service quality. Moreover, the pilot study participants did not recognize the river questions within psychological well-being scale so these questions were modified to positive questions as like other rest of questions.

3.3 Measurement

In order to analyze the data, the present study used IBM SPSS Statistics 23 and AMOS 2.0 and carried out the descriptive analysis, reliability analysis, confirmatory factor analysis, and multiple regression analysis.

3.3.1 Descriptive Analysis

Various descriptive statistics such as measured of central tendency and measures of variability were performed using SPSS 23 to identify the demographic characteristics of subjects who participated in the online survey and to describe the basic characteristics of the sample in this study.

3.3.2 Confirmatory Factor Analysis

AMOS 20 was used to apply confirmatory factor analysis. The

validity of all the questionnaire items that were used on the online survey was tested through confirmatory factor analysis before analyzing the data.

3.3.3 Reliability Analysis

Reliability Analysis evaluates whether or not a set of variables is reliable in each item measurement. Cronbach's alpha is commonly used as one of the most popular methods for measuring internal consistency of the variables. Thus, in this study, Cronbach's alpha was used to evaluate the reliability of all the items applied in the survey.

3.3.4 Multiple Regression Analysis

Hierarchical multiple regression analysis was performed to verify the present study hypotheses, the relationship between the five factors of relationship quality: trust, commitment, self-connection, intimacy, reciprocity on fan's psychological well-being. Through conducting this analysis, the moderating effect of service quality between relationship quality and psychological well-being was verified as well.

Chapter 4. Results

The present study conducted data analysis in following stages. First, in order to confirm data coding error and normality, descriptive analysis was performed. Second, confirmatory factor analysis was applied to verify the validity of the research measurements. Third, reliability analysis was conducted through Cronbach's alpha to test internal consistency or reliability among variables. Finally, multiple regression analysis was implemented to verify relationship between independent and dependent variables including moderator variable for interaction effects.

4.1 Descriptive Statistics

Demographic characteristics of the participants (N=285) are presented in Table 4. The genders of the participants were 40% female 60% male, and 72.3 percent of the participants had been a baseball fan for more than 3 years. Among the participants, LG Twins had the highest number of fans among the 10 Korea League teams, or 32.3 % of the participants. Doosan Bears had the second highest number of fans among the participants.

Table 4 Participants Demographics

Variable	Group	N	Percentage
Gender	Male	171	60
	Female	114	40
Age	20 ~ 29	152	53.3
	30 ~ 39	88	30.9
	40 ~ 49	20	7.0
	50 ~ 59	25	8.8
Education Level	Graduated from High School	21	7.4
	Attending College	47	16.5
	Graduated from College	147	51.6
	Attending Graduated School	70	24.6
Occupation	Clerical-Worker	78	27.4
	Professional	63	22.1
	Self-Employed	29	10.2
	Housewife	14	4.9
	Student	85	29.8
	Soldier	3	1.1
	Not Working	13	4.6
Income (Won)	No Income	40	14.0
	Less than 10,000	19	6.7
	10,001 ~ 19,900	39	13.7
	20,001 ~ 29,900	78	27.4
	30,001 ~ 39,900	35	12.3
	More than 40,000	74	26.0
Fan of Team	Samsung Lions	26	9.1
	NC Dinos	11	3.9
	Nexen Heroes	15	5.3
	Lotte Giants	32	11.2
	Doosan Bears	35	12.3
	KIA Tigers	22	7.7
	SK Wyverns	9	3.2
	LG Twins	92	32.3
	Hanwha Eagles	32	11.2
	KT Wiz	11	3.9
Period of Fan	Less than 1 year	38	13.3
	1 ~ 2 years	19	6.7
	2 ~ 3 years	22	7.7
	More than 3 years	206	72.3
Total		285	100%

4.2 Confirmatory Factor Analysis

Confirmatory factor analysis was conducted separately and collectively on each of the study constructs: relationship quality, psychological well-being, and service quality. Amos 20.0 was used in order to examine the measurement models. The present study adopted recommended levels of indices from various scholars for accessing the overall measurement model fit.

The model fit result with $TLI > 0.90$ and $CFI > 0.90$, which can be considered as a good model (Hu & Bentler, 1999). RMSEA (0.05~0.08), is recommended by Browne and Cudeck (1992) and they considered RMSEA to diminish problems with absolute fit indices such as GFI and incremental fit indices such as CFI. Moreover, RMSEA is known by Hair et al (2006) to reduce the problem of using tests to assess the model fit.

Based on the value of CFI, GFI, and RMSEA recommended by the scholars above, the present study assessed the overall model fit of each measurement. Figure 3 shows the model of relationship quality with standardized estimated rate. As indicated in Table 5, the score is 217.9 and degree of freedom is 80. Moreover, showing that .963 for CFI, .952 for TLI and .078 for RMSEA, the relationship quality factor model is considered as an acceptable model fit indices and proved to

be conceivable. Table 6 shows summary results of confirmatory factor analysis for relationship quality items with estimate, Construct Reliability (C.R) and Average Variance extracted (AVE) value. Confirmatory factor analysis was conducted separately and collectively on each of the study construct: relationship quality, psychological well-being, and service quality. Amos 20.0 was used in order to examine the measurement models. The present study adopted recommended levels of indices from various scholars for accessing the overall measurement model fit.

The model fit result with TLI > 0.90 and CFI > 0.90 can be considered as a good model (Hu & Bentler, 1999). RMSEA (0.05~0.08) is recommended by Browne and Cudeck (1992) and they considered RMSEA as to diminish problems with absolute fit indices such as GFI and incremental fit indices such as CFI. Moreover, RMSEA is known by Hair et al (2006) to reduce the problem of using χ^2 test to assess the model fit.

Based on the value of CFI, GFI, and RMSEA recommended by the scholars above, the present study assessed the overall model fit of each measurement. Figure3 shows the model of relationship quality with standardized estimated rate. As indicated in Table5, χ^2 score is

217.9 and degree of freedom is 80. Moreover, showing that .963 for CFI, .952 for TLI and .078 for RMSEA, the relationship quality factor model is considered as acceptable model fit indices and proved to be conceivable.

Table 6 shows summary results of confirmatory factor analysis for relationship quality items with estimate, Construct Reliability (C.R) and Average Variance extracted (AVE) value. AVE score was generated through the method provided by Hair et al (1998). The AVE score of relationship quality sub-items ranged from .798 for Reciprocity to .748 for Trust and The C.R score ranged from .922 for Reciprocity to .887 for Trust. The AVE score should be greater than .5 and C.R score should be greater than .7 for ensuring reliability and convergent validity. Thus, the relationship quality measurement can be considered as acceptable model.

Table 7 shows the model fit of psychological well-being. The model fit indices are as follows; score = 231.5, degree of freedom = 120, CFI = .942, TLI = .926, RMSEA = .057. Table 8 indicates that the AVE score of psychological well-being sub-items ranged from .578 for Environmental Mastery to .748 for Trust, and The C.R score ranged from .578 for Environmental Mastery to .748 for Autonomy. With these results of recommended standard model fit, the

psychological well-being factor model is considered an acceptable model fit indices and proved to have conceivable validity.

The model fit of service quality is seen in Table 9. The model fit indices are as follow; score=1099.4, degree of freedom=563, CFI=.925, TLI=.912, RMSEA=.058. The AVE score of all service quality factor is followed as Skill-Performance=.827, Operating-Time=.828, Valence=.932, Information=.902, Entertainment=.916, Design=.880, Concessions=.904, Fan-Interaction=.819, Sociability=.907, Ambience=.937, Employee-Interaction=.896, Signage=.879. Thus, the model fit of service quality meets the recommended standard model fit.

Through conducting the confirmatory factor analysis, the present study assesses all measurements: relationship quality, psychological well-being, and service quality, and confirmed that three measurements meet recommended standard model fit to use for data analysis indicating convergent and construct validity. Before moving to hypothesis verification section, the study conducted reliability analysis using Cronbach's alpha coefficient.

4.3 Reliability Analysis

The present study applied Cronbach's alpha coefficient to assess the reliability of all measurement items and Table 9 indicates that all factors meet the standard level of internal consistency, generating above .60, which is the standard level of internal consistency. The values ranged from .644 being the lowest for Purpose in Life, sub-variable of psychological well-being, to .957 being the highest for Baseball Involvement, controlled variable. Table 10 shows more details about the results of reliability analysis. Following reliability analysis, all variables' correlation coefficient, mean, and standard deviation are presented in Table 10.

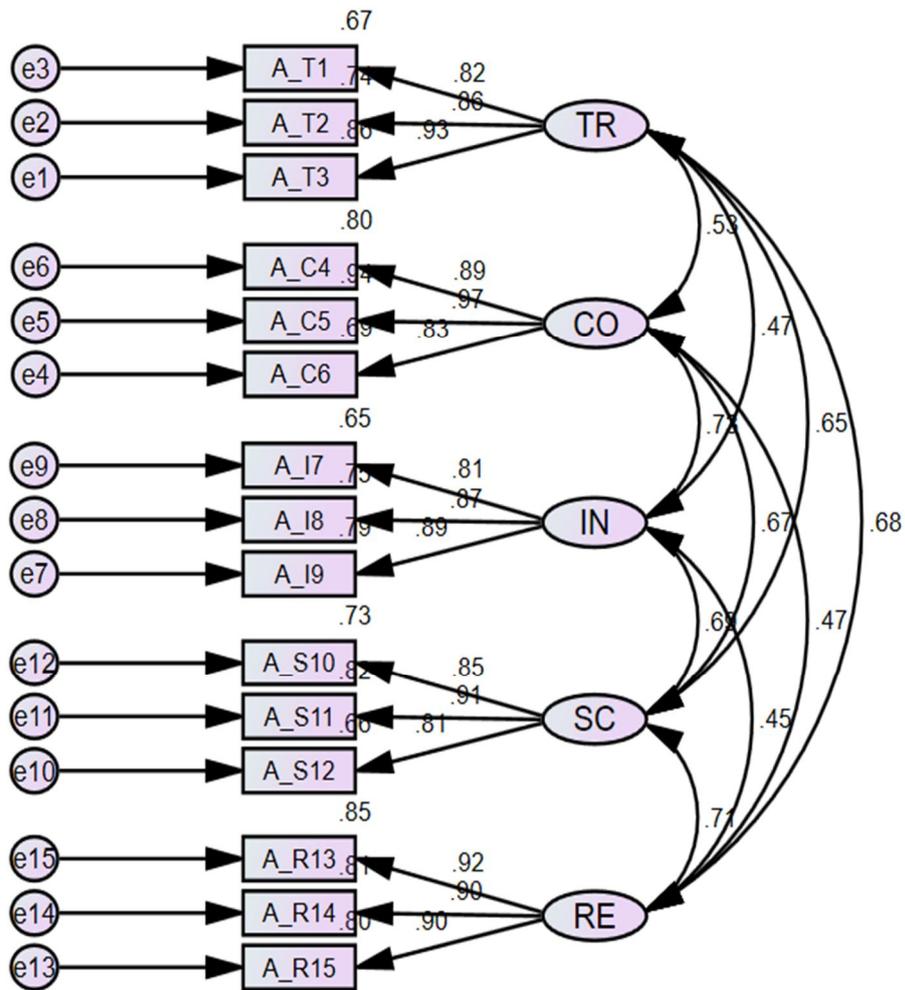


Figure3 Model of Relationship Quality

Table 5 Model fit of Relationship Quality Factor Construct of Sport Relationship Quality

χ^2	<i>df</i>	CFI	TLI	RMSEA
217.95	80	.963	.952	.078

* $p < .001$

Table 6 Summary Results of Confirmatory Factor Analysis for Relationship Quality

Factors and Items	Estimate	C.R	AVE
Trust			
I trust this team	.818	.887	.748
This is reliable	.857		
I can count on this team	.825		
Commitment			
I am committed to this team	.895	.904	.760
I am devoted to this team	.968		
I am dedicated to this team	.831		
Intimacy			
I am very familiar with this team	.809	.887	.724
I know a lot about this team	.867		
I feel as though I really understand this team	.889		
Self-Connection			
This team reminds me of who I am	.852	.875	.702
This team's image and my self-image are similar in a lot of ways	.907		
This team and I have a lot in common	.81		
Reciprocity			
This team unfailingly pays me back when I do something extra for it	.921	.922	.798
This team give me back equivalently what I have given them	.902		
This team constantly returns the favor when I do something good for it	.897		

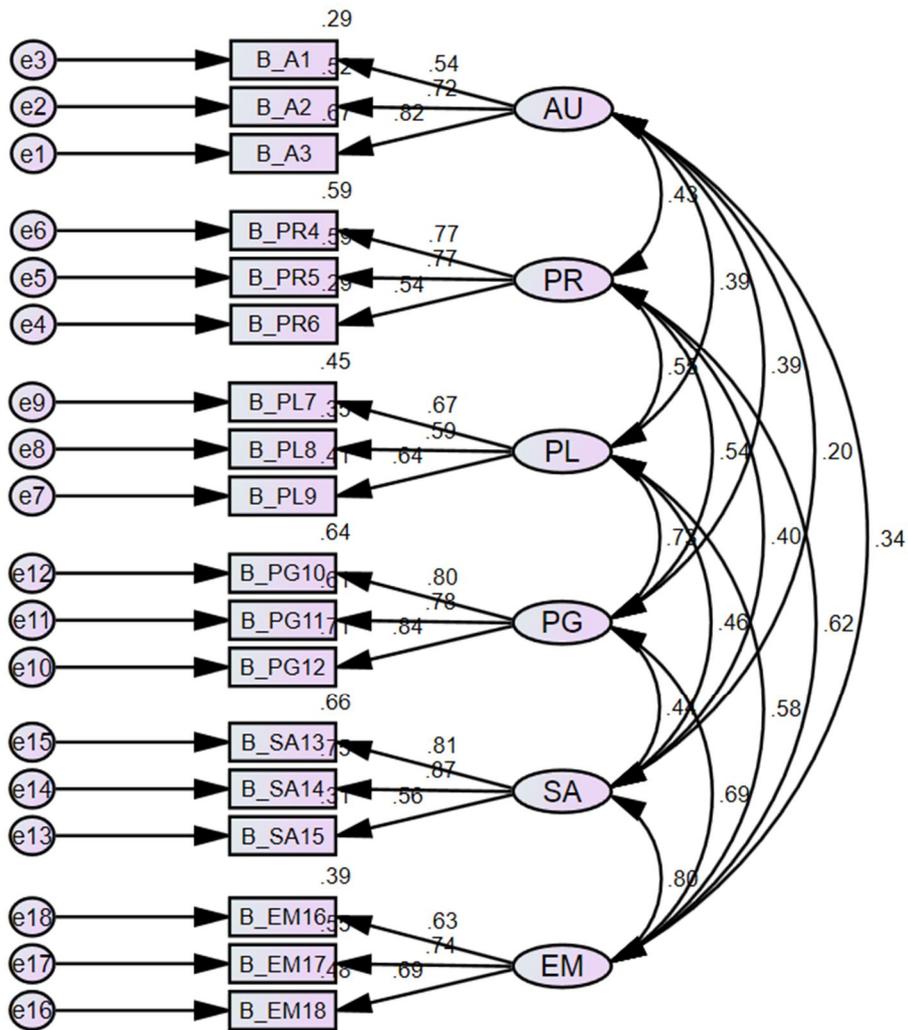


Figure4 Model of Psychological Well-being

χ^2	<i>df</i>	CFI	TLI	RMSEA
231.5	120	.942	.926	.057

* $p < .001$

Table 8 Summary results of confirmatory factor analysis for psychological well-being

Factors and Items	Estimate	C.R	AVE
Autonomy			
I tend to be influenced by people with strong opinions.	.542	.824	.617
I have confidence in my own opinions, even if they are contrary to the general consensus.	.720		
I judge myself by what I think is important, not by what others think.	.821		
Positive Relations			
Maintaining close relationships has been difficult and frustrating for me.-	.770	.816	.603
I have not experienced many warm and trusting relationships with others.-	.766		
People would describe me as a giving person, willing to share my time with others.	.537		
Purpose in Life			
I live life one day at a time and don't really think about the future.	.674	.757	.511
Some people wander aimlessly through life, but I am not one of them.	.588		
I sometimes feel as if I've done all there is to do in life. -	.642		
Personal Growth			
I think it is important to have new experiences that challenge how you think about yourself and the world.	.802	.898	.747
For me, life has been a continuous process of learning, changing, and growth.	.782		
I gave up trying to make big improvements or changes in my life a long time ago. -	.844		
Self-Acceptance			
In many ways, I feel disappointed about my achievements in life.-	.812	.831	.629
When I look at the story of my life, I am pleased with how things have turned out.	.885		
I like most aspects of my personality.	.557		
Environmental Mastery			
In general, I feel I am in charge of the situation in which I live.	.627	.803	.578
The demands of everyday life often get me down.	.740		
I am quite good at managing the responsibilities of my daily life.	.692		

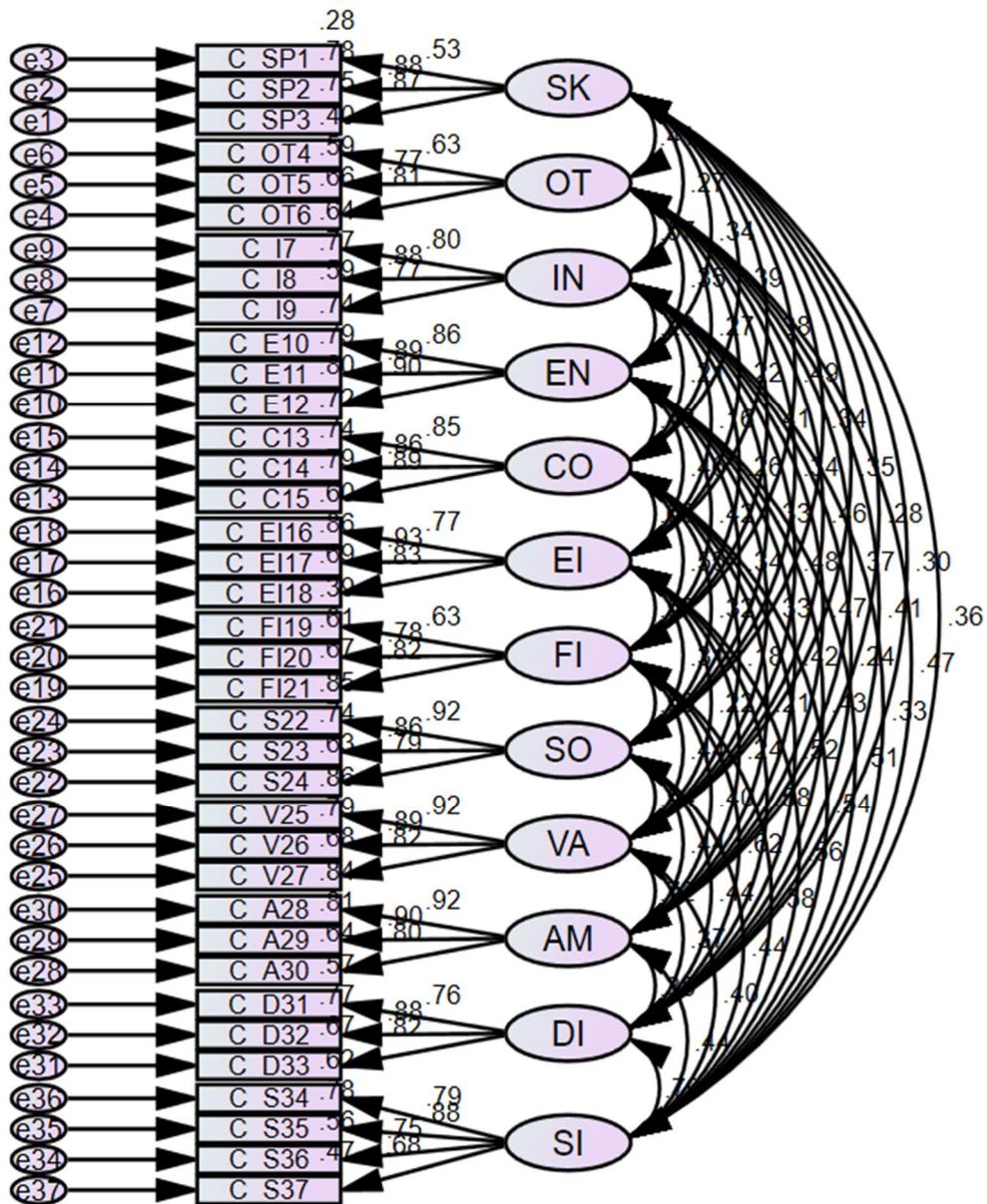


Figure 5 Model of Service Quality

Table 9 Model fit of Service Quality Factor

χ^2	df	CFI	TLI	RMSEA
1099.4	563	.925	.912	.058

* $p < .001$

Table 10 Reliability Test of Measurement Items

	Variable	No. of Items	Name of Item	Cronbach's α
Relationship Quality	Trust	3	A_T1 A_T2 A_T3	.897
	Commitment	3	A_C4 A_C5 A_C6	.921
	Intimacy	3	A_I7 A_I8 A_I9	.889
	Self-Connection	3	A_S10 A_S11 A_S12	.888
	Reciprocity	3	A_R13 A_R14 A_R15	.933
Psychological Well-Being	Autonomy	3	B_A1 B_A2 B_A3	.725
	Positive Relationship	3	B_PR4 B_PR5 B_PR6	.719
	Purpose in Life	3	B_PL7 B_PL8 B_PL9	.644
	Personal Growth	3	B_PG10 B_PG11 B_PG12	.850
	Self-Acceptance	3	B_SA13 B_SA14 B_SA15	.776
	Environmental Mastery	3	B_EM16 B_EM17 B_EM18	.723

Variable	No. of Items	Name of Item	Cronbach's α
Service Quality			
Game	Skill Performance	C_SP1	.794
		C_SP2	
		C_SP3	
Game	Operating Time	C_OT4	.777
		C_OT5	
		C_OT6	
	Information	C_I7	.850
		C_I8	
		C_I10	
Augment Service	Entertainment	C_E10	.911
		C_E11	
		C_E12	
	Concession	C_C13	.899
		C_C14	
		C_C15	
Interaction	Employee Interaction	C_EI16	.873
		C_EI17	
		C_EI18	
	Fan Interaction	C_FI19	.784
		C_FI20	
		C_FI21	
Outcome	Sociability	C_S22	.892
		C_S23	
		C_S24	
	Valence	C_V25	.905
		C_V26	
		C_V27	
Environment	Ambience	C_A28	.899
		C_A29	
		C_A30	
	Design	C_D31	.856
		C_D32	
		C_D33	
	Signage	C_S34	.853
		C_S35	
		C_S36	
		C_S37	
Baseball Involvement	Baseball Involvement	BI_1	.957
		BI_2	
		BI_3	
		BI_4	
		BI_5	
All Variables	75	Total75	.956

Table 11 Measurement Variables: Correlation Coefficient, Mean, and Standard Deviation

Variables	Mean	S.D	1	2	3	4	5	6	7
1. RQT	3.664	.874	1						
2. RQC	3.529	1.073	.524	1					
3. RQI	3.709	.921	.425	.690	1				
4. RQS	2.987	.982	.595	.661	.623	1			
5. RQR	2.797	1.017	.623	.489	.410	.659	1		
6. PWB	3.840	.466	.108	.006	.128	.147	.208	1	
7. SQ	3.463	.519	.456	.422	.420	.420	.504	.346	1

Note. **RQT** – Trust, **RQC** – Commitment, **RQI** – Intimacy, **RQS** – Self-Connection, **RQR** – Reciprocity, **PWB** – Psychological Well-Being, **SQ** – Service Quality.

4.4 Hypothesis Verification

The present study conducted multiple regression analysis to determine how five factors of relationship quality: Trust, Commitment, Intimacy, Self-Connection, and Reciprocity influence fan's psychological well-being, including the moderator variable, service quality.

Before conducting multiple regression analysis for hypothesis verification, multicollinearity should be checked. According to Field (2013), when regression analysis is performed with more than one predictor to assess hypotheses, researchers should know multicollinearity that may exist as soon as there is a strong correlation among two or more predictors. If multicollinearity exists between predictors, obtaining unique estimates of the regression can be impossible due to increasing standard errors in each independent variable. In other words, the result of regression analysis might be an inaccurate interpretation or distorted conclusion (Yo Jae Lee, 1994). Thus, identifying multicollinearity is an important procedure.

In order to identify multicollinearity, a correlation matrix of the independent and dependent variables and Variance Inflation Factor (VIF) should be checked. According to Field (2013), coefficient of correlations should be lower than .80. Moreover, the largest VIF

among variables should be lower than 10 (Bowerman & O'Connell, 1990). If coefficient of correlations and VIF score meet the recommended standard score, it can be considered that there is a low chance of multicollinearity existing among the variables. As a result of the coefficient of correlations, all variables are lower than .80 and VIF score of all variables are lower than 10. Thus, the possibility of having multicollinearity seemed to be quite low.

Five hypotheses were divided into two models of the regression analysis. The first model was performed to verify the main impact between independent variables and dependent variables. Moderator variable was added into the second regression model to verify interaction effect between independent and dependent variables.

Hierarchical multiple regression analysis was performed in this study. This method is considered as useful, effective, and practical to examine the effects of control variables, main effects of independent variables including moderating effects, and interaction effect (McFarlin & Sweeney, 1992).

The present study followed four steps for the purpose of the study mentioned above. First, control variables: income, health and baseball involvement were regressed onto psychological well-being. Second, five independent variables were regressed onto psychological well-

being. Third, the moderator variable was regressed onto psychological well-being. Finally, interaction terms were regressed onto psychological well-being. Three control variables were modified into dummy variables.

The following pages will verify five hypotheses of the present study with multiple regression analysis results indicated in Table 11.

H1: Trust between a professional sports team and its fan will positively influence fan's psychological well-being

The first model result indicated that there is no significant effect from Trust between sports team and its fan on the fan's psychological well-being, indicating $B = -.004$, $S.E = .041$, $\beta = -.008$, and $t = -.101$ ($p = .920$). The moderator variable, Service Quality, did not have an influence on dependent and independent variables, $B = .139$, $S.E = .304$, $\beta = .261$, and $t = .458$ ($p = .647$). The second model of interaction variables presented that there is no interaction effect on dependent and independent variables, $B = -.051$, $S.E = .088$, $\beta = -.464$, and $t = .575$ ($p = .566$). As result of the analysis, hypothesis 1 is rejected.

H2: Commitment between a professional sports team and its fan will positively influence fan's psychological well-being

Commitment between a sports team and its fan on the fan's

psychological well-being was not statistically significant, indicating $B = -.070$, $S.E = .040$, $\beta = -.162$, and $t = -1.744(p = .082)$. The moderator variable did not influence dependent and independent variables, $B = .0389$, $S.E = .289$, $\beta = -.087$, and $t = 146(p = .884)$. The second model of interaction variables with commitment presented that there is no interaction effect on dependent and independent variables, $B = -.035$, $S.E = .074$, $\beta = -.360$, and $t = -.477(p = .634)$. As result of the analysis, hypothesis 2 is rejected.

H3: Intimacy between a professional sports team and its fan will positively influence the fan's psychological well-being

Intimacy between a sports team and its fan on the fan's psychological well-being was statistically significant, indicating $B = -.086$, $S.E = .043$, $\beta = .171$, and $t = 2.022(p = .044)$. In contract to Trust and Commitment, Intimacy statistically significant. As result of the analysis, hypothesis 3 is supported. However, the moderator variable was not significant on dependent and independent variables, $B = -.281$, $S.E = .297$, $\beta = -.554$, and $t = .944 (p = .346)$. The second model of interaction variables with commitment presented that there is no interaction effect on dependent and independent variables, $B = .102$, $S.E = .086$, $\beta = .929$, and $t = 1.190 (p = .235)$.

H4: Self-Connection between a professional sports team and its

fan will positively influence the fan's psychological well-being

Self-Connection between a sport teams and its fan on the fan's psychological well-being was not statistically significant, indicating $B = .031$, $S.E = .045$, $\beta = .065$, and $t = .693$ ($p=.489$). The moderator variable did not influence dependent and independent variables, $B = -.337$, $S.E = .355$, $\beta = -.709$, and $t = .948$ ($p=.84$). The second model of interaction variables with commitment presented that there is no interaction effect on dependent and independent variables, $B = .107$, $S.E = .098$, $\beta = 1.190$, and $t = 1.086$ ($p = .279$). As result of the analysis, hypothesis 4 is rejected.

H5: Reciprocity between a professional sports team and its fan will positively influence fan's psychological well-being

Reciprocity between a sports team and its fan on the fan's psychological well-being was statistically significant, indicating $B = .081$, $S.E = .038$, $\beta = .176$, and $t = 2.138$ ($p = .033$). As result of the analysis, hypothesis 5 is supported. However, the moderator variable was not significant on dependent and independent variables, $B = .101$, $S.E = .326$, $\beta = .874$, and $t = 1.228$ ($p=.221$). The second model of interaction variables with commitment presented that there is no interaction effect on dependent and independent variables, $B = -.105$, $S.E = .093$, $\beta = -1.040$, and $t = -1.135$ ($p = .258$).

H6: Higher service quality will positively influence the relationship between relationship quality and fan's psychological well-being.

It was proved that service quality did not statistically have a moderator effect between two variables, relationship quality and psychological well-being. Table 11 shows the detail results.

In sum, hypothesis 3 and 5 are supported and 1, 2, and 4 are rejected. Based on the result, Reciprocity is the most significant factor, p-value .033. In addition, service quality is not considered as moderator variable resulting no statistically impact on psychological well-being.

Factor	Model 1				Model 2			
	B	S.E	β	t	B	S.E	β	t
Income	.103	.057	.111	1.914	.146	.055	.146	2.585
Health	-.197	.058	-.196	-3.413	-.153	.056	-.152	-2.731
B.I	-.075	.067	-.077	-1.124	-.098	.065	-.101	-1.517
RQT	-.004	.041	-.008	-.101	.139	.304	.261	.459
RQC	-.070	.040	-.162	-1.744	.038	.259	-.087	.146
RQI	.086	.043	.171	2.022*	-.281	.297	-.554	-.944
RQS	.031	.045	.065	.693	-.337	.355	-.709	-.948
RQR	.081	.038	.176	2.138*	.101	.326	.874	1.228
SQ					.244	.238	.272	1.024
RQT×SQ					-.051	.088	-.464	-.575
RQC×SQ					-.035	.074	-.360	-.477
RQI×SQ					.102	.086	.929	1.190
RQS×SQ					.107	.098	1.190	1.086
RQR×SQ					-.105	.093	-1.040	-1.135
(Constant)	3.503	.143		25.512	2.968	.790		3.756
R^2	.129				.228			
ΔR^2					.188			

Table 12 Verification Results of the Hypothesis

* $p < .05$

Chapter 5. Discussion & Conclusion

5.1 Discussion

The primary purpose of the present study was to examine the influence of relationship quality between a professional sports team and its fans on the fans' psychological well-being. In order to achieve the purpose, the study presented five hypotheses based on extant literature review and conducted multiple regression analysis to verify these hypotheses.

According to the results of the study, relationship quality had a partly positive effect on a fan's psychological well-being. Among five sub-variables of relationship quality developed by Kim and Trail (2011); Trust, Commitment, Intimacy, Self-Connection, and Reciprocity, Intimacy and Reciprocity positively partly influenced a fan's psychological well-being, quality of life. Thus, hypothesis 3, the hypothesis that Intimacy between a professional sports team and its fan will positively influence a fan's psychological well-being, was statistically significant and supported. The result supported Reis and Franks (1994) argument from their research. They noted that Intimacy and social support are strongly related to people's health and well-being.

In addition, hypothesis 5, Reciprocity between a professional sport team and its fan will positively influence a fan's psychological well-being, was supported with a greater score than Intimacy. According to Van Hom et al (2001), Reciprocity has a significant relationship with people's well-being.

Thus, the result of hypothesis 5 proved their argument.

On the other hand, it was found that Trust, Commitment, and Self-Connection did not have a positive effect on psychological well-being. Trust was expected to have a significant effect on enhancing people's well-being based on Tov and Diener's study 2008. One of the factors of relationship quality, Trust, is proved that people's well-being is not significantly improved by trusting a sports team. The result of this hypothesis test supports Wright and Hobfoll (2004) argument. They pointed that high level of commitment in the group negatively diminished personal accomplishment and psychological well-being due to emotional exhaustion.

Studies about the relationship between sports context and human's well-being have been conducted. The majority of the studies is about relationship between participating in sport and people's happiness. Participation in sports as a leisure activity has a positive effect on people's well-being (Kim & Lee, 2009; Kim & Lee, 2011). Moreover, commitment and self-connection or identification were proved to have no direct effect on happiness by Yeonju Lee (2014). The research result supported his argument, but there have been different arguments from other researchers, stating that commitment and self-connection have a positive effect on people well-being (Wann & Pierce, 2005). There is a need to conduct more research about relationship between commitment, self-connection, and people's happiness.

In sum, the overall result from testing the five hypotheses suggest that

relationship marketing in the sports context can positively influence people's psychological well-being; especially two factors of relationship quality, Intimacy and Reciprocity had a direct effect on it. In other words, if professional sports teams consider these factors with their consumers or fans, fans might be more satisfied not only with watching sport itself, but also with greater happiness.

5.2 Implications

5.2.1 Theoretical Implications

In this dissertation, a relationship quality in the sports context was examined with psychological well-being for a better understanding of the relationship between a sports consumer's happiness and a team's relationship quality with fans. This study makes a contribution to the current literature in a number of ways. First, the author investigated which factors of relationship quality influence fan's psychological well-being. There are few studies that incorporate relationship marketing with fan's psychology or emotion base. Therefore, results obtained from this study will help researchers understand the relationship between relationship quality and people's psychological well-being with more specific factors which might increase fan's happiness.

Moreover, the study helped expand sports management literature

by applying relationship marketing theories to the sports fans' psychological factor which might positively influence sports consumer behavior. The previous studies investigated between spectating sports factors such as team identification and psychological factor such as sense of belonging, well-being, and so on. However, they did not specifically indicate which specific factors in watching sports would influence fan's psychological factors (Wann, Inman, Ensor, Gates, & Caldwell, 1999; Wann & Pierce, 2005). On this point, the present study adopted relationship quality in sports contexts and specifically divided it into five factors for finding what factors might impact a fan's psychological well-being the most. With these specific factors, the researcher will examine various studies within this findings of study.

Finally, the present study examined the relationship between relationship quality and a fan's psychological well-being with service quality factors. Based on previous research, it was expected that service quality would have an influence on these two variables as a moderator variable. Even though service quality was not shown as having a positive effect on them, the result is meaningful for designing a future study, considering this point. More detail and specific examination on this point is in need.

In sum, the present study proved that relationship marketing in the sports context positively influences a fan's psychological well-being, quality of life.

5.2.2 Managerial Implications

Developing and maintaining relationships with a consumer or fan is one thing that the sports managers are recently interested in the most. In addition, sports consumers tend to be willing to engage in relationships with their favorite teams. However, relationship marketing practices in sports organizations or professional teams are still rudimentary. The findings from this study have some managerial implications. The findings from the study helps the sports team managers to validate the widely-held assumption in practice that good relationships with sports consumers is an important factor for a successful sports business. The present study provides sports managers to make better managerial decisions based on the finding from the research, which functions as evidence of teams' capability to attain meaningful performance outcome. It also can help sports managers know the payoff to be obtained from cultivating the relationship with their fans or consumers is valuable. With the knowledge attained from this research, the sports managers can perform their work more effectively.

In addition, the present study proved that when sports consumers feel that they have a good relationship with their team, they will be happier than those who do not. Moreover, no service quality factors impacted fan's psychological well-being. Therefore, when the sports managers make new strategy with relationship marketing focusing on fan's happiness, the finding from the study can help them specifically.

According to Kim (2009), the relationship quality framework and the developed scale can serve numerous essential purposes in the sports management context. He pointed that by using this tool, sports managers are able to identify level of quality of relationship with the sports fans and develop relationship management strategies based on this information. The current study proved that relationship quality scale for the sports context is usable and acceptable for gathering information and analyzing the data about sports relationship quality. Thus, sports managers will get more benefits from this research finding.

5.3 Limitations and Future Research

Although this present study has provided valuable insight into understanding relationship quality and psychological well-being with service quality, there are some limitations that need to be considered for future research. The sample used in this study can be the first

limitation. The majority of the participants in the study were baseball fans and most of them were a student of college and graduate schools. This might limit the generalizability of the findings from the present study. In addition, the subject of this study, professional baseball teams in Korea, might also limit the generalizability of the findings. Thus, the generalizability of the findings should be improved by using broader and wider sampling frames in different and various sports contexts such as professional volleyball and soccer for future studies.

Second, regarding the process of data analysis, although the study controlled three variables based on previous research, human happiness can be influenced by various factors such as family matters, school work, and so on. Therefore, future research should control more factors which might impact human well-being.

Finally, service quality scale used in this study was developed in America which means that some of items might not be acceptable for Korea sports context. For example, the sports facilities in Korea might be different in regard to certain environmental factors found in the U.S., such as design of facility. Therefore, measurement for sports facilities should be devoted and modified according to the country where a study is conducted.

5.4 Conclusion

People live in society, and depending on which society they belong to, their quality of life can be different. Being a fan of a particular sports team can be considered as social identity theory phenomenon. Spectator sports has become one of the most popular leisure activities, as popular as directly participating in sports. It means that this activity is highly related to people's well-being or happiness. In other words, enhancing fans' well-being can be a marketing strategy in the sports business. In order to manage this phenomenon as a marketing strategy, sports organizations apply relationship marketing. The present study was designed to look into the relationship between relationship quality between fans and their sports teams and the fans' well-being. As a result, relationship marketing has a positive effect on people's psychological well-being; especially Intimacy and Reciprocity are proved to be factors that statistically positively influences psychological well-being. Finally, service quality has no positive effect on well-being. It is expected that better effective marketing strategies might be created.

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국문 초록

프로스포츠 구단과 팬의 관계의 질이 심리적 안녕감에 미치는 영향:

한국 프로야구를 중심으로

이 현 우

서울대학교 대학원

체육체육과

현대인들이 살아가는데 있어서 행복은 중요한 요소 중 하나이다. 우리는 가족, 친구, 동료와 같은 사회 구성원들과 함께 스포츠를 하고, 텔레비전, 인터넷 등과 같은 매체를 통해 시청하는 등 다양한 방법으로 스포츠를 통해 삶을 즐기고 있다. 특히 프로 스포츠 산업이 발전하면서 특정 구단을 응원하며 팬으로서 야구, 축구, 농구, 배구 등 다양한 스포츠를 관람하는 인구가 늘고있다. 자신들이 좋아하는 팀을 응원하고, 관련된 정보를 사회구성원과 공유하는 현상은 현대인들에게 여가 생활을 넘어 현대 사회에 새로운 사회 문화로 자리잡은 것이다. 우리가 연고지역 팀을 응원하며 소속한 집단에 대해 갖게 되는 애착심과 동일시는 팬의

행복과 관계가 있다. 많은 선행연구들에서 프로 스포츠 팀 동일시가 연고 지역 도시 주민과 팬의 행복에 긍정적인 영향을 준다고 보고하였다. 하지만 스포츠 관람과 인간의 삶의 질에 대한 구체적인 관계에 대해서는 연구가 미흡한 상황이다.

이러한 맥락에서 본 연구에서는 관계 마케팅 이론에 근거하여 구단과 팬의 관계가 팬의 행복에 어떠한 영향을 주는지 알아보고자 한다. 구체적으로 프로 스포츠 팀의 관계의 질의 5 개(진실성, 호혜성, 몰입성, 친밀감, 자아연관) 하위 요인이 팬의 심리적 안녕감에 미치는 영향을 검증하고자 한다. 이를 통해 학술적으로 관람 스포츠와 개인의 삶의 질 관련 연구 분야의 심층적인 발전에 기여하고자하며, 실무적으로도 새로운 관계 마케팅 패러다임 등 실증 자료를 제시하고자 하는 것이 본 연구의 목적이다.

이를 위해 본 연구에서는 편의표본 추출방법으로 추출한 한국 프로야구 팬을 대상으로 온라인 설문조사를 시행하였으며, 총 300 부의 자료를 수집하였다. 이 중 45 개의 불성실한 응답을 제외한 285 부의 자료를 통계 분석에 사용하였다. 연구가설을 검증하기 위하여 SPSS 23 을 사용하여 기술통계분석, 신뢰도분석,

다중 회귀분석을 시행하였으며, AMOS 2.0 을 사용하여 확인적 요인분석을 시행하였다.

연구 결과, 프로 스포츠 팀과 팬 간의 호혜성과 친밀감은 팬의 심리적 안녕감에 통계적으로 정(+)적 영향을 미치는 것을 확인하였다. 반면, 프로 스포츠 팀과 팬 간의 신뢰성, 몰입성, 자아연관은 팬의 심리적 안녕감에 통계적으로 유의미한 관계가 없는 것으로 나타났다. 마지막으로 시행된 조절 효과분석에서는 경기장 내 서비스 질이 팬의 심리적 안녕감에 관계에 미치는 영향이 없는 것으로 나타났다.

주요어: 삶의 질, 심리적 안녕감, 관계 마케팅, 서비스 품질

학 번: 2014-22872

5. 나는 다른 사람과 친밀한 관계를 유지하는 것이 어렵지 않다. ①--②--③--④--⑤
6. 사람들은 내가 배려심이 많아 남에게 기꺼이 시간을 내어 주는 사람으로 생각한다. ①--②--③--④--⑤
7. 나는 오늘 하루가 중요할 뿐만 아님, 미래 또한 중요하다. ①--②--③--④--⑤
8. 나는 가끔 내가 더욱 잘할 수 있는 일이 있을 것이라고 생각한다. ①--②--③--④--⑤
9. 어떤 사람들은 인생의 목표 없이 방황하지만 나는 그렇지 않다. ①--②--③--④--⑤
10. 나는 내 인생을 크게 발전시키고 변화하기 위해 노력하기를 포기하지 않았다. ①--②--③--④--⑤
11. 나는 나 자신과 주변을 변화시킬 수 있는 새로운 경험을 하는 것이 중요하다고 생각한다. ①--②--③--④--⑤
12. 나에게 인생은 끊임없이 배우고, 변화하고, 성장하는 과정이다. ①--②--③--④--⑤
13. 여러 측면에서 볼 때 나는 내가 살면서 이루어 온 것들에 대해 만족한다. ①--②--③--④--⑤
14. 내 인생을 돌아 봤을 때 지금까지는 원하던 대로 되어 기쁘다. ①--②--③--④--⑤
15. 나는 나의 성격의 대부분이 마음에 든다. ①--②--③--④--⑤
16. 일반적으로 나는 나의 주변 상황에 대한 책임감이 있다고 느낀다. ①--②--③--④--⑤
17. 나는 일상 생활을 잘 관리해 나가고 있다. ①--②--③--④--⑤
18. 일상 생활(집, 직장, 학교 등)에서 요구하는 것들이 나를 활기차게 한다. ①--②--③--④--⑤

응원하는 팀은 그 만큼 보답한다.

14. 내가 팀을 위해 좋은 일을 했을 때, 내가 응원하는 팀은 지속적으로 호의를 베푼다. ①--②--③--④--⑤
15. 내가 응원하는 팀은 내가 팀에게 준 것만큼 되돌려 준다. ①--②--③--④--⑤

Q3. 아래의 문항을 읽고 귀하가 응원하는 팀의 서비스 품질에 대해 가지고 있는 생각과 얼마나 일치하는지 체크해주시시오.

① 전혀 그렇지 않다	② 조금 그렇지 않다	③ 보통이다	④ 조금 그렇다	⑤ 매우 그렇다
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1. 내가 응원하는 선수의 기량이 나를 들뜨게 만든다. ①--②--③--④--⑤
2. 내가 응원하는 팀은 나에게 고품질의 경기를 제공한다. ①--②--③--④--⑤
3. 내가 응원하는 팀의 선수의 경기력은 우수하다. ①--②--③--④--⑤
4. 야구경기운영 시간은 적절하다. ①--②--③--④--⑤
5. 야구경기 스케줄은 관람하기에 적절한 시간으로 편성되어 있다. ①--②--③--④--⑤
6. 야구경기 스케줄은 시청하기에 적절한 시간으로 편성되어 있다. ①--②--③--④--⑤
7. 야구경기 또는 팀에 대한 최신 정보를 접할 수 있다. ①--②--③--④--⑤
8. 야구경기에 대한 정보를 쉽게 얻을 수 있다. ①--②--③--④--⑤
9. 나는 인터넷을 통해서 손쉽게 야구경기관련 정보를 얻을 수 있다. ①--②--③--④--⑤
10. 야구장 내 이벤트(행사)는 재밌다. ①--②--③--④--⑤
11. 야구장 내 이벤트(행사)는 경기만큼 즐겁다. ①--②--③--④--⑤

12. 야구 경기 전/후 이벤트(행사)는 즐겁다. ①--②--③--④--⑤
13. 야구장은 질 좋은 음식(음료)를 제공한다. ①--②--③--④--⑤
14. 야구장 내 매점들은 다양한 종류의 음식을 제공한다. ①--②--③--④--⑤
15. 야구장 내 매점에서 판매되는 음식 품질은 만족할 만한 수준이다. ①--②--③--④--⑤
16. 나는 야구장 내 직원들이 친절할 것이라고 기대한다. ①--②--③--④--⑤
17. 야구장 내 직원들은 문제를 즉각적이고 만족스럽게 해결한다. ①--②--③--④--⑤
18. 야구장 내 직원들은 고객의 특별한 요청을 효율적으로 대처한다. ①--②--③--④--⑤
19. 야구장의 관중들은 인상적이다. ①--②--③--④--⑤
20. 관중들은 경기장 규정과 규칙을 준수한다. ①--②--③--④--⑤
21. 나는 항상 다른 관중들로 인하여 서비스에 대한 좋은 인상을 갖는다. ①--②--③--④--⑤
22. 나는 같이 경기를 관람하는 팬들이 가족 같이 느껴진다. ①--②--③--④--⑤
23. 나는 야구장에서 사람들과의 교류를 즐긴다. ①--②--③--④--⑤
24. 나는 가족(친구들)과 야구장에서 좋은 시간을 가진다. ①--②--③--④--⑤
25. 나는 내가 야구장에서 경험한 것에 대해서 기분이 좋다. ①--②--③--④--⑤
26. 나는 경기관람에 대해서 긍정적으로 평가한다. ①--②--③--④--⑤

27. 경기관람 경험이 나를 열렬한 팬이 되도록 도와주었다. ①--②--③--④--⑤
28. 야구장의 분위기는 아주 좋다. ①--②--③--④--⑤
29. 야구장의 분위기는 내가 기대했던 스포츠 경기장의 분위기이다. ①--②--③--④--⑤
30. 야구장은 깨끗하게 잘 유지되고 있다. ①--②--③--④--⑤
31. 나는 야구장의 디자인에 깊은 인상을 받는다. ①--②--③--④--⑤
32. 야구장 시설은 안전하다. ①--②--③--④--⑤
33. 야구장에 (출)입이 편리하다. ①--②--③--④--⑤
34. 안내관은 내가 야구장 내 길을 찾는데 도움을 준다. ①--②--③--④--⑤
35. 야구장에는 다양한 편의 시설을 안내해 주는 충분한 안내관이 있다. ①--②--③--④--⑤
36. 야구장의 전광판은 미적으로 시선을 끈다. ①--②--③--④--⑤
37. 야구장의 전광판은 쉽게 읽을 수 있다. ①--②--③--④--⑤

Q4. 아래의 문항을 읽고 야구에 대해 가지고 있는 생각과 얼마나 일치하는지 체크해주시오.

① 전혀 그렇지 않다	② 조금 그렇지 않다	③ 보통이다	④ 조금 그렇다	⑤ 매우 그렇다
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1. 나는 야구 경기를 직접 관람하거나 미디어를 통하여 자주 본다. ①--②--③--④--⑤
2. 나는 야구에 많은 관심을 가지고 있다. ①--②--③--④--⑤
3. 나는 야구에 대해서 대화하는 것을 좋아한다. ①--②--③--④--⑤
4. 나는 야구에 관한 정보를 찾으려고 노력한다. ①--②--③--④--⑤

Q5. 아래의 문항을 읽고 귀하가 해당되는 내용에 표시해 주십시오.

1. 귀하는 프로야구 팬이 된지 몇 년 되었습니까?
 - ① 1년 미만
 - ② 1~2년
 - ③ 2~3년
 - ④ 3년 이상
2. 귀하의 성별은?
 - ① 남성
 - ② 여성