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# Influence of team identification, game outcome, and game process on sport consumers' happiness



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## ABSTRACT

The purpose of the study is to examine the relative effects of game process (i.e., boring versus exciting) and outcome (i.e., losing versus winning) on sport consumers' happiness depending on their level of team identification. The authors investigated how sport consumers' levels of happiness are different after recalling (Study 1) and imagining (Study 2) a game when the positivity of the game process and the outcome contradict each other. Results indicate that sport consumers with high team identification exhibited greater degrees of happiness after recalling and imagining a boring win game compared to an exciting loss game. Meanwhile, sport consumers with low team identification exhibited similar degrees of happiness between a boring win game and an exciting loss game.

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## 1. Introduction

Many people actively seek happiness (Mogilner, Aaker, & Kamvar, 2012). Given this, an interesting empirical question is what, then, would be the most effective way for persons to maximize happiness? In academia, researchers have found that individuals are often able to promote a greater degree of happiness by utilizing their money on experiential purchases (e.g., a sporting event or a music concert) compared to material purchases (e.g., a car or a watch; Nicolao, Irwin, & Goodman, 2009), on extraordinary consumption (e.g., unique, unusual, or special experiences) rather than ordinary consumption (e.g., typical, usual, or everyday experiences; Bhattacharjee & Mogilner, 2014), and on significant others (e.g., family and friends) compared to themselves (Dunn, Aknin, & Norton, 2008).

Another way to potentially enhance happiness would be to engage in sport-related consumption. A number of authors have found that active spectatorship (Doyle, Filo, Lock, & Funk, 2016; Hallmann, Breuer, & Kühnreich, 2013) promotes happiness. Specifically, accumulating evidence suggests that the positivity of the game outcome (e.g., winning versus losing) significantly influences fans' happiness (Jang, Ko, Wann, & Kim, in press). For example, Stieger, Götz, and Gehring (2015) found that the outcome of the national soccer team during the 2014 World Cup significantly impacted German fans' happiness. German fans who watched their national team match during the 2014 World Cup reported greater levels of happiness than those who did not watch the match. Importantly, the positive effect of sport spectatorship on happiness only occurred when their national team won the match (i.e., positive outcome).

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There is a lack of scholarly effort in examining the impact of game process (e.g., exciting versus boring) on fans' happiness. However, ample evidence suggests that the positivity of the game process has a significant impact on various types of fans' responses, including emotion (Knobloch-Westerwick, David, Eastin, Tamborini, & Greenwood, 2009) and behavioral intentions (e.g., future intention, word of mouth recommendations; Sumino & Harada, 2004; Yoshida & James, 2010).

To help fill the empirical gap, we examined the relative effects of game process and outcome on the happiness of sport consumers. In this study, we conceptualized positivity of the game process as whether the game is exciting or boring. In contrast, positivity of the game outcome was conceptualized as whether the supported team won or lost the contest. One useful methodological approach to examining relative effects of game process and outcome is to investigate the condition in which those characteristics are contradictory (that is, an exciting loss game versus a boring win game; Yang, Mao, & Peracchio, 2012). In this study, we operationalized the positive process and the negative outcome condition as an exciting loss game and the negative process and the positive outcome condition as a boring win game. With this methodological approach, researchers can effectively examine the distinctive role of each game characteristic on sport consumers' happiness.

We proposed that one's level of identification with one of the competing teams would be a key moderator in determining the relative effect of game process and outcome on consumers' happiness. Sport consumers with high team identification react more intensely to the positivity of a game's outcome than those with low team identification (see Wann, Melnick, Russell, & Pease, 2001). In addition, people are more likely to value the process of the consumption in evaluating overall experience when they are less concerned about the outcome (e.g., sport consumers with low team identification; Choi & Fishbach, 2011). Therefore, we proposed that sport consumers with high team identification would become happier after recalling (Experiment 1) and imagining (Experiment 2) a boring win game compared to an existing loss game. In contrast, we proposed that sport consumers with low team identification would become happier after recalling and imagining an exciting loss game compared to a boring win game. In pursuing this research goal, we extend existing fan behavior literature by demonstrating that each game characteristic (process versus outcome) plays a unique function in determining sport consumers' happiness as a function of level of team identification. In addition, the results of the current study provide an effective strategy for marketers in terms of which characteristic of the game consumption experience they should highlight to positively persuade potential consumers.

## 2. Theoretical background

### 2.1. The effects of sport spectatorship on happiness

Happiness has been conceptualized in terms of either enduring or momentary happiness (Lyubomirsky, Sheldon, & Schkade, 2005). Enduring happiness refers to life satisfaction or subjective well-being (Diener & Chan, 2011). However, our interest was in momentary happiness, which suggests that a single positive event can also cause happiness (Diener, Sandvik, & Pavot, 2009). Sport is an activity that has the potential to significantly enhance happiness, as sport spectatorship has a positive impact on the happiness of sport consumers. For instance, Hallmann et al. (2013) and Stieger et al. (2015) found that wins by a favorite team increase feeling of happiness.

Although the positive effect of sport spectatorship on happiness has been documented in recent studies, key limitations still exist. Most authors have solely focused on the effects of game outcome on happiness (Jang et al., *in press*; Stieger et al., 2015) without considering the positivity of the game process. In other words, there is also a lack of scholarly effort in examining how specific game characteristic make a differential impact on the happiness of sport consumers. Specifically, what remained unknown is which game characteristic—either process (exciting versus boring) or outcome (winning versus losing)—plays a more critical role in enhancing happiness. It is important to investigate the relative effects of game process and outcome on the happiness of sport consumers because they not only watch a sporting contest for an enjoyable experience (Kim, James, & Kim, 2013), but also for a winning result (Funk, Beaton, & Alexandris, 2012). In the following section, we discuss the effects of game characteristics on various types of sport consumers' responses.

### 2.2. The effects of game characteristics on sport consumers' responses

The concept of game characteristics has received significant scholarly attention in sport management (Su-lin, Tuggle, Mitrook, Coussement, & Zillmann, 1997). Researchers have comprehensively examined how the positivity of game characteristics impacts sport consumers' reactions during and/or after watching a game, including game satisfaction (Madrigal & Chen, 2008; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013), revisit intentions (Yoshida & James, 2010), emotional responses (e.g., pride and shame; Madrigal, 2008), and their tendency to engage in basking in reflected glory (BIRGing) and cutting off reflected failure (CORFing; Cialdini et al., 1976).

One important game characteristic that can determine sport consumers' reactions is the process of the game. Relative to boring games, contests considered exciting and suspenseful elicit greater satisfaction (Theodorakis et al., 2013; Yoshida & James, 2010) and stronger desires to attend future games and engage in positive word-of-mouth behaviors from sport consumers (Sumino & Harada, 2004; Yoshida & James, 2010).

Another important game characteristic that can impact sport consumers' reactions is the outcome of a game. In general, sport consumers react in a more positive way when the team they support delivers a positive outcome compared to a

negative outcome (Wann & Branscombe, 1990). Sport consumers report more intense emotional responses, such as high levels of excitement and pride (Kerr, Wilson, Nakamura, & Sudo, 2005), and showed a stronger tendency to engage in BIRGing behaviors after watching a winning game compared to a losing game (Madrigal & Chen, 2008). In other words, fans react more positively when their preferred team wins.

In sum, sport management scholars have shown that both the process and the outcome of a game significantly impact sport consumers' reactions during and after watching a contest (Madrigal & Chen, 2008). In regard to current research, an interesting theoretical inquiry concerned how game process and outcome play distinct roles in enhancing sport consumers' happiness. In the current study, we proposed that the degrees of team identification consumers have with the favorite team would determine relative effects of game process and outcome on sport consumers' happiness.

### 2.3. The moderating effect of team identification

The concept of team identification has originated from social identity theory (SIT; Tajfel & Turner, 1979), the latter of which suggests that individuals' self-concept and self-esteem are determined based on the social group in which they belong (Tajfel & Turner, 1979). In this regard, sport management scholars proposed the concept of team identification and provided empirical evidences that sport consumers often created psychological connections with their favorite sport teams (Wann & Branscombe, 1993). In the current investigation, we operationalized team identification as "the extent to which individuals perceive themselves as fans of the team, are involved with the team, are concerned with the team's performance, and view the team as a representation of themselves" (Branscombe & Wann, 1992; p. 1017).

One of the most fundamental principles of SIT is that individuals seek to maintain or improve their self-esteem by belonging to a successful group (Tajfel & Turner, 1979). When the supporting team wins a contest, consumers with high team identification often engage in a BIRGing behavior to enhance their level of self-esteem in the social environment (Wann & Branscombe, 1990). In addition, team identification can serve as a key moderating variable that determines the effect of positivity of game characteristics on various types of sport consumers' behaviors (Madrigal & Chen, 2008).

Although the majority of existing research has focused solely on either a game's process or outcome, in the current research, we propose that team identification would also be an important variable in understanding and predicting the relative effects of game process and outcome on sport consumers' happiness. Particularly, we anticipated that a boring win game would lead to greater degrees of happiness for sport consumers with high team identification than an exciting loss game. In contrast, an exciting loss game would lead to greater degrees of happiness for sport consumers with low team identification than a boring win game.

Previous work provides supporting evidence for these predictions. As aforementioned, the BIRGing literature suggests that the outcome of the game has a stronger influence on sport consumers with high team identification than those with low team identification (see Wann et al., 2001; for review). Specifically, Wann and colleagues found that sport consumers with high team identification exhibited stronger willingness to engage in a BIRGing behavior (Wann & Branscombe, 1990) and generated more extreme positive emotions (e.g., happy and energetic; Wann, Dolan, McGeorge, & Allison, 1994) after watching a winning game. This is because sport consumers with high team identification report increased self-esteem and positively enhanced sense of self by creating a strong connection with a successful team (Delia, 2015). Based on the literature, we proposed that game outcome would have a stronger effect on happiness for sport consumers with high team identification than would game process.

However, the effect of game outcome on various types of behaviors are often smaller for sport consumers with low team identification (Wann et al., 1994). Based on this, we further proposed that game process would have a stronger effect on happiness for sport consumers with low team identification than game outcome because these consumers are less concerned about the outcome (Wann et al., 1994). The consumption experience literature indicates that when individuals are less concerned about the outcome, they are more likely to value the process in evaluating overall consumption experience (Choi & Fishbach, 2011). Based on the aforementioned literature, we hypothesized:

**Hypothesis 1.** Sport consumers with high team identification will exhibit a greater degree of happiness after recalling and imagining a boring win game compared to an exciting loss game.

**Hypothesis 2.** Sport consumers with low team identification will exhibit greater degree of happiness after recalling and imagining an exciting loss game compared to a boring win game.

## 3. Experiment 1

### 3.1. Methodology

#### 3.1.1. Design and participants

We employed a 2 (Team Identification: high versus low)  $\times$  2 (Different Combinations of Game Characteristics: an exciting loss versus a boring win) between-subject design in Experiment 1. Team identification was a selection variable while mixture of game characteristics was an independent variable.

A total of 213 US workers were recruited from Amazon's Mechanical Turk (*M-Turk*). We only recruited workers whose previous HIT approval rates were equal to or greater than 95%. Each *M-Turk* worker received \$0.40 as compensation. Five participants who had previously completed a similar study (e.g., pilot study) were identified and removed from the sample. Thus, the final sample was 208. In terms of demographic information, 61.1% were male ( $n = 127$ ) while 38.9% were female ( $n = 81$ ), and their ages ranged between 19 and 74 years old ( $M = 34.57$ ,  $SD = 11.17$ ). In terms of household income, 43.3% ( $n = 90$ ) had less than \$39,999, 26.4% ( $n = 55$ ) had between \$40,000 and \$69,999, 21.6% ( $n = 45$ ) had between \$70,000 and \$119,999, while 8.7% ( $n = 18$ ) had more than \$120,000. In addition, in terms of race, 76.9% ( $n = 160$ ) were Caucasian, 6.3% ( $n = 13$ ) were African-American, 7.2% ( $n = 15$ ) were Asian, 7.7% ( $n = 16$ ) were Hispanic, and 1.9% ( $n = 4$ ) identified as "Other".

### 3.1.2. Stimuli: mixture of game characteristics

Participants were randomly assigned to either an exciting loss or a boring win condition. In this study, different mixtures of game characteristics were manipulated using stimuli designed by Yang et al. (2012). Specifically, Yang et al. (2012) manipulated a mixture of game characteristics based on participants' retrospective evaluations. Retrospective evaluation significantly and successfully predicts individuals' intention to engage in future behavior for a similar experience (Asada & Ko, 2016; Montgomery & Unnava, 2009), and were even a stronger predictor than moment-to-moment evaluations (Wirtz, Kruger, Scollon, & Diener, 2003). In the exciting loss condition, participants were asked to recall and write down (using 50 or fewer words) the most recent sport spectating experience in which the process was exciting and suspenseful but their supported team lost the game. In contrast, in the boring win condition, participants were asked to recall and write down the most recent sport spectating experience in which the process was boring and dull but their supported team won the game (Yang et al., 2012). Please see Appendix A for more detailed instructions.

### 3.1.3. Procedure

In the first stage of Experiment 1, participants completed the "Sport Consumption Experience Task." A mixture of game characteristics was manipulated during this task as either an exciting loss or a boring win. In the second stage, participants completed a questionnaire assessing the dependent variable (i.e., happiness), and selection variable (i.e., team identification), as well as demographic information.

### 3.1.4. Measured variables

We measured team identification with seven items on a 7-point Likert-type scale (Wann & Branscombe, 1993) and happiness with three items on a 7-point Semantic Differential scale (Van Boven & Gilovich, 2003). However, the happiness scale had unsatisfactory internal reliability ( $\alpha = 0.43$ ). As a result, one reverse-scored item for this scale was eliminated ("To what extent do you think the time spent on watching the game would have been better spent on something else – some other type of experience that would have made you happier?"). After excluding this item, the happiness scale had adequate reliability ( $\alpha = 0.71$ ). Thus, we created an index for happiness averaging subjects' responses. Please see Appendix A for detailed information. Table 1 presents the correlations between factors.

## 3.2. Results and discussion

We used Hayes's (2013) PROCESS macro (Model 1; 5000 bootstrap resampling) to examine the main effects of game characteristics (the exciting loss game condition was coded "–0.5" while the boring win game was coded as "0.5") and team identification, as well as their interaction effect on the dependent variables. We also used the PROCESS macro to conduct simple slope analysis, which examines the group difference within the interaction effect. The Hayes' PROCESS macro has been used in a number of academic research endeavors (e.g., Etkin & Sela, 2016; Jiang, Gorn, Galli, & Chattopadhyay, 2016).

The results indicated a significant interaction between different combinations of game characteristics and team identification on happiness ( $b = 0.33$ ,  $SE = 0.16$ ,  $t = 2.08$ ,  $p < 0.05$ , 95% CI = 0.02–0.65). The main effect of team identification on happiness was significant ( $b = -0.53$ ,  $SE = 0.26$ ,  $t = -2.02$ ,  $p < 0.05$ , 95% CI = –1.04 to –0.01), while the main effect of game characteristics was not significant ( $b = -1.48$ ,  $SE = 0.84$ ,  $t = -1.75$ ,  $p = 0.08$ , 95% CI = –3.14 to 0.18). In addition, the results of the simple slope analysis indicated that sport consumers with high team identification (at a 1 standard deviation above) indicated greater levels of happiness after recalling a boring win game ( $M = 3.95$ ) compared to an exciting loss game ( $M = 3.31$ ;  $b = 0.64$ ,  $SE = 0.28$ ,  $t = 2.30$ ,  $p < 0.05$ , 95% CI = 0.09–1.18). Meanwhile, sport consumers with low team identification (at a 1 standard deviation below) indicated similar levels of happiness between a boring win ( $M = 3.61$ ) and an exciting loss games ( $M = 3.80$ ,  $b = -0.19$ ,  $SE = 0.28$ ,  $t = -0.67$ ,  $p = 0.50$ , 95% CI = –0.74 to 0.36). Therefore, Hypothesis 1 was confirmed while Hypothesis 2 was rejected (Table 2).

**Table 1**  
The Results of the Correlations between Factors.

	Mean	1	2
1. Happiness	3.65	1	
2. Team Identification	5.14	–0.015	1

**Table 2**

The Effects of Team Identification and Different Combinations of Game Characteristics on Sport Consumers' Happiness.

Predictor variable	Dependent variable	<i>b</i>	SE	t value	<i>p</i> value	95% CI
Team ID	Happiness	−0.53	0.26	−2.02	<i>p</i> < 0.05	−1.04 to −0.01
DCGC	Happiness	−1.48	0.84	−1.75	<i>p</i> = 0.08	−3.14 to 0.18
Team ID × DCGC	Happiness	0.33	0.16	2.08	<i>p</i> < 0.05	0.02 to 0.65

Note: Team ID: Team Identification, DCGC: Different Combinations of Game Characteristics.

A possible key limitation to Experiment 1 is that participants may have had a hard time remembering a specific game. In this regard, participants may not have properly recalled their past consumption experiences, which may result in a low level of statistical power. In an effort to eliminate this concern, we designed Experiment 2 and attempted to manipulate the positivity of the game characteristics in a more efficient and direct manner. We tested the hypotheses in Experiment 2 by using four different scenarios: an exciting loss with low team identification, an exciting loss with high team identification, a boring win with low team identification, and a boring win with high team identification.

## 4. Experiment 2

### 4.1. Methodology

#### 4.1.1. Design and participants

In Experiment 2, we employed a 2 (Team Identification: high versus low) × 2 (Different Combinations of Game Characteristics: an exciting loss versus a boring win) between-subject design. Both team identification and mixture of game characteristics were manipulated variables.

A total of 116 US workers were recruited from *M-Turk*. Two attention check questions were utilized to identify participants who did not carefully read the scenario-based stimuli. Specifically, after participants were exposed to the scenario, they were asked to select the combination of game characteristics (the game was exciting, but your team lost vs. the game was NOT exciting, but your team won) and the team (favorite team vs. two random teams) that appeared in the scenario. The 24 participants who failed to correctly answer the attention check items were identified and removed before data analyses began. As a result, the final sample size was 92.

In terms of demographic information, 57.6% were male ( $n = 53$ ) while 42.4% were female ( $n = 39$ ), and their ages ranged between 19 and 75 years old ( $M = 36.20$ ,  $SD = 12.14$ ). In terms of household income, 42.4% ( $n = 39$ ) had less than \$39,999, 29.3% ( $n = 27$ ) had between \$40,000 and \$69,999, 20.7% ( $n = 19$ ) had between \$70,000 and \$119,999, while 7.6% ( $n = 7$ ) had more than \$120,000. In addition, in terms of race, 72.8% ( $n = 67$ ) were Caucasian, 9.8% ( $n = 9$ ) were African-American, 14.1% ( $n = 13$ ) were Asian, 1.1% ( $n = 1$ ) were Hispanic, and 2.2% ( $n = 2$ ) identified as "Other".

#### 4.1.2. Stimuli: mixture of game characteristics and level of team identification

As aforementioned, we included four conditions in Experiment 2. In the exciting loss game with high identification condition, participants were asked to imagine a scenario in which they watched a game for their favorite team where the game was exciting but their favorite team lost. In the exciting loss game with low team identification condition, participants were asked to imagine a scenario in which they watched a game for two random teams where the game was exciting but the minimally supported team lost. In the boring win game with high team identification condition, participants were asked to imagine a scenario in which they watched a game for their favorite team where the game was boring but their favorite team eventually won. In the boring win game with low team identification, participants were asked to imagine a scenario in which they watched a game for two random teams where the game was boring but the minimally supported team eventually won. Please see [Appendix A](#) for more detailed descriptions.

#### 4.1.3. Procedure

Consistent with Experiment 1, we asked participants to complete the "Sport Consumption Experience Task." The mixture of game characteristics and the level of team identification were manipulated during this task by using a different type of scenario. In the second stage, participants completed a questionnaire containing dependent variable (i.e., happiness) and demographic information.

#### 4.1.4. Measured variables

Happiness was measured with two-items on a 7-point Semantic Differential scale (Van Boven & Gilovich, 2003), and indicated high internal reliability ( $\alpha = 0.91$ ). Therefore, we created an index by averaging subjects' responses.

### 4.2. Results and discussion

We used analysis of Variance (ANOVA) to test all hypotheses. Specifically, team identification and different combinations of game characteristics served as independent variables while happiness was the dependent variable.

The results indicated that the interaction between the different combinations of game characteristics and team identification was significant for happiness,  $F(1, 88) = 20.26, p < 0.001$ . In addition, the main effect of the combinations of game characteristics was significant for happiness,  $F(1, 88) = 11.27, p = 0.001$ . That said, sport consumers exhibited a greater degree of happiness in the boring win game condition ( $M = 4.29$ ) compared to the exciting loss game condition ( $M = 3.29$ ). The main effect for team identification was not significant,  $F(1, 88) = 3.13, p = 0.08$ .

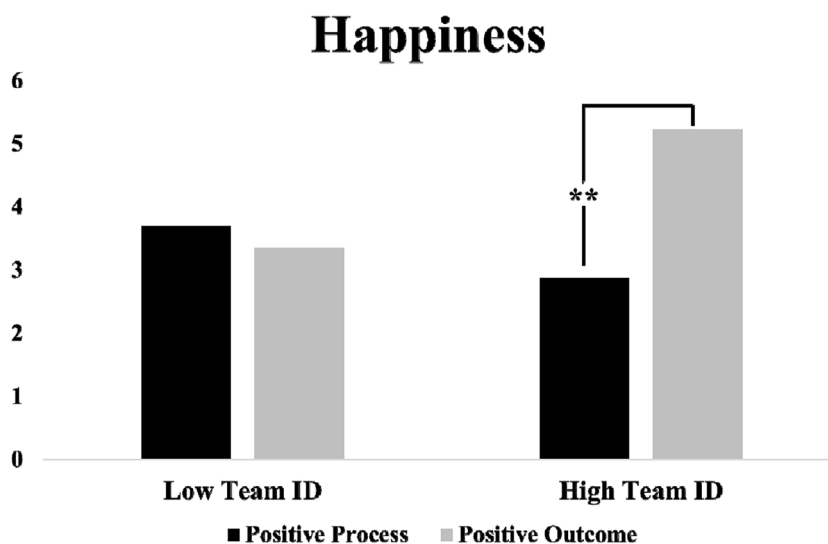
In terms of happiness, the results of the planned contrast indicated that sport consumers with high team identification exhibited a greater degree of happiness in the boring win game condition ( $M = 5.23$ ) compared to the exciting loss game condition ( $M = 2.88$ ),  $F(1, 88) = 30.04, p < 0.001$ . Meanwhile, sport consumers with low team identification exhibited a similar degree of happiness between the boring win game condition ( $M = 3.35$ ) and the exciting loss game condition ( $M = 3.70$ ),  $F(1, 88) = 0.67, p = 0.41$ . Thus, Hypothesis 1 was supported while Hypothesis 2 was rejected (Fig. 1 and Table 3).

## 5. General discussion

Although sport spectatorship can have a positive impact on sport consumers' happiness (Jang et al., in press; Steiger et al., 2015), there is scant empirical evidence about how specific game characteristic (process versus outcome) plays differential roles in predicting their happiness. Based on SIT, we extend previous work by demonstrating that game process (i.e., exciting versus boring) and outcome (i.e., winning versus losing) have different effects on sport consumers' happiness, depending on their levels of team identification. Specifically, the results indicated that sport consumers with high team identification exhibited greater degrees of happiness after recalling (Experiment 1) and imagining (Experiment 2) a boring win game compared to an exciting loss game. Meanwhile, sport consumers with low team identification exhibited similar degrees of happiness and game satisfaction after recalling and imagining an exciting loss game and a boring win game.

These results are consistent with the basic premise of the SIT and the BIRGing literature, such that sport consumers with high team identification reacted more intensely toward the game outcome than those with low team identification (Wann & Branscombe, 1990; Wann et al., 1994). Furthermore, the results of the current study extend fan behavior literature by examining the relative of game process and outcome on sport consumers' happiness through consideration of both characteristics simultaneously. Understanding the relative effects of game process and outcome on sport consumers' responses is important for both researchers and practitioners alike, because sport consumers not only watch a game to seek an exciting experience, but also for a winning result.

The findings of this research also lead to an interesting theoretical discussion: why does the outcome of the game have a stronger influence on happiness for sport consumers with high team identification compared to those with low team identification? Although numerous authors have demonstrated these patterns, it is interesting that the underlying processes have not been heavily discussed in the existing literature. We suggest a key plausible underlying process based on the Appraisal-Tendency Framework (ATF) of emotion (Han, Lerner, & Keltner, 2007; Lerner & Keltner, 2000), although it warrants mention that the evidence from the current research does not provide a direct explanation. The ATF views emotion in a more systematic manner compared to other traditional views of emotion, such as the valence model (i.e., positive versus negative emotion) and the three-dimensional model (i.e., arousal, pleasure, and dominance; Lerner & Keltner, 2000). ATF studies have



**Fig. 1.** Interaction Effect of Team Identification and Different Combinations of Game Characteristics on Sport Consumers' Happiness (Experiment 2). Note: \*\*:  $p < 0.001$ , Team ID: Team Identification, Positive Process: Positive Process and Negative Outcome (An Exciting Loss), Positive Outcome: Negative Process and Positive Outcome (A Boring Win).

**Table 3**  
Mean for Dependent Variables in Experiment 1 and 2.

Dependent Variables	Degree of Team ID	Mean Combinations of Game Characteristics	
		A Boring Win	An Exciting Loss
<b>Experiment 1</b>			
Happiness	High Team ID	3.95	3.31
	Low Team ID	3.61	3.80
<b>Experiment 2</b>			
Happiness	High Team ID	5.23	2.88
	Low Team ID	3.35	3.70

Note: Team ID: Team Identification.

provided empirical evidence that each emotion (e.g., pride, fun, and excitement) plays a unique role in shaping individuals' decisions and behaviors, because each emotion is induced by a specific cognitive appraisal (Han et al., 2007).

From this perspective, the ATF may suggest that different types of emotion may determine sport consumers' levels of happiness after they watch a contest, depending on their level of team identification. For highly identified sport consumer, the feeling of pride, which may more strongly be associated with the game outcome, may significantly determine their levels of happiness. In contrast, for lowly identified sport consumers, the feeling of excitement, which may be more strongly associated with the game process, may significantly determine their levels of happiness during or after watching a game. These explanations are generally consistent with recent research in the happiness domain, indicating that the key drivers of happiness are different based on several factors, including age (Mogilner et al., 2012) and culture (Tsai, Knutson, & Fung, 2006). For example, Mogilner et al. found that, for older people, happiness was derived based on the calmness of the activity, whereas for younger people, happiness was derived based on the excitement of the activity. In this regard, additional future studies are warranted to examine how different types of emotions are influenced by various factors of the game consumption experience, and how they subsequently determine sport consumers' levels of happiness.

### 5.1. Practical implications

The current research offers several meaningful implications for practitioners. In the marketing literature, researchers have highlighted the power influence of positive emotions in product evaluations. For example, Peace, Miles, and Johnston (2006) showed that the positive facial expression (i.e., smiles) of a model wearing a target product evokes happiness. Subsequently, consumers more favorably evaluated the target product because the feeling of happiness evoked by a model transferred to the evaluation of a target product. Similarly, the results of the current research suggest that marketers should place their advertisements or promote products after a winning game rather than a losing game because the feeling of happiness that sport consumers experienced may transfer to the evaluations of advertisements and products.

In the advertising literature, a number of authors have highlighted the power of outcome-oriented or process-oriented appeals in creating positive perceptions from potential consumers (Escalas & Luce, 2003). The results of the current research suggest that when marketers promote advertisements or products to a local area where many individuals are highly identified with the team, an outcome-oriented appeal that highlights the winning component would likely be more effective in creating positive perceptions from potential consumers than the process-oriented appeal.

### 5.2. Limitations and suggestions for future research

The current research has some limitations that warrant mention. First, the effects of the sport consumption experience on participants' happiness was assessed based on retrospective evaluations in Experiment 1. Although retrospective evaluations can be successfully utilized to predict future behavior (Asada & Ko, 2016; Wirtz et al., 2003), researchers should be cautious in applying this result to other types of evaluations, such as moment-to-moment evaluations. In the future, therefore, researchers should examine how moment-to-moment consumption would affect sport consumers' happiness. Second, we documented two different sources of happiness, as a function of one's level of team identification. Although the current pair of studies provided initial insight into how specific game characteristics impact sport consumers' happiness, future studies should attempt to identify other key variables that may impact the relative effects of game process and outcome in predicting and understanding various types of sport consumers' responses.

Another area for future research would be to examine the effect of sport spectatorship on one's enduring happiness. Research and theory suggests that one's enduring relationship with a particular team is related to her or his well-being (Wann, 2006). For example, one's identification with a favorite team is positively related to social well-being, and such relationship is mediated by the sense of emotional support that one received from the favorite team (Inoue, Funk, Wann, Yoshida, & Nakazawa, 2015). Similar to this study, future researchers should examine whether individuals who actively watch sport games have a greater degree of enduring happiness than those who do not actively watch sport contests.

In conclusion, despite aforementioned limitations, the current study makes several important theoretical contributions to the sport management and fans behavior literature by providing empirical evidences that each game characteristic plays a unique role in promoting sport consumers' happiness as a function of team identification.

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## Appendix A.

Construct	Items
<i>Happiness</i>	1) When you think about the game, how happy does it make you at this moment? 1 = Not at all, 7 = Very much
(Guevarra & Howell, 2015; Van Boven & Gilovich, 2003)	2) How much does the game contribute to your happiness at this moment? 1 = Not at all, 7 = Very much
<i>Team Identification</i> (Wann and Branscombe, 1993)	1) How important is it to you that (sports team) wins? 1 = Not important, 7 = Very important 2) How strongly do you see yourself as a fan of (sports team)? 1 = Not at all a fan, 7 = Very much a fan 3) How strongly do your friends see you as a fan of (sports team)? 1 = Not at all a fan, 7 = Very much a fan 4) During the season, how closely do you follow the (sports team) via any of the following: a) in person or on television, b) on the radio, c) televised news or a newspaper? 1 = Never, 7 = Almost everyday 5) How important is being a fan of the (sports team) to you? 1 = Not important, 7 = Very important 6) How much do you dislike the (sports team)'s greatest rivals? 1 = Do not dislike, 7 = Dislike very much 7) How often do you display the (sports team)'s name or insignia at your place of work, where you live, or on your clothing? 1 = Never, 7 = Always
<b>Experiment 1</b>	
<i>An Exciting Loss Game condition</i> (Yang et al., 2012)	"In the following study, you are going to be asked to recall and write down your thoughts or feelings of a sport match that you have recently watched in which the <u>outcome of the game was negative while the process of the game was positive</u> by using a minimum of 50 words. Specifically, (a) [the person/team you support] lost the game, (b) you were not satisfied with the match results. At the same time, however, (c) the process in the game was involving and exciting, (d) you enjoyed the process."
<i>A Boring Win Game Condition</i> (Yang et al., 2012)	"In the following study, you are going to be asked to recall and write down your thoughts or feelings of a sport match that you have recently watched in which <u>the outcome of the game was positive while the process of the game was negative</u> by using a minimum of 50 words. Specifically, (a) [the person/team you support] won the game, (b) you were satisfied with the match results. At the same time, however, (c) the process in the game was frustrating and boring, (d) you did not enjoy the process."
<b>Experiment 2</b>	
<i>An Exciting Loss Game Condition with High Team Identification</i>	"Picture this scenario: Imagine that you have recently watched a sporting event involving your favorite team. The score was pretty close during the entire game, so you were not able to predict the winning team until the very end of the contest. The process of the game was exciting and suspenseful. Unfortunately, you were not satisfied with the game results as your favorite team eventually ended up losing the game."
<i>An Exciting Loss Game Condition with Low Team Identification</i>	"Picture this scenario: Imagine that you have recently watched a sporting event involving two random teams. The score was pretty close during the entire game, so you were not able to predict the winning team until the very end of the contest. The process of the game was exciting and suspenseful. Unfortunately, you were not satisfied with the game results as the team you minimally support between those two random teams eventually ended up losing the game."
<i>A Boring Win Game Condition with High Team Identification</i>	"Picture this scenario: Imagine that you have recently watched a sporting event involving your favorite team. The contest was a one-side, dominant game from the beginning until the very end of the game, so you did not enjoy the process of the game. The process of the game was NOT exciting and suspenseful. However, you were satisfied with the game results as your favorite team beat the opponent by a huge margin."
<i>A Boring Win Game Condition with Low Team Identification</i>	"Picture this scenario: Imagine that you have recently watched a sporting event involving two random teams. The contest was a one-side, dominant game from the beginning until the very end of the game, so you did not enjoy the process of the game. The process of the game was NOT exciting and suspenseful. However, you were satisfied with the game results as the team you minimally support between those two random teams eventually ended up beat the opponent by a huge margin."