



The Effect of Enjoyment, Desire to Excel, Enduring Involvement, and Commitment on Sport Intention to Sport Product Purchase

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Abstract

Research purpose:

This study aims to examine the influence of sport enjoyment and desire to excel on sport enduring involvement. Consequently, individuals develop sport commitment to continue participating in sports and have the intention to purchase sport products.

Research motivation:

A novelty of this research is that it focuses on the population of Generation Z residing in Jakarta, Indonesia. Moreover, the study was conducted with respondents from non-athletes.

Research design, approach, and method:

this study explores the role of sport enduring involvement and sport commitment as mediators. A quantitative approach was employed, using PLS-SEM analysis to explain the relationships between the variables under examination

Main findings:

The findings indicate that sport enjoyment and desire to excel are important predictors of sport enduring involvement and sport commitment. Furthermore, sport enduring involvement and sport commitment have an indirect effect to the intention to purchase sport products

Practical/managerial implications:

A person's buying interest is influenced by internal factors within oneself, but it can also be influenced by the mediation of their enduring involvement in exercise and their commitment to exercise. In fact, the influence of buying interest will be greater when mediated by Sport Enduring Involvement and Sport Commitment. Therefore, Sports product marketers need to create a more fun and exciting sports atmosphere and creating and being a vessel to enhance self-potential in sports.

Keywords: *Customer in Sport, Enjoyment, Desire to excel, Enduring Involvement, Intention to Purchase, PLS-SEM*

1. INTRODUCTION

The sports trend in Indonesia continues to increase even though Jakarta is a very busy city because there are many companies in this city. Various enthusiasm for exercising at night can be seen from the Gelora Bung Karno Stadium area where there are many people who exercise such as running, gymnastics, leisurely walks, and other activities during weekdays. The increase in sports centers can also be seen from the establishment of the Triboon Hub in 2022 which is the first sports center in Jakarta because it has various facilities that combine sports, entertainment, food & beverages, and lifestyle.

Many people, especially teenagers exercise by visiting the Physical Fitness Center (fitness center) to improve their physical fitness. Fitness can have a positive effect on achieving targets in the form of having a body that fits current trends, namely an athletic body. Apart from being part of a healthy lifestyle, exercising can help achieve the desire to have an ideal body so you can be more confident. The trend of a healthy lifestyle through exercise is often discussed in society, especially Gen Z. Gen Z are people born from 1997 to 2012. They are currently the target market because this generation will enter a productive age in the next few years. many industries are targeting Gen Z as the target consumer.

According to Pyun & James (2011), people who are highly involved in sports also tend to have a positive attitude towards advertisements related to that sport. Individuals who are committed to sports also show greater interest in purchasing certain sports products (Dees, Bennett, & Villegas, 2008). By identifying these internal factors, it can add insight for marketing practitioners in the sports industry to make appropriate marketing activities so that consumer interest in purchasing sports products also increases. The intended sports products consist of services (rental of sports facilities, fitness centers, etc.) as well as goods (equipment, sportswear, etc.).

Involvement or participation in sports (Sport Involvement) consistently until sport has a major role in his life, of course, the individual will be highly committed to sports. According to Bee, C.C., & Havitz, M.E (2010), involvement in a sports activity greatly influences commitment. Likewise, according to Iwasaki & Havitz (2004), commitment to participate in fitness is influenced by involvement. According to Kunkel et al. (2013), Enduring Involvement provides a better understanding of sport-consumer attitudes and behavior. Sport Commitment was first investigated by Scanlan et al. (1993) to form the concept of Sport Commitment Model (SCM) which subsequent researchers widely use to examine youth sports.

Several studies related to SCM provide results that Sport Enjoyment and Desire to Excel have an effect on Sport Commitment. According to Sebire et al. (2008), one of the goals of someone participating in sports is to develop sports skills. Then according to George & Walker (2020), states that some people also exercise for fun. In Indonesia, most people exercise to maintain their health or want to follow the trend, namely having an athletic body shape Faisal (2020). Children and adolescents in Indonesia are also motivated to exercise because they can get pleasure from sports.

Sport has now penetrated the realm of industry and has even gone global. This can be seen from the increasing number of sports products such as fitness equipment, sports shoes, sports clothes, and several forms of sports services such as sports clubs. The growth of the sports industry is an important aspect of the country's economic development and also for business people in the sports industry, of course, the community can help, one of which is Gen Z, who have started implementing the trend of a healthy lifestyle by exercising and are targeted consumers in the future. It is necessary to identify the internal factors that motivate Gen Z to implement these healthy lifestyle trends in terms of factors that influence consistent involvement or participation in sports activities so that they can have a commitment to exercise.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Enjoyment, as described by Wankel (1993), is a positive emotion arising from fulfilling intrinsic needs and is closely tied to perceptions of success. This emotion is not limited to the realm of sports. For instance, Lu et al. (2019) found that in the entertainment industry, cultural proximity significantly influenced involvement with characters in Korean and American dramas through enjoyment. Similarly, González et al. (2019) established that in sports, enjoyment served as a mediator for sport involvement and satisfaction among female basketball and football players. These findings underline the universal nature of enjoyment as a driver for involvement across different domains. Given the increasing trend of sports among the Gen Z population in Indonesia, it's plausible to hypothesize that sport enjoyment would play a pivotal role in their enduring involvement in sports activities.

H1: Sport Enjoyment has a positive effect on Sport Enduring Involvement.

H6: Sport Enduring Involvement mediates Sport Enjoyment to Sport Commitment.

Desire to excel refers to the aspiration to surpass others and achieve excellence in an activity is a powerful motivator. In sports, the desire to excel often stems from both internal and external factors. For example, O'Neil & Hodge (2020) found that coaching involvement positively influenced the desire to excel, which in turn affected athletes' motivation and interest in continuing their sports activities. Furthermore, Holt et al. (2020) noted that the passion for sports from both athletes

and their parents had a significant influence on their involvement in sports. This motivation is not confined to sports alone. Gherheş et al. (2021) in the educational domain found that the desire to learn positively impacted online engagement in studies. Given these findings, it is reasonable to infer that the desire to excel, rooted in personal aspirations or external influences, would drive enduring involvement in sports, especially among the Gen Z population who are constantly seeking to carve their niche and identity.

H2: Desire to Excel has a positive effect on Sport Enduring Involvement.

H7: Sport Enduring Involvement mediates Desire to Excel against Sport Commitment.

Sport Enjoyment, as defined by Scanlan et al. (1993), emanates from the positive feelings one experiences during physical activity. This could range from sheer joy, fun, or a sense of accomplishment. Research supports this connection. For instance, Dunn C. R. et al. (2016) found that young tennis players who derived high enjoyment from their sport exhibited greater commitment to their activities. Similarly, Sanchez-Miguel et al. (2019) investigated young athletes within the Spanish cultural context and observed that sport enjoyment significantly bolstered enthusiastic commitment. Given such evidence, it's logical to posit that in the Indonesian context, especially among Gen Z, the joy derived from sports would correlate strongly with their commitment to continue engaging in these activities.

H3: Sport Enjoyment has a positive effect on Sport Commitment.

The quest for mastery and improvement in sports, as highlighted by Scanlan (2015), underscores the "Desire to Excel." Sanchez-Miguel et al. (2019) provided empirical evidence suggesting a positive relationship between the desire to excel and sport commitment. As athletes aim for greater proficiency and dominance in their chosen sport, their commitment levels soar. Drawing from these findings, it can be inferred that Gen Z individuals in Indonesia, with their aspirations and ambitions, would display heightened commitment to sports when driven by a desire to excel.

H4: Desire to Excel has a positive effect on Sport Commitment

Enduring involvement transcends fleeting pleasure or circumstantial influences; it embodies sustained interest and passion (Havitz & Howard, 1995). Such involvement is evident when individuals perceive their participation in sports as an integral part of their identity, offering both pleasure and symbolic value (Funk et al., 2016). This relationship has been empirically studied by Sánchez-Miguel et al. (2019), who found that involvement alternatives positively influenced commitment in athletes. This connection is not confined to sports; in the corporate realm, Huang et al. (2019) observed that job involvement significantly impacted career commitment. Given these insights, it is reasonable to hypothesize that enduring involvement in sports, stemming from deep-rooted passion and interest, would significantly enhance commitment, especially among the Gen Z cohort in Indonesia.

H5: Sport Enduring Involvement has a positive effect on Sport Commitment

H6: Sport Enduring Involvement mediates Sports Enjoyment to Sport Commitment.

H7: Sport Enduring Involvement mediates the Desire to Excel against Sport Commitment.

Sport Commitment is based on ideas in psychological theory related to commitment, where commitment reflects factors that support persistence in an action in the face of adversity (Kelley, 1983). Intention to purchase or purchase intention is a tendency to buy a brand that has compatibility between the attributes and characteristics of the brand so that the purchase can be considered. (Belch, 2004). In a community conducted research by Zanbar, Lea. (2019) related to commitment in the organization which mediates individual activity to be involved in organizational activities. The result is that commitment in the community becomes a significant positive full mediation for the effect of being involved in the community. In a study regarding marketing activities carried out on the social media platform, TikTok. Research by Edriasa A. T. and Sitanding R. (2022) provides information that there is a significant positive effect of the involvement of celebrities on online purchase intention.

H9: Sport Commitment mediates Sport Enduring Involvement against Intention to Sports Product Purchase.

H10: Sport Commitment has a positive effect on the Intention to Sport Product Purchase.

3. METHODOLOGY

This study employed a questionnaire-based approach to gather data, with a total of 30 questions designed to capture the essence of the research objectives. Out of the initial pool, 207 respondents were selected, all of whom contributed to the final data analysis.

Sampling Criteria: The selection of respondents was not arbitrary. Initial screening questions were formulated to capture a holistic profile of the participants. Factors such as gender, age, profession, and domicile provided demographic insights, while the year they began engaging in sports and their exercise frequency shed light on their sports involvement level. This rigorous screening ensured that the sample was not only diverse but also aligned with the study's focus on sports product purchase intentions.

Representation: The chosen sample size and selection criteria aim to ensure that the respondents are a microcosm of the broader Indonesian Gen Z population with an inclination towards sports. While every sampling method has its limitations, this approach was adopted to strike a balance between feasibility and representativeness, allowing for generalizable insights.

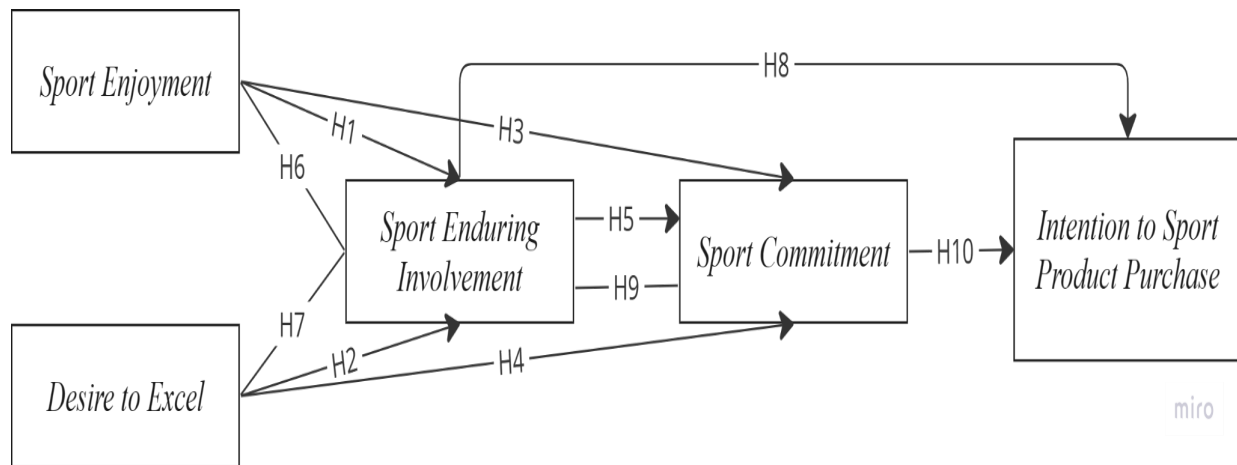


Figure 1. Conceptual model: the mediator effect of Sport Enduring Involvement and Sport Commitment in the link between Sport Enjoyment, Desire to Excel, and Intention to Purchase.

The independent variable of this study is the intention to purchase a sports product. Sport Enjoyment and Desire to Excel are latent variables. Sport enjoyment is measured by (1) engagement, (2) positive effect, (3) fulfillment. Desire to Excel was measured by (1) trying to improve performance, (2) trying to achieve goals, (3) trying to reach full potential. Whether agree or disagree on a five-point Likert scale, the participants were responding to the statements. 1 indicates very dissatisfaction to 5 very satisfied with the course they attended. The next step is testing the convergent validity. The convergent validity is measured by Average Variance Extracted (AVE) and Loading Factors (LF). All variables must have an AVE value of more than 0.50, and LF value more than 0.70.

Table 1. Average Variance Extracted (AVE)

| Variables | Average Variance Extracted (AVE) |
|--|----------------------------------|
| Desire to Excel (DE) | 0.607 |
| Intention to Sport Product Purchase (IP) | 0.678 |
| Sport Commitment (SC) | 0.542 |
| Sport Enduring Involvement (SEI) | 0.557 |
| Sport Enjoyment (SE) | 0.646 |

The minimum required validity score is 0.50. Based on Table 1., it can be said that the Average Variance Extracted (AVE) score for each variable (Desire to Excel, Intention to Sport Product Purchase, Sport Commitment, Sport Enduring Involvement, and Sport Enjoyment) can be declared valid or good because the AVE score is above 0.5.

Table 2. Composite Reliability And Cronbach’s Alpha

| Variables | Composite Reliability | Cronbach's Alpha |
|---|-----------------------|------------------|
| <i>Desire to Excel</i> (DE) | 0.860 | 0.782 |
| <i>Intention to Sport Product Purchase</i> (IP) | 0.881 | 0.837 |
| <i>Sport Commitment</i> (SC) | 0.903 | 0.878 |
| <i>Sport Enduring Involvement</i> (SEI) | 0.870 | 0.821 |
| <i>Sport Enjoyment</i> (SE) | 0.901 | 0.863 |

The minimum required reliability score is 0.70 or 70%. Based on Table 2., the results of the composite reliability and cronbach's alpha values for all variables are above 0.70. It can be said that all variables can be trusted or reliable. The technique analysis is using PLS-SEM (Partial Least Square - Structural Equation Modeling) that is supported by a software application, namely Smart PLS to process the data. PLS can test multiple variables simultaneously while

performing multiple analyzes (regression, factors, and paths) in one test. PLS is a soft model because it does not require data assumptions regarding the number of samples or distribution that must be met so that the parameter estimates remain robust (parameters do not change much when a new sample is taken), even though the data is not normally distributed. The advantage of PLS based on SEM (component based) is that it is able to avoid two major problems, including factor indeterminacy and inadmissible solutions that can be encountered in covariance-based SEM (Hair et al., 2014). This technique also allows for the calculation of the direct and indirect impact of each relationship

4. RESULTS AND DISCUSSION

This research was tested on 207 respondents, all of whose data was used to analyze the test results in this study. Respondents came from Generation Z, people born in 1997 - 2012 or aged 11 - 26 years, who live in the province of DKI Jakarta. The sex of most of the respondents was male with 106 people, while women are 101 people. Most respondents came from employees with a total of 57 people. Furthermore, coming from students as many as 55 people. Then, as many as 49 people were fresh graduates. Respondents who work as entrepreneurs as many as 39 people. The rest are students as many as 7 people. The most of respondents started exercising in 2020 or the year the Covid-19 pandemic started. Most of the respondents did jogging or running with a total of 62 people. Furthermore, most respondents did badminton as a sport with a total of 56 people. Then, a total of 48 respondents went to the gym to exercise. The rest of the respondents do sports such as tennis, futsal, basketball, swimming, yoga, and others.

Sport enduring involvement as a mediator

The null hypothesis that state no relationship between Sport Enjoyment to Sport Enduring Involvement and Sport Commitment are rejected. Sport Enjoyment significantly predicts Sport Enduring Involvement ($\beta = 0.425$, $P < 0.05$) and also predicts Sport Commitment ($\beta = 0.132$, $P < 0.05$), as shown in Table 3. As Sport Enjoyment increases, Sport Enduring Involvement and Sport Commitment will also increase as the beta coefficient is positive. These also support H1 and H3.

Table 3. Sport Enduring Involvement as a Mediator

| | β Coefficient | P Value |
|--|------------------------|------------|
| INDEPENDENT VARIABLES → MEDIATOR | | |
| Sport Enjoyment → Sport Enduring Involvement (H1) | 0.425 | 0.000 |
| Desire to Excel → Sport Enduring Involvement (H2) | 0.285 | 0.017 |
| INDEPENDENT VARIABLES → DEPENDENT VARIABLE | | |
| Sport Enjoyment → Sport Commitment (H3) | 0.132 | 0.023 |
| Desire to Excel → Sport Commitment (H4) | 0.195 | 0.000 |
| INDEPENDENT VARIABLES → MEDIATOR → DEPENDENT VARIABLE | | |
| Sport Enjoyment → Sport Enduring Involvement → Sport Commitment (H6) | 0.305 | 0.000 |
| Desire to Excel → Sport Enduring Involvement → Sport Commitment (H7) | 0.205 | 0.016 |

The null hypothesis that state no relationship between Desire to Excel to Sport Enduring Involvement and Sport Commitment are rejected. Desire to Excel significantly predicts Sport Enduring Involvement ($\beta = 0.285$, $P < 0.05$) and Sport Commitment ($\beta = 0.195$, $P < 0.05$), as shown in Table 3. As Desire to Excel increases, Sport Enduring Involvement and Sport Commitment tend to increase too. These also support H2 and H4. In support for H6 and H7, Sport Enjoyment ($\beta = 0.305$, $P < 0.05$) and desire to excel ($\beta = 0.205$, $P < 0.05$) both of the variables had a positive and significant influence on the mediator Sport Enduring Involvement, as shown in Table 3.

Sport commitment as a mediator

In support for H5, Sport Enduring Involvement ($\beta = 0.719$, $P < 0.05$) has a positive and significant influence on Sport Commitment. As Sport Enduring Involvement increases, Sport Commitment will increase too. Also, Sport Enduring Involvement has a direct effect on Intention to Sport Product Purchase ($\beta = 0.255$, $P < 0.05$). This supports H8, as shown in Table 4.

Table 4. Sport Commitment as a Mediator

| | β Coefficient | P Value |
|--|------------------------|------------|
| INDEPENDENT VARIABLES → MEDIATOR | | |
| Sport Enduring Involvement → Sport Commitment (H5) | 0.719 | 0.000 |
| INDEPENDENT VARIABLES → DEPENDENT VARIABLE | | |
| Sport Enduring Involvement → Intention to Sport Product Purchase (H8) | 0.255 | 0.029 |
| INDEPENDENT VARIABLES → MEDIATOR → DEPENDENT VARIABLE | | |
| Sport Enduring Involvement → Sport Commitment → Intention to Sport Product Purchase (H9) | 0.360 | 0.000 |
| MEDIATOR → DEPENDENT VARIABLE | | |
| Sport Commitment → Intention to Sport Product Purchase (H10) | 0.501 | 0.033 |

In support for H9, Sport Enduring Involvement ($\beta = 0.360$, $P < 0.05$) had a positive and significant influence on Intention to Sport Product Purchase when there is a mediation from Sport Commitment, as shown in Table 4. The null hypothesis that state no relationship between Sport Commitment on Intention to Sport Product Purchase are rejected. Sport Commitment significantly predicts Intention to Sport Product Purchase ($\beta = 0.501$, $P < 0.05$). As Sport Commitment increases, Intention to Sport Product Purchase tend to increase too. This supports H10, as shown in Table 4.

So, all of variables used in this study can be predictors. Sport Enjoyment and Desire to Excel can be predictors of Sport Commitment directly, or through mediation by Sport Enduring Involvement (indirect). Then, when Intention to Sport Product Purchase becomes the dependent variable, Sport Enduring Involvement can be the predictor directly or mediated by Sport Commitment (indirect).

5. Discussion

We examined a model of Sport Enjoyment and Desire to Excel, which in turn imposes the link between Sport Enduring Involvement and Sport Commitment. And also link between Sport Enduring Involvement and Sport Commitment to Intention to Sport Product Purchase. First, Sport Enjoyment has a significant positive effect on Sport Enduring Involvement. If the individual feels that sport is a fun activity to do, then the individual will be involved in sports. In accordance with the theory that enjoyment increases, individual interest in engaging in an activity will also increase (Mulcahy, R. F., Zainuddin, N., & Russell-Bennett, R., 2021). Sports Enjoyment is also proven to have a significant positive effect on Sports Commitment. Individuals can have an attachment in the form of a commitment to exercise when the individual feels that exercising is a fun activity. This is in accordance with the previous theory that the higher the feeling of enjoyment when exercising, the higher the enthusiasm of athletes to commit to sports (Sanchez-Miguel et al., 2019).

Second, Desire to Excel has a significantly positive effect on Sport Enduring Involvement. If individuals have the desire to improve their performance in sports, then sports can be involved as one of the activities that become a daily routine. In accordance with the theory that the desire to participate in sports increases, the involvement of athletes in sports also increases because they hope that sports performance will also increase (Holt, J.B., et al., 2020). Desire to Excel also has a significant positive effect on Sport Commitment. If the individual has the desire to improve his performance, then the individual will feel at a loss if he leaves sports activities so he will be committed to continuing to exercise. This is consistent with the theory that desire in sports has a positive and significant effect on Sport Commitment because the higher the athlete's desire to improve their performance in sports, the athlete will feel at a loss if they leave the training they have been doing so far and this feeling can increase their commitment to continue exercising. Sanchez-Miguel et al., 2019).

Third, Sport Enduring Involvement has a significant positive effect on Sport Commitment. If an individual has an interest in being consistent in sports because it has become a major role in his life, then the individual will feel at a loss if he leaves sports activities and this will increase his commitment to exercise. This is consistent with the theory that the higher the individual's involvement in a job, the higher the individual's commitment to continue doing his work (Huang, W., et al., 2019). Sport Enduring Involvement also has a positive and significant effect on Intention to Sport Product Purchase.

If sports involvement increases, it will increase the likelihood of purchasing sports products. This is consistent with the theory that the higher the involvement of celebrities in product marketing activities, the more likely consumers are to purchase these products (Edriasa AT and Sijuang R., 2022).

Fourth, Sport Commitment has a significant positive effect on Intention to Sport Product Purchase. If the individual is committed to continuing to exercise, then the individual must have a plan or even buy sports products. This is in accordance with the theory that if an individual is committed to a brand, the individual will have a plan to repurchase the brand (Huang, W., et al., 2019).

Our research builds upon the foundational work of numerous scholars in the realm of sports commitment and product purchase intentions. Consistent with Sebire et al. (2008), our study reaffirms that a primary motivation for sports participation is the development of athletic skills. However, in the distinct cultural and demographic context of Gen Z in Indonesia, our findings introduce novel motivators. While global studies like those by George & Walker (2020) have emphasized exercising for fun, our research uncovers that the prevailing trends of maintaining health and aspiring for an athletic body shape act as significant driving forces among Indonesian youth (Faisal, 2020).

Unique Contextual Insights: Indonesia presents a unique blend of traditional and modern influences. Our study, focusing on the Gen Z demographic, underscores the significance of both health consciousness and trend alignment in shaping sports involvement. These findings not only enhance our understanding of youth behavior in Indonesia but also shed light on the rapidly evolving sports landscape in the country.

Theoretical Implications: Our findings offer a richer understanding of Sport Commitment theory. By introducing and emphasizing variables such as the Desire to Excel, we unveil layers of motivation that significantly impact commitment levels, especially among younger demographics. This deepened insight paves the way for a more nuanced academic exploration of sports commitment, especially in varied cultural contexts.

Practical Implications: For brands and marketers eyeing the lucrative Gen Z segment in Indonesia, our study offers invaluable insights. Recognizing the dual motivations of fun and health, coupled with an alignment to prevailing fitness trends, can craft more resonant and effective marketing strategies. The emphasis on sport enjoyment and the desire to excel can be pivotal touchpoints in brand messaging and engagement strategies.

Contribution to the Field: While the nexus between sports involvement and product purchase intention has been a topic of academic exploration, our study carves a unique niche. By delving deep into the motivations of Gen Z in Indonesia, we provide a fresh perspective that holds immense value for both academia and the industry. The blending of global motivations with local nuances offers a comprehensive understanding that was previously lacking in the literature.

Recommendations for Future Research: The rich tapestry of Indonesia, with its diverse cultural, regional, and social facets, offers myriad avenues for future exploration. Understanding how regional differences within the country or socio-economic factors influence sports commitment and purchase behaviors can be the next frontier in this research domain.

5. CONCLUSION

The research aimed to elucidate the factors influencing sport product purchase intentions among Generation Z in Indonesia. Findings underscored the pivotal role of Sport Commitment in shaping these intentions. This commitment, as evidenced by the data, is intertwined with both Sport Enjoyment and the Desire to Excel.

Participants who derived intrinsic enjoyment from their sporting activities exhibited an increased inclination towards purchasing sports products. Such enjoyment was further accentuated by external factors, including the quality of exercise equipment and the overarching environment of the exercise regimen. This aligns with the broader psychological literature emphasizing the role of intrinsic motivation in driving behavioral intentions.

Moreover, the Desire to Excel emerged as a salient factor. Individuals driven by this aspiration exhibited heightened levels of commitment to their chosen sports activities. This observation expands the current understanding of motivation in the sports domain, suggesting a multifaceted interplay of intrinsic enjoyment and personal achievement goals.

In synthesizing the findings, Sport Commitment was identified as a significant mediator, directly influencing purchase intentions. A deeper commitment, fostered by both enjoyment and the aspiration to excel, was positively associated with the intention to acquire related sports products.

In conclusion, this study contributes to the broader literature by offering nuanced insights into the motivations and purchase behaviors of Gen Z in Indonesia. The interplay of Sport Enjoyment, Desire to Excel, and Sport Commitment provides a comprehensive framework for understanding sport product purchase intentions in this demographic. Future research could further explore the cultural and socio-economic dimensions that might shape these relationships in varied regional contexts within Indonesia.

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