

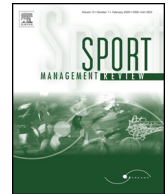


ELSEVIER

Contents lists available at [ScienceDirect](#)

Sport Management Review

journal homepage: www.elsevier.com/locate/smr



Consumer experience quality: A review and extension of the sport management literature

Masayuki Yoshida

Faculty of Sports & Health Studies, Hosei University, 4342 Aihara, Machida, Tokyo 194-0298 Japan

ARTICLE INFO

Article history:

Received 27 June 2016

Received in revised form 19 January 2017

Accepted 20 January 2017

Available online xxx

Keywords:

Consumer experience

Customer experience

Consumer experience quality

Brand experience

Service quality

Sport consumer behavior

ABSTRACT

Over the last two decades, the number of studies examining the roles of the core sport product, ancillary services, social interactions among consumers, and relationship marketing programs in the sport context has grown. However, it is also true that these topics have been advanced in many independent research endeavors depending on the touch points (e.g., sport, service, social, and communication encounters) being assessed. To integrate this body of research with sport consumer behavior, the purpose of this conceptual paper, which represents a contribution to the 20th anniversary of *Sport Management Review* (SMR), is to introduce the construct of consumer experience quality as consisting of four important dimensions – core product, service, social network, and relationship investment quality – into the sport management literature. In order to explain the utility of the proposed construct in the sport context, this article presents an integrative conceptual framework that draws on multiple theories and bodies of literature. A series of propositions are offered to not only understand the role of consumer experience quality in sport consumer decision-making, but also to specify the conditions under which sport consumers are more likely to be satisfied with the core sport product and ancillary services, feel and behave in response to brand-related stimuli, and engage in both transactional and non-transactional behaviors. The paper concludes that future research should be directed at testing the propositions offered in the conceptual framework.

© 2017 Sport Management Association of Australia and New Zealand. Published by Elsevier Ltd. All rights reserved.

1. Introduction

The year 2017 is the 20th anniversary of *Sport Management Review* (SMR). During the past 20 years, research on service quality has been one of the most advanced areas in SMR. Both sport marketing researchers and practitioners realize that to retain consumers and reinforce consumer loyalty regardless of the uncertainty of sport competitions, performances, and outcomes, the delivery of high-quality services is a focal point in the management of both participant and spectator sport. To explain different forms and facets of quality in the sport context, many useful constructs have been developed and validated in SMR articles, including game quality, outcome quality, technical quality, program quality, core service quality, interaction quality, physical environment quality, functional quality, relational service quality, and aesthetic quality (Clemes, Brush, & Collins, 2011; Howat & Assaker, 2016; Ko, Durrant, & Mangiantini, 2008; Murray & Howat, 2002; Theodorakis, Alexandris,

E-mail address: masayoshida@hosei.ac.jp (M. Yoshida).

<http://dx.doi.org/10.1016/j.smr.2017.01.002>

1441-3523/© 2017 Sport Management Association of Australia and New Zealand. Published by Elsevier Ltd. All rights reserved.

Please cite this article in press as: M. Yoshida, Consumer experience quality: A review and extension of the sport management literature, *Sport Management Review* (2017), <http://dx.doi.org/10.1016/j.smr.2017.01.002>

Tsigilis, & Karvounis, 2013; Yoshida & James, 2011). The advantageous effects of these quality dimensions are typically associated with consumers' value assessments of, satisfaction with, and loyalty to a particular sport product or organization.

However, there is still a significant void in understanding the quality of a "sport consumer experience." In the traditional service quality approach used by sport management researchers, most quality dimensions are transaction-specific and occur immediately after the core sport product and ancillary services are provided to consumers. On the other hand, the experience quality perceived by sport consumers is not limited to transaction-specific sport and service encounters, but can also be present in the interaction between consumers and multiple communication formats, such as online (e.g., emails, websites, social media, user reviews, smartphones) and offline (e.g., face-to-face communications) channels. From a holistic perspective, two particular points of interest emerge concerning consumer experiences. First, marketing researchers have recently distinguished between two approaches to describe consumer experiences: the transaction-specific service quality approach and the long-term relationship marketing approach (Lemke, Clark & Wilson, 2011; Payne, Storbacka, & Frow, 2008). Second, as illustrated by Verhoef et al. (2009) and Lemke et al. (2011), consumer experiences also include social relationships among consumers, indicating that another approach to understanding consumer experiences is the social network approach. The reciprocal characteristics of the interactions among consumers include common values, shared culture, and social contacts with other consumers, which have been explored in service environments (Brady & Cronin, 2001), retail settings (Verhoef et al., 2009), and brand communities (Muñiz & O'Guinn, 2001).

Although these three approaches (service quality, relationship marketing, and social networking) have been considered separately in the literature and can each explain sport consumer decision-making, an integrated framework that combines these approaches is possible and useful to advance knowledge of consumer experience quality in the sport context. Integration provides a broader range of solutions for solving problems in the conceptualization of a complex construct, phenomenon, or reality. In response to the recent decline in the number of conceptual papers in marketing, MacInnis (2011) suggests that "[i]ntegration leads to overarching ideas that can accommodate previous findings, resolve contradictions or puzzles, and produce novel perspectives" (p. 146). Conceptual integration provides a parsimonious perspective that accommodates past complex findings. Further, integration spurs theory development by creatively incorporating various ideas into new insights and research opportunities (Yadav, 2010). Funk and James (2001) conducted an integrative examination of more than 20 years of different perspectives on the development of sport fan loyalty. To achieve conceptual integration, they proposed a theoretical framework that accounts for an individual's movement from the initial stage of awareness to the higher stages of attraction, attachment, and allegiance. Doherty (2013) argues the value of conceptual integration to the sport management discipline is "the development of a framework(s) that is more domestic than foreign" (p. 10). She further notes that "theory building research, which is a process of identifying a new variable(s), a new relationship among variables, and consequently a new explanation for a given relationship(s)" (p. 7) involves "extending existing theory or generating new theory that is particularly relevant to sport management" (p. 7). In order to understand and explain a large, complex issue, such as the holistic consumer experience, it is desirable to develop a new theoretical framework and way of thinking about the issue (Cunningham, 2013).

Given the theoretical importance of an integrative conceptual investigation, the purpose of this paper is to extend the understanding of sport consumer experiences by presenting an integrative framework of consumer experience quality in the sport context. The remaining content of this paper is organized as follows: first, Section 2 provides a review of the relevant literature. Second, Sections 3 and 4 present an integrative conceptual framework of consumer experience quality in order to explain the key issues and ideas related to the proposed construct and its outcome variables. Finally, Section 5 offers implications and directions for future research in light of the utility of the proposed conceptual framework.

2. Background and literature summary

2.1. A summary of the sport management literature

A keyword search using SPORTDiscus full-text was conducted in the three major journals in the field of sport management: *Sport Management Review (SMR)*; *Journal of Sport Management (JSM)*; and *European Sport Management Quarterly (ESMQ)*. Using the term "service quality" as the keyword; the literature search identified 58 articles dealing with service quality and related topics (e.g.; consumer experiences and consumer satisfaction). At the aggregate level; an almost equal number of articles have been published that provide empirical evidence in participant (46.6%) and spectator (41.4%) sport settings; while only a small number of conceptual papers (12.1%) have been published. Further; over the last three decades; the number of articles published on this topic has increased. In the 1990s; only six articles (10.3%) were published; which then increased to 16 articles (27.6%) in the 2000s. Since 2010; the number of publications has almost doubled; with more than half (60.3%) of the articles published in this period. Additionally; it is worth noting that 20 articles on spectator sport have appeared since 2010; while there were only two articles on spectator sport in the 2000s.

2.2. Why sport consumer experience?

Although a growing number of researchers have recognized the importance of service quality in sport management research, this approach also limits the understanding of the holistic consumer experience that contains various interactions between sport consumers and sport organizations. Understanding and enhancing the holistic consumer experience is one of

Download English Version:

<https://daneshyari.com/en/article/6576153>

Download Persian Version:

<https://daneshyari.com/article/6576153>

[Daneshyari.com](https://daneshyari.com)