

SCHOOL SPORTS: CONSUMER SATISFACTION

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ABSTRACT

Customer satisfaction is important in the market for business organizations and when it comes to school sports, could not be different, since consumers determine the level of success of the events. Through a bibliographical analysis we will seek to understand the preponderant factors for consumer satisfaction in school sports, from the problematic of which aspects allow the consumers of the school sport to feel satisfied in the events. This article concludes that a good environment and equipments are essential to the well-being of the cliente, that is, the practitioner and the viewer.

Keywords: Consumer; Sport; School; Satisfaction.

ESPORTE ESCOLAR: SATISFAÇÃO DO CONSUMIDOR

A satisfação do cliente é importante no mercado de organizações empresariais e quando se trata de esportes escolares, não poderia ser diferente, uma vez que os consumidores determinam o nível de sucesso dos eventos. Através de uma análise bibliográfica, procuraremos entender os fatores preponderantes para a satisfação do consumidor nos esportes escolares, desde a problemática dos quais os aspectos permitem que os consumidores do esporte escolar se sinta satisfeito nos eventos. Este artigo conclui que um bom ambiente e equipamentos são essenciais para o bem-estar da Cliente, isto é, o praticante e o espectador.

Palavras-chave: consumidor; Esporte; Escola; Satisfação.

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INTRODUCTION

The practice of analyzing and measuring consumer satisfaction in school sports has been a subject of much studied research in contemporary society. The relevance of consumer satisfaction surveys is considered as the relationship with the well-being of individual and collective consumers. As the companies profit, they need to use their political administrative and economic stability to continue providing a quality service that allows a satisfied consumer improves profitability. This use of the good structures is paramount for any organization that enters in the economic market.

In the events with school sports is not different from other markets, where the search for the understanding of satisfaction is directly linked to the retention of this consumer. It is possible to identify that several surveys approach the marketing and focuses on the nature of satisfaction and its relation with the quality of service and concretization of the decisions of the consumers. It is understood as consumer, in this article, the athlete and the viewer.

In this article it will be carried out an approach based on bibliographical sources aiming to understand the preponderant factors for consumer satisfaction in school sports from the problematic of which aspects allow the consumers of the school sport to feel satisfied in the events.

The approach to the factors that contributes to the satisfaction of the consumers of school sports is necessary, since this market is constantly expanding and presents the need of a special attention to collaborate with the elevation of the satisfaction of the consumers of this growing market.

Consumer satisfaction with school sports

Over time, perspectives have been developed from which it is possible to study the concept of satisfaction. Some of the most important ones are highlighted, the first is related to the degree of expectation reached by each of the particular types of services or products, something that has to be according to the same level of expectation reached by the client. The next is to attribute a causality, which analyzes a relationship of purchase and consumption. For the theoretical understanding, satisfaction will depend on objectives that the consumer wants to reach, and therefore, to observe how this goal has been achieved and if it is related to the desired expectation, since in this analysis it is seen that satisfaction is considered as the final process.

The important thing to consider is that among the highlighted factors is the satisfaction of acquiring sports services, since the number of palpable services are little for the demands, these values refer to the equipment, the facilities, among others. When there is no access to these services – referring to the sports equipment - the consumer has to rely only on the intangibles, that is, the direct sports benefits, so that he/she can try to meet the demands and thus the satisfactions of the clients. According to the studies and research carried out, on satisfaction in the sports industry, it is seen that this satisfaction is centralized exclusively for the public of viewers. Through these surveys, it is obtained more results such as the satisfaction of the listeners being linked to the result obtained in the game, where consumer satisfaction is above tactile services, such as structure, form of service and availability of equipment.

Consumers should feel satisfied with school sports, because due to their unique aspects the sports is a service of education. Definitions are not found in the literature for these models and types of services, with this understanding in mind, Brady &

Robertson (2001) and Caro and Garcia (2007), were the first to mention in their studies the need to develop methods specific to this type of service.

In order to guarantee the satisfaction of this public, it is important to identify their dimensions by aspects that are different between the sport and organizations based on services, because in the case of the sport of educational focus, we have not identified ways and instruments that meet the specialties and desire of these consumers.

In the fields recently studied by Bodet and Bernache, when analyzing a day of a cheer, it was observed that the fans and spectators of the sport are totally influential by the influencer and the elements of services. One of the flaws of the survey was the non-questioning of whether these viewers will be present in upcoming games, which should be the recommended top of the form.

After this study, several others were carried out with a focus on the areas of school sports, in this way it were observed the impacts of components of the experiences related to the sport context, where the quality of this service is highlighted, as well as the satisfaction that is related to the feeling of happiness of the individual who practice.

Regarding the sports field, its quality was distributed in several aspects, having as a pillar of support, a tool that adapted to the sporting context of its dimensions, this tool proposed by Parasuraman, Zeithaml and Berry (1985) called SERVQUAL following this way, there is a way to enable the improved perception of the customer regarding the quality of the service sector, since the method of the cited system makes affirmations about the existence of gaps between customer expectations and their perception of service quality. One of these dimensions is done by Wakefield and Blodgett (1996), where the relation of the quality of facilities was worked and / or how they were related to the satisfaction.

In the quest for a better fit of the experiences of sports event fans, regardless of the outcome of the match was developed by Kelly and Turley (2001), a review to assess the values and qualities observed during a sporting event in institutions university. The authors emphasized five dimensions, the experience that the game brought to the individual as a way that the event influenced their perception of quality, the second has to do with the comfort provided at the time of watching the game's programming, and if the environment frequented has a good coexistence that connects with other points, which requires the availability of good places and parking places that meet the required need.

The successor year came with a questioning about the separation of perceived value from perceived quality, so this method was put into analysis by Murray and Howat (2002). With this study it can be noted that perceived quality is something that actually comes in advance and that makes the satisfaction feeling fill the consumer, which explains why, in many cases, the perceived value does not matter as much as the quality.

According to Yoshida and James (2010), in satisfaction studies at sporting events studied two points referring to the sport, one to satisfaction in the game and the other to services. They found in the literature a space where they can insert in this the studies done with Japanese baseball teams and American teams, where it was possible to study these two types together. These authors indicate and prove the quality of the service, the quality of the main product, the satisfactions of game and service and the expectations of behavioral intentions.

These authors, in their second article, present how it would be possible to develop methods to obtain service quality points: based on technical and functional

aesthetics. These results showed a clarity of a model with seven factors of quality of services, where they are inexplicit to the points of second order. Among the most important dimensions it is mentioned here the aesthetic qualities. And then the qualities of service and satisfaction that for the authors identify themselves with the perception of the consumer of the way the management was made throughout the event. According to the authors, management has been committed and successful by front-line employees and all service area environments, but if these points are well worked, it will result in a consumer audience of more satisfied sporting events and a high quality.

However, many scholars have discussed and managed to prove that when you have a better quality of relationship, the behavior and attitudes of the sports consumer will also gain better prominence. This study revealed that the quality observed in the relationship becomes significant influences to the behavioral intentions of sports consumption, and customer satisfaction.

In the method of satisfaction construction, when an analysis is made, it is possible to perceive that there are a number of varieties that depend on this theme or not, what is perceived is the lack of methods to determine the level of satisfaction in the field of school sport, in this sense, several points and tools were debated and made available so that it is possible to make an analysis of all the methods so that one can get the notion of the degree of satisfaction that sports education provides for its students sports consumer.

Fidelization of consumption in school sports

From the various researches carried out, all have a focus on questions about satisfaction and quality of services and whether the practitioner intends to re-practice. This sense of returning again has begun as a relevant construction independent of the environment in which it is inserted. In understanding this phenomenon that makes the consumer buy a certain product or service again, is what makes many companies succeed. For the meaning of repurchase there are several concepts, one of them the will and the judgment of a consumer in acquiring the same product or service from the same company, having as reference the final situations and the future circumstances of the determined product.

Several scholars, on this aspect of repurchase, have studied and according to them, this movement has an anticipation of moments characterized as stages that happen in sequence. Among these stages it is found the cognitive, affective, conative and stage of action, which all have to do with consumer satisfaction and the effect of repurchase. The cognitive stage can be defined as follows: it is summarized when the preference is in achieving a possibility that has a better identification with services that have better characteristics. Affective stage: in this case the consumer buys something because liked that item and saw to grow a feeling for that thing. Cognitive stage: it is when there is a psychological-based intention to get a product again, with a real desire to repeat the purchase and the stage of action is nothing more than a conversion of attitudes of repurchase into attitudes of affection.

Consumer loyalty is a topic studied by several authors who respond to this state of buyback as something related to loyalty of attitude, in which the intention, cognitive and emotional needs are fundamental factors to understand the consumer's reason to buy a service again, showing that they have obtained good previous experience.

Already in other researches, it was said that the process of repurchase is not the same of loyalty, since this second its definition is related to the behavior. However

this process of repeating a purchase is followed by facts that may or may not happen, as some individual circumstantial characteristics and situations specify that manifest at the time of purchase.

In a similar way, to the interactions between the quality of the service or product by the satisfaction and the pretension of repurchase, was one of the highlights by Cronin and Taylor (1992). Defining this sense of repurchase is something that can be understood as an opinion about a person buying a service again.

Relying on an improvement of services offered is not the only and not the most reliable way for one to intend to practice again, however this is true for the sports area, simply because the sports field does not show a clear relationship between the qualities of the service and the forms of behavior, different from other service areas. Kelley (2001) in conducting one of his studies discovered three points that are of high significance for the speculations of rejoining the sports business. These points are defined as the relationship of the identification with the rest of the group along with the quality proposed by the service and the latter tells about the confidence in the consumption of the certain service or product.

This context of school sport that aims at something well beyond the curriculum, which does not have factors that may come before the satisfaction, being happy and the intention of wanting to participate again. The factors that are actually observed in the view of those who participate and practice this task are related to the structure of the event, the quality of the service provided, the characteristics of the consumer, both social and individual, and also the need for events that practice all the activities and knowledge that have been acquired during this sporting training, thus being up to date with the needs served the services rendered, acting for consistency with other consumers which will promote satisfaction and the desire to re-practice.

Construction of happiness in school sports

In the years of study on what happiness would be, many scholars have raised hypotheses, but for the understanding of this theme the definition is based on points that have been divided into three approaches: hedonism, purpose, and engagement. From the various researches done, they have all demonstrated that the class of youths and adolescents manifests their happiness through methods that are part of the hedonism approach. The biggest challenge in trying to define what happiness is is to understand the motives that cause happiness or unhappiness, the two are brought together by the fact that what can bring happiness to some can throw unhappiness upon others. Taking as starting point the literature, for some authors who defend personal principles (self-esteem, inner peace and moral integrity among others) as conductors of happiness, however, so for others, this comes from social factors such as the family situation, employment, income, health, housing and age, but there are other variables that are not very considered, in the case of religion and race in addition they may also contribute to happiness.

Engagement is another task that can bring happiness, since it is characterized by the total insertion of the individual in the performance of an activity. Because in this case the attention is turned entirely to the realization of the activity, because at the time of forming groups with the activity and with other people to see an absence of consciousness. Of the various people questioned about the real reason they are practicing an activity many reveal pleasure as the main reason for the dedication. It is where the negative point of this perception is found, because happiness can only be perceived when the task is fulfilled.

One very good point that has been noticed is the happiness builder. At the beginning it was seen the confrontation of difficulties as to differentiate health from happiness, this is because when a person has a feeling of sadness stamped on the face soon for many will say that this person being with health problem even being understood as a state of well-being, which can be confused with the happy state. Studies carried out with this theme have revealed that it is much more related to happiness itself than to health. This construct presents a very distinct experience, to which the proposed relationship is something not fixed and not so constant. As much as studies carried out over time have sought to treat happiness as an essential point in society to be achieved, numerous researches have been carried out on happiness, in which the formulation of various theories is vile, explaining to what extent it favors well-being and the health of the population.

One of the great problems encountered concerns the measure of happiness in levels, since the researches directed to this work realize it through researches and reports. One of the measures used is to find the positives and negatives already experienced and relate it to happiness, this measure is known as Affect Balance Scale, one of the most famous in this question. The various measures found for happiness today are called subjective well-being, these are focused on analyzing cognitive and affective aspects. Those invited to undergo this process that can be understood as an interview need to assess the effects caused by the negative and positive points during a certain period of time. From the perspective of literature, what is not clear is a degree of measure of happiness that reaches a global scale, being able to identify a happy or unhappy person, because happiness is not only related to a sum of facts and levels of affection and relation established with life satisfaction.

However, the subjective happiness scale is related to a very large variety of items, giving the possibility of a more precise measurement through internal coherence which could provide a more accurate measurement. In the context of alternative happiness, the Oxford Happiness Questionnaire can be highlighted, in which its characteristics define that its items were created in a unique way and its resolution should be made obeying the so-called Likert scale, so they could be placed in the scope of questionnaires larger ones following a question where their order is something despicable, but these are surrounded of critics, for being insufficiently sensitive and in highlighting their categories, which ends up undermining the context of the derived data.

The study of happiness has received attention from research that seeks to know what happiness is and that it is formed, and for the development of the individual it is necessary to have positive emotions and a good state of well-being.

Factors influencing health-related happiness and well-being are the focus of research in the literature, but this one undertakes to investigate in other studies the established relationship between happiness factors and school sports participation. makes an impact on the educational development of the child in the school period. The fact of working in a school and with an audience of students in the stage of the teenager, happiness have an important construction role to be analyzed and put into practice from the perspective of school sports. In an inquiry by Gabriele (2008), it indicates a purpose and an engagement, followed as guiding points for education will have a positive impact on the educational process. Enabling students to make a connection between what they expect to be happy with experiences of real happiness.

The happiness of the participant is related to the quality offered by the service, since the quality of the service demonstrates the satisfaction of the event and this satisfaction has positive highlight in the happiness experience of the participant.

Studies carried out in sports literature show that sports with high quality services define the participant as a happier person, which becomes much more significant in consumers in the shopping experiences. Another point of some importance is that the activities are related and improves the feeling of happiness of the individuals at the time of a purchase, which makes this leisure activity stand out as a point of domination over the quality of life of the being.

The elevation of the factors of the quality of the success in the satisfaction of the event and the happiness of the specular experience that the spectators and participants of the sport events, that is, the consumer here defined, evaluate the factors in their totality of the event and the impacts caused by these factors.

Sportive consumption in pedagogical and social relations

It is observed as an important point of contribution to the satisfaction of the athlete, social interaction and with more importance in collective events and with a large number of teams. The understanding of what is the social part of the event is the moment in which a conversation between the members of the group dialoguing on several occasions. This does not depend on the game's timing being, that is, it can happen early in the middle or even after the game.

The social aspects have played an important role in achieving the satisfaction of the athletes. Several authors define participation in activities beyond the curriculum as ways to enable adolescents to develop their social capital above a larger network of friends. Still in the context of this study, the author states that at the moment the game is occurring the interaction and participation of each other is larger and has a better quality, which allows a greater knowledge and an improvement in the commitments.

In view of all the educational contexts studied, the presence of physical education and sports in school, in these days it is not considered as an academic activity, but even being characterized as an activity that is not part of the daily life of school society, it does not diminish its importance in the field of education in terms of the formation of students and favors for the population of schools the complete development, that brings as a benefit the promotion of enriching situations and the attainment of educational riches, that have served to reach a healthy life and for the construction of the development of the action of practicing the sport throughout the life, through experiences like satisfactory physical and physical.

When viewing an individual's participation in school sports, he will develop points of which all positive. However this will only have this prominence if it is taught together with the pedagogical practices of participating schools. Since sports practices when they do not follow their correct direction can offer many negative points, since the sport developed in the schools causes several problems which many are seen in the society as bullying, (sexual) harassment, the selfishness and the carelessness can lead to injuries.

If the practice of sports activities is developed for the purpose of competition, levels of extreme exercises producing an emotional and physical sacrifice is one of the points which sport is seen as a stalemate for the development of school activities related to the pedagogical part. The revelations made by researches were that the effects caused and that contributes to the improvement in the school depends mainly on how the sports activities are being carried out. The participation of teachers and coaches is a point of relevance in the process of questioning with the students if they are approving the positive points of education and school, and thus whether or not they

are performing its great potential by passing on the values acquired in sport to the classroom contexts.

According to the way the sports are exercised in the schools, the practitioner, feels comfortable not just with the sport but with the school environment too. In order to be able to use the strengths of school sports as a method, it is possible to see whether sport has not only a method to be practiced, but that it has favorable conditions, if there is only an offering of activities and facilitation, these would only serve as a method any activity with the goal aimed at leisure, and as observed may bring many negative points. Something becomes complicated when the researches do not clarify how the school sport provides its contributions, in addition the pedagogical attention of the sport is exposed by the reflection, within the scope of the human sciences. It is the educators to have all the attention on the students, as the learn to take advantage of and accept the rules. There was an investigation of innumerable contextual agents, in the pedagogical perspective in which it reports the influence that the sport can make possible for a social development of the person.

The ability of guidance, something aimed at teachers and coaches and the organizational context that covers where, how and when among several others. A quality of organization and orientation of an activity and the strengths of the structures of the sport are significant factors included with the characteristics of the athletes, such as age, gender and the environment in which the practitioner lives. Something that is well-seen is that when children grow up in places where their development and importance are more essential than their performances, they can evolve better, where their training takes place in a way that brings them positive points, and that their teachers and coaches have the ability and ability to train these individuals. Another essential point is that the increase in the degree of positive factors originates during the achievements of voluntary activity, a good example of the sport focused on education.

One aspect that deserves attention is the process of group dynamics methods in the school sports sector. If the intention is to look for where and how school sports in relation to education can contribute to the development of the young learner, influencing a desired behavior, it is added however the so clarified must be the practices and the factors that ensure the scope of having the expected result. We need to believe in the power that sport has and the quality that it can provide in our health and well-being, in the context of society, since it is seen that practicing sports becomes a benefit for all. However, when we talk about sports we do not only find positive points we can highlight the corrupt referees, the rival twists that of the various games frequented by the majority always ends with some dissatisfaction with the results obtained, and the fights between the players themselves and their teams, the noncompliance with school activities so that it can practice the chosen sport, the distance from the focus of school activities to the sports modality, not to mention the pressure highlighted by the result obtained.

School sports meet with two assumptions when it is related to the context of pedagogical aspects, and what is expected is a detailed understanding of these assumptions, so those programs with better functionality can be obtained so that one can be on days with tasks of the potential of the sport, and only thus increases the desired result in scale.

School sports: consumption and structure

Among the main and palpable aspects in the satisfaction measurement tool is

the service qualities that the event is providing for the participants and how the structure in particular the physics is related to the increased feeling of satisfaction of the athletes consumers.

In order to observe the best use of this event, something essential is to attend these athletes as their needs require and in a more pleasant way, among the outstanding measures are the creation and availability of bathrooms, dressing rooms, referring to the health of these there is a need for a specialized medical service, drinkers and assistance of displacement to carry out games outside the place in which they live, obeying the assembled structure.

The Factors that are related to the physical structure can also be cited as the situation in which the banks are located and if they are able to promote the comfort, the state in which is the floor of the environment that will be the scene of the activity, and also the situation of the areas that are around the field and that can compromise the game, as fencing that serve as a barrier in case of an attack against the players, thus promoting an improvement in the security system, and also need to be inserted in this area spaces to the athletes fulfilling their demands, acting for the quality of the game and the development of the athlete as being.

In an analysis of the analyzed sports school context, the practice of exercise is done in different places, to many differences in relation to the environments of the games, however these places become the seat of events like these for the fact that maybe have aspects that provides players a satisfaction of wanting to play, which can be analyzed as a quality, because the reports on the choices of various venues for the game, as there is a whole requirement observed, as if the environment provides covered courts, floors that are suitable for the type of sports, seats that meet the number of members of the team, spaces with retreat around the court, washing with electronic function and the provision of spaces for the table controller, among other aspects of which should be as segments.

One of the first points to be highlighted in terms of structure of the space that will host the event is the attendance of the basic needs of the practitioners of this sport, in needs with a more basic level we can highlight the physiological ones that are defined as the hydration of players, the their nutrition and personal hygiene. However, in order to meet these basic needs, essential factors such as drinking water, feeding toilets and the adequacy of the structure and products offered have been highlighted, however, not only taking into account easy access, but tasks have been won and if they are serving quality spectators and players.

These basic needs, which can also be called physiological, are based on the fact that all individuals have an effort to meet their professional and personal demands, this system can be understood as a model of hierarchical division, where the needs with a lower grade should be met in the first instance of the higher grade needs. What for the individual reaches his satisfaction it must continue climbing a hierarchical scale of needs.

In school sports, customer service should continue at this basic level, with clean drinking troughs, clean toilets and a high accessibility index, all with proximity to play spaces, feeding structure if it is the case of players are in need of food. Nursing site constructions so that when someone is in need of medical care and proper tools. Study confirms that the climatic condition one has within sports courts can become influence in the development of satisfaction.

A questionnaire that was carried out by Wakefield and Blodgett (1996) studied the relation of the dimensions of the sport, of which they reaffirmed that the availability of a quality of the sports facilities, besides becoming like point of departure for the

increase of the satisfaction of the consumer, is related to the time it will make available to be at the place of the event, because this place brings comfort and pleasure. Parking the perceptions of the qualities of facilities at higher levels, relating this quality to the space occupied by the event, causing points positively in satisfaction.

The study carried out by Bailey, A. W., & Fernando, I. K (2013) only relates the aspects of the structure of the installation, however the realization of another study identified importance that would have to conceptualize the type of fan that goes to the sporting event, not being defined only in the school, but also in university or professional fields.

Bailey, A. W., & Fernando, I. K (2013) demonstrated that the perceptions that are related to the infrastructure, starting from the ones related to the attendance until those related to the physical structure, also show themselves as impacting in the final consumer satisfaction stage. This result serves as a point of support for the conclusions of being the first methods of satisfaction that are related to the services that are realized by the spaces where they practice some sport.

As emphasized, the structures of the school sports environment should provide the minimum of safety and comfort that caused consumer satisfaction based on the good points of service quality, facilities in the field of sports should meet the needs of the players, but also of their spectators, since without them nothing could happen, because they interfere in the animation of the players who are more engaged and can thus improve the outcome of the game, the attendance services of this listener listens, stands with comfortable seats, attendance to their needs basic bathrooms with clean provision of points for meal among other points that can ensure the satisfaction of both groups of people players and spectators.

FINAL CONSIDERATIONS

The activities in the school sport have specific characteristics, since they do not identify themselves in other markets, and the emotional traits of how the consumer interacts with the structures, the sport, or the athletes, having an impact on other factors has different practices and record levels of consumer satisfaction in relation to diversified sports services, and it is worth mentioning that school sports should be analyzed in a specific way.

In this article it was possible to understand the preponderant factors for consumer satisfaction in school sports, and the structure offered at the event is paramount for consumer satisfaction, being the safety, comfort, hygiene in the bathrooms, access to the event venue and services such as health and nutrition in the environment of the event.

The consumer in school sports feel satisfied when he finds a safe, clean environment with options of feeds, comfortable bleachers, technical and administrative organization of activities, quiet access to the venue and other elements that fit the event. in the structure of the event.

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