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博士（スポーツ科学）
概要書

Consumer Engagement on Social Media
in the Context of Sport
スポーツにおける
ソーシャルメディアでの消費者エンゲージメント

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This dissertation contains seven chapters. Chapter 1 is the introduction, which provides a background of the dissertation, the problems that need to be solved, and the purpose and significance of the study. Chapter 2 is the literature review of this dissertation, which contains a review of consumer engagement, community, behavioral intention, and satisfaction. The review of consumer engagement includes the conceptualization of consumer engagement, the valence of consumer engagement, and the role of consumer engagement on social media in the context of sport. There is also a review of the social identity theory in this chapter. Chapter 3 is the hypotheses development of the research. Chapter 4 is the methodology of this research. The research settings, research design, questionnaire design, and data analysis are included in this chapter. Chapter 5 is the research results, which contain the assessment of the measurement model, assessment of the mediating model, and assessment of the moderated mediating model. Chapter 6 is the discussion, and the theoretical and managerial implications are provided. Chapter 7 demonstrated the limitations and future research of this study and concluded the whole dissertation.

Social media has considerably affected the relationship-building between sport organizations and sport fans. Social media enables users to form online communities centered around their common interests. Sport fans can join groups or pages dedicated to their favorite teams or players and interact with like-minded individuals in such online fan communities. These communities allow sport fans to engage in in-depth conversations and receive feedback on their opinions. This fosters sport fans' identification of online fan communities. When sport fans identify with online fan communities, they are more likely to manifest behaviors that could help them display their identities both on social media and in the real world. This study aims to figure out the process from online fan community identification to sport fans' offline behavior and find out the role of consumer engagement behavior on social media in this process.

In order to achieve the research purpose, this study built a research model based on social identity theory. There are two valences of online behavior on social media, positive consumer engagement behavior and negative consumer engagement behavior. Sport fans who identify with online fan communities express both positive and negative consumer engagement behavior on social media. Most researchers focused on the positive valence of consumer engagement behavior. This study simultaneously explored the mediating effect of both positive and negative valences of consumer engagement behavior between online fan community identification (OFCI) and behavioral intention. Additionally, the moderating effect of satisfaction with teams' performance is examined.

The results found that OFCI has a positive effect not only on positive consumer engagement behavior on social media but also on negative valence. Besides, negative consumer engagement behavior negatively mediates the effect of OFCI on behavioral intention, which is in contrast to the mediating effect of positive valence. Moreover, satisfaction with teams' performance moderates the effect of OFCI on positive consumer engagement behavior on social media, as well as the effect of OFCI on behavioral intention. OFCI has a larger effect on positive consumer engagement behavior on social media and behavioral intention in high-satisfaction conditions than in low-satisfaction conditions. However, satisfaction with teams' performance does not moderate the effect of OFCI on negative consumer engagement behavior on social media.

The findings of this study have several contributions. First, this study contributes to the conceptualization of the negative valence of consumer engagement behavior on social media and extends the literature on the dual valence of consumer engagement behavior in the context of sport. Additionally, this study adds insights into social identity theory by providing evidence for the negative social identity. In practice, this study offers marketing strategies not only for good-performing sport teams but also for those who underperform.