

早稲田大学審査学位論文

博士（スポーツ科学）

The Influence of Sport Experience on Participants'
Satisfaction:
A Case of Triathlon Participants

スポーツ経験が参加者の満足度に与える影響
ートライアスロン参加者に着目してー

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早稲田大学大学院 スポーツ科学研究科

安 邦

AN, BANG

研究指導教員： 原田 宗彦 教授

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Abstract

Creating a positive customer experience can increase customer satisfaction. It is thus important for sport organizations to deliver positive sport experience to increasing sport participants' satisfaction. Sport experience can be examined from sport context and user perspectives. The sport context perspective refers to the interactions encountered before, during, and after consumption—whether during a single experience or over the duration of the relationship with the sport context (e.g., experience with a sport event). The sport user perspective focuses on consumers' psychological needs and personal characteristics that influence desired experiences. To comprehensively understand the relationship between participants' sport experience and satisfaction, it is important to investigate from both sport context and user perspectives. Therefore, this dissertation investigates how participants' sport experience influences their satisfaction from the two perspectives (i.e., sport context and user).

Study 1 is conducted from a sport context perspective and investigates how participants' experience in a triathlon event influence their satisfaction. Specifically, the study examines the relationships among service quality, satisfaction, and behavioral intention, and explores how local and non-local participants perceive the same event differently. Data were collected from participants ($N = 289$) in a triathlon event held in Japan in 2017. The results

indicated that local participants evaluated all service quality dimensions (i.e., event personnel, course, ambience, achievement, and escape) more positively than did non-local participants; course, ambience, achievement, and escape had positive effects on satisfaction; satisfaction had an extensively positive effect on behavioral intention; and the effect of escape on satisfaction was different between local and non-local participants.

Study 2 is conducted from a sport user perspective, explores the how triathlon participants' grit (a personality trait) influence their involvement with triathlon, which in turn affect their life satisfaction. Data were collected from participants ($N = 347$) in a triathlon event held in Japan in 2019. The results showed that perseverance of effort, one dimension of grit, was positively associated with attraction, centrality, and self-expression of leisure involvement. Perseverance of effort had a positive indirect effect on life satisfaction through attraction and a negative indirect effect on life satisfaction through centrality. These findings extend the understanding of the relationship between sport experience and participants' satisfaction, and provide practical implications for triathlon originations and event managers to improve participants' experience, which in turn increase their satisfaction.

Chapter 1. Introduction

1.1. Sport Experience and Satisfaction

The importance of experience has been emphasized in the marketing literature since the late 1990s (Pine & Gilmore, 1998; Schmitt, 1999). Nowadays, creating a positive customer experience is a key management objective for business (Lemon & Verhoef, 2016). Organizations that effectively manage the experience can enhance customer satisfaction, reduce churn, increase revenue, and create greater employee satisfaction (Rawson, Duncan, & Jones, 2013). Therefore, sport organizations should deliver positive experience to increase participants' satisfaction.

Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company (Meyer & Schwager, 2007). The responses can be cognitive (experience related to thinking and conscious mental processes), emotional (moods, feelings, and emotional experiences), and sensorial (sight, hearing, touch, taste, and smell experiences; Brakus, Schmitt, & Zarantonello, 2009; Lemon & Verhoef, 2016). Based on the concept of customer experience, this dissertation defines participants' sport experience as the cognitive, emotional, and sensorial responses that participants have to any direct or indirect contact with a sport. Direct contact occurs in the situation such as daily practice or event

participation, and it is usually initiated by participants. Indirect contact usually involved unplanned encounters such as social media feeds or chatting with friends (Meyer & Schwager, 2007).

To date, sport management researchers have primarily investigated sport experience from two perspectives: sport context and user (Funk, 2017). The sport context perspective refers to the interactions encountered before, during, and after consumption—whether during a single experience or over the duration of the relationship with the sport context (e.g., experience with a sport event). The sport user perspective focuses on consumers' psychological needs and personal characteristics that influence desired experiences. From a sport context perspective, researchers have found that positive event experiences (e.g., participants' perceived service quality) can contribute to participants' event satisfaction (Du, Jordan, & Funk, 2015; Hyun & Jordan, 2019; Kaplanidou & Vogt, 2007; Theodorakis, Kaplanidou, & Karabaxoglou, 2015). From a sport user perspective, personality traits have been reported to influence participants' sport experience, which further more affect their life satisfaction (Sato, Jordan, Funk, & Sachs, 2018). To comprehensively understand the relationship between participants' sport experience and satisfaction, it is important to investigate from both sport context and user perspectives.

1.2. Triathlon

Triathlon was developed as a track training workout in the early 1970s in the United States, and first became part of the Olympic program at the Sydney 2000 Games (Olympic, 2020). The sport combines swimming, cycling and running, performed in that order. In a standard/Olympic distance race, participants need to swim 1.5 km, cycle 40 km, and run 10 km. Other distances are also provided in various types of triathlon events, such as sprint (swim: 0.75 km; cycle: 20 km; run 5 km), middle distance/half Ironman (swim: 1.9 km; cycle: 90 km; run: 21.1 km), and long distance/Ironman (swim: 3.8 km; cycle: 180 km; run: 42.2 km). The popularity of triathlon has grown around the world in past decades (Japan Triathlon Union, 2017; Lamont, Kennelly, & Wilson, 2012; Wicker, Prinz, & Weimar, 2013). For example, the membership of U.S. Triathlon Association increased from 64,277 in 1994 to 432,447 in 2015. Along with the growing number of triathlon participants, the number of adult triathlon races sanctioned by U.S. Triathlon Association in 2015 reached 3,298—up from 1,174 in 2004 (USA Triathlon, 2015). In Japan, there were 290 triathlon events held in 2017, and the number of triathlon participants reached 375,000; both the number of events and participants increased over 60 times since 1981 (Japan Triathlon Union, 2015; 2017).

Because of this growing popularity, triathlon has drawn much interest from leisure researchers (e.g., Lamont & Kennelly, 2012; Lamont et al., 2012; Kennelly, Moyle, &

Lamont, 2013; Simmons, Mahoney, & Hambrick, 2016; Wicker et al., 2013). Researchers have investigated participants' experiences with triathlon such as lifestyle (Wicker, Hallmann, Prinz, & Weimar, 2012; Wicker et al., 2013), motivations (Lamont & Kennelly, 2012; Myburgh, Kruger, & Saayman, 2014), and constraints (Lamont et al., 2012; Kennelly et al., 2013). These studies generally suggest that triathlon participation may have significant impact on participants' life. However, how the triathlon experience influences people's life satisfaction has not been explored (a sport user perspective). Furthermore, event participation plays an important role in triathlon participants' careers pursuits (Lamont et al., 2012). However, there is little research investigating how participants' experiences with a triathlon event influence their satisfaction (a sport context perspective).

Therefore, this dissertation focuses on triathlon participants, and examines the relationship between sport experience and participants' satisfaction from the two perspectives (i.e., sport context and user). Two studies are included in this dissertation. Study 1 is conducted from a sport context perspective and investigates how participants' experience in a triathlon event influence their satisfaction. Specifically, the study examines the relationships among participants' perceived service quality, satisfaction, and behavioral intention in a triathlon event. Study 2 is conducted from a sport user perspective and examines how a

participant's personality influences their experiences with triathlon, which in turn affects their life satisfaction. Specifically, Study 2 explores the relationships among triathlon participants' grit (a personality trait), involvement, and life satisfaction. The findings of Studies 1 and 2 provide practical implications for triathlon organizations and event managers to improve the triathlon experience for their participants.

Chapter 2. Service Quality, Satisfaction, and Behavioral Intention in A Triathlon Event

Service quality identifies specific context and elements of the customer experience, reflects cognitive responses to a firm's offerings (Lemon & Verhoef, 2016). Delivering superior service quality is essential for the success and survival of business (Zeithaml, Berry, & Parasuraman, 1996). Thus, sport researchers have adopted this concept to evaluate participants' experience in various types of sport events, and the relationships among service quality, satisfaction, and behavioral intention have been identified (Du, et al., 2015; Hyun & Jordan, 2019; Shonk & Chelladurai, 2008; Tsuji, Bennett, & Zhang, 2007; Yoshida & James, 2010).

Furthermore, sport events attract non-local participants to the host destinations, which can subsequently yield economic benefits to local communities (Getz, 2008; Kaplanidou, Jordan, Funk, & Rindinger, 2012). Therefore, examining the experience and behaviors of non-local participants has drawn extensive interest from sport event researchers (Funk, Toohey, & Bruun, 2007; Kaplanidou & Gibson, 2010; Kaplanidou et al., 2012; Plunkett & Brooks, 2018). However, for the sustainable development of an event, event organizers must deliver positive experiences to both local and non-local participants.

Expectation-disconfirmation theory (Oliver, 1980) suggests that expectations can influence customers' judgments of their consumption experiences. Non-local participants invest significant resources (e.g., money, time, and energy) when participating in an event; therefore, their expectations of the event should differ from those of local participants. This may lead to different evaluations of their event experiences. Studies related to cultural events and festivals have found that local and non-local participants perceive their event experiences differently (Deng & Pierskalla, 2011; McDowell, 2010; Park, Lee, & Park, 2011). However, little research has compared the experiences between local and non-local participants in sport event settings. Understanding the different experiences between local and non-local participants may help event organizers implement diverse marketing strategies for each segment, which could subsequently improve the effectiveness of marketing activities (McDowall, 2010). It is thus important to investigate how local and non-local participants evaluate their experiences differently.

Therefore Study 1 applies the concept of service quality, compares the differences between local and non-local participants on the perceived service quality of a triathlon event, examines the relationships among service quality, satisfaction, and behavioral intention, and explores whether these relationships differ between local and non-local participants.

2.1. Literature Review

2.1.1. Service quality in sport management literature

Marketing researchers have proposed several theoretical models for service quality.

Grönroos (1984) proposed a two-dimensional model that includes functional and technical quality. Parasuraman, Zeithaml, and Berry's (1988) five-dimensional SERVQUAL model includes reliability, responsiveness, empathy, assurance, and tangibility. Furthermore, Brady and Cronin (2001) suggested a three-dimensional model that includes interaction, physical environment, and outcome quality. By applying and modifying these ideas from the marketing literature, researchers have actively studied the concept of service quality in the context of sport consumption.

First, many studies have focused on spectator sports, and various conceptual models and measurement scales have been proposed and developed in this context. For example, McDonald, Sutton, and Milne (1995) developed the TEAMQUAL scale by modifying SERVQUAL in a professional basketball setting. Ko, Zhang, Cattani, and Pastore (2011) developed the Scale of Event Quality for Spectator Sport (SEQSS) in a major league baseball setting by measuring game, augmented service, interaction, outcome, and physical environment quality. Yoshida and James (2011) tested a three-dimensional model—*aesthetic,*

technical, and functional quality—by using data from spectators in Japan and the U. S.

Theodorakis, Alexandris, Tsigilis, and Karvounis (2013) suggested a two-dimensional model—functional quality and outcome quality in a professional football setting in Greece.

Clemes, Brush, and Collins (2011) applied interaction, outcome, and physical environment quality to assess the service quality of Super 14 rugby games.

In the sport tourism context, Shonk and Chelladurai (2008) proposed a service quality model focusing on access, accommodation, venue, and contest quality. Kouthouris and Alexandris (2005) applied the SERVQUAL model to the outdoor programs that included activities such as lake canoe/kayak, orienteering, and archery in Greece. Du et al. (2015) collected data from two distance running events in the United States and developed the Participant Sport Event Attribute and Service Delivery (PSEASD) scale. The PSEASD scale includes the export amenities, service deliveries, event attributes, event operations, and service extensions aspects of distance running events. Theodorakis, Kaplanidou, and Karabaxoglou (2015) used Brady and Cronin's (2001) three-dimensional conceptual framework to evaluate running events.

Among these approaches, Theodorakis et al.'s (2015) model allows researchers to assess participants' service-provider-based experiences (i.e., interaction quality and physical

environment quality) and personal experiences (i.e., outcome quality). This approach is consistent with Hyun and Jordan's (2020) suggestion that sport event studies should incorporate both personal and service-provider-based factors to evaluate participants' experiences with an event. Moreover, Brady and Cronin's (2001) conceptual framework has been applied in the context of spectator sports (Clemes et al., 2011; Ko et al., 2011) and recreational sports (Ko & Pastore, 2005). Therefore, this study follows Brady and Cronin's (2001) framework and proposes an extended model for participant sport events based on Theodorakis et al.'s (2015) work.

2.1.2. A Conceptual Framework

Interaction quality refers to a customer's perceptions of the attitudes, behaviors, and expertise of service personnel (Ko et al., 2011; Yoshida & James, 2010), which plays an important role in the delivery of services in a spectator sport context (Greenwell, Fink, & Pastore, 2002). In participant sport events, interactions with event personnel are inextricable (e.g., reception). In their study on the service quality of a running event, Theodorakis et al. (2015) examined the interaction quality by assessing personnel aspects of the event. In following Theodorakis et al.'s (2015) work, this study suggests that event personnel reflect

the interaction quality of the event.

Physical environment quality refers to such service elements as social factors, design, and the ambient conditions of an event (Theodorakis et al., 2015). Theodorakis et al. (2015) used ambience-related items to evaluate the physical environment quality. Ambience has also been identified in a spectator sport context as a physical environment quality (Ko et al., 2011). However, in the context of participant sports, a critical component of physical environment quality has been neglected—the course. For participant sports such as marathons, cycling, and triathlons, events cannot be held without a designed physical course. Moreover, the course directly influences the participants' experiences. However, few studies have emphasized the importance of courses. Getz and McConnell's (2011) study on a mountain-bike event reported that a challenging, scenic, and interesting route is important for participants when selecting events. Du et al. (2015) identified the course as an attribute of the event service quality. Similarly, Kaplanidou and Vogt (2010) identified and categorized the course into the organizational aspect of cycling events. Due to the vital role of the course in participant sport events, this study suggests that the course should be assessed as an independent component of service quality. Overall, this suggests that the ambience and course reflect the physical environment quality of participant sport events.

Outcome quality (i.e., technical quality; see Brady & Cronin, 2001; Grönroos, 1984) has been described as ‘what the customer is left with when the production process is finished’ (Grönroos, 1984, p. 38). Based on this description, Theodorakis et al. (2015) defined outcome quality in participant sport events as the fulfillment of a customer’s expectations after having participated in an event. They used three items to assess the overall consequences of participation in events. However, the current study extends Theodorakis et al.’s (2015) work by proposing two specific outcomes—achievement and escape. First, previous studies have found that participants of distance running events highly value their achievement experience (Du et al., 2015; Hyun & Jordan, 2020). People may feel a sense of accomplishment through the achievement of athletic goals by participating in an event. For triathlon participants, the race is the result of months, and sometimes years, of daily preparation (Lamont, Kennelly, & Wilson, 2012). Therefore, the outcome of achievement is essential for these participants.

Another outcome is the escape, referring to the break or refreshment from routine life, which has been identified as an important outcome that consumers expect from sport and tourism consumptions (Crompton, 1979; Funk et al., 2007; Trail & James, 2001). Participants may forget their daily worries and feel refreshed through participating in sport events. In summary, this study proposes to extend Theodorakis et al.’s (2015) model by adding the course as a

factor of physical environment quality and by suggesting the two specific outcomes of achievement and escape.

2.1.3. Perceived Service Quality: Local versus Non-local Participants

The differing experiences between local and non-local participants in attending a cultural event or festival have been explored by researchers (Deng & Pierskalla, 2011; McDowell, 2010; Park et al., 2011). Studies generally suggest that local participants evaluate their event experiences more positively than non-local participants. For example, in a study of a cultural festival in Thailand, McDowell (2010) found that resident attendees evaluated the event performance more positively than non-residents. Deng and Pierskalla (2011) found that residents who attended the event for the first time perceived higher value from the event than non-locals who were first-time attendees to the National Cherry Blossom Festival in the United States. More germane to the current study, Park et al. (2011) investigated six film festivals held in Korea and found that local visitors perceived higher service quality than non-local visitors. The findings from these studies can be explained by the expectation-disconfirmation paradigm (Oliver, 1980). Based on this theory, participants' evaluations of their event experiences should be more positive (negative) when the actual experience quality is better (worse) than their expectations. Previous literature demonstrates

that the expectation-disconfirmation approach is useful to understand sport tourists' behaviors because they form their expectations through investing significant resources (e.g., money, time, and energy) before obtaining actual experiences (Chen & Funk, 2010; Smith & Steward, 2007; Snelgrove, Taks, Chalip, & Green, 2008). Local participants invest significantly fewer resources than non-locals to participate in an event. It could thus be reasoned that local participants' expectations of the event are low, which can magnify the quality of the actual event experience. This leads to Hypothesis 1:

H1. Local participants evaluate service quality more positively than non-local participants.

2.1.4. Service Quality and Satisfaction

Customer satisfaction, which refers to a post-choice cognitive judgment related to a particular purchase decision, has been the dominant customer feedback metric in the service marketing literature (Greenwell et al., 2002; Lemon & Verhoef, 2016). In the context of participant sports, participants' satisfaction with sport events has been found to generate both positive social (e.g., happiness; Theodorakis et al., 2015) and economic outcomes (e.g., behavioral intention; Du et al., 2015).

Although diverse service quality measurement models have been used in previous

studies, the results of these studies have generally suggested a positive relationship between service quality and satisfaction (Brady, Voorhees, Cronin, & Bourdeau, 2006; Du et al., 2015; Theodorakis et al., 2015; Yoshida & James, 2010). In their study within a spectator sport context, Brady et al. (2006) found that interaction, physical environment, and outcome quality have significant positive effects on satisfaction. Theodorakis et al. (2015) investigated a 5K/10K running event and found that the physical environment and outcome quality have significant positive effects on satisfaction, whereas the relationship between interaction quality and satisfaction is insignificant. They argued that customers of spectator sport events spend most of their time in the sport facilities and have multiple contact points with event staff (e.g., concessions). In contrast, customers of participant sport events spend most of their time in the race and have limited interaction with event personnel. However, this argument must be further examined. Therefore, based on Brady et al.'s (2006) work, it is assumed that all service quality dimensions influence participants' satisfaction. As such, the following hypotheses are proposed:

H2a. Event personnel are positively associated with satisfaction.

H2b. The course is positively associated with satisfaction.

H2c. Ambience is positively associated with satisfaction.

H2d. Achievement is positively associated with satisfaction.

H2e. Escape is positively associated with satisfaction.

However, the effect of service quality on satisfaction might differ in terms of participants' residence status, as shown in previous studies on event experiences (Baez & Devesa, 2017; McDowall, 2010; Park et al., 2011). For example, in a study of a film festival, Baez and Devesa (2017) found that non-local visitors who attended the event for professional reasons showed significant satisfaction compared to local visitors. McDowall (2010) investigated a cultural festival in Thailand and found that event performance evaluations affect satisfaction for residents but not for non-residents. Furthermore, Park et al. (2011) found that responsiveness was the strongest service quality attribute in explaining satisfaction for local visitors, whereas program content and the quality of the facilities were more important for non-local visitors in the context of film festivals. Due to the various indicators and methodologies used in these studies, the results are not comparable. Nevertheless, these studies generally suggest that participants' residence status influences the links between participants' event evaluations and satisfaction. In the preceding sections, it is argued that non-local participants might have higher expectations of their event experiences than local participants. Therefore, the service quality of the event should be more important for

non-local participants than local participants regarding satisfaction. This leads to Hypothesis

3:

H3. The relationship between service quality and satisfaction is stronger for non-local

participants than local participants.

2.1.5. Satisfaction and Behavioral Intention

Behavioral intention has been argued to be a key consequence of satisfaction (Du et al., 2015; Yoshida & James, 2010). In a participant sport event context, Du et al. (2015) defined behavioral intention as ‘positive goal-directed behavioral responses toward an event’ (p. 692). According to the theory of reasoned action (Fishbein & Ajzen, 2010), intention has been identified as a significant predictor of actual behavior. The relationship between behavioral intention and actual behavior has also been identified in a sport tourism context (Kaplanidou & Vogt, 2007). Therefore, understanding participants’ behavioral intention is key to the sustainability of an event. The effect of satisfaction on behavioral intention has been well supported by participant sport event studies (Du et al., 2015; Hyun & Jordan, 2020; Kaplanidou & Gibson, 2010). Thus, Hypothesis 4 is proposed:

H4. Satisfaction is positively associated with behavioral intention.

The effect of satisfaction on behavioral intention might also differ between local and non-local participants. Based on the same logic of Hypothesis 3, due to higher expectations, a satisfying experience should be more important for non-local participants than local participants in terms of the willingness to recommend an event or to participate in the event again. This leads to Hypothesis 5:

H5. The relationship between satisfaction and behavioral intention is stronger for non-local participants than local participants.

2.2. Method

2.2.1. Data Collection and Participants

Data in this study were collected from participants in a small-scale recurring triathlon event held in a major city in western Japan in 2017. Web-based questionnaires¹ were sent to all the participants through email by the event organizer three weeks after the event. A total of 885 participants were invited to take an online survey, of which 308 responded. The final sample for this study consisted of 289 respondents (32.7% of the event participants) who fully completed the questionnaire. Among the respondents, 83% were male.

¹ See <https://forms.gle/9GGnSJLD33sUbMoQ8>

Respondents' ages ranged from 21 to 81 ($M = 47.7$, $SD = 11.4$). Of the respondents, 62.6% participated in the Olympic Distance race (swim: 1500 m, cycle: 40 km, run: 10 km), and 37.4% participated in the Sprint Distance race (swim: 750 m, cycle: 20 km, run: 5km). Local participants were defined as those who resided in the city district where the event was held (Baez & Devesa, 2017; Park et al., 2011). Based on this definition, 49.8% of the respondents ($n = 144$) were identified as local participants.

To alleviate the threat of non-response bias, the key variables are compared between early and late respondents, and no significant differences were found. Because survey invitations were sent to participants only once, late respondents were operationally defined as the 50% of the respondents ($n = 145$) who responded later. This method is recommended by Lindner, Murphy, and Briers (2001) when there is no successive wave of questionnaires.

2.2.2. Measures

Items were generated and modified from previous studies. Three items for personnel, three for ambience, and two for satisfaction were based on the work of Theodorakis et al. (2015). Three items for the course were based on the studies of Getz and McConnell (2011), and Ko and Pastore (2005). Three items for achievement were based on

the works of Du et al. (2015) and Ko and Pastore (2005). Four items for escape were based on the research of Funk et al. (2007). Finally, two items for behavioral intention were based on the work of Du et al. (2015). A seven-point Likert scale (1 = strongly disagree; 7 = strongly agree) was used to assess the items.

A bilingual researcher first translated all items from English into Japanese. Then, two bilingual sport management experts—whose study topics focus on sport tourism—were invited to review both the English and Japanese instruments. One of the reviewers received his Ph.D. degree from a university in the United States, and had working experience in an American university. This process was conducted to ensure the consistency of Japanese and English instruments and their content validity. Minor wording amendments were made after this process.

Table 1. The measurement scale

Constructs	Number of items	References
Event personnel	3	Theodorakis et al. (2015)
Couse	3	Getz and McConnell (2011); Ko and Pastore (2005)
Ambience	3	Theodorakis et al. (2015)
Achivement	3	Du et al. (2015); Ko and Pastore (2005)
Escape	4	Funk et al. (2007)
Satisfaction	2	Theodorakis et al. (2015)
Behaviroal intenion	2	Du et al. (2015)

2.2.3. Analysis

IBM SPSS Statistics and Amos 25 were used for the data analysis. First, the measurement model is tested using a confirmatory factor analysis (CFA) with the maximum likelihood method. The fit indices of the chi square-to-degree of freedom ratio (χ^2/df), comparative fit index (CFI), and root mean square error of approximation (RMSEA) were used to evaluate the overall fit of the measurement model. For an acceptable fit, χ^2/df in the range of 2–3 (Bollen, 1989), a CFI value above .90, and an RMSEA value in the range of .03–.08 (Hair, Black, Babin, & Anderson, 2014) were recommended.

The measurement model was further assessed by item reliability, construct reliability, convergent validity, and discriminant validity. All cutoff values followed Hair et al.'s (2014) recommendations. For item reliability, standardized loading estimates should be .50 or higher, and ideally .70 or higher. Construct reliability was evaluated by composite reliability, for which values of .70 or higher are considered good reliability and values between .60 and .70 are acceptable. Convergent validity was assessed by the average variance extracted (AVE), with a threshold of .50 suggesting adequate convergence. Finally, discriminant validity was examined by testing if squared correlations between any two constructs were lower than their AVE values.

After identifying an acceptable measurement model, a t-test was used to compare

the service quality evaluations between local and non-local participants. Then, the structural equation modeling with the maximum likelihood method was used to test the relationships among service quality, satisfaction, and behavioral intention. The overall model fit was assessed according to the same criteria used to assess the measurement model. Finally, a multigroup analysis was used to test the moderating effect of participants' residence status in the relationships among constructs.

2.3. Result

2.3.1. Measurement Model

Table 2 summarizes the model fit, factor loadings, reliabilities, and AVE values for the measurement model. The model fit indices were $\chi^2 = 388.70$, $df = 149$ ($\chi^2/df = 2.61$), CFI = .95, and RMSEA = .075, indicating a good fit of the model to the data. Factor loadings, ranging from .71 to .98, were above the cutoff value. The composite reliabilities for all constructs were greater than .70, which suggests good reliability. The AVE values for all constructs were greater than .50, which suggests convergent validity. Finally, squared correlations between constructs were lower than AVE values, which indicated discriminant validity. Table 3 shows the descriptive statistics and correlations among constructs.

Table 2. Factor loadings, reliability, and AVE for the measurement model

Constructs and items	β	CR	AVE
Personnel		.91	.77
The event staff were very knowledgeable about their job	.83		
The event staff were friendly	.88		
The event staff responded to my needs quickly	.92		
Course		.84	.64
The course was well-designed	.72		
The course was attractive	.87		
The course was scenic	.80		
Ambience		.83	.61
Support from spectators along the route was great	.74		
All peripheral events parallel to the running race were well planned	.71		
The atmosphere during the event was ideal	.89		
Achievement		.93	.82
I could feel a sense of accomplishment through participating in the event	.82		
I could achieve my goal through participating in the event	.93		
I would evaluate the outcome of my race participation favorably	.96		
Escape		.92	.74
I can get distracted from my normal life for a while through participating in the event	.88		
I can forget my worries through participating in the event	.83		
I can get away from the routine of everyday life through participating the event the event	.85		
I can get emotionally refreshed through participating in the event	.88		
Satisfaction		.96	.92
Overall, I was satisfied with my decision to participate in the event	.98		
Participating in the event was the right choice for me	.95		
Behavioral Intention		.86	.75
I would like to participate in the event next year	.87		
I would like to recommend the event to my friends and family	.86		

Note: $\chi^2 = 388.7$; $df = 149$ ($\chi^2/df = 2.61$); CFI = .95; RMSEA = .075; CR = composite reliability; AVE = average variance extracted

Table 3. Correlation coefficient, mean, and standard deviation of the constructs

Construct	1	2	3	4	5	6	7	<i>M</i>	<i>SD</i>
1. Personnel	1							5.13	1.41
2. Course	.45**	1						4.57	1.46
3. Ambience	.56**	.53**	1					5.68	1.09
4. Achievement	.41**	.47**	.55**	1				5.24	1.56
5. Escape	.36**	.47**	.57**	.67**	1			5.36	1.38
6. Satisfaction	.44**	.52**	.60**	.66**	.66**	1		6.13	1.32
7. Behavioral Intention	.49**	.59**	.60**	.63**	.57**	.82**	1	5.67	1.65

** $p < .01$

2.3.2. T-test

Table 4 shows the results of the t-test and the mean score of service quality dimensions for each group. The results indicate that local participants scored significantly higher in all service quality dimensions than non-local participants. Therefore, Hypothesis 1 is supported.

Table 4. A comparison of service quality evaluations between local and nonlocal participants

Construct	Local (<i>N</i> = 144)	Nonlocal (<i>N</i> = 145)	t-Value
Personnel	5.45	4.80	4.03**
Course	4.78	4.37	2.43*
Ambience	5.93	5.44	3.90**
Achievement	5.52	4.95	3.16**
Escape	5.62	5.10	3.23**

Note: $p^{**} < .01$, $p^* < .05$.

2.3.3. Structural Model

Figure 1 depicts the structural model with effects among variables. The model fit indices, $\chi^2 = 428.01$, $df = 154$ ($\chi^2/df = 2.78$), CFI = .95, and RMSEA = .079, indicate a good fit of the model. Overall, the model explains 66% of the variance in satisfaction and 83% of the variance in behavioral intention.

The results showed that the course ($\beta = .14$), ambience ($\beta = .28$), achievement ($\beta = .22$), and escape ($\beta = .31$) were positively associated with satisfaction, which supports Hypotheses 2b, 2c, 2d, and 2e. However, the event personnel was not associated with satisfaction ($\beta = .01$, $p > .05$). Therefore, Hypothesis 2a is not supported. Furthermore, satisfaction was positively associated with behavioral intention ($\beta = .91$), thus Hypothesis 4 is supported.

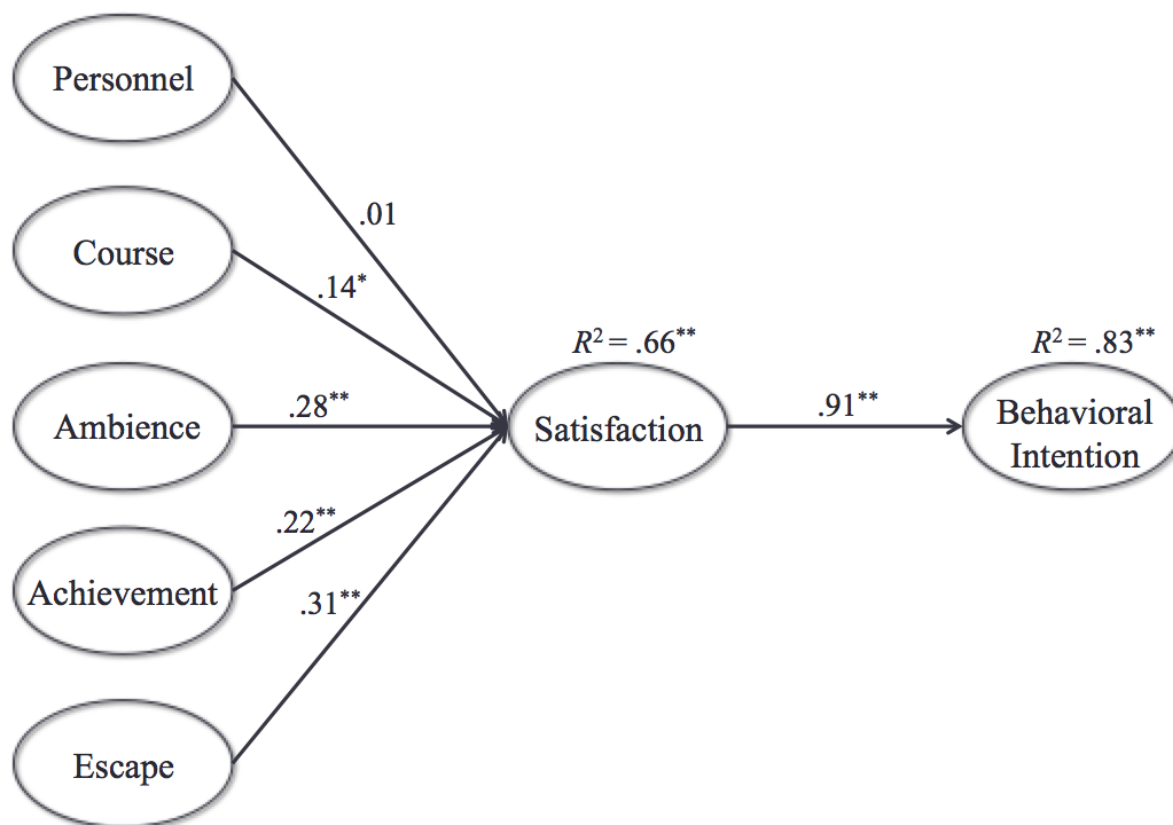


Figure 1. Structural Model

Note: ** $p < .01$, * $p < .05$. $\chi^2 = 428.01$; $df = 154$ ($\chi^2/df = 2.78$); CFI = .95; RMSEA = .079

2.3.4. Multigroup Comparison

Before comparing the structural model between local and non-local participants, measurement invariance was tested to ensure that the factor structure of the proposed model was equivalent across the two groups. A comparison between the unconstrained and constrained model was conducted. The result of a chi-square difference test showed $\Delta\chi^2 = 14.55$, $\Delta df = 13$, which indicates no significant difference ($p = .34$). Furthermore, there was no substantial difference in CFI (.001) and RMSEA (.001) between the two models. These

results ensure the factorial invariance (Chen, 2007).

Finally, a multigroup comparison was conducted to examine whether the path coefficients differ between the two groups. Each path was constrained at a time, and let other parameters estimate freely, then compared the unconstrained and constrained models. The chi-square difference test showed that the effect of escape on satisfaction significantly differed between local and non-local participants. Thus, Hypothesis 3 is partially supported. There was no significant difference between the two groups in the effect of satisfaction on behavioral intention; therefore, Hypothesis 5 is not supported. The results are presented in Tables 5 and 6.

Table 5 Standardized path coefficients for local and nonlocal participants

Path	Local (<i>N</i> = 144)	Nonlocal (<i>N</i> = 145)
Personnel → Satisfaction	.07	-.01
Course → Satisfaction	.07	.19*
Ambience → Satisfaction	.42**	.17
Achievement → Satisfaction	.14	.27**
Escape → Satisfaction	.22*	.39**
Satisfaction → Behavioral Intention	.92**	.91**

Note: ** $p < .01$, * $p < .05$.

Table 6 Multigroup comparisons between local and nonlocal participants

Model	χ^2	<i>df</i>	$\Delta\chi^2$	Δdf	<i>p</i>
Unconstrained	693.27	308			
Fully constrained	726.48	327	33.21	19	.02*
Constrained					
Personnel → Satisfaction	693.73	309	0.46	1	.50
Course → Satisfaction	695.75	309	2.48	1	.12
Ambience → Satisfaction	694.83	309	1.56	1	.21
Achievement → Satisfaction	695.33	309	2.06	1	.15
Escape → Satisfaction	697.76	309	4.49	1	.03*
Satisfaction → Behavioral Intention	693.35	309	0.08	1	.77

Note: $p^* < .05$.

2.4. Discussion

This study proposed an extended conceptual model for the service quality of participant sport events based on the work of Theodorakis et al. (2015). Using data from participants in a triathlon event held in Japan, the study compared the difference between local and non-local participants in the perceived service quality of the event, examined the relationships among service quality, satisfaction, and behavioral intention, and explored the role of participants' residence status in these relationships. A single-level multidimensional model was used to assess service quality and test the aforementioned relationships. This approach allowed us to identify the relative importance of service quality dimensions in predicting satisfaction. The results indicate that local participants evaluated all service quality

dimensions more positively than non-local participants. The course, ambience, achievement, and escape had positive effects on satisfaction, satisfaction had an extensively positive effect on behavioral intention, and the effect of escape on satisfaction differed between local and non-local participants. This study contributes to the literature by proposing an extended service quality model, and by identifying the differences in experiences between local and non-local participants in a sport event. These findings are discussed in detail next.

First, local participants evaluated their event experiences more positively than non-local participants. This result is consistent with studies in the context of cultural events and festivals (Deng & Pierskalla, 2011; McDowell, 2010; Park et al., 2011). Given that non-local participants invest more to participate in an event, they should have higher expectations of the event than local participants, which make them more discriminating in their evaluations of the event experience (Oliver, 1980).

Second, all service quality dimensions had significant effects on satisfaction except event personnel. The insignificant relationship between personnel and satisfaction is consistent with Theodorakis et al.'s (2015) study on a running event. However, studies on spectator sports have shown a positive relationship between interaction quality and satisfaction (Brady et al., 2006; Greenwell et al., 2002; Yoshida & James, 2010). The results

of this study, together with those of Theodorakis et al. (2015), suggest that participant sport events might differ from spectator sport events regarding the relationship between interaction quality and satisfaction. Interaction quality may not be as important in participant sport events, given that participants have relatively limited interactions with event personnel (Theodorakis et al., 2015).

Ambience and the course as physical environment qualities had significant effects on satisfaction, which is consistent with Brady et al. (2006) and Theodorakis et al.'s (2015) studies. In a running event study, Theodorakis et al. (2015) used ambience-related items to evaluate the physical environment quality, and a positive relationship between the physical environment quality and satisfaction was identified. The positive link between ambience and satisfaction is also similar to Yoshida and James's (2010) findings, in that atmosphere plays an important role in predicting game satisfaction in spectator sport events. Furthermore, the current study initially identified the importance of the course in predicting satisfaction in a participant sport event. Studies on a cycling event also showed that the course is important for participants in choosing an event (Getz & McConnel, 2011). The results indicate that future studies in participant sport events should evaluate the course as an independent construct. Finally, the effect of the course and ambience on satisfaction showed their

predictive validities for the physical environment quality.

Achievement and escape as outcome qualities had significant effects on satisfaction. This result is also consistent with previous studies (Brady et al., 2006; Theodorakis et al., 2015). Brady et al. (2006) argued that in outcome-oriented industries (e.g., sport events, legal services, and casinos), the outcome quality might play a more important role in predicting satisfaction than interaction and the physical environment quality. The positive relationship between achievement and satisfaction corroborates the findings of Du et al. (2015) and Hyun and Jordan (2020). The two studies identified the important role of goal achievement in predicting satisfaction in distance running events. The link between escape and satisfaction was the strongest among the service quality dimensions. This result is consistent with Newland and Aicher (2018), who found that triathletes emphasized their escapism experience more than runners and cyclists. The results of this study, together with those of Newland and Aicher (2018), suggest that escapism experience is essential for triathlon event participants.

Third, the results of the multigroup comparison showed that the effect of escape on satisfaction significantly differed between local and non-local participants. More specifically, the relationship between escape and satisfaction was stronger for non-local participants than for local participants. Although event participation provides an escapism experience for both

local and non-local participants, non-local participants might expect a better escapism experience because they also expect a change of environment (Crompton, 1979; Funk et al., 2007). However, the link between escape and satisfaction has been reported inconsistently in prior studies. For example, in the study of a cultural festival in Thailand, McDowell (2010) found that escape was positively associated with satisfaction for residents but not for non-residents. Baez and Devesa (2017) found that escape (labeled as leisure in their study) was not associated with satisfaction for both local and non-local groups in a study of a film festival. Lee and Hsu (2013) found that an escape-related construct (labeled as leisure and psychology in their study) was positively associated with satisfaction for tourists who attended aboriginal festivals in Taiwan. However, these studies all evaluated escape as a motivation, which is an expectation before an event, rather than an outcome afterward. Further research should examine the relationship between escape and satisfaction by assessing escape as an outcome experience, which may provide more straightforward feedback to event organizers.

Finally, satisfaction was positively associated with behavioral intentions. This result is consistent with prior sport event studies (Du et al., 2015; Hyun & Jordan, 2020; Kaplanidou & Gibson, 2010). The more participants are satisfied with an event experience,

the more likely they are to recommend and to participate in it again. Furthermore, the relationship between satisfaction and behavioral intention was not different between local and non-local participants. Satisfaction and behavioral intention was highly correlated for both local ($\beta = .92$) and non-local ($\beta = .91$) groups. Although local participants might have lower expectations, satisfaction is still very important for them to be willing to recommend and to participate in an event again.

In summary, in this chapter², Study 1 was conducted from a sport context perspective. The findings confirmed the service quality→satisfaction→behavioral intention relationship sequence in a triathlon event context, and identified the different event experience between local and non-local participants. In next chapter, Study 2 is conducted from a sport user perspective, explores the relationships among triathlon participants' grit (a personality trait), involvement, and life satisfaction.

² The results of Study 1 have been published on An, B., Harada, M., & Sato, S. (2020). Service quality, satisfaction, and behavioral intention in a triathlon event: The different experiences between local and non-local participants. *Journal of Sport & Tourism*, 24, 127-142.

Chapter 3. Grit, Leisure Involvement, and Life Satisfaction among Triathlon Participants

The sport user perspective focuses on how individuals' characteristics influence their sport experiences (Funk, 2017). An individual's personality influences his/her leisure behaviors and experiences, such as leisure preferences (Barnett, 2006), boredom in free time (Barnett & Klitzing, 2006), desired experiences from leisure (Barnett, 2013), and the constrain negotiation process (Lyu, Oh, & Lee, 2013). In a recent study, Sato et al. (2018) found that personality could contribute to life satisfaction, a key indicator of subjective well-being (SWB), by promoting leisure involvement. However, extant leisure research on the relationship between personality and leisure behaviors has focused on the five basic personality dimensions (labeled the Big Five): neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness (Costa & McCrae, 1992). Study 2 focuses on the personality trait grit, which is defined as "perseverance and passion for long-term goals" (Duckworth, Peterson, Matthews, & Kelly, 2007, p. 1087). Duckworth et al. (2007) suggested that gritty individuals can sustain long-term effort and interest in the activity/project they pursue despite disappointment and setbacks. This special quality of grit may help us better understand the experiences of endurance sport participation (e.g., triathlon,

marathon), which requires participants' long-term commitment to achieve greater goals and benefits (e.g., self-actualization; adding meaning to life; Lamont, Kennelly, & Wilson, 2012; Masters, Ogles, & Jolton, 1993).

Furthermore, leisure plays a central role in positive psychology (Stebbins, 2015), which emphasizes the value of people's positive personality traits and positive life experiences (Seligman & Csikszentmihalyi, 2000). Stebbins (2015) called for greater dialogues between leisure studies and positive psychology to investigate the positive states and processes as sought and experienced in particular free-time pursuits. In recent years, researchers have actively investigated how people's leisure experiences contribute to their SWB (Kim, Dattilo, & Heo, 2011; Kuykendall, Tay, & Ng, 2015; Newman, Tay, & Diener, 2014; Salama-Younes, 2018; Sato et al., 2018; Walker & Ito, 2017). For example, Newman et al. (2014) suggested that leisure experiences fulfill individuals' psychological needs, which in turn contribute to SWB. However, little research has explored the role of personality in the relationship between leisure experiences and SWB.

Study 2 explores the relationships among triathlon participants' grit, and leisure involvement and life satisfaction. By doing so, it is aimed to contribute to the literature on the relationship between personality and leisure involvement and extend the understanding of the

role of personality in the relationship between leisure experiences and SWB.

3.1. Literature Review

3.1.1. Life Satisfaction

Life satisfaction is a global assessment of an individual's life according to their subjective standard and the key indicator of SWB (Diener, Suh, Lucas, & Smith, 1999). To better understand life satisfaction, researchers have distinguished between top-down and bottom-up theories of life satisfaction to study its contributors (Diener et al., 1999). A top-down theory is a dispositional perspective that emphasizes the role of individual differences in personality traits in predicting life satisfaction. Although the majority of the studies that use top-down theory have focused on the direct effect of personality on life satisfaction (Diener, Oishi, Lucas, 2003), research also suggests that personality affects life satisfaction because people with different personalities tend to cope with life circumstances and events differently (Diener et al., 1999; Diener et al., 2003). In other words, an individual's personality may not only directly influence life satisfaction, but also lead to the things that do (Harris, English, Harms, Gross, & Jackson, 2017).

By contrast, the bottom-up theory focuses on the role of contexts, events, and

situational factors in predicting life satisfaction. The theory assumes that life satisfaction is derived from the sum of pleasant and unpleasant experiences in people's lives (Diener et al., 1999). Using a bottom-up theory, researchers have identified a positive relationship between leisure experiences and life satisfaction (Kuykendall et al., 2015; Newman et al., 2014; Sato, Yoshida, Wakayoshi, & Shonk, 2017). Newman et al. (2014) proposed that leisure experiences enhance life satisfaction because participation in leisure activities fulfills individuals' psychological needs. In the context of the current study, participation in triathlon has been reported to satisfy individual needs such as competence (e.g., a sense of achievement), enjoyment (e.g., adding purpose/meaning to life), and sociability (e.g., friendship; Lamont & Kennelly, 2012), which may contribute to amateur triathletes' life satisfaction.

Given the theoretical relevance of top-down and bottom-up theories, research suggests a need for a more comprehensive explanation than either a simple top-down or bottom-up theory offers (Heller, Watson, & Ilies, 2004; Maher et al. 2013). For instance, by conceptualizing top-down and bottom-up influences on life satisfaction, Maher et al. (2013) found that people's daily physical activity was a significant predictor of life satisfaction after accounting for personality traits. More germane to the current study, Sato et al. (2018) also

found that individuals with high conscientiousness and openness to experience (top-down factors) were likely to achieve greater life satisfaction through involvement in running as a leisure activity (bottom-up factors). In line with findings from these studies, it is expected that grit and leisure involvement with triathlon individually and jointly contribute to life satisfaction.

3.1.2. Grit

Grit has drawn much attention recently because of its ability to predict people's achievement, performance, and SWB (Disabato, Goodman, & Kashdan, 2019). Two dimensions, which are perseverance of effort and consistency of interest, characterize the concept of grit (Duckworth et al., 2007). Perseverance of effort reflects an individual's tendency to sustain effort toward long-term goals despite the presence of setbacks and distress. By contrast, consistency of interest refers to the tendency to maintain passion/interest toward a project or activity in a long term. Although the majority of studies have operationalized grit as a higher-order construct with two lower-order dimensions (i.e., perseverance of effort and consistency of interest; Crede, Tynan, & Harms, 2017; Duckworth & Quinn, 2009), meta-analytic evidence suggests a different predictive utility between perseverance of effort and consistency of interest (Crede, Tynan, & Harms, 2017). The

multidimensionality of grit was also corroborated by Disabato et al. (2019), who examined the structure and predictive utility of grit among 7,617 participants from 109 different countries. Disabato et al. suggested that researchers should study perseverance of effort and consistency of interest separately. Accordingly, grit is operationalized as a multidimensional construct consisting of perseverance of effort and consistency of interest.

Duckworth et al. (2007) described “grit entails working strenuously toward challenges, maintaining effort and interest over years despite failure, adversity, and plateaus in progress” (p. 1087). Such a description can also be applied to endurance sport participants. For example, the pursuit of triathlon usually involves months and sometimes years of daily training, and participants may have to face boredom, failures, and injuries on the way to their goals (Lamont et al., 2012). Therefore, it is reasonable to assume that gritty participants are more involved with their sport. However, the potential relationship between grit and involvement has not been tested.

3.1.3. Grit, Leisure Involvement, and Life Satisfaction

Personality is important for understanding intrinsically motivated behaviors (Ryan & Deci, 2000). Barnett (2006) suggested that leisure behaviors can be viewed as a reflection

of an individual's personality. Grit has been reported to influence people's behaviors. For instance, gritty youth soccer players reportedly accumulated more hours in soccer-specific activities than less gritty players (Larkin, O'Connor, & Williams, 2016). Gritty wheelchair basketball players were more engaged in their sport (Martin, Byrd, Watt, & Dent, 2015). Furthermore, gritty adults were reported to exercise more than less gritty adults (Reed, 2014; Reed, Pritschet, & Cutton, 2012). These evidences suggest gritty individuals tend to be more involved in their chosen activities. In the context of the current study, it is assumed that gritty amateur triathletes are more involved in triathlon as a leisure activity.

Leisure involvement is one of the most frequently used concepts to explain an individual's attitudinal connection to a leisure activity (Havitz & Dimanche, 1997; Iwasaki & Havitz, 1998; Kyle, Absher, Norman, Hammitt, & Jodice, 2007). The concept is defined as "an unobservable state of motivation, arousal of interest toward a recreational activity or associated product" (Havitz & Dimanche, 1997, p. 246). Researchers generally suggest that three facets of leisure involvement—attraction, centrality and self-expression—are an applicable and reliable solution in empirical studies (e.g., Iwasaki & Havitz, 2004; Kyle, Graefe, Manning, & Bacon, 2004; Ridinger, Funk, Jordan, & Kaplanidou, 2012). Attraction refers to the hedonic value and enjoyment derived from a leisure activity. Centrality reflects

how central the activity is within the context of an individual's life. Self-expression reflects the self-representation or symbolic value of the activity (Kyle et al., 2004).

Research suggests that one's level of leisure involvement contributes to life satisfaction. In running contexts, Sato and colleagues (2016, 2018) found that attraction and self-expression in running were positively associated with runners' life satisfaction. Although centrality was not associated with life satisfaction in their studies, the path coefficients from centrality to life satisfaction were negative, indicating a potential negative relationship between centrality and life satisfaction. Higher centrality in a leisure activity may lower life satisfaction because people would have less time to spend with their families and engage in other aspects of their lives if the activity dominates their life (Sato et al., 2016). Indeed, Lamont et al. (2012) reported that amateur triathletes chose to sacrifice time with their families and friends to practice, which adversely affected their family relationships and sociability. It is also important to note that culture may play a role in the current context. For instance, the studies by Sato et al. (2016, 2018) were conducted in the United States, which has an individualist culture (Suh, 2002). In a collectivist culture, the negative relationship between centrality and life satisfaction may become more salient because people usually prioritize the group over the individual (Diener et al., 1999; Suh, 2002). Participation in

triathlon, including both event participation and daily physical training, satisfies various individuals' psychological needs, which thereby provide positive life experiences.

Nevertheless, it can also have negative impact on people's lives (e.g., spousal/familial relationships, social lives, finances; Kennelly et al., 2013; Lamont et al., 2012). It is thus important to explore how individuals' involvement with triathlon affects their life satisfaction, especially in a collectivist culture. Furthermore, given the potential relationship between grit and leisure involvement, it is also expected that grit can influence life satisfaction by promoting leisure involvement.

3.1.4. Summary and Research Questions

Although the relationship between leisure and subjective well-being has been widely studied in the leisure literature, the role of an individual's personality in this relationship has rarely been explored. Moreover, the personality trait grit has the potential to help us better understand the behaviors of endurance sport participants; however, the predictive utility of grit has not been explored in leisure literature. To address these two gaps, this study explores the relationships among grit, and leisure involvement and life satisfaction, and test whether leisure involvement mediate the relationship between grit and life

satisfaction. In summary, the following research questions (RQs) were developed. The overall research model is also shown in Figure 2.

RQ1: How will the grit facets perseverance of effort and consistency of interest be associated with attraction, centrality, and self-expression?

RQ2: How will attraction, centrality, and self-expression be associated with life satisfaction?

RQ3: How will perseverance of effort and consistency of interest be associated with life satisfaction?

RQ4: Will attraction, centrality, and self-expression mediate the relationship between perseverance of effort/consistency of interest and life satisfaction?

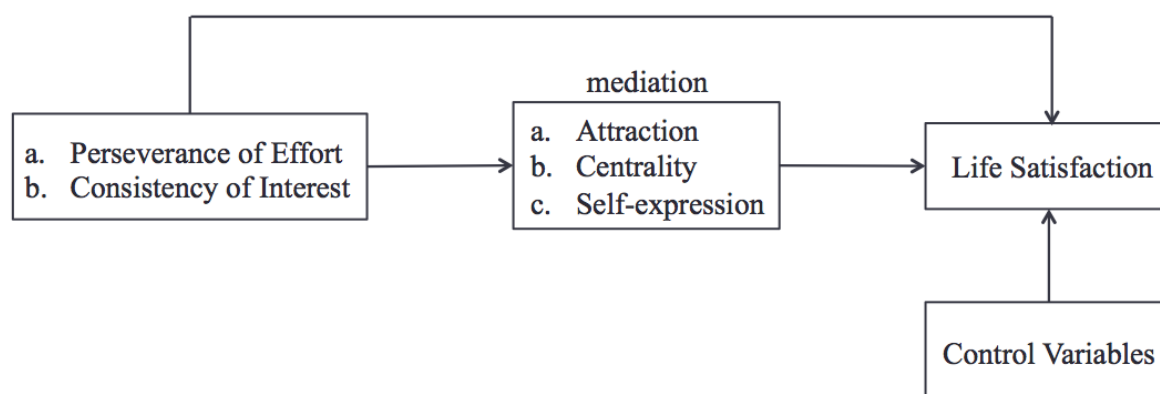


Figure 2. Research Model

3.2. Method

3.2.1. Data Collection and Participants

Data were collected from participants in a triathlon event held in east Japan in 2019.

In total, 1,825 amateur triathletes participated in the event, including 1,410 Olympic Distance participants (swim: 1,500 m, cycle: 40 km, run: 10 km), 304 Sprint Distance participants (swim: 750 m, cycle: 20 km, run: 5 km), 81 Rely participants (3 participants make a team and 1 participant competes in each category to finish an Olympic Distance), and 30 Paratriathlon participants (athletes with a physical disability to finish a Sprint Distance). The survey was conducted at the reception venue 1 day before the race using a convenient sampling method. A team of 12 trained surveyors invited participants who had finished the reception process to answer the questionnaire³. A total of 500 questionnaires were distributed, of which 472 were collected. The final sample for this study consisted of 347 respondents (19% of the event participants) who fully completed the questionnaire. Of the respondents, 87% were male and 74% held a bachelor's degree or higher. The age of the respondents ranged from 21 to 78 years ($M = 46.6$, $SD = 10.2$), and 67% were between 41 and 60 years old. The average annual household income of respondents was ¥12,399,280, and 68% had incomes between ¥5,000,001 and ¥15,000,000. On average, respondents had 8.5 years of triathlon experience,

³ See supplementary material at the end of the dissertation.

and trained 3.8 days per week.

Using event registration data provided by the event organizer, gender and age were compared between the collected sample and those of the 1,825 event participants. No significant differences were found between the two ($p > .05$), suggesting no serious threat of non-response bias (Lindner, Murphy, & Briers, 2001). A similar gender ratio was also found among the general triathlon population in Japan. According to a report issued by Japan Triathlon Union (2013), male participants represented from 82% to 90% of triathlon event participants in Japan. It is also reported that the average annual household income in Japan is ¥5,523,000 (Ministry of Health, Labour and Welfare, 2019), which confirms previous research indicating that triathlon participants tend to be affluent (Simmons et al., 2016; Wicker, Hallmann, Prinz, & Weimar, 2012).

3.2.2. Measures

The Short Grit Scale (GRIT-S; Duckworth & Quinn, 2009), which includes four items for perseverance of effort and four items for consistency of interest, was used in the current study. The Japanese version of GRIT-S was adopted from a study conducted in Japan (Nishikawa, Okugami, & Amemiya, 2015), which showed the validity and reliability of the

Japanese Grit-S. Leisure involvement was assessed using a scale adapted from studies in a running context (Ridinger, et al., 2012) and was comprised of nine involvement items: attraction (three items), centrality (three items), and self-expression (three items). Life satisfaction was assessed with the five-item Satisfaction with Life Scale (SWLS; Diener, Emmons, Larsen, & Griffin, 1985), which is one of the most widely used well-being measures (Duckworth, Steen, & Seligman, 2005). Multi-item measures with a 7-point Likert scale (1 = *strongly disagree*; 7 = *strongly agree*) were used to assess grit, leisure involvement, and life satisfaction.

Leisure involvement and SWLS items were carefully translated from English into Japanese by following a back-translation procedure (Brislin, 1970). First, the items were translated into Japanese by a bilingual Japanese-English speaker. Second, the back translation was conducted by another native Japanese speaker who is fluent in English. Finally, a native English speaker was asked to examine differences in meaning between the original instrument and the back-translated instrument. A comparison of two forms indicated that both instruments equally reflected each construct domain. Finally, age, gender, and income were included in the model to control for their possible effects on participants' life satisfaction (Diener et al., 1999).

3.2.3. Analysis

Similar analysis techniques with Study 1 were applied. IBM SPSS Statistics and Amos 25 were used for data analysis. The theoretical model was tested using structural equation modeling (SEM). A two-step approach involving the measurement and structural model was used (Hair et al., 2014). The overall model fit, construct validity and reliability were assessed by the same criteria used in study 1. In addition, a bootstrapping method was used to examine the mediation effect of involvement. The bias-corrected 95% confidence intervals and 5,000 bootstrap samples were used (Zhao, Lynch, & Chen, 2010).

3.3. Results

3.3.1. Measurement Model

The results of CFA showed that all factor loadings were above the cutoff value .50, except one item, “If I could live my life over, I would change almost nothing” (.48), from the life satisfaction factor. This item was therefore dropped from the model. The final model fit indices were $\chi^2/df = 2.27$, CFI = .950, RMSEA = .060, indicating a good fit of the model.

The composite reliabilities of the constructs ranged from .68 to .96, which showed the acceptable reliability of the constructs. AVE values for perseverance of effort and

consistency of interest fell below .50 because of the relatively low factor loadings. However, the suggested threshold of the AVE value (i.e., .50) is based on the premise that the average factor loading is .71 (Hair et al., 2014). For example, when three item loadings of a construct are all .60, AVE value will be .36. In this case, although the factor loadings are acceptable, the AVE value is less than .50. Furthermore, Fornell and Larcker (1981) argued that the AVE value is a more conservative measure than composite reliability. If composite reliability is higher than .60, researchers may conclude that the convergent validity of the construct is adequate (Fornell & Larcker, 1981). Given that the composite reliabilities of perseverance of effort (.79) and consistency of interest (.68) were above .60, both constructs were kept. Finally, squared correlations between constructs were lower than all AVE values, indicating discriminant validity (Hair et al., 2014). Table 7 summarizes the factor loadings, reliability, and AVE for each construct in the final measurement model. Table 8 shows the descriptive statistics and correlations among constructs.

Table 7. Factor loadings, reliability, and AVE values for the measurement model

Constructs and items	β	CR	AVE
Perseverance of Effort		.79	.50
I finish whatever I begin.	.75		
I am a hard worker.	.86		
Setbacks don't discourage me.	.62		
I am diligent.	.56		
Consistency of Interest		.68	.35
I have difficulty maintaining my focus on projects that take more than a few months to complete.	.51		
I have been obsessed with a certain idea or project for a short time but later lost interest.	.73		
I often set a goal but later choose to pursue a different one	.54		
New ideas and projects sometimes distract me from previous ones.	.55		
Attraction		.96	.88
Triathlon is fun	.96		
I really like triathlon	.95		
I really enjoy triathlon	.92		
Centrality		.91	.78
I find a lot of my life is organized around triathlon	.88		
Triathlon has a central role in my life	.95		
I find a lot of my time is organized around triathlon	.81		
Self-expression		.90	.75
Triathlon tells something about me	.81		
Triathlon says a lot about who I am	.94		
Triathlon gives others a glimpse of the type of person I am	.85		
Life Satisfaction		.86	.62
In most ways my life is close to my ideal.	.59		
The conditions of my life are excellent	.85		
I am satisfied with my life	.90		
So far I have gotten the important thing I want in life	.76		

Note. $\chi^2 = 394.19$; $df = 174$ ($\chi^2/df = 2.27$); CFI = .95; RMSEA = .060

CR = composite reliability; AVE = average variance extracted

Table 8. Correlation coefficient, mean, and standard deviation of the constructs

Construct	1	2	3	4	5	6	<i>M</i>	<i>SD</i>
1. Perseverance of Effort	1						4.95	1.03
2. Consistency of Interest ^a	.30**	1					4.33	1.04
3. Attraction	.22**	0.06	1				6.17	1.05
4. Centrality	.22**	.12*	.43**	1			4.36	1.51
5. Self-expression	.39**	.18**	.44**	.55**	1		4.88	1.41
6. Life Satisfaction	.36**	0.08	.25**	0.09	.24**	1	4.84	1.15

Note. ^aThe construct has been reversed.

** $p < .01$, * $p < .05$

3.3.2. Structural Model

The model fit indices, $\chi^2 = 637.97$, $df = 231$ ($\chi^2/df = 2.76$), CFI = .91; RMSEA = .071, indicate an acceptable fit of the model. Overall, the model explained 11% of the variance in attraction, 13% of the variance in centrality, 28% of the variance in self-expression, and 23% of the variance in life satisfaction.

Table 9 shows the direct path coefficients tested for the model. In the relationship between grit and leisure involvement, perseverance of effort was positively associated with all three facets of leisure involvement, attraction ($\beta = .36$), centrality ($\beta = .36$), and self-expression ($\beta = .53$). However, consistency of interest had no significant effect on

attraction ($\beta = -.07, p = .36$), centrality ($\beta = .004, p = .95$), and self-expression ($\beta = -.001, p = .99$). In the relationship between leisure involvement and life satisfaction, attraction ($\beta = .19$) was positively associated with life satisfaction, and centrality ($\beta = -.15$) was negatively associated with life satisfaction. However, the relationship between self-expression and life satisfaction was not significant ($\beta = .11, p = .11$). In the relationship between grit and life satisfaction, perseverance of effort was positively associated with life satisfaction ($\beta = .33$), while consistency of interest was not associated with life satisfaction ($\beta = -.05, p = .51$). Furthermore, none of the control variables were significant predictors of life satisfaction ($p > .05$). The significant paths were depicted on Figure 3.

Table 9. Direct path coefficients

Path	β	p
Perseverance of Effort → Attraction	.36	** $p < .01$
Consistency of Interest → Attraction	-.07	$p = .36$
Perseverance of Effort → Centrality	.36	** $p < .01$
Consistency of Interest → Centrality	.004	$p = .95$
Perseverance of Effort → Self-expression	.53	** $p < .01$
Consistency of Interest → Self-expression	-.001	$p = .99$
Attraction → Life Satisfaction	.19	** $p < .01$
Centrality → Life Satisfaction	-.15	* $p < .05$
Self-expression → Life Satisfaction	.11	$p = .11$
Perseverance of Effort → Life Satisfaction	.33	** $p < .01$
Consistency of Interest → Life Satisfaction	-.05	$p = .51$
Gender → Life Satisfaction	-.06	$p = .22$
Age → Life Satisfaction	.07	$p = .21$
Income → Life Satisfaction	.10	$p = .06$

Note. Structural model fit indices: $\chi^2 = 637.97$; $df = 231$ ($\chi^2/df = 2.76$); CFI = .91; RMSEA = .071

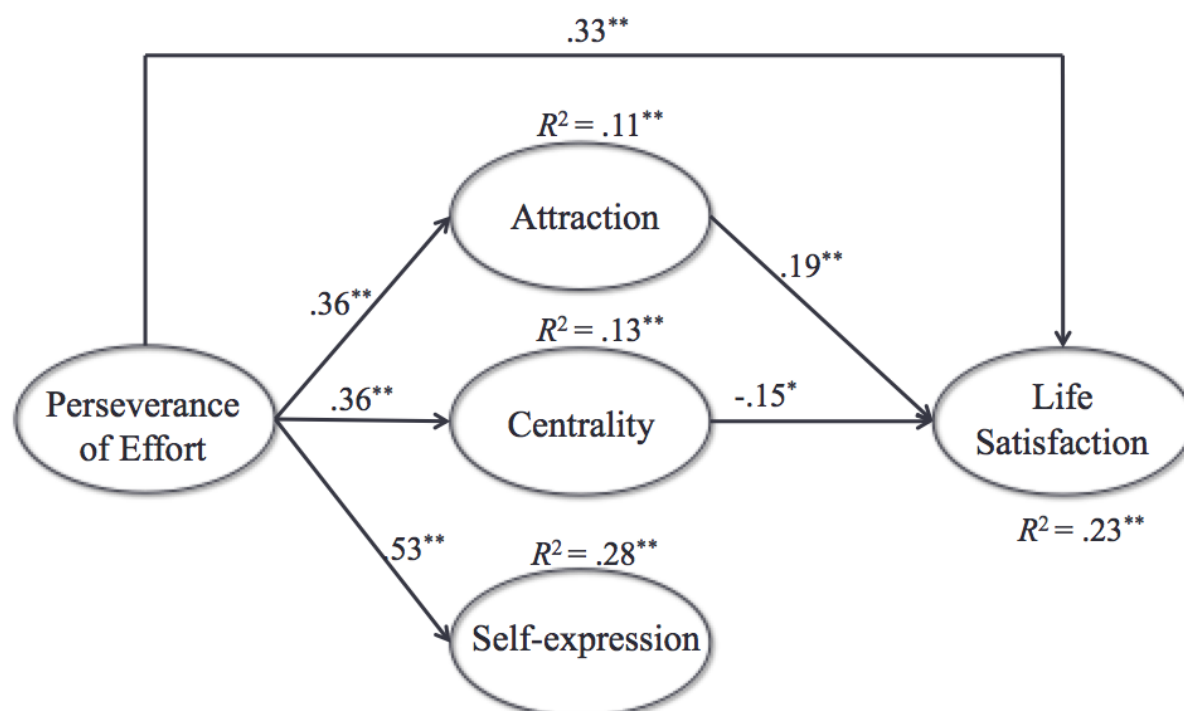


Figure 3. Significant Paths

3.3.3. Mediation Effect

Table 10 shows the bootstrap test of the indirect and total effects. Given that consistency of interest was not associated with attraction, centrality, or self-expression, only the indirect effects of perseverance of effort were tested. The results showed that perseverance of effort had a significant positive indirect effect on life satisfaction through attraction ($\beta = .05$; 95% CI = [.01, .10]) and a significant negative indirect effect on life satisfaction through centrality ($\beta = -.04$; 95% CI = [-.09, -.002]). However, the mediation effects of self-expression between perseverance of effort and life satisfaction were not

significant. Overall, the total effect from perseverance of effort on life satisfaction was .38

(95% CI = [.25, .54]).

Table 10. Bootstrap test of indirect and total effects

Path	β	SE	95% CI
Indirect effects			
Perseverance of Effort → Attraction → Life satisfaction	.05**	.02	[.01, .10]
Perseverance of Effort → Centrality → Life satisfaction	-.04*	.02	[-.09, -.002]
Perseverance of Effort → Self-expression → Life satisfaction	.05	.04	[-.02, .14]
Total effects			
Perseverance of Effort → Life satisfaction	.38**	.07	[.24, .51]

Note. SE = Standard error; CI = Confidence interval

** $p < .01$, * $p < .05$;

3.4. Discussion

Using data from participants in a triathlon event held in Japan, the current study examined the relationships among grit, leisure involvement, and life satisfaction. The results indicated that perseverance of effort, which is one dimension of grit, was positively associated with attraction, centrality, and self-expression. Perseverance of effort also had a positive indirect effect on life satisfaction through attraction, and a negative indirect effect on life satisfaction through centrality. This study contributes to the leisure literature by extending the understanding of the role of personality in the relationship between leisure involvement and life satisfaction in the following ways.

First, this study represents an initial attempt to examine the role of grit, a key personality trait that could contribute to people's attitudes toward a leisure activity. In particular, the study identified perseverance of effort—one dimension of grit—as a significant positive predictor of attraction, centrality, and self-expression for participants. The results indicated that amateur triathletes who have the tendency to sustain effort towards long-term goals are likely to find triathlon more enjoyable, organize their life around triathlon, and express themselves through triathlon. Given that amateur triathletes who show a higher perseverance of effort tend to sustain their effort towards their triathlon career despite setbacks and adversity (Duckworth et al., 2007), they are more likely to be involved with triathlon as a leisure activity (Martin et al., 2015). By contrast, consistency of interest, the other dimension of grit, was not associated with leisure involvement. These non-significant findings can be attributed to the different predictive utility of the two dimensions. Disabato et al. (2019) suggested that perseverance of effort emphasizes overcoming setbacks, whereas consistency of interest emphasizes passion and dedicated time, attention, and commitment toward the goals. These findings support the idea that the multidimensional nature of grit should be used to better understand people's passion and effort for long-term goals (Disabato et al., 2019)

Second, the positive relationship between attraction and life satisfaction was consistent with earlier studies in running contexts (Sato et al., 2016, 2018). Our results indicate that triathlon provides enjoyment and pleasant experiences in participants' lives, which in turn contributes to their life satisfaction. By contrast, centrality was found to be negatively associated with life satisfaction. Lamont and Kennelly (2019) indicated that the obsessive pursuit of amateur endurance sports may have adverse impacts on participants' lives. Amateur triathletes' significant investments of time, energy, and money in triathlon have been found to have a negative impact on their family and social lives (Lamont et al., 2012), which could lower life satisfaction. Lamont et al. (2012) also argued that, given the reality of limited resources (e.g., time, energy, money), triathletes were constrained in their ability to satisfy their day-to-day priorities and triathlon participation. Family and social relationships constrained the triathletes' desired frequency and intensity of participation (Lamont et al., 2012), which could negatively influence their life satisfaction. It is also important to note that the current study was conducted in a collectivist culture (i.e., Japan), where group and society are prioritized over the individual (Diener et al., 1999; Suh, 2002). Therefore, triathletes in Japan should perceive family and social constraints to be more salient than do triathletes in an individualist culture. Although prior studies generally suggest

a positive relationship between leisure experiences and SWB (Kim et al., 2011; Kuykendall et al., 2015; Newman et al., 2014; Salama-Younes, 2018; Sato et al., 2018; Walker & Ito, 2017), the current study in the context of a triathlon event provides initial evidence of the negative association between the centrality of leisure involvement and life satisfaction.

Third, the relationship between self-expression and life satisfaction was not significant, which was inconsistent with the results of prior studies (Sato et al., 2016, 2018).

Cultural differences might also play a role in this result. Sato and colleagues (2016, 2018) conducted studies in the United States, which is an individualist culture where self-related desire is highly valued (Diener et al., 1999). In a collectivist culture like Japan, self-related desires are often subordinated to those of groups or societies (Suh, 2002). Thus, the value of self-expression may be less important to life satisfaction in this cultural context.

Finally, the results showed lack of predictive validity of consistency of interest for life satisfaction. Datu et al. (2016) contended that in collectivist cultures, perseverance of effort is more relevant to life satisfaction than consistency of interest. Datu, Yuen, and Chen (2017) also argued that, because grit was developed from an American cultural background, the concept may have a different meaning in a collectivist culture, and consistency of interest may need to be modified to adjust for this difference. Disabato et al. (2019) further contended

that the concept of grit is embedded in the values and beliefs of an American culture. In an American cultural context, grit is deemed as a positive personality trait that contributes to personal success and accomplishment, which then leads to a flourishing life (Seligman, 2011).

In our study on Japanese amateur triathletes, the grit facet of perseverance of effort was found to indirectly enhance life satisfaction by promoting enjoyment of triathlon. However, our findings also indicated that perseverance of effort may lead to an over-obsession with triathlon as a leisure activity, which in turn have a negative impact on overall life satisfaction.

Chapter 4. Conclusion and Managerial Implications

This dissertation investigated how sport experience influence participants' satisfaction from two perspectives (i.e., sport context and user). Data were collected from participants in two triathlon events held in Japan. The findings suggest that participants' experience with triathlon can affect their event satisfaction and life satisfaction. Specifically, Study 1 was conducted from a sport context perspective and investigated how participants' experience in a triathlon event influence their satisfaction. The results indicate that a well-designed course, ideal event ambience, achievement and escapism experience could lead to participants' satisfaction of a triathlon event. Satisfied participants are more likely to participate the event again and recommend the event to others. Moreover, local participants tend to evaluate their event experience more positively than non-locals. The escapism experience is more important for non-local participants than locals.

Study 2 was conducted from a sport user perspective, explored the how triathlon participants' grit (a personality trait) influence their involvement with triathlon, which in turn affect their life satisfaction. The results indicate that the participants who have the tendency to sustain effort to achieve long-term goals are likely to find triathlon more enjoyable, which thus contribute to their life satisfaction. However, these participants are also likely to be

engaged in the excessive pursuit of triathlon, which could also have a negative impact on their life. These findings extend the understanding of the relationship between sport experience and participants' satisfaction, and provide practical implications for triathlon originations and event managers to improve participants' experience, which in turn contribute to their satisfaction.

4.1. Improving The Experience of Triathlon Events

The findings from study 1 provide several managerial implications to improve participants' experience and satisfaction of triathlon events. Event organizers should improve participants' experiences from the course, ambience, achievement, and escape aspects of the event because these aspects may effectively contribute to participants' satisfaction. Special attention should be paid to non-local participants because they tend to be more discriminating than local participants.

First, event organizers should take full advantage of the landscape of the host destination and design a scenic course. A scenic course that reflects the characteristics of the host destination could be especially attractive for non-local participants. Event organizers can also use social media to target potential non-local participants and provide video clips to

introduce the surrounding environment of the course before the event. Second, a good ambient environment is essential for the quality of the event. Peripheral events may help create an ideal atmosphere; for example, event organizers could invite DJs or bands to perform during the event. Third, helping participants achieve their goals may increase their satisfaction. Event organizers can invite professional athletes to evaluate the course and provide tips and strategies for amateur participants before the event. Practical strategies may help amateur participants achieve their goals. Finally, escape was shown as the strongest predictor of satisfaction in this study in that participants highly evaluate their escapism experience through the event, with non-local participants emphasizing their escapism experience more than local participants. Although it is beyond the scope of this study, the physical environment quality may affect the escapism experience. An environment that is different from routine surroundings may help participants forget their daily worries.

Therefore, this study argues that event organizers can improve participants' escapism experience through creating an ideal ambient environment at the event. Event organizers can also collaborate with local travel companies and offer tours for non-local participants before or after an event, which may improve participants' escapism experience.

4.2. Improving The Experience of The Sport of Triathlon

The findings from Study 2 provide implications to improve the participants' experience of the sport of triathlon, which may subsequently influence their life satisfaction. The findings from Study 2 indicate that, although triathlon participation could contribute to people's life satisfaction through enjoyment of triathlon, it could also negatively affect satisfaction with their life through over-obsession. Sport public agencies and triathlon event organizers should work together to promote the enjoyable aspect of the sport by designing fun events and programs. This may help participants to enjoy the sport, which will subsequently improve their life satisfaction. Sport public agencies and event organizers should also consider potential negative outcomes (e.g., obsessive participation) when designing their programs. Minimization of the unfavorable impacts flowing from business practice is considered important for business ethics and a corporate social responsibility obligation (Lamont & Kennelly, 2019). Sport public agencies are encouraged to promote a balanced lifestyle through triathlon events and programs. These actions are especially important in a collectivist society where people hold strong group and family values (Kono et al., 2020; Suh, 2002). Furthermore, although amateur triathletes receive various benefits from triathlon participation (e.g., a sense of achievement, adding purpose/meaning to life, sensory

pleasure; Lamont & Kennelly, 2012), the findings indicate that obsessive pursuit of the sport may lower their satisfaction with life. Participants should reflect on themselves occasionally, and be aware of how their pursuit of triathlon may influence their overall life.

Chapter 5. Limitations

Several limitations of this dissertation need to be addressed. First, the cross-sectional research design of the two studies could not allow for inferring causal relationships among the constructs. The longitudinal research design is needed in the future. For example, researchers should investigate how people's sport experience influences their life satisfaction over time. Second, the data were collected from participants in two triathlon events in Japan. Therefore, the findings may not be generalized to other contexts (e.g., other sports, other culture). Future studies should test the scales and relationships among the constructs in other contexts, such as running and cycling events, large-scale events, and events held in other countries. This limitation might have also caused a validity issue concerning consistency of interest in Study 2. Third, although the threat has been alleviated, the potential non-response bias cannot be ignored in this study. A larger sample size is preferred in future studies. Forth, it is reported that male participants represented from 82% to 90% of triathlon event participants in Japan. The samples in this dissertation are also dominated by male participants. Therefore, the results may not reflect female participants' behaviors and experiences. Future studies may focus on female participants, and examine how male and female participants experience differently in their triathlon participation.

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Supplementary Material

参加者調査

2019年5月18日

アンケート調査へのご協力をお願い

本アンケートは、トライアスロンの「今後の普及発展」と「生涯スポーツとしての在り方」を分析し、今後の競技普及、大会運営に活用することを目的に、本日横浜トライアスロン大会の参加者の皆様を対象に実施しております。ご回答は匿名でいただき、すべて統計的に処理いたしますので、ご回答いただいた皆様にご迷惑をおかけすることは絶対にごさいます。以上のことをご理解頂き、率直なご回答とご意見をお願いいたします。

世界トライアスロンシリーズ横浜大会組織委員会
公益社団法人 日本トライアスロン連合
早稲田大学スポーツビジネスマネジメント研究室

Q1. あなたのトライアスロンの経歴をお答えください。

SQ1. トライアスロンの大会に初めて参加したのはいつですか？

西暦 () 年

SQ2. 日本トライアスロン連合の会員登録は、いつ頃されましたか？

西暦 () 年

SQ3. トライアスロンを始めたきっかけや理由を以下から選んでください。当てはまる番号すべてに○をつけてください。

1. 他者からの影響 2. マラソン・ランニングの延長 3. 水泳の延長 4. サイクリングの延長
5. 健康のため 6. ダイエットのため 7. 自己挑戦のため 8. 観戦して興味があった
9. あこがれ 10. 3種類ができる魅力 11. その他 ()

SQ4. トライアスロンを始めるにあたり、強い影響を受けた人はいましたか？当てはまる番号ひとつに○をつけてください。

1. 友人 2. 学校の先生 3. コーチ 4. 家族 5. 職場の同僚 6. 芸能人
7. プロトライアスリート 8. その他 () 9. 影響を受けた人はいない

Q2. 過去3年間で何回、トライアスロンの大会に出場されましたか？今大会も1回と含めてお答えください。

- ・スタンダードディスタンス(51.5km) () 回
・スプリントディスタンス () 回
・ロングディスタンス () 回
・その他 (/) 回

Q3. トライアスロンをこれからも続けようとお考えですか？当てはまる番号ひとつに○をつけてください。

まったく
そう思わない 1 2 3 4 5 6 7
そう思わない あまり
そう思わない どちらとも
言えない 少し
そう思う そう思う 非常に
そう思う

↓
SQ1. 今後も続けるとしたら、何歳まで続けられるとお考えですか？()に数字でお答えください。
()歳まで

→ SQ2. Q3で「1. まったくそう思わない」から「3. あまりそう思わない」と答えた方におたずねします。
なぜやめようとお考えですか？その理由をお答えください。
理由 ()

2ページへ続く

Q4. トライアスロンの練習を誰と行うことが多いですか？当てはまる番号すべてに○をつけてください。

1. ひとり 2. レース参加仲間 3. レース参加者以外の友人 4. 家族 5. 恋人 6. その他()

Q5. トライアスロンの練習頻度についてお答えください。

週()日練習している、一日()時間

Q6. 以下のトライアスロンに関する質問について、あなたのご意見を最もよく反映する数字を丸く囲ってください。

	まったく当てはまらない	どちらとも言えない	大いに当てはまる
1. 私にとってトライアスロンは楽しい	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
2. 私はトライアスロンがとても好きだ	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
3. 私はトライアスロンを本当に楽しんでいる	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
4. 私は多くの時間をトライアスロンに費やしている	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
5. トライアスロンは自分の生活の中心にある	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
6. 私の生活の大部分はトライアスロンによって成り立っていると感じる	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
7. トライアスロンには私の個性が反映されている	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
8. トライアスロンを通じて自分らしさを表現できる	… 1 - 2 - 3 - 4 - 5 - 6 - 7		
9. トライアスロンを通じて自分がどのような人間であるかを他人に示すことができる	… 1 - 2 - 3 - 4 - 5 - 6 - 7		

Q7. 本大会のスポンサー・パートナーの企業名をご存知ですか？知っている方はご記入ください。

1. 知っている（企業名（主なもの）：_____）
2. 知らない

→あなたが上欄に記入した企業がトライアスロンのスポンサーであることを知って、その企業のイメージは変わりましたか？
当てはまる番号1つに○をつけてください。

非常に悪くなった 悪くなった 少し悪くなった 変わらない 少し良くなった 良くなった 非常に良くなった
1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7

Q8. トライアスロンをするにあたり、今大会も含め、過去1年間どのくらいの金額を使用しましたか？大会参加費、交通費、用具費など、トライアスロンを実施する上で使用した合計金額を概算でお書きください。

(約 _____ 円)

Q9. 今大会の参加に際し、自宅を出発してから、帰宅するまでの間にどのくらいお金を使いますか？予定も含めお答えください。
使用しない場合は、0とお書きください。

	合計金額
宿泊費	円
交通費	円
飲食費	円
観光・娯楽費	円
土産・買い物費	円
その他()	円

Q10. 以下について、あてはまる数字を丸く囲ってください。

	まったく当てはまらない	どちらとも言えない	大いに当てはまる
1. 私は始めたことは何であれやり遂げる	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
2. 私は頑張りやである	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
3. 私は終わるまでに何カ月もかかる計画に ずっと興味を持ち続けるのは難しい	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
4. 私は困難にめげない	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
5. 私は物事に対して夢中になっても、 しばらくするとすぐに飽きてしまう	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
6. 私はいったん目標を決めてから、後になって 別の目標に変えることがよくある	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
7. 私は勤勉である	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
8. 私は新しいアイデアや計画を思いつくと、 以前の計画から関心がそれる	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
9. 私の人生はほぼ自分の理想通りである	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
10. 私の人生はとても素晴らしい状態である	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
11. 私は自分の人生に満足している	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
12. 私はこれまで、自分の人生で求める 大切なものを得てきた	...	1 - 2 - 3 - 4 - 5 - 6 - 7	
13. もう一度人生をやり直せるとしても、 ほとんど何も変えないだろう	...	1 - 2 - 3 - 4 - 5 - 6 - 7	

Q11. 以下に答えをご記入ください。

1)性 別	1.男性 2.女性	2)年 齢	()歳
3)お住まい	()都・道・府・県 ()市・区・郡・町・村 最寄駅(線 駅)		
4)最終学歴	1. 中学校 2. 高校 3. 短期大学(高等専門学校を含む) 3. 大学 4. 大学院		
6)世帯年収	()万円		
5)会場までの交通手段(いくつでも)	1. 徒歩のみ 2. 自転車 3. バイク 4. 自家用車 5. タクシー 6. 路線バス 7. 電車(JR、私鉄) 8. 貸切バス 9. 飛行機 10. その他()		
会場に来るためにご利用した駅 ※電車で来られた場合	(線 駅)		
8)会場に合計何人で来ましたが。 ※あなたも含めてお答えください。	()名		
10)滞在日数 ※日滞りの方は0泊1日とお書きください。	()泊 ()日 滞在先()		

以上でアンケートは終わります。ご協力ありがとうございました。