

The Impact of Covid-19 in the Online Home Sports Industry: An Analysis based on S-O-R and Structural Equation Modeling

Daniela Langaro

Instituto Universitário de Lisboa ISCTE-IUL, Businesss Researh Unit (BRU), Lisbon

anna elisabeth werling

ISCTE IUL Lisbon

Cite as:

Langaro Daniela, werling anna elisabeth (2021), The Impact of Covid-19 in the Online Home Sports Industry: An Analysis based on S-O-R and Structural Equation Modeling. *Proceedings of the European Marketing Academy*, 50th, (94590)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



The Impact of Covid-19 in the Online Home Sports Industry: An Analysis based on S-O-R and Structural Equation Modeling

Abstract

The online home sports industry grew in the last years and especially since the emergence of restrictions caused by the outbreak of Covid-19. A better understanding concerning the drivers of participation in online sports would greatly benefit academics and managers. To date, literature is scarce. Based on the S-O-R model, the current study investigates how five different stimuli (S) of online video sports classes induce users' organism (O) in terms of emotion and attitude, and how it further influences users' response (R) in terms of satisfaction and intention to continue with online classes. Data from 303 respondents were collected and the model was tested using SEM. Results show that hedonic value and online coach reputation have the largest indirect effect on the participants' intentions. Pleasure was the most important emotional dimension for users to continue following online classes, whereas dominance had no significant impact. Attitude and satisfaction had a significant direct influence. Results of a multigroup analysis show that the type of class (synchronous or asynchronous) moderates the effects between hedonic value perception and arousal.

Keywords: *Online home sports; S-O-R; Structural Equation Modelling*

Track: Digital Marketing & Social Media