

The role of consumer engagement in non-profit sport clubs:
Investigating the influence of team reflexivity, identification and
eudaimonic wellbeing.

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Abstract

Customer engagement is known to influence desirable outcomes such as behavioral loyalty, which might support sport clubs in retaining their members. Hence, we conducted a multi-level research approach and investigated antecedents, moderators and outcomes of sport consumer engagement. 20 participants from non-profit sport were recruited for a qualitative pre-study and 298 for the quantitative main study. Results indicate that sport consumer engagement is positively associated with behavioral loyalty and voluntary engagement and supports that team identification and eudaimonic wellbeing mediates the relationship between team reflexivity and sport consumer engagement. Skill-oriented motivation strengthen the relationship between team reflexivity and team identification, whereas social-oriented motivation had no significant effect on this relationship. Furthermore, membership length weakens the effect between team reflexivity on team identification. Managers are advised to strengthen team identification and eudaimonic wellbeing through additional group activities such as get-together events or group activities to support social ideas.

Subject Areas: *Attitude, Cognition, Consumer Behaviour, Organization Behavior, Sports Marketing*

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