When Spectator Sport Well-Being Is Diminished: The Effects of Spectator Dysfunctional Behavior and Anger Moderated by Self-Construal

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Abstract

The purposes of the study are to examine how spectator dysfunctional behavior (SDB) influences spectator sport well-being (SSWB) via anger and how self-construal (i.e., independence vs. interdependence) moderates the relationships among SDB, anger, and SSWB. Two studies based on a scenario-based survey experiment are conducted. Study 1 uses a cross-cultural study (the U.S. vs. South Korea) to examine chronical self-construal. Study 2 applies a self-construal priming method to examine temporal effects of self-construal. The two studies report the significant mediating effect of anger between SDB and SSWB. The relationships between SDB and anger, and between SDB and SSWB are stronger in interdependent self-construal than independent self-construal. Study 2 further shows that anger influences independent individuals more strongly than interdependent counterparts in relation to SSWB. This article contributes the literature on sport spectatorship and consumer well-being by showing how sport spectatorship might impinge on consumer well-being. The illustrating of the moderating roles of self-construal offers theoretical insight into the intricate associations among SDB, anger, and SSWB.

Keywords: spectator dysfunctional behavior, consumer well-being, self-construal, consumer behavior, spectator sport

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Introduction

The role of spectator sport in promoting sport consumer well-being has attracted the growing attention from scholars (e.g., Inoue et al., 2017, 2022; Wann et al., 2017). Spectator sport well-being (SSWB) refers to spectators' appraisal of the extent to which a sporting event contributes to their quality of life (Grzeskowiak et al., 2014). Although previous studies have supported the notion of how spectator sport benefits individuals' well-being, one area that has rarely been explored is the dark side of sport spectatorship (Inoue et al., 2015, 2022). This unbalanced scholarly interest is one to address since a sport spectating activity might cause ill psychological and physical effects on spectator well-being if they engage in excessive drinking or observe others' spectator dysfunctional behavior (SDB) at a stadium (Kim & Byon, 2020; Wann & James, 2019; Zhong & Mitchell, 2010). SDB is defined as behaviors conducted by other spectators that violate the generally accepted norms in a certain consumption situation and disrupt the consumption order (Kim et al., 2020). The repercussions of SDB, ranging from psychological and physical injuries to death, can have direct impacts on SSWB (Wann & James, 2019).

The occurrence of SDB, such as fighting, during a sporting event is prevalent in the modern age of sport spectatorship across countries (Pedersen et al., 2022; Wann & James, 2019). For example, based on the examination of police data, Babb and Rich (2016) reported that an average of six spectators were arrested per game through the 2011 and 2015 seasons in the National Football League. The Union of European Football Associations opened disciplinary proceedings against the English Football Association over fan disorder and security breaches at

the 2020 European Championship final at Wembley Stadium (Klosok & Sinnott, 2021). In the South Korea's professional soccer league, there was an incident where fans of a losing team invaded the field and physically assaulted a winning team's mascot, causing a fight between the two team's fans (Kwak, 2012). Given the global pervasiveness of SDB, the present study aims to reveal how and under what conditions SSWB is diminished by focusing the role of SDB.

To achieve this aim, we draw on two theoretical foundations: the cognitive appraisal theory (Lazarus, 1984; Smith & Lazarus, 1990) and the self-construal theory (Markus & Kitayama, 1991). First, the cognitive appraisal theory describes the boundaries and mediating effects for experience and emotion (Lazarus, 1984; Smith & Lazarus, 1990). The fundamental proposition of the theory is that when faced with an unpleasant situation (e.g., other spectators' fighting during a game), people appraise whether the situation is beneficial or harmful in relation to their well-being, which in turn evokes a specific emotion related to the environment. Appraising a certain situation causes an emotional response and determines the judgment of well-being (Smith & Lazarus, 1990). Thus, based on the cognitive appraisal theory, we seek to understand the mechanism of how SDB decreases SSWB through anger.

Second, grounded on the self-construal theory, we examine whether the relationships among SDB, anger, and SSWB differ across individuals' self-construal. Self-construal refers to how individuals define and make meaning of the self in relation to others (Cross et al., 2011; Markus & Kitayama, 1991), entailing two types: independence (separate from others) and interdependence (connected to others). The reasoning behind our examination of self-construal is that the way consumers react to others' SDB is contingent on whether the consumers are independent or interdependent self-construal (Kim et al., 2020). Interdependent consumers are more likely to be affected by other's SDB than independent consumers (Kim et al., 2020). Self-

construal levels also exert different influences on well-being perceptions (Diener, 2000; Suh et al., 2008). In independent self-construal, the essential part of attaining well-being is through personal achievement, whereas in interdependent self-construal, social relationships are more emphasized on evaluating well-being (Suh et al., 2008; Uchida et al., 2004). Therefore, the degree to which how others' SDB influences anger might vary depending on the individuals' self-construal levels, which in turn influences their judgments on their well-being (Diener, 2000; Elliott & Coker, 2008; Suh et al., 2008).

In sum, the purposes of the study are to examine (1) the mediating effect of anger between SDB and SSWB and (2) the moderating effect of self-construal on the relationships among SDB, anger, and SSWB. The findings from this study advance our knowledge on sport consumer well-being by showing that consumer' sport spectatorship experience might not always enhance SSWB, but SSWB might be diminished by observing SDB. In addition, examining the moderating role of self-construal adds to the literature on sport consumer well-being by showing that depending on self-construal, consumers' perceptions of SDB and feelings of anger differently influence SSWB.

Theoretical Background

Spectator Sport Well-Being

The research area covering how sport promotes consumer well-being is gaining momentum in the field of sport management and leisure studies. There are numerous studies identifying positive determinants of consumer well-being (e.g., attending a live sporting event, team identification) (e.g., Inoue et al., 2017; Ramchandani et al., 2022). These studies emphasize the role of a sporting event in improving people's quality of well-being through psychological benefits, such as a sense of belonging (Wann et al., 2017; Zhong & Mitchell, 2010). While prior

researchers focused almost exclusively on the positive side of spectator sport in increasing sport consumer well-being, sport spectating can also adversely influence people's well-being (Inoue et al., 2015, 2022; Wann & James, 2019). For example, SDB or spectator riotous behavior can result in physical, psychological, and economic damages for other consumers and sport organizations (Wann & James, 2019). Consumers' witnesses of others' SDB might not be a one-off experience, as the SDB incident might prolong in the consumers' memory as a rumination effect after a sporting event (Kim & Byon, 2020). The present study explores the dark side of sport spectatorship by examining how SSWB is diminished as a consequence of observing others' SDB.

We define SSWB as the degree to which spectators perceive that a sporting event contributes to their quality of life (Grzeskowiak et al., 2014). SSWB captures well-being effects resulting from consumers' general sport spectating experiences (Ramchandani et al., 2022). Previous research shows that consumption experience of a certain product or service can influence how consumers perceive their well-being (Grzeskowiak et al., 2014; Grzeskowiak & Sirgy, 2007). The definition of SSWB in the present study differs from people's overall evaluation of their well-being, in that the former focuses on a context-specific consumer well-being measure, while the latter measures general well-being. Our focus lies within how a particular sporting event impacts the consumers' perceptions of well-being, instead of how consumers perceive their well-being in general. This service- or product-specific conceptualization of well-being has been widely adopted in various research domains, such as major sporting events (Ramchandani et al., 2022), durable goods (Grzeskowiak et al., 2014), mobile phones (Sirgy et al., 2008), shopping (El Hedhli et al., 2016), housing, and coffee shop (Grzeskowiak & Sirgy, 2007).

SSWB can be long-lasting (long-term SSWB) or short-lived (short-term SSWB) (Mochon et al., 2008). The present study adopts the latter concept of temporal SSWB for the following reasons. According to the adaptation level theory (Helson, 1964), people perceive a life event relative to their previous baseline level of well-being, not in any absolute sense. Although people continue to accrue positive (e.g., a lottery win) or negative (e.g., a relationship breakup) life experiences, their overall level of well-being tends to be stable over time, because people adapt to the new event and soon lose their capability to generate the persistent positive or negative effect of the event, ending up reverting to their baseline well-being. Culminative positive or negative temporal well-being changes, however, might contribute to increasing long-term well-being (Mochon et al., 2008). The temporal fluctuation of well-being is relevant to the spectator sport context, which involves hedonic consumption experience that induces fluctuation of well-being state (Zhong & Mitchell, 2010).

SDB, Anger, and SSWB—Cognitive Appraisal Theory

We adopt the cognitive appraisal theory (Lazarus, 1984; Smith & Lazarus, 1990) to explain the relationships among SDB, anger, and SSWB. Cognitive appraisal refers to an evaluation of a consumption situation in relation to one's well-being (Smith & Lazarus, 1993). Cognitive appraisal of a certain consumption situation evokes an emotional reaction and determines the well-being judgment, highlighting the important mediating role of emotion in a person-environment relationship (Smith & Lazarus, 1990).

In the face of SDB, consumers are likely to undergo a cognitive appraisal process wherein they evaluate the significance of the SDB incident relative to their SSWB. Positive appraisal resulting from positive consumption experience contributes to enhancing the individuals' product- or service-specific well-being (Grzeskowiak & Sirgy, 2007; Grzeskowiak

et al., 2014), while appraisal of a stress-inducing encounter generates a negative effect on well-being (Akkawanitcha et al., 2015). Akkawanitcha et al. (2015) found that cognitive appraisal of consumer aggression led to reducing frontline employees' well-being. Spectator fighting, which is our focus as SDB, is a stressful encounter to other spectators during a sporting event (Kim et al., 2020). Pedersen et al. (2022) found that fighting was the least enjoyable type of SDB compared to spectators' disrupting play, verbal assault, and throwing missiles. This is because fighting among spectators is a dangerous affair that can inflict harm on not just the people who are directly involved but other innocent spectators (Wann & James, 2019) and can likely diminish SSWB even without direct involvement in the fighting (e.g., merely observing the incident).

Hypothesis 1: SDB negatively influences SSWB.

Anger is defined as "an emotion that involves an appraisal of responsibility for wrongdoing by another person or entity and often includes the goal of correcting the perceived wrong" (Gibson & Callister, 2010, p. 68). We examine anger over other negative emotions (e.g., worry, sadness, fear) for two reasons. First, in a study to identify the most salient negative emotional reactions (i.e., anger, discontent, worry, sadness, fear, and shame) in the SDB context (i.e., spectators' fighting), Kim and Byon (2020) found that anger was the most relevant emotion (M = 4.04 on a five-point scale followed by M = 2.70 for worry). Second, anger is a social emotion that occurs in response to others' negative actions, such as violations of norms and unfair treatments to others (Gibson & Callister, 2010). Likewise, anger is an other-condemning emotion (Smith & Lazarus, 1993), which applies to the current research context of the existence of blamable agents (i.e., SDB; Kim & Byon, 2020).

The cognitive appraisal theory posits that a cognitive evaluation of a consumption situation prompts emotional reactions (Smith & Lazarus, 1990). Cognitive activity is a prerequisite for emotional responses because people first comprehend a certain consumption circumstance to experience an emotion (Lazarus, 1984). A specific emotion arises as a result of assessing a particular encounter. For example, despite all negative valence of emotions (e.g., anger, fear, worry), a certain emotion is elicited by appraising a unique situation (Kim & Byon, 2020). We expect SDB to evoke anger because (1) when people's consumption goals and needs are impeded due to SDB (e.g., others' physical fighting), anger is likely to be the emotional reaction (Gibson & Callister, 2010; Kim & Byon, 2020) and (2) other consumers involved in an SDB incident are held accountable and blamable for the incident, which is the characteristic of anger (i.e., other-blame) (Smith & Lazarus, 1993).

Emotions emerged from cognitive appraisal of a consumption environment have direct relevance to well-being (Smith & Lazarus, 1993). Individuals' emotional reactions arisen from cognitive appraisal form the people's evaluations of well-being (Grzeskowiak et al., 2014). Schwarz and Clore (1983) demonstrated that people use their emotional states as information in evaluating their well-being. Thus, anger evoked by SDB can be a negative determinant of SSWB (Diener, 2000). Based on the reasonings, we propose the following mediation hypothesis.

Hypothesis 2: Anger mediates the relationship between SDB and SSWB.

The Moderating Role of Self-Construal

We introduce self-construal as a boundary condition for the associations of SDB, anger, and SSWB. According to Markus and Kitayama (1991), self-construal is divided into two categories: independent and interdependent self-construal. People with independent self-construal prioritize the self over a group, seeking autonomy and separateness from others. People

with interdependent self-construal, on the other hand, stress the importance of a group, seeking the fit into the group and maintenance group harmony (Cross et al., 2011; Markus & Kitayama, 1991). Under the two distinct characteristics, self-construal affects individuals' evaluations of well-being (Duclos & Barasch, 2014; Uchida et al., 2004). Accordingly, we argue that the strength of the relationships among SDB, anger, and SSWB differ based on the two types of self-construal.

As for independent self-construal, the most salient aspect of the self is concerned with internal attributes (e.g., self-efficacy; Uchida et al., 2004). This implies that determinants of well-being lie in the affirmation of positive attributes of the self, and thus personal achievement is pursued (Uchida et al., 2004). The notion of independent self-construal suggests that "individuals with a highly developed independent self-construal will be motivated to avoid dwelling on the negative in relation to the self" (Elliott & Coker, 2008, p. 129), because their focus is not on behaviors of others but on the personal striving in pursuit of well-being (Uchida et al., 2004).

On the contrary, interdependent self-construal is concerned with a social context, meaning that interdependent individuals are likely to pay attention to others' behaviors and the social context (Cross et al., 2011; Markus & Kitayama, 1991). Social interaction cues, in turn, serve as the locus of individuals' thoughts, motivations, and actions, indicating that judgment on one's well-being hinges on the realization of mutual sympathy, compassion, and support with social groups in which the self is involved (Duclos & Barasch, 2014; Uchida et al., 2004). For example, when interdependent people feel less accepted, understood, and validated by others, the interdependent individuals are less satisfied with their lives than independent counterparts (Oishi et al., 2013). Therefore, unlike people with independent self-construal who direct their attention

toward the self in seeking well-being, those with interdependent self-construal direct their attention toward others in a social environment in fulfilling well-being (Duclos & Barasch, 2014). Consequently, others' SDB is likely to have a stronger effect on interdependent individuals' judgments on SSWB than on those of independent counterparts.

Hypothesis 3: The effect of SDB on SSWB is stronger in interdependent self-construal than independent self-construal.

We now turn our attention to the moderating effects of self-construal in the association between SDB and anger. People react to emotional stimuli differently depending on the construal of the self (Hofmann et al., 2021; Markus & Kitayama, 1991). Individuals with independent self-construal seek to minimize others' influences on their emotional schema (Hofmann et al., 2021). In contrast, interdependent individuals rely on others as a source of information, and therefore people with interdependent are sensitive to a social environment in relation to their emotional responses (Chan & Wan, 2008; Hofmann et al., 2021; Suh, 2007). Empirical studies provide supporting evidence that people in a collectivistic culture (i.e., interdependence), such as South Korea, are more prone to anger than those in an individualist culture (i.e., independence), such as the U.S. (e.g., Schoebi et al., 2010). Thus, the influence of SDB on anger is stronger in interdependent self-construal than independent self-construal.

Hypothesis 4: The effect of SDB on anger is stronger in interdependent self-construal than independent self-construal.

Suh et al. (2008) found that individuals in the two types of self-construal rely differently on their emotional states when making well-being judgments. Interdependent individuals are less inclined to take into consideration their inner emotions in judging their well-being, because they are more influenced by social concerns (e.g., How am I seen by others?) (Suh, 2007; Suh et al.,

2008). Therefore, emotional experience is likely be a stronger predictor of well-being in independent individuals than interdependent counterparts who are more likely to be affected by social norms (Suh et al., 2008).

Hypothesis 5: The effect of anger on SSWB is stronger in independent self-construal than in interdependent self-construal.

Overview of Study

Two studies were conducted to test the hypotheses. Both studies adopted a scenario-based survey experiment to manipulate the independent variable of SDB as a treatment condition and spectator normal behavior (SNB) as a control condition. The two studies, however, used two different methods in manipulating the moderating variable of self-construal: cross-culture (between group) and priming (within group). When assessing self-construal, it is important to consider both between- and within-group differences (Zaff et al., 2002). To understand the between-group difference, a cross-cultural design has been used in the self-construal literature (Cross et al., 2011; Zaff et al., 2002). The premise behind such examination is that culture permeates all aspects of human lives (Hofstede, 2001; Markus & Kitayama, 1991). As individuals within a country are likely to share a common cultural norm, the way the individuals feel, think, and act are shaped by the cultural system (Markus & Kitayama, 2010). Cultural comparisons studies have been conducted over four decades, which has extended our understanding of socio-culturally patterned self-construal (Markus & Kitayama, 2010).

Another way to understand self-construal is through a priming method (Cross et al., 2011). The logic behind this approach stems from the idea that independent and interdependent self-construal can coexist within an individual regardless of cultural background (Trafimow et

al., 1991). The priming method examines the within-group difference of self-construal (Cross et al., 2011).

Taken together, given that self-construal is both chronically and temporarily accessible (Duclos & Barasch, 2014; Zhang & Shrum, 2009), Study 1 conducts the cross-cultural study (the U.S. vs. South Korea) to examine chronical self-construal of two different cultures. Study 2 applies the self-construal priming method to examine temporal effects of self-construal.

Study 1: Cross-Cultural Study

Method

Design

A scenario-based experiment was conducted in which a two (spectator behaviors: SDB vs. SNB) by two (chronic self-construal: independence [the U.S.] vs. interdependence [South Korea]) between-subjects design was implemented. To manipulate SDB and SNB, we adapted written scenarios and sketches from Kim and Byon (2020) and Kim et al. (2020) (see Appendix). The SDB condition describes two spectators having an issue with their seats and ending up getting in a fight. The SNB condition depicts two spectators engaging in a normal behavior. We particularly chose the scenarios and sketches because Kim et al. identified a fight as the most relevant SDB situation through spectators' actual experiences. The scenarios were written in English and then translated to Korean. The Korean version of scenarios were reviewed by a Korean-American linguistics scholar.

In terms of chronical self-construal, researchers indicate that cultural background (individualism vs. collectivism) shapes self-construal (Hofstede 2001; Markus & Kitayama, 1991). In cultures in which individualism prevails (e.g., North America, Western Europe), people tend to predominantly view themselves as independent entities and thus define themselves apart

from others. Therefore, people from an individualist cultural background tend to possess independent self-construal. On the other hand, in cultures in which collectivism is dominant (e.g., East Asia, Latin America), people tend to view themselves connected to a group and thus define themselves in relation to others. Therefore, people from a collectivist cultural background tend to possess interdependent self-construal (Hofstede 2001; Markus & Kitayama, 1991). In the present study, two groups of participants were drawn from two different national cultures: the U.S. as an individualist culture (i.e., independent self-construal) and South Korea as a collectivist culture (i.e., interdependent self-construal). The U.S. and South Korea were selected based on their levels of individualism and collectivism, and our accessibility to the samples in the countries. According to an individualism-collectivism continuum provided by Hofstede Insights (n.d.), the U.S. is the most individualistic country (less collectivistic) with score of 91 out of 100 among the listed 118 countries. South Korea is rated as a low score of individualism (high collectivism) with a score of 18 out of 100.

Pretests

Pretests were conducted to examine the validity of the experimental stimuli and the two samples as proxies for individualism and collectivism. A total of 107 participants (n = 52 for the U.S.; n = 55 for South Korea) were recruited via online panel services in each country. Amazon Mechanical Turk (MTurk) for an U.S. sample and a Korean market research company for a South Korean sample were used to target a general adult population in each country. For MTurk participants, we set three criteria to obtain reliable data. We only recruited U.S. residents, and only those who had an above 99% approval rate from their previous participation in MTurk were qualified to participate in our study. Finally, we included two study engagement items to detect careless responses in the questionnaire (i.e., “I was dishonest on some items” and “I rushed

through this survey" (Meade & Craig, 2012). A total of 60 people participated in the survey, and eight responses were removed due to the failure to pass one of the two study engagement items. For the U.S. sample, an average age was 33.3 years, and 78.8% were males. For the South Korean sample, an average age was 30.2 years, and 53.0% were males.

Participants were randomly assigned to one of the two conditions (i.e., SDB vs. SNB). Participants were then asked to read an assigned scenario with a corresponding sketch. Next, participants responded to items of the severity of the incident and self-construal. A three seven-point Likert scale items (strongly disagree to strongly agree) were used to measure the severity of the incident (e.g., the spectator behaviors caused me problems) (Grégoire & Fisher, 2008). To measure self-construal, we used three items of interdependent self-construal (e.g., My happiness depends on others around me) and four items of independent self-construal (e.g., I voice my opinions in group discussions) (Wang et al., 2015). A seven-point Likert scale (strongly disagree to strongly agree) was used.

The results of the t-test show that participants in the SDB condition ($n = 51$, $M = 5.78$, $SD = .94$) reported the severity of the incident higher than those in the SNB condition ($n = 56$, $M = 1.86$, $SD = .78$), $t(105) = 23.25$, $p < .001$. Participants from South Korea ($n = 55$, $M = 5.10$, $SD = 1.19$) reported higher interdependent self-construal than those from the U.S. ($n = 52$, $M = 3.03$, $SD = .92$), $t(105) = 10.08$, $p < .001$. Conversely, participants from the U.S. ($M = 5.66$, $SD = .95$) reported higher independent self-construal than those from the South Korea ($M = 4.08$, $SD = 1.24$), $t(105) = 7.34$, $p < .001$. Therefore, the manipulation checks for both spectator behaviors and self-construal were successful.

Participants and Procedure

The same online panel services were used to recruit participants from U.S. (n = 112, an average age = 34.3, 80.4% males) and South Korea (n = 108, an average age = 29.1, 60.1% males). The same three criteria used in the pretests for MTurk were applied in the survey, in which 11 responses were removed because of the inability to pass one of the study engagement items. Participants were randomly assigned to one of two conditions (i.e., SDB vs. SNB), and they were told to imagine themselves in a situation described in a given scenario with a sketch. After reading a scenario, participants were asked to complete survey items measuring the severity of the incident, self-construal, anger, SSWB, and demographics.

Measures

The items of the severity of the incident and self-construal for manipulation checks were identical to those of the pretests. Anger was measured with a three five-point Liker scale items (not at all to extremely) adapted from Richins (1997) (i.e., I feel frustrated, I feel angry, and I feel irritated). SSWB was assessed by three items (Grzeskowiak & Sirgy, 2007), including "The sporting event played an important role in my well-being," "The sporting event met my overall well-being needs," and "The sporting event played an important role in enhancing my quality of life." A five-point Likert scale (strongly disagree to strongly agree) was adopted.

Results

The coefficient alpha values for all measured scales showed acceptable reliability: the severity of the incident (the U.S. = .81, South Korea = .91), independent self-construal (the U.S. = .84, South Korea = .84), interdependent self-construal (the U.S. = .96, South Korea = .88), anger (the U.S. = .81, South Korea = .86), and SSWB (the U.S. = .70, South Korea = .77). The manipulations for spectator behaviors and self-construal worked as expected. Participants in the

SDB condition (n = 109, M = 5.50, SD = .82) reported the higher severity of the incident than those in the SNB condition (n = 111, M = 2.52, SD = 1.25), $t(218) = 20.81$, $p < .001$. South Koreans (n = 108, M = 4.67, SD = .91) reported higher interdependent self-construal scores than U.S. participants (n = 112, M = 2.84, SD = .77), $t(218) = 16.17$, $p < .001$. On the other hand, U.S. participants (M = 5.31, SD = .90) reported independent self-construal higher than South Koreans (M = 2.76, SD = 1.01), $t(218) = 19.71$, $p < .001$.

Prior to examining the hypotheses, a measurement invariance test across the U.S. and Korean samples using AMOS was conducted. Two main continuous variables of anger and SSWB were included in this analysis. A non-restricted baseline model was generated ($\chi^2 = 2.38$, $df = 8$, $p < .01$). This model was compared to a metric invariance model whose factor loadings were constrained to be equivalent across the two groups ($\chi^2 = 1.50$, $df = 20$, $p < .01$). The chi-square difference between the baseline model and metric invariance model was not significant ($\Delta\chi^2 (12) = .88$, $p > .05$), indicating that full metric invariance was confirmed.

In the following main analyses, we controlled for participants' gender and age because the gender and age of the people in the sketches might affect participants' perceptions of the incident (Kim & Byon, 2020). We also included race as a covariate in Study 1 because mixed-race sketches might influence how Korean participants would perceive one of the stimuli. PROCESS macro (Hayes, 2018) was used to examine the hypotheses. The results showed that SDB (coded as 1) (vs. SNB coded as 0) decreased SSWB (b = -.88, $p < .01$), supporting Hypothesis 1. SDB increased anger (b = 2.31, $p < .001$), and anger negatively predicted SSWB (b = -.54, $p < .001$). A bias-corrected estimation with 5,000 bootstrap samples indicated the significant indirect effect of anger (b = -1.23, confidence interval = -1.88 to -.66). These results supported Hypothesis 2.

The moderating effects of self-construal (the U.S. coded as 1 and South Korea coded as 0) were found to be significant between SDB (vs. SNB) and SSWB (b = -1.24, p < .001) and between SDB (vs. SNB) and anger (b = -.69, p < .001) (see Figure 1). Thus, Hypotheses 3 and 4 were supported. Follow-up analyses revealed that South Korean participants (n = 55) exhibited higher anger scores than U.S. participants (n = 54) ($M_{\text{South Korea}}$ = 3.93 vs. $M_{\text{the U.S.}}$ = 3.20), $t(107)$ = 5.97, p < .001. South Korean participants reported lower SSWB than U.S. participants ($M_{\text{South Korea}}$ = 1.58 vs. $M_{\text{the U.S.}}$ = 2.05), $t(107)$ = 3.02, p < .01. However, there was no significant moderating effect of self-construal between anger and SSWB (b = .11, p > .05) (see Figure 2). Hypothesis 5 was not supported.

[Insert Figure 1 about here]

[Insert Figure 2 about here]

Discussion

Study 1 demonstrated that SDB (vs. SNB) increased anger and decreased SSWB. Anger elicited by SDB had a negative impact on SSWB. The indirect effect of anger was found to be significant. The findings support the theoretical proposition of the cognitive appraisal theory (Lazarus, 1984; Smith & Lazarus, 1990), which posits that cognitive appraisal of a negative consumption situation negatively influences one's well-being perception through an emotional response. Study 1 also examined the differential effects of self-construal in the relationships among SDB (vs. SNB), anger, and SSWB by involving participants from two different cultural backgrounds (i.e., the U.S and South Korea). The results indicated that SDB led South Korean participants to feel angry more than U.S. participants. SDB reduced South Koreans' SSWB greater than the U.S. participants' SSWB. The results provide support for the theorization of self-construal (Markus & Kitayama, 1991; Uchida et al., 2004). That is, people with interdependent

self-construal (e.g., South Koreans) are more concerned with a social context than those with independent self-construal (e.g., Americans) in relation to an emotional reaction and well-being perception. However, we did not find a significant moderating effect of self-construal in the relationship between anger and SSWB. This may be because anger is a strong emotional predictor of well-being (Diong & Bishop, 1999), suggesting that anger evoked by SDB might lead to a low level of SSWB regardless of collectivist and individualistic cultural orientation.

Study 1 examined the effects of chronical self-construal by conducting the cross-cultural research. The results of the manipulation check from the pretest and main survey experiment showed that the U.S. participants perceived themselves as more individualistic than the South Korean counterparts; however, individuals within a culture might still vary in how they adopt independent and interdependent self-construal. People in individualistic cultures can hold interdependent self-construal, and people in collectivistic cultures can have independent self-construal (Trafimow et al., 1991). To address the potential limitation of Study 1, Study 2 was designed to test the within-group difference of self-construal. Using a priming approach, Study 2 manipulated self-construal by activating individuals' independent and interdependent self-construal. Study 2 also aimed to replicate the mediating effect of anger between SDB (vs. SNB) and SSWB found in Study 1.

Study 2: Self-Construal Priming

Method

Design

A two (spectator behaviors: SDB vs. SNB) by two (self-construal priming: independence vs. interdependence) between-subjects design was employed. The same scenarios and sketches used in Study 1 were adopted in Study 2. To activate self-construal, a priming approach was

used. Following Trafimow et al. (1991), participants in the independent self-priming condition were instructed: “For the next two minutes, please think of what makes you different from your family and friends. What do you expect yourself to do? Write down your thoughts.” Participants in interdependent self-priming condition were instructed: “For the next two minutes, please think of what you have in common with your family and friends. What do they expect you to do? Write down your thoughts.”

Participants and Procedure

US-based participants were recruited via MTurk using the same three criteria as the pretests and Study 1. A total of 120 responses (an average age = 39.6, 66.0% males) were used for the analyses after excluding eight participants who did not pass the study engagement items. Participants were randomly assigned to one of the two priming conditions of self-construal and were asked to complete the task described in the previous section. Participants were then told to answer items of self-construal as a manipulation check, followed by being randomly exposed to one of the two spectator behavior conditions (i.e., SDB vs. SNB). They were asked to imagine themselves in a given situation and read a scenario with a sketch. Next, participants were asked to respond to questions about the severity of the incident, self-construal, anger, SSWB, and demographics.

Measures

In Study 2, we measured self-construal, the severity of the incident, anger, and SSWB, all of which were identical to those of the pretests and Study 1.

Results

Reliability of the measured scales was examined with coefficient alpha and acceptable: the severity of the incident (.91), independent self-construal (.87), interdependent self-construal

(.83), anger (.90), and SSWB (.86). The manipulations of self-construal and spectator behaviors were successful. Participants primed with interdependent self-construal (n = 58, M = 4.66, SD = 1.20) exhibited greater interdependence than those primed with independent self-construal (n = 62, M = 2.54, SD = .87), $t(118) = 11.11$, $p < .001$. On the contrary, participants in the independent self-construal condition (M = 5.06, SD = .91) showed greater independence than those in the interdependent self-construal condition (M = 4.18, SD = 1.52), $t(118) = 3.89$, $p < .001$. Participants in the SDB condition (n = 60, M = 4.89, SD = 1.30) reported the severity of the incident higher than those in the SNB condition (n = 60, M = 2.47, SD = 1.25), $t(118) = 10.41$, $p < .001$.

PROCESS was used to test the hypotheses while controlling for age and gender. The results indicated that SDB (coded as 1) (vs. SNB coded as 0) had a negative impact on SSWB (b = -.97, $p < .01$), confirming Hypothesis 1. SDB had a positive effect on anger (b = 2.15, $p < .001$), and anger negatively affected SSWB (b = -.49, $p < .001$). The bootstrapping result showed the significant indirect effect of anger (b = -1.06, confidence interval = -1.55 to -.68). The results supported Hypothesis 2. The findings also supported the moderating effects of self-construal (independent self-construal coded as 1 and interdependent self-construal coded as 0). The effects of SDB (vs. SNB) on anger (b = -1.29, $p < .001$) and SSWB (b = -.84, $p < .05$) were stronger in interdependent self-construal than independent self-construal. The relationship between anger and SSWB was stronger in independent self-construal than interdependent self-construal (b = .34, $p < .05$) (see Figure 1). Therefore, Hypotheses 3, 4, and 5 were supported. As follow-up analyses, we compared the mean differences of self-construal in the SDB condition. The results revealed that participants in the interdependent self-construal priming condition (M = 4.19) reported higher anger scores than those in the independent self-construal priming condition (M =

2.49), $t(58) = 9.31$, $p < .001$. Participants with interdependent self-construal, on the other hand, showed a lower level SSWB ($M = 1.84$) than those with independent self-construal ($M = 2.93$), $t(58) = 5.42$, $p < .001$ (see Figure 2).

Discussion

Study 2 was conducted to replicate and extend the findings in Study 1 using a different operationalization of self-construal. In replication of Study 1, Study 2 found that SDB (vs. SNB) triggered anger and reduced the level of SSWB. Elicited anger negatively predicted SSWB. There was also the significant indirect effect of anger between SDB (vs. SNB) and SSWB. Study 2 also provided evidence on the moderating role of temporal self-construal priming. People with interdependent self-construal showed higher anger and lower SSWB levels derived from SDB than those with independent self-construal. We also found that anger influenced independent individuals more strongly than interdependent counterparts in relation to SSWB. These findings are consistent with the notion that independent and interdependent self-construal can differently influence individuals' well-being perceptions (Duclos & Barasch, 2014; Uchida et al., 2004).

General Discussion

Theoretical Implications

The present study sheds light on new aspects of sport spectatorship by exploring the negative impacts of sport spectatorship on consumer well-being. Researchers have shown that sport spectatorship contributes to promoting consumer well-being (e.g., Inoue et al., 2017; Ramchandani et al., 2022). Despite the growing scholarly interest in well-being in spectator sport, limited attention has been dedicated to the dark side of sport spectatorship and its potential negative role in diminishing well-being (Inoue et al., 2015, 2022). This is a critical oversight, as SDB prevails in spectator sport across countries and might result in negative effects on

consumers' physical and psychological well-being (Wann & James, 2019; Zhong & Mitchell, 2010). Drawing on the cognitive appraisal theory (Lazarus, 1984; Smith & Lazarus, 1990), we found support for the mediating role of anger between SDB (vs. SNB) and SSWB. The present study extends the cognitive appraisal theory to the spectator sport context and adds to a growing body of research on SDB and sport consumer well-being by showing how sport spectatorship might impinge on consumer well-being.

Our findings of the effects of SDB on anger and SSWB might not come as a surprise. However, the results might be of theoretical value by providing empirical evidence for the hypotheses, the assumptions that might have remained empirically untested (Blundell, 1988). Furthermore, the results of the moderating effects of self-construal reveal the not-quite-straightforward links among SDB, anger, and SSWB; the links depend on self-construal, offering theoretical insight into the intricate associations. Considering that self-construal can be either culturally determined or temporarily activated (Trafimow et al., 1991), we operationalized self-construal at both a cultural level (Study 1) and an individual level (Study 2). Across the two studies, we generally found evidence on the moderating effects of self-construal. In Study 1, we found the cross-national differences (i.e., individualistic [the U.S.] vs. collectivistic [South Korea] cultures), such that SDB (vs. SNB) differently influenced consumers' anger and SSWB levels depending on the two cultural backgrounds. Study 2 further supported the findings in Study 1 and added the result of the significant moderating effect of self-construal priming between anger and SSWB. The two studies allow us to better understand self-construal embedded in a particular culture and in an individual level.

Our conceptualization and measure of SSWB helps determine how a specific sporting event influences consumer well-being. As there is a myriad of factors associated with

consumers' perceptions of well-being, simply conceptualizing and measuring consumers' general well-being might not clarify what a specific life event affects well-being (Diener et al., 1999; Zhong & Mitchell, 2010). We addressed the issue by defining and measuring SSWB as the extent to which a sporting event contributes consumers' well-being. The present study, therefore, helps exclude alterative factors accounting for consumer well-being and offers a more precise explanation of the relationships among SDB, anger, SSWB, and self-construal.

The scenario- and sketch-based survey experimental design in the current study also contributes to the well-being and emotion literature. As consumer well-being and emotions are likely to be influenced by onsite environmental stimuli in a specific sport stadium setting, the experimental design in the present study helped us isolate confounding factors associated with well-being and anger (Cai et al., 2018). In addition, we examined dysfunctional behavior of sport spectators. While a field survey setting often involves practical and ethical challenges of measuring dysfunctional acts, our experiment enabled us to depersonalize people involved in the SDB incident and thus improve the validity of measuring SDB (Harris et al., 2010). Finally, the cognitive appraisal theory posits a cognitive appraisal precedes an emotional response (Smith & Lazarus, 1990). The experimental approach helped us strengthen causal inference of the theory.

Practical Implications

Although sport spectator practitioners have primarily focused on marketing plans designed to reap economic benefits for their organizations (Doyle et al., 2016; Sato et al., 2015), less managerial efforts on enhancing consumer well-being have been made. Part of the reason might be that consumer well-being might not directly increase profitability (Chen et al., 2012; Doyle et al., 2016). Although meeting and exceeding consumers' expectations are crucial for business sustainability, managerial efforts on enhancing consumer well-being constitute a worthy

marketing goal (Chen et al., 2012; Zhong & Mitchell, 2010). Researchers have shown that understanding and promoting sport consumer well-being deserve serious consideration from sport practitioners, because consumer well-being is positively correlated with behavioral intention (Chen et al., 2012; El Hedhli et al., 2016; Sirgy et al., 2008; Zhong & Mitchell, 2010) and the enhancement of consumer well-being can legitimize sporting events as part of public investment and the development of the community (Inoue et al., 2017; Sato et al., 2015).

In light of the prevalence of SDB in spectator sport, the present study examined and found that consumer well-being was diminished by SDB via anger. Practitioners in the spectator sport sector have well recognized the detrimental effects of SDB on other consumers and organizations, and made concerted efforts to curtail SDB incidents (Kim et al., 2020; Wann & James, 2019). Via two studies, the current research further provides practitioners with empirical evidence that SDB can negatively impact consumer well-being. The negative path between SDB and well-being should alert practitioners to repercussions for consumer well-being. Therefore, minimizing SDB should be considered part of value co-creation (Kim et al., 2020) to benefit both society (i.e., increased consumer well-being) and sport organizations (increased consumer intention).

Our findings of self-construal offer useful managerial implications on post-SDB recovery strategies. Study 1 demonstrated that consumer responses to SDB varied depending on consumers' cultural backgrounds (individualistic culture vs. collectivistic culture). We found that South Koreans (i.e., chronic interdependent self-construal) showed higher anger and lower SSWB scores than Americans (i.e., chronic independent self-construal) in response to SDB. Therefore, practitioners in collectivistic cultures (e.g., South Korea, Japan) should be aware that consequences of SDB on other consumers' anger and SSWB might be bigger than the ones in

individualistic cultures (e.g., the U.S., the UK). We also found that anger elicited by SDB negatively affected SSWB regardless of the cultural difference. Thus, to reduce the negative effect of anger on SSWB, practitioners should adopt different recovery strategies to assuage consumer anger depending on the cultural backgrounds. For example, people from an individualist culture tend to be impatient and inclined to seek compensation for a service failure incident (e.g., SDB) (Chan & Wan, 2008; Zhang & Shrum, 2009). Therefore, offering an upgraded seat or a discounted ticket to another game would be an effective recovery strategy for practitioners working in individualistic countries. On the other hand, individuals from a collectivist culture tend to avoid confronting directly and complaining about a service problem (Chan & Wan, 2008). Thus, even if collectivist consumers leave a stadium without expressing their angry feelings and filing a complaint, this should not mean that consumers' negative experiences following SDB are taken care of. As unassuaged anger might result in rumination after an event, which might in turn lead to negative behavioral intention (Kim & Byon, 2020), it is important for managers to engage collectivist consumers in expressing their angry feelings (Kim et al., 2020). Practitioners can leverage social media as a means for consumers to express their voice through a team's website or Facebook page. Listening to consumer discontent, sympathizing with the consumers, and acknowledging the problem would be useful communication strategies for practitioners working in collectivist cultures.

Building on the self-construal priming, Study 2 found that SDB increased anger and deceased SSWB in interdependent self-construal higher than independent self-construal. The relationship between anger and SSWB was stronger in independent self-construal than in interdependent self-construal. The findings indicate that managers understand the heterogeneity of consumers across independent and interdependent self-construal. Study 2 suggests that self-

construal priming can be used for post-SDB recovery strategies. For example, when an SDB incident is concluded, practitioners should attend to consumers' negative experiences and offer sincere apologies (Kim & Byon, 2020). When doing so, managers can make independent self-construal salient by using individual-oriented language (e.g., they, them, their) that can encourage consumers to detach themselves from an SDB incident. Such a nudge can activate independent self-construal, which then might mitigate negative effects of SDB.

Limitations and Future Research

The present study has some limitations, which warrants future studies. First, we examined the temporal influence of SDB on anger and SSWB. However, it would be worthwhile to conduct a longitudinal investigation to examine whether the findings from the current study sustain over time. By doing so, researchers and practitioners can have a better understanding of the long-term effects of SDB on anger and SSWB.

Second, although we controlled for the participants' race (Study 1), gender, and age in the analyses to take into account the effects of the extraneous variables, there can be other factors that might affect the hypotheses. For example, spectators might differently react to SDB depending on their direct or indirect previous experience of SDB or their aggression level (Pedersen et al., in press).

Finally, future research should extend the present study by exploring consequences of SSWB. Previous research has shown that a context-specific well-being is a strong predictor of behavioral intention, such as loyalty (Sirgy et al., 2008) and word-of-mouth (El Hedhli et al., 2016). Examining outcomes of SSWB will provide scholars and practitioners with additional information that enhancing SSWB not only benefits consumers but also might increase profitability of organizations.

Conclusion

Research on consumer well-being has received increasing attention from sport management researchers. Considering the prevalent nature of SDB in the current age of sport spectatorship (Wann & James, 2019), the present study took an initial step toward delving into the phenomena of SDB and SSWB. It is hoped that the current study extends our knowledge of the emerging research streams of SDB and SSWB.

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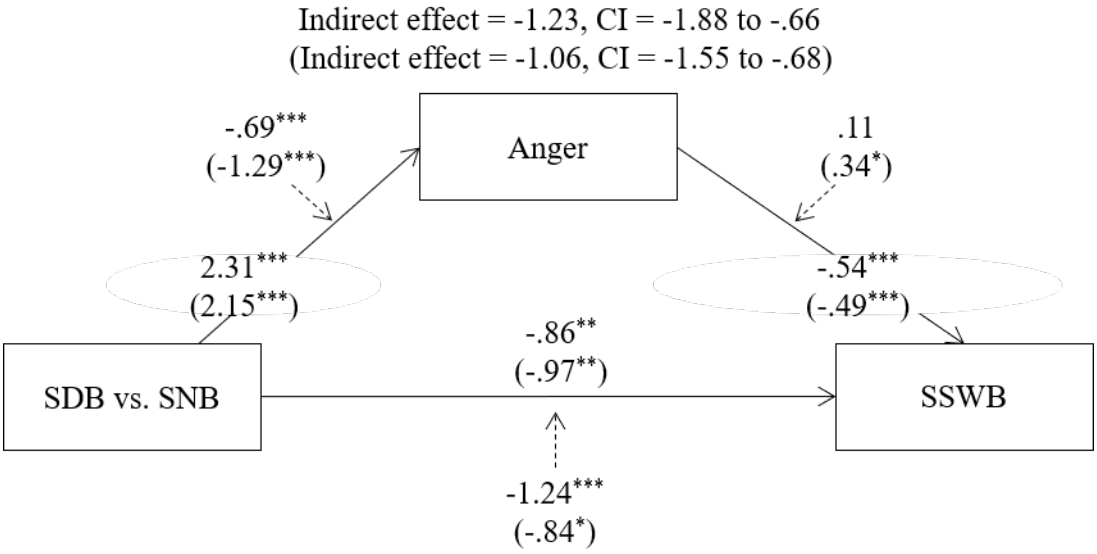
Figure 1

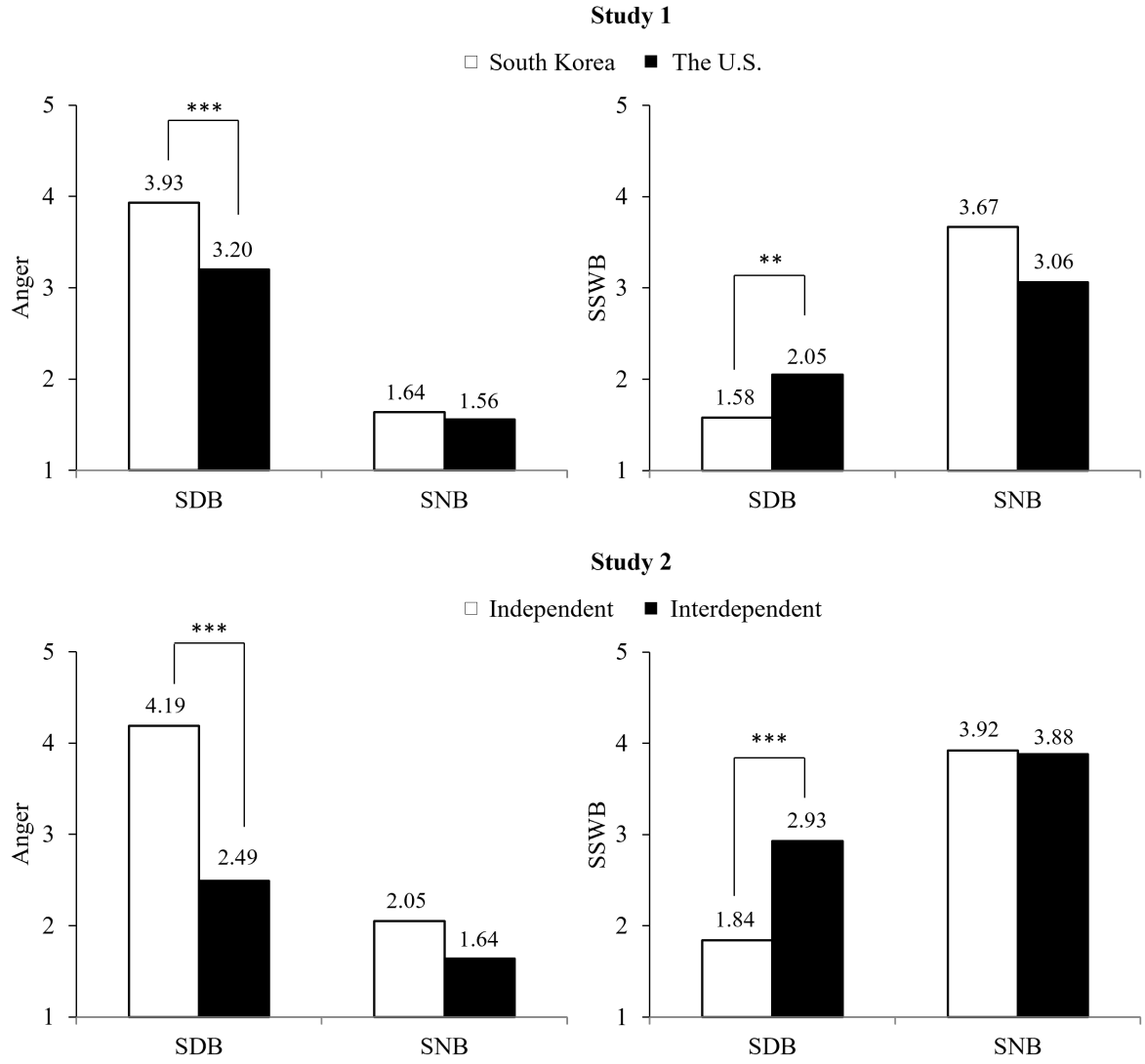
The Mediating Effects of Anger and Moderating Effects of Self-Construal'



Note. The parentheses indicate Study 2. SDB = Spectator dysfunctional behavior (coded as 1). SNB = Spectator normal behavior (coded as 0). SSWB = Sport spectator well-being. Dashed arrows indicate the moderating effects of self-construal (the U.S. [independent self-construal] coded as 1 and South Korea [interdependent self-construal] coded as 0). CI = Confidence interval. $^{*}p < .05$. $^{**}p < .01$. $^{***}p < .001$.

Figure 2

The Moderating Effects of Self-Construal



Note. SDB = Spectator dysfunctional behavior (treatment condition). SNB = Spectator normal behavior (control condition). SSWB = Sport spectator well-being. $^{**}p < .01$. $^{***}p < .001$.

Appendix

Experimental Scenarios and Sketches

Spectator dysfunctional behavior condition

Spectator normal behavior condition

Spectator dysfunctional behavior condition: Imagine that you are watching your favorite sport game at a stadium. As the game is being played, you are enjoying it. However, you notice that two men sitting next to you have an issue with their seats. Their problem does not seem to be easily solved, and consequently, they get into a physical fight. Other spectators around them are frightened. Security guards come, and the two men are arrested and taken away.

Spectator normal behavior condition: Imagine that you are watching your favorite sport game at a stadium. As the game is being played, you are enjoying it. You notice two men sitting next to you. They behave the way you expect in a typical sport spectating situation. Other spectators around them also engage in a normal behavior.