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Service Quality in Spectator Sports: A Review and Research Agenda

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ABSTRACT

Although service quality in spectator sports has been subject to extensive research, comprehensive studies mapping the intellectual structure and foundations of service quality in spectator sports are scant. The purpose of the current study was to synthesise and analyse the literature on service quality in spectator sports, and set a new research agenda by conducting a hybrid integrated review of the articles between 1996 and 2023. A total of 149 peer-reviewed journal articles were analyzed. First, a bibliometric analysis provided the citation structure and evolution of publications, source impact, most cited articles, most productive authors and associated impact. Then, a framework-based review including the articles' context, theories, type of study, service quality dimensions, spectator outcomes and limitations was conducted to provide a comprehensive overview of the current state of knowledge and identify future research directions. This study contributes to the literature by uncovering the structure and intellectual base of existent research, identifying gaps and suggesting a research agenda to deepen the understanding and management of service quality in spectator sports.

1 | Introduction

The current study is a hybrid integrated review of service quality in spectator sports that synthesises and analyses existing literature and helps set a new research agenda. Service quality in spectator sports has long gathered a significant scholarly interest due to being a popular form of hedonic consumption (e.g., Cronin, Brady, and Hult 2000; Wakefield, Blodgett, and Sloan 1996), and can be viewed as an ideal exemplar of experiential products in the marketplace (Sato et al. 2023; Yoshida 2017). Spectator sports regularly attract large numbers of individuals to the venues (Premier League 2019), but the idea of 'one life—one club' is

becoming outdated (Yim et al. 2021). There is a growing trend for individuals to follow more than one team (COPA90 2018), which is more common among younger generations and international fans who are often less immersed in historical rivalries (Behrens and Uhrich 2019). For example, a recent report by the European Club Association (ECA) conducted in seven countries noted that 37% of modern fans support two or more clubs, and that although live games at the stadium are preferred to watching on the TV, most fans were willing to substitute football with other forms of entertainment (ECA 2020). This highlights the importance of managing service quality in spectator sports to create competitive advantages in the marketplace (Moreno et al. 2015; Funk 2017).

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In addition, as spectator sports have a highly hedonic nature (Funk and James 2001), its study is beneficial not only to the sports industry, but also to the management of consumer experience in other entertainment and hospitality settings. For instance, a spectator travelling to a sports event may decide to stay in the host city for some days to explore the destination. In the 2016/2017 season, international fans spent around £555 million on their travels to the United Kingdom to watch live Premier League games (Premier League 2019). These visits might influence destination image (Cordina, Gannon, and Croall 2019) and generate spill-over effects within a market ecosystem (Su and Kunkel 2019), which refers to a set of actors that interact and impact one another through a variety of economic, political, ecological, technological and social dynamics (Baker et al. 2022). Furthermore, spectator sports have long attracted sponsors, and the quality of the service experiences is vital in connecting them with the target audience (i.e., spectators) (Cornwell et al. 2018; Kim et al. 2015). These aspects collectively highlight the importance of spectator sports beyond the sports setting as a key activity that helps connect individuals with brands.

1.1 | Background of Service Quality in Spectator Sports

There is a consensus in the literature that service quality refers to a consumer's judgement of the excellence of a service delivered by an organisation (Abdullah 2006; Barari et al. 2021; Zeithaml and Bitner 2003). In spectator sports, it refers to spectators' judgments of the excellence of the service provided by a host organisation during a sports event (Yoshida 2017). Two schools of thought have primarily driven the conceptualisation of service quality in spectator sports. One is driven by the SERVQUAL (i.e., reliability, responsiveness, empathy, assurance and tangible; Parasuraman, Zeithaml, and Berry 1988) and often referred to as the American model, while the other follows Grönroos' (1984) model capturing functional and technical quality and is known as the Nordic model. Both research streams are grounded on the gap-based comparison (i.e., expectations vs. perceptions of the service). Despite guiding several sport-related studies, these streams face criticism due to similarities of the gap-based comparison with the disconfirmation model used to assess consumer satisfaction (Brady, Cronin, and Brand 2002). Brady and Cronin (2001) have further advanced these research streams through their three-component model measuring outcome, interaction and physical environment that is focused on a performance-only approach (i.e., only captures consumers' perceptions of service performance without considering expectations); thus, avoiding measurement redundancy and favouring discrimination between service quality and satisfaction (Carrillat, Jaramillo, and Mulki 2007). While all these research lines were important to providing an understanding of the functional and technical aspects of the service (e.g., Byon, Zhang, and Baker 2013; Calabuig-Moreno et al. 2016), they do not capture the hedonic nature of spectator sports (Biscaia, Yoshida, and Kim 2023) and the conceptualisation of service quality should contemplate the specific features of the industry under investigation (Burton, Easingwood, and Murphy 2001).

The continued interest in this topic has allowed researchers to develop accumulated knowledge. Regardless of the conceptualisations adopted, it is frequently noted that increased perceived value, satisfaction and positive behavioural intentions towards

sports organisations (e.g., future attendance, recommendation of events to others or merchandise purchase) are key benefits of service quality in spectator sports (e.g., Biscaia, Yoshida, and Kim 2023). Nevertheless, the high volume of publications makes it difficult for researchers and practitioners to remain up-to-date with the latest developments of service quality research in spectator sports. Moreover, the emphasis on empirical studies often leads to fragmented research streams (Hulland and Houston 2020) and even contradictory findings (i.e., different effects of service quality on spectator outcomes), which hampers the ability to draw theoretical and practical implications linked to the management of spectator experiences. Therefore, systematic reviews of the existing literature help resolve inconsistencies across extant studies, synthesising and analyzing past findings to better use existing knowledge (Paul, Khatri, and Duggal 2023). Also, these studies contribute to highlighting potential gaps and limitations, and deriving novel research lines; thus, permitting a sustainable evolution of a research topic (Hulland and Houston 2020).

1.2 | Existing Reviews of Service Quality in Spectator Sports

As the body of knowledge on service quality in sports grew, three review articles were published (Biscaia, Yoshida, and Kim 2023; Yildiz 2012; Yoshida 2017). Yildiz (2012) summarised the service quality models used in both spectator and participatory sports. Yoshida (2017) later reviewed different facets of quality in spectator and participatory sports, developing nine propositions to explain how diverse dimensions of experience quality are associated with several important mediating, moderating and outcome variables in consumer decision-making. More recently, Biscaia, Yoshida, and Kim (2023) followed a performance-only approach (Brady and Cronin 2001) and conducted a meta-analytic review to provide an understanding of the measurement of service quality in spectator sports and its effects on spectator outcomes under different boundary conditions. Collectively, these reviews have contributed to identifying research gaps, clarifying conceptual and empirical inconsistencies in past studies and reflecting on issues to be addressed in future research. Notwithstanding, synthesis and analysis of the existing research that unpacks the evolutionary nuances of the field, organises the underpinnings of past research (Paul, Parthasarathy, and Gupta 2017) and sets a comprehensive research agenda encouraging both backward- and forward-looking is yet to be done. Table 1 provides an overview of the existing reviews and identifies the limitations supporting why the current research synthesis is important to advance the field.

1.3 | Importance of the Current Research Synthesis

Thoughtful syntheses of the existing literature are vital to overcoming limitations from past research, maintaining research integrity and advancing knowledge within a domain (Bubphapant and Brandão 2024; Paul, Khatri, and Duggal 2023; Hulland 2020). In the current study, a blend of bibliometric analysis and framework-based review was carried out to elucidate the landscape of the literature on service quality in spectator sports. Doing so is paramount because spectator sports play a crucial

TABLE 1 | Past reviews of service quality in spectator sports.

Article and overview	Identified limitations
Yildiz (2012) Summary of the models in both spectators and participatory sports.	<ul style="list-style-type: none"> • Failure from past studies to incorporate the hedonic nature of sports consumption. • Lack of agreement on service quality conceptualisation. <ul style="list-style-type: none"> • Theoretical misconceptions. <p>For example, satisfaction is embedded in service quality dimensions; both utilitarian (space allocation, layout accessibility) and hedonic (showtime, auditory) features are measured together as environmental quality.</p> <ul style="list-style-type: none"> • Many service quality studies not included in the review. (e.g., Ko et al. 2011; Tsuji, Bennet, and Zhang 2007; Yoshida and James 2011)
Yoshida (2017) Integrative framework of sports consumer experience quality (participatory and spectator sports) to understand consumer decision-making.	<ul style="list-style-type: none"> • Empirical tests to support the propositions not conducted. • Does not consider the different features affecting quality assessments in spectator and participatory sports. <p>For example, the core product in spectator sports is related to the game itself, and there are utilitarian features (seat comfort, ticket service) that are not present in participatory sports.</p>
Biscaia, Yoshida, and Kim (2023) Meta-analytic framework of service quality in spectator sports and its outcomes (and the moderator role of culture and sports setting), following a performance-based approach.	<ul style="list-style-type: none"> • Only quantitative studies are included. • An overview of the underpinnings and evolution of the field is not provided.

role in contemporary societies extending beyond the sports industry (Baker et al. 2022). Also, the COVID-19 pandemic affected service delivery at sports stadiums and the relationship between consumers and event hosts (Rai et al. 2023). A bibliometric analysis synthesising the sources, contributing authors and collaboration networks, impactful articles and co-occurrence networks is important to map the structure and intellectual base of research about service quality in spectator sports, foster potential interdisciplinary research and infer trends and areas that require more scientific effort (Aria and Cuccurullo 2017; Donthu et al. 2021). Notwithstanding, bibliometric methods are mainly descriptive (Palmatier, Houston, and Hulland 2018) and should be complemented by other review approaches (Hulland 2024; Paul 2024). More in-depth reviews capturing the manifold premises of past studies are vital to overcome this limitation and advance the research field (Chen, Mandler, and Meyer-Waarden 2021).

The current bibliometric analysis helps summarise the existing literature by examining the contributions of research constituents, their relationships and evolutionary trajectory (Donthu et al. 2021; Hulland 2024), and emerging areas (Hota, Subramanian, and Narayanamurthy 2020). In turn, the framework-based review contributes to organising the foundations of past studies by analyzing the theoretical, methodological and contextual aspects of past studies (Hassan, Rahman, and Paul 2021); thus, helping to set a comprehensive agenda for future research (Paul, Khatri, and Duggal 2023; Tsiotsou and Boukis 2022), which is vital to improve the knowledge about service quality in spectator sports.

1.4 | Questions Answered Through This Review

Through this blended approach, the current research aims to answer the following research questions:

RQ1. *What is the trajectory of evolution of the publications related to service quality in spectator sports?*

RQ2. *What is the knowledge structure of the field (i.e., journals with more publications, most prolific authors, articles with the highest impact, predominant themes and how have these been related)?*

RQ3. *What are the theoretical foundations, methodological approaches and contexts guiding extant research?*

RQ4. *Where should research about service quality in spectator sports be heading?*

2 | Method

2.1 | Data Strategy

A computerised bibliometric analysis was first performed to characterise the literature on service quality in spectator sports published between 1996 and 2023, given that 1996 marks the first related publications (Wakefield, Blodgett, and Sloan 1996; Wakefield and Barnes 1996; Wakefield and Blodgett 1996). By gathering articles published since the topic's inception, we aim to develop a comprehensive review (Paul and Benito 2018). The bibliometric analysis permits analyzing quantitative data from multiple research papers and characterise data sets with objectivity and reliability (Paul and Bhukya 2021), helping to reveal research productivity, collaboration patterns and evaluate performance (Donthu et al. 2021; Hulland 2024).

The literature search followed the terms used by Biscaia, Yoshida, and Kim's (2023) meta-analytic review related to

spectator experiences at the stadium to alleviate the inherent subjectivity associated with the keyword selection (Ramos, Rita, and Moro 2019). These terms included service quality, sportscape, spectator sport(s), sport(ing) events, experience, stadium environment, spectators and game. Contrary to Biscaia, Yoshida, and Kim (2023), keywords focused on spectator outcomes (i.e., perceived value, satisfaction or behavioural intentions) were omitted because the current study did not aim to propose and test the direction and strength of effects and relationships, but rather provide an overview of extant research on service quality in spectator sports reflected through the social and structural relationships between research constituents (Donthu et al. 2021).

The search was conducted in the Scopus database, frequently considered the most relevant database for social sciences (Ramos, Rita, and Moro 2019) and with high-quality standards (Paul 2024; Kumar, Sureka, and Vashishtha 2020). Restricting the study to a single database may not allow an exhaustive review as not all publications related to the topic are likely to be captured. Notwithstanding, this option of Scopus offers the advantage of allowing to download high-quality articles (Kumar, Sureka, and Vashishtha 2020) and is consistent with bibliometric reviews on consumer experience studies (Bhattacharjee, Pradhan, and Swani 2022; Paul and Bhukya 2021). Also, it follows Donthu et al.'s (2021) recommendation to focus on one appropriate database to minimise the need to consolidate different data formats and reduce the potential for human errors during this process. The search query was applied on 8 December 2023 and focused on the title-abstract-keyword search fields, returning 146 papers. Then, through a manual analysis of the titles, abstracts and text, non-relevant articles were eliminated (i.e., studies focused only on spectator outcomes and not service quality), as well as those not written in English ($n = 2$). A manual cross-referencing of bibliographies cited in the articles revealed through the search was then conducted to identify potential additional studies of interest (Hogreve et al. 2017). The final data set included 149 articles that were used for analysis (144 empirical articles, two conference papers and three literature reviews).

2.2 | Data Extraction and Analysis

The studies meeting the inclusion criteria were independently reviewed by three of the current study authors, and discrepancies were then discussed until a consensus was reached. For the bibliometric analysis, the following information was collected from each article: author name, article title, year of publication, source, citation count and keywords. This information was gathered in a CSV file. Data were analyzed using the CSV as input for the mapping analysis R-tool (Aria and Cuccurullo 2017), particularly the package 'bibliometrix'. This package allows for conducting a myriad of bibliometric analyses that were used in the current study to identify the trajectory of the evolution of the publications and the knowledge structure of the field (Donthu et al. 2021; Aria and Cuccurullo 2017) (answers to RQ1, 2). This included citations, authors, keyword analysis, publication trends and author's indices (*h*-index, *g*-index, *m*-index). The Hirsch Index (*h*-index) quantifies the productivity and the author's and journal's impact through the number of articles and citations per article (Hirsch 2005). The *g*-index measures the performance considering the citation evolution over time (Egghe 2006), while

the *m*-index uses the *h*-index and the time since the first publication (n) ($m\text{-index} = h\text{-index}/n$) (Halbach 2011).

To go beyond the traditionally descriptive nature of the bibliometric analysis (Aria and Cuccurullo 2017; Palmatier, Houston, and Hulland 2018) and provide a more robust understanding of the state of research about service quality in spectator sports, a framework-based review (Paul, Khatri, and Duggal 2023) was then performed in all 149 articles to analyze the following information: context in which each study was conducted, underlying theories, type of study, service quality dimensions and associated spectator outcomes measured and limitations acknowledged in these studies. This allowed to answer RQ3 and was the basis for addressing RQ4.

As an examination of research contexts is important to interpret findings (Baker et al. 2022; Funk 2017), three contextual dimensions commonly displayed in existent research were considered: sport type, setting (professional vs. amateur) and culture in which the study was conducted (Western vs. Eastern). The categorisation of research type followed Filo, Lock, and Karg's (2015) recommendations to consider primary (i.e., first-hand data collection process), secondary (i.e., studies drawing on existing data collected by someone else for a different purpose) or conceptual research (i.e., studies advancing theoretical ideas without empirical data). To identify the theoretical foundations, we considered theories and/or frameworks listed by the authors in their research to determine the extent to which previous studies have been grounded in theory or emerged from logic-driven approaches (Baker et al. 2022).

The three service quality dimensions from Biscaia, Yoshida, and Kim's (2023) meta-analytic framework were adopted to ensure a common conceptual understanding across studies: core product quality (i.e., sport-related attributes), functional quality (i.e., utilitarian service attributes including interactions between the consumer, employees and facility functions), or aesthetic quality (i.e., hedonic attributes of the service environment and promotional activities that create an entertaining and visually appealing ambience). This conceptualisation acknowledges that spectator sports include both core products (i.e., game) and ancillary services, and that the latter should be further categorised as functional or aesthetic services based on the respective utilitarian or hedonic nature. To this respect, one should note the existence of multiple conceptualisations and theoretical misrepresentations of past studies. For example, some studies use the same labels to measure different service quality attributes (e.g., using amenities to measure utilitarian aspects of the service such as parking, stadium accessibility and security, Kruger and Saayman 2012; but also hedonic aspects such as pre-game, halftime and post-game entertainment, Byon, Zhang, and Baker 2013; Ma and Kaplanidou 2020). Similarly, the aesthetics label is mostly used to assess stadium aesthetic features (e.g., Wakefield, Blodgett, and Sloan 1996), but in some cases it captures attributes of the core product, such as player skills (e.g., Mahony et al. 2002). Thus, all items from the database articles were read to ensure the correct allocation of the attributes into the respective service quality dimension. When the items were related to global perceptions of service delivery, the construct was coded as overall service quality. Appendix A shows the definitions and coding of service quality dimensions (i.e., attributes

included in each dimension) and spectator outcomes measured in past studies.

Spectator outcomes were initially listed as per articles' labels and then grouped into broader conceptual dimensions, including favourable behavioural intentions (e.g., attendance and game recommendation to others), satisfaction, perceived value, emotional reactions, commitment to the team or event (e.g., length of time as a fan), tourism benefits (e.g., positive host city image) and others. Limitations listed by the authors were also grouped into habitual categories to ensure a common language and help set new directions, including non-generalisation (e.g., sampling issues, single event), study design (e.g., cross-sectional studies, no control of game outcome), analysis (e.g., low response rate, construct validity) and others. This approach allows to extend traditional bibliometric studies, bringing additional and structured insights into the development of service quality in spectator sports. By combining the bibliometric analysis with the framework-based review, the current study provides a robust and comprehensive view of the core research area under review (Eduardsen and Marinova 2020; Paul, Khatri, and Duggal 2023).

3 | Results and Discussion

3.1 | Trajectory of Evolution of Publications (RQ1)

Figure 1 reflects the trends in publications about service quality in spectator sports. The first 13 years (1996–2008) indicate few publications. However, there was a growing interest in this topic starting in 2009, with publication peaks (10 or more articles)

in 2011, 2013, 2016, 2018, 2021 and 2022. This growth of publications follows anecdotal evidence suggesting that spectator sports are a leading leisure activity in contemporary societies (The Business Research Company 2023) and that the delivery of high-service quality can be seen as a proxy for management performance, being vital for obtaining a competitive edge within the marketplace (Ko et al. 2011). In terms of citations, 2000 was the most cited year ($n = 4249$), followed by 2002 ($n = 1365$) and 1996 ($n = 784$). The citation count is generally considered the most objective criterion for determining the importance of publications in a research field (Paul 2024; Stremersch, Verniers, and Verhoef 2007). The peak in 2000 is strongly linked with Cronin, Brady, and Hult's (2000) article, while 2002 and 1996 may be related to the work of Wakefield and Blodgett (1996) and Brady, Cronin, and Brand (2002), respectively. Considering the 149 articles retrieved from Scopus, there are 11,012 citations reflecting the impact and importance of service quality in spectator sports among the research community.

Table 2 indicates the most cited papers, being important to ascertain how scholarly work shapes subsequent research (Singh, Chakraborty, and Arora 2022). According to this metric, the most impactful article (3978 citations) is the work conducted by Cronin, Brady, and Hult (2000), which represents the basis for many studies exploring attitudinal and behavioural outcomes derived from service quality in spectator sports (e.g., Ma and Kaplanidou 2020; Shonk et al. 2017). The works of Brady, Cronin, and Brand (2002) and Wakefield and Blodgett (1996) also have a meaningful impact, with 560 and 496 citations, respectively. Wakefield and Blodgett (1996) studied environmental dimensions and their importance for spectators' evaluation of service

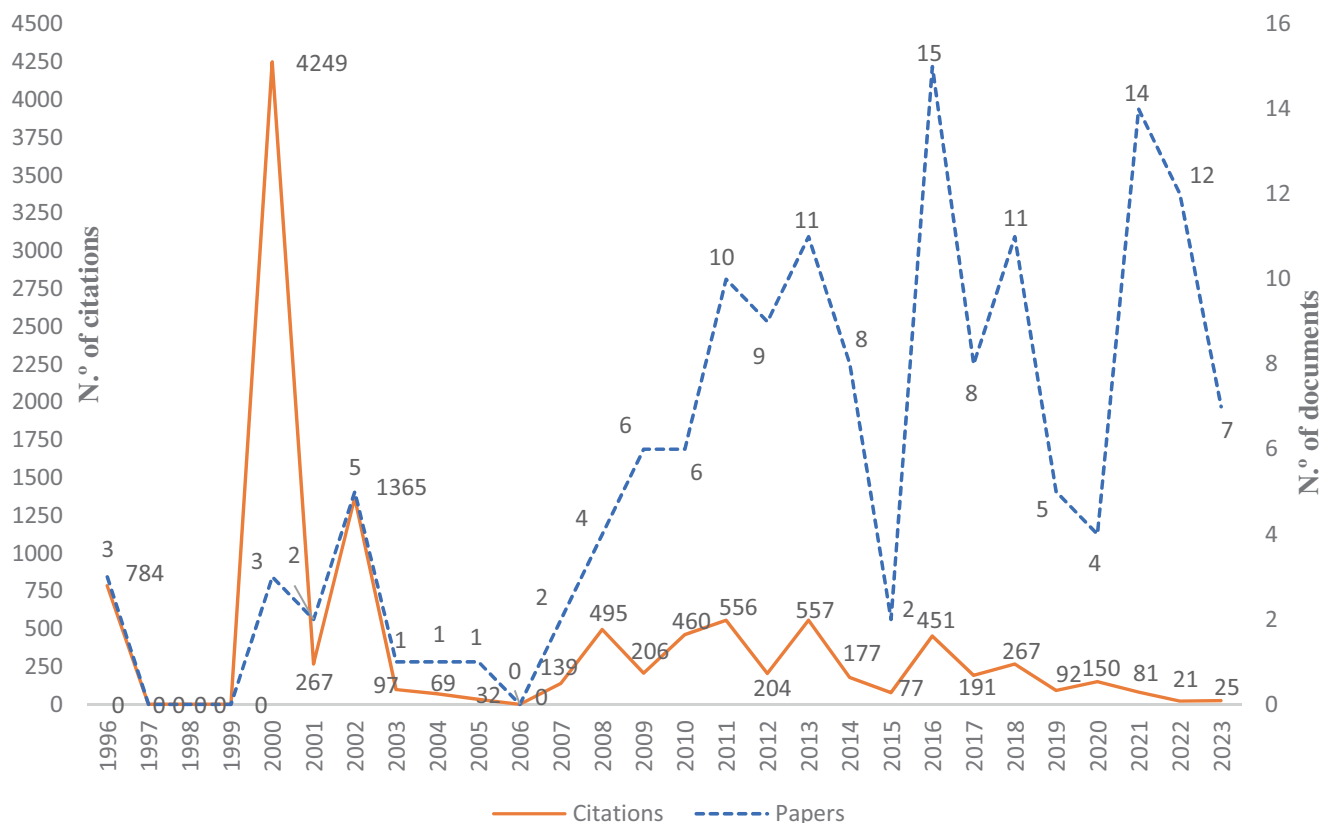


FIGURE 1 | Publication trends and number of citations.

TABLE 2 | Most cited articles.

Article	Total citations	Average TC per year
Cronin, Brady, and Hult (2000)	3978	172.96
Brady, Cronin, and Brand (2002)	560	26.67
Wakefield and Blodgett (1996)	496	18.37
Hightower, Brady, and Baker (2002)	400	19.05
Yoshida and James (2010)	243	18.69
Shonk and Chelladurai (2008)	223	14.87
Brown, Smith, and Assaker (2016)	198	28.29
Martin et al. (2008)	185	12.33
Greenwell, Fink, and Pastore (2002)	178	8.48
Kelley and Turley (2001)	150	6.82

quality in two sport contexts: major college football and minor league baseball. In turn, Brady, Cronin, and Brand (2002) replicated and extended the SERVPERF (Cronin and Taylor 1992) model, which is a seminal study highlighting the benefits of using performance-only measures as opposed to the gap-based SERVQUAL (Parasuraman, Zeithaml, and Berry 1988), and has been widely accepted in the sport consumption literature (Clemes, Brush, and Collins 2011; Yoshida and James 2010). These articles were all published in journals that do not have sport audiences as primary targets, highlighting the broad scope of this topic and their relevance among different audiences of consumer experience studies. Also, it aligns with Underwood, Bond, and Baer's (2001) claim that the sports marketplace can offer important insights for other service brands, and recent calls to further explore the importance of sport brands by researchers in parent disciplines (Rojas-Lamarena, Del Barrio-García, and Alcántara-Pilar 2022).

Regarding the articles published in journals targeting mainly sport-related audiences, the works by Yoshida and James (2010) and Shonk and Chelladurai (2008) are the most impactful, with 243 and 223 citations. Yoshida and James followed a performance-only approach and was the first study to depict how game and service satisfaction can be formed through the relative impacts of both core and ancillary services (including utilitarian and hedonic attributes). Shonk and Chelladurai proposed a conceptual model focused on the dynamics of sport and tourism. Also, Greenwell, Fink, and Pastore (2002), one of the first articles published about service quality in spectator sports, counts 178 Scopus citations. These authors built on Wakefield and Barnes's (1996) sportscape (i.e., a model measuring stadium experiences adapted from the servicescape) and contributed to laying the foundations for later studies differentiating

functional and aesthetic aspects of sport service environments (Yoshida and James 2011). Collectively, these three studies provide critical insights for managing consumer experience in sport and other entertainment settings.

3.2 | Knowledge Structure of the Field (RQ2)

The general interest in research related to service quality in spectator sports is reflected in the range of journals publishing these articles, spanning different consumer research-related fields (Hoyer and Stokburger-Sauer 2012; Okada 2005). In total, 58 journals published articles related to service quality in spectator sports, and these are related to areas such as sport (e.g., *Sport Management Review*), tourism and hospitality (e.g., *International Journal of Hospitality Management*), leisure (e.g., *Managing Leisure*), management (e.g., *Journal of Business Research*), and marketing (e.g., *Journal of Services Marketing*).

Table 3 lists the Top 20 journals, ordered by the number of published papers. *Sport Management Review* (SMR) and the *International Journal of Sports Marketing and Sponsorship* (IJSMS) are the sources with more publications, totalling 23 and 22 articles, respectively. This finding is consistent with Yoshida's (2017) review indicating that service quality has been one of the most emphasised areas in SMR. This journal's scope is related to the management, marketing and governance of sports (Taylor and Francis 2022), while IJSMS is positioned as a journal for the sports marketing industry (Emerald 2023). SMR and IJSMS are ranked as Scopus Q1 and Q2, and their 2023 impact factors are 3.7 and 3.0, respectively. In academic business contexts, the Australian Business Deans Council (ABDC) classifies SMR as A and IJSMS as B journals, respectively, while the Chartered Association of Business Schools (CABS) ranks SMR with two stars and IJSMS with one star. These ranks combined and the total number of citations of the articles published in SMR (1611) and IJSMS (413) suggest the relevance of service quality in spectator sports as a topic of interest for academics worldwide with different business and consumer experience interests.

The *Journal of Retailing* (JR) is the source with the highest number of citations (4117), corresponding to 40.15% of the total citations, followed by SMR (1611) and the *Journal of Business Research* (JBR; 1178). These findings suggest that the appeal of this topic goes beyond sport-related researchers. Service marketing researchers have examined service quality in spectator sports because it represents a popular experiential product in modern society and serve as an ideal means to test quality in hedonic service settings (Cronin, Brady, and Hult 2000; Hill, Canniford, and Eckhardt 2022; Wakefield and Barnes 1996). It is also interesting to observe that, although JR is the source with the highest number of citations, this is due to only two articles that have been vital to understanding the hedonic nature of leisure consumption (Wakefield and Barnes 1996) and outcomes derived from service quality (Cronin, Brady, and Hult 2000). Also, JBR is represented in this list with only four articles. The most cited are Brady, Cronin, and Brand (2002) and Hightower, Brady, and Baker (2002), with 560 and 400 citations, respectively. The impact of JR and JBR articles indicates the influence of mainstream business journals on the work linked to sector studies.

TABLE 3 | Source impact.

Journal	No. of articles	SJR	TC	<i>h</i> -index	<i>g</i> -index	<i>m</i> -index
<i>Sport Management Review</i>	23	Q1	1611	19	23	0.79
<i>International Journal of Sports Marketing and Sponsorship</i>	22	Q2	413	14	22	0.93
<i>European Sport Management Quarterly</i>	8	Q1	268	8	8	0.73
<i>Managing Service Quality</i> ^a	6	Q1	366	6	6	0.32
<i>Journal of Sport Management</i>	5	Q1	694	5	5	0.18
<i>Journal of Global Sport Management</i>	5	Q3	21	3	4	0.43
<i>Journal of Business Research</i>	4	Q1	1178	4	4	0.17
<i>Asia Pacific Journal of Marketing and Logistics</i>	3	Q1	164	3	3	0.21
<i>Journal of Services Marketing</i>	3	Q1	740	3	3	0.11
<i>Journal of Sport and Tourism</i>	3	Q2	223	3	3	0.18
<i>Sport, Business and Management</i>	3	Q2	34	3	3	0.30
<i>Event Management</i>	3	Q3	41	2	3	0.14
<i>Journal of Destination Marketing and Management</i>	3	Q1	69	3	3	0.50
<i>Sport in Society</i>	3	Q1	19	3	3	1.00
<i>International Journal of Hospitality Management</i>	2	Q1	82	2	2	0.14
<i>Journal of Retailing</i>	2	Q1	4117	2	2	0.07
<i>Journal of Strategic Marketing</i>	2	Q1	40	2	2	0.20
<i>Journal of Travel and Tourism Marketing</i>	2	Q1	54	2	2	0.15
<i>Managing Leisure</i> ^b	2	Q2	110	2	2	0.12
<i>Managing Sport and Leisure</i> ^b	2	Q2	11	2	2	0.33

^aRenamed to *Journal of Service Theory and Practice*.

^bRenamed to *Managing Sport and Leisure* in 2015.

Consistent with the citation numbers, the source with the highest *h*-index and *g*-index is SMR, with 19 and 23, respectively, reflecting its outstanding productivity about service quality in spectator sports that aligns with the journal's audience. The source with the highest *m*-index is Sport in Society (1.00). From the list of all sources, 39.66% are ranked in Scopus (SJR) as Q1 and 25.86% are Q2. Also, of all 58 journals, three are classified as A* and 11 as A by ABDC, which provides an additional indirect measure of the importance of the topic.

Table 4 identifies the Top 10 most productive authors, which is a metric for performance analysis that is fundamental to acknowledge the field's structure and growth (Donthu et al. 2021) as they positively influence publications (Rojas-Lamorenna, Del Barrio-García, and Alcántara-Pilar 2022). Professor Y. J. Ko is the most prolific author, with 11 articles published on this topic between 2010 and 2023, almost one per year. It is worth noting that Professor Y. J. Ko has the highest *h*-index (9), *g*-index (11) and *m*-index (0.64), ranking fourth in terms of total citations. The second author with more publications is Professor M. Yoshida, with eight articles within the same time frame (2010–2023), but more citations (566). Professor F. Calabuig-Moreno comes next with seven publications but fewer citations (147). The remaining Top 10 authors

have six, five and four publications, with Professor J.D. James being the most cited among them (557). All have impacted other researchers, as the total citations indicate.

Through the analysis of the authors' institutional webpages, it was possible to observe that only Professor J. J. Cronin works in a business school, with the remaining authors based in sports-related departments. Almost all authors have completed their doctorates and/or developed their careers in American Universities. These network metrics (i.e., authors, institutions and countries) suggest a key role of American universities and associated author networks in the development of research about service quality in spectator sports, which may be related to the business importance often attributed to the American sports market (Garner, Humphrey, and Simkins 2016).

The fractionalised frequency provides insights into how academics interact with each other through co-authorship based on shared interests (Rojas-Lamorenna, Del Barrio-García, and Alcántara-Pilar 2022). Credits are attributed to each article, depending on the number of authors (e.g., in two-author articles, each receives half-point; in three-author articles, each author gets a third of a point; Cuccurullo, Aria, and Sarto 2016). Within our data set, the 149 articles were published by 352 authors. A

TABLE 4 | Most productive authors and impact.

Authors	Current affiliation	No. of articles	Fractionalised frequency	TC	<i>h</i> -index	<i>g</i> -index	<i>m</i> -index	Production year-start
Ko, Y. J.	University of Florida, USA	11	2.9	455	9	11	0.64	2010
Yoshida, M.	Hosei University, Japan	8	3.5	566	8	8	0.57	2010
Calabuig-Moreno, F.	University of Valencia, Spain	7	1.6	147	7	7	0.58	2012
James, J. D.	Florida State University, USA	6	2.2	575	6	6	0.27	2002
Alexandris, K.	Aristotle University of Thessaloniki, Greece	6	2.0	323	5	6	0.31	2008
Biscaia, R.	University of Bath, UK	6	2.3	115	5	6	0.63	2013
Zhang, J. J.	University of Georgia, USA	6	1.8	300	5	6	0.39	2011
Byon, K. K.	Indiana University Bloomington, USA	6	1.6	173	4	6	0.36	2013
Theodorakis, N. D.	Aristotle University of Thessaloniki, Greece	5	1.7	405	5	5	0.22	2001
Cronin, J. J.	Florida State University, USA	4	1.3	4624	4	4	0.17	2000

Pearson correlation analysis between the number of articles and the fractionalised frequency is 0.73, suggesting that the most productive researchers work with a reduced number of authors. Interestingly, six articles were published exclusively among six authors included in Table 4 (Theodorakis, Alexandris, and Ko 2011; Theodorakis and Alexandris 2008; Yoshida, James, and Cronin 2013a, 2013b; Yoshida and James 2010, 2011), suggesting that knowledge development is concentrated within a tight network of scholars.

The authors' keyword co-occurrence network is presented in Figure 2 and reflects the thematic relationship between the keywords in the articles under examination (Wang et al. 2012). This analysis helps to establish relationships and map the conceptual structure of the body of literature (Eduardsen and Marinova 2020) about service quality in spectator sports. The point-size edge is reflected by the number of times the keyword is used. The thickness of the lines between the edges reflects the co-occurrence frequency between keywords. Each colour represents a cluster of keywords that often appear together. For instance, the greater point-size edges in the blue cluster are service quality, satisfaction and perceived value, revealing a connection between these three concepts (i.e., frequently finding these keywords together).

The pairing of the keywords provides quantitative support to the idea that spectator sports should be considered holistically, and attendees' evaluations often imply cognitive (Yoshida and James 2011) and affective evaluations of service delivery (Koenig-Lewis, Asaad, and Palmer 2018). Relatedly, the management of service quality is pivotal for increasing perceived value, satisfaction and behavioural intentions (Byon, Zhang, and Baker 2013; Cronin, Brady, and Hult 2000). Spectator sports trigger a variety of emotions in the attendees (Biscaia et al. 2012), and their perceived value of stadium experiences depends on multiple cues in the service environment (Cronin, Brady, and Hult 2000). Service quality is commonly linked to spectator satisfaction because satisfaction implies consumers' overall fulfilment response towards their experience with the service they receive (Yoshida and James 2010). Similarly, good perceptions of different attributes of the sport event's quality tend to lead spectators to benefit sport organisations through positive behavioural intentions, such as increased likelihood to attend more games in the future, recommend them to others and purchase merchandise (Byon, Zhang, and Baker 2013). Furthermore, positive assessments of service quality may spill over to the host city's destination image, generating tourism benefits (Jeong and Kim 2020; Ramos et al. 2023). Considering the hedonic nature of sports, and how one's identification with the team and other supporters may shape perceived event experiences and associated outcomes (e.g., perceived value and increased attendance intentions; Ma and Kaplanidou 2020), the analysis of service quality in spectator sports offers insights that can go beyond sport, particularly for hospitality and entertainment environments. Below, a framework is used to organise the review of past studies about service quality in spectator sports.

3.3 | Framework-Based Review (RQ3)

This section includes an extended analysis of the data set to provide a more comprehensive review of extant literature,



FIGURE 2 | Co-occurrence based on the authors' keywords.

analyze the foundational premises, help uncover existent gaps and set the basis for further research developments (Lim, Yap, and Makkar 2021; Paul, Khatri, and Duggal 2023) related to service quality in spectator sports. It identifies the studies' context, underlying theoretical foundations, research type, service quality dimensions, spectator outcomes and limitations mentioned by the authors. Within the context, the competition level (Professional vs. Amateur), type of sport and culture (Western vs. Eastern countries) were identified because the context has been suggested to shape spectator evaluations of sport events (Kim et al. 2019; Ma and Kaplanidou 2020). A sample with the Top 10 most cited articles and a summary of the review is presented in Table 5.

3.3.1 | Context

Of the 149 articles, 22 did not explicitly provide information on the level of competition (professional or amateur) of the sports events under analysis. Of those indicating it, 104 were undertaken in professional sports (e.g., Yoshida and James 2011), 19 in amateur sports (e.g., Kruger and Saayman 2012), and only four consider spectators of both professional and amateur sports (e.g., Wakefield, Blodgett, and Sloan 1996). The large number of articles examining service quality in professional sports is likely due to the importance of top athlete and team brands in contemporary societies (Baker et al. 2022; Doyle et al. 2023). Nevertheless, amateur sports have a massive presence in society (Andreini et al. 2014) and often play a critical role in their communities' financial and social development (e.g., Kaylen, Washington, and Osburn 1998). Studying both amateur and professional sports is important to unpack the nuances of consumer experiences in spectator sports.

Football ($n=39$) was the most researched sport (e.g., Uhrich and Benkenstein 2010), followed by basketball ($n=18$) (e.g.,

Theodorakis, Kambitsis, and Laios 2001) and baseball ($n=17$) (e.g., Ko et al. 2011). These sports attract interest worldwide, and their features often lead spectators to value different event attributes. For example, football and basketball are more dynamic sports in which spectator attention is mainly directed towards the core product (i.e., the game itself), while baseball has more social opportunities in which the ancillary services tend to play a larger role in spectator experiences. Also, it is worth noting that previous studies have covered more than 30 sports with prominence on team sports. In team sports settings (e.g., football, basketball and baseball), spectators tend to have a common point of view, build camaraderie with other fans and share consumption experiences in fan communities (Hill, Canniford, and Eckhardt 2022; Katz, Baker, and Du 2020). Rich social interactions in fan communities allow team sports consumers to highly evaluate the social aspect of service quality (e.g., stadium atmosphere and crowd experience) based on their consumption experiences (Biscaia et al. 2013; Yoshida, James, and Cronin 2013b).

In individual sports settings (e.g., golf, tennis and athletics), on the other hand, spectators are less engaged in social interactions with others (Cooper 2011) and do not co-produce communal consumption experiences such as singing and chanting. At individual sports events, spectators do not actively interact with others who are perceived as different (or strangers), thereby placing less importance on the social dimension of service quality (Hwang and Lee 2018). In this case, the other quality dimensions, such as the core product and the utilitarian features (e.g., facility function, frontline employees) are more pronounced, which is consistent with other service environments (e.g., Cho and Hu 2009; Senić and Marinković 2013).

The analysis of the cultural setting indicates that 87 studies were conducted in Western countries (e.g., Biscaia et al. 2013), which aligns with the bibliometric analysis indicating a concentration

TABLE 5 | Sample (Top 10) of all articles analyzed and summary of the framework-based review.

Article	Context				Theories and frameworks	Type of study	Service quality dimensions	Spectator outcomes	Limitations
	Pro versus amateur	Sports	Culture						
Cronin, Brady, and Hult (2000)	Professional	Sports events	Western		Framework of appraisal-emotional response-coping	Primary (surveys)	Functional quality; Overall service quality.	Perceived value; Behavioural intentions.	Study design: potential missing constructs; measurement issues.
Brady, Cronin, and Brand (2002)	Professional	Spectator	Western		—	Primary (surveys)	Functional quality; Overall service quality	Satisfaction; Purchase intentions.	Analysis: threats to the reliability and validity. Non-generalization: focus on nine studied industries; specific service providers. Study design: measurement issues.
Wakefield and Blodgett (1996)	Amateur	Major college football and minor league baseball	Western		Servicescape framework	Primary (surveys)	Functional quality; Aesthetic quality.	Satisfaction; Behavioural intentions (Repatronage; Desire to stay).	Study design: ambient conditions (music, weather, temperature, or aroma) not considered.
Hightower, Brady, and Baker (2002)	Amateur	Baseball	Western		Servicescape framework; Stimulus-organism-response (SOR)	Primary (surveys)	Functional quality; Aesthetic quality; Overall service quality.	Positive affect; (Perceived) Value; Behavioural intentions.	Non-generalization: only minor league baseball; data from only one stadium.
Yoshida and James (2010)	Professional	Baseball	Eastern		Theory of the quality-satisfaction-behavioural intentions chain	Primary (surveys)	Core product quality; Functional quality; Aesthetic quality.	Satisfaction; Behavioural intentions.	Study design: potential missing service quality attributes; relationship between some constructs not examined. Analysis: surveys distributed in the second half of the season (team performance during the season).

(Continues)

TABLE 5 | (Continued)

Article	Context				Theories and frameworks	Type of study	Service quality dimensions	Spectator outcomes	Limitations
	Pro versus amateur	Sports	Culture						
Shonk and Chelladurai (2008)	—	Sports events	—		Theory of the quality-satisfaction-behavioural intentions chain	Conceptual	Core product quality; Functional quality; Aesthetic quality.	Satisfaction; Behavioural intentions (return).	Study design: potential missing constructs in the model. Non-generalization: focus only on tourism-related outcomes.
Brown, Smith, and Assaker (2016)	Professional	Olympics (swimming, equestrian, tennis)	Western		James-Lange Theory; Cannon-Bard Theory; Two-Factor Theory of Emotions.	Primary (surveys)	Functional quality.	Satisfaction; Behavioural intention (revisit).	Non-generalization: focus only on three sports venues; Study design: cross-sectional study.
Martin et al. (2008)	Professional	American Football	Western		Theory of Planned Behaviour	Primary (surveys)	Functional quality; Overall service quality	Satisfaction; Behavioural intentions.	Study design: No control over the competition score.
Greenwell, Fink, and Pastore (2002)	Amateur	Sports events	Western		—	Primary (surveys)	Core product quality; Functional quality; Aesthetic quality.	Satisfaction.	Study design: ambient conditions not considered; potential missing constructs; no control over game results. Non-generalization: data collected in an old facility; customer characteristics not considered.
Kelley and Turley (2001)	Amateur	Basketball	Western		Expectancy-confirmation theory	Primary (surveys)	Core product quality; Functional quality; Aesthetic quality.	—	Study design: potential missing constructs in the model (aesthetic attributes); outcomes of service quality not examined. Non-generalization: sample limited to adults.

(Continues)

TABLE 5 | (Continued)

Professional versus amateur	Sports ^a	Culture	Theories and frameworks ^b	Type of study	Service quality dimensions	Spectator outcomes	Limitations ^c
Professional: 104	Football: 39	Western: 87	Stimulus-organism-response: 16	Primary: 132	Core product quality: 91	Behavioural intentions: 99 (Attendance: 77; Recommendation: 15; Others: 7)	Non-generalisation: 207
Amateur: 19	Basketball: 18	Eastern: 47	Social Identity Theory: 13	Secondary: 6	Functional quality: 110	Satisfaction: 70	Study design: 147
Both: 4	Baseball: 18	Both: 3	Disconfirmation paradigm: 12	Conceptual: 11	Aesthetic quality: 92	Perceived value: 27	Analysis: 21
Not explicitly stated: 22	Other sports (e.g., Golf, Volleyball): 86	Not explicitly stated: 12	Others (e.g., theory of planned behaviour; servicescape): 131		Overall service quality: 24	Commitment to team or event: 29	Other: 32
			No guiding theory: 72			Others (e.g., Emotional reactions; Tourism benefits) and not applicable: 53	

^aTotal number of sports ($n = 161$) exceeds the total number of articles because some collect data from more than one sport (Yoshida and James 2010).^bTotal number of theories ($n = 244$) exceeds number of articles ($n = 149$) given that some articles draw on more than one theoretical perspective (e.g., Wakefield, Blodgett, and Sloan 1996).^cTotal number of limitations reported was 406 as most articles indicated more than one.

of the most cited and productive authors in American institutions. Forty-seven articles were developed in Eastern countries (e.g., Yoshida and James 2010), and 12 did not explicitly mention the cultural setting (e.g., Shonk and Chelladurai 2008). Providing a cultural view is important because service quality perceptions often vary across different cultural environments (Donthu and Yoo 1998), and initial evidence suggests that spectators in Western cultures respond more positively to the hedonic aspects (e.g., entertainment activities) than those in Eastern countries who value more the overall quality of sports events (Biscaia, Yoshida, and Kim 2023).

3.3.2 | Theories and Frameworks

Our review indicates that almost 50% of the articles ($n=72$) did not refer to any theory. Moreover, some authors referred to the body of consumer behaviour literature rather than specific theories to guide their studies (e.g., Moreno et al. 2015). Notwithstanding, a multitude of theories were listed by the authors, with the most common being Stimulus-Organism-Response (S-O-R; $n=16$), followed by social identity theory (SIT; $n=13$). The S-O-R posits that environmental stimuli (S) (e.g., service quality attributes) trigger emotions (O), which then influence behavioural responses (R) (Mehrabian and Russell 1974). For example, Foroughi et al. (2019) note that aesthetic quality (e.g., entertainment) indirectly affects behavioural intentions via increased pleasant emotions (e.g., excitement). In turn, SIT argues that individuals define themselves based on their membership to a relevant social group (e.g., team) (Tajfel 1981), and it has often been used to examine how spectators' identification with the team affects (e.g., Ma and Kaplanidou 2020) or is affected (e.g., Koenig-Lewis, Asaad, and Palmer 2018) by service quality assessments.

The disconfirmation paradigm is the third most used theoretical premise ($n=12$; Tsitskari et al. 2009), but this gap-based comparison (i.e., perceived vs. expected service performance) has progressively been replaced by a performance-only approach as the latter is suggested to provide a better understanding of the link between service quality and satisfaction (e.g., Biscaia, Yoshida, and Kim 2023). Other theoretical lenses include, for example, the theory of planned behaviour ($n=7$) that is used to explain how spectators' behavioural intentions are influenced by past stadium experiences and anticipated obstacles (e.g., Watanabe et al. 2018), or the servicescape framework ($n=6$) to explain the physical environment in which the experience is created and how it affects spectator outcomes (e.g., Wakefield and Blodgett 1996).

Theory is often regarded as a description of a general principle or body of principles offered to explain phenomena (Merriam-Webster 2022). Our review indicates that authors sometimes allude to a theory or theories tangentially without explaining the *why*, which is consistent with other reviews related to the management of sport organisations (Baker et al. 2022) and service quality research in other consumption settings (Abdullah 2006; Carrillat, Jaramillo, and Mulki 2007). Providing new insights (e.g., what is new? and why so?) into previous theories can be considered theoretical contributions (Whetten 1989) and should be a central element when examining service quality in spectator

sports. Also, given that sports spectator experiences are co-created by multiple actors (e.g., spectators, host cities, media or sponsors) (Horbel et al. 2016), one could argue that the theories used in past studies often fall short. New theoretical lenses not limited to spectator-host encounters are important to extend the understanding of the context framing the exchanges in spectator sports (Tsiotsou 2016).

3.3.3 | Type of Study

Most studies rely on primary data ($n=132$), with questionnaires being the dominant data collection source ($n=130$). These studies have focused on service quality assessments (e.g., Kelley and Turley 2001; Ko et al. 2011) and their effects on spectator outcomes (e.g., Cronin, Brady, and Hult 2000; Yoshida and James 2010). Interviews were only conducted in 10 studies, and these mainly represented exploratory steps for item generation and subsequent use in questionnaires with larger samples ($n=8$; e.g., Chen, Mandler, and Meyer-Waarden 2021; Tian et al. 2021). Secondary data were used in only six studies, which used competition-level observation (e.g., wins and losses) to assess core product quality and predict attendance (e.g., Sung and Mills 2018), or online reviews to understand spectators' experiences (Chiu and Leng 2021).

Our review also indicates the existence of 11 conceptual articles. These studies advance ideas on the importance of stadium experiences for spectators (e.g., Uhrich and Koenigstorfer 2009) and the role of service quality in bridging sports events and tourism (e.g., Shonk and Chelladurai 2008). It is also worth noting that almost all empirical studies were cross-sectional, which may raise concerns of common method bias and offer no evidence of temporal causality between service quality assessments and spectator outcomes. This is particularly important because of the common ups and downs of team performance throughout the season and its effects on spectators' evaluations of service quality (Biscaia, Yoshida, and Kim 2023; Yoshida 2017).

3.3.4 | Service Quality Dimensions and Spectator Outcomes

The review of service quality dimensions indicates that most studies ($n=110$) measured functional quality, which relates to utilitarian service attributes such as the layout of the stadium, cleanliness (e.g., Wakefield and Blodgett 1996), facility access, seat space and comfort (e.g., Yoshida and James 2010), or staff (Greenwell, Fink, and Pastore 2002). The assessment of functional quality highlights the influence of SERVQUAL (Parasuraman, Zeithaml, and Berry 1988) and Grönroos' (1984) models in spectator sports studies (e.g., Calabuig-Moreno et al. 2016; Theodorakis, Alexandris, and Ko 2011) and helps deepen the knowledge of peripheral service delivery in spectator sports. Notwithstanding, the core product and hedonic features are at the heart of spectator sports and should also be considered.

Core product quality was assessed in 92 studies. It refers to sports-related attributes during the sports event, such as home team and opponents (Byon, Zhang, and Baker 2013), player performance (Yoshida and James 2011) or game quality (Kuenzel

and Yassim 2007). While the core product in sports is unpredictable and beyond managerial control, athletes' effort and competitive balance (Biscaia, Yoshida, and Kim 2023) are also crucial for the final game outcome and spectators' assessment of event quality (Yoshida and James 2011). This suggests that the assessments of core product quality in spectator sports should be considered at a broader level, including not only the role of service providers (teams) but also governing bodies (leagues and competition regulations).

Consumers' assessment of aesthetic quality was observed in 91 articles (e.g., Yoshida and James 2011). Aesthetic quality refers to hedonic attributes contributing to an entertainment environment and visually appealing ambience, including visuals and sounds (Clemes, Brush, and Collins 2011), pre- and post-game shows (Ho Kim, Jae Ko, and Min Park 2013), crowd experience or event atmosphere (Biscaia, Correia, et al. 2017). Spectator sports studies have long considered aesthetic attributes as part of the ancillary services at sports facilities (e.g., Greenwell, Fink, and Pastore 2002; Wakefield, Blodgett, and Sloan 1996). Still, the categorisation of ancillary services according to their hedonic (i.e., aesthetic quality) and utilitarian nature (i.e., functional quality) was first acknowledged by Yoshida and James (2011). Researchers should continue to pay attention to aesthetic quality, given that the hedonic features of services are pivotal for spectator experiences (Ko et al. 2011) and other consumption environments (Hoyer and Stokburger-Sauer 2012). In addition, our review reveals that 24 studies assessed overall service quality (e.g., Martin et al. 2008). These studies mainly focused on how quality attributes contribute to spectators' global perceptions of service delivery and subsequent outcomes, rather than examining the predictive role of each dimension and/or associated attributes (e.g., Koo 2009; Theodorakis, Alexandris, and Ko 2011).

The review of spectator outcomes indicated that positive behavioural intentions towards the teams ($n=99$) (e.g., Biscaia et al. 2013) were the most common outcomes, and these were mainly related to future attendance ($n=77$) and game recommendation to others ($n=15$). Satisfaction ($n=70$) (e.g., Greenwell, Fink, and Pastore 2002), perceived value ($n=27$) (e.g., Byon, Zhang, and Baker 2013) and commitment to the team or event ($n=29$) (e.g., Hill and Green 2000) were the other spectator outcomes often examined. Examining these outcomes is important because matchday revenues are pivotal for sports organisations (Deloitte 2023), and despite the predictive role of service quality dimensions tends to vary among studies (e.g., Byon, Zhang, and Baker 2013; Tian et al. 2021). Biscaia, Yoshida, and Kim's (2023) meta-analytic review indicates that perceived value, satisfaction and behavioural intentions are all directly or indirectly affected by the core product, functional and aesthetic dimensions of service quality.

It is also worth noting that scholars have identified other outcome variables that go beyond the direct benefit for the service provider. Fourteen studies linked service quality to spectators' emotions, and there seems to exist an agreement that good spectator experiences at the stadium trigger favourable emotions (Jang, Byon, and Yim 2020), which contributes to psychological vigour (Chang and Inoue 2021) and intentions to attend future games (Foroughi et al. 2019). Also, 12 studies identified an effect of both overall service quality at sports events and specific

dimensions (core product, functional and aesthetic) on tourism benefits, such as host city image (e.g., Jeong and Kim 2020) and intentions to recommend it (e.g., Fernández-Martínez et al. 2021). These findings allow a robust understanding of service quality in spectator sports and extend previous reviews (e.g., Biscaia, Yoshida, and Kim 2023; Yoshida 2017) by highlighting the importance of going beyond the analysis to spectator-host encounters and considering wider benefits to other actors within the service ecosystem that help co-create the service (e.g., cities, tourism agencies).

3.3.5 | Limitations in Past Studies

Most studies reported more than one limitation, even within the same category. The most common category of limitations was related to non-generalisation ($n=207$), followed by study design ($n=147$). Almost all studies refer to the lack of generalisability of the findings due to focusing on one particular setting or using convenience samples (e.g., Hightower, Brady, and Baker 2002; Jang, Byon, and Yim 2020). Convenience samples are popular in social sciences and useful for confirming the plausibility of relationships among variables and theory-building (Clark 2017), but often limit the generalisability of studies' findings (Sousa, Zauszniewski, and Musil 2004). Limitations associated with the study design were mainly linked to aspects such as lack of control of game results on service quality assessments (e.g., Koenig-Lewis, Asaad, and Palmer 2018), and potential missing constructs to properly understand service delivery at the stadium (e.g., Fernandes and Neves 2014). Also, 20 studies reported analysis-related limitations associated with low response rates or poor construct validity of the service quality attributes (e.g., Ribeiro et al. 2018). The category 'others' includes conceptual pieces (e.g., Yoshida 2017) and empirical studies that do not report limitations (e.g., Hall, O'Mahony, and Viececi 2010). Identifying and discussing limitations is important to demonstrate research rigour, serving as a learning tool that helps shape prospective studies (Greener 2018).

4 | Future Research Avenues (RQ4)

A comprehensive research agenda should encourage researchers to address persistent issues within the domain and look beyond the boundaries (Hulland and Houston 2020; Paul et al. 2021). Drawing on the findings from this review, we advance two distinct and complementary areas that should guide future research about service quality in spectator sports. First, we advocate for addressing issues in extant literature to generate more confidence in the findings regarding the role of service quality in spectator sports (backward-looking). Second, we encourage researchers to focus on under- or non-studied issues to move the field forward (forward-looking). Table 6 summarises the proposed topics for future research and associated research questions.

Backward-looking, several existing issues are important to overcome. Prior research has concentrated primarily on Western countries, and the findings do not necessarily translate into Eastern cultures (Kim et al. 2019). For example, Eastern

TABLE 6 | Proposed research agenda.

Themes	Research questions
Backward-looking	
<i>Context</i>	
Culture	How does culture strengthen or weaken service quality assessment and its impact on consumer outcomes?
Level of competition	How do service quality assessments vary among professional and amateur sports?
Sports type	To what extent does service quality assessment vary among team and individual sports? And how do the features of these sports affect spectator outcomes?
<i>Theories and frameworks</i>	What new insights can be provided to the theories and frameworks underpinning existing research about service quality in spectator sports?
<i>Service quality and outcomes</i>	
Core product	How does team performance (e.g., win-loss records) throughout the season affect the assessment of service quality dimensions? To what extent do regulations from governing bodies affect the assessment of core product quality?
Aesthetic	What hedonic features most affect the assessment of aesthetic quality in spectator sports?
Host city impact	Do service quality assessments in spectator sports affect the host city similarly among local citizens and other visitors?
<i>Limitations</i>	
Study design	To what extent can longitudinal and mixed-method work contribute to advancing knowledge of service quality in spectator sports and its transferability to other consumer contexts?
Generalisation of findings	How can researchers and practitioners collaborate to collect data from different sports and countries to drive theory further and enhance the generalizability of studies' findings? To what extent will replication studies using new data strengthen the credibility of existing findings?
Forward-looking	
<i>Context</i>	
COVID-19 pandemic	To what extent have safety protocols aimed at preventing the spread of COVID-19 affected service quality assessments in spectator sports? How have technology-leveraging strategies implemented during the pandemic affected the flow and service quality in spectator sports?
<i>Theories and frameworks</i>	How can new theoretical lenses such as service-dominant logic, value cocreation, customer engagement marketing and customer journey expand service quality research?
<i>Service quality and outcomes</i>	
Environmental sustainability	How are the sustainable practices increasingly being adopted in sports stadiums influencing service quality assessments among spectators? What sustainable practices are most strongly associated with service quality delivery in spectator sports and why?
Stadium leveraging	How is service quality assessment affected by event leveraging practices such as new technologies and new ways of spectating sports at stadiums during game-days? To what extent do regular spectators and satellite fans assess service quality differently? And what service quality attributes are more important for each group? How should service quality be conceptualised and assessed among corporate consumers in spectator sports?

(Continues)

TABLE 6 | (Continued)

Themes	Research questions
Ecosystem	To what extent does service quality in spectator sports affect other actors within the market ecosystem? How can sports stadiums and host cities work together to improve individuals' perceptions of service quality in spectator sports and generate mutual benefits?
Spectator outcomes	What is the role of service quality delivery on spectator benefits such as well-being and perceived life quality? To what extent may service quality in spectator sports generate benefits for sports organisations beyond transactional exchanges, such as fan engagement behaviours and trust? How does service quality in live sports events affect spectators' identification with brand communities linked to the team or event?
<i>Limitations</i>	
Study design	How can secondary data complement existing primary data collection practices to provide a more comprehensive understanding of service quality assessments and their consequences in spectator sports?

cultures are often more tolerant of service failure (Reynolds and Smith 2010), which suggests the importance of examining how culture strengthens or weakens service quality assessments and its impact on spectator outcomes. Future studies should also examine amateur sports and their nuances over professional sports to strengthen the understanding of service quality in spectator sports and the management of other consumer environments. Relatedly, due to the consumption differences of team and individual sports by fans, analyzing how service quality assessments (i.e., core product, functional and aesthetic dimensions) differ across spectators at team and individual sports events could offer insights for other consumer experiences.

A tendency to allude to theories without a clear explanation of their routes and application to the empirical models was noted in past studies. Considering that 'nothing is as practical as a good theory' (Lewin 1945, 129), future research should deepen how the theories underpinning past studies help explain the role of service quality in spectator sports. Regarding service delivery, further attention to the hedonic features is necessary because the conceptualisation of aesthetic quality is under-developed in utilitarian service settings (e.g., Brady and Cronin 2001; Cronin and Taylor 1992) but often influences consumer outcomes in hedonic settings such as spectator sports (Biscaia, Yoshida, and Kim 2023). In addition, most studies have not controlled team success over the season, and this is vital for the credibility of service quality assessments. Furthermore, despite governing bodies may influence core product quality in spectator sports, their influence has not been considered. For example, FIFA's directives to increase the added time during the 2022 Qatar World Cup games (Ingle 2022) were followed by many national leagues and are changing players' behaviours (Sky Sports 2023). In addition, spectator sports often attract tourists who travel specifically to attend games or do so while travelling for other reasons. Unlike locals, these individuals tend to attend fewer events and value the trip experience more than the actual event (Bason 2022). Thus, examining how service quality assessments affect the host city among citizens and tourists may help better understand tourism benefits associated with spectator sports.

As for research type and design, almost all studies were cross-sectional. Still, service quality perceptions may vary over time

(e.g., ups and downs of team performance; interaction between fans and frontline employees), meaning that longitudinal approaches are essential to advance the field and inform other consumer contexts. Similarly, using multiple studies, data sets and data collection points is encouraged to strengthen the impact on the theoretical or methodological considerations of other research across disciplines (Funk et al. 2016). It is also important to go beyond the use of interviews for item generation, and consider sequential multi-step designs, allowing triangulation and illustration of quantitative findings (Harrison and Reilly 2011) to ensure a comprehensive contextual understanding of service quality. Furthermore, most publications were based on convenience samples. Researchers should gather representative samples from different contexts and conduct replication studies (Min 2022) to better comprehend the role of service quality in spectator sports and its linkages to other consumer environments.

Forward-looking, emerging evidence suggests that safety protocols implemented in the wake of COVID-19 have affected functional quality assessments in sports stadiums (Rai et al. 2023). Moreover, the pandemic has boosted the use of technology (e.g., Apps, virtual reality, event streaming) in sports events (Singh, Chakraborty, and Arora 2022; Skinner and Smith 2021), and even provided opportunities for hybrid events (i.e., integrating both live and virtual experiences). Therefore, it is pivotal to understand how these changes have affected event flow and spectator experiences to develop best practice management guidelines. New lenses for theoretical development should also be considered in service quality research in spectator contexts to comprehend its co-creative nature and consequences (Tsiotsou 2016). For example, the lenses of service-dominant logic (Vargo and Lusch 2004), value co-creation (Grönroos and Voima 2013), relationship marketing theory (Brodie et al. 2011), and customer journey (Tueanrat, Papagiannidis, and Alamanos 2021) are relevant to expand service quality research by adequately capturing the multiple exchanges between spectators and other actors (Woratschek, Horbel, and Popp 2014) and assessing its impact on emerging concepts in the sports realm that illustrate organisational benefits beyond transactional exchanges, such as engagement behaviours (Barari et al. 2021; McDonald et al. 2022).

The impact of environmental sustainability practices by sports organisations on consumer perceptions of service quality is also a direction to explore, given that pro-environmental behaviours have often been suggested to affect consumer experiences and improve organisational reputation (Trail and McCullough 2020; Waites, Stevens, and Hancock 2020). Furthermore, sports stadiums are increasingly being leveraged with a portfolio of events beyond the sports competition (e.g., visits to the museum and restaurant vouchers included in ticket games) to extend organisational benefits (Sobral, Fairley, and O'Brien 2023), and this should be considered in future service quality research. Relatedly, as these leveraging activities are embedded in game-day practices, the comparison of regular spectators and satellite fans (i.e., individuals who attend fewer games due to geographical location but tend to experience full-day stadium experiences when present; Kerr and Gladden 2008) becomes more important for managing service delivery. Also, some leveraging activities are part of business-to-business strategies, but the assessment of service quality among corporate consumers is yet to be understood. Furthermore, as spill-over effects may occur from the team to the host city and vice versa (Ramos et al. 2023), the effect of service quality delivery at sports stadiums on other actors within the market ecosystem (e.g., tourism benefits) should be further explored in future research.

Regarding spectator outcomes, a growing body of literature on well-being suggests that sports fandom impacts consumers' lives (e.g., Inoue et al. 2017), highlighting the importance of exploring how sports organisations should create value from and to consumers as a lifelong endeavour (Su et al. 2022). The role of service quality delivery on (sports) consumer well-being and quality of life is, therefore, a research avenue for sports and other service brands to consider. Another research opportunity is related to brand communities, as previous research suggests that sports brand community identification favours both sports event attendance (Katz, Ward, and Heere 2018) and fans' mental well-being (Mastromartino et al. 2022). However, no attention has been devoted to how the quality of live event experiences can nurture back brand communities. As for study design, the growth of secondary data through online platforms can offer a more comprehensive perspective of consumer experiences (e.g., free opinions conveying the essence of consumer perceptions; Rita et al. 2022) and should be incorporated into future endeavours about service quality in spectator sports.

5 | Conclusions

Since the work of Wakefield and colleagues in 1996, multiple papers have been published about service quality in spectator sports, and a critical review of past research and reflection on future avenues was needed to advance the field. The current review provides structured insights on the evolutionary trajectory (RQ1) and knowledge structure (RQ2) of the literature about service quality in spectator sports through a bibliometric analysis of 149 studies. This was complemented by a framework-based review analyzing the theoretical foundations, methods and contexts encapsulating extant research (RQ3), and setting the basis for a future research agenda on this field (RQ4).

5.1 | Study Contributions

When there is a sufficient body of past research, review papers can contribute to the literature through appropriate literature collection and analysis techniques that generate new insights (Palmatier, Houston, and Hulland 2018; Paul et al. 2021). This review adds to the service quality literature in three different ways. First, our bibliometric analysis tracked publication trends and citations over time, allowing to find the most impactful articles and sources, key authors and keyword co-occurrence networks. By mapping the structure and intellectual base of existent research, this study helps researchers make better use of existing knowledge on service quality in spectator sports. Second, the framework-based review, which was employed to identify and discuss a range of contexts, theories and frameworks, service quality dimensions, outcome variables and limitations from past studies, offered a coherent synthesis and analysis of the state of research conducted in this area. It contributed not only to strengthening its foundations but also to identifying limitations and new opportunities. Third, by combining the findings from the bibliometric analysis and the framework-based review, we provided directions for future research on service quality in spectator sports that help address issues from past literature (e.g., exclusive focus on spectator-host encounters) and explore new paths to energise the field (e.g., organisational benefits beyond transactional exchanges).

This review also has managerial implications. We found that core product, functional and aesthetic dimensions of service quality all contribute to positive spectator outcomes, such as satisfaction and intentions to attend future events. Therefore, managers of spectator sports should invest in ancillary services that complement game-related attributes to foster spectator emotional connections with their brands and help attenuate their tendency to diversify interests by different teams and entertainment forms (COPA90 2018). Also, as most research lies on Western lenses, and these may not apply to other cultural settings (Biscaia, Yoshida, and Kim 2023), managers should always consider the context in which each study is conducted before implementing actionable measures.

Despite the uniqueness of the core product quality in spectator sports (i.e., game) is not easily transferable to other contexts, the functional and aesthetic quality dimensions offer valuable insights for other entertainment contexts. Spectator interactions with employees and facility functions (i.e., functional quality) and the activities creating an entertainment environment and a visually appealing ambiance (i.e., aesthetic quality) are critical elements of consumer experiences that should be carefully crafted by those managing service delivery. Our review also identifies that favourable service quality assessments can generate benefits not only for teams (e.g., future attendance) and spectators (e.g., positive emotions), but also for other actors involved in the ecosystem (e.g., host city, sponsors). Therefore, we recommend cooperation between providers of spectator sports and other actors to co-create consumer experiences with more touchpoints that generate value over time for all parties involved. This review of the existing research on service quality in spectator sports and the suggested future avenues offers a roadmap for practitioners to build upon their work.

5.2 | Limitations

Despite this hybrid review provides a robust overview of the literature on service quality in spectator sports, some limitations should be acknowledged. First, the articles' selection was based on the keywords from Biscaia, Yoshida, and Kim's (2023) work. The choice of keywords was based on past literature to prevent the subjectivity often associated with keyword selection, but there may still be relevant misses. Relatedly, despite most existing research in spectator sports focusses on service quality assessments and their outcomes, learning the antecedents of spectators' perceived quality would contribute to a better understanding of how to deliver high-quality service. For example, among the very few studies in our data set considering antecedents of service quality, Lee, Gipson, and Barnhill (2017) noted that flow (i.e., spectator's absorption while rooting for the team) was significantly related to perceived aesthetic quality (i.e., stadium atmosphere). Thus, broadening keyword selection and adding an ADO framework (i.e., antecedents, decisions, outcomes; Lim, Yap, and Makkar 2021; Paul and Benito 2018) could be an important next step to extend the current review. Second, despite the merits of Scopus, every database has its limitations (Falagas et al. 2008), and research on service quality in spectator sports has been published in journals indexed in other databases. Thus, future research could develop strategies to mitigate human errors and extend article searches to other databases (e.g., ScienceDirect; JSTOR) to provide a complete overview of the field. Third, the identification of the most relevant articles was based on citation counts. Although citations are frequently used to evaluate an article's impact, they might inaccurately reflect the quality of the work since multiple reasons may exist for researchers to cite a work in their papers (Vogel and Güttel 2012), such as factors related to the methods, author(s), journal prestige, or even editorial journal policies (Hota, Subramanian, and Narayanamurthy 2020). Also, it has been suggested that a Matthew effect phenomenon sometimes exists in science (i.e., academic work that received more credit tends to continue to be credited in future studies; García-Lillo, Úbeda-García, and Marco-Lajara 2017). Moreover, articles take time to be cited, meaning that those published near the end of our time window may have fewer citations regardless of their quality and potential impact on the field. All these aspects suggest the importance of not over-relying on past work simply based on citations but rather on its quality. Fourth, although the research team includes authors representing three nationalities and currently working in four different countries and two continents, the discussion of the results is naturally influenced by the authors' personal and professional backgrounds and training.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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Appendix A

Definitions and Coding Adopted for Service Quality Dimensions and Its Outcomes. Articles in the Table Are Ordered by the Number of Citations (From Highest to Lowest)

A.1 | Service Quality

- *Core product quality*: Perception of the excellence of the sport-related attributes during the sports event (Biscaia, Yoshida, and Kim 2023).
- *Functional quality*: Perception of the utilitarian service attributes during the sports events, including the interactions between spectators, employees and facility functions (Biscaia, Yoshida, and Kim 2023).
- *Aesthetic quality*: Perception of the hedonic attributes of the service environment and promotional activities that create an entertainment environment and visually appealing ambience during the sports events (Biscaia, Yoshida, and Kim 2023).
- *Overall service quality*: Global perceptions of the service delivery at the sports facility (Theodorakis, Alexandris, and Ko 2011; Wakefield and Barnes 1996).

A.2 | Spectator Outcomes

- *Behavioural intentions*: Willingness to perform various positive behaviours towards the team or event, including attendance to

future games, recommendation to others, consumption of media or merchandise (Byon, Zhang, and Baker 2013; Chang and Wann 2022)

- *Satisfaction*: Pleasurable fulfilment response to the sports competition and ancillary services provided at the sports event (e.g., Brady, Cronin, and Brand 2002; Tsuji, Bennet, and Zhang 2007).
- *Perceived value*: Assessment of the sports event based on the trade-off between costs (money, time and effort) and benefits (quality) (e.g., Clemes, Brush, and Collins 2011; Cronin, Brady, and Hult 2000).
- *Commitment to the team or event*: Positive psychological link to the team or event, including for example length of time as a fan, desire to stay or attitude towards the event (e.g., Hill and Green 2000; Mahony et al. 2002).
- *Emotional reactions*: Positive and/or negative emotions triggered throughout the attendance of the sports event (Foroughi et al. 2016, 2019).
- *Tourism benefits*: Favourable reactions to the host city or country where the sports event takes place, including positive host city image or intentions to visit or recommend it (e.g., Jeong and Kim 2020; Ramos et al. 2023).
- *Others*: All spectator outcomes that do not fall under the definitions above.

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
1	Cronin, Brady, and Hult (2000)	Functional quality (service quality performance); Overall service quality	Behavioural intentions; Satisfaction; Perceived value (service value)	Overall service quality → Perceived value; Satisfaction; Behavioural intentions
2	Brady, Cronin, and Brand (2002)	Functional quality (service quality); Overall service quality	Satisfaction; Behavioural intentions (purchase intentions)	Functional quality → Satisfaction (indirect); Behavioural intentions Overall service quality → Satisfaction; Behavioural intentions (indirect)
3	Wakefield and Blodgett (1996)	Functional quality (layout accessibility; seating comfort; facility cleanliness); Aesthetic quality (facility aesthetics; electronic equipment/displays) Overall service quality	Satisfaction (satisfaction with servicescape); Desire to stay; Behavioural intentions (repatronage)	Overall service quality → Satisfaction Overall service quality → Behavioural intentions (indirect)
4	Hightower, Brady, and Baker (2002)	Functional quality (servicescape ^a ; waiting time); Aesthetic quality (servicescape ^a); Overall service quality	Positive effect; Perceived value (value); Behavioural intentions	Functional and aesthetic quality (servicescape) → Positive affect; Perceived value and Behavioural intentions (indirect)
5	Yoshida and James (2010)	Core product quality (opponent characteristics; player performance); Functional quality (stadium employees; facility access; facility space); Aesthetic quality (game atmosphere)	Satisfaction (service satisfaction; game satisfaction); Behavioural intentions	Japan: Functional quality → (service) Satisfaction; Behavioural intentions (indirect) Game atmosphere and Core product quality → (game) Satisfaction; Behavioural intentions (indirect) USA: Functional quality → (service) Satisfaction Aesthetic quality and Core product quality → (game) Satisfaction; Behavioural intentions (indirect)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
6	Shonk and Chelladurai (2008)	Core product quality (process and product of the contest); Functional quality (interactions); Aesthetic quality (environment)	Satisfaction; Behavioural intentions (intent to return)	Not applicable—conceptual paper
7	Brown, Smith, and Assaker (2016)	Functional quality (place dependence)	Host city evaluation; Satisfaction; Behavioural intentions (visitation intentions)	Functional quality → host city evaluation, satisfaction and behavioural intentions (indirect)
8	Martin et al. (2008)	Functional quality (technical; convenience; food and beverage; restroom); Overall service quality (perceived service quality)	Satisfaction; Behavioural intention	Overall service quality → Satisfaction and Behavioural intentions
9	Greenwell, Fink, and Pastore (2002)	Core product quality (core product); Functional quality (access; comfort; layout; staff); Aesthetic quality (aesthetics; scoreboard)	Satisfaction	Core product quality (core), functional quality (staff) and aesthetic quality (scoreboard) → satisfaction
10	Kelley and Turley (2001)	Core product quality (game experience); Functional quality (employees; facility access; concessions; fan comfort; convenience; smoking); Aesthetic quality (showtime)	Not applicable	Not applicable
11	Wakefield, Blodgett, and Sloan (1996)	Functional quality (stadium access; seating comfort; layout accessibility; space allocation; signage); Aesthetic quality (scoreboard quality; facility aesthetics; perceived crowding)	Pleasure; Desire to stay; Behavioural intentions (repatronage)	Aesthetic quality (aesthetics; scoreboard) → pleasure and behavioural intentions (indirect)
12	Wakefield and Barnes (1996)	Overall service quality (perceived value of service provision)	Perceived value (perceived value of service provision); Behavioural intentions (repatronage intention)	Overall service quality → Perceived value and Behavioural intentions (indirect)
13	Ko et al. (2011)	Core product quality (skill performance; operating time; information); Functional quality (concessions; employee interaction; signage); Aesthetic quality (entertainment; sociability; ambience; design)	Not applicable	Not applicable
14	Chelladurai and Chang (2000)	Core product quality (core service); Functional quality (context; client-employee interaction)	Not applicable	Not applicable—conceptual paper
15	Hill and Green (2000)	Functional quality (food and beverage; stadium cleanliness, stadium parking; fan control by personnel); Aesthetic quality (perceived crowding)	Behavioural intentions (future attendance intentions); Desire to stay; Team loyalty	Functional quality (food and beverage) → behavioural intentions (future attendance intentions) Aesthetic quality (perceived crowding) → behavioural intentions (future attendance intentions)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
16	Mahony et al. (2002)	Core product quality (game drama; player aesthetics)	Attendance frequency; Length of time as fan	Core product quality (game drama) → Attendance frequency and Length of time as a fan Core product quality (player aesthetics) → Length of time as a fan
17	Theodorakis, Kambitsis, and Laios (2001)	Functional quality (access; security; responsiveness; reliability; tangibles)	Satisfaction	Functional quality (reliability; tangibles; responsiveness) → Satisfaction
18	Clemes, Brush, and Collins (2011)	Core product quality (game quality; player interaction); Functional quality (security employee performance; food and beverage, cleanliness and design; stadium access; seating; interaction quality) Aesthetic quality (social environment; match day entertainment; physical environment quality; visuals and sound); Overall service quality (outcome quality; service quality)	Perceived value (Value) Satisfaction Behavioural intentions (future attendance; intention to recommend)	Core product quality (game quality; player interaction) → Perceived value, Satisfaction and Behavioural intentions (indirect) Functional quality (security employee performance; food and beverage, cleanliness and design; stadium access; seating; interaction quality) → Perceived value, Satisfaction and Behavioural intentions (indirect) Aesthetic quality (social environment; physical environment quality; visuals and sound) → Perceived value, Satisfaction and Behavioural intentions (indirect) Overall service quality (outcome quality; service quality) → Perceived value; Satisfaction (indirect); Behavioural intentions (indirect)
19	Theodorakis et al. (2013)	Core product quality (game quality; team performance); Functional quality (tangibles; access; responsiveness; reliability; security)	Satisfaction; Behavioural intentions	Core product → Satisfaction and Behavioural intentions Functional quality → Satisfaction; Behavioural intentions (indirect)
20	Van Leeuwen, Quick, and Daniel (2002)	Core product quality (core perceived performance); Functional quality (peripheral perceived performance)	Satisfaction	Not applicable—conceptual paper
21	Byon, Zhang, and Baker (2013)	Core product quality (home team; opposing team; schedule convenience); Functional quality (ticket service; venue quality); Aesthetic quality (game amenities)	Perceived value; Behavioural intentions	Core product quality (home team; opposing team) → Perceived value (only home team) and Behavioural intentions Functional quality (venue quality) → Perceived value and behavioural intentions Aesthetic quality (game amenities) → Behavioural intentions
22	Smith and Stewart (2007)	Core product quality (game drama; competition) Functional quality (venue); Aesthetic quality (aesthetic pleasure; escape; entertainment; social interaction)	Sport tourism	Not applicable—conceptual paper

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
23	Funk, Ridinger, and Moorman (2003)	Core product quality (game excitement; game drama; player aesthetics); Functional quality (customer service); Aesthetic quality (socialisation; entertainment value; wholesome entertainment; escape)	Team support	Core product quality (game drama; player aesthetics) → Commitment to team or event Aesthetic quality (socialisation; escape) → Commitment to team or event
24	Uhrich and Benkenstein (2010)	Aesthetic quality (stadium atmosphere)	Affective responses	Aesthetic quality → Affective responses (qualitative analysis)
25	Jeong and Kim (2020)	Overall service quality (event quality)	Perceived value; (tourist) Satisfaction Destination image; Destination loyalty	Overall service quality → Perceived value; Destination image; satisfaction; and Destination loyalty (indirect)
26	Yoshida and James (2011)	Core product quality (opponent characteristics; player performance); Functional quality (frontline employees; facility access; seat space); Aesthetic quality (game atmosphere; crowd experience)	Organisational (team) identification Perceived value (entertainment value; convenience value)	Core product quality → Commitment to team or event Functional quality → Perceived value (convenience) Aesthetic quality → Perceived value (entertainment)
27	Theodorakis et al. (2009)	Functional quality (tangibles; access; responsiveness; security; reliability); Overall service quality	Behavioural intentions (repurchase intentions)	Functional quality (responsiveness; reliability) → behavioural intentions Overall service quality → behavioural intentions
28	Yoshida (2017)	Core product quality (sport encounter) Functional quality (service encounter; communication encounter); Aesthetic quality (social encounter)	Satisfaction; Brand experience; Behavioural consequences	Not applicable—conceptual paper
29	Moon et al. (2011)	Functional quality (intangible factors); Aesthetic quality (tangible factors)	Destination image (cognitive, affective and conative image)	Event quality (functional and aesthetic) → Destination image Functional quality → Destination image (cognitive, affective and conative)
30	Moon et al. (2013)	Functional quality (intangible factors); Aesthetic quality (tangible factors); Overall service quality	Perceived value; Destination image; Behavioural intention	Overall service quality (functional and aesthetic) → Destination image and Behavioural intention
31	Robinson, Trail, and Kwon (2004)	Core product quality (physical skills); Aesthetic quality (aesthetics; game drama; escape; social)	Points of attachment	Core product quality and Aesthetic quality → Points of attachment
32	Theodorakis and Alexandris (2008)	Functional quality (tangibles; responsiveness; access; security; reliability)	Behavioural intentions (repurchase intentions; word-of-mouth)	Functional quality (tangibles) → Behavioural intentions (word-of-mouth) Functional quality (responsiveness; reliability) → Behavioural intentions (word-of-mouth; repurchase intentions)
33	Moreno et al. (2015)	Overall service quality	Satisfaction; Behavioural intentions (future intentions)	Overall service quality → Perceived value, satisfaction and behavioural intentions

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
34	Wakefield and Blodgett (1996)	Overall service quality	Perceived value; Behavioural intentions (word-of-mouth); Social identification	Not applicable—conceptual paper
35	Funk, Beaton, and Alexandris (2012)	Core product quality (performance) Aesthetic quality (socialisation; excitement)	Game attendance; Media following; Merchandise purchase	Core product quality and aesthetic quality → Game attendance, media following and merchandise purchase (indirect)
36	Yoshida, James, and Cronin (2013a)	Core product quality (player performance) Functional quality (Respectful access; self-service technology); Aesthetic quality (aesthetic environment)	Satisfaction; Brand equity; Behavioural intentions	Core product quality → Satisfaction and brand equity (indirect) Aesthetic quality → Satisfaction and brand equity (indirect)
37	Kruger and Saayman (2012)	Functional quality (amenities; comfort and visibility; personnel and provisions)	Not applicable	Not applicable
38	Hwang and Lee (2018)	Core product quality (game of golf; course setting); Functional quality: (hospitality and service management; accessibility)	Brand attachment; Behavioural intentions (revisit intentions)	Core product quality and Functional quality → Brand attachment and behavioural intentions
39	Hall, O'Mahony, and Vieceli (2010)	Core product quality (event); Functional quality (backroom; front room); Aesthetic quality (entertaining; social)	Emotion; Behavioural intentions (future attendance)	Core product quality, functional quality and aesthetic quality → Emotion and behavioural intentions
40	Bouchet et al. (2011)	Core product quality (supporter); Functional quality (opportunistic); Aesthetic quality (aesthete; interactive)	Not applicable	Not applicable
41	Tzetzis, Alexandris, and Kapsampeli (2014)	Core product quality (product quality ^b); Functional quality (access quality; venue quality); Aesthetic quality (product quality ^b)	Satisfaction; Behavioural intentions (intention to return; word-of-mouth)	Functional quality → Satisfaction core product quality and aesthetic quality → Behavioural intentions
42	Lee et al. (2012)	Aesthetic quality (sensoryscape; social interaction)	Satisfaction; Behavioural intentions (Intention to return)	Aesthetic quality → Satisfaction; behavioural intentions (indirect)
43	Ko et al. (2011)	Core product quality (skill performance; operating time; information); Functional quality (concessions; employee interaction; signage); Aesthetic quality (entertainment; sociability; ambience; design)	Not applicable	Not applicable
44	Wong and Tang (2016)	Aesthetic quality (socialisation)	Event involvement; Event experience; Behavioural intentions (future attendance)	Aesthetic quality → Event involvement, Event experience and behavioural intentions (indirect)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
45	Koenig-Lewis, Asaad, and Palmer (2018)	Core product quality (on-pitch sport performance); Functional quality (off-pitch service quality); Aesthetic quality (familiar- accompanier CCI; anonymous- other CCI)	Satisfaction; Team identification; Behavioural intentions (word-of-mouth)	Core product quality, functional quality and aesthetic quality → satisfaction Functional quality and aesthetic quality → Team identification core product quality, functional quality and Aesthetic quality → Behavioural intentions (indirect)
46	Kim and Ko (2011)	Core product quality (game performance); Functional quality (staff quality); Aesthetic quality (in-game entertainment; physical surrounding)	Behavioural intentions (revisit intentions)	<i>Men sports</i> : Core product quality → Behavioural intentions Functional quality → Behavioural intentions <i>Women sports</i> : Core product quality → Behavioural intentions Aesthetic quality (in-game entertainment) → Behavioural intentions
47	Kuenzel and Yassim (2007)	Core product quality (game quality); Aesthetic quality (social facilitation; auditory)	Joy; Satisfaction; Behavioural intentions (word-of-mouth; revisit intentions)	Core product quality and aesthetic quality → Joy; Satisfaction and behavioural intentions (indirect)
48	Uhrich and Koenigstorfer (2009)	Aesthetic quality (stadium environment)	Emotional reactions; Behavioural intentions	Not applicable—conceptual paper
49	Kim and Ko (2011)	Core product quality (game drama; physical attraction; physical skills); Aesthetic quality (aesthetics; escape; social interaction)	Commitment (affective; continuance; normative); Behavioural intentions	Not applicable—conceptual paper
50	Foroughi et al. (2016)	Core product quality (team characteristics; player performance)	Emotions (anxiety; dejection; anger; happiness; excitement); Behavioural intentions	Core product quality → Emotions; Behavioural intentions (indirect)
51	Koo (2009)	Core product quality (technical attribute); Functional quality (functional attribute); Aesthetic quality (environmental attribute); Overall service quality (perceived service quality)	Satisfaction	Core product quality, Functional quality and Aesthetic quality → Satisfaction (indirect) Overall service quality → Satisfaction
52	Biscaia, Trail, et al. (2017)	Core product quality (attendance associations: team and player performance); Functional quality (attendance associations: frontline employees); Aesthetic quality (attendance associations: social interaction; pre- and post- game entertainment; stadium atmosphere)	Satisfaction; Team loyalty	Not applicable—conceptual paper
53	Fernandes and Neves (2014)	Functional quality (layout accessibility; seating comfort; facility cleanliness); Aesthetic quality (facility aesthetics electronic equipment); Overall service quality (perceived quality of servicescape)	Satisfaction (with servicescape); Behavioural intentions (repatronage intentions)	Functional quality and aesthetic quality → Satisfaction and Behavioural intentions (indirect) Overall service quality → Satisfaction; Behavioural intentions (indirect)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
54	Sung and Mills (2018)	Core product quality (team quality; away team; game uncertainty)		Core product quality → Attendance
55	Wang et al. (2012)	Core product quality (game drama; aesthetic style of play); Functional quality (customer service); Aesthetic quality (excitement; entertainment value; wholesome environment; socialisation)	Attitudinal loyalty; Behavioural loyalty	Aesthetic quality (socialization) and Core product quality (aesthetic style of play) → Attitudinal loyalty
56	McDonald et al. (2022)	Core product quality (on field); Functional quality (home ground; service)	Satisfaction	Not applicable (not tested)
57	Jang, Byon, and Yim (2020)	Core product quality (game outcome; game process)	Happiness	Core product quality → Happiness
58	Dale et al. (2005)	Core product quality (team success); Functional quality (bar service; smoke free spaces); Aesthetic quality (entertainment for children and post-match)	Not applicable	Not applicable
59	Yoshida, James, and Cronin (2013b)	Core product quality (player performance; opponent characteristics); Functional quality (customer contact employees; seat space; facility access); Aesthetic quality (game atmosphere; crowd experience)	Perceived value (utilitarian; symbolic; hedonic); Behavioural intentions	Core product quality → Perceived value; Behavioural intentions (indirect) Functional quality → Perceived value (utilitarian); Behavioural intentions (indirect) Aesthetic quality → Perceived value (hedonic); Behavioural intentions (indirect)
60	Kim et al. (2019)	Aesthetic quality (consumer-to-consumer interactions; other consumers' passion; aesthetic scenery; excitement)	Helping; Behavioural intentions (word-of-mouth)	Aesthetic quality → Helping and word-of-mouth
61	Cho and Hu (2009)	Functional quality (parking; cleanliness; fan control; food service); Aesthetic quality (crowding)	Desire to stay; Behavioural intentions (attendance intentions)	No significant relationships between service quality dimensions and the outcome variables
62	Wu and Cheng (2018)	Core product quality (game quality); Functional quality (security quality; Venue quality; Access quality); Aesthetic quality (Physical environment quality; Peer-to-Peer quality)	(experiential) Satisfaction; Behavioural intentions (experiential loyalty)	Core product quality, Functional quality (Access quality; security quality) and Aesthetic quality (physical environment quality) → Satisfaction; Behavioural intentions (indirect)
63	Chen et al. (2013)	Core product quality (team performance; team competition); Functional quality (facility; professional staff); Aesthetic quality (entertainment; electronic device; spectators' passion; cheering group)	Satisfaction; Behavioural intentions	Core product quality, Functional quality and Aesthetic quality → Satisfaction and Behavioural intentions (indirect)
64	Trail and Kim (2011)	Core product quality (game drama; game aesthetic); Aesthetic quality (escape; social; events)	Behavioural intentions (attendance)	Core product quality and Aesthetic quality → Behavioural intentions

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
65	Larson and Steinman (2009)	Functional quality (reliability; assurance; tangibles; empathy; responsiveness)	Satisfaction; Behavioural intentions (intention to return)	Functional quality (reliability; tangibles; responsiveness) → Satisfaction and Behavioural intentions
66	Sarstedt et al. (2014)	Core product quality (team; coach); Functional quality (service; stadium; accessibility; security); Aesthetic quality (entertainment in stadium; fan- based support; atmosphere)	Satisfaction	Core product quality (team), Functional quality (stadium) and Aesthetic quality (entertainment in stadium; atmosphere) → Satisfaction
67	Biscaia, Correia, et al., (2017)	Core product quality (teams; referees); Functional quality (event employees; accessibilities); Aesthetic quality (event atmosphere; crowd experience)	Perceived value (hedonic; utilitarian)	Core product quality → Hedonic value and utilitarian value (only Team) Functional quality (accessibilities) → Hedonic value and utilitarian value Aesthetic quality (event atmosphere) → Hedonic value and utilitarian value
68	Shonk and Chelladurai (2008)	Core product quality (product); Functional quality (sport venue; environment); Aesthetic quality (process)	Satisfaction; Behavioural intentions (intention to return)	Core product quality → Satisfaction and behavioural intentions (indirect)
69	Moreno et al. (2015)	Core product quality (outcome quality); Functional quality (tangibles; staff; complementary services)	Perceived value; Satisfaction; Behavioural intentions (future intentions)	Core product quality → Perceived value and satisfaction Functional quality (tangibles; complementary services) → Perceived value (only Tangibles) and Satisfaction
70	Foroughi et al. (2019)	Functional quality (facilities); Aesthetic quality (entertainment; electronic device; stadium announcer)	Pleasant emotion; Unpleasant emotion; Behavioural intention	Aesthetic quality → Pleasant emotion Aesthetic quality (electronic devices) and Functional quality → Unpleasant emotion Aesthetic quality and Functional quality → Behavioural intention (indirect)
71	Lee et al. (2020)	Core product quality (on-field performance); Overall service quality (service quality)	Behavioural intentions (Intention of remaining a STH; Referral intention)	Core product quality and Overall service quality → Behavioural intentions (indirect)
72	Foroughi et al. (2014)	Core product quality (game quality); Functional quality (interaction-employees); Aesthetic quality (augmented service; outcome; environment)	Satisfaction; Behavioural intentions (game attendance)	Core product quality and aesthetic quality → Fan Satisfaction; Behavioural intentions (indirect)
73	Lee, Gipson, and Barnhill (2017)	Aesthetic quality (stadium atmosphere)	Not applicable	Not applicable
74	Jang, Byon, and Yim (2020)	Functional quality (layout accessibility; employees; seat comfort; venue cleanliness; wait time); Aesthetic quality (scoreboard quality; venue aesthetics)	Emotion; Behavioural intentions	All leagues: Aesthetic quality → Emotion; Behavioural intentions (indirect) Some leagues: Functional quality → Emotion; Behavioural intentions (indirect)
75	Theodorakis, Alexandris, and Ko (2011)	Functional quality (tangibles; responsiveness; access; security; reliability); Overall service quality	Satisfaction	Functional quality (tangibles; access; reliability) → Satisfaction Overall service quality → Satisfaction

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76	McDonald et al. (2018)	Core product quality (on-field performance); Functional quality (service to members; home ground quality)	Satisfaction	Core product quality and Functional quality → Satisfaction
77	Hauge and Power (2013)	Core product quality (contest); Aesthetic quality (space aesthetics; climatic conditions)	Not applicable	Not applicable
78	Kim et al. (2015)	Functional quality (Accessibility, parking and food; Staff); Aesthetic quality (Visuals; Amenities)	Not applicable	Not applicable
79	Watanabe et al. (2018)	Core product quality (race context; race nature; automobile action); Functional quality (circuit service condition); Aesthetic quality (enjoyment activities)	Desire to stay; Behavioural intentions (Repatronage)	Core product quality → Desire to stay and Behavioural intention Functional quality and Aesthetic quality → Desire to stay and Behavioural intention.
80	Biscaia, Yoshida, and Kim (2023)	Core product quality; Functional quality; Aesthetic quality	Perceived value; Satisfaction; Behavioural intentions	Core product quality → Behavioural intentions Functional quality and Aesthetic quality → Perceived value, Satisfaction and Behavioural intentions
81	Koo (2009)	Core product quality (technical attribute); Functional quality (functional attribute); Aesthetic quality (environmental attribute); Overall service quality (perceived service quality)	Satisfaction; Behavioural intentions	Core product quality and overall service quality → Satisfaction Functional quality and Aesthetic quality → Satisfaction (indirect) Core product quality, Functional quality and Aesthetic quality → Behavioural intentions (indirect)
82	Del Chiappa, Tinaz, and Michele Turco (2014)	Functional quality (safety; entry to the area; moving around the area; spectator direction in the area; restaurants; toilets; cleanliness); Aesthetic quality (events/entertainment in the area; general appearance of the event; event atmosphere)	Satisfaction; Behavioural intentions (intention to return)	Not applicable
83	Ribeiro et al. (2018)	Core product quality (technical quality); Functional quality; Aesthetic quality	Social impact (positive and negative)	Core product quality, Functional quality and Aesthetic quality → Positive and negative social impact (indirect)
84	Ko et al. (2010)	Core product quality (skill performance; operating time; information); Functional quality (concessions; staff quality; signage); Aesthetic quality (entertainment; socialisation; ambiance; design)	Satisfaction	Core product quality (skill performance) and Aesthetic quality (entertainment; socialisation; ambiance) → Satisfaction
85	Díaz, Verdugo, and Florencio (2012)	Core product quality (team effort); Functional quality (cleanliness; accessibilities; security); Aesthetic quality (emotional environment; sounds and visuals)	Satisfaction	Not tested

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
86	Calabuig Moreno, Crespo Hervás, and Mundina Gómez (2020)	Functional quality (personnel; tangibles; complementary services)	Perceived value; Satisfaction; Behavioural intentions	Functional quality → Perceived value and Satisfaction; Behavioural intentions (indirect)
87	Karakaya, Yannopoulos, and Kefalaki (2016)	Core product quality (soccer atmospherics; rationale soccer fan); Aesthetic quality (emotional excitement; socialisation)	Attendance	Core product quality and Aesthetic quality (emotional excitement) → Attendance
88	Ma and Kaplanidou (2020)	Core product quality (home team; opponent team; schedule convenience); Functional quality (venue quality); Aesthetic quality (game amenities)	Perceived value Behavioural intentions	<i>China</i> : Core product quality → Perceived value (schedule convenience only) and Behavioural intentions Functional quality → Perceived value and Behavioural intentions Aesthetic quality → Perceived value and Behavioural intentions <i>USA</i> : Core product quality (home team; opponent team) → Perceived value (opponent team only) and Behavioural intentions Aesthetic quality → Perceived value
89	Calabuig-Moreno et al. (2016)	Functional quality (accessibility; personnel; tangibles; complementary services)	Not applicable	Not applicable
90	Jang, Byon, and Yim (2020)	Core product quality (game outcome)	Satisfaction; Behavioural intentions	Game outcome → Satisfaction and Behavioural intentions
91	Biscaia (2016)	Core product quality (team or player performance; game quality; outcome; opponent characteristics; referees); Functional quality (tangibles; access; responsiveness; security; reliability; Frontline employees; seat space; augment service); Aesthetic quality (auditory; facility design, Game atmosphere; crowd experience; environment)	Behavioural intentions	Not applicable—conceptual/review
92	Kim and Trail (2010)	Functional quality (quality of service exchange)	Organizational image; Behavioural intentions (attendance)	Functional quality → Organizational image and Behavioural intentions
93	Crespo et al. (2013)	Functional quality (personnel; tangibles; complementary services)	Not applicable	Not applicable
94	Stander and Van Zyl (2016)	Core product quality (game- related factors)	Not applicable	Not applicable
95	Vassiliadis, Mombeuil, and Fotiadis (2021)	Functional quality (facilities and technology) Aesthetic quality (entertainment opportunities)	Satisfaction; Behavioural intention (intention to revisit)	Functional quality and Aesthetic quality → Satisfaction; Behavioural intentions (indirect)
96	Voon, Lee, and Murray (2014)	Core product quality (core); Functional quality (responsiveness; reliability; peripheral)	Emotional experience Satisfaction	Core product quality and Functional quality → emotional experience and Satisfaction

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
97	Paek et al. (2021)	Core product quality (eustress); Aesthetic quality (escape; entertainment; aesthetic)	Behavioural intentions (attendance; media consumption; merchandise consumption)	Core product quality and Aesthetic quality → Behavioural intentions
98	Kim and Mao (2021)	Aesthetic quality (sociability; entertainment)	Not applicable	Not applicable
99	Kim and Severt (2011)	Functional quality (services/ areas; staff treatment); Aesthetic quality (entertainment show)	Satisfaction; Behavioural intentions	Functional quality (services/areas) and Aesthetic quality → Satisfaction; Behavioural intentions (indirect)
100	Shonk et al. (2017)	Core product quality (skill performance; operating time); Functional quality (concession; parking; employee interaction); Aesthetic quality (entertainment; fan interaction; sociability; ambiance; design; scoreboard)	Satisfaction; Behavioural intention (intention to return)	Core product quality, Functional quality and Aesthetic quality → Satisfaction and Behavioural intention
101	Balaji and Chakraborti (2015)	Functional quality (physical layout); Aesthetic quality (entertainment experience; physical layout; facility aesthetics)	Not applicable	Not applicable
102	Oh, Sung, and Kwon (2017)	Core product quality (game); Aesthetic quality (stadium occupancy)	Behavioural intention (visit intention)	Core product quality and Aesthetic quality → Behavioural intention
103	Hallmann, Zehrer, and Rietz (2021)	Aesthetic quality (entertainment; escapism; esthetics)	Behavioural intention (revisit)	Aesthetic quality → Behavioural intention
104	Yildiz (2012)	Core product quality (game quality; core service quality); Functional quality (interaction quality; responsiveness; reliability; tangibles; access; security; employees; empathy; assurance; facility access; concessions; seating comfort; layout accessibility; space allocation); Aesthetic quality (auditory; social facilitation; physical environment; show time; facility aesthetics; scoreboard)	Not applicable	Not applicable—conceptual/review
105	Calabuig Moreno et al. (2014)	Overall service quality	Perceived value; Satisfaction; Behavioural intentions	Overall service quality → Perceived value; Satisfaction; Behavioural intentions (indirect)
106	Armbrecht (2021)	Overall service quality	Perceived value; Satisfaction; Behavioural intentions	Overall service quality → Perceived value; Satisfaction (indirect); Behavioural intentions
107	Phonthanukitithaworn and Sellitto (2018)	Core product quality (team performance; opponent characteristics); Functional quality (frontline employees; facility access; security; seat space) Aesthetic quality (facility design; game atmosphere; crowd experience)	Satisfaction; Behavioural intentions (attend more games)	Core product quality → Satisfaction Core product quality and aesthetic quality → Behavioural intentions

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
108	Calabuig et al. (2021)	Overall service quality (service quality)	Perceived value; Satisfaction; Behavioural intentions	Overall service quality → Perceived value, Satisfaction and Behavioural intentions
109	Martin et al. (2012)	Functional quality: (eventserv)	Satisfaction; Behavioural intentions	Functional quality → Satisfaction and Behavioural intentions
110	Navarro-García, Reyes-García, and Acedo-González (2014)	Core product quality (team effort; team quality) Functional quality (access; seats; cleanliness; security); Aesthetic quality (scoreboard)	Satisfaction	Core product quality, Functional quality and Aesthetic quality → Satisfaction
111	Oman, Pepur, and Arneric (2016)	Functional quality (tangibles; staff; security; accessibility; reliability)	Behavioural intentions (word-of-mouth; repeat attendance)	Service quality → word-of-mouth; repurchase intention (indirect) Team identification → repurchase intentions
112	Lee et al. (2019)	Functional quality (volunteer performance)	Image (event; host city); Satisfaction; Revisit intention (event; host city)	Functional quality → Image, Satisfaction and Revisit intention
113	Koronios, Kriemadis, and Papadopoulos (2019)	Core product quality (game); Aesthetic quality (environment; outcome; interaction; augmented service)	Behavioural intentions (attendance)	Core product quality and Aesthetic quality → Behavioural intentions
114	Tian et al. (2021)	Core product quality (game operation); Functional quality (stadium quality; game accessibility; store operation)	Perceived value; Behavioural intentions (attendance)	Core product quality and Functional quality (game accessibility → Perceived value; Behavioural intentions (indirect)
115	Lim and Pedersen (2022)	Core product quality (home team; visiting team; game uncertainty)	Attendance	Core product quality → Attendance
116	Tsitskari et al. (2009)	Functional quality (snack and refreshments; convenience; employees; installations; comfort); Aesthetic quality (showtime)	Not applicable	Not applicable
117	Harrison et al. (2016)	Functional quality (food and beverages); Aesthetic quality (stadium aesthetics; additional entertainment; social interaction)	Not applicable	Not applicable
118	Watanabe and Zhang (2019)	Core product quality (game of golf; course setting); Functional quality (event service; hospitality and amenity; accessibility)	Desire to stay; Behavioural intentions (repatronage)	Core product factors → Desire to stay and Behavioural intentions (game of golf only) Functional quality → Desire to stay (event service only); Behavioural intentions (hospitality and amenities only)
119	Fernández-Martínez et al. (2021)	Core product quality (outcome quality); Functional quality	Satisfaction; Emotions (positive; negative); Intentions to recommend the host	Core product quality → Emotions and Satisfaction Functional quality → Satisfaction, Intention to recommend host and Emotions (positive)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
120	Ko et al. (2021)	Core product quality (skills; operating time) Functional quality (concessions; fan-employee; signage); Aesthetic quality (entertainment; inter- fans; sociability; design)	Behavioural intention (revisit)	Core product quality, Functional quality and Aesthetic quality → Behavioural intention
121	Wang, Li, and Wong (2021)	Functional quality (interaction; access); Aesthetic quality (physical environment; enjoyment); Overall service quality (experience quality)	Satisfaction; Trust; Extension effect; Social media sharing	Functional quality (interaction) and Aesthetic quality → Satisfaction, Trust, Extension Effect and Social media sharing (indirect) Overall service quality → Satisfaction and Trust; Extension Effect and Social media sharing (indirect)
122	Ramos et al. (2023)	Core product quality (Game; schedule convenience); Functional quality (external access; internal access); Aesthetic quality (supplementary events; ancillary service)	Satisfaction; Team image; Destination image	Core product, Functional quality and Aesthetic quality → Satisfaction, Team image and Destination image
123	Ioannou and Bakirtzoglou (2016)	Functional quality (stadium access; layout accessibility; security; cleanliness); Aesthetic quality (facility aesthetics)	Satisfaction	Functional quality (security; cleanliness) → Satisfaction
124	Boissel, des Garets, and Plichon (2018)	Core product quality (match); Functional quality (access proximity; relational proximity); Aesthetic quality (stadium aesthetics; affective stadium value; interaction with public)	Perceived value	Core product quality, Functional quality and Aesthetic quality → Perceived value
125	Chiu and Leng (2021)	Core product quality (race; track; cars); Functional quality (food); Aesthetic quality (concerts)	Not applicable	Not applicable
126	Adjil et al. (2022)	Core product quality (player quality; field quality); Functional quality (security; service in arena)	Interest; Loyalty	Not applicable (not tested)
127	Yen et al. (2012)	Overall service quality (service content experience)	Satisfaction; Event participation and behaviour	Overall service quality → Satisfaction and Event participation
128	Jones et al. (2020)	Core product quality (core— game); Functional quality (interaction; physical environment); Aesthetic quality (customer density; customer behaviour)	Perceived value (economic; hedonic; social) In-role behaviours (repeat attendance; merchandise consumption; media consumption) Extra-role behaviours (word-of-mouth; management cooperation; pro-social behaviour; performance tolerance)	Functional quality (interaction) → Perceived value (economic) Core product quality and Aesthetic quality (customer density) → Perceived value (economic; hedonic) Core product quality, Functional quality (interaction) and Aesthetic quality (customer density) → In-role behaviours and extra-role behaviours (indirect)

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
129	Filho et al. (2020)	Core product quality (player performance; opponent characteristics; referees); Functional quality (frontline employees; facility functions); Aesthetic quality (; facility design; crowd experience)	Satisfaction; Behavioural intentions	Core product quality (player performance; opponent characteristics) → Satisfaction and behavioural intentions (player performance only) Aesthetic quality (crowd experience) → Behavioural intentions
130	Lamberti, Rialp, and Simon (2022)	Functional quality (facilities; accessibility; tickets; stadium)	Club image; Satisfaction; Behavioural intentions (loyalty)	Functional quality → Club image, Satisfaction; Behavioural intentions (indirect)
131	Chang and Wann (2022)	Core product quality (game outcome—victory vs. loss)	Social status preservation; Behavioural intentions (attendance; merchandise; premium seats)	Core product quality → Social status preservation Core product quality → Behavioural intentions
132	Kim, Park, and Yoon (2023)	Core product quality (physical skills; physical attractiveness); Aesthetic quality (social interaction; escape)	Attitude towards the event; Behavioural intentions (revisit)	Core product quality (physical skills) and Aesthetic quality (social interaction) → Attitude towards the event; Behavioural intentions (indirect)
133	Stergiou et al. (2022)	Core product quality (event competition); Functional quality (venue); Aesthetic quality (entertainment; emotional arousal; social hedonism)	Memorable tourism experience	Core product quality, Functional quality and Aesthetic quality (entertainment) → Memorable tourism experience
134	Rai et al. (2023)	Functional quality (parking; cleanliness; food services; fan control); Aesthetic quality (perceived crowding)	Emotions (happiness; anxiety; anger; dejection; excitement); Behavioural intentions (Attendance)	Functional quality (cleanliness; fan control) → Behavioural intentions
135	Bakhtiari et al. (2011)	Overall service quality	Satisfaction	Overall service quality → Satisfaction
136	Simsek (2016)	Core product quality (skill performance; operating time); Functional quality (concessions; employee interaction; signage); Aesthetic quality (sociability; entertainment; fans; ambiance; design)	Not applicable	Not applicable
137	Givi et al. (2021)	Core product quality; Functional quality (service quality)	Satisfaction (game; service); Behavioural intentions	Core product quality → Satisfaction (game); behavioural intentions (indirect) Functional quality → Satisfaction (service); Behavioural intentions (indirect)
138	Jeon et al. (2022)	Core product quality (player attractiveness; team performance); Aesthetic quality (emotional experience)	Country image; Intention to visit hot country; Intention to purchase host country products	Core product quality (player attractiveness) → Country image, Intentions to visit country and intention to purchase country products Aesthetic quality (emotional experience) → Country image, Intentions to visit country and intention to purchase country products

#	Article	Service quality dimensions (attributes in past studies)	Spectator outcomes measured (concepts in past studies)	Significant relationships—service quality dimensions and spectator outcomes
139	Qian et al. (2023)	Core product quality (player quality; game schedule) Functional quality (peripheral services; venue characteristics); Overall service quality (event activities)	Behavioural intentions (attendance)	Core product quality, Functional quality, Aesthetic quality → Behavioural intentions
140	Aicher et al. (2023)	Functional quality (food; availability of information; parking; restroom; safety; cleanliness; comfort; employees); Aesthetic quality (opportunity to socialise; stadium atmosphere; stadium design)	Not applicable	Not applicable (importance-performance Analysis)
141	Cant and Wiid (2012)	Core product quality (core); Functional quality (tangibles; responsiveness; access; security; reliability)	Satisfaction	Core product quality and Functional quality → Satisfaction
142	Bakirtzoglou and Ioannou (2017)	Functional quality (stadium access; layout accessibility; stadium security; cleanliness); Aesthetic quality (facility aesthetics)	Satisfaction	Functional quality (security; cleanliness) and Aesthetic Quality→ Satisfaction
143	Köse, Argan, and Hedlund (2021)	Functional quality (preferential treatment; communication; solve problems; special events)	Satisfaction; Affective loyalty; Behavioural intentions (attendance; word-of-mouth; media consumptions merchandise consumption)	Functional quality → Satisfaction, Affective loyalty; Behavioural intentions
144	Nikolaos and Theodoros (2022)	Core product quality (game quality; team performance); Functional quality (tangibles; staff responsiveness; accessibility; reliability; security)	Perceived value; Satisfaction; Behavioural intentions	Core product quality and Functional quality → perceived value, Satisfaction and Behavioural intentions
145	Krochak, Soebbing, and Kono (2022)	Core product quality (hockey fights)		Attendance
146	Kim, Ko, and Rhee (2022)	Core product quality (game performance); Functional quality (staff quality; physical surroundings); Aesthetic quality (in-game entertainment)	Behavioural intentions (revisit)	Core product quality, Functional quality (staff quality) and Aesthetic quality → Behavioural intentions
147	Li and Su (2022)	Core product quality (athletic performance; core player; referee performance); Functional quality (order in the arena)	Behavioural intentions (attendance; media consumption; merchandise consumption; event recommendation)	Core product quality and Functional quality → Behavioural intentions
148	Papadopoulos and Tsekouropoulos (2023)	Core product quality: (game quality; team performance); Functional quality (responsiveness; access; security; reliability; tangibles)	Perceived value; Satisfaction; Behavioural intentions	Functional quality and Core product quality→ Perceived value, satisfaction and Behavioural intentions
149	Ma et al. (2023)	Core product quality (core); Functional quality (peripheral)	Online contribution; Online creation	Not applicable

^aThe servicescape items in this study include measures capturing both functional and aesthetic quality dimensions.

^bThe items of 'product quality' include both aesthetic and core product attributes.