



# The relationship between well-being, as a result of participation in small-scale running events, with running loyalty

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## **Abstract**

This study aimed to test the contribution of well-being, which somebody feels through sport event participation, on the development of sport loyalty. Well-being is a new theoretical concept in sport tourism research (Doyle, et al., 2016). The sample consisted of 121 Greek runners. The research instruments were well-being- Kern, et al., (2015) and sport loyalty- Alexandris (2016). Multiple regression analysis was applied to measure positive emotions, engagement, relationships, meaning, and achievement effects on run loyalty. The research hypotheses were partially confirmed. The results, discussion and managerial implications were discussed in details.

**Key words** Small scale sports event, well-being, sport loyalty