

Contents

Contributors	9
Preface	11
Introduction	18
<i>Rafael Ravina-Ripoll, José Marchena-Domínguez and Randal Scamardo</i> “Happiness is the only thing that multiplies when you share it”: Happiness Management?	27
<i>Cristina Loranca-Valle, Pedro Cuesta-Valiño and Estela Núñez-Barriopedro</i> Management of the loyalty of the federated karate athlete and its correlation with happiness	39
<i>Manuela Ortega-Gil, María Jesús Delgado-Rodríguez and Georgina Cortes-Sierra</i> Assessing the citizens’ well-being needs in OECD countries using Rasch Model	55
<i>Rafael Ravina-Ripoll and Victoria Sanagustin-Fons</i> Collective happiness in organizations of the third sector	75
<i>Azucena Penelas-Leguía and José María López-Sanz</i> Social interest to the hosting population of tourism. Generated happiness in the supply and demand for the rural tourism	89

<i>Regina Aparecida Pereira-Mazzi, Heitor Romero-Marques and Rafael Ravina-Ripoll</i> Happiness Management: a wave of sustainability and social representation	101
<i>Ana Fondón-Ludeña and Guillermo Antonio Gutiérrez-Montoya</i> Literacy for happiness. Where are we going?	111
<i>Mercedes Fernández-Paradas and Nuria Rodríguez-Martín</i> Well-being and happiness: the role of gas and electricity during the birth of the consumer society in Spain in the first third of the 20th century	119
<i>Andrés Salas-Valina, Susana Pasamar-Reyes and Anna Ferrer-Franco</i> Engaging leaders and work-life balance as enhancers of happiness at work (HAW)	133
<i>Antonio Rafael Fernández-Paradas and Andirene Martin-Arenas</i> History of art, Holy Week and Mindfulness. Identitary and emotional interrelations	149
<i>Araceli Galiano-Coronil</i> The resources of the NGDO in Spain and volunteering. A reflection from the social marketing perspective	169
<i>Barbara Castillo-Abdul and Luis M. Romero-Rodriguez</i> YouTubers as influencers in the responsible promotion and Happiness Management of fashion brands	189

<i>María-José Foncubierta-Rodríguez, Beatriz Rodrigo-Moya and Luis Bayardo Tobar-Pesantez</i> Socio-demographic variable effects in the evaluation of competencies that facilitate the Chief Happiness Officer (CHO) Labor	207
<i>Rafael Ravina-Ripoll, Eduardo Ahumada-Tello and Judith J. Hernández-García De Velazco</i> Reading and happiness empirical evidence in Spanish students	227
Notes on contributors	241

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Management of the loyalty of the federated karate athlete and its correlation with happiness

Abstract There are several studies that analyze the relationship between happiness and the dimensions of commitment in the labor and religious scope. So, one of the novelties of this work is the analysis of commitment from the scope of sports. Likewise, in the present work the commitment of the federated in Spanish karate and its relation with happiness is analyzed. Specifically, the three dimensions of commitment are analyzed: cognitive, conative and affective. The data from the empirical study have been collected through a survey of Spanish federated karate, with a sample of 601 individuals. The results indicate that there is a positive relationship between happiness and the three dimensions of commitment. The unidirectional variance test shows that each variable of the commitment functions as a variable dependent on happiness.

Keywords: happiness, affective commitment, cognitive commitment, cognitive commitment

1 Introduction

The sportspersons who are federated not only practice sport for hobby or for fun; besides this, they intend to compete in tournaments and competitions and to raise of rank if it was possible also. In short, it is a matter of achieving sporting and personal goals, of achieving merits that elevate the athlete to success, but not only the person enjoys this success, since his federation also grows with him. And when it comes to international events, the country also benefits from the successes of its champions.

This is why the Public Administration is very interested in the promotion and development of high-performance and high-level sport. In order to favor this circumstance, sports federations are used, providing them with economic resources and with the responsibility of managing and organizing the different regional, national and international competitions and tournaments. Although sports

federations are private non-profit organizations, they are mixed organizations, both private and public (Loranca-Valle, Cuesta-Valiño & Núñez-Barriopedro, 2019). They are collaborators of the Public Administration because on many occasions, they act as agents of it, carrying out functions of the Public Administration (Supreme Council for Sports in Spain. Ministry of Education, Culture and Sports, 2007; Cuesta-Valiño et al., 2020)

Among many others, the degree of commitment is one of the variables that help or favor the achievement of athletes' objectives, since commitment makes athletes focus their efforts on achieving them (Patrick et al., 1999). On the other hand, happiness is another of the variables that could favour the attainment of athletes' objectives. In addition, there are several studies that relate happiness with commitment or with some of its dimensions (Dember & Brooks, 1989; Buitendach & Field, 2011; Dehaghi, 2012; Mehdad & Iranpour, 2014; Dadghar, et al., 2015). For all these reasons, this study analyses the degree of commitment and happiness of federated sportsmen and women.

2 Theoretical framework

2.1 Concept commitment

Commitment is a very important factor for success in a relationship (Morgan & Hunt, 1994), as well as a key variable in marketing (Garbarino & Johnson, 1999). The most commonly used definition of commitment in marketing is that which understands it as the promise, implicit or explicit, that the relationship between partners will be long-term (Dwyer et al., 1987; Geyskens, et al., 1996; Wetzels, Ruyter, & Van Birgelen, 1998). Commitment presupposes the conviction on both sides that maintaining the relationship will be more beneficial than ending it (Geyskens et al., 1996). All definitions of engagement agree that there is a psychological component (the binding character; the bond; the promise; or the dedication) and a motivational component (maintaining the relationship; repurchasing; staying in the organization) (Jones, Fox, Taylor & Fabrigar, 2010). This leads us to divide commitment into 3 dimensions commonly defined by literature (Allen & Meyer, 1990; Gruen, Summers & Acito, 2000; Jones et al., 2010): cognitive engagement, affective engagement and continuous engagement. Clients may experience each of these psychological states to varying degrees. In some cases, they may feel a strong need and a strong obligation to

remain faithful to the service provider, but do not wish to do so; others may feel neither a need for an obligation but a strong desire, and so on with all combinations.

The net sum of a person's commitment to the organization therefore reflects each of these separable psychological states. Given the differences in concept of the different dimensions of engagement, it seems reasonable that each of the three components should develop independently of the others (Allen & Meyer, 1990).

2.1.1 Cognitive commitment

Cognitive engagement refers to the feeling of obligation to the organization and would be related to the phrase: "should maintain the relationship" (Allen & Meyer, 1990; Gruen et al., 2000). Cognitive or normative engagement is defined as the obligation to remain loyal to the organization for ethical or moral reasons (Robbins & Judge, 2007; Yao, Qiu, et al., 2019).

The normative component of engagement is influenced by individual experiences of socialization before and after the exchange relationship occurs (Wiener, 1982). The commitment may be stronger if prior to the exchange relationship, relatives or friends of the consumer have been linked to the organization or if the strategies proposed by the organization are aimed at achieving consumer loyalty (Allen & Meyer, 1990).

2.1.2 Cognitive commitment

The continuous dimension reflects the perception of sacrifice involved in ending the relationship with the service offered by the organization and would resemble the phrase "I have to maintain the relationship" (Gruen et al., 2000) or the phrase "I need to maintain the relationship" (Allen & Meyer, 1990). This type of commitment could also be conceptualized as the perceived economic value of following the relationship with the organization by comparing it with the value of leaving the relationship (Yao, Qiu, & Wei, 2019).

The continuous commitment is developed on the basis of two factors: the magnitude and/or number of bets of the consumer (bets being understood as the time and efforts that the consumer invests in the relationship) and the other factor would be the perceived lack of alternatives (Allen & Meyer, 1990).

2.1.3 *Affective commitment*

In the early studies of commitment, the authors focused primarily on work on cognitive commitment, but in recent decades they have begun to delve deeper into how consumer emotions influence service provider-customer relationships (Mattila, 2004).

Commitment has sometimes been defined as psychological attachment to the organization (Gruen et al., 2000). Affective commitment has been particularly studied from the point of view of the employee (Clarke & Mahadi, 2017; Perreira et al., 2018; Poushneh & Vasquez-Parraga, 2019). The affective dimension reflects the individual desire to maintain the relationship (Gruen et al., 2000; Yao, et al., 2019). It is an emotional link to the organization and would resemble the phrase: “I want to maintain the relationship” (Allen & Meyer, 1990).

Affective engagement reveals a consumer’s sense of belonging and participation in the entity or organization that provides services. Affective commitment refers to the emotional union between both (Mattila, 2004; Rhoades, et al., 2001).

2.2 **Concept of happiness**

Happiness is a psychological state that any normal person would like to feel for as long as possible, taking into account the sensations it brings (Ravina-Ripoll, et al., 2019; Vasconcelos, 2008). Likewise, happiness has been defined as the positive psychological state derived from a pleasant, delicious and satisfying experience (Ahuvia, 2008; Barriopedro, et al., 2018a; Jang et al., 2017; Lyubomirsky, et al., 2005). Happiness can be seen from two perspectives, one referring to a specific moment and the other to an imperishable duration in time (Núñez-Barriopedro, et al., 2020). The first results from a particular positive situation or experience while the second is a general positive psychological state that is cumulative in time (Barriopedro, et al., 2018b; Lyubomirsky, et al., 2005).

Happiness has been identified in many occasions with the quality of life, in fact, a great part of the population is happy, the quality of life of that population will be good (Veenhoven, 1997). Happy people tend to be prosperous in their lives, both externally and internally (Diener & Seligman, 2002).

According to numerous studies, happiness and loyalty are positively related. (2015) empirically confirm that both concrete loyalty

and abstract loyalty influence happiness. In fact, the optimal balance between one and the other will contribute to maximizing overall happiness. Satisfaction of the customer does not imply happiness, but in order to lead the customer to loyalty one must seek his happiness (Khan & Hussain, 2013) rather than concentrate on his satisfaction which is what has been pursued for the past 50 years (Cuesta-Valiño, et al., 2019; Easterlin, 2001).

Happiness is considered as a multifaceted variable that on the one hand is composed of positive affection, absence of negative affection and judgments about satisfaction with life (Diener, et al., 2002; Núñez-Barriopedro, et al., 2020).

There are many researchers who consider that whether a person or a country is more or less happy will depend on a series of dimensions related to positive feelings such as social relations, work and unemployment, leisure, money, class, culture, personality, joy, satisfaction with life, age, sex, health, (Argyle, 1994). It means that general conditions of life impact on happiness (Vasconcelos, 2008).

2.3 Relationship between commitment and happiness

Dember y Brooks (1989) find that happiness and commitment are correlated. Concretely, they analyze political commitment and religious commitment but, nevertheless, only religious commitment is correlated.

On the other hand, in the workplace there are studies that analyze the relationship between happiness and commitment in its three dimensions (Buitendach and Field, 2011; Dehaghi, 2012; Mehdad & Iranpour, 2014; Dadghar, et al., 2015). Therefore, one of the novelties of this study is the analysis of the relationship between commitment and happiness in the field of sport. The analysis in this new sports environment is justified because there is a certain similarity between both sectors, in the following aspects: on the one hand, a long-term relationship is maintained and on the other hand, an involvement on the part of the employee and the federation is needed to achieve the expected results.

Buitendach and field (2011) analyze the relationships between happiness, affective commitment and cognitive or continuous commitment. The study shows that there are relationships between the three variables and that happiness and affective commitment would function as predictive variables of cognitive commitment.

In another of the studies (Mehdad & Iranpour, 2014), the three dimensions of commitment, affective commitment, normative commitment

and continuous commitment in the workplace are analyzed, where it is demonstrated that there is a relationship between happiness and affective commitment and connective commitment, but there is no relationship between cognitive commitment and happiness. Some authors consider happiness as the predictive variable of commitment, instead of commitment being the explanatory variable of happiness (Hellén & Sääksjärvi, 2011) or as a mediating variable between perceptions of the virtues of organization and commitment (Rego et al., 2011).

3 Methodology

A correlation study has been done based on primary data from a survey, the design of which is detailed below, with the sample size of 621 federated sportsmen and women.

The population chosen for the study are the karate sports federations. There are 66 Spanish federations in all sports disciplines, 5 of which are for people with disabilities, totalling 3,761,498 sports licenses in 2017. In 2008 the number of federated licenses reached 3,394,384 (Loranca-Valle, et al., 2020). Although there has been an increase in these ten years, the line of growth has remained practically constant, especially taking into account the variation in Spanish population (Cuesta-Valiño, et al., 2020). Among all the Spanish sports federations, the karate discipline has been chosen as a case in point due to the low annual growth in sports licenses. For a population of 72910 federated in karate (Cuesta-Valiño, et al., 2020) a sample of 621 individuals has been obtained, with a sampling error of 4.01 to 95.5 % confidence being $p=0.5$; $q=0.5$, of which practically 71 % are men and 29 % are women, all of them federated in the karate sports modality. The sample gathers individuals of all ages, being the most important group the one in the age range between 45 and 64 years, and in addition the majority have been federated for more than 20 years. We have answers from 11 regional federations of 19 existing.

The questionnaire was sent via email to several Spanish autonomous karate federations so that the federated ones themselves will pass it through a link, using the snowball convenience sampling method.

Latent variables have a Cronbach alpha Coefficient above 0.8 which shows internal consistency. Specifically, for the commitment it is 0.8023, the affective commitment 0.8163, the cognitive commitment 0.8354 and the cognitive commitment 0, 8823.

4 Objectives of the research

The main objective of this work is to analyze the degree of commitment in the federated sports in karate and how each one of its dimensions affects the happiness of the person. The dependent variables used are metric and are the following: “My federation has great personal significance for me”, “I feel emotionally attached to my federation”, “I feel a strong sense of belonging to my federation”, “I am proud to participate in my federation”. The scale of measurement of the variables is Likert scale of 1 to 5, while the independent variables are the following: “Participating in the activities of my federation makes me happy” and “The federated are happy when they participate in the activities of my federation”, measured also through Likert scale from 1 to 5.

5 Results

An ANOVA analysis has been done, by means of the calculation of Snedecor’s F test it is possible to determine if there are significant differences between the average values obtained in each of the categories considered. For the different variables in the sample, the chi-square test has been applied with 16 degrees of freedom, which confirms all the indicators of commitment and its three dimensions and their relationship with happiness. For all the variables, the p-value has been 0.00, which means that at 99 % confidence there is a relationship between the variables.

The Snedecor F test has been done for each indicator, which confirms that there are significant differences between all the indicators of the commitment and the indicator “Participating in the activities of my federation makes me happy”, as the value of the p-value is less than 0.05.

In addition, a test has been done to analyze the one-way variance between the happiness of the federate as an explanatory variable and the commitment as an explanatory variable. The result of the test indicates that the hypothesis of independence of the variables has been rejected, since the result obtained from Snedecor’s F for 4 and 616 degrees of freedom is 133.7935, with an explained variance percentage close to 50 %, specifically 46.49 %. In table 1 we can see the sum of squares for the variables “Participate in the activities of my federation makes me happy” and “My federation has a great personal meaning for me”.

Tab. 1: Analysis of the variance of the indicators “Participating in the activities of my federation makes me happy” and “My federation has great personal significance for me”

	Number of cases	Average	Standard deviation	Sum of Squares
Total	621	3.5556	1.3135	1071.3333
Groups of variables				
Strongly disagree	46	1.7391	1.4209	92.8696
Disagree	48	2.3958	0.9296	41.4792
Neutral	124	2.7903	0.9094	102.5484
Agree	163	3.6196	1.0043	164.4172
Strongly agree	240	4.4875	0.8465	171.9625
			Sum	573.2768

Source: Own elaboration.

Table 2 shows the analysis of variance of the explained variable “I feel emotionally attached to my federation”. The result of F Nedcor is 158.7106, and the value of $p=0.00$. For this indicator the R^2 reaches 50.75 %. So the hypothesis of indifference is rejected and a high percentage of variance is explained.

Tab. 2: Analysis of the variance of the indicators “Participating in the activities of my federation makes me happy” and “I feel emotionally attached to my federation”

	Number of cases	Average	Standard deviation	Sum of Squares
Total	621	3.2995	1,4018	1220,2899
Groups of variables				
Strongly disagree	45	1.4667	1.2579	71.2
Disagree	49	1.8776	0.8721	37.2653
Neutral	126	2.4444	0.9306	109.1111
Agree	163	3.319	1.0195	169.411
Strongly agree	238	4.3782	0.9482	213.9664
			Sum	600.9538

Source: Own elaboration.

In table 3 the analysis of variance has been carried out with the indicator “I feel a strong sense of belonging with my federation” and the results of Snedecor’s F indicate the same as for the previous indicators that the independence hypothesis is rejected, but this time the percentage of variance explained exceeds 50 %, specifically 52.93 %. The value of Snedecor’s F is equal to 173.9950.

Tab. 3: Analysis of the variance of the indicators “Participating in the activities of my federation makes me happy” and “I feel a strong sense of belonging to my federation”

	Number of cases	Average	Standard deviation	Sum of Squares
Total	624	3.4119	1,3582	1151,1522
Groups of variables				
Strongly disagree	46	1.4565	1.0776	53.413
Disagree	49	1.8776	0.8484	35.2653
Neutral	126	2.6746	0.907	103.6587
Agree	163	3.4969	0.9358	142.7485
Strongly agree	240	4.4292	0.9283	206.7958
			Sum	541.8814

Source: Own elaboration.

In the table 4, the analysis of variance has been carried out on the last explanatory variable of happiness “I feel proud to belong to my federation”, as the other 3 the test confirms the dependence between both variables, being the result of the F Snedecor 262,3. In this case the percentage of variance explained is still higher than the previous variables, reaching 62.89 %.

Tab. 4: Analysis of the variance of the indicators “Participating in the activities of my federation makes me happy” and “I am proud to belong to my federation”

	Number of cases	Average	Standard deviation	Sum of Squares
Total	624	3.8253	1.2621	993.9599
Groups of variables				
Strongly disagree	46	1.587	1.153	61.1522
Disagree	49	2.2857	0.7284	26
Neutral	126	3.2619	0.8925	100.3571
Agree	163	3.8896	0.829	112.0123
Strongly agree	240	4.8208	0.5373	69.2958
			Sum	368.8174

Source: Own elaboration.

Pearson’s linear correlation coefficient indicates that there is a positive correlation between the different variables of commitment and happiness, the specific values being: 0.6712 for commitment, 0.6952 for affective commitment, 0.7208 for cognitive commitment and 0.7896 for cognitive commitment.

6 Conclusions

After analyzing the contrast of hypothesis of the different variables of the commitment and its three dimensions with the degree of happiness of the federated sportsmen in karate in Spain, the main conclusions derived from the results obtained from the mentioned analysis are presented.

The revision of the conceptual framework indicates that federated happiness is a good predictor variable of commitment, affective commitment and cognitive commitment also influence the degree of happiness (Dember & Brooks, 1989; Buitendach & Field, 2011; Dehaghi, 2012; Mehdad & Iranpour, 2014; Dadghar, et al., 2015). The results of the analyses carried out on these variables show that the sample has consistency, that there is a correlation between happiness and all the commitment variables studied. Therefore, the results would coincide with the variables reviewed in the literature, except for cognitive engagement, since in the conceptual framework cognitive engagement does not seem to be related to happiness (Mehdad & Iranpour, 2014). It is curious

that the results of our analysis indicate that affective commitment is of the three dimensions the one that has the least percentage of variance explained, and the one that has the most affective commitment, leaving the cognitive commitment between the two.

With these results, the directives of the federations will seek to favor the commitment in the federated ones in order to obtain good results and that the sportsmen reach their greater achievements. In this way, federations will also benefit from the achievements of their athletes (Patrick, et al., 1999). Federations should therefore focus their efforts on the happiness of the federation, and thus positively influence all three dimensions of the commitment. In addition, research shows that happiness could be achieved through perceived quality, satisfaction, trust and social relations with other federations. (Loranca-Valle, et al., 2019).

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