

Accepted Manuscript

Facebook as a second screen: An influence on sport consumer satisfaction and behavioral intention

Carmine Sellitto, Chanchai Phonthanukitithaworn

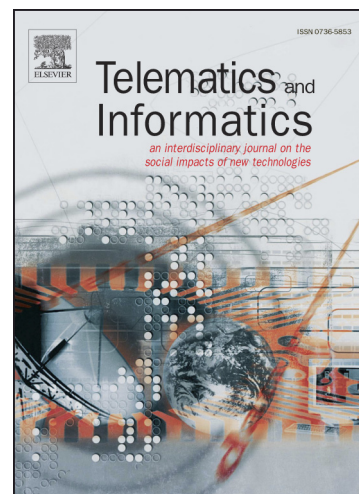
PII: S0736-5853(17)30286-1
DOI: <http://dx.doi.org/10.1016/j.tele.2017.06.011>
Reference: TELE 968

To appear in: *Telematics and Informatics*

Received Date: 8 May 2017
Revised Date: 5 June 2017
Accepted Date: 9 June 2017

Please cite this article as: Sellitto, C., Phonthanukitithaworn, C., Facebook as a second screen: An influence on sport consumer satisfaction and behavioral intention, *Telematics and Informatics* (2017), doi: <http://dx.doi.org/10.1016/j.tele.2017.06.011>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



**Facebook as a second screen: An influence on sport consumer satisfaction
and behavioral intention**

Carmine Sellitto*
College of Business
Victoria University,
300 Flinders Street, Melbourne VIC
Australia.

Phone: +61 3 9919 4341
Email: carmine.sellitto@vu.edu.au

Dr Chanchai Phonthanukitithaworn
Business Administration Division
Mahidol University International College
999 Phuttamonthon 4 Road, Salaya,
Nakhon Pathom 73170,
THAILAND

Phone: +66 0 2441 1329
Email: chanchai.pho@mahidol.ac.th

*Corresponding author

Abstract

Little research has examined the use of social media as people watch live sporting telecasts— an activity that has been referred to as the *second screen phenomenon*. The paper proposes and tests a second screen consumer engagement model that captures the actions of Facebook users (N=299) while watching a live sport telecast. Findings highlight the direct and indirect

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات