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Les composantes de la valeur dans l'auto-organisation équestre

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Résumé :

Objectifs : L'auto-organisation dans les activités sportives et de loisirs a récemment augmenté mais reste peu connue. Cette tendance est la même dans les activités équestres, générant des enjeux économiques et sociétaux pour les institutions et les professionnels du secteur. L'auto-organisation consiste en l'organisation quotidienne, en autonomie, d'une ou plusieurs tâches qui pourraient être sous-traitées. Elle est la conséquence, pour certains pratiquants, d'une inadéquation entre leur demande et l'offre de services disponible. Afin de mieux comprendre les déterminants de l'auto-organisation équestre, cet article étudie la valeur de consommation associée à ce choix organisationnel.

Problématique : Le service sportif, dissocié du bien matériel, est un contrat d'échange immatériel qui requiert la participation du consommateur. Dans ce contexte, cet article analyse les composantes de la valeur de l'auto-organisation sportive. En outre, cette recherche exploratoire vise à comprendre quelles composantes de la valeur influencent la valeur globale de l'auto-organisation, dans le cas des activités équestres, et si cette valeur globale est aussi influencée par l'attachement à l'animal et l'auto-efficacité.

Méthodologie : La méthodologie repose sur une enquête quantitative réalisée en ligne via les réseaux sociaux (Facebook, Twitter et Instagram) pendant six mois en 2021, en France auprès de 615 répondants. L'analyse effectuée mobilise des modèles d'équations structurelles.

Résultats : Les résultats montrent que l'attachement à l'animal, l'auto-efficacité, la valeur économique, la valeur éthique liée au bien-être et les risques d'erreur perçus sont des composantes clés de la valeur de l'auto-organisation équestre. De plus, une nouvelle composante est mise en évidence par la valeur de transmission.

Originalité : Ces résultats ouvrent des perspectives pour de nouvelles stratégies managériales à destination des usagers auto-organisés, dans les activités équestres et plus généralement dans le domaine du sport.

Mots clés : auto-organisation, activités équestres ; valeur de transmission ; valeur éthique ; attachement ; risques perçus ; modèle d'équation structurelle.

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Value Components in Equestrian Self-Organization

Abstract:

Aim: Self-organization in sport and leisure activities has increased recently but remains little known. This trend is the same in equestrian activities, generating economic and societal issues for institutions and professionals of the sector. Self-organization is the daily autonomous organization of one or more tasks that could otherwise be subcontracted. For some practitioners, it is the result of a mismatch between their demand and the supply of available services. To better understand the determinants of equestrian self-organisation, this article examines the consumer value associated with this organizational choice.

Question: The sports service, dissociated from the material good, implies an immaterial exchange contract requiring consumer participation. In this context, this article analyses the value components of sports self-organization, in the case of equestrian activities. In addition, this exploratory research aims to understand which value components influence the overall value of self-organization and whether this overall value is also influenced by attachment to the animal and self-efficacy.

Methodology: The methodology is based on a quantitative survey conducted online via social networks (Facebook, X-Twitter and Instagram) over six months in 2021, in France with 615 respondents. Structural equation models are used in the analysis.

Results: The results show that attachment to the animal, self-efficacy, economic value, ethical value linked to well-being, and perceived risk of error are key components of the value of equestrian self-organization. In addition, a new component is highlighted through the transmission value.

Originality: These findings open up perspectives for new managerial strategies towards self-organized users, in equestrian activities, and more generally in the field of sport.

Keywords: self-organization, equestrian activities; transmission value; ethical value; attachment; perceived risks; SEM.

Value Components in Equestrian Self-Organization

Introduction

What is the value attributed to an activity? The consumption value is the value of an object or a service according to the consumer's perception. Detailed value components qualify the relationship of consumers with the object or service in question using typologies (Aurier et al., 2004; Holbrook, 1994). The value co-creation framework of Leclercq et al. (2016) analyzes the process of consumption value formation. Is the value different when the consumer participates in the service's production, and if so, what are the value components in a self-organized setting?

Self-organization consists of the daily organization, in autonomy, for one or several tasks that could be subcontracted. It can concern various practices or activities. In the field of sport and leisure, self-organized practices are little known. They are the result, for some practitioners, of a mismatch between their demand and the available service supply, with clubs that do not fulfil practitioners' needs for autonomy, or freedom. This autonomization process concerns all sport and leisure activities, such as running, cycling, or horse riding, and it generates economic and societal issues for institutions and professionals. We focus specifically on equestrianism, which has the specificity to involve an animal (a horse) in the activity, which questions the role of attachment to the animal.

Detached from the material good, a sports service is an intangible exchange contract requiring consumer participation. Therefore, we believe that understanding the value of performing the activity can lead to a better understanding of the desired service and, consequently, to better adapting the offer to the demand. In this context, this paper analyzes the value components of self-organization in equestrian sports. Moreover, this research

analyzes the influence of attachment and self-efficacy on the overall value of self-organization, and whether there are some mediating effects of the value components.

The conceptual framework reviews the literature on self-organization and the elements that can influence value creation in equestrian activities. Then, based on an exploratory qualitative survey, we propose a hypothetical theoretical model and test it through a quantitative study. The results are then presented and discussed.

1 Conceptual Framework

Value Creation through Self-Organization

In this study, the principle of self-organization is defined as taking care of activities that could be delegated to a professional, but that can also be self-organized, while using professional services or not. In this perspective, consumer behavior literature observes consumer participation in service activities. The particularity of services is the added value to the offer, created through customer participation (Gabriel et al., 2014). Thus, the experience of service use or purchase creates value. The level of consumer involvement in value creation can vary. Various literature shows the different roles or behaviors of the consumer assuming tasks previously realized by the provider, such as designing, coproducing, or providing information, according to their resources (Dong et Sivakumar, 2017).

In the case of sports services, the consumer must necessarily participate in the activity to benefit from the service. However, self-organization and, more generally, the participation of consumers in a production process depends on their experience and the value they perceive to be created and gained.

The value created by the consumer experience differs according to the situation and includes several components (Aurier et al., 2004). Table 1 proposes an integrative approach of value components in equestrian self-organization adapted from the literature. We hypothesize

that these value components are essential in this specific consumption experience, based on scientific review and field experience.

Table 1 Hypothetical integrative approach of value components in equestrian self-organization, adapted from Holbrook (2002, 2006), Aurier et al. (2004), Richins (1994) and Medberg and Heinonen (2014).

	Extrinsic (means-end relation in which consumption is appreciated for its functional/banal instrumentality to achieve a goal – e.g., a hammer)	Intrinsic (consumption experience is appreciated as an end in itself, for its own sake, as self-justified, playful, or self-sustaining - e.g., the pleasure of a day at the beach)
Self-Oriented (an aspect of selfish consumption for my own good or for the effect it has on me - e.g., a sweater is valuable because it keeps me warm)	Instrumental value Utilitarian (product meets practical needs - the concept of efficiency) Economic value Knowledge (permanent info-seeking behavior, different from pre-purchase info-seeking)	Hedonic value Playful (ability to have fun, the difference between work and play) Experiential stimulation (the ability of the experience to stimulate the senses of the individual)
Others orientated (Consumption experience is evaluated for the effect it has on others- e.g., buying a car to impress neighbours)	Social value Self-expression/status (the ability of the product or service to project self-expression) Social link (product as an aid to social interaction, to exchange in the form of conversations. Two-way communication: other ↔ self) Heritage (customer's and family's experience within the company and their consumption experience)	Altruistic value Spirituality (Experience as a means to a later end but rather as an end valued for its own sake) Shared moral value (adequacy between the ethical standards of the clients and the standards of the other stakeholders)

In their netnography, Medberg et Heinonen (2014) introduce invisible values, as the non-visible result of benefits or sacrifices regarding a customer's experience and relationship with the environment. Following a customer-dominant logic, the invisible values appear from the customer's point of view rather than that of business. Even if Medberg et Heinonen (2014) identified four invisible value factors in bank-customer relationships, one (in red in Table 1) seem relevant in this case study. First, "*Heritage value concerns the history [...] initiated by parents or relatives of the customer*" (Medberg et Heinonen, 2014, p. 599). In equestrian self-organization, the heritage value may gain importance as management often occurs within the family. The second invisible value relevant in our study case, is the shared moral value. This value "*refers to the compatibility between a customer's own moral standards and the*

perceived moral standards of the bank" (Medberg et Heinonen, 2014, p. 599). Shared moral value is positioned in the altruistic component, as it refers to the adequacy between the client's ethical standards and the other stakeholders' standards. In this case study, considering the ethical value component related to the animal's welfare seems important as animal's welfare depends on how equines are housed. The altruistic value component (Holbrook, 2006), based on how the consumer experience is an ethical way of consuming, can be transposed to how people consume ethically for themselves and manage their equine for their welfare in equestrian activities.

Creativity can lead to autonomous practices in sport as professional structures have too much of a constraining frame to offer sufficiently diversified experiences (Galewicz, 2017; Riffaud, 2018). Consequently, the hedonic value component includes experiential stimulation (Aurier et al., 2004) and the pleasure of practicing the desired activities (Hirschman et Holbrook, 1982). Self-organized equestrian users may also be motivated by the social value component, including self-expression, status, and social link (Aurier et al., 2004). Self-organized equestrians are passionate about their activity and wish to exchange with others who share the same goals and values, or to have a more comprehensive social network, as observed for runners (Xie et al., 2020). The status dimension related to the prestige of the self-organization enables members to achieve their goals, enhancing the need for identification and self-realization concerning the image projected to others (Bhattacharya, Rao et Glynn, 1995).

Despite the many similarities between the different recreational practices, such as representing a lifestyle, self-organization within equestrian activities has the specificities to be expensive, either for equestrian activities or caring for the horse. Thus, the influence of economic value could be essential. This dimension is part of the instrumental value component. This component also includes a knowledge dimension related to a permanent

search for information, stimulating the individual (Aurier et al., 2004). Moreover Eslan et al. (2023) emphasized the importance of animal welfare for self-organization. Consequently, the shared moral value (Medberg et Heinonen, 2014) initially considered finally seems to relate to the ethical value linked to equine welfare. The more self-organization meets the self-organized users' horse needs or responds to a specific ethical value, the more they think self-organization has a high overall value. We pose that the different value components can positively influence the perceived overall value of self-organization. Thus, the more users think that a specific value dimension is important, the more important is the overall value (H1).

Self-Efficacy

Self-efficacy concept, introduced by the psychologist Bandura (1997), refers to an individual's beliefs about his ability to complete a task, learn, challenge, or change. In a self-organization context, self-efficacy is the perceived ability to participate successfully and achieve desired outcomes in the production process, because consumers believe they can produce by themselves better and more responsive products (Xie et al., 2008) in challenging tasks. Self-efficacy underlies the motivation to engage in action and perseverance in achieving the goal. People with a keen sense of efficacy tend to be more proactive in attaining goals, anticipating, and preventing stressors. Self-efficacy measures perceive competence (Vaughan- Johnston et Jacobson, 2020) and includes awareness of the possible risk of error. We pose that the more people are confident in their skills, the more they think self-organization has a high overall value (H2). We also suppose that self-efficacy positively influences different value components (H3).

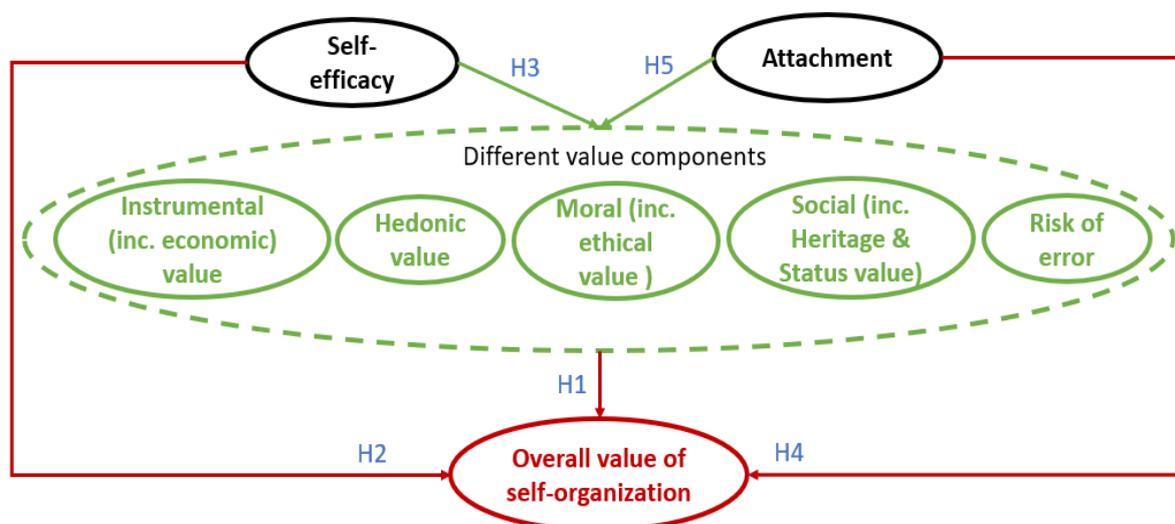
Attachment to the Animal

Attachments and interactions between humans and animals can be of different natures. Equines may be used as "equipment" for many practical and recreational activities or provide aesthetic value and pleasure to consumers. Attachment to an animal can also represent a felt and expressed emotional bond between the animal and its owner (St. George et al., 1998). This concept has already been introduced in the literature by Bowlby (2002) under the principle of attachment theory, firstly applied to the relationship between the child and the mother. The fundamental principle of this theory, in addition to its applicability to all mammal species, is that a child, to develop both emotionally and socially, must create an attachment relationship with a reference person, the caregiver (Rockett et Carr, 2014). In equestrian activities, Le Clinche et al. (2017) observe the type of attachment in the sporting equestrian event and see the equine as an extension of the family. This link also reflects a real passion for the equine, as observed in Eslan et al. (2023). It can lead to behaviors that are sometimes addictive but mostly linked to the playful and experiential pleasure that the relationship with the animal provides. This attachment relationship can develop into a passion with harmonious or obsessive behavior (Rousseau et al., 2002). In a self-organization context, equine owners can live close to their horse and take care of it how they wish, being able to give free rein to their attachment to their equine. Consequently, we suppose that the more users are attached to their animal, the more self-organization has a high overall value (H4), and that the attachment with the animal will positively influence different value components (H5).

Development of a Conceptual Analysis Framework

We consider different value components in the initial framework according to the literature (figure 1).

Figure 1 Hypothetical model of the influence of self-efficacy and attachment on different value components and the overall value of self-organization



Eslan et al. (2023) highlight the fear of being unable to meet equines' needs or of doing mistakes in horses' care, in the context of self-organization. Self-organization also implies many sacrifices since it costs time and money.

The notion of sacrifice shown by Aurier et al. (2004) appears, but the concept of risk is mainly related to strategic management (Mitchell, 1999), or environmental influence in decision-making (Paulraj et Chen, 2007). In tourism, risk assessments are categorized as uncontrollable or self-induced (Wang et al., 2010). Sjöberg et Engelberg (2005) consider risk perception in relation to lifestyles without conclusive results on consumer behavior. In sport literature, risks are more observed according to environmental difficulties rather than organizational ones (Siebert et Kolleck, 2013).

The exploratory qualitative survey emphasizes the need for autonomy and the search for improvement in the process. These findings corroborate Gillet and al.'s work who show that autonomy and competency perceptions influence the motivation to participate in a sport. The need for autonomy and competence implies being at the origin of his own actions and interacting effectively with the environment (Gillet et al., 2008). Therefore, this study

proposes to measure the perceived risks of errors in the context of equestrian self-organization introducing the risks of errors as a value component. Three complementary hypotheses are posed. First, the more you are afraid to make mistakes, the more difficult it seems to self-organize and the greater the overall value of self-organization is (H1). Second, we assume that the more confident people are in their ability to cope with difficulties (self-efficacy), the less feared they are to make mistakes in their independent organization. Third, the more attached to the horse people are, the more afraid they are of making mistakes.

2 Design of the Research

General Methodology

Based on the literature review and a qualitative survey (Eslan et al., 2023), an online quantitative survey via social networks (Facebook, X-Twitter, and Instagram) was carried out during six months in 2021, in France among 615 respondents. Because there is no primary sampling database, this dissemination method makes it easier to reach an unknown population with a convenient sample. The quantitative step seeks to show the influence of self-efficacy and attachment to the animal on overall self-organization value and the effect of the different value components listed in Table 1.

Identifying the Constructs

In the quantitative survey, 48 items were used to measure 13 constructs. To this aim, items were selected from the literature review and completed following the approach proposed by Rossiter (2002). Relying on the results of the qualitative study, items were created to be integrated into the quantitative survey. Therefore, we introduced items related to animal welfare, risk of error, and transmission value. All the items used and their source are presented in appendix.

Exploratory and confirmatory factor analysis (EFA and CFA) was performed with R software (Lavaan package) to verify the scales' structure. Some constructs were not validated and thus discarded, and others were redesigned.

3 Results

Sample Description

671 respondents answered the quantitative survey, 534 are entirely self-organized, and 137 are partially self-organized¹. 56 respondents with more than 11 missing answers were excluded. Finally, the 615 respondents are between 15 and 78 years old and have various socioeconomic statuses. The average duration of self-organization is 10.7 years (Table 2).

Table 2 Sample general description

Age (number in the sample)	15-20 yrs. (17), 21-35 yrs. (294) , 36-49 yrs. (173), 50 yrs and over (100)
Gender	Men 7%, Women 93%
Job category	Farmers 6%, Intermediary profession 6%, Unemployed 6%, Students 7%, Craftsman and Business owners 13%, Executives and Senior intellectuals 27%, Employees/Workers 35%
Geographical area	Urban area = 18%, Suburban area = 46% , Rural area = 36%
Number of equines owned	Average of three equines [1;45]
Average time spent per week with equine(s)	Practicing activities (riding, grooming) = 6.66 hours Husbandry (feeding, pasture care) = 8.79 hours
Average previous duration in a professional structure	9.9 yrs.
Average duration in self-organization	10.7 yrs.

Exploratory Factor Analysis (EFA)

Bartlett's sphericity test shows a significant difference, thus rejecting the correlation hypothesis and verifying the adequacy of the common variance of matrix. The validity of the sample measure quality KMO is good (MSA= 0.8). The EFA carried out on the data collected

¹ These users either owned a horse or used one owned by someone who is self-organized, but they still attended professional structures like a riding school.

online shows a correlation between some of the measurement scales from the literature. The originally selected 48 items represent 80% of variability. However, the measurement scale is purified using a Oblimin rotation (cutoff = 0.3) and removing constructs with only one item. The final scale includes 23 items with a medium KMO (MSA= 0.78) and a good homogeneity of variance. Selection of the nine constructs shows 88% of variability (Table 3).

*Table 3 AFE results after cleaning the measuring scales (Oblimin rotation, loading cutoff = 0.3) and construct reliability and convergent validity after AFE and CFA (variables as numeric) * due to a negative variance of ECO2, the one leftover item, ECO1 loading was fixed with a cumulated variance of 1 (see Appendix for name of codes)*

Construct Code	Self-efficacy	Attachment	Risk of error	Ethical value	Transmission value	Status value	Economic value	Freedom	Overall value
Selfeff1	0.571								
Selfeff2	0.781								
Selfeff3	0.389								
Attach1		0.446							
Attach2		0.513							
Passion1		0.533							
Passion 2		0.753							
Riskerr1			0.704						
Riskerr2			0.768						
Riskerr3			0.656						
Ethic1				0.774					
Ethic2				0.695					
Trans1					1.000				
Trans2					0.412				
Status1						0.549			
Status2						0.793			
Eco1							0.673		
Eco2							0.665		
Val1									0.719
Val2									0.474
Alpha Cronbach	0.71	0.65	0.78	0.71	0.63	0.61	0.59	0.64	0.55
Omega McDonald	0.72	0.67	0.78	0.71	0.64	0.64	0.61	0.66	0.56
AVE	0.45	0.34	0.54	0.55	0.47	0.49	1*	0.39	0.39

The risk of error construct is formed from three items, one from the qualitative survey, one from the autonomy measuring scale, and the last one from the knowledge devaluation

scale. They are associated with each other during the EFA with satisfactory nomological validity. The same phenomenon appears for the status value as for the two retained items; one of them belongs to the status scale and the other to the social devaluation scale. The coefficients α and ω of the self-efficacy, ethical value, and risk of error constructs are above the 0.7 thresholds, as their AVE is close to or above 0.5 (Table 3), so we kept them for the next phase.

We assumed the inheritance of heritage value; however, during the EFA, the items correlated with heritage value are all oriented toward a nomological validity of transmission to heirs such as children or friends. Therefore, we retained the construct, even if the indices are a little under the threshold, as it seems interesting to investigate the transmission value. It posits that the more self-organized users are attached to their equine, the more they think that being autonomous allows them to transmit and share their passion with their loved ones. In addition, the more self-organized users think that being autonomous enables them to transmit and share their passion with their relatives, the more important self-organization is for them (H1b).

Table 4 presents the measuring scales with the retained items following the CFA analysis and is used for the different SEM models presented hereafter.

Table 4 Measuring scales of the retained items for the quantitative survey with AFE results.

Origin	Original item in the literature	Original item in English	Code	Concept
Aurier et al. (2004)	Globalement, je considère qu'aller au cinéma, ça vaut bien l'énergie que j'y consacre	Overall, being autonomous in the management and maintenance of my equine(s) is well worth the energy and time I put into it	Val1	Overall Value
	Globalement, le cinéma ça vaut bien les sacrifices que je consens	Overall, being autonomous in the management of my equine(s) is well worth the sacrifices I make	Val2	
Scholz et al., (2002)	I am confident that I could deal efficiently with unexpected events	I am confident that I could deal efficiently with unexpected events	Selfeff1	Self-efficacy
	I can remain calm when facing difficulties because I can rely on my coping abilities	I can remain calm when facing difficulties because I can rely on my coping abilities	Selfeff2	
	I can handle whatever comes my way	I can handle whatever comes my way	Selfeff3	
Mathwick et al. (2001)	XYZ are good economic value	This mode of organization is a good economic value	Eco1	Economic value
Innocent et François-Lecompte (2020)	Je me sens un peu isolé dans ma démarche de maîtrise de consommation électrique quand je vois toute l'électricité dépensée	It is not always good to be autonomous in the husbandry of your equine(s)	Status1 (reverse code)	Status value

	inutilement dans notre société.			
Bhattacharya, Rao et Glynn (1995)	The museum does not have an outstanding reputation in my community	People who manage their equine(s) independently do not have an outstanding reputation in my community	Status2 (reverse code)	
Qualitative survey		Being autonomous in the husbandry of my equine(s) allows me to meet the needs of my equine(s)	Ethic1	Ethical Value
		Being autonomous in the husbandry of my equine(s) respects their wellbeing	Ethic2	
Innocent et François-Lecompte (2020)	J'aime partager mon expérience au sujet de la consommation d'électricité avec ma famille et mes relations	I like to share my experience about the husbandry of my equine(s) with my family and my relatives	Trans1	Transmission value
Qualitative survey		Being autonomous in the husbandry of my equine(s) allows me to transmit my knowledge to my friends and family	Trans2	
Qualitative survey		I am afraid of making mistakes or errors in the husbandry of my equine(s)	Risqerr1	Risk of error
Innocent et François-Lecompte (2020)	Dans le domaine de la consommation d'électricité je suis gêné par le fait de ne pas toujours savoir comment faire	In the field of husbandry of my equine(s), I am bothered by the fact that I do not always know how to do things	Risqerr2	
Gillet et al. (2008)	Dans mon sport, souvent je ne me sens pas très compétent	In my organization outside the structure, I often don't feel very competent	Risqerr3	
Bures et al. (2019)	Do you spend time each day playing with or exercising your pet?	I spend time each day playing or exercising with my animal	Attach1	Attachment
	How often do you consider your pet to be a member of your family?	I consider my animal as a member of the family	Attach2	
Rousseau et al. (2002)	I cannot live without this gambling game	I can't live without my horse(s)	Passion1	
	I have almost an obsessive feeling for this gambling game	I have a feeling that is almost obsessive for my horse(s)	Passion2	

However, the low AVE of the concepts of this status value and attachment to the animal allows discussion as their alpha and omega criteria were close to 0.7. Overall value with an AVE of 0.39 should have been excluded, but given its importance in the literature, we retained it. The construct of freedom associated three items, during the AFE. One item relates to freedom of action, and two items come from the autonomy measuring scale related to the feeling of achievement and taking decisions; this construct is nomologically valid. However, the reliability and discriminant validity do not meet the threshold, excluding this construct of freedom from the confirmatory analysis. The indices of the CFA model are good: CFI= 0.973, GFI=0.963, SRMR = 0.037, and RMSEA= 0.027.

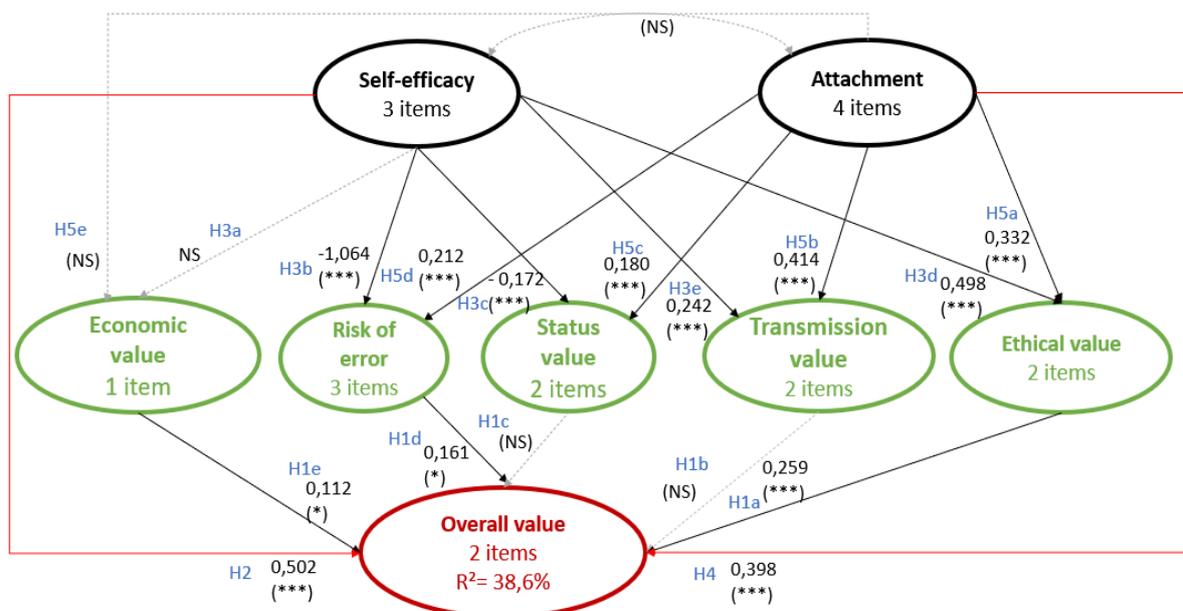
Structural Equation Models

Following this exploratory analysis, we tested different models to observe the distinct influence of value components. In the rest of this paper, we present the structural equation

model based on the hypotheses proposed on Figure 2, which is considered as the best model. The fit indices are good: GFI = 0.948, RMSEA = 0.056, SRMR = 0.096, and CFI = 0.899. However, the construct of economic value posed an issue. When tested during the CFA, the variance of the Eco2 item was negative. In Lavaan, this issue is also a sign that the model could not be identified and that Lavaan is finding a solution by using unreliable parameters. A single item was used in the construct by fixing the variance in relation to the coefficient alpha of the construct obtained in the EFA as Guyon (2020) proposed. This model explains 38.6% of the overall variance of the choice of self-organization.

Considering the first hypothetical model proposed (Figure 1), we derived each hypothesis from both antecedents on the different value components: influence of attachment on value components: H5(a to e); influence of self-efficacy on value components: H3(a to e). Similarly the influence of each value component on overall value constitutes hypothesis H1(a to e) (Figure 2).

Figure 2 Model presenting the overall value of the self-organized equestrians under the effect of two antecedents: attachment and self-efficacy and different value components (significance *** = 0 to 1%; ** = 1 to 5%; * = 5 to 10%)



The findings show a significant positive link between self-efficacy and attachment on the overall value of self-organization. The direct influence of both antecedents demonstrates their importance as the more self-organized users are attached to their horse or feel confident about their skills, the greater the value of self-organization, confirming H2 and H4. In contrast, among all value components, only ethical value (H1a) has a strong positive significance on overall value, confirming the importance given to equine welfare by self-organized users. Risk of error (H1d), as well as economic value (H1e), have a lower significant influence. Status value and transmission value do not influence overall value, invalidating H1b and c. Regarding the effect of status value (H1d), this result underlines an ambivalence about horse riding, which is often considered as elitist and as the self-expression of high social status. In equestrian self-organization, the status does not seem important in the overall value.

Self-efficacy negatively influences risk of error and status value, confirming H3b and H3c. This result shows that the more you feel confident in your skills, the less you fear making mistakes, or giving a status value of equestrian self-organization. This result confirms that self-efficacy related to self-organization influences the need to consider the risks inherent in autonomous practice, as shown by the qualitative interviews, and is often underestimated. Attachment to the equine positively influences all value components (H5a, b, c, d), except economic value (H5e). These findings show that the more people are attached to their equine, the more they are willing to transmit to their entourage, the more they want to offer good welfare conditions to their equines, the more they attribute importance to their status of being self-organized, and the less importance they give to the risk of making mistakes.

Table 5 presents the results of this model.

*Table 5 Regressions of the first model as presented in Figure 1 with the direct effect of self-efficacy and attachment on the overall value of self-organization (H2 and H4) (significant p-value in bold: *** \leq 0.01; 0.1 < ** \leq 0.05; 0.05 < * < 0.1)*

Regressions	Estimate	Std err	p-value
Ethical value ~ Attachment	0.332	0.070	0.000 ***
~ Self-efficacy	0.498	0.076	0.000 ***
Transmission value ~ Attachment	0.414	0.083	0.000 ***
~ Self-efficacy	0.242	0.081	0.003 ***
Risk of error ~ Attachment	0.212	0.074	0.004 ***
~ Self-efficacy	-1.064	0.125	0.000 ***
Status value ~ Attachment	0.180	0.065	0.005 ***
~ Self-efficacy	-0.172	0.063	0.006 ***
Economic value ~ Attachment	-0.005	0.053	0.918 (ns)
~ Self-efficacy	0.068	0.049	0.171 (ns)
Overall value ~ Attachment	0.398	0.125	0.001 ***
~ Self-efficacy	0.502	0.161	0.002 ***
~ Ethical value	0.259	0.085	0.002 ***
~ Transmission value	0.062	0.075	0.406 (ns)
~ Risk of error	0.161	0.092	0.081 *
~ Status value	-0.047	0.079	0.553 (ns)
~ Economic value	0.112	0.125	0.082 *
Covariance			
Self-efficacy ~~ Attachment	-0.017	0.064	0.793 (ns)

Mediation Effects

This model also demonstrates the mediating effect of i) ethical value between attachment and overall value; ii) ethical value between self-efficacy and overall value and iii) risk of error between self-efficacy and overall value. Table 6 presents the type of mediation effect of the different value components between self-efficacy and overall value, and Table 7 presents the mediation effect concerning attachment, according to the interpretation of Zhao et al. (2011).

The indirect effect of self-efficacy on the overall value is mediated by ethical value. This complementary mediation is considered as a medium size effect (est < 0.3). This indirect effect of self-efficacy on overall value is significantly stronger than the direct effect of self-efficacy on ethical value (standardized estimate indirect effect > standardized estimate direct

effect). We observe a similar mediation concerning the effect of ethical value between attachment and overall value. A non-mediation effect occurs for risk of error, transmission, status, and economic values. These findings tend to prove that ethical value mediates the attachment to the equine, self-efficacy, and overall value of self-organization, implying a lesser overall value if ethical value is not respected and present during self-organization.

Concerning the mediation effect of risk of error, the results show a competitive mediation of risk of error between self-efficacy and overall value. The indirect effect of the mediation is indeed negative (Table 7). This effect can be interpreted as a sign of an omitted indirect path in the model (Zhao et al., 2011).

*Table 6 Mediation effects of the different value components between self-efficacy and overall value in the model (Figure 2) (significant p-value in bold: *** ≤ 0.01 ; $0.1 < ** \leq 0.05$; $0.05 < * < 0.1$)*

Self-efficacy	Standardized estimate (std_all)	Std err	p-value	Type of mediation
Total direct effect self-efficacy => Overall value	0.385	0.098	0.000 ***	Complementary mediation of ethical value Competitive mediation of risk of error
Indirect effect ethical value	0.101	0.044	0.003 ***	
Indirect effect risk of error	-0.134	0.100	0.086 *	
Indirect effect transmission value	0.012	0.019	0.432 (ns)	Non-mediation of other value components of the construct of self-efficacy on overall value
Indirect effect status value	0.006	0.014	0.555 (ns)	
Indirect effect economic value	0.006	0.007	0.264 (ns)	

Table 7 Mediation effects of the different value components between attachment and overall value in the model (Figure 2) (significant p-value in bold: *** ≤ 0.01 ; 0.1 < ** ≤ 0.05 ; 0.05 < * < 0.1)

Attachment	Standardized estimate (std_all)	Std err	p-value	Type of mediation
Total direct effect attachment => Overall value	0.419	0.105	0.000 ***	Complementary mediation of ethical value
Indirect effect ethical value	0.067	0.031	0.005 ***	
Indirect effect risk of error	0.027	0.022	0.116 (ns)	Non-mediation of other value components of the construct of attachment on overall value
Indirect effect transmission value	0.020	0.031	0.410 (ns)	
Indirect effect status value	-0.007	0.015	0.570 (ns)	
Indirect effect economic value	-0.000	0.006	0.918 (ns)	

4 Discussion

Triggers for Self-Organization

In the equestrian context, this research highlights the importance of specific antecedents and value components in the overall value attributed to self-organization. Our study shows that, contrary to received ideas about elitism and social representation associated with horse riding, the status value does not seem to influence equestrian self-organization. On the contrary, other dimensions, such as transmission value, ethical value, but also economic value, are important.

Ethical value, in our case, is strongly associated with equine welfare, and not with the ethical preservation of resources or the impression of participating in something bigger as shown in electricity consumption (Innocent et François-Lecompte, 2020). This highlights the importance of the ethical component of value but also shows the necessity to adapt it to each study case, as different kinds of ethical arguments can be considered according to the context. In our case, equine welfare appears essential for self-organized equestrian people. These

results confirm the finding about the importance of equine housing for horse-owners, shown by Hemsworth (2017) and Ruet et al. (2019).

This research brings an original point of view on transmission value. The literature showed the influence of a heritage value inherited from the entourage. This notion, shown by Medberg and Heinonen (2014) in the context of banking, influences providers' choice according to their family's previous experiences. However, in equestrian self-organization, the results reflect the idea of transmission to relatives. The transmission value consists in social sharing with its entourage. This transmission value deserves to be developed and investigated in new research in other sports.

Concerning autonomy, this research is promising. Specific factors like the different value components influence the importance of overall self-organization value, hence the choice to be self-organized. Unfortunately, the constructs of autonomy and freedom were not confirmed during the EFA, so not included in the model, but the strong influence of self-efficacy on the overall value of self-organization, economic value, ethical value, and risk of error proves the importance of trusting one's own ability to become autonomous.

The practice of equestrian activities is often perceived as being reserved for the higher socioeconomic classes (Bourdieu, 1979) with a prestigious status. The image of horses in magnificent stud farms with white fences is often representative of the privileged status of the owner. However, self-organized practitioners are more likely to come from diverse backgrounds (Chantelat et al., 1998; Galewicz, 2017). The results show that people who place a high value on self-organization may or may not all think that having a self-organized equine provides a special status. The status value of having a self-organizing equine is thus inconclusive.

The economic value is seen by Aurier et al. (2004) as part of the utilitarian value. The results are in line with these conclusions, as the economic value influences the overall value

of self-organization. This shows that economic arguments are considered in the choice to self-organize.

The mediation effect result of risk of error suggests further investigation. Mitchell (1999) specifically calls for perceived risk research in leisure activities as empirical studies tend to focus on a medical approach of injuries risks, which are not the scope of this paper, or economic risks. The latter seems to be of a lesser importance than other components in equestrian self-organization. However, according to Zhao et al. (2011)'s interpretation, considering risk of error as a moderator rather than a mediator should be investigated in future research.

The object of attachment, here the horse, is the self-organization keystone. The direct influence on overall value as well as its indirect effects via ethical value are of high importance in self-organization's overall value. These results are in line with the work of Le Clinche et al. (2017) who show that attachment to the horse is also the motivation to participate in equestrian shows. However, the link between attachment and transmission is new. Indeed, Medberg et Heinonen (2014) only showed that a form of relational inheritance was involved in the decision to choose a bank. This study, in self-organization context, shows that the attachment to the horse makes one want to transmit to relatives.

Measurement Scales Evaluation

The measurement of overall value in our study follows the work of Aurier et al. (2004). Constraints and sacrifices assess this value. This evaluation by sacrifices raises the question of how to measure the overall value in general. The hypothesis related to constraints that are too strong decreasing the global value of self-organization seems interesting to pursue further, in line with Bornemann (2020) findings. Indeed, she shows that depending on how a

person is engaged with his/her horse, the way time is consumed fluctuates as the constraints differ according to individuals and the environment (Dashper and Brymer, 2019).

Even if this model seems promising, some limitations persist in this study, such as the low reliability of some constructs. Although sufficient for this type of modelling, the number of individuals in the sample could be increased. Overall, the measurement scales need reworking to confirm the theoretical model, especially for the transmission value, ethical value, economic value, attachment, and overall value. Identifying the model under Lavaan is more efficient when four items define a concept, which was not possible with the database. It would be interesting to develop measurement scales in relation to self-organization, currently beyond this paper scope. However, as a consequence of the results and specifically concerning transmission value, the measurement scale could be confirmed first by the Rossiter (2002) protocol, and then verified via Churchill's paradigm. The lack of variability in the sample limited the investigation, thus needing improvements. Reworking the scales and increasing the number of individuals of the sample are prospective avenues.

Managerial Perspectives

With a focus on the consumer and the value components, this study allows a better understanding of the needs and expectations of self-organized users. Therefore, businesses' tasks are to adapt and innovate to meet individual consumers' expectations better. These results show the importance of adapting the services offer to the self-organized equestrian user's needs. This work raises the question of organization in terms of learning and the role of companies in training self-organized users. The self-organization phenomenon implies a strong contribution from the consumer-producer and a minor contribution from the providers. The provider role is seen more as a support than a creator of the final service (Rayna et al., 2015). Breaking away from a federal sport model, self-organized users are nevertheless

sometimes forced to use commercial or private service providers for support (Gaubert, 2016). Thus, as observed in innovation on online platforms, equestrian companies can co-create new services according to the identified needs of their clients, to support them in their project.

This first approach of analyzing value components in equestrian self-organization shows the importance of specific values. Considering these results, a user typology approach would highlight the importance of specific values according to the different profiles of self-organized users and according to the organization types. Professional structures need to address this issue, to at least keep their customers or develop co-creation activities with these users. The notion of unperceived sacrifices and risks concerning value remains to be further explored. According to the self-organized users' expectations, several types of services are relevant. The attachment to their equine, their desire to respect its welfare, and the wish to transmit their way of living with their horse must be considered by professionals. A comparative analysis between self-organized users and users of professional structures would be interesting as their values may differ and therefore influence the overall value of organization differently.

Conclusion

This study provides valuable results for the equine industry, suggesting the importance of adapting professionals' offer to self-organized equestrians to value components that are essential for the organization of these users. A learning program through apprenticeship should reinforce the search for autonomy instead of dependence for self-organized users. Equestrian services offered in the professional structures would then serve as a support by offering a network and adapted advice for self-organized people. Moreover, the case of self-organized equestrian users could be transferable, on the one hand, to other activities with animals, such as canicross or dog mushing, but also to activities without animals, as the role

of attachment could be found in natural settings with hikers or the mountain with climbers, as suggested by Crockett et al. (2022)

To conclude, this paper adds the concept of transmission value to the literature on autonomy in sport and shows the determining influence of ethical value and risk of error for self-organized users. These value components warn about the need to keep an open mind about new practices and research on animal welfare.

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Appendix : Table of initial items for quantitative survey constructs (in French)

Authors	Initial items	Variable	Presence in final
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		name	scale
	AUTONOMY		
Gillet et al. (2008) 6 items	Dans mon organisation Hors Structure, souvent je ne me sens pas très compétent	Risqerr3	X
	Dans mon organisation Hors Structure, j'ai le sentiment de bien réussir	Aut2	
	Dans mon organisation Hors Structure, je peux prendre des décisions pour la gestion de mon/mes équidé(s)	Aut3	
	Dans mon organisation Hors Structure, je me sens libre d'exprimer mes idées et mes opinions	Aut4	
	Mon mode d'organisation Hors Structure me permet d'être en contact avec des personnes pour lesquelles j'ai beaucoup de sympathie	Aut5	
	Dans mon organisation Hors structure, je me sens à l'aise avec les autres	Aut6	
	ANIMAL ATTACHMENT		
Bures et al. (2019) 3 items	Je passe du temps chaque jour à jouer ou faire de l'exercice avec mon/mes équidé(s)	Attach1	X
	Je considère mon/mes équidé(s) comme un/des membre(s) de ma famille	Attach2	X
	Quand je me sens mal, je cherche du réconfort auprès de mon/mes équidé(s)	Attach3	
	PASSION		
Rousseau et al. (2002) 4 items	Je ne peux pas me passer de mon/mes équidé(s)	Passion1	
	Les choses nouvelles que je découvre avec mon/mes équidé(s), me permettent de l'apprécier davantage	Passion2	
	J'ai un sentiment qui est presque obsessionnel pour mon/mes équidé(s)	Passion3	
	Être avec mon équidé me permet de vivre des expériences variées.	Passion4	
	SELF-EFFICACY		
Scholz et al. (2002) 5 items	J'ai confiance dans le fait que je pourrais faire face efficacement à des événements inattendus	Selfeff1	X
	Je peux rester calme lorsque je suis confronté(e) à des difficultés car je peux me fier à mes habiletés pour faire face aux problèmes	Selfeff2	X
	Peu importe ce qui arrive, je suis généralement capable d'y faire face.	Selfeff3	X

	Je suis certain de pouvoir accomplir mes objectifs	Selfeff4	
	Lorsque je suis confronté(e) à un problème, je suis capable de trouver plusieurs solutions	Selfeff5	
	HERITAGE VALUE -> TRANSMISSION VALUE		
Medberg et Heinonen (2014) 3 items	Être autonome pour la gestion et l'entretien de mon/mes équidé(s) me permet de continuer des habitudes familiales	Her1	
	Ma famille m'a transmis ses connaissances dans la gestion et l'entretien de mon/mes équidé(s)	Her2	
	Être autonome dans la gestion et l'entretien de mon/mes équidé(s) me permet de transmettre mes connaissances à mes proches (amis ou famille)	Trans2	X
	ECONOMIC VALUE		
Matthwick et al. (2001) 2 items	Ce mode d'organisation est avantageux d'un point de vue économique	Eco1	X
	Dans l'ensemble, je suis content(e) des coûts liés à ce mode d'organisation	Eco2	
	RISK OF ERROR		
From qualitative verbatim 6 items	Être autonome pour la gestion et l'entretien de mon/mes équidé(s) est lourd à gérer au quotidien	Risqauto	
	Il est plus risqué pour mes équidés d'être Hors structure que d'être dans une structure professionnelle	Risquequi	
	Je suis inquiet(e) ou stressé(e) de ce qui pourrait arriver à mon/mes équidé(s)	Risqinq	
	Je ne trouve pas le temps de faire autre chose que de m'occuper de mes équidés	Risqtps	
	Mon/mes équidé(s) m'oblige(nt) à être présent et m'empêche(nt) de partir en vacances	Risqvac	
	J'ai peur de me tromper ou de faire des erreurs dans la gestion et l'entretien de mon/mes équidé(s)	Risqerr1	X
	STATUS VALUE		
Bhattacharya, Hayagreeva et Glynn (1995) 2 items	Les personnes qui gèrent de façon autonome leurs équidés n'ont pas une réputation remarquable dans mon groupe social	Statut2	X
	Dans mon groupe social, c'est considéré comme prestigieux de gérer ses équidés en autonomie	Statut3	
	SOCIAL VALUE		
Innocent et François-Lecomte (2020)	J'aime partager mon expérience au sujet de la gestion et de l'entretien de mon/mes équidé(s) avec ma famille et mes relations	Trans1	X

4 items	Ce n'est pas toujours bien vu d'être autonome dans la gestion et l'entretien de ses équidés	Statut1	X
	Être attentif à la gestion et l'entretien de mon/mes équidé(s) entraîne parfois des tensions au sein de mon foyer	Soc3	
	Je me sens un peu isolé(e) dans ma démarche d'être autonome dans la gestion et l'entretien de mon/mes équidé(s)	Soc4	
ALTRUISTIC VALUE / ETHICAL VALUE			
From qualitative verbatim 2 items	Être autonome dans la gestion et l'entretien de mon/mes équidé(s) permet de répondre aux besoins de mon/mes équidé(s)	Ethic1	X
	Être autonome dans la gestion et l'entretien de mon/mes équidé(s) respecte leur bien-être	Ethic2	X
Innocent et François (2020) 2 items	Être autonome dans la gestion et l'entretien de mon/mes équidé(s) donne l'impression de participer, à son niveau, à quelque chose de plus grand	Ethic3	
	Je trouve éthique d'être autonome dans la gestion et l'entretien de mon/mes équidé(s)	Ethic4	
INSTRUMENTAL VALUE : KNOWLEDGE			
Innocent et François-Lecomte (2020) 4 items	J'aime en savoir plus sur la gestion et entretien des équidés	Conn1	
	J'aime observer mon/mes équidé(s)	Conn2	
	Cela m'est difficile d'obtenir les informations nécessaires pour être autonome dans la gestion et l'entretien de ses équidés	Conn3	
	Dans le domaine de la gestion et l'entretien de mon/mes équidé(s), je suis gêné par le fait de ne pas toujours savoir comment faire	Risqerr2	X
OVERALL VALUE			
Aurier et al. (2004) 3 items	Globalement, être autonome dans la gestion et l'entretien de mon/mes équidé(s) vaut bien l'énergie et le temps que j'y consacre	Val1	X
	Globalement, être autonome dans la gestion de mon/mes équidé(s) vaut bien les sacrifices auxquels je consens	Val2	X
	Globalement, être autonome dans la gestion de mon/mes équidé(s) vaut bien les risques que je dois prendre pour le faire	Val3	
From qualitative verbatim 2 items	Être autonome dans la gestion de mon/mes équidé(s), c'est au-dessus de tout, ce n'est pas mesurable	Novaleur1	
	Le fait d'avoir mon/mes équidé(s) chez moi, c'est irremplaçable	Novaleur2	

