Consumer loyalty among fans of sports clubs: How much do they vary across disciplines?

Szczepan Kosciolek
Institute of Entrepreneurship, Faculty of Management and Social Communication, Jagiellonian University, Poland, szczepan.kosciolek@uj.edu.pl

Recommended Citation

Consumer loyalty among fans of sports clubs: How much do they vary across disciplines?

Authors' Contribution:
A Study Design
B Data Collection
C Statistical Analysis
D Data Interpretation
E Manuscript Preparation
F Literature Search

Szczepan Kościołek

Institute of Entrepreneurship, Faculty of Management and Social Communication, Jagiellonian University, Kraków, Poland

abstract

Background: In the sports sector, the expected outcome of having loyal fans is equated with the amount and frequency of game attendance, the purchase of team merchandise, following the club's results in the media, and participation in discussions about the club, whereas the level of loyalty is determined by team identification and customer satisfaction with the team's performance. However, previous studies have not investigated the differentiation of the loyalty of club fans across different sports disciplines. To fill this research gap, the goals of the study were to measure the difference in loyalty behaviors in sports club fans and their determinants across disciplines and to find whether the discipline can affect the general level of loyalty despite other determinants.

Material and methods: The study was conducted in the form of an online survey (n = 1349) spread with the use of commercial advertisements in social media.

Results: Football and speedway fans have higher levels of identification and consumption behaviors than fans of clubs belonging to other sports disciplines. Contrary to expectations, satisfaction with a team's performance made no significant difference among sport fans concerning match attendance and interest-in-media, and it had limited impact on merchandise purchasing.

Conclusions: This study supports evidence from previous observations indicating the leading role of identification in enhancing loyalty behaviors among sports fans. The combination of findings provides some support for the conceptual premise that loyalty behaviors and their determining factors are varied across sports disciplines.

Key words: loyalty behaviours, match attendance, merchandise purchase, team identification, word-of-mouth (WOM).

INTRODUCTION

LOYALTY ATTITUDES AND BEHAVIORS

The concept of loyalty, which is defined by Oliver as "a deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" has previously been widely evaluated in the marketing literature [1]. The interest of researchers and practitioners in loyalty can be easily explained by the positive outcomes of this attitude, including enhancing a customer's profitability through repeat purchases, spreading positive content by talking about the brand, and the willingness to pay more for a product [2–4].

The relevance of maintaining loyalty among customers seems to be especially important in branches like the sports sector that are characterized by the uncertainty of performance outcomes [5–10].

However, none of the previous studies have investigated the differentiation of loyalty attitudes and behaviors across fans of sports clubs belonging to different sports disciplines. Therefore, the goals of this paper were to measure the difference in loyalty behaviors of sports club fans and their determinants across disciplines and to find whether the discipline can affect the general level of loyalty despite other determinants. The study was conducted in the form of an online survey (n = 1349) spread with the use commercial advertisements in social media.

It is hoped that this research will contribute to a deeper understanding of the loyalty behavior of sports fans by including the impact of unanalyzed factors. Moreover, understanding the link between loyalty behaviors, their determinants, and sports disciplines will help sports managers shape marketing programs to be more suited to the specificity of the discipline in which they operate.

MEASUREMENT OF CONSUMER LOYALTY IN SPORT

As Tsiotsou clarified, studies of loyalty among sports fans are undertaken in two main streams. The first one focuses on external factors that influence a customer's relationship with a team. The second one, applied in this study, concerns individual internal psychological factors [11].

The measurement of internal loyalty can be distinguished into attitudinal and behavioral loyalty [12]. Attitudinal loyalty means the psychological commitment of a consumer to the product, while behavioral loyalty refers to the relationship of various forms of consumption and other activities towards the brand by a customer [13]. With the understanding that loyalty is created by a three-step process – cognitively (associated with brand performance), affectively (associated with brand likeability), and behaviorally (associated with the action of repurchasing) [14] – in the explanation of empirical studies, a good practice is to explain loyalty behaviors with attitudinal factors [15].

In the context of sports clubs, the loyalty attitudes among fans imply behavioral outcomes in terms of the amount and frequency of game attendance, watching the club's games on TV, wearing the club's colors and logo, and participating in discussions about the club [6, 9, 11, 16–18]. The two most important loyalty attitudes explaining loyalty behaviors are team identification and customer satisfaction.

Baltic Journal of Health and Physical Activity 2019; Supplement (1): 67-77
Journal of Gdansk University of Physical Education and Sport
e-ISSN 2080-9999

TEAM IDENTIFICATION

Madrigal defines team identification as the valence of the unit relationship between a fan and a team [19]. According to Branscombe and Wann, identifying with a team has a positive impact on one's self-esteem and outlook on life [20]. This fact could be explained by the concept of basking in reflected glory (BIRG), which assumes that fans display the successes of their favorite team as their own [21, 22]. The typical manifestation of BIRG is the tendency to use "we" or "us" when talking about the favorite team. The opposite attitude is cutting off a reflected failure (CORF), which generates the avoidance of identifying with a defeated team.

Many researchers have investigated the role and sources of this attitude. The result of this is a variety of team-related behavioral, affective, and cognitive outcomes. According to Sutton et al. [23], the identification of fans can be improved by increasing the accessibility of the team, building community involvement, and creating opportunities for fans to affiliate with each other. Unsurprisingly, fan identification has a positive impact on several behavioral outcomes, such as: fan loyalty [11, 24, 25], purchasing team merchandise [26], attending team's games [21, 27–33], following team in media [34, 35], engaging in discussion about the team [19, 26, 27, 36, 37], satisfaction with the team's performance [38, 39], and brand equity [5, 6].

CUSTOMER SATISFACTION

Consumer satisfaction is conceptualized as "a customer's overall evaluation of the performance of an offering to-date" [40]. This evaluation is strictly dependent on the expectation the customer had before the consumption of the product [41]. In general, satisfaction can be analyzed in two ways: as transaction-specific and as overall level [42]. Transaction-specific satisfaction concerns a particular service encounter, whereas overall level satisfaction expresses the cumulative notion of all encounters between the customer and the organization. As is noted by Jones and Suh [42], overall satisfaction is a better predictor of future consumer behaviors. Thus, a single-item satisfaction measurement of the favorite team's performance was applied in this study.

It was Madrigal [19] who implemented consumer satisfaction into the measurement of the behaviors of sports fans by showing its role in predicting the likelihood of fans to attend future sports events. More recently, the role of satisfaction with previous games in predicting the intention to attend future games has been proven several times [7, 11, 31]. Moreover, the positive impact of fans' satisfaction on generating word-of-mouth (WOM) marketing [43] and all behavioral intention [44] was found.

As a result, according to Van Leeuwen, Quick, and Daniel [45], keeping fans satisfied should be a strategic goal for sports organizations because it enhances the tendency to repeat consumption experiences. On the one hand, this is difficult because of the dependence of satisfaction on unpredictable variables, such as the team's performance [9]. On the other hand, some fans are able to tolerate weak results from their favorite team by using this opportunity to show their true loyalty to the team [31, 46, 47].

MATERIAL AND METHODS

The data for the study were collected using an online questionnaire from August 2016 to July 2017. The questionnaire was published on the discussion forums of football, basketball, handball, volleyball, and speedway clubs participating in the highest professional leagues in Poland and distributed via a sponsored Facebook ad campaign among the followers of those clubs' fan pages. Using convenience sampling, 1,349 properly filled out questionnaires were received. Respondents who said they were fans of amateur or non-domestic sports clubs were excluded from the study.

The respondents were asked to indicate their age, sex, and favorite sports team and were to answer seven questions on a five-point Likert scale (Table 1). In order to keep the survey short and to make the results of the research comparable with previous studies, it was decided to follow the approach of Trail, Fink, and Anderson [26] and Gray and Wert-Gray [11] and to measure the loyalty concept in the sport sector by using single-item scales. A survey constructed in this way is judged to be doubly concrete in the minds of the raters [48].

The selection of the disciplines was based not only on their popularity in the area of the study, but also on their local specification. In Poland, volleyball is positioned as a weekend sport for families [49], football has a large group of highly involved fans [50], and speedway has a unique popularity with higher match attendance than football matches [51, 52]. The category of other fans was grouped with the rest of the market.

In the sample, football fans comprised the largest group of fans (n = 489; 36%), volleyball fans accounted for 228 fans (19%), speedway fans accounted for 252 fans (17%), and fans of other sports totaled 382 fans (28%) (Table 2).

Table 1. Overview of variables

	Variable	Description	Scale
Y1	Match attendance	'How often do you attend your favorite sport team's games?'	Ordinal
Y2	Interest in media	'How often do you follow your favorite sport team's news and matches in media?'	Ordinal
Y3	Word-of-mouth	'How often do you discuss with others about your favorite sport team?'	Ordinal
Y4	Merchandise purchase	'How often do you buy your favorite sport team's merchandise?'	Ordinal
X1	Identification	'What is your identification level with your favorite sport team?'	Ordinal
X2	Satisfaction	'What is your satisfaction with the recent performance of your favorite sport team?'	Ordinal
X3	Football fan	'I am a football team fan'	Dummy
X4	Speedway fan	'I am a speedway team fan'	Dummy
X5	Volleyball fan	'I am a volleyball team fan'	Dummy

Table 2. Descriptive statistics of the sample

Variable	Frequency	Percentage
Gender		
Male	906	67%
Female	443	33%
Age		
<20	304	23%
21-30	638	47%
31-40	228	17%
41-50	97	7%
>50	82	6%
Sport discipline		
Football fans	489	36%
Volleyball fans	228	19%
Speedway fans	252	17%
Other fans	382	28%

Among loyalty behaviors, talking about the team and generating WOM marketing in this way ($M = 4.54$; $SD = 0.75$) is done in the highest intensity by sports fans (Table 3). Subsequently, interest in the media ($M = 4.30$; $SD = 0.74$), match attendance frequency ($M = 3.77$; $SD = 1.34$), and purchase of merchandise with the club's logos ($M = 4.54$; $SD = 0.77$) are behaviors conducted with less intensity. This gradation seems to be understandable considering the involvement required for each of them. However, the respondents' answers characterize a right-side skewedness that shows the high level of engagement in all items making up the loyalty behaviors construct.

Table 3. Loyalty behaviors of the sports fans

	Mean	SD
Word-of-mouth (WOM)	4.54	0.75
Interest in media (IM)	4.30	0.74
Match attendance (MA)	3.77	1.34
Merchandise purchase (MP)	3.08	1.14
Identification	4.54	0.77
Satisfaction	4.10	1.09

The data analysis consisted of two main steps. In the first one, Kruskal-Wallis tests and Dunn's post-hoc tests were applied to show the difference in terms of the loyalty determinants and four loyalty dimensions across fans of four categories of sports disciplines: football, volleyball, speedway, and others. However, levels of loyalty behavior variables for some disciplines were probably affected by the various levels of the determinants. To give a more complex view on the role of sports discipline in loyalty behaviors, in the second step, the impact of identification and satisfaction were the control, and the importance of the disciplines was isolated. This procedure of constructing four regression models

using loyalty behaviors as dependent variables allowed for an understanding of how loyalty behaviors vary across disciplines when other factors remain at the same level.

RESULTS

In the first step of the analysis, the differences in all measured variables – loyalty factors and loyalty behaviors – were examined (Table 4). This showed that the frequency of match attendance ($H_{M.A.} = 158.41$), merchandise purchasing ($H_{M.P.} = 81.89$), and satisfaction with the team's performance ($H_{SAT.} = 67.30$) are the variables that differentiate fans of sports clubs across disciplines the most.

Table 4. Means, standard deviations, and results of Kruskal-Wallis tests

	Football fans	Volleyball fans	Speedway fans	Others	H
n	*489*	*252*	*228*	*382*	
Identification	4.69[a]	4.31[b]	4.63[ac]	4.43[bc]	53.70***
	(0.64)	(0.91)	(0.67)	(0. 83)	
Satisfaction	3.76	4.27[a]	4.43[a]	4.22[a]	67.30***
	(1.23)	(0.86)	(0.83)	(1.07)	
Match attendance	3.81[a]	2.29	4.40	3.39[a]	158.41**
	(1.27)	(1.37)	(0.97)	(1.33)	
Merchandise purchase	3.34[a]	2.59	3.23[ab]	2.59[b]	81.89***
	(1.00)	(1.20)	(1.05)	(1.20)	
Interest in media	4.19[a]	4.23[a]	4.33[ab]	4.23[b]	29.40***
	(0.83)	(0.67)	(0.68)	(0.67)	
Word-of-mouth	4.46[a]	4.53ab	4.68[b]	4.53[ab]	13.16**
	(0.84)	(0.68)	(0.64)	(0.75)	

Note: For each variable (row), the medians for different disciplines with the same superscript (a or b) are not significantly different ($p < 0.05$) based on Dunn's multiple comparison tests.
***$p < 0.001$; **$p < 0.01$; *$p < 0.05$

In the context of loyalty determinants, identification and satisfaction with a team's performance varied across disciplines. Football ($M.FOOT_{ID.} = 4.69$) and speedway ($M.SPEED_{ID.} = 4.63$) fans were the groups with the highest level of identification with a team. On the other hand, football fans were an exceptional group (all different disciplines are similar to each other) characterized by the lowest level of satisfaction with a team's performance. This is probably because of the relatively weak competitiveness of Polish football teams in contrast to volleyball and speedway local leagues, which remain at the international level.

When it comes to loyalty behaviors, as was mentioned above, match attendance varies the most among sports fans across disciplines. In contrast to the previously analyzed variables, football fans represent the sectoral average ($M.FOOT_{M.A.} = 3.81$), similarly to representatives of other disciplines ($M.OTH._{M.A.} = 3.39$). Two opposite poles of match attendance were formed with the volleyball and speedway fans. The former generate a lower level of match attendance ($M.VOLL._{M.A.} = 2.29$), whereas the latter the highest forms ($M.SPEED._{M.A.} = 4.40$).

Merchandise purchasing was the second most influential behavioral aspect in terms of fan variation. With the highest level of identification among football fans, it can be expected that they consume more club merchandise than fans of other disciplines, including volleyball. Speedway fans are the only fans who buy products with a club's logos to a similar extent.

Interest-in-media and WOM are the least varying variables of loyalty behaviors ($H_{I.M.}$ = 29.40; H_{WOM} = 13.16). In general, fans of other disciplines (excluding volleyball and speedway) demonstrate a significantly lower interest in the media than football fans, whereas volleyball fans participate in discussions about their favorite club even more often than football fans.

In the second step of the analysis, which isolated the impact of identification and satisfaction, the influence of sports disciplines was adopted into the regression model as binary variables. In this way, four regression models, one for each loyalty behavior, were estimated (Table 5). The results of this procedure revealed that, in most cases, identification with a sports club is the most powerful factor explaining the level of loyalty behaviors.

Table 5. Summary of regression models

	Y1: MA		Y2: IM		Y3: WOM		Y4: MP	
	Coeff.	*t*	*Coeff.*	*t*	*Coeff.*	*t*	*Coeff.*	*t*
X0: Constant	1.54	7.06***	2.97	22.97***	2,40	19,16***	0,05	0,26
X1: Identification	0.65	14.96***	0.31	11.98***	0,40	15,94***	0,61	16,54***
X2: Satisfaction	-0.11	-3.68***	0.03	1.60	0,09	5,10***	0,05	1,97*
X3: Football fan	-0.34	-4.17***	-0.33	-6.85***	-0,14	-2,96**	0,22	3,15**
X4: Speedway fan	0.36	3.69***	-0.19	-3.23**	0,03	0,56	0,12	1,44
X5: Volleyball fan	-0.94	-9.89***	-0.19	-3.43***	0,04	0,67	-0,31	-3,85***
adj-R^2	0.242		0.123		0.198		0.228	
F	86.950		38.675		67.866		80.466	
p-value	<0.001***		<0.001***		<0.001***		<0.001***	

***$p < 0.001$; **$p < 0.01$; *$p < 0.05$

When analyzing the first model (Y1), match attendance is determined by identification with a team and all sports disciplines, such as football, volleyball, and speedway. This means that, when controlling the role of identification and satisfaction, speedway fans are willing to attend matches more often than others, whereas football and volleyball fans attend matches less often than others. Satisfaction with a team's performance is also a statistically significant variable that explains match attendance; nevertheless, its role is negative (X2 = -0.11; $p < 0.001$). This is because the model controls the impact of the sports discipline. It must be noted that football fans, who dominated in the sample, were highly dissatisfied with the results of their favorite team. Thus, satisfaction cannot be treated as a factor in match attendance.

Similarly, interest-in-media is affected by the identification level and affiliation with a sports discipline. Again, satisfaction with a team's performance was not a factor influencing this loyalty behavior. Surprisingly, when excluding the role of identification, football fans are less interested in news of the team. The negative effect of volleyball can also be noted, whereas with speedway it is moderately positive. The explanation of that fact can be a sport's popularity: when a discipline is narrowly described in the media, it forces fans to be more dedicated in finding news about their favorite team.

In the case of WOM, both identification and satisfaction significantly affect frequency in talking about the team. However, this time satisfaction generates loyalty behavior (X2 = 0.40; $p < 0.001$) and its impact is considerably lower than the impact of identification with a team (X1 = 2.40; $p < 0.001$). Interestingly, WOM is the only variable that was not differentiated by a sports discipline.

If we now turn to the last model (Y4) explaining merchandise purchasing, the limited role of satisfaction as a factor affecting this loyalty dimension can be seen (X2 = 0.05; p < 0.05). The act of buying items with a club's colors and logo is mostly determined by the identification level (X1 = 0.61) and the discipline represented by the fan. Football fans and volleyball fans are situated at two opposite poles: the former consume their club's products the most (X3 = 0.22; p < 0.001), whereas the latter purchase their team's merchandise the least (X5 =-0.31; p < 0.001).

To sum up the above results, the loyalty profile of each discipline's fans can be described as follows:

- Football fans – the group highly identifies with the supported team, and their high frequency of match attendance and merchandise purchasing is comparable only with speedway fans. This high level of all aspects of loyalty behaviors is the result of identification with a team, while satisfaction with its performance does not influence their consumption habits;
- Volleyball fans – supporters do not greatly identify with their favorite team, but are relatively satisfied with its results; this fact leads them to promote their club, mostly through interest-in-media and generating WOM marketing about the team. On the other hand, this group generally has a low level of match attendance and merchandise purchasing, even excluding the impact of their low identification with their team;
- Speedway fans – these fans have the second-highest identification level, are usually satisfied with their team's performance, attend matches extremely often, are interested in news of the team in the media, and talk about the team a lot. This is probably the most beneficial group of clients in the sports club sector. When other loyalty factors are controlled, being a speedway fan still influences loyalty behaviors;
- Other fans – these fans have the second-highest identification level and are usually satisfied with their favorite teams. Fans of other sports is a group mostly formed of handball and basketball fans that represent an average level of identification, satisfaction, and all other loyalty behaviors (excluding merchandise purchasing).

CONCLUSIONS

The aim of the present research was to examine the differences in sports club fans' loyalty behaviors and loyalty determinants across disciplines, and to find whether the discipline can affect the general level of loyalty despite other determinants. The results of this study show that identification is the most influential determinant in predicting loyalty behaviors. Moreover, this factor considerably differs across disciplines – it is the highest among football fans and the lowest among volleyball fans. As a result, when comparing the loyalty behaviors of fans of clubs belonging to different sports, the level of loyalty behaviors also varies a lot. On the other hand, satisfaction with a team's performance was not an important factor in this. This has both theoretical and practical implications.

The findings reported here shed new light on the role of satisfaction with a team's performance. It made no significant difference among sport fans concerning match attendance and interest-in-media, and it had limited impact on merchandise purchasing. Considering the uncertainty of results in sports and the difficulties of planning team performance in the short run, this appears to be positive information for sports clubs managers. It shows that they should

emphasize increasing fans' identification with their sports club more than communicating "how good" the results of the club are.

Finally, the results of the study revealed that loyalty behaviors across some disciplines can remain at a high level despite the different levels of the determinants between them. The exemplification of that fact is the case of speedway in Poland, which generates higher match attendance and merchandise purchases resulting from the high level of identification. Despite the fact that this sport is location-specific, this rule could work for any different local sports phenomenon in other countries.

LIMITATION AND RECOMMENDATIONS

This study is limited by the sampling procedure and the research approach. The data were gathered using convenience sampling by distributing surveys through social media. As a result, the sample was dominated by highly engaged fans, which means that the sample lacks non-regular fans. In this paper, moreover, the single-item scale was applied to make the results fully comparable with the benchmarking paper of Gray and Wert-Gray [11] and to make the survey short and easy to complete [48].

However, further studies should enhance this approach and replicate the measurement of loyalty behavior among sports fans using multi-item scales. It could be interesting to add new disciplines to the analysis and to project one model of loyalty behaviors using structural equation modelling, including team identification and team satisfaction scales, and to build a loyalty behavior construct with a known element of sports fans' loyalty (such as match attendance, interest-in-media, WOM marketing, and merchandise purchasing) as one output.

REFERENCES

[1] Oliver RL. Whence consumer loyalty? J Mark. JSTOR; 1999;3344. https://doi.org/10.2307/1252099

[2] Keller KL. Conceptualizing, measuring, and managing customer-based brand equity. J Mark. JSTOR; 1993;122. https://doi.org/10.1177/002224299305700101

[3] Evanschitzky H, Ramaseshan B, Woisetschläger DM, Richelsen V, Blut M, Backhaus C. Consequences of customer loyalty to the loyalty program and to the company. J Acad Mark Sci. 2012;40(5):625-38. https://doi.org/10.1007/s11747-011-0272-3

[4] See-To EWK, Ho KKW. Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis. Comput Human Behav. 2014;31(1):182-9. https://doi.org/10.1016/j.chb.2013.10.013

[5] Lee S, Shin H, Park J-J, Kwon O-R. A brand loyalty model utilizing team identification and customer satisfaction in the licensed sports product industry. J Res. 2010;5(1):60-7.

[6] Bauer HH, Stokburger-Sauer NE, Exler S. Brand image and fan loyalty in professional team sport: A refined model and empirical assessment. J Sport Manag. 2008;22:205-26. https://doi.org/10.1123/jsm.22.2.205

[7] Bodet G, Bernache-Assollant I. Consumer loyalty in sport spectatorship services: The relationships with consumer satisfaction and team identification. Psychol Mark. 2011;28(8):781-802. https://doi.org/10.1002/mar.20412

[8] Bristow DN, Sebastian RJ. Holy cow! Wait'til next year! A closer look at the brand loyalty of Chicago Cubs baseball fans. J Consum Mark. 2001;18(3):256-75. https://doi.org/10.1108/07363760110392976

[9] Gladden JM, Funk DC. Understanding brand loyalty in professional sport: Examining the link between brand associations and brand loyalty. Int J Sport Mark Spons. 2001;3(1):54-81. https://doi.org/10.1108/IJSMS-03-01-2001-B006

[10] Tsiotsou RH. Sport team loyalty: Integrating relationship marketing and a hierarchy of effects. J Serv Mark. 2013;27(6):458-71. https://doi.org/10.1108/JSM-01-2012-0002

[11] Gray GT, Wert-Gray S. Customer retention in sports organization marketing: Examining the impact of team identification and satisfaction with team performance. Int J Consum Stud. 2012;36(3):275-81. https://doi.org/10.1111/j.1470-6431.2011.00999.x

[12] Fournier S. Consumers and their brands: Developing relationship theory in consumer research. J Consum Res. 1998;24(4):343-73. https://doi.org/10.1086/209515

[13] Dick AS, Basu K. Customer loyalty: toward an integrated conceptual framework. J Acad Mark Sci. 1994;22(2):99-113. https://doi.org/10.1177/0092070394222001

[14] Back K-J, Parks SC. A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. J Hosp Tour Res. 2003;27(4):419-35. https://doi.org/10.1177/10963480030274003

[15] Chaudhuri A, Holbrook MB. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. J Mark. 2001;65(2):81-93. https://doi.org/10.1509/jmkg.65.2.81.18255

[16] Fink JS, Trail GT, Anderson DF. Environmental factors associated with spectator attendance and sport consumption behaviour: Gender and team differences. Sport Mark Q. 2002;1191):8-19.

[17] Funk DC, Mahony DF, Ridinger L. Characterizing consumer motivation as individual difference factors: Augmenting the sport interest inventory (SII) to explain level of spectator support. Sport Mark Q. 2002;11(1):33-43.

[18] Mahony DF, Madrigal R, Howard D. Using the Psychological Commitment to Team (PCT) Scale to segment sport consumers based on loyalty. Sport Mark Q [Internet]. 2000;9(1):15–25. Available from: http://thesportjournal.org/article/tag/psychological-commitment/

[19] Madrigal R. Cognitive and affective determinants of fan satisfaction with sporting event attendance. J Leis Res. 1995;27(3):205-27. https://doi.org/10.1080/00222216.1995.11949745

[20] Branscombe NR, Wann DL. The positive social and self-concept consequences of sports team identification. J Sport Soc Issues. 1991;15(2):115-27. https://doi.org/10.1177/019372359101500202

[21] Wann DL, Branscombe NR. Die-hard and fair-weather fans: Effects of identification on BIRGing and CORFing tendencies. J Sport Soc Issues. 1990;14(2):103-17. https://doi.org/10.1177/019372359001400203

[22] Cialdini RB, Borden RJ, Thorne A, Walker MR, Freeman S, Sloan LR. Basking in reflected glory: Three (football) field studies. J Pers Soc Psychol. 1976;34(3):366. https://doi.org/10.1037//0022-3514.34.3.366

[23] Sutton WA, McDonald MA, Milne GR, Cimperman J. Creating and fostering fan identification in professional sports. Sport Mark Q. 1997;6:15-22.

[24] Desarbo W, Madrigal R. Exploring the demand aspects of sports consumption and fan avidity. INFORMS J Appl Analyt. 2012;42(2):199-212. https://doi.org/10.1287/inte.1110.0575

[25] Lock D, Heere B. Identity crisis: A theoretical analysis of 'team identification' research. Eur Sport Manag Q. 2017;17(4):413-35. https://doi.org/10.1080/16184742.2017.1306872

[26] Trail GT, Fink JS, Anderson DF. Sport spectator consumption behavior. Sport Mark Q. 2003;12(1):8-17.

[27] Swanson SR, Gwinner KP, Larson B V., Janda S. Motivations of college student game attendance and word-of-mouth behavior: The impact of gender differences. Sport Mark Q. 2003;12(3):151-62.

[28] Fischer RJ, Wakefield K. Factors leading to group identification: A field study of winners and losers. Psychol Mark. 1998;15(1):23-40. https://doi.org/10.1002/(SICI)1520-6793(199801)15:1<23::AID-MAR3>3.0.CO;2-P

[29] Branscombe NR, Wann DL. Role of identification with a group, arousal, categorization processes, and self-esteem in sports spectator aggression. Hum Relations. 1992;45(10):1013-33. https://doi.org/10.1177/001872679204501001

[30] Laverie DA, Arnett DB. Factors affecting fan attendance: The influence of identity salience and satisfaction. J Leis Res. 2000;32(2):225-46. https://doi.org/10.1080/00222216.2000.11949915

[31] Matsuoka H, Chelladurai P, Harada M. Direct and interaction effects of team identification and satisfaction on intention to attend games. Sport Mark Q. 2003;.12(4):244-53.

[32] Murrell AJ, Dietz B. Fan support of sport teams: The effect of a common group identity. J Sport Exerc Psychol. 1992;14(1):28-39. https://doi.org/10.1123/jsep.14.1.28

[33] Wann D, Bayens C, Driver A. Likelihood of attending a sporting event as a function of ticket scarcity and team identification. Sport Mark Q. 2004;13(4):209-215.

[34] Hunt KA, Bristol T, Bashaw RE. A conceptual approach to classifying sports fans. J Serv Mark. 1999 Dec;13(6):439-52. https://doi.org/10.1108/08876049910298720

[35] Real MR, Mechikoff RA. Deep fan: Mythic identification, technology, and advertising in spectator sports. Sociol Sport J. 1992 Dec;9(4):323-39. https://doi.org/10.1123/ssj.9.4.323

[36] Madrigal R, Chen J. Moderating and mediating effects of team identification in regard to causal attributions and summary judgments following a game outcome. J Sport Manag. 2008;22(6):717-33. https://doi.org/10.1123/jsm.22.6.717

[37] Verhoef PC, Franses PH, Hoekstra JC. The effect of relational constructs on customer referrals and number of services purchased from a multiservice provider: does age of relationship matter? J Acad Mark Sci. 2002;30(3):202-16. https://doi.org/10.1177/0092070302303002

[38] Madrigal R. Cognitive and affective determinants of fan satisfaction. J Leis Res. 1995;27(3):205-27. https://doi.org/10.1080/00222216.1995.11949745

[39] Wann DL, Schrader MP. Team identification and the enjoyment of watching a sporting event. Percept Mot Skills. 1997;84(3):954. https://doi.org/10.2466/pms.1997.84.3.954

[40] Johnson MD, Fornell C. A framework for comparing customer satisfaction across individuals and product categories. J Econom Psychol. 1991;12(2):267-286. https://doi.org/10.1016/0167-4870(91)90016-M

[41] Brady MK, Cronin Jr JJ, Brand RR. Performance-only measurement of service quality: A replication and extension. J Bus Res. 2002;55(1):17-31. https://doi.org/10.1016/S0148-2963(00)00171-5

[42] Jones MA, Suh J. Transaction-specific satisfaction and overall satisfaction: An empirical analysis. J Serv Mark. 2000;14(2):147-59. https://doi.org/10.1108/08876040010371555

[43] Kuenzel S, Yassim M. The effect of joy on the behaviour of cricket spectators: The mediating role of satisfaction. Manag Leis. 2007;12(1):43-57. https://doi.org/10.1080/13606710601056497

[44] Biscaia R, Correira A, Rosado A, Maroco J, Ross S. The effects of emotions on football spectators' satisfaction and behavioral intentions. Eur Sport Manag Q. 2012;12(3):227-42. https://doi.org/10.1080/16184742.2012.679949

[45] Van Leeuwen L, Quick S, Daniel K. The sport spectator satisfaction model: A conceptual framework for understanding the satisfaction of spectators. Sport Manag Rev. 2002;5:99-128. https://doi.org/10.1016/S1441-3523(02)70063-6

[46] Yoshida M, Heere B. Sport marketing in Asia: exploring trends and issues in the 21st century. Sport Mark Q. 2015;24:207–13.

[47] de Ruyter K, Wetzels M. With a little help from my fans – Extending models of pro-social behaviour to explain supporters' intentions to buy soccer club shares. J Econ Psychol. 2000;21(4):387-409. https://doi.org/10.1016/S0167-4870(00)00010-6

[48] Rossiter JE. The C-OA-SE procedure for scale development in marketing. Int J Res Mark. 2002;19(4):30. https://doi.org/10.1016/S0167-8116(02)00097-6

[49] Kossabucka A, Kossakowski R. Dwa sety komercjalizacji. Studium porównawcze siatkówki w Hiszpanii i Polsce [Two sets of commercialisation. A comparative study of volleyball in Spain and Poland]. Przegl Soc Jakośc. 2015;XI(2):160-84. Polish.

[50] Kościółek S, Nessel K. Market segmentation of football fans in poland. In: Zhang JJ, Pitts BG, editors. Globalized sport management in diverse cultural contexts. Routledge; 2019, 154-76. https://doi.org/10.4324/9780429264344-8

[51] Ekstrastats. Frekwencja na stadionach 16/17 [Attendance at stadiums 2016/17]. 2018 [Available from: http://ekstrastats.pl/frekwencja-na-stadionach/] . Polish.

[52] [PGE Speedway Ekstraliga. Frekwencja 2018 [Attendance 2018]. 2018 [Available from: https://speedwayekstraliga.pl/statystyki/frekwencja/?y=2018] [Access 2019 Jan 23]. Polish.