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The effects of perceived CSR, pride, team identification, and regional attachment: the moderating effect of gender

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ABSTRACT

The aim of this paper was to investigate specific mechanisms of how sport fans' perceived corporate social responsibility (CSR) of teams could enhance their sense of pride, team identification, and regional attachment. The mediating effect of gender was also examined. A theoretical research model was investigated via multi-group structural equation modeling (SEM) using 317 survey responses. The results indicate that pride is an important mediator of the relationship between perceived CSR and team identification, and team identification was found an important predictor of regional attachment. Additionally, the results suggest that these relationships were much stronger amongst males. In both genders, perceived CSR was an important indicator for enhancing pride.

KEYWORDS:

Disclosure statement

No potential conflict of interest was reported by the authors.

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