









ABSTRACT

Reprints & Permissions

Full Article

Figures & data

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.

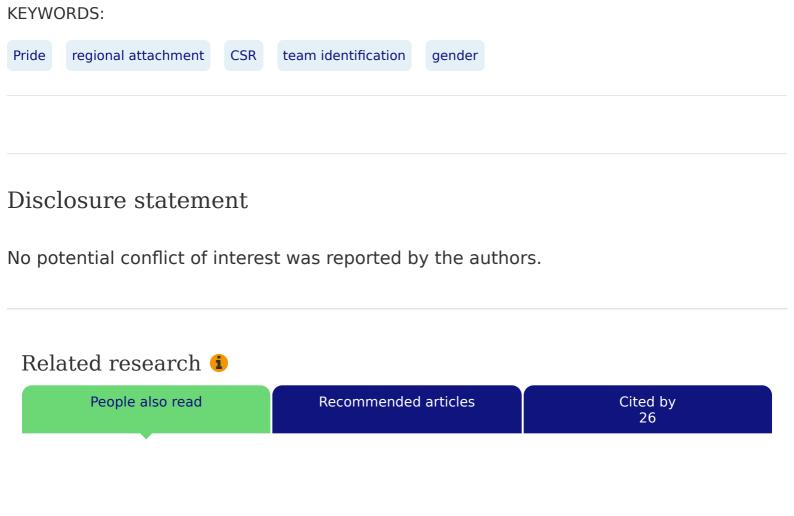
References

Read this article

66 Citations

Share

Metrics



Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up











Accessibility



Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions



Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG