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Factors Affecting Soccer Club Season Ticket Holders' Satisfaction: The Influence of Club Image and Fans' Motives

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Notes

1. Sign value: “How prestigious the product is to the customer in relation to his/her social environment. The customer's status is reflected through the product” (Kristensen, Martensen, & Gronholdt, [1999](#), p. 606).

Related Research Data

Predicting which season ticket holders will renew and which will not

Source: Informa UK Limited

Scale of spectators’ motivations at soccer events

Source: Informa UK Limited

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