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European Sport Management Quarterly > Volume 6, 2006 - Issue 1

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ARTICLE

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

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Pages 1-22 | Published online: 17 Feb 2007

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ABSTRACT

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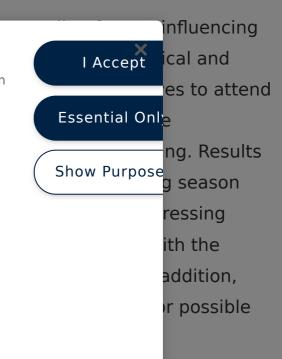
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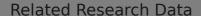
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Notes

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, <u>1999</u>, p. 606).



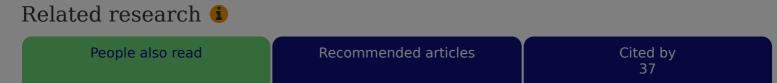
Predicting which season ticket holders will renew and which will not

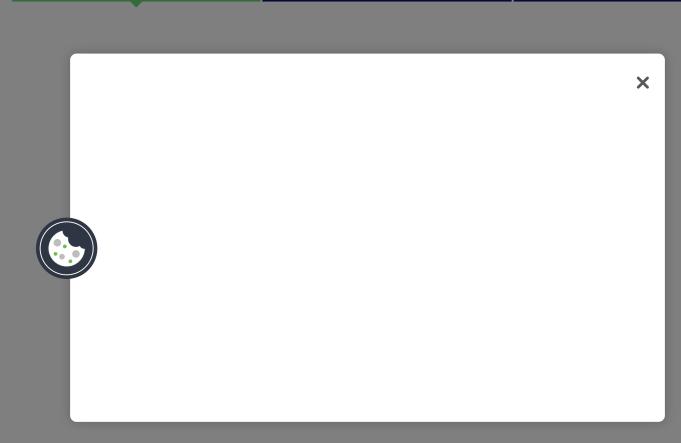
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Scale of spectators' motivations at soccer events

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