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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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Abstract

This research is based on an integrated approach to understanding factors influencing soccer season ticket holders' satisfaction. It attempts to extend the theoretical and empirical evidence on the causal relationships between club's image, motives to attend to a home match and to purchase to a season ticket, and satisfaction. These relationships were empirically validated using a structural equations modeling. Results indicate that both club image and motives lead to higher satisfaction among season ticket holders. Furthermore, the effect of a cognitively oriented motive (expressing financial advantages) is twice as strong as the effect of the motive linked with the image of a major club, which is both cognitively and emotionally driven. In addition, implications for sport marketers are discussed and suggestions are made for possible future research.

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).

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