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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

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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).

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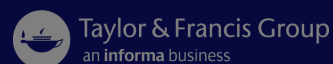
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