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

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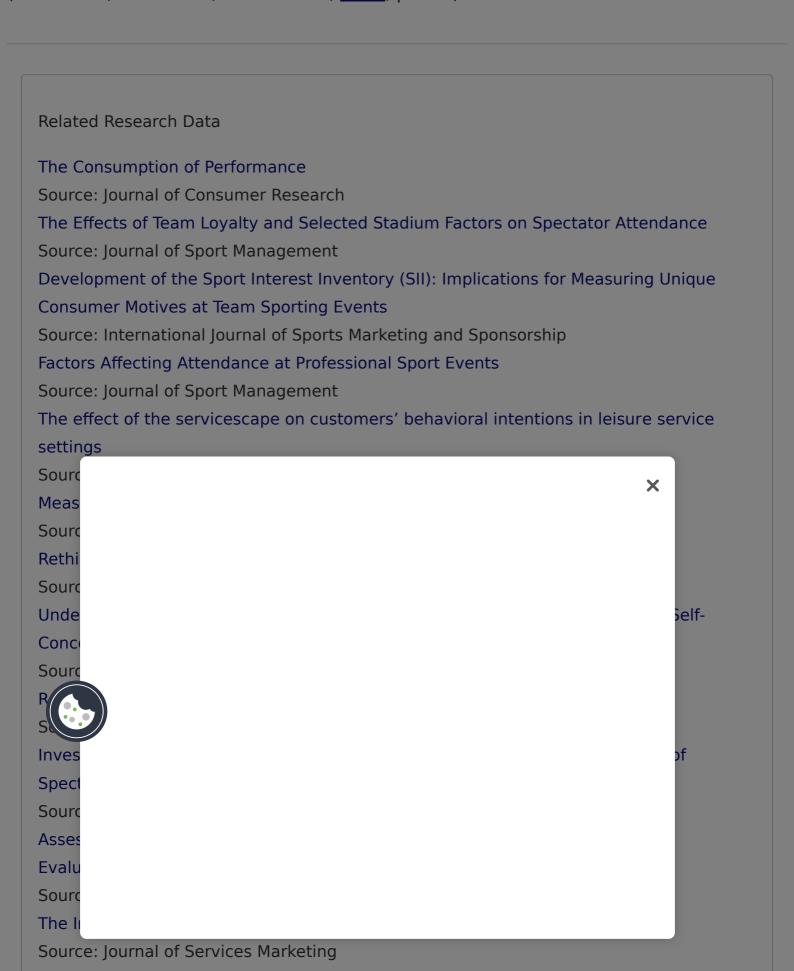
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Notes

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, 1999, p. 606).



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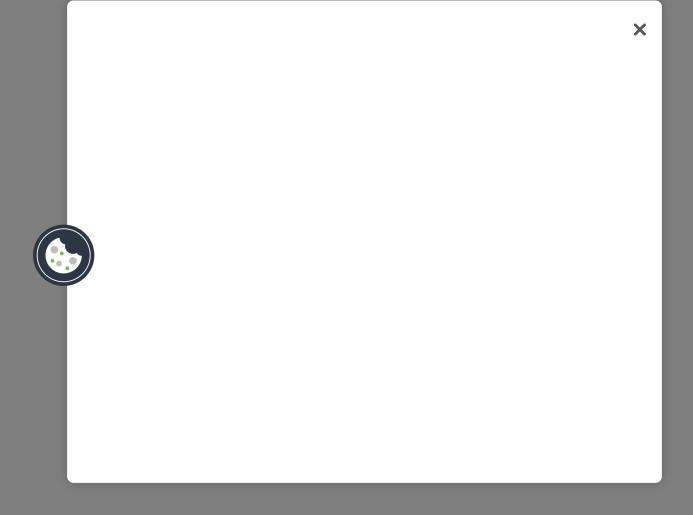
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