

# A Study of the Effects of Sports Team Identification and Relationship Quality on the Loyalty of Fans - Using Brother Ele

張竣傑、李城忠

E-mail: 9800890@mail.dyu.edu.tw

## ABSTRACT

This study combined two concepts to discuss the sports team identification and relationship quality. Most of past studies on consuming behavior of baseball fans before focused on fans' degree of identification and satisfaction to investigate the loyalty of fans. The main purpose of this study is to construct a behavior model of fans combining sports team identification, relationship quality, and the loyalty of fans to provide related authorities with references on developing strategies of sports activities.

The subjects of this study were the fans of Brother Elephants Baseball Team, who attended the games taken place at Sinjhuang Baseball Field on July 25, 2008 and at Tianmu Baseball Field on July 27, 2008. A model was constructed to demonstrate how sports team identification and relationship quality influence the loyalty of fans. The relationships between each variable were analyzed via structural equation modeling. The data were collected by questionnaire survey. A total of 340 questionnaires were distributed, and 320 valid ones were returned. The findings and suggestions of this research are as follows:

1) Sports team identification has positive influence on the loyalty of fans. 2) Sports team identification has positive influence on relationship quality. 3) The relationship quality of sports team and fans has positive influence on the loyalty of fans.

In sum, to increase sports team identification and to construct good relationship quality at the same time are strongly recommended, which would result in dominant increase of the loyalty of fans. Therefore, this study suggested that sports team should put emphasis on increasing fans' degree of satisfaction and trust and adjust the factors that influence sports team identification at anytime to increase the loyalty of fans.

Keywords : sports team identification、relationship quality、loyalty of fans

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