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## Research Report

# Fulfilment of sport consumption motives, fan commitment and loyal fan behaviour

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*Band  
10*

Wolf-Dieter Hiemeyer / Marcus Stumpf (Hrsg.)

*Fulfilment of Sport Consumption Motives,  
Fan Commitment and Loyal Fan Behaviour*

~  
Hendrik Godbersen, Nina Roß, Luca Rebeggiani

KCMS Schriftenreihe



KCMS KompetenzCentrum für  
Marketing & Sales Management  
der FOM Hochschule für Oekonomie & Management

**Hendrik Godbersen, Nina Roß, Luca Rebeggiani**

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***Fulfilment of Sport Consumption Motives,  
Fan Commitment and Loyal Fan Behaviour***

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## Foreword

The professional sports industry has become a substantial economic force in recent decades. The German Bundesliga, with a revenue of approximately Euro 4.5bn per season, may serve as an example of this trend. One of the key drivers of this economic success is the fans of professional sport organisations who attend and watch sport events, buy merchandise, and talk favourably about their sport organisation. Against this backdrop, it becomes apparent that a comprehensive investigation of the antecedents of the afore-described loyal fan behaviour is more than fruitful.

The authors of the current publication pursue exactly this objective. The authors hypothesise that the fulfilment of sport consumption motives lead to higher fan commitment on three dimensions, which, in turn, affect loyal fan behaviour. To test this hypothesised model, data was collected from an impressive sample of more than 700 participants. The results provide a valuable framework for how professional sport organisations should emotionally position themselves to form strong connections with their fans through exciting, enjoyable and beautiful experiences. Moreover, this publication contributes to the academic discussion about defining and segmenting fans, and categorising sport consumption motives.

Thus, the findings of the current publication advance the academic knowledge of fans, fan behaviour, fan commitment and sport consumption motives on one hand. On the other hand, practitioners are provided with a strategic approach of how to engage and interact with fans, who should be understood as the essential focus of professional sport organisations' marketing efforts.

Frankfurt and Munich, August 2025

Prof. Dr. Marcus Stumpf & Prof. Dr. Wolf-Dieter Hiemeyer

Directors of KCMS Competence Centre for Marketing & Sales at  
FOM University of Applied Sciences

**Abstract**

Our study aims to identify the effects of the fulfilment of sport consumption motives on the components of fan commitment and their effects on loyal fan behaviour. Utilising a sample of 707 business psychology students, we measured the fulfilment of sport consumption motives, fan commitment and loyal fan behaviour with regard to football teams of the first German division and analysed the relationship of these constructs by applying partial least squares path modelling.

One of our key findings is that sport consumption motives are highly correlated. Furthermore, our results reveal that, in descending order, the fulfilment of group affiliation, self-achievement, entertainment, eustress, and aesthetic motives have an impact on affective fan commitment, which, in turn, affects loyal fan behaviour.

Amongst others, our results indicate that sport consumption motives and their fulfilment should be understood as complex phenomena on multiple interrelated dimensions, which could be utilised in segmenting sport fans. With the aim of strengthening loyal fan behaviour, sports managers should aim for an emotional positioning of their sports team and focus on fulfilling group affiliation and self-achievement motives with first priority, entertainment and eustress motives with second priority, and aesthetic motives with third priority.

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## **1 Introduction**

Fans form an essential part, one could even argue the core, of the business model of professional sports organisations, as we will show in the next section. Thus, we will introduce fans and loyal fan behaviour toward professional sports teams, which largely determines their economic success. We will further argue that loyal fan behaviour is affected by fan commitment, which, in turn, depends on the fulfilment of sport consumption motives. Based on this theorisation, we will present our hypothesised model and derive the respective research questions, which aim to empirically test the afore-mentioned relationships. On this theoretical basis, we will explain the method of our empirical study and present the respective results. Eventually, we will outline the implications of our research, show its limitations and give an outlook on future research.

## 2 Theory

We introduce fans and loyal fan behaviour, fan commitment and sport consumption motives, and their hypothesised relationships in the following three subsections.

### 2.1 Fans and Loyal Fan Behaviour

The professional sports industry became economically and financially more competitive over the course of recent years and decades (Andreff, 2024). Indicative of this trend are the increases in wage cost and revenue in major football leagues, amongst others. For example, the wage cost within the English Premier League increased from € 1.78bn during the 2012/2013 season (Deloitte, 2014) to € 4.63bn during the 2022/2023 season (Deloitte, 2024). During the same period, the revenue of the clubs in the English Premier League grew from € 2.90bn to € 6.97bn (Deloitte, 2014; 2024). Similarly, the revenue of the clubs in the German Bundesliga (1st division) more than doubled from € 2.17bn in 2012/13 (DFL, 2014) to € 4.45bn in 2022/2023 (DFL, 2024).

Major revenue channels of professional sport teams are, in descending order, broadcasting rights, sponsoring and merchandising, and match revenue from spectators (Andreff, 2024). For the season 2022/2023, the revenue from broadcasting represented 53%, from sponsorship and merchandising 33%, and from match day streams 14% of total revenue for clubs of the English Premier League (Deloitte, 2024). The respective revenue shares for the clubs of the German Bundesliga during the 2022/2023 season were 40% (broadcasting), 46% (sponsorship and merchandising) and 14% (matchday) (Deloitte, 2024). This means that spectators, in other words the consumers of sport teams' performances, are essential to the business model of professional sports teams, as they either directly generate revenue through game attendance and purchase of merchandise or indirectly generate revenue through consuming sport events via media or buying sponsor brands (Collignon & Sultan, 2014, da Silva & Las Casas, 2017).

Within the group of spectators, fans can be understood as a subgroup that forms the core of professional sports consumption and even contributes to the value creation and marketing of professional sports organisations (da Silva & Las Casas, 2017). Fans can be characterised and distinguished from mere sports consumers on multiple dimensions (Stewart et al., 2003). Amongst others, fans are considered to be more involved in their sports team with a stronger identification (Mahony et al., 2000), feel an allegiance to their sports team and other

fans (Dionisio et al., 2008; Giulianotti, 2002), are more passionate about their sports team (Wakefield, 2016), and devote more time and energy toward their sports team (Hunt et al., 1999). Moreover, fans are not just passively consuming sports events but actively following their team and are even actively participating in creating the respective experiences (da Silva & Las Casas, 2017; Decrop & Derbaix, 2010; Stewart et al., 2003).

However, fans cannot be defined as one homogeneous group but rather as a social category with several subclusters or different manifestations of attributes (Stewart et al., 2003). A common classification of fans is realised through tiered models, which normally order fan groups according to their attachment to their sports team (e.g., Clowes & Tapp, 1999; Sutton et al., 1997; Wann & Branscombe, 1993; Westerbeek & Smith, 2003). Moreover, multi-dimensional models, mainly consisting of psychological and behavioural constructs, provide a more differentiated understanding of fans (e.g., Mahony et al., 2000; Smith & Stewart, 1999; Stewart et al., 2003). As tiered models implicate that someone can be more or less of a fan and the characteristics underlying multi-dimensional models can be understood as continuous rather than categorical, it is plausible to assume that fandom and, more specifically, its defining or representing attributes are of a gradual nature.

Being more of a fan, so far defined through rather psychological attributes, leads to behavioural consequences, which are also used to characterise fans themselves (e.g., da Silva & Las Casas, 2017; Hunt et al., 1999; Stewart et al., 2003). Fans tend to attend more games in the stadium or via media, buy more merchandise and talk more favourably about their team to others (e.g., Bauer et al., 2008; Fink et al., 2002; Funk & Pastore, 2000; Mahony et al., 2000). Furthermore, fans do not only consume the sports team performances directly but also form more favourable psychological states and behavioural intentions toward sponsors, thus indirectly securing revenue for the respective sports team (da Silva & Las Casas, 2017). In this context, Biscaia et al. (2013) and Pradhan et al. (2020) could show that fan loyalty and fan engagement, which manifest themselves in more consumption of games in a stadium or via media, have positive impacts on the attitudes and purchase intentions toward the brands of sponsors.

As mentioned above, fans do not only consume the performances of their favourite team but also actively participate in creating the respective experiences (da Silva & Las Casas, 2017; Decrop & Derbaix, 2010; Stewart et al., 2003), e.g., by showing their support during matches or wearing club colours. Similarly, fans do not only talk positively about their team (e.g., Bauer et al., 2008; Fink et al., 2002; Funk & Pastore, 2000; Mahony et al., 2000) but also might even try to convince

others to support their favourite team (Dwyer et al., 2015). Thus, fans are more than just consumers but also co-creators of value for a sports team (Zagnoli & Radicchi, 2010) and might consider themselves as group members of the community surrounding their favourite sports team (Dionisio et al., 2008; Giulianotti, 2002; Williams, 2007). In this context, a fan can also be understood as an “unpaid employee” of a sports team.

Thus, professional sports teams should aim to build and secure a long-term fan base at the core of their marketing efforts. This approach is in line with the general objective of relationship marketing to acquire and retain long-term customers in competitive and saturated markets (e.g., Lopez Muniesa & Garcia Gimenez, 2020; Moenardy et al., 2021; Oh & Park, 2020; Sharma et al., 2023) and is even particularly valid for the professional sports industry, as it can be considered a highly competitive and saturated market (Andreff, 2024) that also faces competition from other leisure and entertainment industries (Kim & Trail, 2010).

Against this backdrop, professional sports teams should aim to enhance loyal fan behaviour. In line with a wide array of other conceptual works and empirical studies (e.g., Bauer et al., 2008; Biscaia et al., 2016; Crawford, 2003; da Silva & Las Casas, 2017; Funk & Pastore, 2000; Kim et al., 2011; Mahony et al., 2000; Stevens & Rosenberger, 2012; Theodorakis et al., 2012; Trail et al., 2003, 2023; Yoshida & James, 2010), we understand loyal fan behaviour represented through:

- Watching matches of one’s favourite sports team in the stadium or via media
- Buying merchandise of one’s favourite sports team
- Interacting with others in regard to one’s favourite sports team

These characteristics form an analogy to key market objectives of relationship marketing and customer relationship management in general, which are repeated purchases and consumption (e.g., Kim et al., 2001; Liang et al., 2008), cross-buying (e.g., Dahana et al., 2022; Liang et al., 2008) and word-of-mouth or recommendations (e.g., Kim et al., 2001; de Matos & Rossi, 2008).

The antecedents of loyal fan behaviour have been plentifully researched. Amongst others, studies could show that loyal fan behaviour is impacted by satisfaction with attended games (Laverie & Arnold, 2000), identification with the sports team (Bernache-Assollant et al., 2007; Fisher, 1998; Fisher & Wakefield, 1998; Kwon et al., 2006; Kwon & Kwak, 2014; Matsuoka et al., 2003; Theodorakis et al., 2012), attachment to the sports team (Kim & Trail, 2010; Tsiotsou, 2013)

and attachment to the fan community (Yoshida et al., 2015). Furthermore, commitment to the sports team, as part of the relationship quality of fan and sports team, positively impacts loyal fan behaviour (Achen, 2016; Kim et al., 2011; Lee et al., 2020). In a similar vein, Bauer et al. (2008) could show that brand benefits, which are conceptualised similarly to fan commitment, positively affect behavioural loyalty of fans through a positive evaluation of sports teams.

## 2.2 Fan Commitment

In the previous subsection, we pointed out that one of the antecedents of loyal fan behaviour is fan commitment, which, on an abstract level, can be understood as the fans' belief in the importance of their relationship with a professional sports team and their willingness to uphold, foster and enhance this relationship (e.g., Kim et al., 2011; Lee et al., 2020; Mahony et al., 2000; Ross et al., 2006; Wang et al., 2012). Thus, fan commitment can be seen as a form of psychological attachment to a sports team. This understanding of fan commitment is similar, in fact rather conceptually overlapping, to other key antecedents of loyal fan behaviour, i.e., attachment to a team and identification with a team. Attachment to a team can be defined as the emotional bond a fan perceives with his or her sports team (Tsotsou, 2013) and team identification as the psychological connection of a fan to his or her sports team (Wann et al., 2000). Against this backdrop, we propose fan commitment as a key antecedent of loyal fan behaviour.

Defining fan commitment as a key antecedent of loyal fan behaviour enjoys further support from the realms of marketing and organisational psychology. These two disciplines are relevant in this regard because fans can be understood as both, consumers of a sports team and quasi-employees of a professional sports organisation, as we argued in the previous subsection. Defining commitment as psychological attachment to an object, in case of fan commitment to a sports team, is in line with the general conceptualisation of consumer commitment (e.g., Morgan & Hunt, 1994; Roy et al., 2022) and organisational commitment of employees (Godbersen et al., 2024; Porter et al., 1974). Building and maintaining consumer commitment is considered a key objective of marketing in general and relationship marketing in particular (e.g., Agrawal & Maheswaran, 2005; Eisingerich & Rubera, 2010; Hennig-Thurau et al., 2002; Marshall, 2010). Several studies could show that (affective and overall) commitment has a positive impact on behavioural loyalty, i.e., intensifying or repeating consumption, cross-buying and positive word-of-mouth or recommendations (Bloemer & Odekerken-Schrö-

der, 2003; Cater & Zabkar, 2009; Curras Perez & Sanchez Garcia, 2016; Henning-Thurau et al., 2002; Marshall, 2010; Ou et al., 2014; Rather et al., 2019; Sui & Buloglu, 2003). In the realm of organisational psychology, organisational commitment of employees is identified as the arguably most important determinant of the intention to stay with an employer (e.g., Guzeller & Celiker, 2020; Jenkins & Thomlinson, 1992; Yang, 2008). Moreover, employee commitment leads to more behavioural outcomes, which are favourable for organisations, such as work attendance, work performance and organisational citizenship behaviour (Meyer et al., 2002).

Several studies utilised a one-dimensional conceptualisation of fan commitment (e.g., Kim et al., 2011; Ross et al., 2006), consumer commitment (e.g., Bloemer & Oderkerken-Schröder, 2003; Rather et al., 2019; Sui & Buloglu, 2003), and organisational commitment (e.g., Rousseau & Aubé, 2010; Vandenberghe & Bentein, 2009). These studies predominantly focused on the affective component of commitment, which can be considered the core of commitment (Mercurio, 2015). However, such a focus limits the explanatory power and does not account for the complexity of commitment (Kim et al., 2013). Thus, commitment is widely regarded a multi-dimensional construct and was accordingly conceptualised for fan commitment (e.g., Kim et al., 2013; Wang et al., 2012), customer commitment (e.g., Jones et al., 2010; Roy et al., 2022) and organisational commitment (e.g., Meyer & Allen, 1991, 1997; Mowday et al., 1982).

The arguably most influential multi-dimensional conceptualisation of commitment is Meyer and Allen's (1991, 1997) Three-Component Model, which originally focuses on the commitment of employees to their organisation. The model was, however, adopted in full or in parts for customer commitment (e.g., Cater & Zabkar, 2009; Shukla et al., 2016) and fan commitment (e.g., Kim et al., 2013; Wang et al., 2012). The Three-Component Model (Meyer & Allen, 1991, 1997) entails affective, continuance and normative commitment. This three-dimensional structure found empirical support (Meyer et al., 2002) but also faced criticism with regard to conceptual and empirical inconsistencies (Solinger et al., 2008). On this basis, Gansser and Godbersen (2017, 2023) developed the Four-Component Model of Organisational Commitment that integrates the Three-Component Model (Meyer & Allen, 1991, 1997) and the theories of attitudes, especially Eagly and Chaiken's (1993) Composite Attitude-Behaviour Model and Ajzen's (1985, 1988, 1991) Theory of Planned Behaviour. The model of Gansser and Godbersen (2023) could be empirically confirmed in several studies (Godbersen et al., 2021, 2022, 2024; Godbersen & Scharpf, 2021).

In the context of fan commitment, we propose three dimensions of the Four-Component Model (Gansser & Godbersen, 2017, 2023), which can be characterised as follows:

- **Affective fan commitment** represents the emotional attachment and identification with a professional sports team and can be understood as “want to be a fan”.
- **Cognitive fan commitment** represents a rather rational bond with a professional sports team because a fan does not see better and easily accessible alternatives and can be understood as “have to be a fan”.
- **Normative fan commitment** represents a moral obligation toward a professional sports team, which is based on personal values and reciprocal considerations, and can be understood as “should be a fan”.

Studies that have examined the antecedents of commitment are plentiful. Virtually every aspect of working conditions that an employee experiences can affect employee commitment (Kooij et al., 2010), e.g., job enrichment (Putri & Setianan, 2019), organisational climate (McMurray et al., 2004) and organisational support (Rhoades et al., 2001). Similarly, customer commitment is affected by the customer’s satisfaction with a brand or company (Cater & Zabkar, 2009) and the manifold experiences a customer makes with the brand or company (Roy et al., 2022). Fan commitment or related constructs, such as team identification and team attachment, are also founded in the experiences a fan makes with his or her favourite sports team, e.g., attraction of a sport (Bee & Havitz, 2010), involvement with a sports team (Tsiotsou, 2013) and self-expression through the team (Tsiotsou, 2013). Thus, the antecedents of commitment, whether employee commitment, customer commitment or fan commitment, are formed through interactions between a person and the commitment object, and through the person’s evaluation of these interactions based on the individual expectations or objectives.

### 2.3 Sport Consumption Motives

We argued in the previous subsection that the antecedents of commitment are plentiful and based on the subjective evaluation of experiences a person makes with a commitment object based on his or her expectations or objectives. Thus, we propose to utilise a comprehensive and differentiated conceptualisation of sport consumption motives and their fulfilment as antecedents of fan commitment. As motivation, in general, is understood as internal states and processes

that initiate, direct and maintain psychological and physiological activities in the direction of motives, i.e., desired outcomes of these activities (Gerrig, 2013), we hypothesise that the fulfilment of sport consumption motives leads to stronger levels of fan commitment. This approach finds support in studies in the field of organisational psychology (e.g., Mathieu & Zajac, 1990; Meyer et al., 2004), follows the conceptualisation of Kim et al. (2013) and is based on the study of Paek et al. (2021) regarding fans.

Several approaches to conceptualise a differentiated system of sport consumption motives have been taken (e.g., Funk et al., 2002; Kim et al., 2013; Milne & McDonald, 1999; Sloan, 1989; Trail et al., 2000; Trail & James, 2001; Wann, 1995; Zhang et al., 2001). Wann's (1995) list of sport consumption motives includes eustress, self-esteem, escape, entertainment, economic, aesthetic, group affiliation and family. Trail et al. (2000, 2003) defined achievement, knowledge, aesthetic, drama, escape, skills and social interaction as sport consumption motives. Because of high correlations between the sport consumption motives, Trail et al. (2003) formed three groups of sport consumption motives, i.e., vicarious achievement motives, overarching motives and spectator motives. Accordingly, other researchers categorised sport consumption motives and integrated them into higher order models. James and Ross (2004) categorise sport consumption motives into sport-related motives (entertainment, skill, drama and team effort), motives regarding self-definition (achievement, empathy and team affiliation) and motives related to personal benefits (social interaction and family). Kim et al. (2013) suggest to subordinate sport consumption motives under three higher order constructs, i.e., hedonic motives (aesthetics, drama, escape, physical attraction, physical skill, family and social interaction), psychological connection motives (achievement, team effort and team affiliation) and social influence motives (peer pressure and family pressure). Based on Raney (2006), Paek et al. (2021) define emotional motives (eustress, escape, entertainment and self-achievement), cognitive motives (knowledge and aesthetic) and behavioural motives (family, group affiliation and economic).

The systems of sport consumption motives show conceptual similarities, but mainly differ in how the motives are grouped and how these groups are defined. We propose the use of Paek et al.'s (2021) nine sport consumption motives as antecedents of fan commitment, as these could be empirically validated recently and arguably cover the motives of other systems, especially Trail et al.'s (2000) and Wann's (1995). We do not, however, concur with the notion that these motives should be grouped into higher order variables (Trail et al., 2003) because observed correlations between constructs do not necessarily mean that these

represent or form a higher order construct (e.g., Hair Jr et al., 2024). Integrating sport consumption motives into higher order constructs might also lead to content validity problems. This can be exemplified in the context of behavioural sport consumption motives (Paek et al., 2021), as economic motives, i.e., wanting to bet on sport events, cannot be validly associated with social motives related to family and group affiliation.

Against this backdrop, the nine sport consumption motives, which are integrated in the present study, are defined by Paek et al. (2021), as follows:

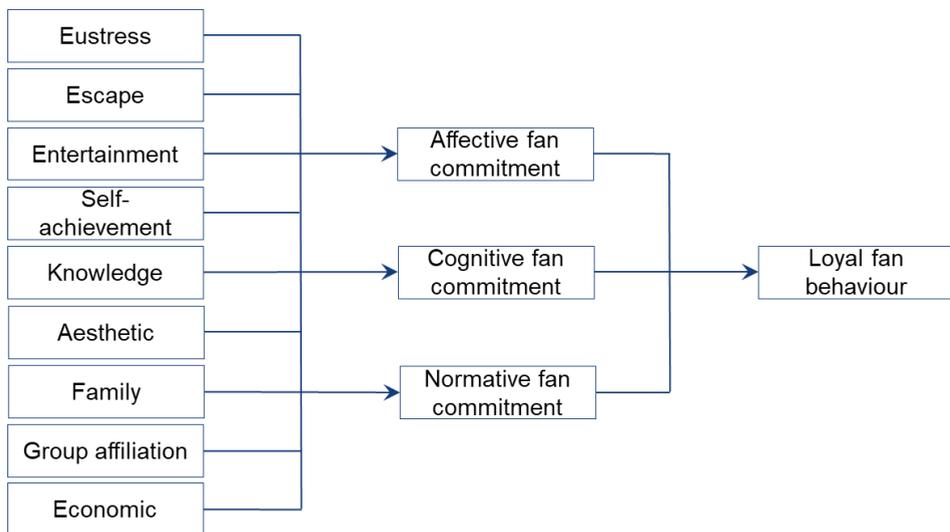
- **Eustress:** Fans consume professional sports because of the positive and enjoyable arousal (Zuckerman, 1979).
- **Escape:** Fans consume professional sports because it provides them with the opportunity to be diverted from the problems and challenges of their daily lives (Wann, 1995).
- **Entertainment:** Fans consume professional sports because they can experience pleasure and recreation (Wann, 1995).
- **Self-achievement:** Fans consume professional sports because they can derive a feeling of accomplishment from their team's successes (Wann, 1995).
- **Knowledge:** Fans consume professional sports because they can advance their knowledge of the technical, tactical and strategic aspects of the respective sport (Wann, 1995).
- **Aesthetic:** Fans consume professional sports because they can enjoy the well-executed and beautiful sports performances (Wann, 1995).
- **Family:** Fans consume professional sports because they can enjoy the company of their family and, therewith, a feeling of belonging (Murrell & Dietz, 1992; Raney, 2006).
- **Group affiliation:** Fans consume professional sports because they can enjoy the company of like-minded people and, therewith, a feeling of belonging (Murrell & Dietz, 1992; Raney, 2006).
- **Economic:** Fans consume professional sports because they can enjoy betting on sport events and the possible financial rewards (Stavros et al., 2014).

### 3 Hypothesised Model and Research Question

We introduced sport consumption motives in the previous section, i.e., eustress, escape, entertainment, self-achievement, knowledge, aesthetic, family, group affiliation and economic. Furthermore, we argued that the fulfilment of these sport consumption motives affects affective, cognitive and normative fan commitment, which, in turn, affect loyal fan behaviour. This hypothesised model is represented in Figure 1. Against this backdrop, our empirical research aims to answer the two following research questions:

- **RQ1:** Which effect does the fulfilment of sport consumption motives have on the dimensions of fan commitment?
- **RQ2:** Which effects do the dimensions of fan commitment have on loyal fan behaviour?

**Figure 1:** Hypothesised model



## 4 Methods

Our research design and measurement are explained in the following two subsections.

### 4.1 Research Design

An online questionnaire was used to collect the data between 01 October and 30 November 2024. The participants were students of business psychology at FOM University of Applied Sciences in Germany and received course credits for participation.

We used teams of the Bundesliga, the highest German football league, as objects toward which the fulfilment of sport consumption motives, fan commitment and loyal fan behaviour can be directed. Therefore, only participants who have a favourite football team in the German Bundesliga were included in the study.

Our sample consists of 707 participants. 56.44% of the participants are female, 43.00% male and 0.57% non-binary. The average age of the participants is 25.59 years (SD = 4.59); the youngest participant is 18 years old and the oldest participant is 55 years of age. 35.08% of the participants are singles whilst 64.92% live in a relationship. On average, 19.30 (SD = 10.88) Bundesliga match days out of 34 per season are watched by the participants, either in the stadium or via media. The arithmetic mean for watching games of the favourite team is 18.20 (SD = 10.83) per season. On a six-point rating scale from 1 “no importance” (German: “kein Stellenwert”) to 6 “very high importance” (German: “sehr hoher Stellenwert”), the participants rate the personal relevance of the Bundesliga with 3.52 (SD = 1.25) and the relevance of their favourite team with 3.73 (SD = 1.23) on average. Further sociodemographic and context variables include the state of residence, the own sport activity and the favourite team of the German Bundesliga. The respective results can be found in Table 1.

**Table 1:** State of residence, favourite club and sport activity (n = 707)

State of residence	Percentage	Favourite team	Percentage
Baden-Württemberg	7.78	Bayer 04 Leverkusen	4.67
Bayern	17.11	Borussia Dortmund	21.50
Berlin	1.70	Borussia Mönchengladbach	4.10
Brandenburg	0.42	Eintracht Frankfurt	10.33
Bremen	1.56	FC Augsburg	0.85
Hamburg	5.52	FC Bayern München	33.38
Hessen	11.88	FC Heidenheim	0.14
Mecklenburg-Vorpommern	0.28	FC St. Pauli	5.23
Niedersachsen	5.09	FC Union Berlin	1.56
Nordrhein-Westfalen	44.55	FSV Mainz 05	0.42
Rheinland-Pfalz	0.85	Holstein Kiel	0.85
Saarland	0.14	RB Leipzig	1.13
Sachsen	0.57	SC Freiburg	0.99
Sachsen-Anhalt	0.14	TSG 1899 Hoffenheim	0.28
Schleswig-Holstein	2.40	VfB Stuttgart	7.21
<b>Sport activity</b>	<b>Percentage</b>	VfL Bochum	2.40
no active sports	3.96	VfL Wolfsburg	0.57
less than once per month	2.83	Werder Bremen	4.38
once per month	3.11		
several times per month but less than once per week	11.88		
once per week	19.94		
several times per week	58.27		

## 4.2 Measurement

The basis for our measurement is the hypothesised model, presented in Section Hypothesised Model and Research Questions. We adapted the 27 items of Paek et al. (2021), who, in turn, based their measurement instruments on Andrew et

al. (2009) and Wann (1995), to measure the fulfilment of sport consumption motives. For measuring fan commitment, we adapted the 13 items of the Four-Component Model of Organisational Commitment (Gansser & Godbersen, 2023), which represent affective, cognitive and normative commitment. Loyal fan behaviour was measured with three items by asking how often the participants watch games of their favourite team, how often they purchase merchandise of their favourite team and how often they interact with others about their favourite team. This operationalisation of loyal fan behaviour is consistent with a wide array of studies (e.g., Bauer et al. 2008, Biscaia et al., 2016; Kim et al., 2011). The German items used in the questionnaire can be found in the supplementary materials. We used six-point rating scales, ranging from 1 to 6, for all measurements. The endpoints of the scales for measuring the fulfilment of sport consumption motives and fan commitment were labelled “do not agree at all” (German: “stimme überhaupt nicht zu”) and “agree in full” (German: “stimme voll und ganz zu”). The endpoints of the scales measuring loyal fan behaviour were labelled “never” (German: “nie”) and “very often” (German: “sehr oft”). We analysed our data with R (R Core Team, 2017) and used the R-package plspm (Sanchez, 2013) to conduct partial least squares path modelling.

To test the adequacy of our measurement instruments, we determined the loadings of the items, and Cronbach’s alpha, Dillon-Goldstein’s rho and average variance extracted for the constructs. The respective results for the fulfilment of sport consumption motives are represented in Table 2 and the corresponding results for fan commitment and loyal fan behaviour are represented in Table 3. All items load at least with .69 on their construct. Over all of our examined constructs, the lowest value for Cronbach’s alpha is .70, the lowest value for Dillon-Goldstein’s rho is .83 and the lowest value for average variance extracted is .63. Thus, it can be assumed that our instruments measured their respective constructs adequately.

**Table 2:** Constructs and items of fulfilment of sport consumption motives with loadings, Cronbach's alpha, Dillon-Goldstein's rho and average variance extracted (AVE) (n = 707)

Constructs and items	Loadings	Cronbach's alpha	Dillon-Goldstein's rho	AVE
When watching my favourite club or reading or talking about it,...				
<b>Eustress</b>		.85	.91	.78
...I get pumped.	.83			
...I am physiologically and emotionally activated.	.90			
...I am physiologically and emotionally aroused.	.91			
<b>Escape</b>		.90	.94	.83
...I temporarily escape normal life's problems.	.92			
...I forget my problems for a while.	.92			
...it is like daydreaming that distracts me from the problems of life.	.89			
<b>Entertainment</b>		.77	.87	.68
...I enjoy the entertainment value.	.79			
...it simply is a joy for me.	.88			
...it simply is a form of recreation for me.	.81			
<b>Self-achievement</b>		.70	.83	.63
...I feel good when my team wins.	.69			
...it increases my self-esteem when my team wins.	.83			
...I regard the success of my favourite club as my successes and the losses of my favourite club as my losses.	.85			
<b>...Knowledge</b>		.90	.94	.83
...I learn something about the technical aspects of sport.	.89			
...my understanding of the tactical aspects of sport improves.	.93			
...my understanding of the strategic aspects of sport improves.	.93			
<b>...Aesthetic</b>		.81	.89	.73
...sport has an aesthetic value for me.	.86			
...I enjoy the beauty and grace of sport.	.86			
...sport is a form of art to me.	.84			
<b>Family</b>		.94	.96	.89
...it is a good opportunity to be with my family and/or partner.	.95			
...it is a good opportunity to spend some time with my family and/or partner.	.95			
...it is a good activity to do with my family and/or partner.	.93			
<b>Group affiliation</b>		.86	.91	.78
...I enjoy being part of a group of friends.	.84			
...I enjoy being part of a community of supporters.	.90			
...I enjoy being part of a group of like-minded people.	.91			
<b>Economic</b>		.95	.97	.91
...betting on the result of the sport event is a good thing for me.	.95			
...I enjoy that I can bet on the result of the sport event.	.96			
...betting on the result of the sport event is a joy for me.	.96			

**Table 3:** Constructs and items of fan commitment and loyal fan behaviour with loadings, Cronbach's alpha, Dillon-Goldstein's rho and average variance extracted (AVE) (n = 707)

Constructs and items	Loadings	Cronbach's alpha	Dillon-Goldstein's rho	AVE
<b>Affective fan commitment</b>		.85	.89	.63
I find it pleasant to be a fan of my favourite club.	.81			
I feel a personal bond to my favourite club.	.86			
I would personally regret not being fan of my favourite club anymore.	.79			
I can identify with my favourite club and its performances.	.80			
My personal contact to other fans of my favourite club are of importance to me.	.69			
<b>Cognitive fan commitment</b>		.81	.88	.64
In a way, I am bound to my favourite club because of the time I would have to invest to change to another club.	.83			
I depend on my favourite club because there currently are no equivalent alternatives.	.74			
I perceive a bond with my favourite club because my previous investment would lose its value if I changed to another club.	.81			
I feel a bond with my favourite club because changing to another club would come with switching cost.	.82			
<b>Normative fan commitment</b>		.82	.88	.65
It would not be fair to terminate the relationship with my favourite club because it steadily made an effort toward me as a fan.	.78			
Because of the long relationship with my favourite club I feel obliged to a certain considerateness.	.84			
In the relationship with my favourite club, I feel obliged to fairness.	.78			
Moral obligations toward my favourite club play a role for me.	.81			
<b>Loyal fan behaviour</b>		.73	.85	.65
How often do you watch matches of your favourite club in the stadium or on television?	.74			
How often do you buy merchandise of your favourite club?	.82			
How often do you interact with others in regard to your favourite club?	.85			

## 5 Results

The descriptive statistics of the examined constructs are represented in Table 4, including minimum, maximum, arithmetic mean and standard deviation. Each construct has a minimum value of 1.00 and a maximum value of 6.00, meaning that the entire range of the six-point scales is represented in the data.

**Table 4:** Descriptive statistics of constructs (n = 707)

Constructs	Minimum	Maximum	Mean	SD
Eustress	1.00	6.00	4.14	1.11
Escape	1.00	6.00	3.63	1.36
Entertainment	1.00	6.00	4.68	0.91
Self-achievement	1.00	6.00	3.84	1.08
Knowledge	1.00	6.00	4.01	1.13
Aesthetic	1.00	6.00	3.72	1.17
Family	1.00	6.00	4.08	1.48
Group affiliation	1.00	6.00	4.52	1.11
Economic	1.00	6.00	2.57	1.53
Affective commitment	1.00	6.00	4.33	1.05
Cognitive commitment	1.00	6.00	2.32	1.16
Normative commitment	1.00	6.00	3.46	1.17
Loyal fan behaviour	1.00	6.00	3.75	1.01

Entertainment and group affiliation show the highest arithmetic means in comparison to the fulfilment of the other sport consumption motives. The fulfilment of sport consumption motives with regard to eustress, knowledge and family are rated on a lower level but with arithmetic means over 4.00. The fulfilment of the sport consumption motives of escape, self-achievement and aesthetic is rated lower than 4.00 but higher than the hypothetical middle of the six-point rating scale of 3.50. Among the sport consumption motives, the lowest arithmetic mean is found for the fulfilment of economic motives.

The highest rated fan commitment component is affective fan commitment ( $M = 4.33$ ;  $SD = 1.05$ ), followed by normative fan commitment ( $M = 3.46$ ;  $SD = 1.17$ ), which, in turn, is higher rated than cognitive fan commitment ( $M = 2.32$ ;  $SD = 1.16$ ).

Loyal fan behaviour is rated slightly higher than the hypothetical middle of the scale with an arithmetic mean of 3.75 (SD = 1.01).

The correlations of the examined constructs are represented in Table 5. All of the constructs positively correlate with each other on highly significant level ( $p < .001$ ), with the exception of aesthetic and family and family and cognitive commitment ( $p < .05$ ).

**Table 5:** Correlation of constructs ( $p \geq .05$  (n.s.),  $p < .05^*$ ,  $p < .01^{**}$  and  $p < .001^{***}$ ) (n = 707)

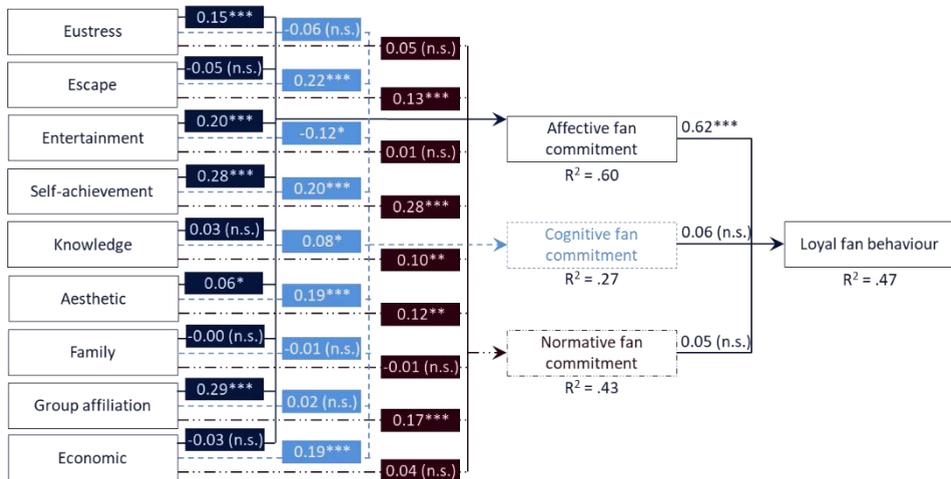
	Eustress	Escape	Entertainment	Self-achievement	Knowledge	Aesthetic	Family	Group affiliation	Economic	Affective commitment	Cognitive commitment	Normative commitment	Fan behaviour
Eustress	---	---	---	---	---	---	---	---	---	---	---	---	---
Escape	.60***	---	---	---	---	---	---	---	---	---	---	---	---
Entertainment	.63***	.54***	---	---	---	---	---	---	---	---	---	---	---
Self-achievement	.62***	.57***	.47***	---	---	---	---	---	---	---	---	---	---
Knowledge	.37***	.21***	.34***	.30***	---	---	---	---	---	---	---	---	---
Aesthetic	.49***	.45***	.49***	.38***	.43***	---	---	---	---	---	---	---	---
Family	.23***	.18***	.26***	.22***	.21***	.09*	---	---	---	---	---	---	---
Group affiliation	.58***	.52***	.61***	.53***	.31***	.36***	.36***	---	---	---	---	---	---
Economic	.16***	.23***	.13***	.28***	.12**	.17***	.10**	.23***	---	---	---	---	---
Affective commitment	.63***	.50***	.62***	.62***	.34***	.43***	.25***	.66***	.18***	---	---	---	---
Cognitive commitment	.29***	.39***	.22***	.39***	.23***	.35***	.09*	.27***	.32***	.34***	---	---	---
Normative commitment	.51***	.50***	.45***	.57***	.34***	.42***	.19***	.50***	.23***	.70***	.51***	---	---
Loyal fan behaviour	.57***	.47***	.54***	.55***	.32***	.37***	.23***	.56***	.17***	.68***	.29***	.52***	---

Amongst the fulfilment of sport consumption motives, eustress, escape, entertainment, self-achievement and group affiliation show the relatively highest correlation coefficients, which are larger than .50, with the exception of the correlation of entertainment and self-achievement with a coefficient of .47. The fulfilment of aesthetic sport consumption motives correlates with the afore-mentioned constructs with coefficients between .36 and .49, and also shows a moderate correlation of .43 with the fulfilment of knowledge motives. The fulfilment of knowledge, family and economic motives correlate on a weaker level with the fulfilment of the other sport consumption motives.

With regard to fan commitment, the correlation between the affective and normative component ( $r = .70$ ) is the strongest, followed by the correlation of the cognitive and normative component ( $r = .51$ ), and the correlation of the affective and cognitive component ( $r = .34$ ).

The results of the path analysis are represented in Figure 2. The fulfilment of sport consumption motives can explain between 27% and 60% of the variance of the fan commitment components. The highest explanatory power can be found for affective fan commitment ( $R^2 = .60$ ), followed by normative fan commitment ( $R^2 = .43$ ) and cognitive fan commitment ( $R^2 = .27$ ).

**Figure 2:** Effects of fulfilment of sport consumption motives on fan commitment and effects of fan commitment on loyal fan behaviour with path coefficients, significance levels ( $p \geq .05$  (n.s.),  $p < .05^*$ ,  $p < .01^{**}$  and  $p < .001^{***}$ ) and  $R^2$  ( $n = 707$ )



Affective fan commitment is relatively strongly affected by the fulfilment of self-achievement and group affiliation motives, relatively moderately affected by the fulfilment of eustress and entertainment motives, and relatively weakly affected by the fulfilment of aesthetic motives.

Cognitive fan commitment is relatively moderately affected by the fulfilment of escape, self-achievement, aesthetic and economic motives, and relatively weakly affected by the fulfilment of knowledge motives; the fulfilment of entertainment motives has a relatively weak to moderate negative effect on cognitive fan commitment.

Normative fan commitment is relatively strongly affected by the fulfilment of self-achievement motives, relatively moderately affected by the fulfilment of escape,

aesthetic and group affiliation motives, and relatively weakly to moderately affected by knowledge motives.

The three components of fan commitment can explain 47% of the variance of loyal fan behaviour. Of these fan commitment components, only affective fan commitment has a significant effect on loyal fan behaviour with a path coefficient of 0.62.

## 6 Discussion

The implications of our empirical results will be discussed in the first subsection, whilst the second subsection entails the limitations of our research and gives an outlook on research that should follow our findings.

### 6.1 Implications

The objective of our study is to examine the relationships of the fulfilment of sport consumption motives, fan commitment and loyal fan behaviour. Against this backdrop, we discuss the results from the correlation analyses and partial least square path modelling in this section.

All of the examined constructs significantly correlate with each other, as we reported in the previous section. This indicates that the occurrence of sport consumption motives and their fulfilment are complex phenomena on multiple inter-related dimensions. This notion finds support from other conceptualisations, in which sport consumption motives are grouped in categories or subordinated to higher-order constructs (James & Ross, 2004; Kim et al., 2013; Paek et al., 2021; Trail et al., 2003). One might even tentatively argue that fandom, as a whole, stems from more than just the “simple” sum of fulfilled sport consumption motives because of the interrelation of these sport consumption motives. This implies that the definition and identification of fans should be based on multiple dimensions and possibly their interactions. Considering interaction effects of dimensions might also improve other models of characterising sports fans, which are not (solely) based on consumption motives and their fulfilment (e.g., Mahoney et al., 2000; Smith & Stewart, 1999; Stewart et al., 2003). Thus, such a multi-dimensional approach could be utilised when segmenting sports fans into qualitatively different clusters, i.e., the different manifestations of fan attributes in different fan segments or clusters (Stewart et al., 2003). Moreover, this approach also seems to be fruitful for segmenting fans into tiered cluster, i.e., being more or less of a fan (e.g., Clowes & Tapp, 1999; Sutton et al., 1997; Wann & Branscombe, 1993). Similarly, a fan-oriented marketing, e.g., the design of sports events and the communication thereof, should not focus on the fulfilment of a singular sport consumption motive but rather on simultaneously fulfilling an interrelated bundle of sport consumption motives.

When applying an interrelated multi-dimensional approach to segmenting fans or marketing professional sports organisations, our results indicate that scholars and sports managers should focus on the sport consumption motives of eustress,

escape, entertainment, self-achievement and group affiliation, as the fulfilment of these motives show the highest correlations. Possibly, aesthetic motives might be added to this cluster of sport consumption motives. This category of sport consumption motives might be described as motives that are directly related to the experience of sport events. The fulfilment of the remaining sport consumption motives, i.e., knowledge, family and economic, show lower correlations so that these sport consumption motives form a residual category with looser interactions. It might be argued that this residual category tends to refer to indirect experiences of sport events. These findings do not (fully) correspond with categorisations of other researchers, e.g., James and Ross (2004), Kim et al. (2013) and Paek et al. (2021). The categorisations of sport consumption motives of the aforementioned researchers are plausible from an analytic-theoretical point of view, e.g., distinguishing between hedonic, psychological connection and social influence motives (Kim et al., 2013), or between emotional, cognitive and behavioural motives (Paek et al., 2021). Our empirical findings, however, indicate that sport consumption motives and their fulfilment interact beyond theoretically solid categorisations. An explanation might be found in understanding fans not only as mere consumers but also as active participants in the creation of experiences (da Silva & Las Casas, 2017; Decrop & Derbaix, 2010; Stewart et al., 2003). Then it is plausible that, from the fans' perspective, theoretically distinct sport consumption motives form a common category because of the underlying experiences from sport events. For instance, rather individual and emotional sport consumption motives, like eustress and entertainment, and rather social motives, like group affiliation, might be perceived by fans as stemming from the same experience, e.g., experiencing an exciting matchday together with other fans.

We reported in the previous section that not only the fulfilment of sport consumption motives but also the components of fan commitment correlate with each other. Affective and normative fan commitment show the strongest correlation, followed by cognitive and normative fan commitment, and affective and cognitive fan commitment. Furthermore, we reported that the arithmetic mean is the highest for affective fan commitment, followed by normative fan commitment and, with the lowest arithmetic mean, cognitive fan commitment. These patterns are similar to the ones found in other disciplines, such as organisational psychology (Gansser & Godbersen, 2023; Meyer et al., 2020). This gives a first indication that the three-dimensional understanding of commitment, which originates from organisational psychology, can or should not only be applied to different foci within this discipline, like the colleagues, jobs or superiors (Godbersen et al., 2024; Meyer et al., 1993; Reichers, 1985), but also to commitment objects outside

the realm of organisational psychology, in the case of this study professional sports organisations.

Further support for utilising affective, cognitive and normative commitment in researching fans and their attitudes and behaviours is found in their relationship with loyal fan behaviour. In the previous section, we showed that the path coefficient of affective fan commitment on loyal fan behaviour is significant, whereas cognitive and normative fan commitment do not have significant effects on loyal fan behaviour. These relationships correspond with the findings in the realms of marketing (Cater & Zabkar, 2009; Marchall, 2010; Ou et al., 2014) and organisational psychology (Meyer et al., 2002), in which affective commitment is considered the strongest and most influential form of commitment because of its emotional foundation (Mercurio, 2015). However, the complete lack of significant path coefficients of cognitive and normative fan commitment on loyal fan behaviour partly differs from findings in the afore-mentioned disciplines, in which cognitive and normative commitment are found to be predictors of loyal behaviour, even though on a weaker level than affective commitment. An explanation for this might lie in the character of consuming sport events and being a fan, which are leisure activities with an orientation toward enjoyment. Thus, virtually exclusively emotions, and therewith affective commitment, might be of relevance to sport fans.

We pointed out in the theory section that sports organisations should aim for fans that show loyal behaviour, especially against the backdrop of saturated and highly competitive sports and leisure markets. The significant effect of affective fan commitment on loyal fan behaviour indicates that professional sports organisations should orientate their activities on strengthening this fan commitment component. These activities – be it “staging” a sports event, the communication thereof, the interactions between sports team and fans, or the interaction between fans themselves – should have emotional experiences at their core. This finding is supported by other studies, which also found a positive relationship between fan commitment or similarly conceptualised constructs and loyal fan behaviour (e.g., Bauer et al., 2008; Kim et al., 2011; Lee et al., 2019). Our path analysis also revealed that (affective) fan commitment can explain 47% of the variance of loyal fan behaviour. On the one hand, this means that affective fan commitment is a substantial determinant of loyal fan behaviour. On the other hand, this means that 53% of the variance of loyal fan behaviour cannot be explained through our model, which means that there must be other factors influencing loyal fan behaviour. Such factors might be financial and time restrictions on the side of fans, private and personal engagements apart from attending or watching sports events, situational restrains, or alternative option from other leisure providers. All

of these factors are situated outside of the control of professional sports organisations so that it is advisable that professional sports organisations continue focusing on strengthening affective fan commitment and “just live with the fact” that there are competing factors that cannot be influenced.

In the previous two paragraphs, we pointed out that professional sports organisations should focus on strengthening the affective commitment of their fans to enhance loyal fan behaviour. Furthermore, we elaborated at the beginning of this section that the fulfilment of sport consumption motives should be understood as a complex phenomenon on multiple interrelated dimensions. Against this backdrop, it is essential for professional sports organisations to know which sport consumption motives they should target to improve the affective commitment of their fans. Based on the path coefficients reported in the previous section, professional sports organisations should primarily target self-achievement and group affiliation motives. Eustress and entertainment motives should be targeted with a second priority, and aesthetic motives with a third priority. In this context an integrated approach is advisable because sport consumption motives and their fulfilment occur as complex phenomena on interrelated dimensions, as we mentioned above. Thus, the core of positioning a professional sports organisation toward its fans, or in other words its brand essence, might be formulated as or similar as the following (respective sport consumption motives in brackets): “Our team and fans form a strong alliance (sport consumption motive of group affiliation) that leads to greatness (consumption motives of self-achievement) so that all of us are excited (sport consumption motive of eustress) and enjoy sports (sport consumption motive of entertainment) in its most beautiful way (sport consumption motive of aesthetic)”. It is to expect that such an approach has a substantial impact on affective fan commitment, as the high explanatory power of the relationships between the fulfilment of sport consumption motives and affective fan commitment indicates ( $R^2 = .60$ ). The rather emotional positioning of a professional sports organisation, described in this paragraph, finds support in the findings of Paek et al. (2021) who found that emotional motives have positive effects on the relationship quality of fans with their favourite sports team and on sport consumption behaviour intentions of fans. In this context however, it has to be noted that Paek et al. (2021) did not measure the fulfilment of sport consumption motives but their occurrence.

We pointed out above that strengthening cognitive and normative fan commitment might be regarded irrelevant with regard to loyal fan behaviour because of their non-significant path coefficients. From this perspective, it would not be necessary to enhance these two components of fan commitment. If a professional

sports organisation aims to strengthen cognitive commitment regardless, it should prioritise improving the fulfilment of sport consumption motives related to escape, self-achievement, aesthetic and economic, followed by knowledge motives, based on the path coefficients reported in the previous section. With regard to normative commitment and based on the respective path coefficients, the fulfilment of self-achievement motives should be prioritised over the fulfilment of escape, aesthetic and group affiliation motives, which, in turn, are more important than the fulfilment of knowledge motives. However, the low explanatory power of the described relationships has to be taken as a caveat, as the sport consumption motives can only explain 27% of the variance of cognitive fan commitment and 43% of the variance of normative fan commitment.

## **6.2 Limitations and Outlook**

Amongst others, our study could shed light on the correlational structure of (the fulfilment of) sport consumption motives, and the relationship between the fulfilment of sport consumption motives, the components of fan commitment and loyal fan behaviour. Our sample consists of 707 German part-time business psychology students who evaluated the afore-mentioned constructs with regard to their favourite club in Germany's first football division. Even though it appears plausible to generalise our findings beyond these aspects, it seems to be fruitful to replicate our study with a broader sample, which represents the entire population, and with regard to other domains of professional sports, apart from football. Furthermore, our survey might serve as the basis for an intercultural research project, in which sport consumption motives, fan commitment and loyal fan behaviour is compared between countries.

Such replications of our study might also incorporate further constructs that affect loyal fan behaviour. Even though our results reveal that (affective) fan commitment can be understood as a substantial determinant of loyal fan behaviour, our results also reveal that loyal fan behaviour must have additional antecedents. Most likely, these antecedents are outside of the control of professional sports organisations, e.g., personal restraints of fans or offers from sports and leisure competitors. Integrating such constructs in a study might, however, provide a deeper understanding of loyal fan behaviour and the room for manoeuvre for professional sports organisations.

Furthermore, one of our key findings is that professional sports organisations might find success with their fans by emotionally positioning themselves with re-

gard to the sport consumption motives of self-achievement, group affiliation, eustress, entertainment and aesthetic in an integrated approach. However, our results do not allow us to conclusively draw operational measures how to foster these specific sport consumption motives. Thus, we recommend further research in this regard, possibly in form of qualitative studies.

On a more fundamental level, further conceptual and empirical refinements of sport consumption motives, especially with regard to their interrelations, might be advisable, as our empirical results could not (entirely) confirm previous categorisations of sport consumption motives.

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## Supplementary Materials

**Table S1:** English items and German items used in the survey for sport consumption motives.

English	German
When watching my favourite club or reading or talking about it,...	Wenn ich meinem Lieblingsverein zuschaue, über ihn lese oder mit anderen über ihn rede,...
<b>Eustress</b>	
...I get pumped.	...bin ich aus dem Häuschen.
...I am physiologically and emotionally activated.	...bin ich körperlich und emotional aktiviert.
...I am physiologically and emotionally aroused.	...bin ich körperlich und emotional angeregt.
<b>Escape</b>	
...I temporarily escape normal life's problems.	...entkomme ich zeitweise den Problemen des normalen Lebens.
...I forget my problems for a while.	...vergesse ich zeitweise meine Probleme.
...it is like daydreaming that distracts me from the problems of life.	...ist es wie ein Tagtraum, der mich von den Problemen des Lebens ablenkt.
<b>Entertainment</b>	
...I enjoy the entertainment value.	...genieße ich den Unterhaltungswertes.
...it simply is a joy for me.	...ist es einfach eine Freude für mich.
...it simply is a form of recreation for me.	...ist es einfach eine Art der Erholung für mich.
<b>Self-achievement</b>	
...I feel good when my team wins.	...fühle ich mich gut, wenn mein Lieblingsverein gewinnt.
...it increases my self-esteem when my team wins.	...steigert sich mein Selbstwertgefühl, wenn mein Lieblingsverein gewinnt.
...I regard the success of my favourite club as my successes and the losses of my favourite club as my losses.	...sehe ich die Erfolge meines Lieblingsvereins als meine Erfolge und die Niederlagen meines Lieblingsvereins als meine Niederlagen.
<b>...Knowledge</b>	
...I learn something about the technical aspects of sport.	...lerne ich etwas über die technischen Aspekte des Sports.
...my understanding of the tactical aspects of sport improves.	...verbessert sich mein Verständnis der taktischen Aspekte des Sports.
...my understanding of the strategic aspects of sport improves.	...verbessert sich mein Verständnis der strategischen Aspekte des Sports.

<b>...Aesthetic</b>	
...sport has an aesthetic value for me.	...hat der Sport für mich einen ästhetischen Wert.
...I enjoy the beauty and grace of sport.	...genieße ich die Schönheit und die Anmut des Sports.
...sport is a form of art to me.	...ist der Sport für mich eine Kunstform.
<b>Family</b>	
...it is a good opportunity to be with my family and/or partner.	...ist dies eine gute Gelegenheit für mich, mit meiner Familie und/oder meiner Partnerin/meinem Partner zusammen zu sein.
...it is a good opportunity to spend some time with my family and/or partner.	...ist dies eine gute Gelegenheit für mich, Zeit mit meiner Familie und/oder meiner Partnerin/meinem Partner zu verbringen.
...it is a good activity to do with my family and/or partner.	...ist dies eine gute Aktivität, die ich gemeinsam mit meiner Familie und/oder meiner Partnerin/meinem Partner ausüben kann.
<b>Group affiliation</b>	
...I enjoy being part of a group of friends.	...genieße ich es, Teil einer Freundesgruppe zu sein.
...I enjoy being part of a community of supporters.	...genieße ich es, Teil der Fangemeinschaft zu sein.
...I enjoy being part of a group of like-minded people.	...genieße ich es, Teil einer Gruppe von Gleichgesinnten zu sein.
<b>Economic</b>	
...betting on the result of the sport event is a good thing for me.	...ist das Wetten auf das Ergebnis des Sportereignisses eine gute Sache für mich.
...I enjoy that I can bet on the result of the sport event.	...genieße ich es, dass ich auf den Ausgang des Sportereignisses wetten kann.
...betting on the result of the sport event is a joy for me.	...ist es mir eine Freude, auf das Ergebnis des Sportevents zu wetten.

**Table S2:** English items and German items used in the survey for fan commitment and loyal fan behaviour.

English	German
<b>Affective fan commitment</b>	
I find it pleasant to be a fan of my favourite club.	Ich empfinde es als angenehm, Fan von meinem Lieblingsverein zu sein.
I feel a personal bond to my favourite club.	Ich fühle mich mit meinem Lieblingsverein persönlich verbunden.
I would personally regret not being fan of my favourite club anymore.	Ich fände es persönlich schade, nicht mehr Fan von meinem Lieblingsverein zu sein.
I can identify with my favourite club and its performances.	Ich kann mich mit meinem Lieblingsverein und seinen Leistungen identifizieren.
My personal contact to other fans of my favourite club are of importance to me.	Meine persönlichen Kontakte zu anderen Fans von meinem Lieblingsverein sind für mich von Bedeutung.
<b>Cognitive fan commitment</b>	
In a way, I am bound to my favourite club because of the time I would have to invest to change to another club.	In gewisser Weise bindet mich der für einen Wechsel benötigte Zeitaufwand an meinen Lieblingsverein.
I depend on my favourite club because there currently are no equivalent alternatives.	Ich bin auf meinen Lieblingsverein angewiesen, weil es zurzeit keine gleichwertigen Alternativen gibt.
I perceive a bond with my favourite club because my previous investment would lose its value if I changed to another club.	Ich empfinde eine Bindung an meinen Lieblingsverein, weil bei einem Wechsel der von mir investierte Aufwand an Wert verlieren würde.
I feel a bond with my favourite club because changing to another club would come with switching cost.	Ich fühle mich an meinen Lieblingsverein gebunden, weil ein Wechsel mit Wechselkosten einhergehen würde.
<b>Normative fan commitment</b>	
It would not be fair to terminate the relationship with my favourite club because it steadily made an effort toward me as a fan.	Es wäre nicht fair, die Beziehungen zu meinem Lieblingsverein aufzugeben, weil mein Lieblingsverein sich stets um mich als Fan bemüht hat.
Because of the long relationship with my favourite club I feel obliged to a certain considerateness.	Aufgrund der langen Beziehung mit meinem Lieblingsverein fühle ich mich zu einer gewissen Rücksichtnahme verpflichtet.
In the relationship with my favourite club, I feel obliged to fairness.	Ich fühle mich in der Fanbeziehung mit meinem Lieblingsverein zur Fairness verpflichtet.
Moral obligations toward my favourite club play a role for me.	Moralische Verpflichtungen gegenüber meinem Lieblingsverein spielen für mich auch eine Rolle.

<b>Loyal fan behaviour</b>	
How often do you watch matches of your favourite club in the stadium or on television?	Wie oft schauen Sie sich Spiele Ihres Lieblingsvereins im Stadion, als komplettes Spiel im Fernsehen oder als Zusammenfassung im Fernsehen an?
How often do you buy merchandise of your favourite club?	Wie oft kaufen Sie Fanartikel von Ihrem Lieblingsverein?
How often do you interact with others in regard to your favourite club?	Wie oft interagieren Sie mit anderen über Ihren Lieblingsverein?

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