

## عنوان مقاله:

Effect of fan relationship factors of football fans in Iranian football league

## محل انتشار:

سومین کنفرانس بین المللی مدیریت، حسابداری و حسابرسی پویا (سال: 1397)

تعداد صفحات اصل مقاله: 6

## نویسندگان:

Mohsen Esmaeili Sani - *Master Student Of Sport Management, Sport Science Faculty, Hakim Sabzevari University, Sabzevar, Iran*

Ali Benesbordi - *Assistant Professor, Sport Science Faculty, Hakim Sabzevari University, Sabzevar, Iran*

## خلاصه مقاله:

The aim of this study was investigation of evaluation the effect of fan relationship factors on fan lifetime in Iranian football league. The data were gathered through interview, observation, review the relevant theoretical literature and questionnaires in the 2015 until 2017. The statistical population was consisted the upper of sixteen years of football fans. The number of 500 questionnaires was used from gathered 700 questionnaires. The results of the study showed that service quality and knowledge of managers and leaders may have good effects on fan lifetime value significantly. The organizational support also has some positive effect on fan lifetime values. There is necessary for football clubs that spend extensive efforts for maintaining their fans and try to gather new fans by providing suitable facility, conducting customer based program and creating knowledge and information through various relational channels to increase the quality and quantity of fan lifetime values.

## کلمات کلیدی:

Fan relationship factors, Fan value, Football, Iranian league

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/826179>

