

# Module 1. Fan engagement – Why fans love to pay for sports

## Unit 4.1

### Introduction

In this module, we will begin discussing fan engagement, focusing on why it is that fans wish to pay for the sports that they watch. We will cover what it is exactly that the fans pay for, why indeed they do pay, and the importance of these payments for the sporting organizations themselves.

Furthermore, we will consider if the fans and other customers receive value for money and if this might be improved. Finally, we will discuss the future developments within this field and summarise what we have covered so far.

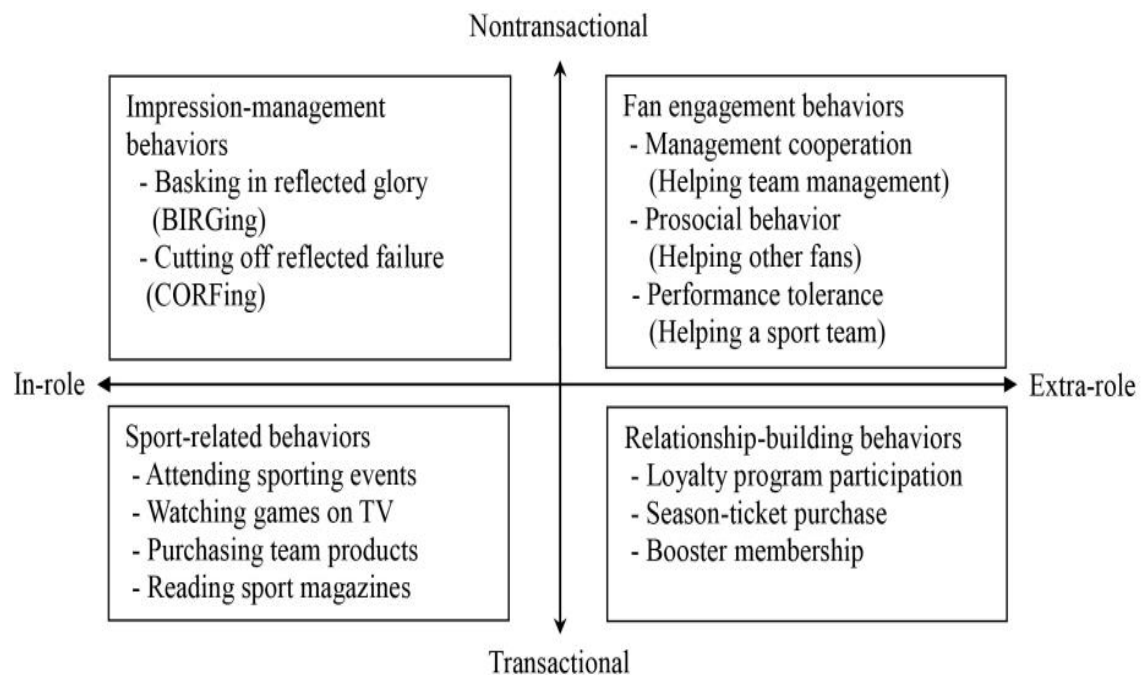
### Fan Engagement

Fan engagement is a specific form of customer engagement in a sports context and can be defined as “a sports consumer’s extra-role behaviours in non-transactional exchanges to benefit his or her favourite sports team, the team’s management, and other fans” (Yoshida et al., 2014, p. 403). Recently, it has moved to be something that previously existed only in the offline world and within the immediate confines of the stadium to something that is considered to exist also in the online world.

Work by Yoshida et al. (2014) has aimed to drive this area forward to allow sporting organizations and the businesses that form an integral part of the modern sporting world to understand the fans (consumers) that they attract.



**Figure 1: Four types of engagement behaviour in spectator sport**



Source: Yoshida et al., 2014, p. 403

The transactional line is concerned with a trade between costs and benefits, research around this area suggests that within sport, transactional behaviour is, for example, focused around attending events, purchasing team products and entering fantasy league competitions. and is linked together with In-role type fan interactions and behaviours. In-role type behaviours are those interactions that are focused around either sport-related or impression-management behaviours that are centred around self-interest and the perception of oneself to others (Yoshida et al., 2014).

On the other hand, non-transactional behaviours are not related to costs, but instead they are focused on the participation in behaviours that are not decided between cost and benefits but are lived. It is these that form the basis of fan engagement. Yoshida et al. (2014) suggests that there are three areas: management cooperation (helping the management of the team), prosocial behaviour (helping other fans), and performance tolerance (supporting the team regardless of the on-pitch performance). These behaviours are all important to a sporting organization, positive engagement such as this can lead to supporters being engaged for longer and even encouraging new fans to become engaged. It has been noted that even when this fan engagement is online, there can still be similar positive benefits, with fans being able to build social capital among themselves due to their shared connection with a team or club. Arguably more important is the fact that purchase intention can also be increased due to the positive fan engagement practices (Huettermann, Uhrich and Koenigstorfer, 2019).

We should not forget that, while we consider these to be positive engagements, this is not always the case. Some fans attach a large part of their identity to their favourite clubs or



teams and can display, as Huettermann et al. (2019) put it, disorganised behaviour following a negative result of this team lasting several days. In addition, certain types of fan engagement do not help the sports organizations concerned, but can, in fact, cause them problems whether this is at the stadium itself, a different offline location or indeed online. When fans partake in negative engagement behaviours such as violence against others, abuse or the setting off fireworks, all frequently observed in football. These actions by the fans can harm the team or club in many ways, it could be financial due to fines, stadium closures or reduction in crowds due to an undesirable atmosphere (Huettermann et al., 2019).

So, should a sporting organization encourage fan engagement? Despite the negatives, fan engagement is an integral part of the fan experience, even more so within the modern sporting landscape. Due to, in large part, the advent of the internet and social media, fans now expect this type of engagement with their clubs and the ability to engage back.

Although, now we can understand the process of fan engagement, when fans are engaged, what is it that these fans pay for? And does this differ from fan to fan and team to team?

### **What They Pay For**

Firstly, what is it that fans pay for? Fans of clubs will pay for a variety of items that their club offers. This can range from products to services and everything in between, taking place at both the stadium and many miles outside it.

Let us start at the match itself. Fans pay for access to the ground or stadium where the game is taking place. Tickets can range drastically in price depending on the different segments of fans and their expectations, the standard of the match or the aims of the sports organization itself. As we have seen earlier, older and younger fans typically pay a lower price than other fans as organizations seek to attract people across various demographics and different earning potential. Fans pay for access to those matches that are deemed to be of a higher profile, maybe against better opponents or in finals of competitions.

Fans will also pay for the experience, whereas some are happy to stand behind one goal, others demand to be treated in a certain way. Those that stand or sit in the general stadium area will be with the main body of the crowd, food will be queued for as well as access and exit from the stadium. They might not even have a guaranteed seat or standing space, as such, they will pay less. Other fans pay for far greater variety of service, paying for priority access and numerous catering and service options. They are still fans, but require, or demand, a different service when they experience a game.

Merchandise is another element that modern fans spend a great deal of money on. The wearing of merchandise can be a statement of the fan's level of interaction with a club and a form of their identity, as we will discuss in the following section. The wearing of



merchandise plays a role in the acts of basing in reflected glory (BIRGing) and cutting off reflected failure (CORFing) behaviours which we have touched on before, but will also play a role in the following section as well.

Finally, there are TV subscriptions, and these are perhaps different from the previous two elements because they do not focus solely on one team. A fan may have a TV subscription to primarily watch the games of their team, but also to enjoy watching all sort of sporting events as well. Fans are unlikely to get rid of subscriptions even when their team is moved out of the schedules.

While we have covered a small amount of the things that fans will spend money on, although of course there are more, we must also consider, why it is that fans pay?

### **Why Fans Pay**

The reasons why fans pay can be numerous, at its core it may well be about supporting financially the sporting organization that they are going to see. At its base level, we pay because, as sports fans, we want to be able to watch our chosen club or team. By paying, we are granted access to these events, either live, recorded, or in person.

We as fans pay for TV subscriptions that allow us to watch live events from the comforts of our own home. We also pay to go and watch live sporting events, to be in the stadium, and experience the events surrounding our favourite team. However, it is not just about access.

It could even involve access to groups that they would not be involved in without paying. We should also not discount general wellbeing, research has even suggested that following and supporting a team can even boost your self-esteem (Stieg, 2020). Simply put, when we go to support a team we do so in the presence of other like-minded individuals, which allows us to fulfil the human need of fitting in with others. Of course, having access to these groups of individuals can also be beneficial outside the sporting sphere, as the supporters can have health benefits for the members of the groups.

While it is not a requirement for the chosen team to be winning to accrue these group benefits, that does help. Often, fans are not motivated by the outcome of the fixture they are watching, treating the event as more of a social occasion, meeting friends and family. However, when their team does lose, it is perhaps a benefit to be involved in these fan groups as they can lessen the pain of defeat.

In addition, the reason for paying could even form part of the fan's persona and identity; however, there is much debate over the way in which individuals might be perceived as fans.

### **The Fake vs. Real Fans Debate**

As you will have noticed, we frequently use interchangeable terminology when discussing those individuals that interact with sporting organizations. We call them



anything from consumers, customers, spectators, or fans (possibly even hooligans!) and we might mean the same thing. Or, at least, we think we do. However, there is a difference between these people. Would you describe an individual who went to only one match a season a fan? Or if they attended multiple sporting fixtures, including at rival teams' games, and cheered for all of them? Who are they? Perhaps in that scenario, a consumer, customer, or spectator is a better fit. Maybe it is someone who regularly watches a team throughout the season that we would deem to be a fan. Although, even when we agree that someone is a fan, that is not the end of the conversation.

Throughout the literature regarding fans of any discipline, though mostly sport, there has been considerable debate on the idea of whether a fan is real or not and the definition of fans themselves. Some of this discourse can be traced back to the development of football fandom. In the past, to be considered or known as a fan you would have to attend games regularly and the only way of doing this was at the ground itself. Additionally, attendance at the games was considered a ritual that individuals would take part in every week.

It is widely accepted that fandom and in particular that focused on football has developed rapidly, Giulianotti (2002) argues that we are now in a phase of 'hypercommodification' and there now exists a significant gap between the previous traditional fan and the modern-day consumer. It could be argued that part of this development has been brought on in large part due to the influx of financial support available to players and teams through various revenue streams such as commercial and broadcast revenue.

There is a range of different fandom typologies (in effect groupings of different types of fan) that have been used in literature to try to define these different types of fan. It is not an easy task, as can be seen in table 1 below, which gives a small subsection of the typologies that have been developed.

**Table 1: Fandom typologies**

Sutton McDonald, Milne, and Cimperm an (1997)	Hunt, Bristol and Bashaw (1999)	Wann et al. (2001)	Giulianotti (2002)	Tapp and Clowes (2002)	Harris and Ogbonna (2008)
Low	Temporary	Low	Flâneurs	Carefree casuals	Arm-chair fans
Medium	Local	High	Fans	Committed casuals	Social fans
High	Devoted		Followers		Old-timers

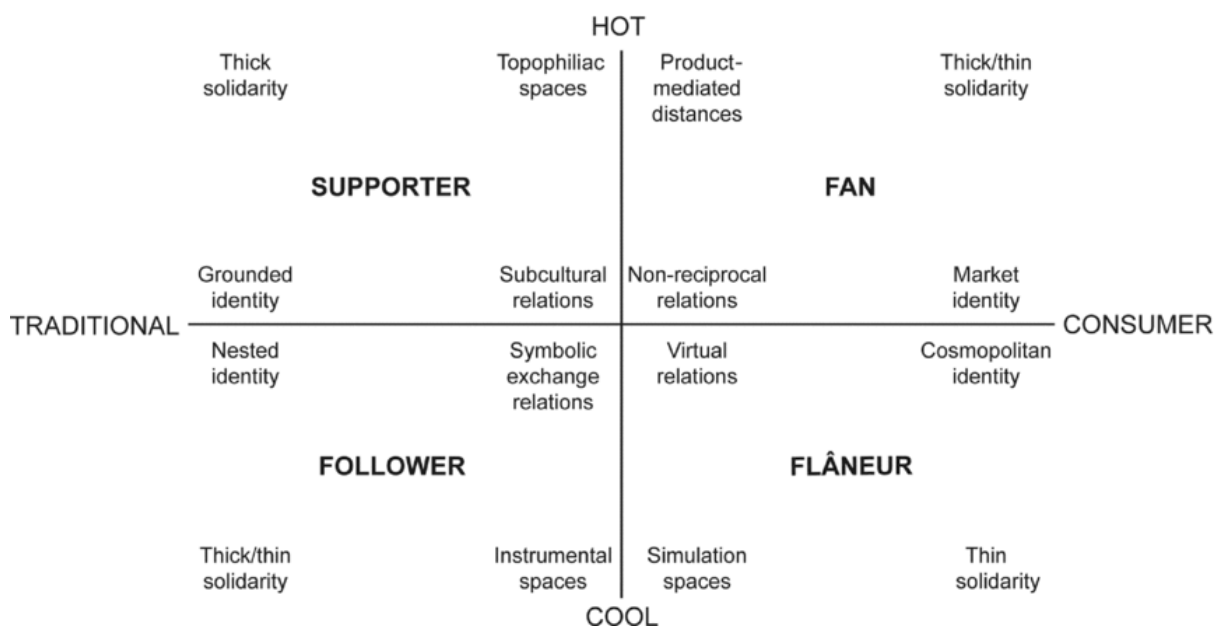


fanatical	Supporters	Leisure switchers
Dysfunctional		Anti-fans Club-connected supporters Die-hard fanatics

Source: Adapted from Sutton McDonald, Milne, & Cimperman (1997); Hunt, Bristol & Bashaw (1999); Wann et al. (2001); Giulianotti (2002); Tapp and Clowes (2002); Harris and Ogbonna (2008).

The table above demonstrates the range of thoughts on the subject. The typologies contained above show that there are many ways in which we classify fans, and this is done regarding their behaviour. We now have a better understanding of different fan behaviours as modern sport develops and those who follow it change with it. To give further clarification, we will be looking at Giulianotti's typology of fans, below in Figure 2, and the different behaviours that go along with them.

**Figure 2: Typology of fans**



Source: Giulianotti, 2002, p. 31

Now, let us explain this figure, as there are a few things going on here, and why they are important when we consider why fans want to pay for the products and services on offer.



There are four fan types outlined here, the supporter, fan, follower, and flaneur each running along the traditional to consumer, and hot to cold axis.

The most heavily involved individuals are the supporter and the fans, who are characterised by their strong connections to a club or team. The supporter has their identity built around the football club they support, they are extremely unlikely to move their support to another team or discipline. They will stay within their groups and are sometimes unwilling to mix with other fans that they deem not to be 'real' fans of the club. The fan is much the same, although they will be more susceptible to market forces, as they can act as consumers more than the traditional supporters. The traditional supporter is less likely to buy merchandise that the club sells, as they believe they are above marketing campaigns and do not wish to buy products that might lead them to be associated with the casual follower.

On the other end of the spectrum, we have the follower and the flaneur. The individuals in these groups have less of a connection to the clubs and teams that they go to see and can, and likely will, take their money elsewhere if their needs are not being satisfied (Giulianotti, 2002). They respond to club marketing and will often spend large amounts when this is in their interest on merchandise or tickets, in attempts to fit in with other more highly involved fans or supporters.

Any club will have a mix of these fans, and each remain important to the club and its balance sheet. It pays for a club to have a large supporter base that can be sold items that can bring in large amounts of revenue. By having a high number of supporters and fans, a club can be sure that they will receive a good level of ticketing revenue as these groups go regularly to the games. However, they will disengage with club marketing and are unlikely to be overly excited about new merchandise releases.

On the other hand, the more casual fan will be excited by merchandise products that the club sells and will often purchase tickets for high-profile fixtures or fixtures that meet their needs. They are not, however, die-hard fans and their attendance cannot be guaranteed. Their relationships with other fans are frequently online and are not in a deeply bounded way that the more traditional supporters and fans interact with each other.

Whichever fan group we may put ourselves in, others may disagree. What all the groups and fans will have in common is their need to pay. Whether that is because they need to continue the traditions that have started many years ago or because of some desire to fit in with a group that they currently do not, the result remains the same. Fans want to pay money to their clubs, it makes them feel connected to something outside themselves. Of course, when a fan is interacting with a smaller club the difference they can make is larger as maybe paying fans are few and far between. Though even when these fans are paying money to a larger, more successful club that probably in truth does not need their money, it can still give off the same feelings for the individuals. They are part of something that allows them to feel like they are fitting in. They gain access to groups that increase their



health by allowing them to be surrounded by like-minded individuals. This is not done for free, the access requires investment, buying tickets, looking like the rest of the group and wearing club colours. This is all needed for fans to make the most of these connections that they themselves desire.

It must be noted that even when we think we can categorise fans in one way or another, there are different levels of the same typology. One of the ways in which these fans differentiate themselves is through the amount of money that they spend on following their club or team. By going to games regularly we might class these individuals as supporters, but some supporters might only go to home games and not away, therefore the more 'hardcore' will often spend more money following the club home and away. But how much money do they spend, and is it exclusively with financial means that they pay?

### **What They Pay**

There has been a significant increase in the amount of money required to be involved in sport, whether this is as a spectator or as a participant. We can see an illustration below that shows the average price of the most expensive tickets across European football curated by Armstrong (2019), from data provided by UEFA.

There is a large amount of literature on the subject of fans and the amount of money that they will pay to a club to maintain their support. As we can see in part from Figure 3, these are not insignificant amounts of money. A result of this is that the fans that are within the stadium at least are changing in their age profile. Storey (2018) reporting from the statistics of Adrian Tempany, states that "the age of an average fan in the Stretford End at Old Trafford rose from 17 in 1968 to 40 in 2008. At St James' Park, the average age rose from 35 to 45 in a decade" (<https://bit.ly/3ndDeG3>).

It is becoming increasingly common to see older fans now dominating the terraces at the most successful clubs, as the high-ticket costs are pricing the younger, less financial able fans out of the game. Again, in the Storey article, the rise of ticket price costs has increased by 1,108 percent between 1990 and 2011, at the same time inflation within the United Kingdom was only 77% (Storey, 2018).

Are we really suggesting that this trend will continue, and we will not see any young people in the grounds? Of course not, if the issues do continue, we must consider the clubs and teams will do something about it. They will not let it continue if they are losing money. However, in the short term at least, we should expect to see this demographic continue. In the UK, there is an increasing shift by younger fans to regularly attend their local teams, regardless of whether these teams are at a high level or not. For a lot of these individuals, this is down to cost and while they will still class themselves as a supporter of a Premier League or Championship side, the cost of attending means this is done on an irregular basis.



Figure 3: The Most Expensive Football Tickets in Europe



Source: Armstrong, 2019, <https://bit.ly/3tZ0I5i>



Of course, in most cases, we are talking about fans and other consumers of sport paying for the leisure in the way of a simple financial transaction. However, we must also recognise that fans pay in a form of time. To go to the games that they wish to might take a considerable amount of time that cannot be quantified just by using financial measures.

This spending of time that the fans pay, the missing of other social occasions, some of which can be very important, strengthens the bond between them and their club. For some, it becomes an integral part of the identity and demonstrates their loyalty and connection to the organizations, to others and themselves. It is not surprising that sporting organizations are concerned with finances, as it is their lifeblood and method of their very existence. But we should be mindful that the time spent by those that engage with their clubs, is equally important.

### **The Importance for Sporting Organizations**

As we have discussed throughout these courses, fans of sporting organizations are paramount. The money that is raised can be an integral source of revenue for the sporting organizations that helps them not only survive, but also thrive.

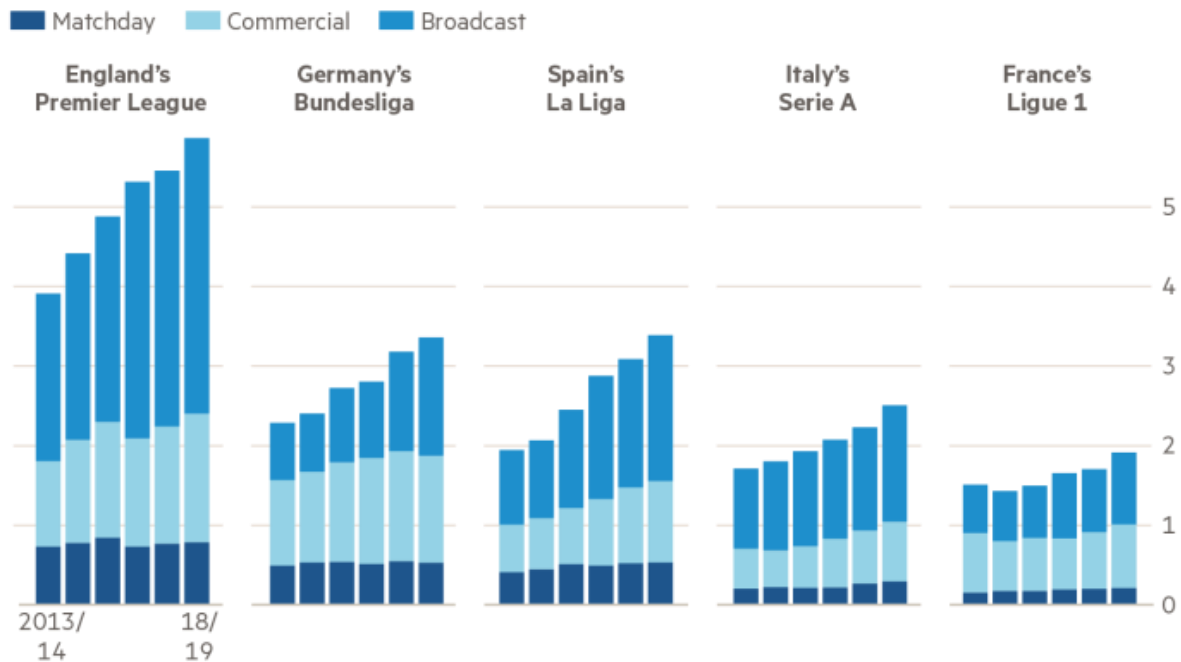
We can see from the figure below, compiled by Agini (2020) that the make-up of revenue in the last decade has changed. From whichever source the money comes from, it remains important and can help a sporting organization in numerous ways, from day to day expenses to further investment.



Figure 4: Revenue Types across Top 5 European Football Leagues

### England's top-tier clubs are more reliant on TV income than rivals

Revenues by type (€bn)



Source: Deloitte  
© FT

Source: Agini, 2020, <https://on.ft.com/30jGKKY>

When we think about fans spending money, we often tend to think solely about tickets, as this is what we can see in the stadium. But there is a much broader way in which sports organizations get their money, as we have seen through the courses and modules to date. Each revenue source that a sporting organization relies on will come from the fans. In the figure above, revenue is split between match day, commercial, and broadcast. The Mackay is taken care of by tickets, food, and other match day related revenue which we have discussed already.

Commercial relates to the sponsor agreements or other business-related relationships that sporting organizations will enter into. These are also based largely on fans and their interaction with a club. Those clubs that have a large fan base are more likely to receive higher monetary figures, for example, if we think about sponsorship, it obviously becomes more beneficial for the sponsoring organization to have their logo on as many sold shirts as possible. This is why sponsor agreements are often much larger for those teams who can count on a large global fan base.

Lastly, broadcast is concerned with the revenue that is paid by TV companies to focus the games of a particular league or club. Much like commercial, the more fans or interest a sporting organization has, then the higher the payment for broadcasting will be. Team's games will become more valuable, and they are likely to be featured more regularly,



further increasing this revenue stream. The organizations that are the most popular are usually the ones who are winning at that particular time. As the organization wins, the more games in different competitions the team plays. These competitions are often of a higher interest as they take place across continents rather than just countries, like the UEFA Champions League. Viewership for these competitions can be huge, guaranteeing the participants a high amount of revenue.

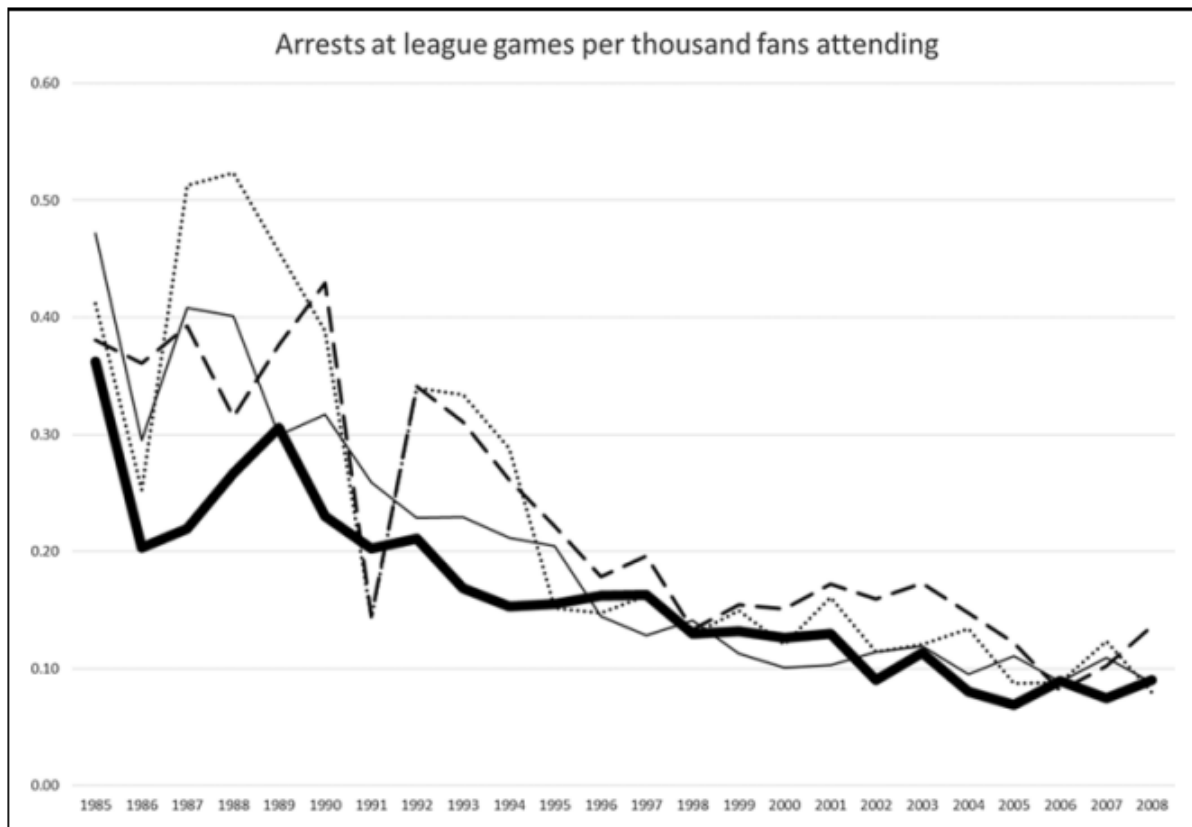
Do fans always want to pay?

Well, no. Occasionally, they stop paying, and this can be for all sorts of reasons. As we have discussed previously, this can frequently be due to results. If a team is not winning, then any sporting organization is likely to see a reduction in paying spectators. After all, why would someone pay money to go to watch a game where their team is more than likely to get beat? As we have seen, some fans do continue to attend even when this is the reality, but there will more than likely be a decrease in numbers.

However, results are not the only reason, internal and external factors that are not related to results can also impact on this. If we first look at internal factors, we can suggest that these can be quite numerous. This can also be due to the match experience, if the match experience is poor then the casual fan is unlikely to attend. An analysis of English football between the 1984-1985 to 1994-1995 seasons and more recently in 2001-2002 to 2009-2010 seasons by Jewell, Simmons and Szymanski (2014) showed that the hooliganism problem of the earlier seasons was very detrimental to the attendances and, therefore, to the finances of clubs. It has been shown in this research that the more arrests there were following hooligan activity between 1984-1985 and 1994-1995, the lower attendances were in that period. Whereas, with hooliganism beginning to be tackled at the turn of the new millennium with prosecutions and football banning orders put in place, this relationship between arrests and a fall in attendance declined. The change can be observed in the following figure from the Jewell, Simmons and Szymanski (2014) article.



Figure 5: Arrest rate per 1,000 fans per game 1984/85 to 2007/08 by PEF division



Source: Jewell, Simmons and Szymanski, 2014.

A relatively new development in modern sport is the reluctance to pay as a form of protest. Fans that are unhappy about the direction or actions that their favoured sporting organization is taking can make their feelings known in a variety of ways, for example, in Germany, it has become customary to throw tennis balls on the pitch. This is done as a form of protest and takes its inspiration from a German phrase “this is not tennis” meaning that something is not correct. Notable protests have been seen when the Bundesliga moved games to a Monday night, showing that it is not only the decisions of the clubs that can dissatisfy the fans (Uersfeld, 2018). In the UK, Liverpool fans left a match at the 77<sup>th</sup> minute due to a ticketing price increase to £77, and the club quickly reversed its decision (Bell, 2016).

When fans do turn against their clubs, their protests can be quite impactful. Two English clubs in recent times, Blackpool FC and Oldham Athletic FC, have demonstrated just how much of an issue this can become. The protest by the fans stemmed on both occasions from a feeling that the owners did not have the best interests of the club at heart. Both the club’s fans would describe their owners, previous in Blackpool’s case and current in that of Oldham’s, as coming into conflict with the fan base. Rather than sitting back and allowing the owners to continue to control and run the club in a fashion that did not fit with their ideals, the fans protested. In these cases, this resulted in the fan’s staying away



of the stadiums on match days, with the aim being to starve the club of revenue and forcing the owners to sell as financial liabilities became untenable.

While the Oldham protests are still ongoing, and largely due to the pressure being put on the organization by the fans, the current owner is now looking to sell the club (Boyle, 2021). In the other case, concerning Blackpool FC, the actions of the fans reduced the attendances from nearly 20,000 to regularly under 3,000. This action, combined with boardroom conflicts, eventually led to the ownership changing hands (Lloyd, 2020). What both of these, admittedly extreme, situations show is that fans do not always wish to pay and reluctance to pay can be used as a form of protest.

Furthermore, external factors that are outside the control of the sporting organization can also impact on the want or ability to pay for items related to the club. An increase in living costs or a downturn in wages will cause a decrease in the amount of sales due to the simple fact that fans may not be able to afford the products. Sometimes fans and other customers cannot physically pay for these items. Regarding tickets, stadium closures will obviously impact on the number of tickets that can be sold by the sporting organization. In football, we have seen these measures implemented due to fan misbehaviour, but recently, we also saw this due to the impact of COVID-19, something that the clubs themselves cannot control.

So, we have discussed some reasons why fans are not overly happy to pay for the product you are offering, but what methods can clubs use to continue this spending by fans and other consumers?

### Methods to Maintain Spending

We have seen above that there are many factors that can impact on the will of the fans to pay for items that a sporting organization wishes to sell them. In this subsection, we will begin to outline the ways in which we can make sure that these issues are minimised or avoided completely. First, a bit of a disclaimer, we will not fully investigate this area in this module as there is more to say which will be done in the following modules, however, let us set the scene by outlining the field of study.

As we have discussed at the end of the previous subsection, any sporting organization should be run in a manner that is desired by its members. The issues experienced by the fans of Oldham and Blackpool show that this should not be taken lightly, and fans are more than capable of organizing themselves into large protest organizations that can be extremely damaging.

Even when fans do not protest, they can still feel the impacts of poor governance. Poor governance can cause a breakdown in relationships between the club and its fans, but also allow some negative aspects observed within sport to rise to the surface. It is up to the club's themselves to create an atmosphere or product that encourages spending by the fans. When a team is winning it is easier to do this as people want to be involved with



the club or team, when they are not, it gets harder for teams to get people to part with their money.

In an effort to counteract this, Wycombe Wanderers has launched a subscription service. This service costs a fixed amount on a rolling 12-month contract which aims to allow fans to spread payments and to keep this interaction going with the club even through periods of struggle or no games (Wycombe Wanderers, 2021). But, even with these additional measures that may get fans to maintain or even increase their spending, do fans really get value for the money?

### **Do they get value for money?**

It is not controversial to say that there has been a significant increase in the amount of money required to participate in sport at any level, which we have talked about in previous subsections. This has left us trying to consider whether fans get value for money in their interactions with their teams. Specifically, when spectating and following a club as a fan, do they get value for money?

#### Value for Money and Spectating

While some consider football to be good value for money, others are less than complimentary. Articles have been written that cast dispersion on modern football and its links to the game of the past. Kelly, writing in 2012, stated that the new TV deal “further sundered the traditional relationship between the game and its core support, has driven an ever-bigger wedge between what we had, a community-based passion, and what we have, a corporate entertainment” (Kelly, 2012).

The rise in costs to follow a team has not been insignificant, with Bailey (2019) reporting that the average Premier League fan will now expect to pay £1,888 a season to keep up with their favourite team.

Value for money is likely to be linked to the performance of the sporting organization that the individual watches. An organization that is at the top of the league and winning games is likely to be considered as excellent value for money compared to a team that is struggling.

If we look at it in a very black and white fashion, in the study reported by Bailey (2019), Huddersfield Town fans got the worst value for money, spending £70 per goal and £96 per point in their relegation season from the Premier League. At the other end of the spectrum, Manchester City fans got what the study terms as ‘the best value’ for their money, paying £16.90 per goal and £16.30 per point.

This also comes down to expectation, even though points and goals were low, did Huddersfield Town fans feel like they were not getting value for money? The expectation for the club, even from the most hardcore supporters, was that they would do well to compete being one of the smallest sides with the lowest budget in the league. In that



sense, satisfaction, and therefore value for money, would have been quite high as the expectation was lower and enjoyment derived from the occasion rather than the result itself.

On the other hand, there is a case to suggest that fans of Manchester City actually had a lower satisfaction even though they won the league. This could be perhaps traced to poor performances despite the wins and being knocked out of major tournaments. Compared to the Huddersfield fans they might feel like they got less value for money and this can demonstrate the subjective nature of what we have discussed.

Fans of sporting organizations do have a different relationship with their club or team than that of a typical business consumer. Although, sporting organizations should remember that the fans of their clubs are not cash cows and even the most ardent fan will have a tipping point when they decide enough is enough.

### The Tipping Point & The Future

There are evidently points in this relationship where there will be struggles for the fans, and the amount of money might result in a tipping point. As we have spoken about already, Liverpool fans famously walked out of their fixture due to price rises (Bell, 2016). We can also see where pricing policies have not been thought through, leading to gaps in crowds even at major sporting fixtures. This suggests that yes, there is a tipping point and while fans do love to pay money towards their team, it is not limitless, and they should not be taken for fools.

But once again, we ask, what does the future hold? Will we see the same patterns, or will changes occur with how we spend money and on what? Ticketing is constantly changing, and the way in which fans are marketed to is also in a constant state of flux. It is unlikely that we will witness wholesale changes in fan behaviour, especially in the short term. Fans will still want to support their clubs, and new generations are being brought into football support all the time. However, we can notice small changes, the amount of money some individuals are willing to spend is declining in some quarters, think about the increases in lower level football around the globe.

The pandemic increased the move towards a more virtual experience, for example, where fans could interact with the crowd in the stadium despite themselves not actually being there. The use of virtual reality headsets has also made strides due to the constraints imposed by the pandemic. We should expect to see more fans who wish to show their devotion to a team, but are perhaps unable to travel the distance, engage more with these practices as time moves on.

### Summary

In this module, we have covered why it is that fans want to pay for sport, what they pay for (if it is value for money) and what it means to them to do so and the role this spending



has even in their identity construction. We have also considered the future of sport spending and the tipping points that sporting organizations should seek to avoid.

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