



Paula Holanda Cavalcanti Sirimarco

**Fandom, Team Loyalty, and the Extended Self: A Study
of Football Fans in Brazil and France**

Tese de Doutorado

Thesis presented to the Programa de Pós-Graduação
em Administração de Empresas of PUC-Rio in partial
fulfillment of the requirements for the degree of Doutor
em Administração de Empresas.

Advisor: Prof. Jorge Brantes Ferreira

Co-advisor: Prof^a. Angela Maria Cavalcanti da Rocha

Rio de Janeiro

May 2023



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Abstract

Sirimarco, Paula Holanda Cavalcanti; Ferreira, Jorge Brantes (Advisor). **Fandom, Team Loyalty, and the Extended Self: A Study of Football Fans in Brazil and France.** Rio de Janeiro, 2023. 116. Tese de Doutorado – Departamento de Administração, Pontifícia Universidade Católica do Rio de Janeiro.

This study investigated the relationship between the consumption of football and team fandom departing from the theoretical perspective of the extended self. A cross-country study, it examines the similarities and differences between Brazilian football fans and French football fans regarding (i) the antecedents of team fandom, (ii) the affective, cognitive, and behavioral components of team fandom; and (iii) the extent to which fans incorporate the football team to their selves. The methodology consisted of applying an online survey to Brazilian and French football fans – individuals that consume football and have a team of their preference. The scales used to measure the constructs were identified in the literature and previously developed and validated in other studies. Data were collected using self-administered questionnaires on the internet. Participants were recruited by email or social networks with a link to the questionnaire. The test of the research hypotheses used structural equation modeling. Given the long-term relationship between the football fan and the team plus the advance of the internet, which increases the interaction and personalized football consumer experience, it is crucial to understand more about the individual. The study contributes to increase our knowledge about the football consumer and the psychological mechanisms behind fandom.

Keywords

Extended self; sport consumption; football consumption; fandom; team loyalty

Resumo

Sirimarco, Paula Holanda Cavalcanti; Ferreira, Jorge Brantes. **Fãs, Lealdade ao time e o Eu-estendido: um estudo sobre torcedores de futebol no Brasil e na França**. Rio de Janeiro, 2023. 116. Tese de Doutorado – Departamento de Administração, Pontifícia Universidade Católica do Rio de Janeiro.

Este estudo investigou a relação entre o consumo de futebol e os fãs de times a partir da perspectiva teórica do Extended Self. O estudo cross-country, examina as semelhanças e diferenças entre torcedores de futebol brasileiros e torcedores de futebol franceses em relação a (i) os antecedentes para fãs de time, (ii) os componentes afetivos, cognitivos e comportamentais dos fãs de time; e (iii) até que ponto os torcedores incorporam o time de futebol a si mesmos. A metodologia consistiu na aplicação de uma pesquisa online a torcedores de futebol brasileiros e franceses – indivíduos que consomem futebol e possuem um time de sua preferência. As escalas utilizadas para medir os construtos foram identificadas na literatura e previamente desenvolvidas e validadas em outros estudos. Os dados foram coletados por meio de questionários autoaplicáveis na internet. Os participantes foram recrutados por e-mail ou redes sociais com um link para o questionário. O teste das hipóteses da pesquisa utilizou a Modelagem de Equações Estruturais. Dado o relacionamento de longo prazo entre o torcedor e o time, somado ao avanço da internet, que aumenta a interação e a experiência personalizada do consumidor de futebol, é fundamental entender mais sobre o indivíduo. O estudo contribui para aumentar nosso conhecimento sobre o consumidor de futebol e os mecanismos psicológicos dos fãs de futebol.

Palavras-chave

Extended self; consumo de esporte; consumo de futebol; fãs; lealdade ao time

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1

Introduction

Sports play a pivotal role in contemporary societies. They simultaneously influence and are influenced by the cultural, social, and political contexts (BOLZ, 2017; GROENEVELD, 2009; STODDART, 2006). Among the sports practiced on a global scale, football has reached prominence, with an estimated five billion football fans worldwide (FIFA, 2021) and the largest fan bases in Latin America, the Middle East, and Africa. In 2021, the top 20 Money League clubs had an aggregated revenue of 4.5 billion euros from broadcasting, 3.5 billion euros from commercial activity, and 111 million euros from stadium attendance (Deloitte Sports Business Group, 2022). In the digital world, the official YouTube channels of the Federation International of Football Association (FIFA), South American Football Confederation (CONMEBOL), and Union of European Football Associations (UEFA) together had 12 million users and four billion views in 2020 (Media and Digital Transformation in Sport, 2021). The Football World Cup is the championship more followed in the world. In the 2018 edition, the average live TV audience was 191 million viewers, an increase of 2.1% over the 2014 event (FIFA, 2018).

Giulianotti and Numerato (2018) recognize three phases in the development of a global sport consumer culture: (i) the standardization and diffusion of the sport, (ii) the mass consumption of the sport, particularly by television, and (iii) the commodification of the sport, including the development of a global market for athletes and of global supply chains for sports merchandise, among others.

Football started in England, rapidly becoming very popular. University students were responsible for the sport's diffusion around the world. Groeneveld (2009) argues that football is ingrained in European society. Because of its importance to the masses, governments have used football throughout history to attest to the power of a nation, to associate with a given purpose, or to represent a collective identity, either local (AGOSTINO, 2002) or national (GASTALDO, 2014). For example, during World War II, the Italian fascist government used sports

events to assert its ideological values to other countries (AGOSTINO, 2002). Armstrong's (2002) ethnographic study shows that football can represent national and local identities and help articulate feelings related to how a group sees itself. The author quotes Charles Taylor, a former president of Liberia from 1997 to 2003, who believed that success in football could bring recognition and status to a country.

Sports are influenced by culture. Schein (1996, p. 236) defines culture as “the set of shared, taken-for-granted implicit assumptions that a group holds and determines how it perceives, thinks about, and reacts to its various environments.” Different cultural spheres – national, regional, or local – may intervene in how a sport is perceived and the meanings assigned to it. For example, at the national level, Germans identified more with Germany after the 2010 World Cup (VON SCHEVE *et al.*, 2014). This study's results suggest that fan perception of national symbols is more positive after this type of event. Tiesler and Bergano (2012) analyzed how Portuguese living in Germany established cultural attachments with their homeland. Football was used as a “translocal” element by the Portuguese diaspora to reaffirm their belonging to the homeland; at the same time, it provided the opportunity for intercultural encounters. Members of the diaspora showed strong identification with the Portuguese national team and other Portuguese teams. Moreover, the recognition of Portuguese excellence in football in Germany was a source of national pride. Culture may also influence how teams are built and their image as sports organizations (KOLYPERAS *et al.*, 2016). Indeed, Giulianotti (2007, p. 260) described football as an “increasingly important popular cultural field for identity construction.”

Football fans are typically affiliated with a team they support (OGBONNA & HARRIS, 2015). Several studies examined the dynamics of football fandom (e.g., BODET & CHANAVAT, 2010; BULL & WHITTAM, 2021; CHANAVAT & BODET, 2009; HEWER *et al.*, 2017). The football fandom experience is described as intense, providing a high level of involvement (KIM *et al.*, 2021). The long relationship between fans and their teams creates a bond (HARRIS & OGBONNA, 2008). It provides fans with touching moments that may allow them to release their daily frustrations (The Social Issues Research Centre, 2008). It also promotes an emotional engagement related to the social role of football, which allows the creation of a shared identity (KOLYPERAS *et al.*, 2016; ROŞCA, 2017; SHEN *et al.*, 2021). This shared identity leads to a collective value co-creation

process (COUVELAERE & RICHELIEU, 2005; THOMAS, 2018; WORATSCHEK *et al.*, 2020) by engaging in football communities and creating new resources, knowledge, and experience (PONGSAKORNRUNGSILP & SCHROEDER, 2011).

Although the extant literature examines issues such as fan engagement, identity, and identification, it has given scant attention to the extent to which the team becomes part of the fan's extended self (BELK, 1988, 1989, 2014). Exceptions are the interpretive studies of Derbaix and colleagues (DERBAIX *et al.*, 2002; DERBAIX & DECROP, 2011). Both studies used the extended self theoretical perspective to understand the meanings associated with the consumption of team colors and accessories. Yet, to the author's knowledge, there is a lack of positivist studies examining football fandom's affective, cognitive, and behavioral components using the extended self theoretical perspective.

Because culture strongly impacts sports in general and football particularly, the present research adopts a cross-country perspective. Scholars have pointed out the need to examine cross-country aspects in relation to leisure (SHEN *et al.*, 2021) and specifically concerning football fan behavior (BODET *et al.*, 2018) to understand differences in football consumption. In fact, few studies have examined differences in fandom engagement across different cultures. Exceptions are Seippel (2019) and Fairley and O'Brien (2018). Seippel (2019) used data from 33 countries from an international database to examine three aspects of sports: socialization, integration, and internationalization. The results showed the positive role played by sports in integrating groups from different nationalities and reducing the tension between countries. Fairley and O'Brien (2018) interviewed players from four countries (Canada, USA, New Zealand, and Ireland) to investigate the outcomes of their participation in the Australian Football League (AFL) International Cup. Other cross-country studies examined fans' perceptions in one country vis-à-vis teams of another country (e.g., CHANAVAT & BODET, 2009; GONG, 2020). However, no study compared fandom attitudes and behavior in countries with strong football cultures, such as Brazil and France.

1.1. The context

The history of football in France and Brazil is quite different. Football was introduced in France in 1897, but the French national team was only officially created in 1904. The sport was introduced in the country by French students returning from Britain; it was an elite sport (HARE & DAUNCEY, 1999). with “small crowds attending Parisian club matches” (SOREZ, 2012, p. 1135). The first national championship took place in 1917. Later, in 1919, the French Football Federation (FFF) was established and, the following year, the FFF became responsible for the French Football Cup. Nowadays, the FFF regulates all French football (Football History, 2022; SOREZ, 2012). The French national team participated in the First World Cup in 1930 (Sports, 2022). In the following years, football started to turn into a professional sport (Football History, 2022).

During the early years, according to Sorez (2012), Parisian football clubs were unable to establish a bond with their fans, making it difficult to gain widespread recognition. France's weak performance in international games contributed to low fan engagement (HARE & DAUNCEY, 1999). However, during the 1950s, French football performance improved. This factor, together with the expansion of radio and television broadcasting, led to a growing interest in the sport (HARE & DAUNCEY, 1999). For the next 20 years, French football teams participated in the main European championships. These events helped to establish a connection between the French national identity and football. However, the 1980s saw problems and tensions in French football, including corruption incidents, bad conditions in the stadiums, and weak team performance. These factors had a critical influence on the decline of French football in subsequent years.

In the 1990s, the situation changed again; the French national team won the 1998 World Cup, creating the conditions for the establishment of a football culture (HARE & DAUNCEY, 1999) and the development of football products to represent the local identity (KRASNOFF, 2012). Television played an essential role in this process, and the French football stream was implemented in France before any other European country (HARE & DAUNCEY, 1999). The sport mainly appealed to younger fans; 61% of football fans were under 25 years old at that time (KRASNOFF, 2012). For the next 20 years, however, the performance of the

French teams declined again, and French football suffered harsh criticism (STÉPHANE & SOREZ, 2018). In spite of this, France won the 2018 World Cup.

Football was brought to Brazil at the end of the 19th century by English sailors and young Brazilians who had studied in British schools. Initially, the sport was popular in the cities of Rio de Janeiro and São Paulo. Professionalization during the 1930s allowed the sport to spread across the country (GIGLIO & PRONI, 2021). At the 1938 World Cup, the Brazil national team started to stand out in terms of performance. By the 1940s, Brazilian football already had its heroes, and in the 1950s, Brazil hosted its first World Cup (KITTLESON, 2014). At that time, international matches started to be broadcasted by radio and television, thus creating a massive audience for the sport (GASTALDO, 2014; GIGLIO & PRONI, 2021).

During the next two decades, as the Brazilian national team won three times the World Cup (1958, 1962, 1970), Brazil gained international fame as “the country of football” (GASTALDO, 2014). Brazilian football became known for its players and its own style of play, known as “football art” (GIGLIO & PRONI, 2021). After the 1970s, the country was famous for its football, but Brazilian clubs and federations were disorganized compared to their European counterparts. Since the 1990s, Brazilian football has become even more famous due to its consistently outstanding performance. In 1994 and 2002, the Brazilian national team won the World Cup and in 1998, came in second. Until today, Brazil is the only country to be a five-time world champion (GIGLIO & PRONI, 2021).

Brazilian fans are passionate about the sport. For the fans, the team that plays a World Cup represents the national identity (GASTALDO, 2014; GIGLIO & PRONI, 2021). The World Cup is considered far more important than the Olympic Games in Brazil and is associated with group celebration rituals (GASTALDO, 2014). DaMatta (1982), a Brazilian anthropologist, describes football as a complex social practice characterized by elements of the Brazilian culture, such as improvisation.

Thus, the two countries present different contexts concerning football history, practices, and associated meanings. And although both countries are presently significant players in the football industry, fans may have a different connection with the sport.

1.2.

Purpose of the study

This cross-country study investigates similarities and differences between Brazilian football fans and French football fans regarding (i) the antecedents of team fandom, (ii) the affective, cognitive, and behavioral components of team fandom; and (iii) the extent to which fans incorporate the football team to their selves. The study departs from the extended self theoretical perspective (BELK, 1988, 1989, 2014) and the extant literature on sports fandom.

1.3.

Relevance of the study

To the author's knowledge, the extended self perspective has yet to be used to examine the relationship between the consumption of football and team fandom using a quantitative approach. Nevertheless, it is one of the most cited theories in consumer behavior and has received broad acceptance in the marketing field (LADIK *et al.*, 2015). Therefore, the present study contributes to the theoretical advancement of research on football fandom by addressing this theoretical perspective.

In addition, the study examines how several antecedents end up by impacting team loyalty, adding to a set of studies that have addressed team loyalty in the context of football.

Finally, the study contributes to the extant literature by adopting a cross-cultural design, which can shed light on the differences in football fandom in different cultural contexts.

1.4.

Scope and delimitation

The study delimitations are: (i) temporal: the data was collected in March 2023; (ii). Geographical: it uses two samples, Brazilian and French; (iii) socio-demographic: respondents were over 18 years old; they should be football fans and support a football team.

1.5. Organization of the study

This research is organized as follows. After this introduction, the literature review section presents the extended self perspective (BELK, 1988, 1989, 2014) and related scholarly contributions, followed by the research model conceptualization, constructs, and hypotheses development. Then the research methodology is explained, including the method, the target population and sample, data collection and analysis techniques. A description of the research findings and the discussion of the results in relation to the extant literature follows. Lastly, the conclusions, the theoretical and managerial contributions, the study's limitations, and future research opportunities are presented.

2

Literature review

This chapter comprises four sections. The first section examines the literature on the extended self perspective, the second section addresses football fans' attitudes and behavior, and the third and fourth sections look specifically at aspects of football consumption.

2.1.

The extended self perspective

Belk has advanced the concept of the extended self, a novel theoretical approach to understanding the relationship between individuals and their possessions. He claimed that “knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves” (BELK, 1988, p. 139). The extended self comprises an individual self and a collective self. The second component refers to group, family, subculture, and national identities. Belk's conceptualization of the extended self initially covered the relationship between individuals and their possessions, including “people, places and things” (BELK, 2014, p. 253). Later, the author expanded the concept “to include digitally mediated ways of constructing, co-constructing, and expressing self” (BELK, 2014, p. 251). The extended self is dynamic and changes during an individual's lifecycle. While possessions help children and adolescents to manage their identities, they can also support transitions in later stages of life (BELK, 1988, 2014).

The self “is perceptual” (BELK, 1989, p.129), and it is influenced by the social meanings of the culture in which the individual is inserted and by the situational context. The ways by which the cultural environment influences how the self is perceived depends on the type of society. Individual self-perceptions in individualistic societies reveal the extended self; in collective societies, group perceptions prevail (BELK, 1989). The author refers to anthropological research traditions that examine possessions as symbolic and ritualistic. Possessions are used to present the self to others, functioning as symbols of the self that relate to

individual characteristics, such as age and gender (BELK, 1988). Some possessions are essential to the self; they can differ over time and across cultures and have a distinct symbolic meaning attached to them.

Although the extended self construct received overwhelming acceptance within the marketing discipline (LADIK *et al.*, 2015), the proposal was not without its critics. Cohen (1989) provided a sharp critique of the construct. His primary criticism of Belk's (1988) work was the construct's alleged vagueness. He pointed out the absence of boundaries to the construct's domain, making it hard to differentiate it from other related ideas. Furthermore, he criticized the lack of objective criteria for measuring the construct. Objective criteria are deemed necessary to provide research specifications that determine when there is, or is not, a connection between the possession and the self. Finally, Cohen (1989) claimed that Belk's extended self construct lacked explanatory power.

Belk's (1989) response used arguments about temporal fluidity, measurement techniques, and paradigmatic affiliation. He pointed out that even a well-structured concept with explicit meaning can endure alteration over time. According to Belk (1989, p. 129), "Cohen charges that the extended self is 'incredibly imprecise' because it evokes rich associations and ideas. This is a well-received criticism because such rich associations and ideas are an important characteristic of a good concept." Concerning the lack of measurement to determine whether a given possession is, or not, part of the extended self, Belk claimed to use an existing data collection instrument with some modifications. As to the explanatory power of the construct, Belk pointed out the two scholars' divergent paradigmatic affiliations, being Cohen a positivist, and Belk an interpretive researcher.

According to both authors (BELK, 1989; COHEN, 1989), the extended self construct has a broad array of potential applications in the field of consumer behavior. Belk (1989) suggested that the construct could be helpful in explaining consumers' actions and reasons, scrutinizing several processes and behaviors, or even in examining the period post-acquisition of goods. Indeed, over the years, the construct has been extensively used in the marketing literature (AHUVIA, 2005; LADIK *et al.*, 2015; NOBLE & WALKER, 1997; SHETH & SOLOMON, 2014; WONG *et al.*, 2012; WU *et al.*, 2015), becoming the most cited article in the history of the *Journal of Consumer Research* (LADIK *et al.*, 2015). Trail *et al.* (2000)

recommend using the extended self perspective to validate the connection between consumption and the self.

Two studies used the extended self construct in football research. In their 2002 study, Derbaix *et al.* investigated how fans behave in relation to the symbols of their teams using Holt's (1995) consumption metaphors and Belk's (1988, 1989) extended self construct. They interviewed fans of three Belgian teams and used participant observation to understand their consumption of colors and accessories associated with their team. Derbaix and Decrop (2011) extended the previous study to an international context. They conducted ethnographic interviews with 30 fans from Belgium, France, and Spain for five years. By attaching symbolic value to these items, football fans showed identification with their team and represented themselves as a community.

The extended self construct was thus originally presented using an interpretive perspective grounded in the social sciences, particularly anthropology and sociology. However, other scholars have adopted a positivist approach to the construct, aiming to achieve a more detailed construct specification to allow its measurement. Belk (1989, p. 129) himself pointed out that "the concept of extended self can be useful in both positivist and non-positivist research." Yet few attempts to operationalize and measure the construct have appeared in the positivist consumer behavior literature.

Cohen (1989) suggested that the operationalization and measurement of the extended self construct should include affective, cognitive, and behavioral components:

"...for example, such an investment of psychic energy in a product implies anything unique with respect to feeling states (e.g., the product's enhanced performance as a retrieval cue for affectively charged memories), behavior (e.g., perhaps the lack of acceptability of close substitutes), or even beliefs (e.g., the salience of product ownership in a person's self-descriptions or in attempts to differentiate self from others; perhaps a substantial perceived linkage between a possession and the achievement or representation of important terminal values)." (COHEN, 1989, p. 127).

However, the author did not develop his proposal further nor offered an instrument to measure the concept of psychic investment in a possession.

Sivadas and Machleit (1994) and Sivadas and Venkatesh (1995) presented a specific proposal to measure the construct. The first study aimed at developing a scale to measure the extended self construct; the second aimed at providing further validation of the scale. In addition, both studies empirically examined if the extended self construct and the proposed measure supported Belk's assertions.

Based on Belk's proposal, Sivadas and Machleit's (1994) scale intended to measure to what extent possessions were incorporated into the extended self. The scale used a 7-point Likert-type measure and had six items. The scale has been used in other studies (e.g., GANGLMAIR-WOOLISCROFT & WOOLISCROFT, 2014). Sivadas and Venkatesh (1995, p. 406) examined "to what degree is the incorporation of possessions in the extended self an individual trait and to what degree is it the function of the possession being examined." In their view, if the possession portrays a sense of self, it is more likely to be incorporated into the extended self. The authors also examined the extent to which the concepts of attachment and satisfaction overlapped with the extended self construct. They discussed some definitions of attachment and concluded that "individuals are more likely to be attached to things that are part of their extended self" (SIVADAS & VENKATESH, 1995, p. 408). They also adapted the original scale to specific possessions.

The study confirmed that Sivadas and Machleit's (1994) scale was unidimensional, reliable, and internally consistent. As to the concepts of attachment and extended self, the study found that they did not overlap for one of the products examined but did overlap for the other three. However, the findings supported the hypothesis of a distinction between satisfaction and incorporation of possessions to the extended self. Although consumers were more likely to be satisfied with possessions absorbed into the self, the bond between consumers and the extended-self possessions could last longer than that of consumers only satisfied with the possessions. Brand loyalty was more likely when the possession was incorporated into the extended self. The findings suggested that consumers' incorporation of a possession to the self could happen to different degrees.

2.2.

Fan attitudes and behavior

This section presents the concepts associated with fan attitudes in consumer research and then examines fan loyalty towards the team.

2.2.1.

Fan attitudes

An attitude is “an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment” (HAWKINS *et al.*, 1995, p. 355). Attitudes are learned and formed in the socialization process from experiences, information and others. Attitudes imply a consistent response, positive or negative, to a specific object, tangible or intangible, such as a product, a service, a group, an activity, or an idea. Mittal *et al.* (2008, p. 184) claim that attitudes are predispositions, which can be understood as “action in waiting.” According to Keller (1993, p. 5), “attitudes can serve a ‘value expressive’ function by allowing individuals to express their self-concepts.” Attitudes are associated with knowledge, emotion, and importance. Knowledge is associated with memory, emotion is related to affective reactions, and importance is related to embedded meaning (GLADDEN & FUNK, 2002).

Attitudes are classified into three main categories: affective, cognitive, and behavioral (or conative). Some authors call the behavioral component “intentions” or “action intent” (MITTAL *et al.*, 2008). These components are not always in harmony. Table 1 summarizes key definitions of the three components of attitudes.

Table 1 - Key Components of Attitudes

Component	Selected Definitions
Affective	“feelings or emotional reaction to an object.” (HAWKINS <i>et al.</i> , 1995, p. 358)
	“feelings of belonging and emotional safety lead to self-investment in the community.” (MCMILLAN & CHAVIS, 1986, p.15)
Cognitive	“...beliefs about an object.” (HAWKINS <i>et al.</i> , 1995, p. 356)
	“expectations about what something is or is not or what something will or will not do.” (MITTAL <i>et al.</i> , 2008, p. 185)
Behavioral (Conative)	“One’s tendency to respond in a certain manner toward an object or activity.” (HAWKINS <i>et al.</i> , 1995, p. 359)
	“...intention to act in a certain way.” (MITTAL <i>et al.</i> , 2008, p. 188)

Source: Elaborated by the author

The hierarchy of attitude components can vary depending on the degree of involvement with the object or activity. Park *et al.* (2006, p. 3) defined brand attachment as “the strength of the cognitive and emotional bond connecting the brand with the self.” The affective component strongly influences a fan’s attitude towards his/her team. Therefore, the attitude hierarchy of football fans typically follows the affective–behavioral–cognitive logic (MITTAL *et al.*, 2008). In other words, emotions are the main drivers of fan behavior, with the cognitive component placed at the lower level of the attitude hierarchy.

Emotions are the most important characteristic of fandom. Some fan possessions have an emotional significance, and as such they can be seen as an individual expression (LAVERIE & ARNETT, 2000). Emotional attachment to the team is characterized by a perception of irreplaceability (THOMSON *et al.*, 2005) and consists of a bond between the individual and the team (JIMÉNEZ & VOSS, 2014). When a fan is deeply committed to the sport, he/she experiences intense emotions, such as joy, relief, and satisfaction (KOENIGSTORFER *et al.*, 2010). Anagnostopoulos *et al.* (2018) find evidence of fan love directed at the team in the social media of two English football clubs.

Football fans are usually committed to a team and/or to the sport (DERBAIX & DECROP, 2011). The fans' attitudinal dimension indicates a “psychological commitment to a team” (PARK *et al.*, 2021, p. 2). This commitment can be developed through cognitive elements (e.g., shared fate with the team), as well as emotional aspects that express closeness to the team and create an emotional bond. Therefore, it implies building a connection between the self and a specific team (ASHMORE *et al.*, 2004) plus developing a resistance to changing it (PARK *et al.*, 2021). Laverie and Arnett's (2000) study shows attachment as a relevant variable to explain fan identity because, the more an individual is attached to a team, the more important is the fan role in his/her identity.

When going to a football match, the fan's satisfaction is intertwined with the team's performance, the spectator atmosphere, and the experience in the stadium (WORATSCHEK *et al.*, 2020). According to Von Scheve *et al.* (2017), physical experiences (stadiums, teams, and fans) cause more intense emotions than remote experiences. The live experience in football spaces is one of the primary expressions of engagement with the sport (EVANS & NORCLIFFE, 2016). Delia and Katz (2019) found that participation in sports traditions and rituals provides a

feeling of belonging, and Seippel (2019) indicated that this type of socialization tends to bring positive feelings. Kunkel *et al.* (2016) identified that the perceived value of team matches was predominantly emotional. Couvelaere and Richelieu (2005) suggested that sports teams need to bring together, in the football experience, pride associated with the team and emotions related to team performance.

2.2.2. Fan loyalty

Football fan behavior appears in the literature concerning loyalty to the team, and the consumption of products related to the team. Brand loyalty is a complex marketing phenomenon. Oliver (1997, p. 392) defines customer loyalty as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior.” The author identifies four stages of loyalty: cognitive, affective, conative (related to behavioral intention), and action loyalty. While the first three stages belong to the realm of attitudes, the last one concerns actual behavior. Action loyalty refers to “habit and routinized response behavior.” Oliver (1987, p. 395) explained that once action loyalty takes place, “thought is suppressed, and behavior guides itself.” At this point, external efforts to induce change to another brand are innocuous. In the present study, Oliver's concept of action loyalty refers to team loyalty. Many studies understand loyalty as a consequence of supporting the team unconditionally and for an extended period (DECROP & DERBAIX, 2010; KATZ *et al.*, 2020; TSIOTSOU, 2013; YOON *et al.*, 2017).

Loyalty is an essential element of football fandom. According to Woratschek *et al.* (2020), fan identification and loyalty are two different concepts. Identification occurs when there is a psychological connection between the team and the fan, while loyalty includes a certain degree of behavioral engagement. Delia and James (2018) state that fan identification is built on memories and experiences. Loyalty is enduring; “loyal sports fans resist the temptation to switch to a ‘more successful’ team during a losing season” (TSIOTSOU, 2013, p. 458). Wakefield and Sloan (1995, p.159) defined team loyalty as “an allegiance or devotion to a particular team that is based on the spectator's interest in the team that has developed over time.”

Some studies have looked specifically at how fan loyalty develops. Fans often relate the sport to their culture and childhood. The child's interest and commitment to sports can be influenced over time by different agents, such as family, friends, and the media. James (2001) found that team loyalty starts to develop at the age of five when there is some sort of commitment to the team. In addition, family and friends can influence the development of commitment and loyalty to a specific team (WAKEFIELD & SLOAN, 1995). High levels of loyalty are related to family history and self-identity (HARRIS & OGBONNA, 2008). The long-term relationship with football can be explained by cultural perpetuation, that is, the "continuation of core cultural values, beliefs, norms and assumptions such that they become enduring in a way that new generations [...] are conditioned to adopt them" (OGBONNA & HARRIS, 2014, p. 668). These authors examined cultural processes in a football club and found that historical legacy, subcultural dynamics, and symbolic expressions contribute to cultural perpetuation. The historical legacy is related to the club's history of perceived past successes. Subcultural dynamics concerns the belief that the team's success is associated with past values and norms. Symbolic expressions support the existing culture, showing the perceived importance of imagery and sentiments.

Socialization is thus strongly connected to commitment and loyalty to a team. There is, however, some evidence that individuals may develop bonds with a specific team later in adulthood. Delia and Katz (2019) pointed out that U.S. adults who experienced football rituals and traditions when traveling to a place where football was popular became fans of local football teams and developed a sense of belongingness to that environment. Finally, some studies suggest that media discourse also influences fandom.

Fans' attitudes and behaviors regarding their teams can be guided through long-term relationships and are directly associated with fan loyalty (GIULIANOTTI, 2002; HARRIS & OGBONNA, 2008; S. PARK *et al.*, 2021). According to Kunkel *et al.* (2016, p. 119), the "attitudinal component of loyalty describes the extent to which an individual holds positive attitudes toward a brand, whereas the behavioral component is defined by repeat purchase." Attitudinal loyalty is a commitment to the team (BAUER *et al.*, 2008; BISCAIA *et al.*, 2013). Kim *et al.* (2021) found that behavioral engagement significantly impacted fan loyalty. According to Healy *et al.* (2013, p. 1535), "football fans tend to be loyal

due to their shared community identity, aspirations for success, and belief that they have a stake in controlling/co-creating this identity and success with other consumers and with the brand itself.” When fans experience a stadium event, they engage in group consumption by displaying flags, team colors, cheering, or celebrating with others (YOSHIDA *et al.*, 2015).

Yet scholars have looked at several factors, and associations between them, that can affect loyalty. Yun, Rosenberger and Sweeney (2021) observed that fan engagement impacted satisfaction and team image, and these two factors impacted fan loyalty. Tsiotsou (2013) highlighted the essential role of team attachment in developing loyalty. His study’s results indicated that team attachment mediated the connection between team trust, involvement, self-expression, and team loyalty. Fan satisfaction also appeared in Woratschek’s (2020) study as a moderator between team identification and loyalty. In a study of Australian football fans, four factors predicted the levels of loyalty: team interest, vicarious achievement, excitement, and player interest (NEALE & FUNK, 2006). Team interest indicates the fan’s focus on the team, not on individual players; vicarious achievement shows that the team provides a sense of collective and personal esteem; excitement is related to emotions during the games; and player interest is connected to a favorite player. Yoshida *et al.*’s (2015) study with members of the loyalty program of a Japanese second division football team found that attachment to the fan community was a predictor of behavioral loyalty.

Bodet and colleagues have examined football fans’ perceptions, attitudes, and loyalty in several studies (BODET & CHANAVAT, 2010; BODET *et al.*, 2018; BODET *et al.*, 2020; CHANAVAT & BODET, 2009). In a qualitative study, CHANAVAT and BODET (2009) investigated French fans’ perceptions of the “Big Four” football teams in English football, identifying personal and social factors that influenced a football club’s brand equity. Bodet and Chanavat (2010) extended their previous study to examine the perceptions of Chinese fans about English football teams. Players, coaches, or the chairman contributed to the value of the professional football club. The authors did not find evidence of fan loyalty or of a consolidated identity and positioning of the English club in the Chinese market. Later, Bodet *et al.* (2018) investigated the perceptions of football fans from Armenia, Lithuania, and England and their expectations toward their national football associations. Most fans did not have a close relationship with their national

football association; instead, they preferred to relate to the national team players. Moreover, the results showed a lack of knowledge and awareness of the national football associations. Finally, Bodet *et al.* (2020) used a survey to examine the attraction factors of foreign (Chinese) fans toward the English Premier League. The findings indicated that the presence of Chinese players on the team and the level of identification with them were important attraction factors for these fans. In addition, the role of local fans (supporters and community) was an attraction factor for potential fans outside England. Finally, the clubs' internationalization and the football experience were considered appealing, particularly by female fans.

2.3. Football consumption

Sports consumption is an active process that can influence identity construction. A sport “is experienced and consumed in people's everyday lives [...] in their media use, conversations, and social networks” (CRAWFORD, 2004, p. 125). In the football industry, the consumer is usually defined as a fan, and the brands consumed are the football teams or clubs.

Consumption and collection behavior are tangible expressions of loyalty to the team. Football consumption includes, among others, physical attendance to stadium games and remote viewing, the use of objects and colors that are symbols of the team, and club membership or official supporters' group membership. In addition, fans with a high level of team loyalty tend to buy products from companies that sponsor the team (BAUER *et al.*, 2008; NEALE & FUNK, 2006). According to Biscaia *et al.* (2013), there is true loyalty when the fan purchases the team products. The merchandise brings meaning, and it is considered a benefit. The benefits related to sports consumers are symbolic and can be connected to group affiliation or self-identification. Supporters reaffirm their fan identities by purchasing and using objects related to the team (CRAWFORD, 2004; DERBAIX *et al.*, 2002; DERBAIX & DECROP, 2011). These items are used as symbols of differentiation, and their use provides confidence and pride to the fans. Derbaix and Decrop (2011) list four symbolic functions related to the purchasing and consumption of team colors and objects: identification, integration, expression, and sacralization. Identification occurs when football fans connect themselves to a specific team. Integration means that the football community can become an

extended family to the fan. Expression is related to the self and emotions. Sacralization includes attributing meaning to objects; some objects symbolize victories, history, and memorable moments. In addition, the consumption of objects associated with the team and the performance of rituals during football consumption support socialization (DELIA & KATZ, 2019; DERBAIX *et al.*, 2002; DERBAIX & DECROP, 2011; MAHONY *et al.*, 2002).

As to the attendance at stadium games, Mahony *et al.* (2002) identified seven motives that inspired fans of the Japanese Professional Soccer League: drama, vicarious achievement, team attachment, player attachment, sports attachment, community pride, and aesthetics. Neale and Funk (2006) examined how certain factors contributed to fan attendance at a football game. They found that five factors predicted game-day attendance in Australian football: vicarious achievement, player interest, entertainment value, drama, and socialization. Vicarious achievements are associated with the team's past successes and are the source of the fans' shared memories (DELIA & JAMES, 2018). Player interest is the connection with a given player; entertainment value portrays the affordability of the games; drama is associated with the uncertainty of the game's outcome; socialization refers to the interactions with other fans; sports attachment refers to the connection with the sport; community pride is associated to the status that the team brings to the community; aesthetics is related to training, skills, and performance during the games.

The team, the stadium, and the players are symbols of a collective identity that is “shared with a group of others who have (or are believed to have) some characteristic(s) in common” (ASHMORE *et al.*, 2004, p. 81). Collective identity symbols exist because of the sports co-creation characteristic (DERBAIX & DECROP, 2011; KOLYPERAS *et al.*, 2016). However, despite its collective nature, it leads to individual behavior (DERBAIX & DECROP, 2011; VON SCHEVE *et al.*, 2017). Katz *et al.* (2020) suggest that team identity and supporter club identity (fan community identity) are different constructs and that both play a role, although in different ways, in the consumption of team games.

Football clubs and associations have recently started using online media to strengthen ties with fans. Von Scheve *et al.* (2017) pointed out that fans participated in football rituals directly through online social media, radio, and television. Yoon *et al.* (2017) mention the social media platform Twitter as a powerful tool for communicating with sports fans because it allows the fans to express comments regarding the games, clubs, and athletes. Anagnostopoulos *et al.* (2018) investigated football fans' interactions through Instagram and noticed four categories of opinions: aspiring (positive comments that motivate the team's success); belonging (positive comments that bond them with the team); criticizing (negative comments mainly about the performance of the team) and loving (positive emotions towards the team). Passionate fans' need to belong to the team can be satisfied with online actions like virtual meetings and active social networking (S. PARK *et al.*, 2021). Fleischmann and Fleischmann's (2019) study analyzed the use of online media in the football industry to expand the international fandom of professional football clubs. Online media is an inexpensive means of expanding the number of fans and maintaining an enduring connection with the fandom. All of the 58 clubs studied interacted with their fans via Facebook. The authors found that superior team performance impacted the clubs' international digital fan base. In addition, the variety of languages on club websites and on Twitter positively and significantly correlated with the number of fans on Facebook, increasing the international fan base.

Attitudes are crucial to understanding football (and sports) merchandise consumption. The fans' emotional state impacts sports consumption behavior (TRAIL *et al.*, 2000). Lee *et al.* (2013) found that personal values and team identification significantly influenced the consumption of sports merchandise. Thomson *et al.* (2005) examined factors associated with the emotional attachment to a sports brand, identifying three factors. The first factor represented affection and warm feelings; the second denoted passion, described as positive and intense feelings; and the last was the connection between the consumer and the brand. This connection can stimulate collector behavior, comprising relevant purchases to maintain the relationship. The consumption of merchandise can also have a supportive function; Belk (1988, 1989) states that flags and t-shirts play a role in supporting fan identity.

Team loyalty is also associated with the consumption of sports services and merchandise. The strength of team identification seems to be related to the consumption of merchandise directly (t-shirts, flags, mugs, shares of the club) or indirectly (attendance at games, pay-per-view or similar game broadcasts, subscription to football magazines) (GIULIANOTTI, 2002). According to Shapiro *et al.* (2013, p. 130), “consumption intentions included attendance, sponsor support, and merchandise purchases.” The author found that the individual's past behavior and attachment influence future merchandise intentions. All aspects of football consumption are related to time and money spent (BODET & BERNACHE-ASSOLLANT, 2011).

As football fans develop loyalty, many also develop a “collection behaviour” (DERBAIX & DECROP, 2011, p. 277). Products (and services) can load emotional values, representing an investment made (THOMSON *et al.*, 2005). For example, a shirt of the team, tickets to a game, or even a gift for a friend, can be associated with special moments (DERBAIX & DECROP, 2011). According to Decrop and Derbaix (2010), fans' pride impacts commitment and loyalty and improves consumption and collection behaviors. Collectors spend money and time-consuming merchandise from their favorite team (DECROP & DERBAIX, 2010).

2.4.

Types of fans and consumption

According to Lock and Funk (2016, p. 87), a sports consumer is an individual who “spends time, money, or effort to interact with a sports organization’s products or services at some level.” Robinson *et al.* (2005) consider motivation the main difference between a fan and a spectator. The fan wants his/her team to succeed, and the spectator is more focused on the aesthetics of the sport. Also, fans have a greater attachment to the team.

Mahony *et al.* (2000) described four types of fans, according to their loyalty: low loyalty fans, spurious loyalty fans, latent loyalty fans, and high loyalty fans. Depending on the degree of loyalty, the fan consumes football differently. Low loyalty fans are not committed to a team and rarely attend or watch games. Typically, when attending an event, their purpose is to socialize. Spurious loyalty fans frequently attend team games or watch remotely. They are more connected to the sport but show low commitment to a specific team. The latent loyalty fan has

high commitment but shows passive behavior, characterized mainly by consumption of their team via the media (television or internet). High loyalty fans display a strong commitment to their favorite team.

Giulianotti (2002) identifies four types of football consumers: supporters, followers, fans, and flaneurs. For the supporters, the team provides elements of individual and public identity. Because they are deeply emotional towards the team, they offer financial support by purchasing the club's merchandise or stock. Followers are attached to the team network, which helps sustain and diffuse individual emotions when attending games. This group prioritizes symbolic exchange (values and ideological exchange) that lead to team affiliation. The entitled fans have a strong consumer relationship with famous teams and focus on merchandise, stocks, fundraising initiatives, or pay-per-view. However, they tend to have non-reciprocal and distant relationships with other fans. The last category is the flaneur. These consumers are not loyal to a team and search for successful and famous teams. They invest in merchandise more than any other group because this consumption reinforces their narcissist identity and places them as "cool" consumers. The flaneurs are more individually driven and use the media channels to consume football. Accordingly, these different types of consumers present different consumption patterns.

Ogbonna and Harris (2014) identify three types of fans: casual, club-connect, and die-hard. The casual fan has an emotional attachment to a team, enjoys watching the games through media, consumes the team merchandise, and eventually goes to the stadium. The club-connect fan is passionate, buys the merchandise more than the other types, and attends most matches. The die-hard fan is the most fanatic, presenting life-long support and a family history of engagement with the team. These fans attend home matches and away matches and see themselves as more passionate than other fans. Favoritism of a football team entails benefits such as identification, group acceptance, pride, and nostalgia (DERBAIX & DECROP, 2011; KELLER, 1993).

A specific type of fan examined in a few studies is the fanatic. Derbaix *et al.* (2002, p. 511) mention fan fanaticism as "a major characteristic of football crowds" characterized by "transcendence, ecstasy, euphoria, or pride." Fan fanaticism is often equated to negative behavior. For example, Park *et al.* (2021) investigated different types of South Korean football fans' provocative behavior. Some fans

shared experiences with individuals that supported the same team and teased those associated with other teams. Interestingly, the less engaged fan had the most aggressive behavior, antagonizing an opponent fan, particularly after the rival team had lost a match. Park *et al.* (2021) also found that more fanatic South Korean football fans enjoyed watching their favorite teams' matches with family and friends. Guschwan (2012) describes the fanatic fans of an Italian club. These fans showed enormous devotion to their club. They supported it unconditionally, mainly through experiences such as traveling to more remote places to watch games or consuming officially licensed club merchandise (GUSCHWAN, 2012; TAPP & CLOWES, 2002). Tapp (2004) describes fanatic fans as active toward the team. They are more interested in the team than in football, generating more consumption of the team memorabilia. In various cases, the team represents a significant part of the self.

The consumption of passionate football fans occurs independently of the team's performance (HARRIS & OGBONNA, 2008). This type of fan shows an "awareness of a common or shared fate" (ASHMORE *et al.*, 2004). Their attachment influences the consumption of objects related to the sports league, team, player, or sports brand (GHORBANZADEH & RAHEHAGH, 2021; KUNKEL *et al.*, 2013). Many consumers are willing to pay a premium price to obtain a particular product (THOMSON *et al.*, 2005), to go to live attendance games (PARK *et al.*, 2021), or to use team merchandise regularly (DERBAIX & DECROP, 2011).

Hypotheses development and the research model

The theoretical framework in this research departed from the extended self perspective, as well as the literature on sports fandom. The framework includes: (i) antecedents of emotional attachment to the team and team identification; (ii) affective and cognitive factors that lead to engagement with a team; (iii) incorporation of a team to the self; (iv) behavioral consequences (team loyalty). It is worth noting that previous research shows that the constructs of identification, loyalty, and the extended self are different (SIVADAS & VENKATESH, 1995; WORATSCHEK *et al.*, 2020; YUN *et al.*, 2021). Thus, the following research framework is proposed (Figure 1):

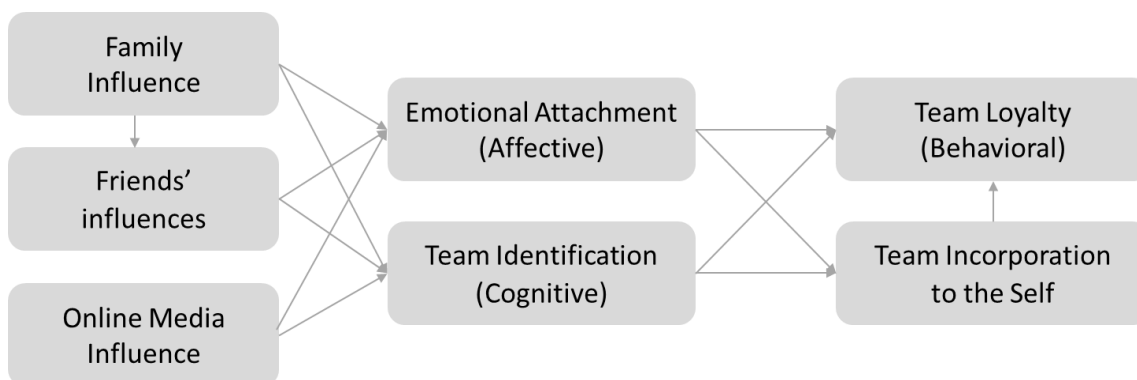


Figure 1 - Theoretical Framework
Source: Elaborated by the author

3.1. Construct definitions

Table 2 provides the conceptual definitions of the main constructs in this study.

Table 2 - Construct Definitions

Constructs	Definition	Authors
Family Influence	The relational ties shared with family that influence fandom.	Lock and Heere (2017)
Friends' Influences	The relational ties shared with friends that influence fandom.	Lock and Heere (2017)
Online Media Influence	Media used by fans to connect with their teams.	Phua (2010)
Emotional Attachment	The emotional bond between the fan and the team	Jimenez and Voss (2007)
Team Identification	"...the extent to which individuals perceive themselves as fans of the team, are involved with the team, are concerned with the team's performance, and view the team as a representation of themselves."	Branscombe and Wann (1992, p. 1017)
Team Loyalty	"...a willingness to stick with [the team] in perpetuity, remaining faithful to [the team] through good times and bad and therefore forgo opportunities to abandon [the team] in favor of more attractive ones."	Newson <i>et al.</i> (2016, p.2)
Team Incorporation to the Self	"fan's favorite [...] team form possessions which become part of the extended self" and are thus used as symbols to present the self to others."	Woisetschläger <i>et al.</i> (2014, p. 1492)

Source: Elaborated by the author

3.2. Antecedents

The literature review identified three main antecedents to the fan's affective and cognitive engagement with a team: family influence, friends' influence, and media influence.

The choice of a team typically follows family history or tradition and is influenced by friends at an early age (BODET & CHANAVAT, 2010; DERBAIX & DECROP, 2011; JAMES, 2001). Funk *et al.*'s (2003) study indicated that fans are motivated to consume sports with their family or friends. Derbaix and Decrop (2011, p. 285) suggested that "many supporters have identified with one team and differentiated from other teams during their teenage years and claim they will remain loyal to it until their death." Among family members, scholars have pointed out the father's role as more prominent than that of other members. For example, (BROMBERGER, 1995, p. 107) pointed out that "an incline for a club is a symbolic capital generally passed from father to son," and James (2001) stated that fathers

are the primary influence on the pledge to a team. In addition, the literature suggests that the most committed fans usually support their family team (OGBONNA & HARRIS, 2014).

Newson *et al.* (2021) point out that relational ties bind most fans to their teams. Since football is a game embedded with socialization, there is a relationship with other fans (BAUER *et al.*, 2008), and friends have frequently a significant influence (DE GROOT & ROBINSON, 2008). According to Funk *et al.* (2003), bonding with friends in sports matches allows fans to spend time with their friends. The authors found that women's basketball consumers preferred to attend games with their friends rather than with their family.

Nevertheless, Bodet *et al.* (2020) found that Chinese fans of the English Premier League considered team performance more important than family and friends' influence. The authors state that, although these results were not expected, they should not lead to the conclusion that family and friends had lost their relevance in the football team's choice. According to Lock and Funk (2016), family and friends belong to the relational group, which allows the individual to develop and enrich their experience through interpersonal bonds. Therefore, the following hypotheses are proposed:

H1- Family influence has a positive and direct effect on friends' influences.

H2a – Family influence has a positive and direct effect on emotional attachment to the team.

H2b - Family influence has a positive and direct effect on team identification.

H3a – Friends' influence has a positive and direct effect on emotional attachment to the team.

H3b – Friends' influence has a positive and direct effect on team identification.

Besides friends and family, there are other social influences in football. Phua (2010) pointed out the social influence of the media in a study of U.S. students. He examined the role of four types of media: print, broadcast, online, and mobile phones. Sports fans' media usage contributed to positive social identity construction and collective self-esteem. Healy *et al.* (2013) studied the virtual community of Liverpool FC and pointed out that virtual communities stimulated fan consumption. Gastaldo (2014) also indicated that the media's discourse impacted the sport's

demand. Anagnostopoulos *et al.* (2018), studying the contents of the Instagram of Liverpool FC and Manchester United, found frequent mentions of the team's successes, famous players, and coaches, as well as club history and traditions. Social media displayed images of matches, stadiums, and fans. All these elements generated more fan engagement. Moreover, given the emotional nature of football fandom, online fans develop a dynamic relationship with their team charged with emotions (THOMAS, 2018). In fact, according to Pongsakornrunsilp and Schroeder's (2011, p. 318) study on the Liverpool FC online community, the benefits arising from participation in this type of group include “social interactions, aggregated knowledge, or hedonistic emotions.” Vale and Fernandes (2018) analyzed the most followed teams on Facebook and found that the main engagement factors were the need for information, empowerment, and love toward the team.

Considering that (i) Phua's (2010) research already found, more than a decade ago, that online media had the greatest impact on fan identification among university students (the same group studied in this research); (ii) the emotional and cognitive aspects of online participation; and (iii) the importance of social media to this specific group (FUNK, 2017), the following hypothesis is advanced:

H4a- Online media use has a positive and direct effect on emotional attachment to the team.

H4b - Online media use has a positive and direct effect on team identification.

3.3.

Emotional and cognitive components of attitudes towards the team and the team's incorporation into the self

Engagement with a team has affective and cognitive components leading to behavioral reactions (ROBINSON *et al.*, 2005). The affective component is related to emotions associated with the team. The literature on sports and fan behavior names this construct “emotional attachment.” The cognitive component has to do with identification with the team. Emotional attachment and team identification may lead to the incorporation of the team into the self. According to Woisetschläger *et al.* (2014, p. 1492), “fans' favorite sports club, the team, and the stadium can thus form possessions which become a part of the extended self.”

The construct of emotional attachment is understood as a bond between a fan and the team (JIMENEZ *et al.*, 2014), which is charged with passion (COUVELAERE & RICHELIEU, 2005). Von Scheve *et al.* (2014, p. 3) named the construct emotional entrainment, conceptualizing it as a factor capable of “emotionally ‘charge’ group symbols that are part of ritual practices and influence group-related attitudes and solidarity beyond the ritual context.” Healy and McDonagh (2013, p. 1529) suggested that a “shared sense of emotional ownership” exists in football communities. Moreover, Tomson *et al.* (2005) associate emotional attachment with the fan’s investment in an object (in this case, the team). Stryker (2004) states that the emotions from the experiences could be more intense and related directly to the self. According to Bauer *et al.* (2008), there is a significant relationship between experienced emotional and symbolic benefits. Thus, the following hypothesis is advanced:

H5 –Emotional attachment to the team has a positive and direct effect on the team’s incorporation into the self.

Fans develop an identification with the team. This identification can be understood as some sort of “psychological affiliation with the team” (KATZ *et al.*, 2020). James (2001, p. 241) looked at the cognitive component to identify the children's team preferences. He used questions such as “Why is ‘Team A’ your favorite team (quantity and specificity of reasons)?” Other authors refer to “long-term convictions” associated with football consumption (MADERER & HOLTBRÜGGE, 2019, p. 420) or a perception of “a shared fate” with the football fan community (ASHMORE *et al.*, 2004, p. 90). Woratschek *et al.* (2020) suggest that team identification is crucial for sports events and positively affects perceived team performance. Also, the fans are prone to take a team's success and failure as their own (KIM & KIM, 2009). Newson *et al.* (2021, p. 1) investigated how “memories of past defeats” of fans of the least successful teams of the Premier League in the United Kingdom were positively associated with team identification. Kim's *et al.* (2009) work suggests that team identification is positively impacted by team attractiveness (how much the team draws the fans), team similarity (to what extent they identified their team with themselves), and team awareness (i.e., knowledge and familiarity with the team). Although not explicitly mentioning the extended self-construct, this research suggests a connection between team

identification and the incorporation of the team into the self. Therefore, the following hypothesis is proposed:

H6 – Team identification has a positive and direct effect on the team's incorporation into the self.

3.4.

Emotional and cognitive components of attitudes towards the team and team loyalty (behavioral consequence)

Fans' emotional and cognitive attitudes toward the team directly impact behavioral loyalty (TSIOTSOU, 2013; YUN *et al.*, 2021). The literature has debated the relationship between emotional attachment to the team and team loyalty. According to Grisaffe and Nguyen (2011), when there is a strong emotional bond between the consumer (in this case, the fan) and the brand (in this case, the team), loyalty increases. Thomson *et al.* (2005) found that emotional attachment impacts brand loyalty. Carroll and Ahuvia's (2006) study pointed out that hedonic experiences increase emotional attachment, which improves brand loyalty, and Newson *et al.* (2016) suggest that group experiences can increase loyalty. In addition, several studies have found that psychological involvement with a team can predict fan loyalty (BERNACHE-ASSOLLANT *et al.*, 2007; KUNKEL *et al.*, 2013; YUN *et al.*, 2021). Nonetheless, Ghorbanzadeh and Rahehagh (2021) concluded that emotional attachment indirectly impacts brand loyalty. Following the dominant findings in the literature, the following hypothesis is advanced:

H7 – Emotional attachment to the team has a positive and direct effect on team loyalty.

As for the cognitive component, team identification suggests an interdependence between the fan and the team to which they are connected. This connection can lead to team loyalty (HEERE & JAMES, 2007; STROEBEL *et al.*, 2021). Fans who are highly identified with the team tend to show behavioral loyalty (ROSENBERGER III *et al.*, 2019; TAPP, 2004). Also, Yoshida *et al.* (2015) confirm that team identification positively affected behavioral intentions, and Neale and Funk (2006) found that interest in a particular team predicts loyalty. Thus, the following hypothesis is advanced:

H8 – Team identification has a positive and direct effect on team loyalty.

3.5.

Team's incorporation into the self and team loyalty

Despite limited empirical evidence, the extant literature allows assuming that the concepts of loyalty and extended self are different, although related (SIVADAS & VENKATESH, 1995). According to these authors, brand loyalty (in this study, team loyalty) is more likely when the possession (the team) has been incorporated into the extended self. In addition, loyalty is influenced by the self because the self seeks to aggregate the possessions representing the team to which the individual is loyal (GIULIANOTTI, 2002). In fact, the recurring consumption of the football fan, wearing the team shirt, watching games, or going to the stadium – a behavior that can be interpreted as incorporating possessions representing the team to the extended self – has been found to lead to stronger loyalty (MADERER & HOLTBRÜGGE, 2019). Therefore, the following hypothesis is advanced:

H9 – The team's incorporation into the self has a positive and direct effect on team loyalty.

3.6.

The moderating effect of nationality

Previous cross-country research used nationality as a moderator. Wang *et al.*'s (2011) study analyzed sports fans from Indonesia and Taiwan. The main goal was to assess the value of sponsors' brand equity and the relationships between team identification, perceived congruence between the sponsor and the sponsored sports team, the sponsor's credibility, and brand equity. Some research evidence suggests that nationality may have a moderating effect on football fandom. For example, a study by Bodet *et al.* (2018) showed that Armenian and Lithuanian football behaved differently than English fans in terms of football consumption. Therefore, in the present study, nationality was used as a moderator to ascertain the differences between Brazilian and French fans concerning the impact of the team's incorporation into the self on the fan's loyalty to the team.

3.7. The research model

The following research model will be tested (Figure 2).

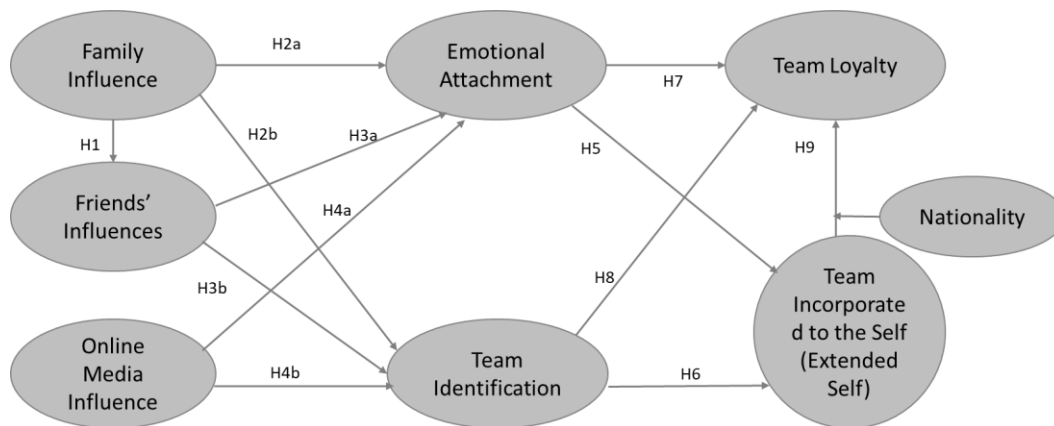


Figure 2 - Research Model

Source: Elaborated by the author

Table 3 - Summary of the Research Hypotheses

Nº	Hypotheses
H1	Family influence has a positive and direct effect on friends' influences.
H2a	Family influence has a positive and direct effect on emotional attachment to the team.
H2b	Family influence has a positive and direct effect on team identification.
H3a	Friends' influence has a positive and direct effect on emotional attachment to the team.
H3b	Friends' influence has a positive and direct effect on team identification.
H4a	Online media use has a positive and direct effect on emotional attachment to the team.
H4b	Online media use has a positive and direct effect on team identification.
H5	Emotional attachment to the team has a positive and direct effect on the team's incorporation into the self.
H6	Team identification has a positive and direct effect on the team's incorporation into the self.
H7	Emotional attachment to the team has a positive and direct effect on team loyalty.
H8	Team identification has a positive and direct effect on team loyalty.
H9	The team's incorporation into the self has a positive and direct effect on team loyalty.

Source: Elaborated by the author

4 Method

This chapter presents the methodology to be used in the study. First, the research method – the survey – is presented. Then, the choice of the research population and the sampling technique are explained. This is followed by a detailed description of the data collection instrument, data collection methods, and data analysis.

4.1. Research design

The study uses an online survey research design to examine the factors that influence the incorporation of a football team into the fan's self. Surveys are frequently used to capture information on attitudes and behavior (ALRECK & SETTLE, 1995). The internet survey facilitates acquiring data on large samples (DOUGLAS & CRAIG, 2007). Also, this method is easier to administer, more practical for respondents to answer (ROSTER *et al.*, 2014), and there is no interference from the interviewer (FOWLER, 2002).

4.2. Research population and sample

The population of the study consists of football fans over 18 years old who like and consume football, have a team of their preference, and have Brazilian or French nationality. As to the requirement on nationality, it is relevant because fan characteristics may differ if the survey includes residents in each country who are not Brazilian or French.

The sample is non-probabilistic; that is, the chance of selecting an element of the population is unknown. The use of a non-probabilistic sample is justified by the lack of lists of the target populations. According to Hair *et al.* (2010), the size of the sample, when Structural Equation Modelling (SEM) is used, must exceed the number of covariations added to the variances of the data input matrix. The math

can be calculated using the formula $N*(N+1)/2$, where N is the number of observable variables in the explanatory model (in this study, $N=36$). The authors indicated that the ideal sample should not be smaller than 200 observations for each group (Brazilian and French), which should give greater significance to measuring moderation effects.

Because of the decision to develop a cross-country study, two samples were used, one in Brazil and the other in France. These countries were chosen because of their football culture. In addition, Brazil has a larger number of players abroad, followed by France (CIES, 2022).

4.3. Data collection instrument

The data collection instrument is an online questionnaire, which uses scales to measure the key constructs (Table 4), in addition to questions covering the demographic characteristics of the sample.

Table 4 - Scales Used in the Study

Construct	Original Scale
Family influence	Funk <i>et al.</i> (2003)
Friends' influence	Funk <i>et al.</i> (2003)
Online media influence	Phua (2010)
Emotional attachment	Jimenez & Voss (2014)
Team identification	Bauer <i>et al.</i> (2008)
Team's incorporation to the self	Sivadas & Venkatesh (1995)
Team loyalty	Bauer <i>et al.</i> (2008)

Source: Elaborated by the author

The choice of scales followed the recommendations in the literature. Variables were measured using a 5-point Likert-type scale, varying from “totally disagree” to “totally agree.”

Family Influence and Friends' Influence were measured by scales used by Bodet *et al.* (2020) and Funk *et al.* (2003). Online Media Influence was measured by a scale proposed by Phua (2010).

Attitudes toward the Team were measured using the Emotional Attachment Scale (JIMENEZ & VOSS, 2014). As to Team Identification, although the scales most commonly used in the literature for team identification are the SSIS scale (Sport Spectator Identity Scale) by Wann and Branscombe (1993) and the TII (Team Identification Index) scale by Trail *et al.* (2003), they have been criticized

because of a “lack of focus” and theoretical inconsistency (LOCK & HEERE, 2017, p. 1). According to these authors, it is necessary to distinguish more precisely between the constructs of fan identity and team identification. In order to avoid this problem, it was decided to use Bauer *et al.*’s (2008) scale, which is refined and modified from the Team Association Model developed by Gladden and Funk in 2001 and 2002. The Bauer *et al.* (2008) scale underwent minor adaptations, in order to use the same terms throughout the questionnaire. The term “club”, used in Bauer *et al.*’s scale, was changed to “team”, and the term “favorite”, used in some affirmatives, was removed.

The construct of Team Loyalty was measured using the Team Loyalty Scale by Bauer *et al.* (2008). This scale includes the actual consumption of the football fan and the intention to do it in the future. The scale addresses only behavioral loyalty because the team identification scale already covers attitudinal loyalty. Lastly, to measure the Team's Incorporation into the Self, the present research uses an adaptation of the original Sivadas and Venkatesh (1995) scale, which, in turn, is an adaptation of the Sivadas and Machleit’s (1994) scale (Table 5).

Table 5 - The Extended Self Scale

The Sivadas & Machleit (1994) Scale	The Sivadas and Venkatesh (1995) Adaptation
The things I own help me achieve the identity I would like to have.	My _____ helps me achieve the identity I want to have.
What I buy helps me narrow the gap between what I am and what I would like to be.	My _____ helps me narrow the gap between what I am and what I try to be.
My possessions are part of what I am.	My _____ is central to my identity.
The things I own are central to my identity.	My _____ is part of who I am.
When something is stolen from me, I feel as if my identity has been snatched from me.	If my _____ is stolen from me, I will feel as if my identity has been snatched from me.
I derive some of my identity from the things I own.	I derive some of my identity from my _____.

Source: Elaborated by the author

The scales were translated into Portuguese and French, following the accepted translation protocol. This protocol includes (i) the translation/back-translation procedure to assure language similarity and (ii) evaluation by experts to check for similarity of interpretability.

The back-translation procedure started with translations from English to Portuguese and to French. Then, a translator who did not know the original questionnaire translated back from Portuguese and French to English. The back-translation method evaluates if the translation was done properly and the questionnaires that were translated keep formal language similarity (DOUGLAS & CRAIG, 2007; SPERBER, 2004). After the back-translation, the two versions in English were very similar, thus meaning that a good-quality translation had been achieved (DOUGLAS & CRAIG, 2007). Another concern, however, is whether the questionnaires are comparable in terms of generating the same responses (similarity of interpretability) (SPERBER, 2004).

Regarding cross-country research, Douglas and Craig (2007) recommended that researchers and translators from each country (in this study, France and Brazil) examine the questionnaire to ensure functional equivalence. Functional equivalence is a major concern when dealing with attitudes, behavior, and everyday aspects of life. In addition to functional equivalence, conceptual equivalence is essential to measure abstract feelings. To ensure functional and conceptual equivalence, this study used two judges for each language, who have intense knowledge of English and Portuguese and English and French. Finally, two specialists examined the final versions to arrive to a final validation.

Douglas and Craig (2007) advised that cross-cultural researchers should pretest the questionnaires in each language to check understanding, clarity, and coverage. It is crucial to assess the respondents' comprehension of the questions. The feedback can be qualitative or quantitative. Pre-tests were thus conducted with five football fans of each country during February 2023. Accordingly, some changes were made to improve the respondents' understanding. In Portuguese, the term identity was replaced by the expression 'who I am'. Also, three statements from the Sivadas and Venkatesh's (1995) scale were excluded due to respondents' difficulty understanding.

The questionnaire had 46 items. The first block comprises four questions about football consumer preferences and choices. The following 41 questions covered the constructs in the research hypotheses: the antecedents: family influence, friends influence, online media influence; the affective, cognitive, and behavioral elements; and the extended self questions. Because some items were very similar, they were placed at a distance from each other in order to avoid the

respondents to feel uneasy when answering them. Finally, there is a question about fan possessions of team merchandise, asking the number of t-shirts owned by the fan. The socio-demographic data included age, gender, education, and nationality.

Appendices 1, 2, and 3 present the three versions of the research questionnaire in English (original version after adaptations to football), Portuguese (final version), and French (final version).

4.4. Data collection

The online survey was administered to two samples in France and Brazil. The survey was developed and hosted on the Qualtrics website, remaining active for one month while participants were recruited. Links and QR Codes for internet access were generated from the Qualtrics platform. Also, the questionnaires were sent through a link made available via WhatsApp, email, Facebook, and LinkedIn. All questionnaires were self-administered and answered online. Confidentiality was assured by direct and anonymous access. Participants provided informed consent – that is, that they agreed to participate in the survey – by clicking on a link, thereby opening the questionnaire. The data collection was conducted in March 2023.

A total of 807 questionnaires were answered, 542 by Brazilian fans and 265 by French fans. In both samples, some questionnaires had to be excluded because they were incomplete. Respondents who did not support a team and were under the age of 18 were also excluded from the sample. The final sample consisted of 307 valid questionnaires for the Brazilian and 169 valid questionnaires for the French sample, resulting in a total of 476 valid questionnaires.

4.5. Data analysis

The data extracted from the questionnaires was imported into the SPSS and AMOS software for analysis. Descriptive analysis and the test of hypotheses were conducted. The study uses Structural Equation Modelling (SEM).

The hypotheses were tested using SEM, making it possible to measure simultaneous relationships between multiple independent and dependent variables. This method also allows the joint evaluation of the effects of all the constructs studied in the proposed model, to avoid possible discrepancies that could appear in

the dependencies observed between the variables, if they were studied separately (HAIR *et al.*, 2010). The structural model was tested to ensure the theory “fits” the reality; this allows the researcher to appraise each relationship more precisely (HAIR *et al.*, 2010).

Data were cleaned to check the existence of possibly erroneous or missing values, which could have occurred during the completion of the survey. No erroneous values were found in the items belonging to the measurement scales, but 76 respondents were removed from the Brazilian sample and 88 from the French sample given they had missing values in items that were part of the scales of the constructs of interest.

4.5.1. Validity and reliability

To evaluate the properties and measure the measurement model of the constructs, especially in terms of one-dimensionality, reliability, and validity, a confirmatory factor analysis (CFA) was performed with the data collected (HAIR *et al.*, 2010). According to Hair *et al.* (2010), the validity of a construct concerns how much a scale actually reflects the measured latent construct, while reliability refers to how consistent a variable or set of variables is concerning what you want to measure.

Through the measurement model obtained in the confirmatory factor analysis (CFA), it was possible to verify that each scale used measured only the construct with which it was associated. This model was then refined to create the “best” measurement model. Therefore, some items were eliminated, because they didn’t exhibit good reliability or because of high cross-loadings between two constructs. The final Structural Equations Model (SEM) was estimated, testing the research hypotheses, and comparing the performance of the proposed model with different alternative models that made sense according to the theory.

To measure the fit of the CFA and SEM models were analyzed: the Tucker-Lewis Index (TLI), the Comparative Fit Index (CFI), the Root Mean Squared Approximation Error (RMSEA), and the chi-square statistics of the model (along with the associated degrees of freedom).

The reliability of the constructs used in this study was measured using Cronbach's Alpha and composite reliability. Values of Cronbach's Alpha and composite reliability above 0.7 are acceptable (HAIR *et al.*, 2010). The validity of the constructs was measured through the factor loadings within each construct and the correlation between the constructs that resulted from the confirmatory factor analysis. Convergent validity was measured using the Average Variance Extracted (AVE). AVE greater than 0.5 indicates a suitable convergent validity (HAIR *et al.*, 2010). Fornell and Larcker (1981) state that AVE values greater than or equal to 0.5 would indicate adequate convergent validities.

To test the difference between the constructs, that is, how much one construct is different from the others, discriminant validity was evaluated through the analysis of the factor loadings of each item. According to Hair *et al.* (2010), factor loadings greater than 0.3 can be considered significant, greater than 0.4 can be considered important, and greater than 0.5 can be considered very significant. Face validity represents the consistency of the content of each item with the construct it measures. To ensure this validity all the scales used in the questionnaire followed the recommendations in the literature. Lastly, the nomological validity examines whether the correlations between the constructs of the related measurement theory make sense, one of the ways to analyze the nomological validity is the evaluation of the correlation matrix between constructs. This matrix verifies possible relationships between constructs, according to what is foreseen by the theory.

4.5.2.

Assessment of measurement and structural models

The evaluation and adjustment of the measurement and structural models used indices widely applied in similar studies and indicated in the literature (HAIR *et al.*, 2010). Each of the indices presents limitations and their use is commonly associated with a supplementary index, which makes the set of indices used to designate a good fit for the model.

For the estimation of the structural equations model, the maximum likelihood (ML) estimation method was used. According to Hair *et al.* (2010), under non-ideal conditions and for models with many constructs (as in the current research), samples of 400 to 500 individuals would be adequate for estimations using ML, which was corroborated by Olsson *et al.* (2000).

There is a two-stage approach to structural equation modeling. The first stage consisted of verifying, through the measurement model obtained in the confirmatory factor analysis, that each scale was measuring only the construct to which it was associated. Therefore, items that did not demonstrate good reliability or that had high cross-loadings were eliminated, arriving at an improved model. To adjust the model, the following indices were used: Tucker-Lewis Index (TLI), the comparative fit index (CFI), the root mean squared approximation error (RMSEA), and the chi-square statistic of the model (together with the associated degrees of freedom), as recommended by Hair *et al.* (2010).

5 Results and analysis

This chapter starts by describing the main characteristics of the sample collected in the study. Then, the statistical and psychometric properties of the data are evaluated. The proposed measurement and structural models are adjusted, and the test of the research hypotheses is presented.

5.1. Descriptive results

The final research sample included 307 valid questionnaires from Brazil and 169 valid questionnaires from France, resulting in a total of 476 valid questionnaires. The characteristics of the sample are presented in Table 6.

Table 6 - Demographic Characteristics of the Sample

	Brazil	France	Total
Valid Questionnaires	307 (100%)	169 (100%)	476 (100.0%)
Gender			
Male	232 (75.6%)	139 (82.2%)	371 (77.9%)
Female	74 (24.1%)	30 (17.8%)	104 (21.9%)
Other	1 (0.0%)	0 (0.0%)	1 (0.0%)
Age			
Minimum	18	19	18
Maximum	84	68	84
Education Level			
High School or less	13 (4.2%)	26 (15.4%)	39 (8.2%)
Incomplete undergraduate degree	41 (13.4%)	28 (16.6%)	69 (14.5%)
Finished graduate degree or higher	253 (82.4%)	115 (68.0%)	368 (77.3%)

Source: Elaborated by the author

Both samples are predominantly formed by male respondents (around 75% in Brazil and 82% in France). This is consistent with the fact that until very recently football was a sport that interested mainly the male population. Only recently, for example, women's football has arisen as a spectator's sport. Concerning the respondents' age, the minimum age was quite similar in both samples: 18 years in Brazil and 19 in France. However, the Brazilian sample includes older adults than the French sample (84 and 69 years old, respectively). Regarding the level of education, the sample is predominantly formed by individuals with university degrees complete or incomplete: almost 96% in Brazil and almost 85% in France. Incomplete degrees were typically associated to university students answering the questionnaire.

The study also addressed football fans' preferences concerning the sport itself and the teams (Table 7).

Table 7 - Football Fans Preferences

Preferences	Brazil	France	Total
Valid Questionnaires	307 (100%)	169 (100%)	476 (100.0%)
Favorite Sport			
Football as a favorite sport	235 (76.6%)	134 (79.3%)	369 (77.5%)
Support			
Support a specific team	276 (89.9%)	115 (68.5%)	391 (82.1%)
Support more than one team	31 (10.1%)	54 (32.0%)	85 (17.9%)
Location			
Support a team from the city where they live	242 (78.8%)	75 (44.4%)	317 (66.6%)
From another city in their country	50 (16.3%)	71 (42.0%)	121 (25.4%)
From another country.	15 (4.9%)	23 (13.6%)	38 (8.0%)
T-shirts from their favorite team			
None	39 (12,7%)	22 (13,0%)	61 (12.8%)
Between 1-5	166 (54,1%)	99 (58,6%)	265 (55.7%)
Between 6 -10	60 (19,6%)	30 (17,8%)	90 (18.9%)
More than 10	42 (13,7%)	18 (10,7%)	60 (12.6%)

Source: Elaborated by the author

Respondents were asked whether their favorite sport was football. Again, the results were quite similar for both samples, with 76.6% of Brazilian respondents and 79.3% of French respondents answering 'yes'. Interestingly, however, the percentage of the Brazilian sample supporting a specific team (89.9%) was much higher than that of the French sample (68.5%). As to the location of the team, almost 79% of the Brazilian sample supports a team from the city where they live, while only a little over 44% of the French sample does so. Also, many more French respondents support a team from another country (13.6%) compared to Brazilian respondents (4.9%). These last results are probably explained by the respective country geographies, with France immersed in the context of the European Union. Finally, football fans were asked whether they own t-shirts of their favorite team and, if so, how many. For both samples, the results are quite similar: around 87% of the Brazilian sample and of the French sample own at least one t-shirt of their favorite teams.

Respondents were also asked which team they supported (those that declared to support a team). A total of 20 teams were mentioned in the Brazilian sample, with most respondents supporting Flamengo (134), followed by Fluminense (67) and Vasco da Gama (43). The French sample presented more heterogeneous results with 39 teams, with more supporters citing the Olympique de Lyon (64), Olympique de Marseille (22) and Paris Saint Germain (16). These numbers make sense given that the main cities in this survey were Rio de Janeiro and Lyon. Figures 3 and 4 show the distribution by teams cited.

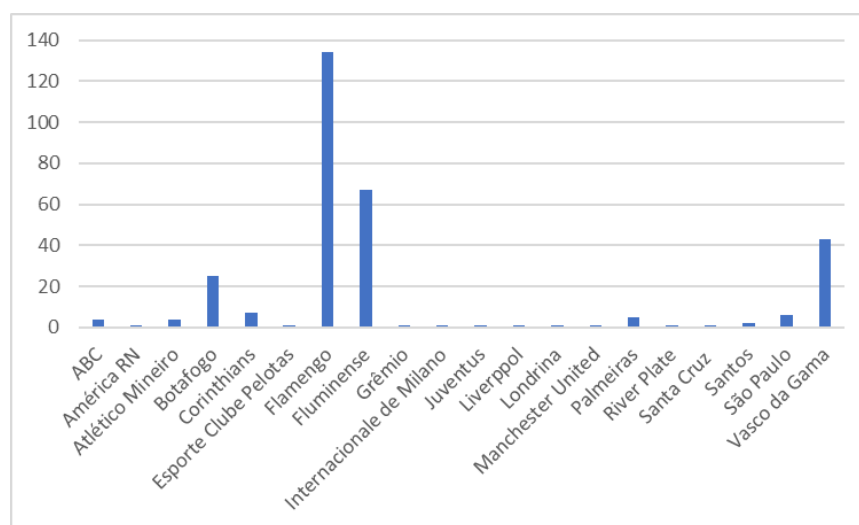


Figure 3 - Brazilians' Favorite Team

Source: Elaborated by the author

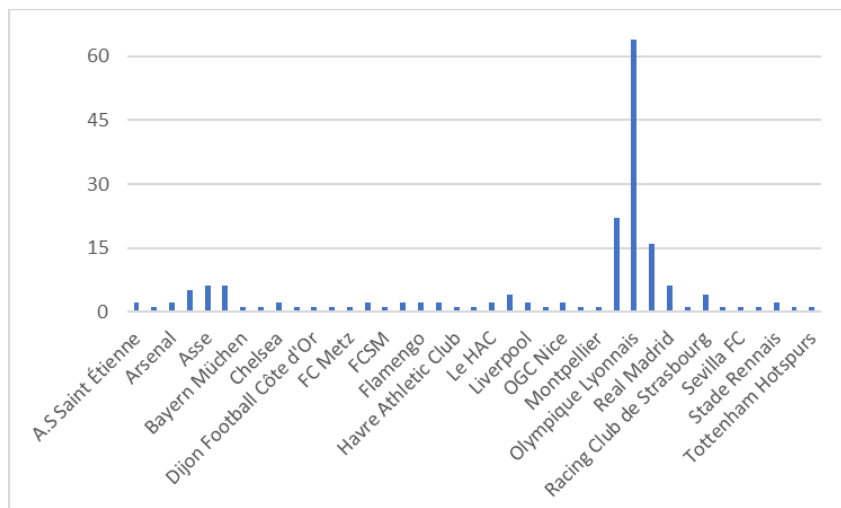


Figure 4 - French Favorite Team
Source: Elaborated by the author

5.2. Evaluation of the measurement model

The measurement model defines the relationships between the observed variables and the unobserved latent constructs, making it possible to assess how much each measured item relates to each factor. A confirmatory factor analysis (CFA) was carried out to test the validity, unidimensionality, and reliability of the scales used in the measurement model. The Brazilian and French samples were tested individually, and the indices are presented separately.

Several fit indices (both incremental and absolute) were used to assess the fit of the proposed measurement models, given that there is no consensus in the literature on which index (or set of indices) should be used to test the fit of this type of models (HU *et al.*, 1999; SCHREIBER *et al.*, 2006; SIVO *et al.*, 2006). The initial model tested, with all 36 indicators measured in the survey, did not show good fit indices. When calculating the data estimates of the Brazil and the France model, it was verified that both in the Brazilian sample and in the French sample, the measurement models presented all AVE above 0.5.

Brazilian sample

The initial model tested, with all 36 indicators, showed that the adjustment indices (model fit) were out of line with the values suggested in the literature. An RMSEA (mean-squared error of approximation) of 0.103 (with C.I. from 0.099 to 0.107), a CFI (Comparative Fit Index) of 0.78, an IFI (Incremental Fit Index) of

0.781, and a TLI (Tucker-Lewis's Index) of 0.759. The value for the chi-square ($\chi^2 = 2573.435$, d.f. = 608, $p < 0.001$, $\chi^2/\text{d.f.} = 4.233$).

As in the analysis of the covariance matrix of the standardized residues of the CFA, there was an indication that several items were contributing to a poor fit of the model. Therefore, an adjustment and refinement were performed through the elimination of nine variables. The final measurement model, with 27 indicators, showed good adjustment indices (RMSEA = 0.077 with C.I. from 0.071 to 0.083; CFI = 0.920; IFI = 0.921; TLI = 0.921; $\chi^2 = 831.470$ d.f. = 295, $p < 0.001$, $\chi^2/\text{d.f.} = 2.819$), representing a significant improvement over the initial model. When evaluated together, these final indices suggest a satisfactory fit of the data for the proposed model (HU *et al.*, 1999; SCHREIBER *et al.*, 2006). According to the authors, the RMSEA must be < 0.08 , the IFI ≥ 0.90 , TLI ≥ 0.90 and the ratio between $\chi^2/\text{d.f.}$ ideally ≤ 3 for model acceptance.

French sample

The initial model tested, with all 36 indicators, showed good fit indices (model fit), but slightly below the ideal limits, with an RMSEA of 0.097 (with C.I. from 0.091 to 0.103), a CFI of 0.749, an IFI of 0.753, a TLI of 0.725 and a significant value for the chi-square ($\chi^2 = 1575.632$, d.f. = 608, $p < 0.001$, $\chi^2/\text{d.f.} = 2.591$).

Since the analysis of the covariance matrix of the standardized residues of the CFA also presented items that were contributing to a poor fit of the model, an adjustment and refinement were performed through the elimination of nine variables, as explained above. The final measurement model, with 27 indicators, showed good adjustment indices (RMSEA = 0.061 with C.I. from 0.051 to 0.071; CFI = 0.937; IFI = 0.938; TLI = 0.925; $\chi^2 = 480.227$, d.f. = 295, $p < 0.001$, $\chi^2/\text{d.f.} = 1.628$), also representing a significant improvement in relation to the initial model. When evaluated together, these final indices suggest a satisfactory fit of the data for the proposed model (HU *et al.*, 1999; SCHREIBER *et al.*, 2006).

5.2.1.

Validity and reliability of the measurement model

According to Hair *et al.* (2010), the validity of a construct comprises four components: convergent validity, discriminant validity, face validity, and nomological validity.

Convergent validity measures the degree to which an item is related to others of the same construct (HAIR *et al.*, 2010). To carry out this analysis, the Average Variance Extracted (AVE) of each construct, the internal consistency, and the reliability of the scales, represented both by Cronbach's Alpha coefficient and by the Composite Reliability, were examined. According to the literature, adequate convergent validity presents AVE estimates greater than 0.50 and Cronbach's Alpha and Composite Reliability values greater than 0.70 (HAIR *et al.*, 2010).

Discriminant validity, in turn, requires that the items of each construct relate more strongly to the construct they are part of than to others in the model. Therefore, the shared variance between the items of a construct must be greater than the shared variance between this construct and others of the model (FORNELL & LARCKER, 1981). These authors indicate that this verification should be done by comparing the AVE of each construct with the shared variance (the square of the correlation coefficient) between all pairs of constructs. Thus, discriminant validity is adequate when everyone has AVE values greater than the respective shared variances.

The choice of scales already used in the literature ensured face validity. The translation of the original scales into Portuguese and French by applying a recommended protocol, the evaluation of each item by experienced consumer behavior researchers and the pre-tests also corroborated the consistency of each item's content.

The nomological validity examines whether the correlations between the constructs of the applied measurement theory make sense. One of the ways to analyze the nomological validity is the evaluation of the correlation matrix between constructs. This matrix allows to check possible relationships between constructs, according to what is expected in the literature.

The statistical results of the validity and reliability indices for the Brazilian sample and the French sample models are presented, respectively, in Tables 8 and 9.

Table 8 - Correlation Matrix between Constructs (Brazilian sample)

	FmIn	FrIn	OnMe	EmAtt	TeId	TeLo	ExSe
FmIn	1						
FrIn	0.776***	1					
OnMe	0.431***	0.413***	1				
EmAtt	0.488***	0.664***	0.775***	1			
TeId	0.545***	0.691***	0.886***	0.954***	1		
TeLo	0.534***	0.660***	0.774***	0.863***	0.882***	1	
ExSe	0.499***	0.527***	0.613***	0.675***	0.724***	0.690***	1

Source: Elaborated by the author

Significant correlations: * $p < 0,05$ ** $p < 0,01$ *** $p < 0,001$

Where: FmIn - Family Influence

FrIn - Friends Influence

OnMe - Online Media Use

TeId - Team Identification

EmAt - Emotional Attachment

TeLo - Team Loyalty

ExSe- Extended Self

All correlations shown in Table 8 were significant at a 0.001 level. As pointed out in the literature, Family Influence shows a stronger correlation with Friends' Influence. Online Media Use shows a stronger correlation with Team Identification. All other correlations are positive and consistent with the theory, thus leading to the conclusion that the constructs used have nomological validity, which also was found in the French sample (Table 9).

Table 9 - Correlation Matrix between Constructs (French sample)

	FmIn	FrIn	OnMe	EmAtt	TeId	TeLo	ExSe
FmIn	1						
FrIn	0.416***	1					
OnMe	0.116	0.334	1				
EmAtt	0.212	0.321***	0.848***	1			
TeId	0.268	0.394***	0.825***	0.921***	1		
TeLo	0.190	0.380***	0.742***	0.750***	0.819***	1	
ExSe	0.367***	0.380***	0.748***	0.822***	0.752***	0.697***	1

Source: Elaborated by the author

Significant correlations: * $p < 0,05$ ** $p < 0,01$ *** $p < 0,001$

Where: FmIn - Family Influence

FrIn - Friends Influence

OnMe - Online Media Use

TeId - Team Identification

EmAt - Emotional Attachment

TeLo - Team Loyalty

ExSe- Extended Self

The Family Influence construct presented several positive correlations, but they were not significant. The constructs of Extended Self and Team Identification show a strong correlation with Emotional Attachment. Emotional Attachment also has a strong correlation with Online Media. Team Loyalty and Team Identification also exhibit a high correlation.

Regarding the internal consistency and reliability of the scales used, Tables 10 and 11 lists Cronbach's alpha coefficients calculated for the revised scales (containing only the items present in the final measurement model) and the composite reliabilities for each construct. According to Fornell and Larcker (1981) and Hair *et al.* (2010), alpha coefficients greater than 0.8 are considered good, while coefficients between 0.7 and 0.8 are considered acceptable. Regarding composite reliability, which reflects the internal consistency of indicators that measure the same factor (FORNELL & LARCKER, 1981), levels above 0.7 are recommended.

Tables 10 and 11 show that all the scales used meet the minimum levels of reliability considered adequate by the literature, with all values above 0.7 for both the alpha coefficient and the composite reliability.

Table 10 - Reliability, Composite Reliability and Average Variance Extracted (Brazilian Sample)

	Reliability (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Family Influence	0.797	0.800	0.575
Friends Influence	0.825	0.829	0.621
Online Media Use	0.753	0.806	0.590
Emotional Attachment	0.901	0.906	0.708
Team Identification	0.759	0.822	0.541
Team Loyalty	0.841	0.918	0.535
Extended Self	0.888	0.891	0.732

Source: Elaborated by the author

Table 11 - Reliability, Composite Reliability and Average Variance Extracted (French Sample)

	Reliability (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Family Influence	0.806	0.814	0.594
Friends Influence	0.799	0.832	0.627
Online Media Use	0.705	0.731	0.478
Emotional Attachment	0.910	0.912	0.721
Team Identification	0.800	0.814	0.532
Team Loyalty	0.794	0.882	0.491
Extended Self	0.804	0.803	0.577

Source: Elaborated by the author

The standardized factor loadings for each observable variable (items) in the latent variables (constructs) were also examined, along with their respective significance. The greater these loads, the stronger the evidence that the measured variables represent the underlying constructs with which they are associated, indicating convergent validity and unidimensionality. Garver and Mentzer (1999) suggest that parameter estimates greater than 0.70, significant, and in the direction expected by the theory point to the unidimensionality and convergent validity of a construct. Table 12 and 13 present the standardized factor loadings and their significance for each indicator present in the estimated measurement model.

Table 12 - Standardized Factor Loads (Brazilian sample)

Construct/Indicator	Standardized Factor Loading	p-value
Family Influence		
FmIn2	0.866	<0.001
FmIn3	0.752	<0.001
FmIn4	0.633	<0.001
Friends Influence		
FrIn2	0.901	<0.001
FrIn3	0.763	<0.001
FrIn4	0.691	<0.001
Online Media Use		
OnMe1	0.901	<0.001
OnMe2	0.565	<0.001
OnMe3	0.799	<0.001
Team Identification		
TeId1	0.823	<0.001
TeId2	0.814	<0.001
TeId3	0.550	<0.001
Emotional Attachment		
EmAt1	0.877	<0.001
EmAt2	0.806	<0.001
EmAt3	0.892	<0.001
EmAt4	0.787	<0.001
Team Loyalty		
TeLo4	0.751	<0.001
TeLo5	0.784	<0.001
TeLo6	0.811	<0.001
TeLo7	0.682	<0.001
TeLo8	0.602	<0.001
TeLo10	0.830	<0.001
TeLo11	0.796	<0.001
TeLo12	0.839	<0.001

Extended Self		
ExSe2	0.842	<0.001
ExSe3	0.852	<0.001
ExSe6	0.868	<0.001

Source: Elaborated by the author

Table 13 - Standardized Factor Loads (French sample)

Construct/Indicator	Standardized Factor Loading	p-value
Family Influence		
FmIn2	0.847	<0.001
FmIn3	0.718	<0.001
FmIn4	0.767	<0.001
Friends Influence		
FrIn2	0.911	<0.001
FrIn3	0.730	<0.001
FrIn4	0.727	<0.001
Online Media Use		
OnMe1	0.786	<0.001
OnMe2	0.649	<0.001
OnMe3	0.626	<0.001
Team Identification		
TeId1	0.885	<0.001
TeId2	0.836	<0.001
TeId3	0.624	<0.001
Emotional Attachment		
EmAt1	0.850	<0.001
EmAt2	0.800	<0.001
EmAt3	0.877	<0.001
EmAt4	0.867	<0.001
Team Loyalty		
TeLo4	0.794	<0.001
TeLo5	0.785	<0.001
TeLo6	0.576	<0.001
TeLo7	0.552	<0.001
TeLo8	0.500	<0.001
TeLo10	0.732	<0.001
TeLo11	0.899	<0.001
TeLo12	0.669	<0.001
Extended Self		
ExSe2	0.697	<0.001
ExSe3	0.745	<0.001
ExSe6	0.820	<0.001

Source: Elaborated by the author

Tables 12 and 13 show that the factor loadings of all indicators are significant and in the expected direction. When assessing the magnitude of the estimated loads, the vast majority is greater than 0.70, as suggested by Garver and Mentzer (1999). Of the 27 variables in the model, only six have a factor loading lower than 0.70 in the Brazilian sample, and seven others in the French sample. Thus, the unidimensionality and convergent validity of the constructs are considered verified.

In order to assess discriminant validity, the scale items must relate more strongly to the constructs to which they are supposed to refer, and not to other constructs in the model. The shared variance between the items of each construct must be greater than the shared variance between the specific construct and the other constructs. To carry out this verification, Fornell and Larcker (1981) suggest comparing the AVE of each construct with the shared variance between all pairs of constructs. Discriminant validity is verified when all constructs have AVEs greater than the squares of the respective shared variances. Tables 14 and 15 present the respective matrices for the analysis of the discriminant validity of the two samples (Brazilian and French), with the main diagonal containing the AVE for each construct and the other cells presenting the square of the correlation coefficients between each pair of constructs.

Table 14 - Discriminant Validity Matrix (Brazilian sample)

	FmIn	FrIn	OnMe	EmAtt	TeId	TeLo	ExSe
FmIn	0.758						
FrIn	0.770***	0.788					
OnMe	0.437***	0.613***	0.768				
EmAtt	0.498***	0.663***	0.781***	0.842			
TeId	0.522***	0.672***	0.933***	0.948***	0.736		
TeLo	0.537***	0.661***	0.776***	0.865***	0.867***	0.765	
ExSe	0.519***	0.531***	0.616***	0.681***	0.712***	0.692***	0.856

Source: Elaborated by the author

Table 15 - Discriminant Validity Matrix (French sample)

	FmIn	FrIn	OnMe	EmAtt	TeId	TeLo	ExSe
FmIn	0.771						
FrIn	0.416***	0.792					
OnMe	0.117	0.324**	0.692				
EmAtt	0.208*	0.309***	0.849***	0.849			
TeId	0.267**	0.377***	0.852***	0.935***	0.730		
TeLo	0.185*	0.380***	0.745***	0.751***	0.823***	0.701	
ExSe	0.359***	0.361***	0.749***	0.817***	0.766***	0.701***	0.760

Source: Elaborated by the author

When analyzing Tables 14 and 15, not all shared variances are lower than the variance extracted by the items that measure the constructs, indicating that, according to the Fornell-Larcker criteria (FORNELL & LARCKER, 1981), there would be no adequate discriminant validity for the constructs Family Influence, Online Media, Emotional Attachment and Team Identification in the Brazilian sample. In the French sample, according to the same criteria, there would be no adequate discriminant validity regarding Online Media, Emotional Attachment and Team Identification. However, in some cases, the Fornell-Larcker test do not reliably detect the lack of discriminant validity (HENSELER *et al.*, 2015). So, this research performed an additional test, called the heterotrait-monotrait (HTMT) ratio of correlations. According to Henseler *et al.* (2015), HTMT examines the ratio between heterotrait correlations (correlations of indicators across constructs) and monotrait correlations (correlations of indicators within the same construct). If this ratio is lower than 0.9, then discriminant validity can be established. Results showed that all pairs of constructs for both samples had HTMT ratios below 0.9, indicating adequate discriminant validity.

Finally, collectively analyzing all the results presented for the confirmatory factor analysis, it can be concluded that the proposed measurement model meets the desired requirements of reliability, unidimensionality, face validity, nomological validity, convergent validity, and discriminant validity, thus making it possible to investigate the relationships between latent constructs using a structural model.

5.3. Evaluation of the structural model

The Structural Equation Modeling (SEM) technique used the AMOS 22 software, to test the proposed model and the research hypotheses. In SEM, the significance of the estimated coefficients for the relationships in the model indicates whether each hypothesis of relationship between constructs is verified or not (BYRNE, 2010). The structural model was analyzed after modifications of the initial measurement model, therefore using the indicators and constructs in the final measurement model.

5.3.1. Data normality

An important premise for the use of structural equation models using Maximum Likelihood (ML) estimation is that the data present a normal multivariate distribution. However, Olsson *et al.* (2000) claim that estimations via ML are robust against violations of the normality premise, being even more accurate and stable than other estimation techniques that do not have this premise.

Anyway, before analyzing the results, it was evaluated whether the condition of multivariate normality was satisfied. Particularly problematic for SEM is the multivariate kurtosis of the data, which occurs when the multivariate distribution of the observed variables has both tails and peaks that differ from the characteristics of a multivariate normal distribution (RAYKOV & MARCOULDES, 2000). Furthermore, a necessary but not sufficient prerequisite for checking multivariate normality is the univariate normality of the variables used. Analyzing the results for the evaluation of normality provided by AMOS 22 (Table 16 and Table 17), where the univariate kurtosis is provided for each indicator, it is noted that the univariate kurtosis values for all 27 items used in the model were lower than 3.7 in both groups. Bryne (2010) suggests that only kurtosis values greater than 7.0 are of concern. Therefore, it is concluded that none of the items used revealed substantial univariate kurtosis. On the other hand, the multivariate kurtosis presented by the Brazilian data was 101.974, with a critical ratio (C.R.) of 22,57. For the French sample the values were: 115.540 (kurtosis) and 18.978 (C.R) respectively. The C.R. value represents Mardia's (1970) normalized estimate for multivariate kurtosis, and, in practice, it should be less than 5.0 to indicate multivariate normality (BYRNE, 2010). Therefore, the values observed strongly indicate that the research data do not present multivariate normality.

Table 16 - Univariate kurtosis for each item (Brazilian Sample)

Variable	kurtosis	c.r.
FmIn2	-1.394	-4.986
FmIn3	-.228	-.815
FmIn4	-1.328	-4.750
FrIn2	-.484	-1.730
FrIn3	.612	2.187
FrIn4	-.803	-2.871
OnMe1	.996	3.563
OnMe2	-1.229	-4.396
OnMe3	3.360	12.017
EmAt4	3.050	10.909
EmAt3	.135	.483
EmAt2	1.380	4.937
EmAt1	.973	3.481
TeId1	2.966	10.606
TeId2	-.750	-2.682
TeId3	-.517	-1.851
TeLo4	-1.258	-4.499
TeLo5	-1.031	-3.687
TeLo6	.458	1.637
TeLo7	.400	1.432
TeLo8	4.164	14.893
TeLo10	-.890	-3.184
TeLo11	-.998	-3.568
TeLo12	-.119	-.426
ExSe2	-1.104	-3.947
ExSe3	-1.351	-4.833
ExSe6	-1.336	-4.780
Multivariate	101.974	22.575

Source: Elaborated by the author

Table 17 - Univariate kurtosis for each item (French Sample)

Variable	kurtosis	c.r.
FmIn2	-1.162	-3.084
FmIn3	.201	.535
FmIn4	-.747	-1.981
FrIn2	.659	1.749
FrIn3	3.100	8.227
FrIn4	-.728	-1.931
OnMe1	.393	1.044
OnMe2	-1.124	-2.981
OnMe3	2.674	7.096
EmAt1	.115	.304
EmAt2	.443	1.176
EmAt3	-.078	-.208
EmAt4	-.161	-.428
TeId1	.357	.948
TeId2	-.843	-2.236
TeId3	-.104	-.276
TeLo4	-.735	-1.949
TeLo5	-.235	-.622
TeLo6	1.114	2.957
TeLo7	-.491	-1.304
TeLo8	3.600	9.552
TeLo10	-1.039	-2.758
TeLo11	-.859	-2.281
TeLo12	.228	.604
ExSe2	-.296	-.786
ExSe3	-.803	-2.130
ExSe6	-.934	-2.478
Multivariate	115.540	18.978

Source: Elaborated by the author

5.3.2. Adjustment of the proposed model

The fit of the proposed model was examined using several fit indices (HAIR *et al*, 2010). The chi-square statistic obtained for the model was statistically significant ($\chi^2 = 1523.153$, d.f. = 608, $p < 0.001$). Anyway, it should be interpreted with caution, since it may be sensitive to sample size and violations of normality (BENTLER, 1990). All other indices indicated a good fit of the model to the data. The ratio $\chi^2/\text{d.f.}$ was 2.505, lower than the value of 3.0 suggested by Byrne (2010).

In addition, the incremental fit indices were greater than 0.90, with a CFI of 0.905, a TLI of 0.90, and an IFI of 0.906. In turn, the absolute fit indices showed values below the limit of 0.08 established in the literature (HU & BENTLER, 1999; BYRNE, 2010; HAIR *et al.*, 2010).

5.3.3. Test of the research hypotheses

After verifying the validity and fit indices of the models, the estimated coefficients of the causal relationships between the constructs for the sample models of Brazil and France were evaluated. As the standardized coefficients are specific for the analysis of a single sample, non-standard coefficients were used, as they are suitable for comparison between samples and maintain the effect of the scales (BYRNE, 2010). The verification of each of the hypotheses was performed by analyzing the magnitude, direction and significance of the non-standardized coefficients estimated using the structural model (BYRNE, 2010). It is noteworthy that the relationships were considered significant when the p-value for the t-test associated with the estimated coefficient was below a significance level of 0.05 (BYRNE, 2010; HAIR *et al.*, 2010).

Brazilian Sample

Table 18 presents the hypotheses tested, the non-standardized coefficients and respective p-values and which hypotheses tests were significant for the Brazilian sample (N=307).

Table 18 - Estimated Non-Standardized Coefficients, Assumptions and Significance for the Proposed Structural Model (Brazilian Sample)

Hypotheses	Non-Standardized Coefficient	p-value	Hypothesis Verified?
H1: Family Influence → Friends' Influences	0.822	0.000***	Yes
H2a: Family Influence → Emotional Attachment	0.000	0.995	No
H2b: Family Influence → Team Identification.	0.121	0.034*	Yes
H3a: Friends' Influence → Emotional Attachment	0.319	0.000***	Yes
H3b: Friends' Influence → Team Identification.	0.153	0.004**	Yes

H4a: Online Media Use → Emotional Attachment	0.929	0.000***	Yes
H4b: Online Media Use → Team Identification.	0.877	0.000***	Yes
H5: Emotional Attachment → Team's Incorporation into the Self.	0.158	0.328	No
H6: Team Identification → Team's Incorporation into the Self.	0.803	0.000***	Yes
H7: Emotional Attachment → Team Loyalty.	0.437	0.000***	Yes
H8: Team Identification → Team Loyalty	0.568	0.000***	Yes
H9: Team's Incorporation into the Self → Team Loyalty	0.106	0.058	No

Source: Elaborated by the author

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

The data indicate that nine of the 12 hypotheses were significant, seven of them at the 0.001 level.

Family Influence showed a strong and significant relationship with Friends Influence (H1) and with Team Identification (H2b). Friends' Influence has a significant relationship with Emotional Attachment (H3a) and Team Identification (H3b), but neither with a strong correlation. Concerning Media Online Use, there were very strong and significant relationships with Emotional Attachment (H4a = 0.929) and Team Loyalty (H4b = 0.877). Emotional Attachment had a significant impact on Team Loyalty (H7). Team Identification showed a significant direct and strong impact on Team's Incorporation into the Self (H6) and a significant but weaker impact on Team Loyalty (H8).

However, the results were not significant for the relationships between the following constructs: Family Influence and Emotional Attachment (H2a); Emotional Attachment and Team's Incorporation into the Self (H5); and Team's Incorporation into the Self and Team Loyalty (H9).

Figure 5 shows how well the model was able to explain the constructs. Family Influence, Friends' Influence, and Online Media were able to explain 99% of the variance observed in Team Identification and 77% of the variance observed in Emotional Attachment. The construct of Team Loyalty can be 76% explained by Emotional Attachment, Team Incorporate to the Self and Team Identification. Likewise, Team Identification and Emotional Attachment were able to explain 46% of the variance observed in the Team's Incorporation into the Self.

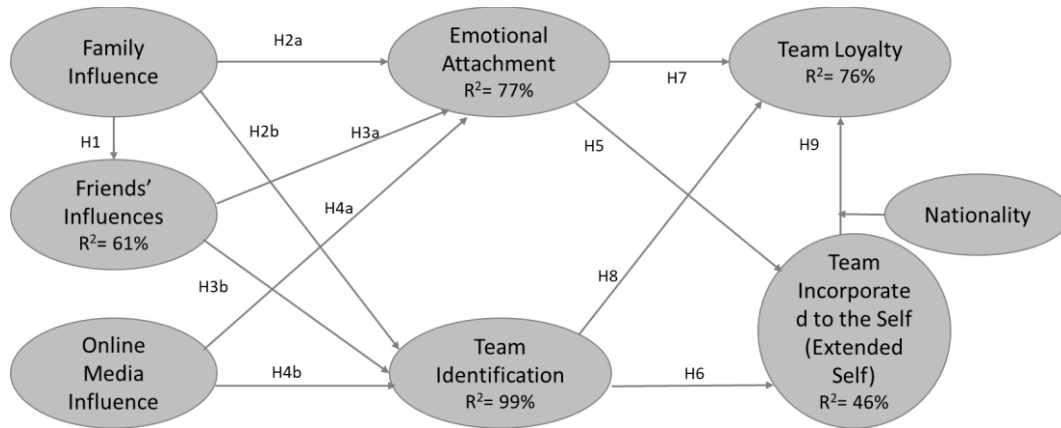


Figure 5 - Squared Multiple Correlations Brazilian Sample
Source: Elaborated by the author

French Sample

Table 19 presents the hypotheses tested, the non-standardized coefficients and respective p-values, and which hypotheses tests were significant for the French sample (N=169).

Table 19 - Estimated Non-Standardized Coefficients, Assumptions and Significance for the Proposed Structural Model (French Sample)

Hypotheses	Non-Standardized Coefficient	p-value	Hypothesis Verified?
H1: Family Influence → Friends' Influences	0.431	0.000***	Yes
H2a: Family Influence → Emotional Attachment	0.145	0.024*	Yes
H2b: Family Influence → Team Identification.	0.140	0.031*	Yes
H3a: Friends' Influence → Emotional Attachment	0.049	0.421	No
H3b: Friends' Influence → Team Identification.	0.124	0.045*	Yes
H4a: Online Media Use → Emotional Attachment	1.804	0.000***	Yes
H4b: Online Media Use → Team Identification.	1.721	0.000***	Yes
H5: Emotional Attachment → Team's Incorporation into the Self.	0.615	0.001***	Yes
H6: Team Identification → Team's Incorporation into the Self.	0.091	0.633	No
H7: Emotional Attachment → Team Loyalty.	-0.146	0.414	No
H8: Team Identification → Team Loyalty	0.613	0.000***	Yes

H9: Team's Incorporation into the Self → Team Loyalty	0.165	0.159	No
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Source: Elaborated by the author

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

The results of the test of hypotheses concerning the French sample, summarized in Table 19, shows a difference when compared to the Brazilian sample; of the 12 hypotheses, only eight were significant, five at a 0.001 level.

The constructs Family Influence showed a positive and significant relationship with Friends Influence (H1), Emotional Attachment (H2a), and Team Identification (H2b). All correlations were below 0.5. Friends Influence had a positive and significant impact on Team Identification (H3b). Online Media Influence showed a positive and significant relationship to Emotional Attachment (H4a) and Team Loyalty (H4b). Unlike the Brazilian sample Emotional Attachment and Team's Incorporation into the Self (H5) had a positive and significant relationship in the French sample. Lastly, Team Identification and Team Loyalty (H8) also had a significant relationship.

It was not possible to establish a relationship between the following constructs: Friends' Influence on Emotional Attachment (H3a); Team Identification on Team's Incorporation into the Self (H6); Emotional Attachment on Team Loyalty (H7); and Team's Incorporation into the Self on Team Loyalty (H9).

Figure 6 represents the squared multiple correlations of the French sample. It can be seen that Family Influence, Friends' Influence, and Online Media Influence were able to explain 91% of the variance observed in Team Identification and 91% of the variance observed in Emotional Attachment. The construct of Team Loyalty can be 69% explained by Emotional Attachment, Team Incorporate to the Self and Team Identification. Likewise, Team Identification and Emotional Attachment explain 67% of the variance observed in the construct Team's Incorporation into the Self.

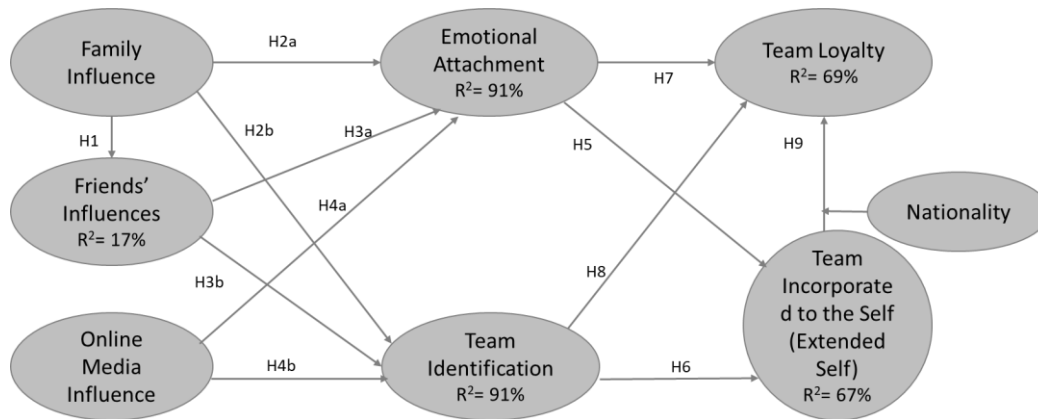


Figure 6 - Squared Multiple Correlations French Sample
Source: Elaborated by the author

Differences between Samples

Comparing the results for the Brazilian sample and the French sample in order to assess whether the moderating effect of nationality is verified, Table 20 presents the non-variable probabilities of the relationships and significance levels of the two samples.

In situations where a relationship of a hypothesis is not significant in one group, but in another, the difference between the samples is evident by itself, and there is no need to evaluate the overlapping of the coefficients (see Table 20). Still, to identify whether the perceptions of the respondents of the two samples (Brazilian and French) have statistically tested differences, the non-standardized coefficients of the hypotheses and their respective estimated standard errors were analyzed to calculate minimum and maximum values within a 95% confidence interval.

Table 20 - Comparison of the Two Samples

Hypotheses	Brazilian Sample		French Sample	
	Non-Standardized Coefficient	p-value	Non-Standardized Coefficient	p-value
H1: Family Influence → Friends' Influences	0.822	0.000***	0.431	0.000***
H2a: Family Influence → Emotional Attachment	0.000	0.995	0.145	0.024*
H2b: Family Influence → Team Identification.	0.121	0.034*	0.140	0.031*

H3a: Friends' Influence → Emotional Attachment	0.319	0.000***	0.049	0.421
H3b: Friends' Influence → Team Identification.	0.153	0.004**	0.124	0.045*
H4a: Online Media Use → Emotional Attachment	0.929	0.000***	1,804	0.000***
H4b: Online Media Use → Team Identification.	0.877	0.000***	1.721	0.000***
H5: Emotional Attachment → Team's Incorporation into the Self.	0.158	0.328	0.615	0.001***
H6: Team Identification → Team's Incorporation into the Self.	0.803	0.000***	0.091	0.633
H7: Emotional Attachment → Team Loyalty.	0.437	0.000***	-0.146	0.414
H8: Team Identification → Team Loyalty	0.568	0.000***	0.613	0.000***
H9: Team's Incorporation into the Self → Team Loyalty	0.106	0.058	0.165	0.159

Source: Elaborated by the author

*p<0.05 ; **p<0.01 ; ***p<0.001

The difference between the samples is that, in the Brazilian sample, both Team Identification and Emotional Attachment impact Team Loyalty; however, in the French sample, only Team Identification impacts Team Loyalty. Another discrepancy is related to the construct Team's Incorporation into the Self. For the Brazilian sample, Team Identification impacts Team's Incorporation into the Self, and for the French sample, Emotional Attachment impacts Team's Incorporation into the Self.

5.3.4. Impact of nationality

The moderating variable nationality did not impact the relationship between Team's Incorporation into the Self and Team Loyalty ($p\text{-value} = 0.66$). Perhaps the reason why nationality did not impact the relationship is that both countries have passionate fans.

6 Discussion of results

This chapter discusses the results of the study, comparing with the literature, and advancing possible explanations for differences and non-significant findings.

6.1. The final models

To facilitate the analysis of the research's findings, Figures 7 and 8 below present the final model tested in this study for both samples.

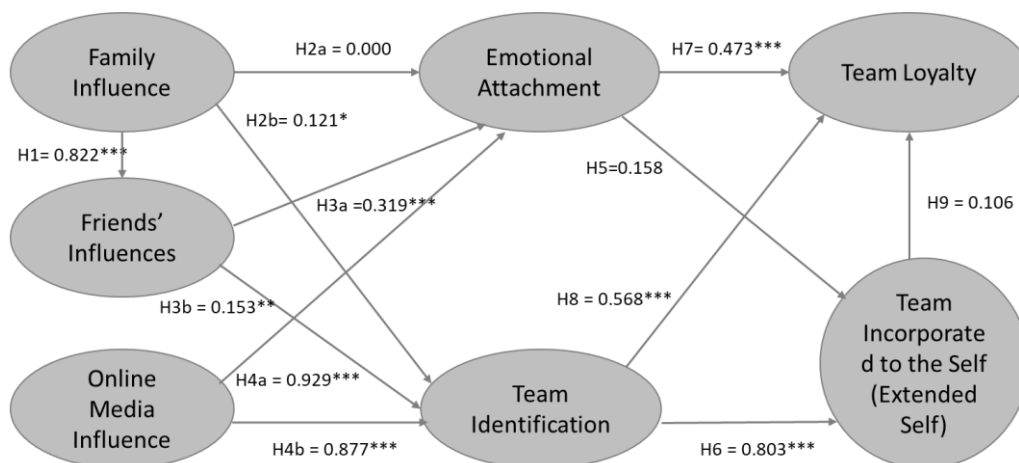


Figure 7 - Final Model with Unstandardized Coefficients (Brazilian Sample)
Source: Elaborated by the author

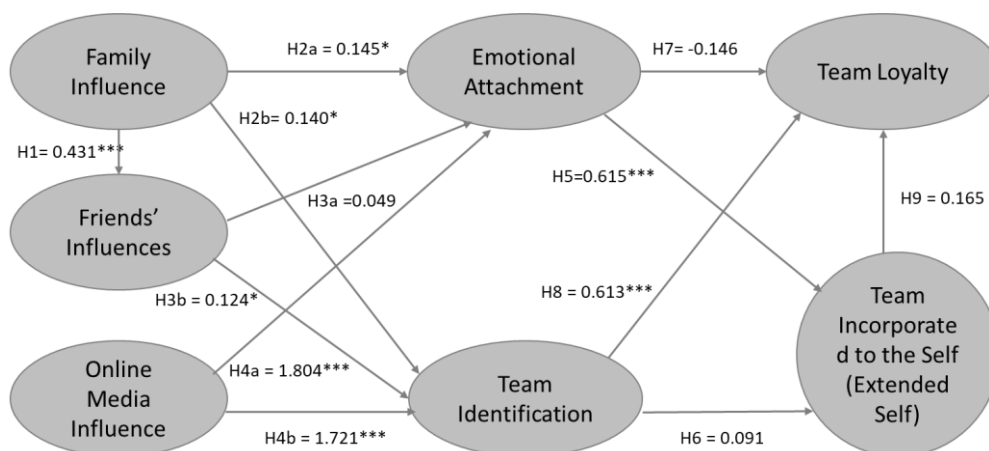


Figure 8 - Final Model with Unstandardized Coefficients (French Sample)
Source: Elaborated by the author

6.2.

The role of antecedents: family, friends, and online media influence

The literature suggests that relational ties, such as those with family members and friends (e.g., LOCK & FUNK, 2016; LOCK & HEERE, 2017; NEWSON *et al.*, 2021; WAKEFIELD & SLOAN, 1995) play an important role on sports fandom. In the case of family, several aspects have been identified, such as family history and tradition, or symbolic capital passed from one generation to another (BROMBERGER, 1995; HARRIS & OGBONNA, 2008). Similarly, friends can play an important role in influencing fandom of a club or a team, as reported in several studies (e.g., de GROOT & ROBINSON, 2008; FUNK *et al.*, 2003). This study examined the impact of these influences on two attitudinal constructs – emotional attachment to the team and team identification – and looked at how Brazilians and French compare in regard to how these influences play a role in the process of developing team loyalty.

The results show some interesting differences between individuals of the two nationalities studied. For the French, family influence impacts emotional attachment to the team, but not for Brazilians. Conversely, friends' influence impacts emotional attachment to the team for Brazilians, but not for the French. In other words, the perceptions of the two groups differ vis-à-vis the influence of family or friends on their emotional connection with the team. For both samples, however, family influence and friends' influence do impact the individual's identification with the team. Although the study did not provide additional clues to explain these differences, some conjectures can be made. First, it is possible that friendship plays a much important role in Brazil than in France, due to the fact that Brazil is essentially a relational society (DAMATTA, 1982). Second, perhaps the family history of engagement with the team is more connected to identification with the team than with an emotional attachment to the team. In any case, family and friends are relevant influences in this process in the two groups studied, although these influences may happen in somewhat different ways. These findings differ from Bodet *et al.*'s (2020) study with the Chinese, perhaps because of the cultural importance of the game (OGBONNA & HARRIS, 2014) in each context.

The literature points out the role of online media as an influence (e.g., HEALY *et al.*, 2013; PHUA, 2010; VALE & FERNANDES, 2018) both in terms of emotions (THOMAS, 2018) and identification with the team (PHUA, 2010). According to Park *et al.* (2021), the need to belong to the team can be satisfied through online actions. Online media can be used to support aspects related to team identification, such as the team's performance or famous players and coaches, as well as the team's history and traditions (ANAGNOSTOPOULOS *et al.* 2018; THOMAS, 2018). The results of the present study thus confirm the relevance of online media in supporting football fandom. In both groups, Brazilian and French, the online media influence significantly impacts emotional attachment and team identification.

6.3.

How attitudes towards the team impact the extended self

The concept of the extended self was advanced by Belk (1988) and has since then received broad acceptance within the marketing field, becoming the most cited piece of work in the leading consumer research journal (LADIK *et al.*, 2015). Drawing from an anthropological perspective, Belk (1988, 1989, 2014) claims that possessions – tangible or intangible – are symbolic; individuals regard them as symbols of the self. The extent to which individuals consider a given possession as part of their extended selves can vary from one culture to another. Despite the universal acceptance of the concept within the marketing discipline, however, the research on football fandom has given little attention to the construct of the extended self, and only two studies have examined it, both using a qualitative method (DERBAIX *et al.*, 2002; DERBAIX & DECROP, 2011). The present study adds to these studies' findings by bringing some quantitative insights.

This study has examined to what extent emotional attachment to the team and team identification leads to the incorporation of the team to the self. Again, the results showed the difference between the Brazilians and the French. While emotional attachment plays an important role regarding the incorporation of the team to the self among the French, team identification does not significantly impact their extended self. Conversely, while team identification plays an important role among Brazilians, emotional attachment is not significant. Thus, similarly to what was found regarding the antecedents (influences), the French seem to be more

sensitive to the emotional attachment to the team, while Brazilians seem to be more sensitive to team identification.

These findings go in the same direction of previous studies. For Woisetschläger *et al.* (2014), the favorite team can be a form of possession that becomes a part of the extended self. Although not specifically addressing the construct of the extended self, Laverie and Arnett (2000) found that the more an individual was attached to a team, the more the fan role played a part in his/her identity, and Ashmore *et al.* (2004) found that attitudinal factors supported the establishment of a connection between the self and the team. Thus, this research provides additional evidence of how attitudinal factors impact the extended self in football fandom.

6.4.

How attitudes towards the team impact team loyalty

Team loyalty is frequently seen in the literature as a consequence of unconditional support to the team for an extended time (DECROP & DERBAIX, 2010; KATZ *et al.*, 2020; TSIOTSOU, 2013; YOON *et al.*, 2017). It can be related to emotional attachment and to identification with the team (LEE *et al.*, 2013; TRAIL *et al.*, 2000; TSIOTSOU, 2013). The present study examined if these two attitudinal factors impacted team loyalty and whether there were differences in this regard between the Brazilian sample and the French sample.

According to the literature (e.g., CARROLL & AHUVIA, 2006; GRISAFFE & NGUYEN, 2011; THOMSON *et al.*, 2005), a strong emotional attachment between the fan and the team increases loyalty. In this study, emotional attachment showed a significant relationship with team loyalty for Brazilian fans, but this was not the case for French fans. In the French sample, there was a negative but nonsignificant correlation between emotion and loyalty.

Team identification suggests an interdependence between the fan and the team he/she is connected to. For various authors, this connection can lead to team loyalty (e.g., BODET & CHANAVAT, 2010; BODET *et al.*, 2018; HEERE & JAMES, 2007; STROEBEL *et al.*, 2021; ROSENBERGER *et al.*, 2019; TAPP, 2004). In this study, the relationship was significant for both groups. Therefore, French, and Brazilian fans tend to develop loyalty if they identify with a team, as predicted in the literature.

6.5.

The extended self construct and football fandom

This study also examined if the incorporation of the team into the self impacts team loyalty. To the author's knowledge, only one study (SIVADAS & MACHLEIT, 1994) has examined the relationship between brand loyalty and the extended self, concluding that brand loyalty was more likely when the possession was incorporated into the extended self.

In the present study, the incorporation of the team into the self did not have an impact on team loyalty for the Brazilian sample, nor for the French sample. Therefore, the results suggest that it is not possible to understand the fans' consumption of team merchandise using the extended self perspective. Despite both constructs – team incorporation into the self and team loyalty – being influenced by emotional attachment to the team and team identification, team incorporation into the self does not appear to impact team loyalty. Thus, the extended self can be an interesting construct associated with team identification and emotional attachment, but not to team loyalty.

According to Giulianotti (2002), loyalty is influenced by the self because the self seeks to aggregate the possessions representing the team to which the individual is loyal, but in this study was not possible to corroborate that affirmation.

7 Conclusion

This chapter presents a summary of the study, followed by the main conclusions extracted from the research results. Then, the theoretical and practical contributions of the study are highlighted. Finally, the limitations of the study are presented and new directions for future research are suggested.

7.1. Summary of the study

This research investigated similarities and differences between Brazilian football fans and French football fans, seeking a better understanding of the factors associated to football fandom. The study adopted as theoretical perspective the extended self theory and was also rooted on the literature on sports fandom.

The literature review examined the extended self perspective, fans' attitudes and behavior, football consumption, and fan typologies. A theoretical framework was extracted from the literature and 12 hypotheses were advanced, concerning (i) antecedents of emotional attachment to the team and team identification; (ii) affective and cognitive factors that lead to engagement with a team; (iii) incorporation of a team to the self; (iv) behavioral consequences (team loyalty), in addition to a moderating variable (nationality).

The study uses an online survey research design and a non-probabilistic sample of football fans in Brazil and France. The choice of these two countries was due to their football culture. Respondents were 18 years old or more and had to support a football team. The data collection instrument was a questionnaire with scales extracted from the literature to measure the key constructs, as well as questions concerning the demographic characteristics of the sample. Variables were measured using a 5-point Likert-type scale. The scales were translated from English into Portuguese and French, following the accepted translation protocol consisting of: (i) the translation/back-translation procedure to assure language similarity, and (ii) evaluation by experts to check for similarity of interpretability. Pre-tests were

then conducted to check understanding, clarity, and coverage. The final questionnaire had 46 items. The data were collected in March 2023. A total of 807 questionnaires were answered, 542 by Brazilian fans and 265 by French fans. In both samples, some questionnaires had to be excluded because they were incomplete, or the respondents' profile did not fit the target population. The hypotheses were tested using Structural Equation Modelling (SEM). The test of nine of the 12 hypotheses for the Brazilian sample and of eight of the 12 hypotheses for the French sample provided significant and positive results, all in the expected direction according to theory.

The results show some differences between the Brazilian and the French. For the French, family influence impacts emotional attachment to the team, but not for the Brazilians. On the other side, friends' influence impacts emotional attachment to the team for the Brazilians, but not for the French. Thus, the perceptions of the two samples are different regarding the influence of family or friends on their emotional attachment to the team. For both groups, though, family influence and friends' influence have an impact on the team identification. Also, in both samples, online media influence significantly impacts emotional attachment and team identification.

Concerning the impact of emotional attachment to the team and team identification on the incorporation of the team to the self, the results showed a similar difference between the Brazilians and the French. Emotional attachment plays an important role regarding the incorporation of the team to the self among the French, and team identification plays an important role among Brazilians. These attitudinal constructs also impact team loyalty: emotional attachment showed a significant relationship with team loyalty for Brazilian fans, but not for French fans, and both samples showed a positive and significant impact of team identification on team loyalty. Finally, there was no significant relationship between incorporation of the team to the self and team loyalty.

7.2. Conclusions

The study arrived at three main conclusions.

First, the study provides evidence that the football team can be seen by the fan as a possession and thus as part of his/her extended self (BELK, 1988, 1989). Emotional attachment and team identification are antecedents that have an impact on the team becoming part of the fan's extended self.

Second, it appears that the incorporation of the team into the self does not impact team loyalty, measured by the consumption of games, merchandise and news. These findings contradict those of Sivavadas and Machleit (1994) indicating that brand loyalty was more likely when the possession was incorporated into the self. Therefore, the extended self perspective does not seem to be useful to understand football consumption, even when football fans perceive their team as part of their selves.

Third, there are relevant differences between the two groups examined in this study, the French and the Brazilians. Perhaps culture plays a much more important role in the consumption of football, the development of team loyalty and the incorporation of the team to the fan's self than it has been acknowledged in the literature.

7.3. Theoretical contributions and managerial implications

The results of this study can contribute to the sports literature in general and to the studies on football fandom. The main contribution of the study is to use the extended self perspective (BELK, 1988, 1989, 2014) as a background to the analysis of football fandom. Therefore, it contributes to the literature on the extended self, by adding an understanding of the fan's football team as an intangible possession that can be part of the extended self and of the attitudinal factors impacting this process.

The research presents several findings related to the relationships between the constructs that may be useful for future studies on football consumption, helping to clarify how these constructs relate to each other. For example, the study looks in a detailed manner at how relational and media influences shape fan attitudes, and later impact team loyalty. In addition, the study contributes to the understanding of

how the incorporation of the team to the self is influenced by team identification, thus contributing to distinguish more precisely between the concept of identifying with a team and incorporating it into one's self (or to one's identity, a concept previously used in the literature). In fact, the extended self scale refers to identity, connecting the concepts of consumer identity and incorporation of the possession to the self. Thus, by helping to clarify these issues, the present study responds to a claim by Lock and Heere (2017).

The use of a cross-country research design provides an interesting contribution by showing how the process of developing team loyalty as well as incorporating the team to one's self in this process can differ depending on culture and context. Indeed, Belk (1989) suggested that the self is influenced by culture, time and context, and therefore these factors need to be taken into account when studying issues related to fan identity and the extended self. This study's results suggest that related issues such as emotional attachment to the team and team identification may also play different roles depending on the fan's culture and context. More cross-cultural studies are needed to evaluate to what extent fan attitudes and behavior are universal or local. On one side, there is the culture of the sport, that tends to be shared by people from different countries, particularly given the globalization of the sport. On the other, national cultures still play a role in shaping fan attitudes and behavior. Studies comparing the type of fans in different countries

As for managerial implications, clubs can use this work to better understand French and Brazilian football fans. With the internationalization of football organizations, the results of cross-cultural studies can become much more important to the management of these organizations. In this way, they will be able to develop a more effective strategy to reach their consumers.

7.4. Study limitations

Although some interesting findings have emerged from this research, it is important to recognize its limitations.

The research method used – the survey – and the data collection method present several limitations. The first limitation concerns the use of a non-probabilistic sampling method. It is possible that the samples do not adequately represent the target populations (MANGIONE, 2003). In addition, online surveys typically have low response rates, which adds to the problem of inadequate population representation.

Another limitation refers to how respondents answered the questionnaire. It is not possible to know with certainty whether the respondent who answered the questionnaire was French or Brazilian (MANGIONE, 2003) and whether he/she did fit the expected profile of the target population. There is also a lack of certainty regarding how well respondents understood the questions since some scales were very similar and had a psychological background (CARMINES, E.G.; ZELLER, 1979). Participants may have given standard responses when asked about their attitudes and behaviors, which may not reflect their actual attitudes or behaviors regarding football consumption (RASMUSSEN & THIMM, 2009). Some respondents may have been influenced by intergroup bias in their perceptions of what it means to be a team fan (DIMMOCK *et al.*, 2005).

Due to the limitations of time and cost of data collection, it is important to keep in mind that this study was conducted in only two countries. Sample size is another possible limitation. The final sample for France was less than 200, after eliminating incomplete questionnaires and those that were answered by individuals that did not fit the target population. According to Hair *et al.* (2010), this reduces the ability of testing moderating effects. In addition, the extended self scales used to measure the construct “incorporation of the team into the self” were reduced from six to three statements after the pretesting and expert evaluation of the questionnaire.

7.5.

Avenues for future research

There is a need for more cross-country studies that can shed light on the differences and similarities between football fans – and sports fans – from different countries. These studies will help to define which elements in fan attitudes and behavior are universal, and which are local. Similarly, particularly in the case of countries with a large population, it may be interesting to study if these factors vary

within the same country, that is, use a regional, rather than a national approach. In addition, qualitative research with the same type of fan but of different nationalities could bring new insights into cross-cultural differences as those found in the present study.

Future studies could also focus on specific age groups or compare different cohorts concerning their attitudes and behavior towards football and their football consumption. Also, future research could explore different aspects of family relationship, such as parents increasing their football consumption because of their children. Typically, researchers have looked at the parents' influence, not the children's influence on the consumption of football.

As to methodological directions, it appears that the development of a new extended self scale, or the improvement of the present scale, would contribute to stimulate more research on the extended self construct. Thus, would be interesting to analyze and incorporate or create a level of the Extended Self scale into the Team Identification scale. Also, given that the sample size is one of the most difficult problems faced in online data collection, it may be helpful, to increase sample size, to offer participants an incentive, such as gift cards, raffle tickets, or monetary compensation.

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APPENDIX 1

English Version of the Questionnaire

Football Survey Questionnaire

Football is a renowned sport worldwide. We would like you to answer this questionnaire to understand a little more about the perception and experience. It will take a maximum of 5 minutes to respond.

PLEASE ANSWER ALL QUESTIONS.

This research is part of a doctoral thesis developed in a partnership between universities PUC-Rio and University of Lyon.

Data from this survey is entirely confidential. We will not ask you to provide your name, telephone number, or e-mail address to maintain your anonymity.

THANK YOU IN ADVANCE FOR YOUR COLLABORATION.

Is football your favorite sport? () Yes () No

Do you support a football team?

() Yes, I support a football team.

() Yes, I support several football teams.

() No, I do not support any football team. (END QUESTIONNAIRE)

What's your favorite team? _____

Is your favorite team from:

() the city where you live.

() another city in your country.

() another country.

General (Adapted from Bodet <i>et al.</i> , 2020)	To what extent do you think you chose your team because: () Members of your family supported this team. () Your friends supported this team. () None of the above options.	Multiple choice
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Constructs	Scale	Measure
Family Influence (Funk <i>et al.</i> , 2003)	Attending games gives me a chance to bond with my family. I enjoy sharing the experience of attending a game with my family. An important reason I attend games is to spend quality time with my family.	5-point Likert scale, 1 = totally disagree to 5 = totally agree
Friends' Influence Funk <i>et al.</i> (2003)	Attending games gives me a chance to bond with my friends. I enjoy sharing the experience of attending a game with friends. An important reason I attend games is to spend quality time with my friends.	5-point Likert scale, 1 = totally disagree to 5 = totally agree
Online Media Use (Adapted from Phua, 2010)	It is important for me to log on to the internet to find out about my football team. I feel out of touch if I am not able to log on to the Internet to find out about my football team. I log on to the internet to follow news about my football team.	5-point Likert scale, 1 = totally disagree to 5 = totally agree
Emotional Attachment (Adapted from Jimenez & Voss, 2014)	I feel emotionally connected with my team. I have an emotional bond with my team. I am strongly linked by feelings with my team. I feel attached to my team.	5-point Likert scale, 1 = totally disagree to 5 = totally agree
Team Identification (Adapted from Bauer <i>et al.</i> 2008)	I am a real fan of my team. I am very committed to my team. There is nothing that could change my commitment to my team. I will not change my affiliation from my team to another team in the future just because it is not successful anymore. I would defend my team in public even if this caused problems. I will not change my affiliation from my team to another team just because my friends try to convince me to. It is important to me that my team continues playing at the best level. The long-term success of my team is important to me.	5-point Likert scale, 1 = totally disagree to 5 = totally agree
Team Loyalty (Adapted from Bauer <i>et al.</i> , 2008)	I have often attended games of my team live in the stadium. I have watched games of my team on TV. I have often followed reports about my team's players, coaches, managers etc. in the media. I have purchased a lot of team-related merchandise. I often wore the colors and/or the logo of my team. I have often participated in discussions about my team. I intend to attend the games of my team live in the stadium. I intend to watch the games of my team on TV. I intend to follow often reports about my team's players, coaches, managers etc., in the media. I intend to purchase a lot of team-related merchandise. I intend to often wear my team's colors and/or logo.	5-point Likert scale, 1 = totally disagree to 5 = totally agree

	I intend to participate often in discussions about my team.	
Team Incorporated to the Extended Self (Sivadas & Venkatesh, 1995)	My Team helps me narrow the gap between what I am and what I try to be. My team is central to my identity. I derive some of my identity from my team.	5-point Likert scale, 1 = totally disagree to 5 = totally agree

Possessions

Do you have t-shirts from your favorite team? () Yes () No

If so, how many?

- () Between 1-5
() Between -6 -10
() More than 10

Classification Data:

Age: _____

Sex:

- () Male
() Female
() Other

Education:

- () Highschool or less
() Incomplete undergraduate degree
() Finished graduate degree or higher

Nationality:

- () Brazilian
() French
() Other

APPENDIX 2

Portuguese Version of the Questionnaire

O futebol é um esporte praticado mundialmente. Visando entender um pouco mais sobre a percepção e experiência em relação ao futebol, gostaríamos que você respondesse este questionário. Levará no máximo 5 minutos para ser respondido.

POR FAVOR RESPONDA TODAS AS PERGUNTAS.

Esta pesquisa faz parte de uma tese de doutorado desenvolvida por meio de uma parceria entre universidades PUC-Rio e Universidade de Lyon.

Os dados dessa pesquisa são inteiramente confidenciais. Visando manter seu anonimato, em nenhum momento solicitaremos que você informe seu nome, telefone ou e-mail.

AGRADECEMOS DESDE JÁ A SUA COLABORAÇÃO!

1. Futebol é o seu esporte favorito? () Sim () Não
2. Você torce para algum time de futebol?
() Sim, eu torço para um time de futebol.
() Sim, torço para mais de um time de futebol.
() Não, eu não torço para nenhum time de futebol. (FIM DO QUESTIONÁRIO)
3. Qual o seu time favorito? _____
4. O seu time favorito é de (a):
() cidade onde você mora.
() outra cidade do seu país.
() outro país.
5. Por que você escolheu torcer para o seu time?
() Pessoas da sua família apoiam esse time.
() Seus amigos apoiam esse time.
() Nenhuma das alternativas anteriores.

Por favor, indique seu grau de concordância/discordância com as afirmativas a seguir:

	Discordo totalmente	Discordo em parte	Nem discordo nem concordo	Concordo em parte	Concordo totalmente
6. Eu acesso a internet para saber notícias do meu time.					
7. O sucesso do meu time no longo prazo é importante para mim.					
8. É importante para mim entrar na internet para saber sobre o meu time.					
9. Eu sou apegado ao meu time.					
10. Parte de quem eu sou vem do meu time.					
11. Meu time me ajuda a diminuir a diferença entre quem eu sou e quem eu quero ser.					
12. Ir a jogos de futebol ajuda a me relacionar com a minha família.					
13. Ir a jogos de futebol ajuda a me relacionar com meus amigos.					
14. Eu sou fortemente ligado por sentimentos com o meu time.					
15. Eu sou um verdadeiro fã do meu time.					
16. Eu gosto de compartilhar com a minha família a experiência de ir a jogos de futebol.					
17. Eu gosto de compartilhar com meus amigos a experiência de ir a jogos de futebol.					

18. Eu me sinto deslocado se eu não consigo entrar na internet para saber sobre o meu time.					
19. Eu sou muito comprometido com o meu time.					
20. Uma razão importante pela qual assisto a jogos de futebol é passar um tempo de qualidade com a minha família.					
21. Uma razão importante pela qual assisto a jogos de futebol é passar um tempo de qualidade com meus amigos.					
22. Eu me sinto conectado emocionalmente com o meu time.					
23. Não há nada que possa mudar o meu comprometimento com meu time.					
24. Eu não trocaria meu time por outro time no futuro mesmo que meu time deixasse de ter sucesso.					
25. Meu time tem um papel fundamental para definir quem eu sou.					
26. Eu defenderia meu time em público mesmo que isso me causasse problemas.					
27. Eu tenho um laço emocional com o meu time.					

28. Eu não trocaria o meu time por outro time só porque os amigos tentaram me convencer.					
29. É importante para mim que meu time continue jogando no seu melhor nível.					
30. Eu frequentemente compareço a jogos ao vivo do meu time no estádio.					
31. Eu tenho assistido a jogos do meu time na TV.					
32. Eu costumo acompanhar as reportagens na mídia sobre os jogadores, treinadores, dirigentes etc. do meu time.					
33. Eu compro muitos produtos relacionados ao meu time.					
34. Eu frequentemente uso as cores e/ou o símbolo do meu time.					
35. Eu participo com frequência de conversas sobre meu time.					
36. Eu pretendo assistir no futuro jogos do meu time ao vivo no estádio.					
37. Eu pretendo assistir no futuro jogos do meu time na TV.					
38. Eu pretendo continuar a acompanhar as reportagens na mídia sobre os jogadores, treinadores,					

dirigentes etc. do meu time.					
39. Eu pretendo comprar no futuro muitos produtos relacionados ao meu time.					
40. Eu pretendo usar com frequência as cores e/ou o símbolo do meu time.					
41. Eu pretendo participar frequentemente de conversas sobre meu time.					

42. Você tem camisetas do seu time favorito? () Sim () Não

Se sim, quantas?

() Entre 1-5

() Entre 6-10

() Mais de 10

Idade: _____

Sexo:

() Masculino

() Feminino

() Outro

Educação:

() Ensino médio ou menos

() Graduação incompleta

() Graduação completa ou mais

Nacionalidade:

() Brasileira

() Francesa

() Outra

APPENDIX 3

French Version of the Questionnaire

Le football est un sport de renommée mondiale. Visant à comprendre un peu plus la perception et l'expérience du football, nous vous demandons de répondre à ce questionnaire. Il vous faudra au maximum 5 minutes pour y répondre.

VEUILLEZ RÉPONDRE À TOUTES LES QUESTIONS.

Cette recherche s'inscrit dans le cadre d'une thèse de doctorat élaborée dans le cadre d'un partenariat entre des universités PUC-Rio et Université de Lyon.

Les données de cette enquête sont entièrement confidentielles et anonymes.

MERCI PAR AVANCE POUR VOTRE COLLABORATION.

1. Le football est-il votre sport préféré ? () Oui () Non
2. Êtes-vous supporter d'une équipe de football ?
 () Oui, Je suis supporter d'une équipe de football.
 () Oui, je supporte plusieurs équipes de football.
 () Non, je ne suis supporter d'aucune équipe (FIN DE QUESTIONNAIRE)
3. Quelle est votre équipe préférée ? _____
4. D'où provient votre équipe préférée ?
 () De la ville où vous habitez.
 () D'une autre ville dans votre pays.
 () D'un autre pays.
5. Pour quelles raisons pensez-vous avoir choisi votre équipe ?
 () Des membres de votre famille sont déjà supporters de cette équipe.
 () Vos amis sont des supporters de cette équipe.
 () Pour aucune de ces raisons.

Quel est votre niveau d'accord dans les situations suivantes :

	Absolument pas d'accord	Pas d'accord	Ni d'accord ni pas d'accord	Plutôt d'accord	Totalement d'accord
6. Je vais sur Internet pour suivre les nouvelles de mon équipe préférée.					

7. La réussite de mon équipe préférée dans la durée est importante pour moi.					
8. C'est important pour moi de surfer sur Internet pour trouver ce qui concerne mon équipe de football préférée.					
9. Je me sens uni à mon équipe de football préférée.					
10. Je tire une partie de mon identité de mon équipe de football préférée.					
11. Mon équipe de football préférée m'aide à réduire l'écart entre ce que je suis et ce que j'essaie d'être.					
12. Aller voir des matchs de mon équipe de football préférée me donne l'occasion de passer du temps avec ma famille.					

13. Aller voir des matchs de mon équipe de football préférée me donne l'occasion de passer du temps avec mes amis.					
14. Je me sens profondément attaché par mes sentiments envers mon équipe de football préférée.					
15. Je suis un vrai supporter de mon équipe de football préférée.					
16. J'apprécie de partager l'expérience d'aller voir un match de mon équipe de football préférée avec ma famille.					
17. J'apprécie de partager l'expérience d'aller voir un match de mon équipe de football préférée avec mes amis.					
18. Je deviens stressé si je n'arrive pas à me connecter à internet					

pour avoir des nouvelles de mon équipe de football préférée.					
19. Je suis vraiment engagé auprès de mon équipe de football préférée.					
20. Une des raisons importantes pour lesquelles je vais voir des matchs de mon équipe de football préférée est de passer des moments privilégiés avec ma famille.					
21. Une des raisons importantes pour lesquelles je vais voir des matchs de mon équipe de football préférée est de passer des moments privilégiés avec mes amis.					

22. Je me sens émotionnellement connecté à mon équipe de football préférée.					
23. Rien ne pourrait changer l'engagement que j'ai pour mon équipe de football préférée.					
24. Je ne changerai pas mon soutien envers mon équipe pour une autre équipe à l'avenir juste parce qu'elle n'a plus de bons résultats.					
25. Mon équipe est fondamentale pour savoir qui je suis.					
26. Je serai capable de défendre mon équipe en public même si cela devait me causer des problèmes.					
27. J'ai un lien affectif avec mon équipe de football préférée.					

28. Je ne vais pas me laisser convaincre de changer d'équipe si mes amis essaient de me convaincre de le faire.					
29. C'est important pour moi que mon équipe de football préférée continue à jouer au plus haut niveau.					
30. Je suis souvent allé voir des matchs de mon équipe de football préférée au stade.					
31. J'ai souvent regardé des matchs de mon équipe de football préférée à la télévision.					
32. J'ai souvent lu les comptes rendus dans les médias à propos des joueurs, coaches, managers... de mon équipe de football préférée.					

33. J'ai acheté beaucoup de produits liés à mon équipe de football préféré.					
34. J'ai souvent porté les couleurs et / ou logo de mon équipe de football préférée.					
35. J'ai souvent participé à des discussions à propos de mon équipe de football préférée.					
36. J'ai l'intention d'aller voir prochainement des matchs de mon équipe de football préférée dans les stades.					
37. J'ai l'intention de regarder des matchs de mon équipe de football préférée à la télévision.					
38. J'ai l'intention de suivre les comptes rendus dans les médias à propos des joueurs, coachs, managers... de mon équipe de football préférée.					

39. J'ai l'intention d'acheter beaucoup de produits liés à mon équipe de football préférée.					
40. J'ai l'intention de souvent porter les couleurs et/ ou le logo de mon équipe de football préférée.					
41. J'ai l'intention de souvent participer à des discussions à propos de mon équipe de football préférée.					

42. Possédez-vous des maillots de votre équipe de football préférée ? (...) Oui (...) Non

Si oui, combien ?

- () Entre 1 et 5
 () Entre 6 et 10
 () Plus de 10

Âge: _____

Sexe :

- () Homme
 () Femme
 () Autre

Niveau de formation :

- () Entre BAC et jusqu'au BAC
 () jusqu'à BAC+3 (Diplôme en cours d'obtention)
 () BAC +3 et au-delà

Nationalité :

- () Française
 () Brésilienne
 () Autre

APPENDIX 4

Additional Frequency Tables - Brazilian Sample

	Totally disagree	Disagree	Neither	Agree	Totally agree
I log on to the internet to follow news about my football team.	1 N= 208 67.75%	2 N= 60 19.54%	3 N= 16 5.21%	4 N= 14 4.56%	5 N= 9 2.93%
The long-term success of my team is important to me.	1 N= 174 56.68%	2 N= 83 27.04%	3 N= 30 9.77%	4 N= 11 3.58%	5 N= 9 2.93%
It is important for me to log on to the internet to find out about my football team.	1 N= 147 47.88%	2 N= 93 30.29%	3 N= 35 11.40%	4 N= 16 5.21%	5 N= 16 5.21%
I feel attached to my team.	1 N= 179 58.31%	2 N= 96 31.27%	3 N= 19 6.19%	4 N= 10 3.26%	5 N= 3 0.98%
I derive some of my identity from my team.	1 N= 48 15.64%	2 N= 75 24.43%	3 N= 69 22.48%	4 N= 31 10.10%	5 N= 84 27.36%
My Team helps me narrow the gap between what I am and what I try to be.	1 N= 13 4.23%	2 N= 44 14.33%	3 N= 94 30.62%	4 N= 33 10.75%	5 N= 123 40.07%
Attending games gives me a chance to bond with my family.	1 N= 46 14.98%	2 N= 79 25.73%	3 N= 64 20.85%	4 N= 27 8.79%	5 N= 91 29.64%
Attending games gives me a chance to bond with my friends.	1 N= 89 28.99%	2 N= 111 36.16%	3 N= 48 15.64%	4 N= 10 3.26%	5 N= 49 15.96%
I am strongly linked by feelings with my team.	1 N= 124 40.39%	2 N= 93 30.29%	3 N= 48 15.64%	4 N= 19 6.19%	5 N= 23 7.49%
I am a real fan of my team.	1 N= 156 50.81%	2 N= 110 35.83%	3 N= 23 7.49%	4 N= 8 2.61%	5 N= 10 3.26%
An important reason I attend games is to spend quality time with my family.	1 N= 91 29.64%	2 N= 106 34.53%	3 N= 60 19.54%	4 N= 15 4.89%	5 N= 35 11.40%
An important reason I attend games is to spend quality time with my friends.	1 N= 121 39.41%	2 N= 105 34.20%	3 N= 46 14.98%	4 N= 11 3.58%	5 N= 24 7.82%

I feel out of touch if I am not able to log on to the Internet to find out about my football team.	1 N= 32 10.42%	2 N= 53 17.26%	3 N= 57 18.57%	4 N= 41 13.36%	5 N= 124 40.39%
I am very committed to my team.	1 N= 60 19.54%	2 N=111 36.16%	3 N= 62 20.20%	4 N= 33 10.75%	5 N= 41 13.36%
An important reason I attend games is to spend quality time with my family.	1 N= 34 11.07%	2 N= 83 27.04%	3 N= 64 20.85%	4 N= 42 13.68%	5 N= 84 27.36%
An important reason I attend games is to spend quality time with my friends.	1 N= 49 15.96%	2 N= 115 37.46%	3 N= 66 21.50%	4 N= 28 9.12%	5 N= 49 15.96%
I feel emotionally connected with my team.	1 N= 139 45.28%	2 N= 103 33.55%	3 N= 33 10.75%	4 N= 19 6.19%	5 N= 13 4.23%
There is nothing that could change my commitment to my team.	1 N= 113 36.81%	2 N= 97 31.60%	3 N= 32 10.42%	4 N= 36 11.73%	5 N= 29 9.45%
I will not change my affiliation from my team to another team in the future just because it is not successful anymore.	1 N= 280 91.21%	2 N= 18 5.86%	3 N= 4 1.30%	4 N= 2 0.65%	5 N= 3 0.98%
My team is central to my identity.	1 N= 28 9.12%	2 N= 70 22.80%	3 N= 67 21.82%	4 N= 35 11.40%	5 N= 107 34.85%
I would defend my team in public even if this caused problems.	1 N= 63 20.52%	2 N= 107 34.85%	3 N= 44 14.33%	4 N= 35 11.40%	5 N= 58 18.89%
I have an emotional bond with my team.	1 N= 155 50.49%	2 N= 91 29.64%	3 N= 34 11.07%	4 N= 14 4.56%	5 N= 13 4.23%
I will not change my affiliation from my team to another team just because my friends try to convince me to.	1 N= 293 95.44%	2 N= 6 1.95%	3 N= 4 1.30%	4 N= 3 0.98%	5 N= 1 0.33%
It is important to me that my team continues playing at the best level.	1 N= 196 63.84%	2 N= 79 25.73%	3 N= 22 7.17%	4 N= 6 1.95%	5 N= 4 1.30%
I have often attended games of my team live in the stadium.	1 N= 52 16.94%	2 N= 74 24.10%	3 N= 37 12.05%	4 N= 57 18.57%	5 N= 87 28.34%
I have watched games of my team on TV.	1 N= 182 59.28%	2 N= 82 26.71%	3 N= 13 4.23%	4 N= 20 6.51%	5 N= 10 3.26%

I have often followed reports about my team's players. coaches. managers etc. in the media.	1 N= 155 50.49%	2 N= 92 29.97%	3 N= 26 8.47%	4 N= 12 3.91%	5 N= 22 7.17%
I have purchased a lot of team-related merchandise.	1 N= 51 16.61%	2 N= 97 31.60%	3 N= 51 16.61%	4 N= 45 14.66%	5 N= 63 20.52%
I often wore the colors and/or the logo of my team.	1 N= 72 23.45%	2 N= 101 32.90%	3 N= 48 15.64%	4 N= 36 11.73%	5 N= 50 16.29%
I have often participated in discussions about my team.	1 N= 107 34.85%	2 N= 118 38.44%	3 N= 42 13.68%	4 N= 17 5.54%	5 N= 23 7.49%
I intend to attend the games of my team live in the stadium.	1 N= 135 43.97%	2 N= 95 30.94%	3 N= 35 11.40%	4 N= 20 6.51%	5 N= 22 7.17%
I intend to watch the games of my team on TV.	1 N= 195 63.52%	2 N= 79 25.73%	3 N= 18 5.86%	4 N= 8 2.61%	5 N= 7 2.28%
I intend to follow often reports about my team's players. coaches. managers etc... in the media.	1 N= 161 52.44%	2 N= 84 27.36%	3 N= 35 11.40%	4 N= 11 3.58%	5 N= 16 5.21%
I intend to purchase a lot of team-related merchandise.	1 N= 74 24.10%	2 N= 105 34.20%	3 N= 49 15.96%	4 N= 35 11.40%	5 N= 44 14.33%
I intend to often wear my team's colors and/or logo.	1 N= 78 25.41%	2 N= 94 30.62%	3 N= 53 17.26%	4 N= 34 11.07%	5 N= 48 15.64%
I intend to participate often in discussions about my team.	1 N= 121 39.41%	2 N= 91 29.64%	3 N= 48 15.64%	4 N= 26 8.47%	5 N= 21 6.84%

APPENDIX 5

Additional Frequency Tables - French Sample

	Totally disagree	Disagree	Neither	Agree	Totally agree
I log on to the internet to follow news about my football team.	1 N= 108 63.91%	2 N= 42 24.85%	3 N= 15 8.88%	4 N= 3 1.78%	5 N= 1 0.59%
The long-term success of my team is important to me.	1 N= 94 55.62%	2 N= 59 34.91%	3 N= 11 6.51%	4 N= 4 2.37%	5 N= 1 0.59%
It is important for me to log on to the internet to find out about my football team.	1 N= 62 36.69%	2 N= 65 38.46%	3 N= 25 14.79%	4 N= 13 7.69%	5 N= 4 2.37%
I feel attached to my team.	1 N= 77 45.56%	2 N= 56 33.14%	3 N= 24 14.20%	4 N= 12 7.10%	5 N= 0 0.00%
I derive some of my identity from my team.	1 N= 40 23.67%	2 N= 53 31.36%	3 N= 33 19.53%	4 N= 33 19.53%	5 N= 10 5.92%
My Team helps me narrow the gap between what I am and what I try to be.	1 N= 10 5.92%	2 N= 19 11.24%	3 N= 48 28.40%	4 N= 62 36.69%	5 N= 30 17.75%
Attending games gives me a chance to bond with my family.	1 N= 20 11.83%	2 N= 36 21.30%	3 N= 37 21.89%	4 N= 38 22.49%	5 N= 38 22.49%
Attending games gives me a chance to bond with my friends.	1 N= 61 36.09%	2 N= 70 41.42%	3 N= 18 10.65%	4 N= 14 8.28%	5 N= 6 3.55%
I am strongly linked by feelings with my team.	1 N= 64 37.87%	2 N= 65 38.46%	3 N= 23 13.61%	4 N= 16 9.47%	5 N= 1 0.59%
I am a real fan of my team.	1 N= 86 50.89%	2 N= 45 26.63%	3 N= 25 14.79%	4 N= 11 6.51%	5 N= 2 1.18%
An important reason I attend games is to spend quality time with my family.	1 N= 46 27.22%	2 N= 67 39.64%	3 N= 34 20.12%	4 N= 11 6.51%	5 N= 11 6.51%
An important reason I attend games is to spend quality time with my friends.	1 N= 97 57.40%	2 N= 53 31.36%	3 N= 14 8.28%	4 N= 3 1.78%	5 N= 2 1.18%

I feel out of touch if I am not able to log on to the Internet to find out about my football team.	1 N= 19 11.24%	2 N= 37 21.89%	3 N= 26 15.38%	4 N= 55 32.54%	5 N= 32 18.93%
I am very committed to my team.	1 N= 46 27.22%	2 N= 49 28.99%	3 N= 38 22.49%	4 N= 28 16.57%	5 N= 8 4.73%
An important reason I attend games is to spend quality time with my family.	1 N= 7 4.14%	2 N= 29 17.16%	3 N= 49 28.99%	4 N= 51 30.18%	5 N= 33 19.53%
An important reason I attend games is to spend quality time with my friends.	1 N= 30 17.75%	2 N= 63 37.28%	3 N= 34 20.12%	4 N= 26 15.38%	5 N= 16 9.47%
I feel emotionally connected with my team.	1 N= 66 39.05%	2 N= 62 36.69%	3 N= 21 12.43%	4 N= 17 10.06%	5 N= 3 1.78%
There is nothing that could change my commitment to my team.	1 N= 81 47.93%	2 N= 47 27.81%	3 N= 17 10.06%	4 N= 21 12.43%	5 N= 3 1.78%
I will not change my affiliation from my team to another team in the future just because it is not successful anymore.	1 N= 130 76.92%	2 N= 30 17.75%	3 N= 4 2.37%	4 N= 3 1.78%	5 N= 2 1.18%
My team is central to my identity.	1 N= 17 10.06%	2 N= 28 16.57%	3 N= 56 33.14%	4 N= 38 22.49%	5 N= 30 17.75%
I would defend my team in public even if this caused problems.	1 N= 57 33.73%	2 N= 63 37.28%	3 N= 26 15.38%	4 N= 15 8.88%	5 N= 8 4.73%
I have an emotional bond with my team.	1 N= 70 41.42%	2 N= 66 39.05%	3 N= 21 12.43%	4 N= 11 6.51%	5 N= 1 0.59%
I will not change my affiliation from my team to another team just because my friends try to convince me to.	1 N= 135 79.88%	2 N= 24 14.20%	3 N= 4 2.37%	4 N= 3 1.78%	5 N= 3 1.78%
It is important to me that my team continues playing at the best level.	1 N= 96 56.80%	2 N= 60 35.50%	3 N= 7 4.14%	4 N= 3 1.78%	5 N= 3 1.78%
I have often attended games of my team live in the stadium.	1 N= 65 38.46%	2 N= 44 26.04%	3 N= 18 10.65%	4 N= 25 14.79%	5 N= 17 10.06%

I have watched games of my team on TV.	1 N= 118 69.82%	2 N= 40 23.67%	3 N= 3 1.78%	4 N= 7 4.14%	5 N= 1 0.59%
I have often followed reports about my team's players. coaches. managers etc. in the media.	1 N= 93 55.03%	2 N= 53 31.36%	3 N= 12 7.10%	4 N= 8 4.73%	5 N= 3 1.78%
I have purchased a lot of team-related merchandise.	1 N= 53 31.36%	2 N= 55 32.54%	3 N= 25 14.79%	4 N= 28 16.57%	5 N= 8 4.73%
I often wore the colors and/or the logo of my team.	1 N= 78 46.15%	2 N= 47 27.81%	3 N= 16 9.47%	4 N= 23 13.61%	5 N= 5 2.96%
I have often participated in discussions about my team.	1 N= 84 49.70%	2 N= 59 34.91%	3 N= 16 9.47%	4 N= 9 5.33%	5 N= 1 0.59%
I intend to attend the games of my team live in the stadium.	1 N= 76 44.97%	2 N= 40 23.67%	3 N= 29 17.16%	4 N= 20 11.83%	5 N= 4 2.37%
I intend to watch the games of my team on TV.	1 N= 110 65.09%	2 N= 44 26.04%	3 N= 7 4.14%	4 N= 7 4.14%	5 N= 1 0.59%
I intend to follow often reports about my team's players. coaches. managers etc... in the media.	1 N= 92 54.44%	2 N= 50 29.59%	3 N= 15 8.88%	4 N= 9 5.33%	5 N= 3 1.78%
I intend to purchase a lot of team-related merchandise.	1 N= 24 14.20%	2 N= 40 23.67%	3 N= 40 23.67%	4 N= 46 27.22%	5 N= 19 11.24%
I intend to often wear my team's colors and/or logo.	1 N= 48 28.40%	2 N= 49 28.99%	3 N= 32 18.93%	4 N= 26 15.38%	5 N= 14 8.28%
I intend to participate often in discussions about my team.	1 N= 71 42.01%	2 N= 62 36.69%	3 N= 24 14.20%	4 N= 11 6.51%	5 N= 1 0.59%