

Public Abstract

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Title:The Role of Video on Sports Fan Attitudes

Given its importance in the brand management of sports teams, this study primarily investigates the influence of sports video on fandom and team loyalty. Building upon a history of research on fan motivation, the Self-Determination Theory, the hierarchy of effects model and team loyalty, the present research intends to provide a better distinction of sports video effects (Tsiostou, 2013; Trail and James, 2001; Deci and Ryan (1985); Chao, 2010). By executing multiple t tests and a one-way ANOVA in a pre-post experiment, this theoretical framework tests the influence of video on fans and their self-reports on team loyalty, team involvement, team attachment, team self-expression and team trust. Overall, this research provides a discussion on sports video with several implications on how sports marketing managers can develop more loyal sports fans for their brand.