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# The Impact of Digital Marketing Strategies on Fan Engagement in Sports

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### Abstract

One of the most crucial components of a company's long-term strategy is the transformation of digital marketing. To support their preferred sports teams, sports fans take part in a variety of actions. Companies that formally support these sports teams are eager to draw in and establish connections with these fan clubs. The study's goal is to assess how digital marketing strategies affect sports organizations' fan engagement. This study also looks at how fan knowledge influences the association between fan engagement and digital marketing tactics. An online poll aimed at Indian cricket enthusiasts was used to collect data for this investigation. The survey was disseminated across several platforms, including weekly emails, official team web pages, and social media platforms like Facebook, Instagram, and Twitter. The study performed regression and mediation analysis to test the hypothesis. The result of the study indicates that Social Media Marketing, Email Marketing, Content Marketing, and Search Engine Advertising significantly play a direct role in fan engagement in sports organizations. However, the fan's knowledge sharing moderates' effects associated with Search Engine Advertising, Content Marketing, Email Marketing, and but not with Social Media Marketing. In general, business marketers benefit from this study. Regarding the four facets of digital marketing strategies, digital channel managers are specifically aware of their main areas of strength. To increase fan satisfaction and the resulting purchase intents, they structure their plans for decision-making accordingly. It offers guidance for the future implementation of particular marketing tactics.

## **I. INTRODUCTION**

The use of digital transformation for sports organisations is clearly on the rise, making study on the management of digital advertising in the sports industry particularly relevant today. As social media and the Internet become more widely accepted as new channels of communication, their strategic value in sports sector marketing is also increasing. According to digital marketing research, marketing strategies need to be determined to preserve and guarantee businesses' competitive edge in the digital sphere [1][2]. Only by utilizing digital technology in conjunction with the company's current capabilities can a sustained competitive advantage be attained. The value and significance of strategic marketing planning are acknowledged by the sports business. According to research, sports are unlikely to succeed in the competitive entertainment sector without the application of a strategic marketing strategy [3]. It is clear that businesses, particularly those in the sports sector, must carefully consider and execute strategic planning in marketing as the business climate grows more complicated and customer demands rise [4].

In this process, digital technology helps businesses in the sports sector position themselves more appropriately in the market. Customers may choose, filter, and share information with the business via social networks [5]. Consumers become both content producers and consumers as an outcome of this interactive digital medium. The degree to which consumers can impact the attitudes and opinions of other members of the virtual community is proportional to the impact of the brand's marketing message and its cultural significance [6], as social media influencers become more significant in influencing consumers' decision-making processes [7]. Purchase decisions made by consumers are influenced by this social characteristic. Due to social impact, consumers take into account the opinions and views of others [8][9]. The propensity to learn about products by asking others for information, adjusting to others' expectations to receive rewards or stay out of trouble, and identifying with others by purchasing and owning particular brands or products are the main causes of social influence susceptibility [10][11]. Additionally, when compared to the same advertisements published by businesses, influencer-promoted advertising performs better in terms of engagement with fans and favorable sentiment from followers [12]. Since fans engage in a variety of ways, it is determined that their identification with the business and other members is essential to this process.

### **1.2 Problem Statement and Research Gap**

Sports organizations seeking to build up revenue streams, cultivate enduring relationships with their audiences, and cultivate brand loyalty now consider fan engagement to be a crucial statistic. Digital marketing strategies, including customized interactions, interactive content, and social media campaigns, have become essential instruments for accomplishing these objectives. While existing studies have explored various aspects of fan behavior, including the role of social media hashtags [14], the framing of arguments in online content [15], and the impact of sport-event norms on sustainability practices [13], there is limited empirical research that holistically examines how digital marketing strategies influence fan engagement. Furthermore, past research predominantly focuses on individual platforms or specific behaviors, without integrating the changing influence of cutting-edge technology on fan experiences, such as virtual reality and AI. This research gap

underscores the need for a comprehensive investigation into the efficiency of digital marketing tactics in driving fan assignment across diverse sports organizations and digital platforms.

### **1.3 Research Objective and Question**

The main aim of this investigate is to evaluate the effect of digital marketing strategies on fan engagement in sports organizations. Additionally, this study examines how fan knowledge moderates the connection between the strategies of digital marketing and fan engagement. The formulation of the study questions depends on the objectives of the study.

**RQ1:** Do digital marketing strategies (Search engine advertising, social media, content marketing, and email) impact fan engagement in sports organizations?

**RQ2:** How does fan knowledge sharing moderate the connection between digital marketing strategies and fan engagement?

These are the remaining sections of the research: In section 2, the literature on modern digital marketing tactics and fan interaction within the context of sports organizations is covered. Additionally, the theory and hypothesis are presented in this section. Section 3 of the study will include a detailed presentation of the research methodology and scales. In section 4, the findings of the research will be provided with a thorough explanation. Lastly, the conclusion includes implications and suggestions for further studies and a succinct explanation of the study's shortcomings.

## **III. RESEARCH METHODOLOGY**

### **3.1 Design of the study and Collection of data**

Sports fans of particular Indian cricket teams were the subject of this investigation. Previous research in sports marketing and Indian sociocultural factors were taken into account when choosing the respondents. A schematic of the hypotheses examined in this study, which sought to determine the causal relationships between the variables of interest, is shown in Figure 1. To attain this purpose, a cross-sectional survey study methodology was adopted, applying quantitative methodologies to empirically assess a research model [43]. The analysis included a sizable populace of cricket fans of the Indian team. There are an astounding 28.9 million Instagram followers and 29 million Facebook fans for the Indian cricket team. Their official Twitter account has 21.7 million followers and draws large crowds as well. With 79.6 million fans overall, Team India has an enormous following. As a result, the survey technique was appropriate for this study since the participants signified a wide variety of demographic traits and geographic regions. The fact that data was gathered at a single place and time supported the adoption of a cross-sectional approach.

### **3.2 Sampling procedures**

The sample was chosen for the analysis using a non-probability convenience sampling approach. This strategy was suitable as the research population lacked documentation; therefore, availability and accessibility were used to determine the sample size. The examiners sought potential volunteers on their campuses, and they consented to participate in the report. Oral attestation of being an Indian cricket fan and team supporter was mandatory for all respondents. To ensure that

only respondents who met the inclusion requirements were sent the form, a screening item was included to the survey questionnaire. The study pretested the instrument to determine its efficacy and clarity before administering the full-scale survey. Perneger et al. [44] advise using a default sample size of 30 participants to find common issues with the instrument. As a result, the study used 41 respondents in total for the pretesting phase, exceeding the 30 individuals that Perneger et al. [44] suggested. The instrument was slightly improved after the pretest, including the measurement statements being modified and the clarity being improved. In the end, 497 respondents were included in the study, which was thought to be enough for multivariate data analysis. A sample size of at least 150 is advised by Hair et al. [45] to guarantee model stability and the robustness of the results.

Chart 1 shows that there are more males (352) than females (145) with an even distribution of age group, with the highest in the age group of 40-49 (109). Educational levels vary; most respondents hold a diploma (105), while the others fall within the bachelor's, master's, PhD, and other categories. The income levels are somewhat similar, with the highest population earning between INR 20k-40k (108). Cricket-watching behavior draws a similarity across categories; the most preferred digital platform that respondents use to get information about their teams is team apps (114) followed by social media (101).

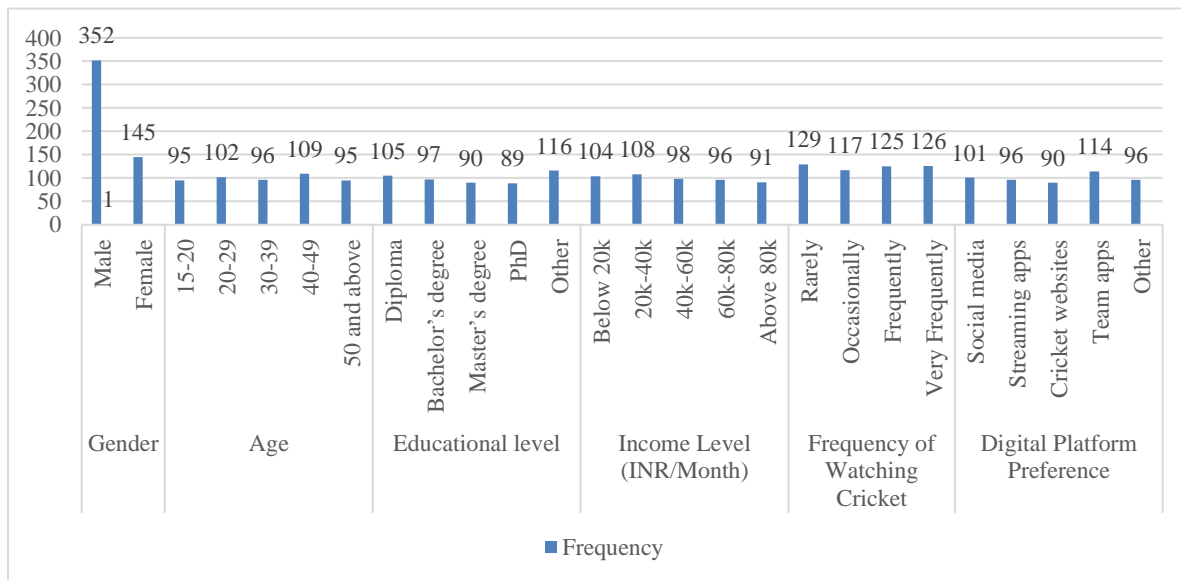


Chart 1: Demographic Traits

### 3.3 Instrumentation

To collect information that supports the analysis's goal, this study used to know and verified scales from earlier sports marketing research. To make sure the scales were suitable for the focus of the study, key terms were renamed and the concepts were somewhat refined. In the survey instruments, there were two main portions. Table 1 lists the scale items that were part of the first segment. Member socio demographics, including gender, age, income, education, regularity of cricket viewing, and preferred digital platform, were the subject of the second portion of the survey. Each

item was scored using a 5-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree." The study used four Jiang et al. [40] items to assess fan knowledge sharing. The multifaceted approach to digital marketing strategies was based on Hien et al. [37] and included four items for social media marketing, four items for content marketing, four items for email marketing, and four items for search engine advertising. Five items that were modified from Huettermann et al. [19] were used to gauge fan engagement.

### 3.4 Data Analysis

After the data gathering process was complete, every factor was classified and the data was categorised to allow for verification. Both inferential and descriptive statistics will be created over this study using SPSS. The study concentrated on employing regression analysis and descriptive statistics to examine the relationship between variables. Furthermore, moderating analysis was performed. The program SPSS was used for statistical evaluation in order to ensure the reliability and accuracy of the results.

### 3.5 Test of Reliability

The examiner examined test reliability using Cronbach's Alpha ( $\alpha$ ), a particularly widely used reliability metric; a value greater than 0.7 is considered exceptionally good. The following has been tested for this (Table 2):

Table 2 displays the reliability metrics of the study's components based on Cronbach's alpha ( $\alpha$ ) values. The concepts' Cronbach's Alpha coefficient is greater than 0.9, as shown in Table 2, suggesting that the scales achieved reliability.

Table 2: Reliability Statistics

Constructs	$\alpha$ Value	No. of items
SMM	0.920	4
CM	0.916	4
EM	0.929	4
SEA	0.925	4
FKS	0.929	5
FE	0.930	5

### 3.6 Exploratory Factor Analysis

Factor evaluation aims to reduce the components to a smaller amount of more distinct categories of attributes and determine the effect of digital marketing strategies on fan engagement in sports organisations. The Kaiser-Mayer-Olkin assessment was used to further evaluate the suitability of the information at hand. Commonality was used to describe how much of a variable's volatility was shared with all of the other variables under consideration.

According to Table 3, the KMO measure is 0.843, which is higher than 0.60 and demonstrates that Bartlett's assessment of sphericity is statistically substantial. Because Bartlett's test of sphericity is statistically significant and exceeds 0.60 of the Kaiser-Mayer-Olkin (KMO) value, it was predicted

that factorability is appropriate [46]. Accordingly, it is appropriate to use factor analysis to observe how digital marketing methods impact fan engagement.

Table 3: Bartlett's test and KMO

KMO Sampling Adequacy Measure		0.843
Bartlett's Sphericity Test	Chi-Square approx.	12511.672
	Sig.	.000
	df	325

The factor load values of various items on each of the six extracted factors are displayed in the rotating factor matrix, indicating how strongly each item is associated with a specific component. Each factor groups items with high loadings ( $\geq 0.7$ ), indicating separate underlying constructs. For instance, items SMM1-SMM4 clustered on Factor 4, whereas FKS1-FKS5 clustered on Factor 1, indicating a clear differentiation between factors and high construct validity.

Table 4: Matrix of rotated parameters

Elements	1	2	3	4	5	6
SMM1					0.940	
SMM2					0.831	
SMM3					0.856	
SMM4					0.861	
CM1						0.934
CM2						0.837
CM3						0.863
CM4						0.843
EM1			0.934			
EM2			0.850			
EM3			0.868			
EM4			0.843			
SEA1				0.942		
SEA2				0.861		
SEA3				0.850		
SEA4				0.855		
FKS1	0.952					
FKS2	0.847					
FKS3	0.847					
FKS4	0.842					
FKS5	0.821					
FE1		0.849				
FE2		0.793				
FE3		0.781				
FE4		0.773				
FE5		0.754				

## IV. RESULT

### 4.1 Descriptive Statistics

Descriptive statistics are essential since it would be challenging to demonstrate the conclusions using just the data when there is a lot of data. Therefore, by employing descriptive statistics, this study may provide the data in a more relevant way and make it simpler to understand. Every attribute in the study was rated using a 5-point Likert scale, where 1 denotes strongly disagree and

5 denotes strongly agree. Table 5 displays the mean score, which ranges from 2.5109 to 3.3479. The standard deviation of each component falls between 1.17656 and 1.38809.

Table 5: Descriptive Statistics

	N	Maximum	Minimum	Std. Deviation	Mean
SMM1	497	5.00	1.00	1.26735	3.3119
SMM2	497	5.00	1.00	1.29514	3.2374
SMM3	497	5.00	1.00	1.31281	3.1911
SMM4	497	5.00	1.00	1.31559	3.2636
CM1	497	5.00	1.00	1.26565	3.3602
CM2	497	5.00	1.00	1.33641	3.3421
CM3	497	5.00	1.00	1.33649	3.3561
CM4	497	5.00	1.00	1.30553	3.3521
EM1	497	5.00	1.00	1.28813	3.2837
EM2	497	5.00	1.00	1.29213	3.2797
EM3	497	5.00	1.00	1.28190	3.1791
EM4	497	5.00	1.00	1.38290	3.2475
SEA1	497	5.00	1.00	1.29315	3.2857
SEA2	497	5.00	1.00	1.36825	3.2817
SEA3	497	5.00	1.00	1.33917	3.2596
SEA4	497	5.00	1.00	1.31487	3.2958
FKS1	497	5.00	1.00	1.28158	3.3119
FKS2	497	5.00	1.00	1.30684	3.3501
FKS3	497	5.00	1.00	1.32932	3.3461
FKS4	497	5.00	1.00	1.33458	3.2857
FKS5	497	5.00	1.00	1.30254	3.2596
FE1	497	5.00	1.00	1.17578	2.5332
FE2	497	5.00	1.00	1.22988	2.5634
FE3	497	5.00	1.00	1.26489	2.5734
FE4	497	5.00	1.00	1.25719	2.5252
FE5	497	5.00	1.00	1.22495	2.4990

#### 4.2 Correlation Analysis

Table 6 highlights the correlation analysis among various constructs demonstrating that SMM, CM, EM, SEA, and FKS possessed statistically significant positive relationships. However, FE exhibited statistically significant negative correlations with all other variables, suggesting that high scores on FE correspond to lower scores on all dimensions of SMM, CM, EM, SEA, and FKS. This pattern provides insight into the divergent relationships among the constructs measured.

Table 6: Correlation Analysis

		SMM	CM	EM	SEA	FE	FKS
SMM	r	1					
CM	r	0.178**	1				
EM	r	0.272**	0.198**	1			
SEA	r	0.169**	0.210**	0.228**	1		
FE	r	-0.408**	-0.387**	-0.478**	-0.425**	1	
FKS	r	0.202**	0.250**	0.172**	0.186**	-0.392**	1

#### 4.3 Evaluation of Standard Least Squares Presumptions

Prior to doing the final analysis of regression, the assumptions of heteroscedasticity, autocorrelation, normality and multicollinearity, have most frequently been verified.

##### 4.3.1 Assumption 1: Normality Test

By examining the residuals dispersion, a histogram, as depicted in Figure 2, may help verify what is assumed of the conventional linear regression equation that the error term has a normal distribution, with a mean of zero, and that the positive error compensates for the absence of negative deviation.

The findings demonstrate that the SPSS output's regression coefficient is linear. and the residual distribution is represented by a bell-shaped histogram. As a result, the analysis came to the conclusion that there was no normality problems with the data used in this study.

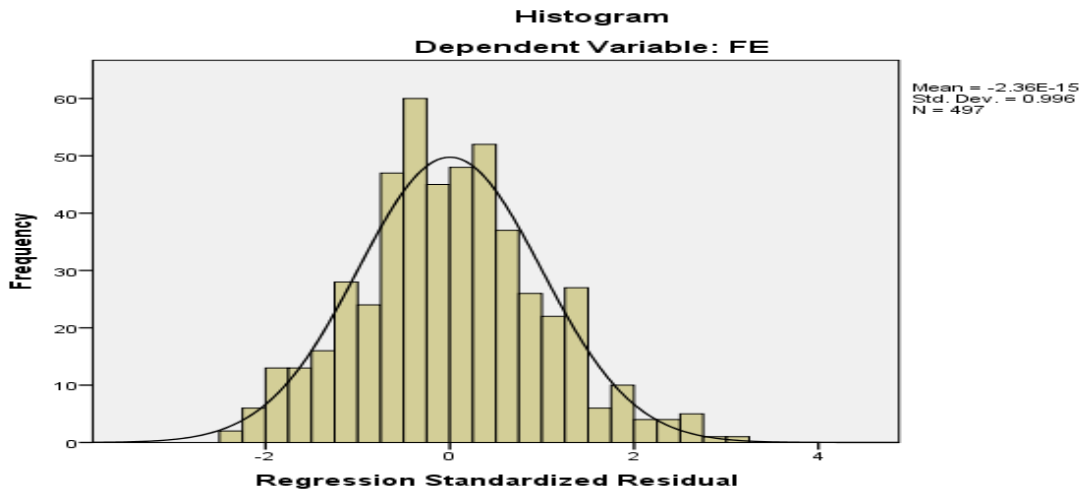


Figure 2: Test of Normality

**4.3.2 Assumption 2: Multicollinearity test**

This is predicated on the idea that the predictors do not exhibit an overly strong association. Given that the tolerance limits for each variable are greater than 0.10 and the VIF value is less than 10, it can be said that there is a moderate degree of association, between the determinants.

Table 7 shows the collinearity data for email, social networking sites, marketing of content, and search engine advertising that influence engagement with fans. Both variables have tolerance levels superior than 0.10, and each has a VIF of 1.000. SMM, CM, EM, and SEA are independent of one another and do not overlap in explaining the variance in fan engagement, according to these values, this implies that the variables do not exhibit multiple regression. The regression model's reliability is provided by the lack of a multicollinearity issue.

Table 7: Statistics on Collinearity

Factors	VIF	Tolerance
SMM	1.109	0.902
CM	1.087	0.920
EM	1.140	0.877
SEA	1.097	0.911

### 4.3.3 Assumption 3: Autocorrelation

This can be interpreted as suggesting that every observation, or discrete data point, needs to be independent of the others or uncorrelated. The Durbin-Watson statistic is used in this study to assess this assumption using SPSS. If the Durbin-Watson is nearer two or higher, it is suitable. There may be no autocorrelation between the error components if the Durbin-Watson statistic is around 2, equal to 2, or greater. Since autocorrelation is not viewed as a hazard to the use of OLS in this inquiry, the Durbin-Watson statistics value of 1.932 is near to 2 (Regression Table 8). Consequently, it can be said that the residuals are autonomous, indicating that the regression analysis is not having any issues with serial correlation.

### 4.3.4 Assumption 4: Heteroscedasticity Examination

It is assumed that the variation in the residuals from a or the quantity of error in the model, is constant throughout the model is known as homoscedasticity. Stated otherwise, the residuals' dispersal should be relatively consistent across the predictor variables (or the linear model). Even if the initial scatterplot shows this, we need to ask SPSS to create a special scatterplot for us that incorporates the entire model in order to test this correctly (and not just the particular predictors). Plotting the standardised values that the model we used would predict versus the found standardised residuals is necessary to evaluate the fourth assumption. This is demonstrated as follows in Figure 3: The aforementioned results demonstrated uniformity and the satisfaction of the hypothesis that the residuals' variance, or the degree of model error, stays constant over the course of the model. Therefore, it may be said that the model does not have an issue with heteroscedasticity.

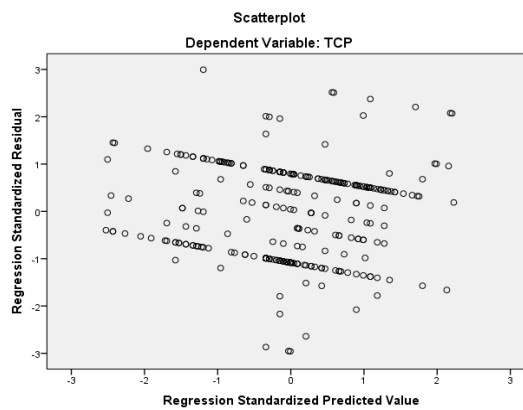


Figure 3: Heteroscedasticity Test Hypothesis

## 4.4 Inferential Statistics

Considering that the framework meets the OLS requirements for linear regression, the regression coefficients provide the most precise figures. This study verified that all of the notions on heteroscedasticity, autocorrelation, multicollinearity, and normality stated in the previous section were accurate before doing the final analysis of regression. The regression analysis was then carried out as follows. The results of a regression evaluation on how search engine advertising content marketing, email marketing (EM), and social media marketing affect the participation of fans in the setting of sports organisations are displayed in Table 8.

All the independent variables significantly affect FE, and this is shown with p-values of 0.000, thus reflecting highly strong relationships. The results of a regression evaluation on how search engine advertising, content marketing, With an R2 of 0.446, the model suggests that digital marketing strategies account for 44.6 percent of all the deviation in the variable of interest, FE. With a p-value of 0.000 and an F-value of 98.891, the model is very significant. Thus, the hypothesis that fan engagement is impacted by digital marketing approach is supported by H1, H2, H3, and H4.

Table 8: Analysing Regression

Assumption		Unstandardized Factors		Standardized Coefficients	t	Significant
		B	Std. Error	$\beta$		
H <sub>1</sub>	SMM	-0.223	0.033	-0.239	-6.758	0.000
H <sub>2</sub>	CM	-0.211	0.032	-0.228	-6.502	0.000
H <sub>3</sub>	EM	-0.280	0.033	-0.307	-8.571	0.000
H <sub>4</sub>	SEA	-0.242	0.032	-0.266	-7.580	0.000
R <sup>2</sup> =0.446, F=98.891, P value of F=.000, Durbin-Watson=1.932						
Dependent Variable: FE						

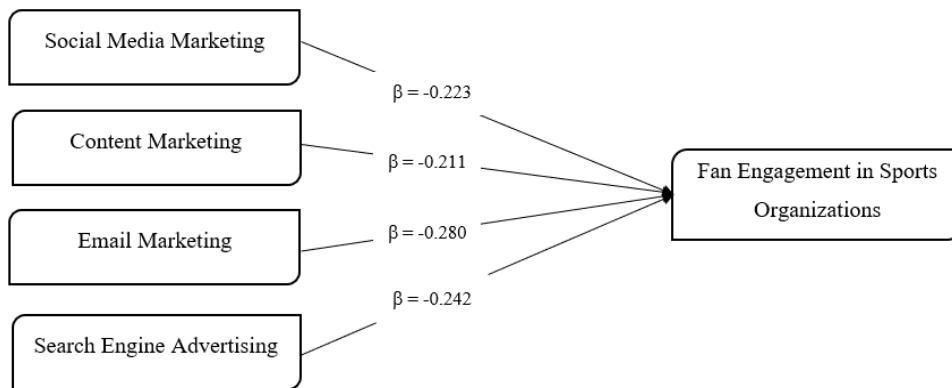


Figure 4: Path Estimation

#### 4.5 Moderating Analysis

The outcomes of the moderated scrutiny are accessible in Table 9 and Figure 5 concern the interaction effects of fan knowledge sharing (FKS) on the relationships of various marketing strategies and fan engagement (FE). The interaction between SMM and FKS (H5) was not significant ( $p = 0.359$ , LLCI = -0.032, ULCI = 0.087), which led to its rejection. The interaction effects of CM, Email Marketing (EM), and Search Engine Advertising (SEA) with FKS (H6, H7, and H8) show significant interaction effects with positive confidence intervals and p-values of 0.038, 0.001, and 0.022, correspondingly. This specifies that FKS strengthens the positive relationship between CM, EM, SEA, and FE, thereby supporting H6, H7, and H8.

Table 9: Analysis of Moderating Factor

Hypothesis	Sig	$\beta$	ULCI	LLCI	Decision
H <sub>5</sub>	0.028	0.087	0.359	-0.032	Rejected
H <sub>6</sub>	0.060	0.117	0.038	0.003	Accepted
H <sub>7</sub>	0.092	0.144	0.001	0.039	Accepted
H <sub>8</sub>	0.069	0.128	0.022	0.010	Accepted

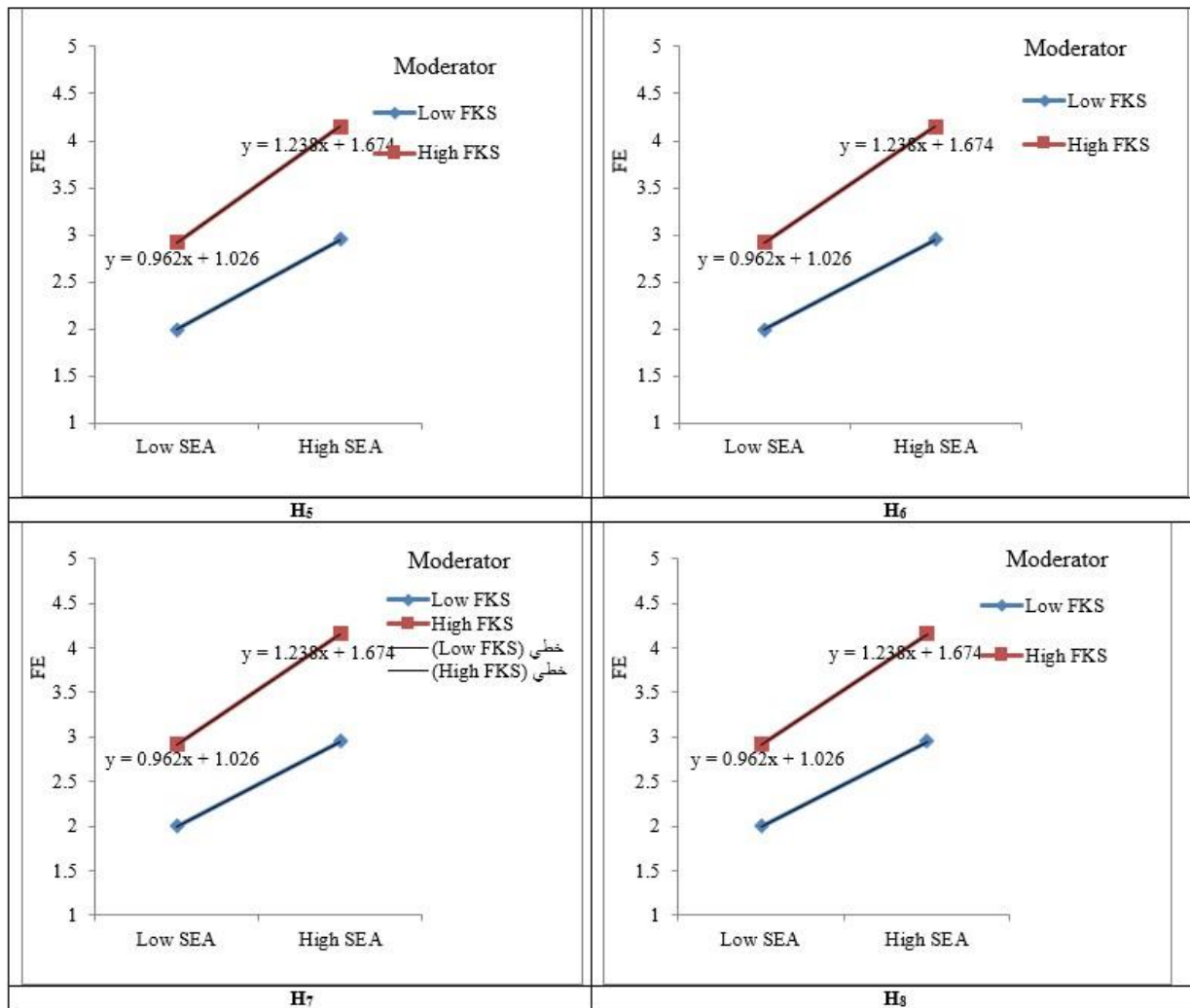


Figure 5: Moderation Analysis

## V. DISCUSSION AND CONCLUSION

The analysis finding add to our understanding of digital marketing and fan interaction in sports companies. The results of the regression model support hypotheses H<sub>1</sub>–H<sub>4</sub> by showing that online marketing, email marketing, content marketing, and advertising on search engines significantly affect fan engagement. These conclusions are concurrent with those of Hien et al. [37] that

platforms of digital marketing are essential in developing emotional and behavioral engagement among fans while Jiang et al. [40] concluded that social media has an interactive nature, strengthening such relationships between sports organizations and audiences.

The moderator-level analysis indicates that sharing of knowledge among the fans strengthens the digital marketing strategies- fan engagement link. In particular, it furthers the significance of the effects of Email Marketing, Search Engine Advertising, and Content Marketing on fan engagement and thus supports hypotheses H6-H8. These findings tally with those of Huettermann et al. [19], who pointed out that active sharing of information within fan communities creates a feeling of togetherness and enhances fan engagement. Besides, Homburg & Wielgos [36] mentioned that user-generated content and knowledge sharing can substantially increase the effectiveness of the brand messages and offer a more authentic and interesting experience of life for fans. In this study, a point has been made that in instances when they are encouraged by friends or the world at large to share their blow experiences and thoughts, digital marketing increases tremendously, thus underlining the importance of the need to create and nurture fan communities.

However, the interaction effects of Social Media Marketing and FKS were non-significant, which leads to the rejection of hypothesis H5. This is contrary to previous investigation findings by Varmus et al., [16], where interaction features of social media were established to form a critical determinant of engagement. Probably one of the explanations would be that social media is entirely by nature the arena for instant communication and exchange of ideas, thus the effects of organizing modes of knowledge sharing differ nil from that of social media itself. Marčinko Trkulja [17] also suggest that fans have been using social media to engage organizations as well as others, thus lessening the moderating effect of FKS. Therefore, it is substantiated that sports organizations need to shift focus from just broadcasting fan-generated content to enabling true interaction on social media.

All things considered, the study demonstrated the critical role that digital marketing tactics play in raising participation among fans, whereas the effects of email and content marketers, and search engine advertising was further enhanced by shared fan knowledge. Practically, sports organizations can thus consider these findings as a strong argument for enabling and encouraging fan knowledge-sharing and experience-sharing. User-generated content and peer-to-peer engagements can go a long way in curating a sense of community and enhancing the emotional bonding of fans with the team.

In Conclusion, this study has reinforced the notion that digital marketing strategies have a multidimensional influence on fan engagement in sports organizations. In so doing, its results show that while all investigated channels exert a direct influence on Email Marketing, Search Engine Advertising, fan engagement, and Content Marketing can have their effectiveness pervaded through fan knowledge sharing. The evidence is instrumental for practitioners seeking to maximize digital marketing efforts, as well as for researchers delving deep into the ever-evolving relationship between digital marketing and fan engagement.

## **5.1 Implication**

The present research has several managerial implications for marketers and managers in the sports marketing field. The results imply that different tactics should be used to grow and fortify the fan base and that to increase value, fans of sport should be viewed as strategic resources. In addition to keeping fans interested, this endeavor is crucial for drawing in sponsors and investors, who are influenced by a sports team's fan base. According to the report, sports organizations may create digitalized platforms to interact with global supporters. Organizations may determine how many supporters they have and create plans to maximize their potential advantages by putting fan management systems into place. These kinds of systems can play a significant part in the development of fan community and fan identification, two important elements that influence fan behavior. The report also highlights how crucial it is to keep bolstering digital channels that let fans take part in the sports organization's many events. One of the key factors influencing fan behavior is the development of a feeling of self-identity, which may be facilitated via interactive digital platforms. Building a fan community that can exchange and discuss a range of topics about their favorite team is made simple by digital platforms and application technologies. These findings emphasize how important it is for sports administrators and marketers to understand the importance of interacting with supporters via fan management software and digital platforms. Effective use of these technologies by organizations may improve fan identification, foster fan communities, and encourage constructive fan behavior, all of which will eventually boost support, draw in sponsors and investors, and create a livelier ecosystem for sports marketing.

## **5.2 Limitations and the Scope of Future Research**

By improving our understanding of the role that social as well as personal identification play in promoting positive brand-building behavior among sports fans, this study has the potential to make a substantial contribution to the field of sports marketing. Notwithstanding the investigation's many benefits, a few drawbacks offer opportunities for further study in this area. For example, only Indian cricket enthusiasts provided the data for this study. A cross-cultural viewpoint might be used in future studies to provide more varied data that support the study's conclusions. Furthermore, altering the model to incorporate additional intermediate variables might shed light on the potential consequences of various sociocultural settings on the study's conclusions. By adding these factors, the improved model may investigate various interactions between the study's components, expanding our understanding of the subject matter. Lastly, longitudinal studies might be utilized to look at the study's results over a longer time frame and offer more information on the suggested research approach. This approach would allow for the tracking of sports fan behavior over time, since passionate supporters may display different behaviors in reaction to team victories or defeats, such as celebrating reflected glory or shutting off mirrored failure. Through longitudinal research, the dynamics of these behaviors and their impact on long-term, positive brand-building can be better understood.

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