Research article

Symbolic consumption as a non-traditional predictor of brand loyalty in the sports industry, football club segment

Alfredo Guzmán Rincón [a],[*], Ruby Lorena Carrillo Barbosa [b],
Marelby Amado Mateus [c], Néstor Ordoñez Saavedra [b]

[a] *School of Economic and Administrative Sciences, Corporación Universitaria de Asturias, Colombia*
[b] *Universidad de Ciencias Aplicadas y Ambientales U.D.C.A, Colombia*
[c] *Univerisdad Santo Tomás, Colombia*

A R T I C L E   I N F O

A B S T R A C T

Brand loyalty is one of the main objectives of marketing, due to its impact on the sustainability of organisations; however, the explanation of how this type of loyalty is built in the sports industry is complex, due to the way it is organised. Traditionally, brand loyalty in this industry has been explained by satisfaction, service quality, commitment and trust, thus other variables that have been analysed from the marketing field have not been included in the models developed for the sports industry. The aim of this article was to explore the relationship between symbolic consumption as a non-traditional predictor of brand loyalty in the sports industry, more specifically in the football club segment. For this purpose, a quantitative cross-sectional study was defined, with a non-probabilistic sampling. To test the proposed relationship, modelling by means of partial least squares structural equations was chosen. The results showed that symbolic consumption is positively related to brand loyalty in the sports industry in the football club segment, with a large effect size. This study becomes a starting point for scholars who wish to further explore the relationship between symbolic consumption and brand loyalty in the context of sport. Likewise, for marketing professionals in the sports industry, it suggests the importance of symbolic consumption for the design of strategies that enable the creation of brand loyalty in consumers in the case of football clubs. In this sense, marketing professionals should seek to create advertising and promotional campaigns that appeal to strengthen the relationship of the sports consumer with their social groups based on the actual and ideal self-concept, as lifestyle.

1. Introduction

The purposes of marketing are varied, however, there is a consensus in the academic community on brand loyalty as a goal for the sustainability of organisations [1–7]. That being said, brand loyalty has been extensively studied from an inter-disciplinary approach that includes management, marketing, and psychology [8–10]. Within the framework of this interdisciplinary approach, it has been established which variables influence and explain the formation of such loyalty in consumers. In the case of marketing, there are two central perspectives on which brand loyalty research focuses. The first is behavioural, which focuses on customers' willingness to

---

re-purchase a good or service (e.g.: [11–16]); and the second assesses the consumer's level of commitment to the brand (e.g.: [17–20]).

Thus, the study of brand loyalty in the sports industry is characterised as complex, since it includes organisations that offer goods (clothing, sports equipment, specialised devices, etc.) and services (entertainment, sporting event broadcasts, tournaments, etc.), or a combination of them [21], whereby brand loyalty can be influenced by multiple variables, be it the product itself, the events the consumer attends, media information, the social circle, among others [10,22]. In view of the above, the need to clarify what variables, modes and causes influence brand loyalty in the sports industry has arisen, especially in the scenario where the sports fan is no longer seen as a fan, but as a consumer by those responsible for the industry [10,12]. In this context, the study of brand loyalty in the sports industry has focused on understanding how satisfaction, quality of service, commitment, and trust have the capacity to shape it, with this approach being mainstream [10]; however, it is widely unknown how other variables such as symbolic consumption, emotional experience and self-congruence, among others, influence and predict this type of loyalty.

In regard to symbolic consumption and brand loyalty in the sports industry, this relationship has been unexplored. In this sense, this type of consumption may have the capacity to directly influence brand loyalty in this industry, since the consumption of goods and services has ceased to be a mere act of satisfying needs and desires [23], to become a mediator of human relations, so that sports brands become a tool with which consumers seek to strengthen their belonging to one or more social groups [23,24]. That said, it is recognised that the symbolism involved in products, in general, is essential to build long-lasting, stable and strong relationships with consumers [25,26]. Previous research that has addressed the relationship between symbolic consumption and brand loyalty in other industries has established that the relationship can be explained by analysing self-image congruence between consumer and brand [27,28], as well as brand identification and lifestyle congruence [24]. In these studies [24,27,28], the existence of a positive relationship between symbolic consumption and brand loyalty has been pointed out, although the methods used have only focused on assessing the relationship in terms of significance and not on the variance it explains, as well as its effect size. Hence the need for further study of the relationship.

In coherence with the above, the need arises to explore the relationship between symbolic consumption and brand loyalty in the sports industry. This article will focus on football clubs. The selection of this segment of the sports industry was due to its global relevance, especially in economic aspects, where in Europe alone around 25.2 billion euros were mobilised in 2021, being considered the sport that generated the most resources and profits worldwide [29]. In addition to the above, it is evident that the mechanisms that lead to the creation of brand loyalty towards football clubs are unknown, given that studies have focused on other actors than the clubs. An example of this is the research by Dix et al. [30], which sought to understand how athletes are perceived as role models and influence consumers' purchase intentions and behaviour; or the study by Moyo et al. [31], who established the relationship between corporate social responsibility (CSR) and the possibility of building brand loyalty, finding that CSR positively influences this type of loyalty in the sports industry.

This lack of awareness poses a problem for football clubs, as limited resources for promotion and advertising may be spent on strategies that do not create brand loyalty. This situation occurs in both developed and developing countries. In this context, the article aimed to explore the relationship between symbolic consumption as a non-traditional predictor of brand loyalty in the sports industry, more specifically in the football club segment. The treatment of symbolic consumption as a non-traditional predictor is due to the high concentration of studies related to satisfaction, service quality, commitment and trust with brand loyalty related to the sports industry. For the purposes of this article, a trademark is understood as a name, sign or symbol used to identify a product and which serves to differentiate it from the competition.

With the fulfilment of this aim, we contribute to the field of knowledge in two aspects. The first relates to understanding how brand loyalty is constructed in a specific context, i.e. in the sports industry and in the football club segment, through the relationship between symbolic consumption and brand loyalty. The second concerns the methodological approach, by assessing not only the relationship between symbolic consumption and loyalty, but also the explanation of the variance resulting from the relationship and its effect size. This is the result of the method applied, which is based on partial least squares structural equation modelling.

This article is structured in five sections. The first section presents the theoretical framework where brand loyalty and symbolic consumption are conceptualised, as well as the literature review and the reference model; the second section describes the methodology used in the research; the third section shows the results; and the fourth and fifth section closes with the discussion and conclusions.

2. Theoretical framework, literature review and reference model

2.1. Brand loyalty in sports industry

Brand loyalty, from a marketing perspective, has been studied in depth, coinciding that this loyalty implies the repetitive purchase of a good or service, as well as the intention to do likewise in the future [5,16,32,34–36]. For the purposes of this article, brand loyalty will be understood as the sustained commitment to purchase a product or service again in the future, from the same brand or set of brands, despite situational influences and marketing effort that may lead to switching behaviour [5]. Brand loyalty, from a marketing perspective, has been studied from two approaches, behavioural loyalty, and attitudinal loyalty [11–13,18,19]. In the framework of attitudinal loyalty, to which this paper belongs, this is understood as the reflection of a positive relationship between a brand and a consumer, which can lead to repurchase processes [33].

Brand loyalty is often expressed through various means, such as word-of-mouth, positive feedback, and active engagement in the company's activities (e.g., sporting events, amateur clubs, etc.) [37]. These forms of expression of loyalty are related to the need to socialise, hence, symbolic consumption becomes a tool to generate loyalty towards a brand, in this case the sports industry, given the

consumer's need to secure their belonging to one or more social groups [38,39]. Theoretically, the symbolism associated with products and brands is considered key to generating a strong relationship with consumers, culminating in brand loyalty [25,26,40]. However, the symbology of sports products, as well as the brands associated with them, have the capacity to generate greater benefits than merely satisfying entertainment needs, hence the consumer of the sports industry, more specifically football clubs, makes use of this symbology as a tool for social bonding [41]. This means that those responsible for the management of sports brands seek to build symbolic values to achieve consumer loyalty and generate a positive attitude that leads them to purchase the goods and services they offer [24,26].

2.2. Symbolic consumption

Consumption is no longer an activity related only to the satisfaction of needs and desires, but a mediator of human relations [23,38, 39]. In this sense, consumption is conceived as a social activity by facilitating through the symbolic value of the product and its characteristics (brand, packaging, tangible and intangible aspects, etc.) the relationship between the consumer and a given social group [42,43]. Through symbolic consumption, consumers seek to express their identities, so brand selection becomes a critical aspect, as there may be acceptance or rejection by the social group, which will seek to create loyalty towards brands that facilitate such acceptance [44,45]. It is in this scenario where brands must strive for sustainability, because consumers who feel identified with the symbols and values of the brand will continue to buy its products and services [46,47].

From the self-concept theory, consumers in any type of industry behave according to the psychological congruence of the image they have of themselves and the image of the products they purchase [48]. The attitudes that consumers have are a result of their evaluation of the attributes of the products, in which the brand stands out [48], and the images they wish to produce. In this context, consumers like to compare themselves with brand values to see if there is congruence with what they wish to express [49]. Based on the above, self-image refers to the way a consumer perceives him or herself, which results in a set of characteristics, personal traits, roles and values, among others, that enable social bonding [50].

In this context, consumer behaviour, in relation to symbolic consumption, can be explained by four factors [51]. The first, the actual self-concept which corresponds to how the consumer perceives himself; the second, the ideal self-concept which refers to how he wishes to be; the third, the social self-concept which is how he believes he is perceived by society; and the fourth, the ideal social self-concept which is how he wants to be perceived by others [52]. Additionally, lifestyle is considered in multiple studies such as those developed by Carrillo and Guzmán [23], as well as Tangsupwattana and Liu [38] as a fifth factor that explains symbolic consumption, given that lifestyle defines the behaviour patterns of consumers, being characteristic for each one of them [26]. Thus, for the present article, symbolic consumption was expressed in terms of actual self-concept, ideal self-concept, and lifestyles. The three factors that are the focus of this study are closely related to the symbolism of products, so that purchase decisions are mediated by them [53]. According to Sirgy and Su [52], the ideal self-concept is more related to the preference of eye-catching and differentiating products than the actual self-concept, and the same situation occurs with lifestyles.

2.3. Literature review and model reference

Traditionally, brand loyalty in the sports industry has been explained by four variables: satisfaction, quality of service, commitment, and trust [10]. In this respect, the investigations have concluded that satisfaction, understood as an overall evaluation of the totality of consumer purchases and experiences when using a good or service [23] is directly and positively related to brand loyalty [54–57], however, as it is an evaluation, this relationship is often complex given the emotional component that includes [54]. In addition, satisfaction is directly or indirectly influenced by the other three variables, especially service quality [54,55]. However, regarding service quality, understood as the discrepancy between the consumer's prior expectations and actual perceptions of a specific purchase [31], studies have indicated its direct connection with satisfaction [55–58] and brand loyalty [8,59–61], which is why this variable can be treated as a direct or indirect effect.

While commitment, described as the motivation to trust a given organisation [62]; and trust, framed as the consumer's certainty about the quality and integrity of the service offered [63,64], have not been studied with significant intensity in the sports industry [10], however, studies have highlighted the relationship between these two variables [24,65,66], as well as with brand loyalty in the sports industry, in both for-profit and non-profit organisations [54,65,67–70].

In the framework of previous research, other variables that may influence brand loyalty in the sports industry, such as: brand personality [64], self-image congruence [71], brand awareness [71,72], emotional experience [73,74] and symbolic consumption [23], among others, have not been explored as extensively. For the purposes of this article, the variable of symbolic consumption was selected, as this variable can have a significant impact on consumer brand loyalty and has not been previously analysed in the sports industry. Thus, in the case of symbolic consumption, there are few studies that address its connection with brand loyalty, in general in marketing, highlighting the work of Tangsupwattana and Liu [38], Han et al. [26], Hemsley-Brown and Alnawas [75], Ekinci et al. [24], as well as Pronay and Hetesi [27].

Based on the theoretical framework and the literature review, it is observed that consumers seek goods and services not for their function, but for the symbols they convey [23,38]. Thus, in the case of the sports industry, in the football club segment consumers buy goods or attend games to demonstrate their support and loyalty to a team [76,77]. Research has suggested that there is a positive relationship between symbolic consumption and brand loyalty [24,27,28], although these findings have been in other industries and with methodological shortcomings by concentrating only on the validation of the relationship and not on the explanation of variance and effect size. Therefore, the following hypothesis is defined:

H1. Symbolic consumption is positively related to sports industry brand loyalty in the football club segment.

The actual self-concept has established itself as a construct that facilitates the understanding of consumer behaviour [23,39,48]. In general, it has been suggested that consumers who have a positive self-perception of their actual self-concept are more likely to engage in behaviours that align with their identity [48,49,51]. In this sense, a cycle is generated in which the positive actual self-concept makes the consumer more likely to purchase products with symbols that help to reaffirm their identity [51]. Therefore, it is reasonable to think that this behaviour is similar for consumers in the sports industry, especially in the football club segment. Consequently, the following hypothesis is established:

H2. Actual self-concept is positively related to symbolic consumption of sports industry consumers in the football club segment.

In relation to the ideal self-concept, it has been established that consumers have a vision of how they would like to be [38,51]. Therefore, they are prone to seek products that help them to consolidate that ideal, making use of the symbolism represented by the purchased goods or services [23,53]. Although this construct has not been studied specifically in the sports industry, it is reasonable to assume that consumers of football clubs will seek to materialise that ideal through the events and merchandise promoted by the clubs. The following hypothesis is put forward:

H3. The ideal self-concept is positively related to the symbolic consumption of consumers in the sports industry in the football club segment.

In the case of lifestyle, consumers look for products and services that fit their lifestyle, allowing them to express and reinforce their identity [23,38]. In the context of the sports industry, consumers buy products, whether event tickets or merchandise, as a way of reinforcing and demonstrating their lifestyle [38,52], in order to be part of a social group [53], so it is possible to establish the following hypothesis:

H4. Lifestyle is positively related to the symbolic consumption of sports industry consumers in the football club segment.

As a summary, this paper exposes the predominant study of brand loyalty based on four factors, these being satisfaction, service quality, commitment, and trust, so that the relationship studied here has not been previously addressed in the literature of the sports industry, so that the model proposed is based on advances in other industries unrelated to sport. That said, Fig. 1 presents the proposed model, based on the hypotheses described above.

3. Research methodology

3.1. Design

To fulfil the purpose, which was to explore the relationship between symbolic consumption as a non-traditional predictor of brand loyalty in the sports industry, more specifically in the football club segment, a cross-sectional quantitative study was designed. The details of the design in terms of sample, instruments and statistical analysis are described below.
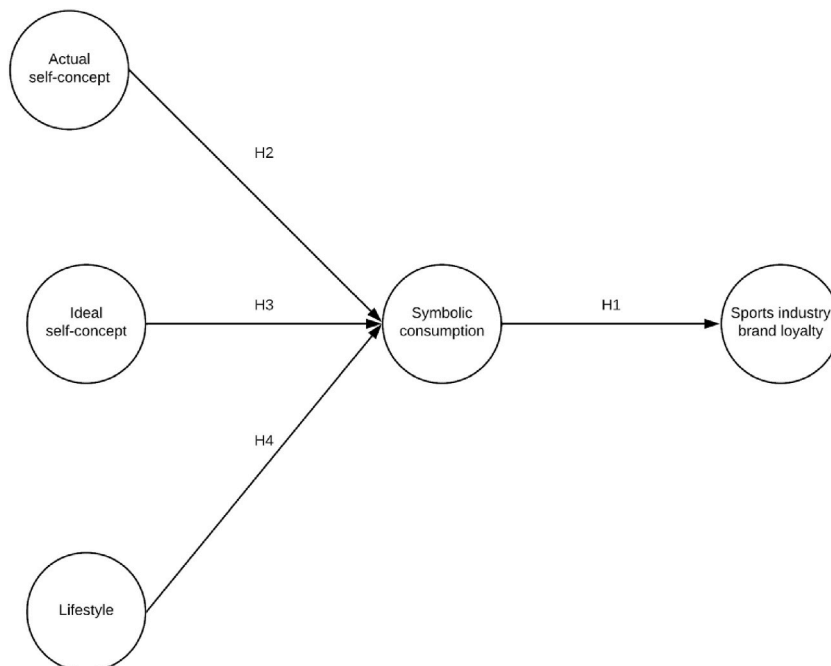

Fig. 1. Reference model relationship between symbolic consumption and brand loyalty.

3.2. Sample

For the study conducted here, a non-probabilistic sampling method was used to select 500 consumers from the sports industry who claimed to be fans of a sports club in the first division or category A of Colombian football. The total number of participants who answered the instruments in full was 323. The instruments, which are described in subsequent sections, were administered between June 2022 and December 2022. Participants were not excluded because of their age, gender, socio-economic status, among others. The sample size was like previous studies related to either frame loyalty or symbolic consumption such as Mostafa and Kasamani [73] (n = 278), Tangsupwattana and Liu [78] (n = 328), Tangsupwattana and Liu [38] (n = 300) and Sun et al. [79] (pre-test n = 187 pilot n = 43).

Regarding the participants, 80.19% (n = 259) reported being male and 19.81% (n = 64) female. In relation to their age 39.93% (n = 129) reported being 17 to 21 years old, 23.19% (n = 75) between 22 and 26 years old and 28.17% (n = 91) over 27 years old.

3.3. Instrument

In order to assess the latent variables of the reference model (See Fig. 1), a questionnaire was designed consisting of 16 questions. This questionnaire was divided into four sections. The first section was related to consumers' affinity with one of Colombia's first division football teams. The second assessed the symbolic consumption factors, using the scale of Sirgy and Su [52] with the items of actual self-concept and ideal self-concept, as well as the scale of Ekinci et al. [24]. The third section assessed brand loyalty, using the scale developed by Zeithaml et al. [7]. The fourth and final section corresponded to the respondent's rating information. Table 1 shows the items of the scales used.

The scales used in both the second and third sections were the Spanish versions, which have already been validated for Spanish in previous studies. In the case of Sirgy and Su scale [52] the Luna-Cortés version [80] was used, for the Ekinci et al. scale [24] the Araya and Campos version [81], and finally for the Zeithaml et al. [7] the validation by Nuviala et al. [82] was used. These scales were chosen because of their potential to assess related constructs in a variety of contexts. Examples of this are the studies of Tangsupwattana and Liu [38], Tangsupwattana and Liu [78], Luna-Cortés [80], and Araya and Campos [81]. To validate the internal consistency of the questions, a pretest was carried out with 74 consumers. For each of the factors a Cronbach's Alpha (α) greater than 0.7 was obtained ($ISR_\alpha = 0.77$; $ISI_\alpha = 0.91$; $EV_\alpha = 0.90$; $LM_\alpha = 0.90$), so no item adjustment was required.

3.4. Ethical approval

The research committee of the Corporación Universitaria de Asturias, who exercises the functions of the ethics committee of the institution, authorised the application of the instrument described in administrative act 002–2022. This committee supervised the application of the instruments and the treatment of the data in accordance with institutional and legal provisions. For the collection of the data, the informed consent form was filled out virtually and the treatment of the data collected was explained. In Supplementary Material 1 you will find the consent form given to each of the participants, this version is translated into English.

3.5. Data analysis

Consistent with the proposed objective, and to test the baseline model (see Fig. 1), it was chosen to make use of partial least squares structural equation modelling (PLS-SEM). The decision to use this type of modelling was due to the exploratory nature of the study [82, 83]. Also, this type of modelling is non-parametric in nature, which allows more accurate results to be obtained, as it does not require a large number of assumptions, as is the case with CB-SEM modelling, and its use is recommended for small samples and non-random samples. In addition to its potential to analyse causal and predictive information [83–85] as it allows maximising the variance explained [86].

Furthermore, this type of model is not subject to the normality of the data [87], this is an advantage over CB-SEM based modelling

Table 1
Items of the scales used.

Factor	Code	Observable variables
Actual self-concept (ISR)	ISR1	This brand is similar to what I am like.
Source [52]:	ISR2	For me it is important to use products which reflect who I am.
	ISR3	It is important for me to feel that people similar to me use products with that brand.
Ideal self-concept (ISI)	ISI1	This brand is similar to how I would like to be.
Source [52]:	ISI2	This brand is similar to what I would like to look like.
	ISI3	This mark is consistent with the way I would like others to see me.
Lifestyle (EV)	EV1	This brand reflects my personal lifestyle.
Source [24]:	EV2	This brand is totally in line with my lifestyle.
	EV3	The use of this brand supports my lifestyle
Brand Loyalty (LM)	LM1	It is very likely that I will purchase items from this brand in the future.
Source [7]:	LM2	I would recommend this brand to my friends or others.
	LM3	I would say positive things about this brand to other people.

as it is a non-parametric method, meaning that it does not make assumptions based on the normal distribution of the variables as it is based on the correlations of the variables and not the distribution. Hair et al. [87] stresses that this model looks for causal relationships between variables so this fact should be more important than the assumption of normality of the data. Table 2 shows the normality test of the variables of the scales, in this case, all variables do not conform to this statistical assumption.

The models developed by PLS-SEM are divided into two parts, the measurement model, and the structural model. In relation to the measurement model, the procedure suggested by Hair et al. [87]. In this sense, we proceeded to determine the common method bias that could distort the results of the model, due to the self-report questionnaire and the single source of data. That said, the dependent random variable technique (RDV) was used, taking Kock and Lynn [88] and Kock [89] as theoretical references. This technique seeks to capture the explanation of variance as a result of chance rather than the relationship of latent variables. The existence of values of the inner VIF statistic in the model higher than 3.33 would indicate the existence of common method bias limiting the real scope of the study. Afterwards, the non-existence of co-linearity between the items of the instrument was assessed, for which the values of the VIF statistic were analysed, discarding this existence when the value was less than five.

Subsequently, the factor loadings of the items of the scales were assessed and were considered reliable when the values were above 0.70. Internal consistency was assessed using Jöreskog's [90] composite reliability method, where values between 0.60 and 0.70 indicated acceptable reliability, while values between 0.70 and 0.95 indicated satisfactory reliability [91,92]. Similarly, for the assessment of internal consistency, Cronbach's Alpha (α) statistic was used, where values above 0.70 showed acceptable consistency [90]. The convergent validity of each factor was established, so the average variance extracted (AVE) was used, with results above 0.50 being acceptable. The last phase corresponded to discriminant validity, for which the Cross loadings matrix was chosen. This matrix is made up of the latent and observable variables, where each cell of the matrix shows the cross-loading between the latent variable and the manifest variable. The cross-loading indicates the strength of the relationship between them.

Regarding the structural model, it was first evaluated its accuracy, hence the Standardised Root Mean Square Residual (SRMR) was chosen, considering it acceptable when it was less than 0.10 [87]. Hypothesis testing was done using the standardised values of the path coefficients, where values closer to one represented positive relationship, while values closer to minus one represented negative relationship, with path coefficients being statistically significant when the p-value was less than 0.05. In the case of the latent variable symbolic consumption, it was not measured directly, so the model developed used the two-step technique, in which the observable variables of the ISR, ISI and EV factors were used to determine the factor scores. These scores were used to test H1.

In terms of the predictive capacity of the model, the coefficient of determination R^2, was used, which represents the combined effects of the exogenous latent variables on the endogenous latent variable, i.e., in this case, the effects of symbolic consumption on brand loyalty in the sports industry in the football club segment. R^2 was considered low when it was below 0.25, medium between 0.25 and 0.5 and high above 0.5. The effect size was assessed using the f^2 statistic. As a rule, values greater than 0.02, 0.15 and 0.35 represented small, medium, and large effect sizes respectively. Finally, the robustness predictive of the model was performed by means of the statistic Q^2.

It should be noted that the confidence interval of this research was 95%, the significance of the statistics and the confidence intervals were obtained from the bootstrapping method with 5000 subsamples with a two-tailed test.

4. Results

The results are presented below in two main sections. The first one corresponds to the measurement model and the second one to the structure model. Table 3 reports the descriptive statistics for the variables assessed by the instrument, as well as for each of the factors.

4.1. Measurement model

In relation to the RDV, followed to determine the existence of common method bias, it was established that for the four factors there was no collinearity given that the values were less than 3.33, so that the results of both the measurement model and the structure are

Table 2
Kolmogorov-Smirnov normality test.

Code	Statistical test	P-value
ISR1	0.11	<0.001
ISR2	0.21	<0.001
ISR3	0.17	<0.001
ISI1	0.14	<0.001
ISI2	0.12	<0.001
ISI3	0.12	<0.001
EV1	0.17	<0.001
EV2	0.16	<0.001
EV3	0.13	<0.001
LM1	0.30	<0.001
LM2	0.27	<0.001
LM3	0.30	<0.001

Table 3
Descriptive statistics for each observable and latent variable.

Factor	Code	Mean variable	Standard deviations variable	Mean factor	Standard deviations factor
ISR	ISR1	3.90	2.00	4.21	1.73
	ISR2	4.98	2.06		
	ISR3	3.76	2.26		
ISI	ISI1	3.90	2.18	3.96	2.01
	ISI2	3.98	2.10		
	ISI3	3.99	2.14		
EV	EV1	3.54	2.11	3.63	1.93
	EV2	3.63	2.13		
	EV3	3.72	2.10		
LM	LM1	5.66	1.72	5.65	1.55
	LM2	5.47	1.81		
	LM3	5.83	1.55		

not susceptible to overestimation due to the nature of the instrument as well as the sources of information. Table 4 presents the results of the RDV.

No co-linearity (VIF) was observed between the items of the scales. This is shown in Table 5. In relation to the measurement model, Table 6 indicates that the factor loadings for all the items were greater than 0.70, so that each of the items managed to explain the factors evaluated (ISR, ISI, EV and LM), and all of the items were statistically significant. The composite reliability (CR) for the four factors was satisfactory and the α value acceptable, according to the evaluation parameters. In the case of the AVE, the items associated with ISR, ISI, EV and LM explained more than 50% of the variance and therefore were considered acceptable.

In the case of discriminant validity, Table 7 (Cross loadings matrix) shows that it was adequate for each of the factors in the model, in accordance with the findings of Hair et al. [82].

4.2. Structural model

Regarding the structural model, it presented an adequate response as the SRMR statistic was equal to 0.09. Symbolic consumption was found to be positively related to sports industry brand loyalty in the football club segment (H1, β = 0.57, p-value <0.01). In turn, both ISR, ISI and EV were able to explain symbolic consumption by having a positive relationship with this latent variable (H2, β = 0.28, p-value <0.01; H3, β = 0.40, p-value <0.01; H3, β = 0.39, p-value <0.01). The confidence intervals (IC) and the T-statistic for each of the hypotheses are presented in Table 8.

Finally, with respect to the coefficient of determination of the model, R^2 was equal to 0.33 with p-value <0.01, thus that symbolic consumption accounted for 33% of the variance of brand loyalty in the sports industry in the football club segment. In the case of R^2 adjusted the statistic value was 0.32. The effect size of the relationship concerning H1 was considered large, being f^2 equal to 0.49 with p-value <0.01. The model in general terms presents predictive robustness, since the value of Q^2 was greater than zero ($Q^2 = 0.32$). Fig. 2 shows the R^2 values of the model and the path values with their significance.

5. Discussion

In general, the objective of this article was achieved. That said, H1 was accepted, whereby symbolic consumption was positively related to sports industry brand loyalty in the football club segment. In this sense, the existence of this relationship is consistent with studies developed for other industries such as Tangsupwattana and Liu [78], Han et al. [28], Hemsley-Brown and Alnawas [75] as well as Ekinci et al. [24]. This research complements the analysis of this relationship by identifying that symbolic consumption explains 33% of the variance, which allows us to demonstrate the importance of this variable, especially in the case of the sports industry in achieving brand loyalty in the football sports segment. Likewise, the effect size of the relationship shows that the results presented are generalisable to the population of Colombian consumers in the football club segment. Therefore, brand loyalty is influenced not only by the factors traditionally analysed in the sports industry (satisfaction, service quality, commitment and trust), but there are other latent variables that intervene in the creation of this loyalty, which complements the evidence of previous studies in the sports industry such as those of Pan and Phua [65], Akoglu and Özbek [67], Vieira and Sousa [50], Loranca-Valle et al. [10], Singh et al. [51], among other.

Hence, the consumption of sports brands related to football is no longer an act related only to leisure and entertainment but can

Table 4
Results of common method bias technique RDV.

Factors	Random variables
ISR	3.14
ISI	2.89
EV	2.44
LM	1.43

Table 5
VIF of items.

Factors	Code	VIF
ISR	ISR1	1.488
	ISR2	1.492
	ISR3	1.605
ISI	ISI1	3.787
	ISI2	3.926
	ISI3	3.590
EV	EV1	3.346
	EV2	4.390
	EV3	2.846
LM	LM1	2.996
	LM2	3.480
	LM3	2.498

Table 6
Measurement model.

Factor	Code	Factor loading	p-value	Compound reliability	α	AVE
ISR	ISR1	0.83	<0.01	0.85	0.75	0.67
	ISR2	0.78	<0.01			
	ISR3	0.83	<0.01			
ISI	ISI1	0.93	<0.01	0.95	0.93	0.87
	ISI2	0.94	<0.01			
	ISI3	0.93	<0.01			
EV	EV1	0.92	<0.01	0.94	0.91	0.85
	EV2	0.95	<0.01			
	EV3	0.90	<0.01			
LM	LM1	0.91	<0.01	0.93	0.90	0.83
	LM2	0.93	<0.01			
	LM3	0.89	<0.01			

Table 7
Cross loadings matrix.

	EV	ISI	ISR	LM
EV1	**0.92**	0.74	0.69	0.48
EV2	**0.95**	0.80	0.72	0.48
EV3	**0.90**	0.69	0.60	0.50
ISI1	0.75	**0.93**	0.75	0.51
ISI2	0.75	**0.94**	0.71	0.52
ISI3	0.75	**0.93**	0.68	0.49
ISR1	0.71	0.70	**0.83**	0.49
ISR2	0.46	0.50	**0.78**	0.35
ISR3	0.58	0.65	**0.83**	0.38
LM1	0.46	0.47	0.46	**0.91**
LM2	0.51	0.53	0.51	**0.93**
LM3	0.46	0.48	0.42	**0.89**

Table 8
IC and T-statistic of the hypotheses.

Hypotheses	Beta (β)	T-statistic	P-value	IC
H1	0.57	15.59	<0.01	[0.50, 0.64]
H2	0.28	26.07	<0.01	[0.26, 0.31]
H3	0.40	41.33	<0.01	[0.38, 0.42]
H4	0.39	40.25	<0.01	[0.37, 0.41]

mediate the relationship with other consumers, hence the emergence of brand loyalty as stated by Belk [44], Allen et al. [42] and Landon [45]. For H2, H3 and H4, these hypotheses were accepted, so that the actual and ideal identity, as well as the lifestyle of the consumers of the football segment brands allow modelling the symbolic consumption, in agreement with Tangsupwattana and Liu [38], Tangsupwattana and Liu [78], Carrillo and Guzmán [23], as well as Sirgy and Su [52].

The article showed that consumers in the sports industry, specifically in the football club segment, seek to reinforce their actual self-
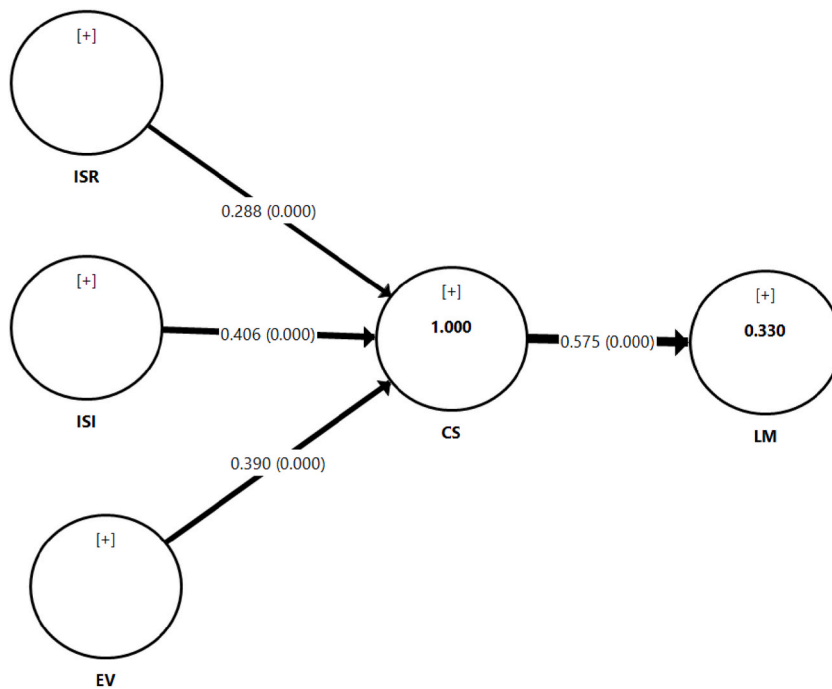
Fig. 2. Structural model of the relationship between symbolic consumption and brand loyalty.

concept through sports brands that affirm that self-concept [23,48]. Similarly, consumers seek sports brands that allow them to reflect their ideal self-concept [38,51]. This explains to a large extent why they buy the goods and services offered by a football club [53]. In addition, consumers of football clubs look for brands that allow them to express their lifestyle [23,38,78], in order to form or reaffirm their membership of a social group [52].

Also, the statistical potential of the scales used for the assessment of the constructs was confirmed, as in other sectors where they were documented by Tangsupwattana and Liu [38], Tangsupwattana and Liu [78], Luna-Cortés [80], as well as Araya and Campos [81].

6. Conclusions

6.1. Theoretical implications

Symbolic consumption and brand loyalty in the sports industry have theoretical implications with great impact on sports marketing and the field of consumer behaviour. The results highlight the importance of symbolic meaning and its role in shaping brand loyalty. Thus, it suggests that consumers are not only guided by the functional and utilitarian benefits of sports products offered by football clubs, but also by the symbolic benefits associated with a brand.

The results of the study also support the social identity theory, which suggests that consumers' desire to maintain a positive self-concept drives their consumption behaviour. In this sense, football clubs can leverage symbolic consumption to create and maintain a positive image that aligns with their consumers' self-concept and increases brand loyalty.

The study suggest that the impact of symbolic consumption on brand loyalty may extend beyond the sports industry. It is important for researchers to study the role of symbolic consumption in other industries and product categories to better understand its impact on consumer behaviour and decision-making processes.

6.2. Managerial contributions

The influence of symbolic consumption on brand loyalty has multiple implications in the sports industry, especially in the football club segment. Thus, football clubs need to focus more on developing and maintaining a strong brand image consistent with the symbols sought by the consumer in order to generate loyalty due to the consumer's need for bonding and social reaffirmation. On the other hand, football clubs can increase the effectiveness of their marketing strategies by emphasising their consumer identity in their promotion and advertising. This is based on the fact that consumers who feel emotionally attached to a brand are more likely to be loyal and stay with the company in the long run.

Similarly, the relationship demonstrated here between symbolic consumption and brand loyalty enables sports clubs to develop new products and improve existing ones, as by focusing on reinforcing those symbols that connect consumers socially, they can create

more engaging emotional experiences and increase brand loyalty.

6.3. Limitations and future research perspectives

Finally, the present work makes it possible to broaden the spectrum of knowledge of brand loyalty formation in the sports industry, referring to the segment of football clubs, however, it is recommended for future research to extend the sample to different contexts in order to verify the findings presented here, as the present study was limited to Colombia. In addition, the proposed model requires further investigation using confirmatory methods such as CB-SEM modelling. On the other hand, this study did not seek to evaluate the relationship between symbolic consumption and brand loyalty based on the impact of contextual variables such as culture, age, gender or socio-economic status, so future research should consider their analysis. Similarly, the study only relied on one source of data, so a combination of self-reported and objective measures (e.g. sales data) should be used in future research to assess brand loyalty.

Due to the explanation of the variance in the relationship between symbolic consumption and brand loyalty, in addition to the effect size obtained (see results section), it is necessary to investigate how symbolic consumption intervenes together with the traditional factors (satisfaction, service quality, commitment and trust) in the construction of brand loyalty both in the football club segment and in the sports industry in general. Similarly, in the framework of this enquiry, it should be established whether symbolic consumption has an impact on the other traditional factors. In addition, the academic community is encouraged to further research on what other non-traditional factors (e.g., self-image congruence, emotional experience, brand personality, etc.), allow to create brand loyalty in the sports industry. Likewise, it should be investigated whether the proven relationship between symbolic consumption and brand loyalty in this industry only applies to the football club segment or whether it is present in other types of sport.

Author contribution statement

Alfredo Guzmán Rincón: Conceived and designed the analysis, analyzed and interpreted the data, contributed analysis tools or data, wrote the paper.

Ruby Lorena Carrillo Barbosa: Conceived and designed the analysis, contributed analysis tools or data, wrote the paper.

Marelby Amado Mateus: Conceived and designed the analysis, analyzed and interpreted the data, wrote the paper.

Nestor Ordoñez Saavedra: Conceived and designed the analysis, contributed analysis tools or data, wrote the paper.

Funding information

Data availability statement

The data presented in this study are available on supplementary material.

Conflict of interest

The authors declare no conflict of interest.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.heliyon.2023.e15474.

References

[1] S. Khandai, J. Mathew, R. Yadav, S. Kataria, H. Kohli, Ensuring Brand Loyalty for Firms Practising Sustainable Marketing: a Roadmap, SBR, 2022, https://doi.org/10.1108/SBR-10-2021-0189.

[2] E.C. Ezenwafor, A.A. Ayodele, C.I. Nwaizugbo, Social media marketing and brand loyalty among online shoppers in anambra state, Nigeria: mediating effect of brand awareness, J. Electron. Commer. Org. 19 (2021) 16–27, https://doi.org/10.4018/JECO.2021070102.

[3] R. Odoom, Brand marketing programs and consumer loyalty – evidence from mobile phone users in an emerging market, JPBM 25 (2016) 651–662, https://doi.org/10.1108/JPBM-04-2016-1141.

[4] D. van den Brink, G. Odekerken-Schröder, P. Pauwels, The effect of strategic and tactical cause-related marketing on consumers' brand loyalty, J. Consum. Market. 23 (2006) 15–25, https://doi.org/10.1108/07363760610641127.

[5] R.L. Oliver, Whence consumer loyalty? J. Market. 63 (1999) 33–44, https://doi.org/10.1177/00222429990634s105.

[6] S. Fournier, Consumers and their brands: developing relationship theory in consumer research, J. Consum. Res. 24 (1998) 343–353, https://doi.org/10.1086/209515.

[7] V.A. Zeithaml, L.L. Berry, A. Parasuraman, The behavioral consequences of service quality, J. Market. 60 (1996) 31, https://doi.org/10.2307/1251929.

[8] M. Yu, M. Cheng, L. Yang, Z. Yu, Hotel guest satisfaction during COVID-19 outbreak: the moderating role of crisis response strategy, Tourism Manag. 93 (2022), 104618, https://doi.org/10.1016/j.tourman.2022.104618.

[9] M. Sharma, Z. Rahman, Anthropomorphic brand management: an integrated review and research agenda, J. Bus. Res. 149 (2022) 463–475, https://doi.org/10.1016/j.jbusres.2022.05.039.

[10] C. Loranca-Valle, P. Cuesta-Valiño, E. Núnez-Barriopedro, P. Gutiérrez-Rodríguez, Management of loyalty and its main antecedents in sport organizations: a systematic analysis review, Front. Psychol. 12 (2021), 783781, https://doi.org/10.3389/fpsyg.2021.783781.

[11] M. Blut, S.E. Beatty, W.M. Northington, Cultural personal values and switching costs perceptions: beyond Hofstede, J. Bus. Res. 150 (2022) 339–353, https://doi.org/10.1016/j.jbusres.2022.06.005.

[12] M. Yoshida, B.S. Gordon, M. Nakazawa, S. Shibuya, N. Fujiwara, Bridging the gap between social media and behavioral brand loyalty, Electron. Commer. Res. Appl. 28 (2018) 208–218, https://doi.org/10.1016/j.elerap.2018.02.005.

[13] J. Romaniuk, M. Nenycz-Thiel, Behavioral brand loyalty and consumer brand associations, J. Bus. Res. 66 (2013) 67–72, https://doi.org/10.1016/j.jbusres.2011.07.024.

[14] J.-S. Chiou, Service quality, trust, specific asset investment, and expertise: direct and indirect effects in a satisfaction-loyalty framework, J. Acad. Market. Sci. 34 (2006) 613–627, https://doi.org/10.1177/0092070306286934.

[15] D.M. Szymanski, D.H. Henard, Customer satisfaction: a meta-analysis of the empirical evidence, J. Acad. Market. Sci. 29 (2001) 16–35, https://doi.org/10.1177/0092070301291002.

[16] A. Chaudhuri, M.B. Holbrook, The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty, J. Market. 65 (2001) 81–93, https://doi.org/10.1509/jmkg.65.2.81.18255.

[17] B. Choi, H.S. Kim, Customer-to-customer interaction quality, promotion emotion, prevention emotion and attitudinal loyalty in mass services, JSTP 30 (2020) 257–276, https://doi.org/10.1108/JSTP-08-2019-0172.

[18] S. Saini, J. Singh, A link between attitudinal and behavioral loyalty of service customers, Busin. Persp. Res. 8 (2020) 205–215, https://doi.org/10.1177/2278533719887452.

[19] T. Kunkel, R. Biscaia, A. Arai, K. Agyemang, The role of self-brand connection on the relationship between athlete brand image and fan outcomes, J. Sport Manag. 34 (2020) 201–216, https://doi.org/10.1123/jsm.2019-0222.

[20] T. Kunkel, D. Funk, B. Hill, Brand architecture, drivers of consumer involvement, and brand loyalty with professional sport leagues and teams, J. Sport Manag. 27 (2013) 177–192, https://doi.org/10.1123/jsm.27.3.177.

[21] A.C.T. Smith, B. Stewart, The special features of sport: a critical revisit, Sport Manag. Rev. 13 (2010) 1–13, https://doi.org/10.1016/j.smr.2009.07.002.

[22] Y.K. Kim, G. Trail, Y.J. Ko, The influence of relationship quality on sport consumption behaviors: an empirical examination of the relationship quality framework, J. Sport Manag. 25 (2011) 576–592, https://doi.org/10.1123/jsm.25.6.576.

[23] R.L. Carrillo Barbosa, A. Guzmán Rincón, Art workers in Colombia: characteristics, symbolic consumption and social identity, Eur. Res. Manag. Busin. Econ. 28 (2022), 100180, https://doi.org/10.1016/j.iedeen.2021.100180.

[24] Y. Ekinci, E. Sirakaya-Turk, S. Preciado, Symbolic consumption of tourism destination brands, J. Bus. Res. 66 (2013) 711–718, https://doi.org/10.1016/j.jbusres.2011.09.008.

[25] B. Dalal, A. Aljarah, How brand symbolism, perceived service quality, and CSR skepticism influence consumers to engage in citizenship behavior, Sustainability 13 (2021) 6021, https://doi.org/10.3390/su13116021.

[26] S.H. Han, Y. Ekinci, C.-H.S. Chen, M.K. Park, Antecedents and the mediating effect of customer-restaurant brand identification, J. Hospit. Market. Manag. 29 (2020) 202–220, https://doi.org/10.1080/19368623.2019.1603129.

[27] S. Pronay, E. Hetesi, The specific appearance ofbrand loyalty in generation Y consumtption, Economic Research-Ekonomska Istraživanja 25 (2012) 33–46, https://doi.org/10.1080/1331677X.2012.11517572.

[28] S.H. Han, B. Nguyen, L. Simkin, The dynamic models of consumers' symbolic needs: in the context of restaurant brands, EJM 50 (2016) 1348–1376, https://doi.org/10.1108/EJM-03-2015-0144.

[29] Deloitte, Annual Review of Football Finance 2021, 2021. https://www2.deloitte.com/uk/en/pages/sports-business-group/articles/annual-review-of-football-finance.html. (Accessed 3 August 2022). accessed.

[30] S. Dix, I. Phau, S. Pougnet, "Bend it like Beckham": the influence of sports celebrities on young adult consumers, Young Consum. 11 (2010) 36–46, https://doi.org/10.1108/17473611011025993.

[31] T. Moyo, B. Knott, R. Duffett, Exploring the relationship between corporate social responsibility and the marketing performance of professional sport organisations in South Africa, Sport Soc. (2021) 1–19, https://doi.org/10.1080/17430437.2021.1945035.

[32] P. Cuesta-Valiño, C. Loranca-Valle, E. Nuñez-Barriopedro, La Promoción del Deporte a través de la Felicidad del Deportista Federado en Kárate, ADR 21 (2020) 48–69, https://doi.org/10.7263/adresic-021-03.

[33] P.M.G. Leaniz, I.R. Bosque, Corporate image and reputation as drivers of customer loyalty, Corp. Reput. Rev. 19 (2016) 166–178, https://doi.org/10.1057/crr.2016.2.

[34] R. Oliver, Customer delight: foundations, findings, and managerial insight, J. Retailing 73 (1997) 311–336, https://doi.org/10.1016/S0022-4359(97)90021-X.

[35] D.A. Aaker, Leveraging the corporate brand, Calif. Manag. Rev. 46 (2004) 6–18, https://doi.org/10.1177/000812560404600301.

[36] V. Senić, V. Marinković, Examining the effect of different components of customer value on attitudinal loyalty and behavioral intentions, Int. J. Qual. Ser. Sci. 6 (2014) 134–142, https://doi.org/10.1108/IJQSS-02-2014-0010.

[37] S. Ryu, J. Park, The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth, J. Retailing Consum. Serv. 55 (2020), 102094, https://doi.org/10.1016/j.jretconser.2020.102094.

[38] W. Tangsupwattana, X. Liu, Effect of emotional experience on symbolic consumption in Generation Y consumers, MIPS 36 (2018) 514–527, https://doi.org/10.1108/MIP-11-2017-0316.

[39] F. Pektaş, The effect of lifestyle on the demand for alternative tourism, Ijmeb 14 (2018), https://doi.org/10.17130/ijmeb.2018137581, 0–0.

[40] C.M. Bairrada, F. Coelho, A. Coelho, Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities, EJM 52 (2018) 656–682, https://doi.org/10.1108/EJM-02-2016-0081.

[41] B.A. Carroll, A.C. Ahuvia, Some antecedents and outcomes of brand love, Market. Lett. 17 (2006) 79–89, https://doi.org/10.1007/s11002-006-4219-2.

[42] M.W. Allen, S. Hung Ng, M. Wilson, A functional approach to instrumental and terminal values and the value-attitude-behaviour system of consumer choice, Eur. J. Market. 36 (2002) 111–135, https://doi.org/10.1108/03090560210412728.

[43] S. Bhat, S.K. Reddy, Symbolic and functional positioning of brands, J. Consum. Market. 15 (1998) 32–43, https://doi.org/10.1108/07363769810202664.

[44] R.W. Belk, Three Scales To Measure Constructs Related To Materialism: Reliability, Validity, And Relationships To Measures Of Happiness, 1984. ACR North American Advances. NA-11, https://www.acrwebsite.org/volumes/6260/volumes/v11/NA-11/full. (Accessed 4 August 2022). accessed.

[45] E.L. Landon Jr., Self concept, ideal self concept, and consumer purchase intentions, J. Consum. Res. 1 (1974) 44, https://doi.org/10.1086/208590.

[46] M. Andronie, G. Lăzăroiu, R. Ştefănescu, L. Ionescu, M. Cocoşatu, Neuromanagement decision-making and cognitive algorithmic processes in the technological adoption of mobile commerce apps, Ocean 12 (2021) 1033–1062, https://doi.org/10.24136/oc.2021.034.

[47] Z. Musova, H. Musa, J. Drugdova, G. Lazaroiu, J. Alayasa, Consumer attitudes towards new circular models in the fashion industry, JOC 13 (2021) 111–128, https://doi.org/10.7441/joc.2021.03.07.

[48] M.J. Sirgy, D. Grewal, T.F. Mangleburg, J.-O. Park, K.-S. Chon, C.B. Claiborne, J.S. Johar, H. Berkman, Assessing the predictive validity of two methods of measuring self-image congruence, J. Acad. Market. Sci. 25 (1997) 229–241, https://doi.org/10.1177/0092070397253004.

[49] I. Eren-Erdogmus, E. Cobanoglu, I. Budeyri-Turan, Exploring dimensions of brand personality for Generation Y in the apparel market: the case of Turkey, J. Glob. Fash. Mark. 6 (2015) 150–161, https://doi.org/10.1080/20932685.2014.999010.

[50] A. Jamal, M.M.H. Goode, Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction, Market. Intell. Plann. 19 (2001) 482–492, https://doi.org/10.1108/02634500110408286.

[51] M.J. Sirgy, Materialism and quality of life, Soc. Indicat. Res. 43 (1998) 227–260, https://doi.org/10.1023/A:1006820429653.

[52] M.J. Sirgy, C. Su, Destination image, self-congruity, and travel behavior: toward an integrative model, J. Trav. Res. 38 (2000) 340–352, https://doi.org/10.1177/004728750003800402.

[53] A. Mehta, Using self-concept to assess advertising effectiveness, J. Advert. Res. 39 (1999) 81, 81, https://go.gale.com/ps/i.do?
p=AONE&sw=w&issn=00218499&v=2.1&it=r&id=GALE%7CA63669929&sid=googleScholar&linkaccess=abs. (Accessed 10 October 2022). accessed.

[54] C.B. Vieira, B. Sousa, The brand attachment and consumer behaviour in sports marketing contexts: the case of football fans in Portugal, Int. J. Sport Manag.
Market. 20 (2020) 29–46, https://doi.org/10.1504/IJSMM.2020.109762.

[55] P.K. Singh, S. Swain, A. Ahmad, G. Prakash, Young consumers' loyalty towards premium and non-premium shoe brands, Int. J. Bus. Intell. Res. 26 (2021) 424,
https://doi.org/10.1504/IJBIR.2021.119808.

[56] J.Y. Chung, S. Lee, Dropout early warning systems for high school students using machine learning, Child. Youth Serv. Rev. 96 (2019) 346–353, https://doi.org/
10.1016/j.childyouth.2018.11.030.

[57] R. Setiawan, D. Wibisono, M.S. Purwanegara, Defining event marketing as engagement-driven marketing communication, Gadjah Mada Int. J. Bus. 24 (2022)
151, https://doi.org/10.22146/gamaijb.63788.

[58] P. Rauyruen, K.E. Miller, Relationship quality as a predictor of B2B customer loyalty, J. Bus. Res. 60 (2007) 21–31, https://doi.org/10.1016/j.
jbusres.2005.11.006.

[59] M.R. Chung, J. Welty Peachey, The Influence of Brand Experience on Satisfaction, Uncertainty and Brand Loyalty: a Focus on the Golf Club Industry, SBM, 2021,
https://doi.org/10.1108/SBM-11-2020-0115.

[60] A. Castillo-Rodriguez, W. Onetti-Onetti, J.L. Chinchilla-Minguet, Perceived quality in sports centers in southern Spain: a case study, Sustainability 11 (2019)
3983, https://doi.org/10.3390/su11143983.

[61] J. García-Fernández, P. Gálvez-Ruíz, J. Fernández-Gavira, L. Vélez-Colón, B. Pitts, A. Bernal-García, The effects of service convenience and perceived quality on
perceived value, satisfaction and loyalty in low-cost fitness centers, Sport Manag. Rev. 21 (2018) 250–262, https://doi.org/10.1016/j.smr.2017.07.003.

[62] C. Moorman, R. Deshpandé, G. Zaltman, Factors affecting trust in market research relationships, J. Market. 57 (1993) 81–101, https://doi.org/10.1177/
002224299305700106.

[63] E. Garbarino, M.S. Johnson, The different roles of satisfaction, trust, and commitment in customer relationships, J. Market. 63 (1999) 70–87, https://doi.org/
10.1177/002224299906300205.

[64] K. Heine, G. Atwal, S. Crener-Ricard, M. Phan, Personality-driven luxury brand management, J. Brand Manag. 25 (2018) 474–487, https://doi.org/10.1057/
s41262-018-0090-8.

[65] P.-L. Pan, J. Phua, Connecting sponsor brands through sports competitions: an identity approach to brand trust and brand loyalty, SBM 11 (2021) 164–184,
https://doi.org/10.1108/SBM-01-2019-0003.

[66] A. Decrop, C. Derbaix, Pride in contemporary sport consumption: a marketing perspective, J. Acad. Market. Sci. 38 (2010) 586–603, https://doi.org/10.1007/
s11747-009-0167-8.

[67] H.E. Akoglu, O. Özbek, The Effect of Brand Experiences on Brand Loyalty through Perceived Quality and Brand Trust: a Study on Sports Consumers, APJML,
2021, https://doi.org/10.1108/APJML-05-2021-0333.

[68] G. Liu, M. Jiang, Impact mechanism study between sport sponsorship fit degree and brand trust, in: J. Xu, A. Hajiyev, S. Nickel, M. Gen (Eds.), Proceedings of the
Tenth International Conference on Management Science and Engineering Management, Springer Singapore, Singapore, 2017, pp. 1413–1426, https://doi.org/
10.1007/978-981-10-1837-4_114.

[69] H. Choi, E. Ko, E.Y. Kim, P. Mattila, The role of fashion brand authenticity in product management: a holistic marketing approach: fashion brand authenticity in
product management, J. Prod. Innovat. Manag. 32 (2015) 233–242, https://doi.org/10.1111/jpim.12175.

[70] P. Dionísio, C. Leal, L. Moutinho, Fandom affiliation and tribal behaviour: a sports marketing application, Qualit. Mark. Res.: Int. J. 11 (2008) 17–39, https://
doi.org/10.1108/13522750810845531.

[71] M. Royo-Vela, M.P. Sánchez, Downward price-based luxury brand line extension: effects on premium luxury buyer's perception and consequences on buying
intention and brand loyalty, Eur. Res. Manag. Busin. Econ. 28 (2022), 100198, https://doi.org/10.1016/j.iedeen.2022.100198.

[72] Q. Van Ngo, H.T.T. Vu, A new perspective of brand equity: the case of pottery craft village collective brand in Vietnam, Trans. Mkt. J. 10 (2022) 155–170,
https://doi.org/10.33182/tmj.v10i1.1808.

[73] R.B. Mostafa, T. Kasamani, Brand experience and brand loyalty: is it a matter of emotions? APJML 33 (2020) 1033–1051, https://doi.org/10.1108/APJML-11-
2019-0669.

[74] C. Loranca-Valle, P. Cuesta-Valiño, E. Núñez-Barriopedro, Gestión de calidad como estrategia clave de la felicidad en el deporte federado, Retos 9 (2019)
203–218, https://doi.org/10.17163/ret.n18.2019.02.

[75] J. Hemsley-Brown, I. Alnawas, Service quality and brand loyalty: the mediation effect of brand passion, brand affection and self-brand connection, IJCHM 28
(2016) 2771–2794, https://doi.org/10.1108/IJCHM-05-2015-0466.

[76] R. Ladhari, S. Cheikhrouhou, M. Morales, E. Zaaboub, Antecedents and consequences of emotional attachment to sport teams brands, J. Brand Manag. 29 (2022)
454–469, https://doi.org/10.1057/s41262-022-00285-7.

[77] D. Herrera Murillo, G. Valerio Ureña, L. Rodríguez Aceves, Digital engagement and social identity of sports fans: the case of premier league teams on Facebook,
Revista Iberoamericana de Psicología Del Ejercicio y El Deporte 13 (2018) 59–69 (accessed March 26, 2023), https://dialnet.unirioja.es/servlet/articulo?
codigo=6194994.

[78] W. Tangsupwattana, X. Liu, Symbolic consumption and Generation Y consumers: evidence from Thailand, Asia Pac. J. Mark. Log. 29 (2017) 917–932, https://
doi.org/10.1108/APJML-01-2017-0013.

[79] X. Sun, P. Wang, A. Lepp, L. Robertson, Symbolic consumption and brand choice: China's youth hostels for the international travel market, J. China Tourism
Res. 10 (2014) 51–68, https://doi.org/10.1080/19388160.2013.870950.

[80] G. Luna-Corte, La influencia del consumo simbólico en la intensidad de uso de las redes sociales digitales y el valor percibido de las experiencias, Innovar 27
(2017) 37–50, https://doi.org/10.15446/innovar.v27n64.62367.

[81] L. Araya, P. Campos, Propuesta de metodología en la validación de modelos de personalidad de marca, Revista Perspectivas, 2018, pp. 33–70. http://www.
scielo.org.bo/scielo.php?script=sci_abstract&pid=S1994-37332018000200003&lng=es&nrm=iso&tlng=es. (Accessed 18 February 2022). accessed.

[82] A. Nuviala Nuviala, J. García-Fernández, A. Bernal-García, A. Grao-Cruces, M.R. Teva-Villén, R. Pérez-Ordás, Adaptación y validación de la escala de
intenciones futuras de comportamiento en usuarios de servicios deportivos, vol. 13, Univ Psychol., 2014, https://doi.org/10.11144/Javeriana.UPSY13-3.avei.

[83] J.-B. Lohmöller, Predictive vs. Structural modeling: PLS vs. ML, in: Latent Variable Path Modeling with Partial Least Squares, Physica-Verlag HD, Heidelberg,
1989, pp. 199–226, https://doi.org/10.1007/978-3-642-52512-4_5.

[84] H. Wold, Systems Analysis by Partial Least Squares, 1983. https://iiasa.dev.local/. (Accessed 4 August 2022). accessed.

[85] W. Chin, J.-H. Cheah, Y. Liu, H. Ting, X.-J. Lim, T.H. Cham, Demystifying the role of causal-predictive modeling using partial least squares structural equation
modeling in information systems research, IMDS 120 (2020) 2161–2209, https://doi.org/10.1108/IMDS-10-2019-0529.

[86] M.P. Low, T.-H. Cham, Y.-S. Chang, X.-J. Lim, Advancing on weighted PLS-SEM in examining the trust-based recommendation system in pioneering product
promotion effectiveness, Qual. Quantity (2021), https://doi.org/10.1007/s11135-021-01147-1.

[87] J.F. Hair, J.J. Risher, M. Sarstedt, C.M. Ringle, When to use and how to report the results of PLS-SEM, Eur. Biopharm. Rev. 31 (2019) 2–24, https://doi.org/
10.1108/EBR-11-2018-0203.

[88] N. Kock, G. Lynn, Stevens Institute of Technology, Lateral collinearity and misleading results in variance-based SEM: an illustration and recommendations, JAIS
13 (2012) 546–580, https://doi.org/10.17705/1jais.00302.

[89] N. Kock, Common method bias in PLS-SEM: a full collinearity assessment approach, Int. J. e-Collaboration 11 (2015) 1–10, https://doi.org/10.4018/
ijec.2015100101.

[90] K.G. Jöreskog, Simultaneous factor analysis in several populations, Psychometrika 36 (1971) 409–426, https://doi.org/10.1007/BF02291366.

[91] A.L. Drolet, D.G. Morrison, Do we really need multiple-item measures in service research? J. Serv. Res. 3 (2001) 196–204, https://doi.org/10.1177/109467050133001.

[92] J. Henseler, Bridging design and behavioral research with variance-based structural equation modeling, J. Advert. 46 (2017) 178–192, https://doi.org/10.1080/00913367.2017.1281780.