

Exploring Football Brand Image Through Fan Experience and Preferences: A Pilot Study from the Latvian Professional League

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ABSTRACT: This pilot study aims to explore how fans perceive the football brand image in the Latvian professional league, focusing on their experiences and preferences across six dimensions: fans' information regarding Latvian football, ticket details, pre-game services, stadium infrastructure, post-game events, and loyalty. A 5-point Likert scale questionnaire with 30 items, based on extensive relevant literature and Keller's model, was completed by 114 respondents ($n = 81$ male, $n = 33$ female) aged 18–55. The Shapiro-Wilk test was used to determine the normality of the data. The reliability of the questionnaire was assessed using Cronbach's alpha. Spearman's rank correlation was used to determine the relationships among the six dimensions, and the Kruskal–Wallis test was used to compare scores on each of the six dimensions between males and females. The significance level was set at $p < 0.05$. The results of Cronbach's alpha demonstrated internal reliability across all scales ($\alpha = 0.72$ – 0.81). The questionnaire findings revealed that the highest mean was for loyalty ($M = 3.99$) and fans' information ($M = 3.81$). In contrast, stadium infrastructure mean ($M = 3.14$) received the lowest scores. Spearman's results showed that all variables were significantly and positively correlated. Fan loyalty was significantly correlated with all other variables, with the strongest associations with pre-game updates ($\rho = 0.46$, $p < 0.001$). The results of the Kruskal–Wallis test revealed no significant gender differences ($p > 0.05$). The findings of this pilot study, based on the questionnaire, suggest that establishing a brand image can impact fan experience, preferences, and loyalty within the Latvian professional league. The brand image is vital for a football club, and fans are increasingly seeking branded products in today's competitive environment. The Latvian football club should engage fans through various activities that strengthen the brand's image.

Keywords: brand image, football, fan, loyalty, sport marketing.

I. INTRODUCTION

Football events attract millions of fans worldwide, leading to changes in how events and organizations are consumed, produced, and managed across all levels of the sports industry. The connection between fans and a sports club, based on players, stadiums, and brand associations such as social benefits provided by the club, is important to a fan. Managing these tools effectively builds a strong brand image for football clubs, which in turn influences fan loyalty, expectations of game outcomes and performance, repeat purchases, and attendance at future competitions [1]. The attendance of Latvian fans compared to that of many European countries is significantly lower, and football clubs should address the factors that can negatively affect their brand image. Alternatively, they should develop strategies to tackle these issues. To do so, there is a need to explore the brand image based on the fan experience and preferences in the Latvian football leagues.

In the modern international sport world, brand image has turned into a focal point of establishing the competitive advantage of a club not only in the perception of the consumers but also in financial results and viability. The brand of a football club goes well beyond the logo or the visual image with which it is associated it has values, tradition, emotional attachment and community between the club and fans [1]. Emotional attachment that the fans develop towards a club may be so strong that it even goes beyond the performance on the field, becoming a driving force in keeping the fans loyal even when the club is not doing well. Therefore, the branding of footballs is critical in the process of differentiating clubs in the ever-increasing national and global markets [2].

The experience of the fan is one of the most important aspects of the sports brand equity that includes all communication that fan has with the club, including the process of buying tickets and going to the stadium and the process of communication on the digital platform. Good experiences will boost the satisfaction and enhance attachment, but bad ones can ruin the reputation and decrease attendance [3]. In lesser markets like Latvia, where football has to compete with other forms of entertainment and other sports activities, the concept of fan journey and how to optimize it is important to enhance the visibility and credibility of the league. Furthermore, brand image construction in professional football is a multidimensional process, including both tangible variables (including quality of the stadium, its accessibility, and the organization of events) and intangible variables (including emotions, values, and belonging to the community). It has been established that consistent brand personality breeds confidence and pride among the fans, which in turn enhance their behavioral intentions, including their loyalty and referencing of the club. These observations imply that more evidence-based research is required to determine the perception of Latvian fans regarding their local clubs against the global standards [2, 4].

The history of football in Latvia has been slow with increased investments in the infrastructure and youth programs. The audience involvement is however, at a fairly early stage and brand placement is at a low level. The overall attendance of the Latvian Higher League is low which means that the communication, marketing, and fan relations strategies may have loopholes. The perception and expectations of fans are thus central to creating a consistent brand image that appeals on the local level as well as creating emotional loyalty. Although the process of commercialization of football in the world has presented new brand development opportunities, it has brought with it some challenges pertaining to cultural relevance and authenticity. The Latvian football clubs have no option but to balance the global trends in branding like online engagement, merchandising and experience marketing with local fan culture and values of the community. The actual winning games alone do not make a successful football brand because meaningful moments that resonate with the values and identity of the fans are created [5].

In this regard, it is proposed in this study that the gap in sports marketing literature will be bridged by investigating the role of fan experiences and preferences in forming the image of the football brand in the Latvian professional league. This pilot study, by evaluating fan information, ticketing convenience, pre-game and post-game services, stadium infrastructure, and loyalty, will be used to help further the discussion of brand development in small football markets. The findings can also be used to formulate strategic decisions that will be geared towards enhancing the level of fan engagement, brand image, and competitiveness of the Latvian football clubs in general.

II. RELATED WORK

Football, as a spectator sport, has seen a notable rise in global popularity, with top football clubs collectively generating approximately EUR 11.2 billion in revenue [2]. This growth is closely tied to clubs' strategic and tactical branding efforts, as well as their ability to build and sustain strong relationships with fans. The term fan typically refers to individuals or groups categorized by the intensity of their support or engagement with a team or brand [3]. Fans interact with a football club's brand through experiences at live matches or via digital platforms such as social media. At the core of a strong brand lies the brand equity, which refers to the content a product adds through consumer perceptions. For the sports market, assessing brand equity requires a consumer-centered perspective. Two foundational models in this domain are Aaker's [4] (1991) and Keller's [5] (1993) models.

Building upon Aaker's framework, Keller [6] (2010) proposes that brand equity can be evaluated either by indirectly capturing consumer thoughts, feelings, images, and beliefs about a brand or by directly assessing how these brand-related associations influence consumer responses to marketing activities. A robust brand not only enhances fan loyalty but also contributes to increased merchandise sales, offering a significant revenue stream for clubs [7]. The brand identity often encompasses players, coaches, and the overall club culture, which collectively foster emotional bonds with supporters [8]. Consequently, fan loyalty becomes a stable source of financial and emotional backing for the organization [9]. Keeping a stable brand image is important for shaping consumer perceptions and strengthening fan engagement [10]. Brand image is the overall impression of a brand held by consumers, based on their attitudes, emotions, and associated meanings [11]. For effective brand management, clubs must identify their core fan segments through analysis of demographics, behaviors, and consumption patterns related to sports engagement [12]. A positive brand image is essential, as it significantly affects fans' attitudes, satisfaction, and purchasing intentions [13]. Various elements, such as logos, color schemes, advertising strategies, product quality, and service experiences, collectively contribute to shaping a brand's image.

In an increasingly competitive and fragmented sports market, developing close connections with fans is critical. Such relationships can be reinforced through engaging brand experiences [14]. Fans often seek meaningful identification with sports brands. While several professional leagues around the world report increasing average stadium attendance, the Latvian professional football league records an average of 806 spectators [15]. The league comprises 10 clubs and hosts 180 games each season. Although it benefits from the commitment of players, fans, and other stakeholders aiming to enhance its quality and visibility, teams still struggle with inconsistent match attendance. Consistent sustainability is linked to fan satisfaction, as unpleasant experiences can quickly spread, causing lower attendance, decreased sales, and damage to reputation. [16]. Despite its growing relevance, brand image and fan experience remain an underexplored area within sports marketing research [14], which accounts for the limited number of empirical studies on the topic. The rapid expansion and commercialization of the sports industry have intensified competition, positioning sports branding as a critical differentiator among organizations. In this context, understanding the relationship between brand image and fan preferences becomes particularly important, especially in football, where emotional engagement and loyalty play crucial roles.

Within today's highly competitive market, the brand itself often takes priority over the product, highlighting the strategic significance of brand management. For football clubs seeking long-term success, establishing a strong and recognizable brand image and identity should be a top priority. Monitoring key brand-related indicators, such as brand image, is thus essential for assessing fan perceptions and guiding effective brand-building efforts. As mentioned above, this study aims to explore how fans perceive the football brand image in the Latvian professional league, focusing on their experiences and preferences related to fans' information regarding Latvian football, ticket and purchase details, pre-game services, stadium infrastructure, post-game events, and loyalty. Specifically, the research addresses the following research questions:

- Q1. How do fans perceive the football brand image of the Latvian professional league across dimensions, including fans' information availability, ticketing convenience, pre-game updates, stadium infrastructure, post-game events, and loyalty?
- Q2. What are the relationships between fans' perceptions of these football brand image dimensions and their loyalty toward the Latvian professional league?

III. MATERIAL AND METHOD

To achieve the aim, a quantitative research approach was employed through the administration of a questionnaire, which was distributed online via a survey link to participants from football clubs and university students [17]. The study was conducted in accordance with the Declaration of Helsinki and approved by the Ethics Committee of the Riga Stradins University, Latvian Academy of Sport Education (decision dated December 18, 2020, numbered 2/51813). Consent forms were obtained from the participants. A total of 137 participants responded, of whom 114 were considered valid.

In this study, items from extensive and relevant literature, combined with Keller's [5] (1993) model and the researcher's evaluation of sources, were selected [18-21]. Pre-testing procedures included an expert panel review ($n = 3$) with expertise in sports marketing and psychometrics, as well as a pilot test with a small sample ($n = 10$) to ensure item clarity, comprehension, and relevance. Feedback from this phase led to minor wording changes aimed at enhancing comprehension [22]. A 5-point Likert scale was used in the research, where 1 indicated "strongly disagree" with the statement and 5 indicated "strongly agree" [14]. The questionnaire was created on Google Forms, which enables participation using a range of digital platforms. The questionnaire includes an introduction outlining the research's aim, as well as demographic information of respondents gender, age, and education level, and a main part (core) includes six dimensions (Fans' information regarding Latvian football (FIL), ticket details (TID), pre-game updates (PGU), stadium infrastructure information (STI), post-game event details (PGE), and Loyalty (LOY)) to gather data. The core section included 30 items in total (Appendix A1). Microsoft Office Excel and Jeffreys' amazing statistics program (JASP) version 0.18.3 were used to analysis the data. The mean (M) and standard deviation (SD), as well as the frequency and percentage distribution, were calculated. Cronbach's alpha (α) measured the internal consistency of each scale. Normality was checked with the Shapiro-Wilk test. Consequently, non-parametric analyses were performed. Spearman's rank correlation (ρ) was used to evaluate relationships among the six dimensions, and the Kruskal-Wallis's test (H) compared scores on each of the six dimensions (FIL, TID, PGU, STI, PGE, and LOY) between respondents. Statistical significance was established at the $p < 0.05$ level. The survey was administered during April and May 2024.

1. DATA ANALYSIS AND RESULTS

1.1. Respondent Demographics

The demographic information of respondents is presented in Table 1. Of the total sample, 28.95% were females ($n = 33$) and 71.05% were males ($n = 81$), aged between 18 and 55 years. This was expected because football is a sport favored mainly by males and has a stronger affinity for football compared to females [23]. In terms of age range, the majority of participants were between 18 and 29 years old, accounting for 49.12% of the total. Followed by 28.95% who were 30-39 years old, and 21.93% who were over 40 years old. The participants' educational levels were as follows: 3 participants held a high school diploma (2.63%), 44 had a vocational or technical degree (38.6%), and 67 were university students (58.77%).

Table 1. The demographic information of the respondents ($n=114$).

Variables		Frequency	Percentage
Gender	Female	33	28.95
	Male	81	71.05
Age	18-29	56	49.12
	30-39	33	28.95
	Over 40	25	21.93
Level of education	High school	3	2.63
	Vocational/Technical	44	38.60
	University students	67	58.77

1.2.1. Results of the study's research questions(Q1).

Descriptive statistics were calculated (Table 2) for all six dimensions: FIL, TID, PGU, STI, PGE, and LOY. Overall, participants reported moderately high levels across all scales. The highest mean was found for LOY ($M = 3.99$, $SD = 0.73$), followed by FIL ($M = 3.81$, $SD = 0.59$). The lowest mean was recorded for STI ($M = 3.14$, $SD = 0.71$), indicating relatively lower satisfaction in this area.

Table 2. Descriptive statistics of dimensions ($n=114$).

Scale	Valid	Mean	Std. Deviation	95% CI	Min	Max
FIL	114	3.81	0.59	3.70, 3.92	2.2	4.8
TID		3.53	0.70	3.39, 3.66	1.6	5.0
PGU		3.29	0.72	3.15, 3.42	1.4	5.0
STI		3.14	0.71	3.00, 3.27	1.2	4.0
PGE		3.40	0.72	3.27, 3.54	1.0	5.0
LOY		3.99	0.73	3.86, 4.13	1.0	5.0

Std. Deviation: standard deviation; CI: confidence interval; Min: minimum; Max: maximum, FIL: fans' information regarding Latvian football, TID: ticket details, PGU: pre-game updates, STI: stadium infrastructure information, PGE: post-game event details, LOY: loyalty.

The internal consistency of each scale was checked by Cronbach's alpha (Table 3). All six dimensions demonstrated acceptable to good reliability, with alpha values ranging from 0.72 to 0.80 as suggested by [24]. The Loyalty (LOY) exhibited the highest ($\alpha = 0.80$, 95% CI [0.74, 0.85]), while PGU and PGE had the lowest, though still acceptable, reliability estimates ($\alpha = 0.722$, 95% CI [0.63, 0.79]; and $\alpha = 0.721$, 95% CI [0.62, 0.79], respectively). The elevated Cronbach's alpha coefficients for the consistency and reliability of the measurements affirm the stability of these dimensions.

Table 3. Internal consistency reliability of scales (n = 114).

Scale	α	Mean	Std. Deviation	95% CI
FIL	0.766	19.07	2.95	0.68, 0.82
TID	0.739	17.65	3.52	0.65, 0.80
PGU	0.722	16.47	3.61	0.63, 0.79
STI	0.798	15.71	3.60	0.73, 0.85
PGE	0.721	17.04	3.61	0.62, 0.79
LOY	0.807	19.07	2.95	0.74, 0.85

α : Cronbach alpha; CI: confidence interval

1.2.2. Results of the study's research questions(Q2).

Results from the Shapiro–Wilk test indicated a significant deviation from normality ($w=0.925$, $p < 0.001$). Given the non-normal distribution of the data, Spearman's rho, as a nonparametric method, was chosen over Pearson correlation because it is well-suited for Likert-type variables in non-normally distributed data. To assess the relationships among the six dimensions, Spearman's correlation (ρ) results showed that all variables were significantly and positively correlated Figure 1.

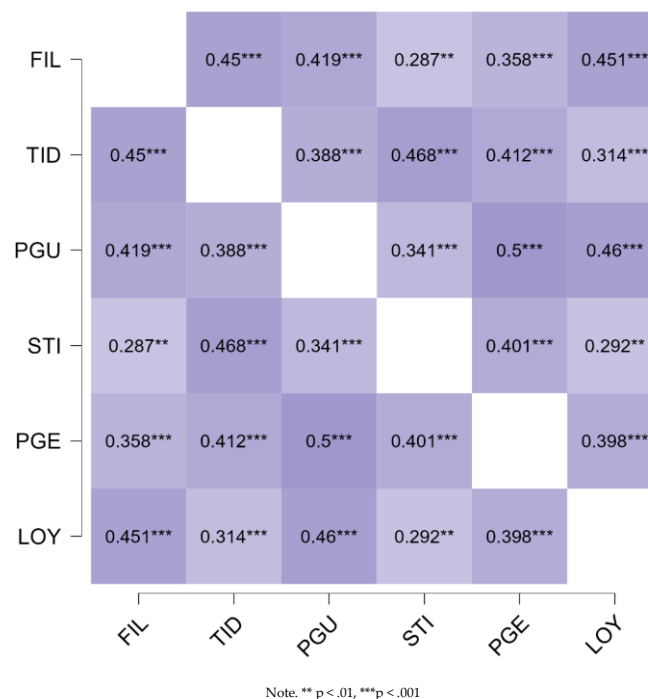


FIGURE 1. Spearman's heatmap results for scales.

LOY was significantly correlated with all other variables, with the strongest associations being with PGU ($\rho = 0.46$, 95% CI [0.28, 0.61], $p < 0.001$) and FIL ($\rho = 0.451$, 95% CI [0.27, 0.60], $p < 0.001$). PGU showed a particularly strong correlation with PGE ($\rho = 0.50$, 95% CI [0.33, 0.63], $p < 0.001$), suggesting that pre-game information is strongly linked to positive post-game engagement. The weakest significant correlation was between STI and LOY ($\rho = 0.292$, 95% CI [0.09, 0.45], $p < 0.01$), although still moderate and statistically significant. FIL had consistent moderate positive correlations with other variables, notably LOY ($\rho = 0.451$, 95% CI [0.27, 0.60], $p < 0.001$) and TID ($\rho = 0.45$, 95% CI [0.30, 0.59], $p < 0.001$). These findings suggest that fan experiences across these brand image dimensions are moderately to strongly related to fans' loyalty toward the Latvian football league. All are shown in Figure 2.

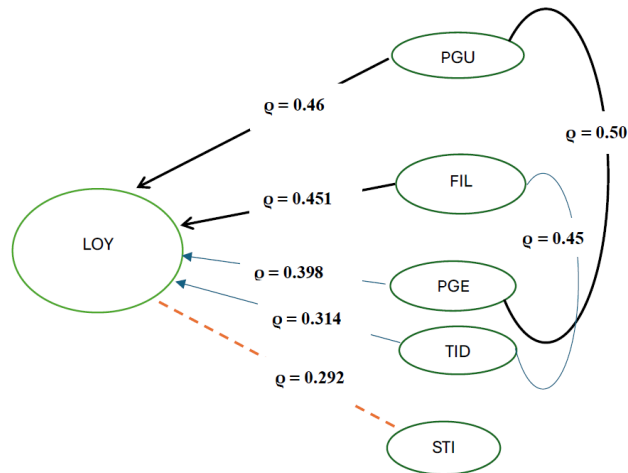


FIGURE 2. Model diagram of variables.

To assess gender differences across the fan experience, Kruskal–Wallis H tests were performed. This test is the nonparametric alternative to ANOVA, allowing comparisons across groups. The descriptive statistics for male respondents ($n = 81$) and female respondents ($n = 33$) are presented in Table 4. As indicated, male and female participants demonstrated highly comparable perceptions across most dimensions. The Kruskal–Wallis test shows no significant gender differences for fans' information ($H(1) = 0.007$, $p = 0.93$), ticketing details ($H(1) = 0.288$, $p = 0.59$), pre-game updates ($H(1) = 0.033$, $p = 0.85$), stadium infrastructure ($H(1) = 0.005$, $p = 0.94$), or loyalty ($H(1) = 0.807$, $p = 0.36$). The difference for post-game events ($H(1) = 3.502$, $p = 0.06$) approached statistical significance. Still, it did not reach the conventional threshold ($p < 0.05$). These findings suggest that almost all male and female respondents perceive fan experience and loyalty similarly.

Table 4. Gender differences in fans ($n=81$ males, $n=33$ females).

Scale	Male $M \pm SD$	Female $M \pm SD$	H	df	p
FIL	3.82 $\pm$ 0.59	3.81 $\pm$ 0.59	0.007	1	0.93
TID	3.54 $\pm$ 0.69	3.50 $\pm$ 0.73	0.288		0.59
PGU	3.28 $\pm$ 0.67	3.33 $\pm$ 0.84	0.033		0.85
STI	3.14 $\pm$ 0.69	3.14 $\pm$ 0.78	0.005		0.94
PGE	3.49 $\pm$ 0.63	3.18 $\pm$ 0.88	3.502		0.06
LOY	4.03 $\pm$ 0.73	3.92 $\pm$ 0.77	0.807		0.36

IV. DISCUSSION

This pilot study aims to explore how fans perceive the football brand image in the Latvian professional league, focusing on their experiences and preferences. The results indicate that fans have a strong connection with their clubs. All dimensions of the fan experience were significantly related to one another. In particular, LOY was associated with every other dimension, suggesting that loyalty emerges from a fan's overall interaction with the brand, and highlighting the nature of brand image within sports settings [4]. Brand image is a significant part of customer preferences and experience. It has a profound effect on their decision-making and behaviors about a brand and its success in the marketplace [25]. Consistent with the present findings, previous research has emphasized that fans' purchase intentions are positively influenced by their level of loyalty and a favorable brand image [13, 26]. This shows the importance of a strong connection between football clubs and their fan base that develops the mutual benefits [27]. However, some studies suggest that the association between fans and brands is not always unidirectional or straightforward. Rather, these relationships can be asymmetrical, implying that clubs must critically assess the characteristics and expectations of their existing fan base when developing branding strategies [28].

Contrary to our results, other studies have reported that brand image does not have a significant effect on fan loyalty or purchasing behaviors [29, 30]. While prominent football clubs with global recognition are able to attract

and retain fans largely due to their established image and reputation [31], the Latvian football has a challenge. Although football has a long-standing history in Latvia, dating back over a century, the Latvian men's national team currently ranks 138th in the world (as of April 2025) [32]. Furthermore, only a limited number of Latvian football players have succeeded in entering European leagues, which limits the sport's visibility and popularity within the country.

The on-field performance of clubs also plays a crucial role in fan attitudes and purchase decisions regarding team-related products and services [27]. Inconsistencies in team performance can weaken efforts to build a stable and compelling brand image. Several studies have identified multiple psychological factors affecting the performance [33-35]. Therefore, it is required that Latvian football clubs systematically identify and address these factors to stabilize their performance and implement strategic measures to strengthen their overall brand image. There are no significant gender differences across the dimensions in this study. Although the female sample represented approximately one-third of the male respondents, it is important to consider the broader cultural and organizational variations that exist across different leagues and countries [36]. Prior research suggests that cultural differences, particularly those related to gendered expectations and socialization patterns, play a significant role in shaping disparities in football participation and fandom [37]. In contrast to the current findings, some studies have suggested that gender can influence brand preferences, proposing that male fans tend to exhibit a stronger emotional commitment to football clubs, with gender acting as a significant predictor of consumer behavior [38,39]. Nonetheless, the growing number of active female football fans has garnered attention from professional clubs, highlighting their increasing economic significance. Research further suggests that fans are more likely to align with brands that reflect their values and personality traits, making brand-audience congruence a critical component of successful branding strategies [40]. The connection between social media and football has been studied; however, a gap remains in understanding how football leagues utilize social media for branding, commercial purposes, fan loyalty, and engagement, among other activities [41, 42]. This platform continues to expand beyond academic interest and into younger audiences. Although this pilot study yields valuable preliminary results, several limitations remain. First, the sample size ($N = 114$) is small and restricts the generalizability of the results beyond the context of the Latvian professional football league, especially concerning the gender imbalance, the sample's representativeness (71% male) is a limitation, as football is a sport predominantly favored by males and has a stronger affinity for the sport among males compared to females [23]. Second, although the internal consistency of the questionnaire was acceptable, a more robust psychometric evaluation, such as exploratory or confirmatory factor analysis, should be conducted in future research using a larger and more diverse sample. Another limitation of this study is its reliance on self-reported survey data, which may be subject to biases. Future research could improve by using triangulation, which involves combining survey data with game attendance, social media activity, and perspectives from various stakeholders and club managers. Such triangulation would enhance the validity of the results and offer a more complete understanding of brand image and fan loyalty in the Latvian football league. Future investigations would benefit from employing mixed-method approaches, including qualitative interviews to gain deeper insights and validate quantitative results. Additionally, integrating emerging technological tools could enhance understanding of fan needs, emotional engagement, and user experiences [43]. Further studies should also explore strategic opportunities for clubs to enhance brand image through digital engagement platforms, interactive fan zones, and social media, while considering the influence of cultural, socio-demographic, and psychographic variables to refine brand positioning and effectiveness in the sports industry.

V. CONCLUSION

The findings of this pilot study suggest valuable insights into the perceptions and priorities of fans within the Latvian professional league. The reliability of the questionnaire further confirms its suitability for capturing multidimensional fan perceptions in this context, showing that establishing a brand image can influence fan experience, preferences, and loyalty. Importantly, no significant gender differences were identified, suggesting that a broad, unified approach can be used in strategic planning for fan engagement. The brand image is vital for any football club, and fans are increasingly seeking branded products in today's competitive environment. Based on the finding of this research, the following recommendations can be provided: (1) to engage fans through activities such as organizing meet-and-greet sessions with athletes. (2) Actively seeking fan feedback, responding to their concerns, and involving them in decision-making. (3) Sponsoring interactive fan zones at sporting events by hosting pre-game and post-game activities, including live music, food festivals, and fan meet-and-greets. (4) Enhancing the stadium's features and atmosphere by investing in better lighting, sound systems, and visual effects. (5) Improving the quality of games by prioritizing player development, coaching, and refereeing to deliver top-notch matches; 6. creating unique, immersive experiences that strengthen the brand's image with fans and foster loyalty by leveraging

technology to enhance the fan experience, like mobile apps for tickets, merchandise, and live streaming on YouTube and social media.

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Author Contributions

All authors made an equal contribution to the development and planning of the study.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

Data are available from the authors upon request.

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Appendix

Table A1. Fan Experience and Brand Image Questionnaire

Scale	Code	Item
Fans' information regarding Latvian football	FIL1	I am satisfied with the performance level of the Latvian Football professional league.
	FIL2	I am satisfied with the performance level of my preferred football club.
	FIL3	I believe the Latvian Football League is heading in a positive direction.
	FIL4	Information about football as a sport is easily accessible.
	FIL5	I can easily find information about upcoming football matches.
Ticket details	TID1	Information about game schedules and entertainment programs is readily available.
	TID2	I can easily find information about ticket purchase options.

Pre-game updates	TID3	There is enough variety and availability in ticket options.
	TID4	I find the ticket prices affordable.
	TID5	I am aware of any bonuses or benefits offered when buying tickets.
	PGU1	Pre-match events such as team meetings at the stadium are well-publicized.
	PGU2	Players or teams are open to interactions with supporters before the match.
Stadium infrastructure information	PGU3	I have opportunities to be close to players warming up before the match.
	PGU4	I find it easy and smooth to enter the stadium before the game.
	PGU5	Pre-game events reflect team traditions or significant historical moments.
	STI1	The stadium has adequate commercial spaces (shops, merchandise, etc.).
	STI2	There are plenty of food and drink options available at the stadium.
Post-game event details	STI3	The stadium features child-friendly activity areas.
	STI4	Amenities such as toilets and seating are easily accessible.
	STI5	The locations are reachable quickly during games or breaks.
	PGE1	After the game, I can get close to the players at the field barrier.
	PGE2	Exiting the stands is easy and well-organized.
Loyalty	PGE3	Exiting the stadium is a smooth and efficient process.
	PGE4	I can observe the team leaving the stadium after the match.
	PGE5	I am informed about bonus offers for attending future events.
	LOY1	I have opportunities to follow the life of my football club outside the stadium.
	LOY2	I follow my football club on social media and other online platforms.
	LOY3	I stay informed about the football club and league event calendar.
	LOY4	I buy souvenirs, shirts, or merchandise to support my favorite club.
	LOY5	I share or post images related to my favorite club and its logo to promote it.