

THE RELATIONSHIP BETWEEN THE FANS AND THEIR BASKETBALL CLUB  
TROUGHT EXPECTED VALUE DIMENSIONS

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## **Abstract**

In the context of the new situation caused by Covid-19, sports sector has been greatly affected by closing the doors of its facilities to the public. Based upon background literature on Value in both intra and inter-variable perspectives, we aimed to explore the effects of seven Expected Value dimensions (Functional Value, Social Value, Entertainment, Emotional Value, Epistemic Value, Perceived Risk, Time and Effort Invested) on both Satisfaction and Loyalty for the specific case of basketball fans. By using a convenience sampling method, data were collected from 333 spectators of first division basketball team. The results of structural equation modeling with first and second order constructs indicated that Value dimensions explained significant portion of Satisfaction variance which further significantly explained Loyalty. However, Social Value, Epistemic Value and Time and Effort Invested were not significant predictors of Satisfaction. These results are partly in line with previous evidence so further empirical research is warranted.

**Keywords:** *Expected\_Value; sporting\_events; Covid-19*

**Track:** Consumer Behaviour