

# How to transfer myths to the brand of a football club? - A quantitative analysis of the influence on fan loyalty.

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# **How to transfer myths to the brand of a football club? - A quantitative analysis of the influence on fan loyalty.**

## **Abstract**

Myths play a central role in modern football, as they preserve a club's glorious past and emotionally elevate the sporting experience. Although myths are embedded in fan culture and are frequently expressed through performances, rituals and symbols, they have been inadequately explored empirically in the context of sports. The study examines the impact of myth transfer on a club brand, analyzing the extent to which the transmission of mythical elements creates strategic value. Capturing myths proves challenging due to their diversity. The concept of nostalgia is employed, as studies show that nostalgic individuals draw on myths to idealize their past. Using the example of 1. FC Union Berlin, the study first examines the extent to which the club's myths are known both among its own fans and among supporters of other football clubs. Subsequently, the influence of myths on fan loyalty is analyzed through structural equation modelling. This is the first study to empirically investigate the constructs of nostalgia, pride, and loyalty in a causal relationship. The results demonstrate that myths make a significant contribution to strengthening fan loyalty. Pride acts as a critical mediator, significantly influencing fans' attitudes toward the club and ultimately leading to loyal fan behavior.

## **Keywords:**

**Myth Transfer; Nostalgia; Football Events; Club Brand; Fan Loyalty; Rituals; Pride**

## **Track:**

**Tourism Marketing**