EVOLUTION OF FAN LOYALTY

Repeater
Have found their way of enjoying at the stadium, and coordinate their daily activities by placing the top-priority to visiting the stadium.

Fan
Show interest in watching Fighters’ games at the stadium and visit occasionally.

Pre-Fan
Don’t know baseball, or even if they know, don’t show interest in the Fighters.

Causes to make them remain:

1. Retirement of a star player* and “expectation of the league championship.”
2. “Watch the fans cheering.”
3. “Know the players and the team” and “unexpected talent of players outside baseball.”

From Pre-Fan to Fan:
5. “Collecting the Fighters’ goods*”,
6. “Recording and/or collecting events of live games as proof of watching them”,
7. “Expectation of the climax series and the Nippon series”, some of them are just dying to watch those series,
8. “Communication with the other fans when watching live games”,
9. “Network community” that he/she accesses during live games for exchanging information, posting opinions, etc.,
10. “Seeing the players closely, e.g., visiting camp in Okinawa”, and “seeing the live action on a professional field.”

From Fan to Repeater:
1. “Watching live games at the stadium”
2. “Knowing the rules of baseball” and “knowing the team”,
3. “Watching games by oneself”, “one’s wife became a fan by following his lead,” “communication with his/her friends at the stadium,” or “meeting persons who visited the stadium.”
4. “Presence of players who always come to his/her mind.”

CONCLUSIONS

This study constructed “Fan loyalty evolution model!” by conducting “Cognitive Chrono-Ethnography.”

This study revealed histories of the nine participants that demonstrate how the participants climbed the steps of fan stages, from the pre-fan stage to the fan stage, and ultimately to the loyal-fan stage.

These features should suggest possible paths that potential loyal fans should follow and should provide valuable hints for designing efficient fan services that help potential fans to step up comfortably to the loyal fan stage.