

The prediction of behavioural loyalty from team identification and place attachment among Portuguese sport fans – A study conducted with Futebol Clube do Porto fans

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Abstract

The research extended the use of the Sport Spectator Identification Scale and the Place Attachment Scale to Portuguese sports fans through testing the psychometric properties and the cross-cultural validity of the translated scales. Evidence for validity and reliability of these scales was provided. The impact of team identification and place attachment on behavioural loyalty of fans in professional soccer was also tested. The study suggests that there is a strong positive correlation between team identification and place attachment. Regression analysis revealed that the just mentioned concepts were not predictors of behavioural loyalty. Implications for management and research were discussed.

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