

## **The effect of nostalgia on pride, and intention to watch games from the Portuguese “3 big” football teams, after the Covid-19 pandemic.**

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October, 2021

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## **Abstract**

The effect of nostalgia in people is not a recent marketing subject, however it has only been applied to sport events in the last years. On the other hand, in 2020, the Covid-19 pandemic emerged and completely changed everyone's lives. The aim of this research is to understand the effect of nostalgia on pride and intention to come back to watch games at the stadium from the Portuguese "big 3" football clubs, after the pandemic.

In order to achieve the research objectives, hypotheses were formulated and a quantitative method was chosen. Based on other studies, a questionnaire was elaborated and shared online to collect answers from Portuguese football and 188 responses were considered to the analysis.

Recurring to this objective, thinking about nostalgic-marketing, it was possible to identify the association between nostalgia, pride and the intention to come back to the stadiums after the pandemic. The results indicate that the Portuguese football fans want to return to the stadiums to watch their favorite football team again. The results confirmed the previous studies in this area and show that there is statistical evidence that nostalgia positively impacts pride and intention to come back to football stadiums, after the Covid-19 pandemic. Also, results show that there is statistical evidence that pride, as a mediator, positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic. Increasing the nostalgia effect, results on increasing pride, which in turn influences the intention to return to the stadiums.

**Keywords:** Covid-19, Football, Marketing, Nostalgia, Pride

**JEL Classification:** M10 (Business Administration – General); M30 (Marketing and Advertising - General)



## Resumo

O efeito da nostalgia nas pessoas não é uma disciplina recente do marketing. Ainda assim, tem sido aplicado a eventos desportivos nos últimos anos. Por outro lado, em 2020 emergiu a pandemia causada pela doença Covid-19 e alterou completamente a vida das pessoas. O objetivo do presente estudo é entender o efeito da nostalgia no orgulho e na intenção de voltar aos estádios dos “3 grandes” do futebol português, depois da pandemia.

Para atingir os objetivos do estudo, foram formuladas as hipóteses e optou-se por um método quantitativo. Com base noutros estudos, foi elaborado um questionário e partilhado online para recolher respostas dos adeptos portugueses, sendo que foram consideradas para a análise 188 respostas.

Recorrendo a este objetivo, tendo em conta o marketing nostálgico, foi possível identificar a associação entre nostalgia, orgulho e intenção de voltar aos estádios após a pandemia. Os resultados do questionário indicam que os adeptos portugueses querem regressar aos estádios para voltar a ver a sua equipa de futebol preferida. Os resultados confirmaram os estudos anteriores nesta área e mostram que há evidências estatísticas de que a nostalgia impacta positivamente o orgulho e a intenção de voltar aos estádios de futebol, após a pandemia. Além disso, os resultados mostram que há evidências estatísticas de que o orgulho, enquanto mediador, impacta positivamente a intenção de voltar aos estádios de futebol, após a pandemia. Aumentar o sentimento de nostalgia, resulta no aumento de orgulho sentido pelos adeptos, o que influencia a intenção de regressar aos estádios.

**Palavras-chave:** Covid-19, Futebol, Marketing, Nostalgia, Orgulho

**Classificação JEL:** M10 (Gestão de Empresas – Geral); M30 (Marketing e Publicidade - Geral)





## **Executive Summary**

The effect of nostalgia in people is not a recent marketing subject, however it has only been applied to sport events in the last years and have an important role in this scope.

On other side, in 2020, the Covid-19 pandemic emerged and completely changed people's lives. This pandemic's magnitude and economic impact of Covid-19 has not been seen in a century. Behaviors such as social distancing and wearing masks have been shown to slow down the spread of viruses. Restrictions were applied to sports and, as a result, football fans were forbidden to watch their teams in the stadiums. 2020/2021 was an atypical season in which the football teams play at "home" without the physical support of their fans.

Sport teams shared content online, in order to increase engagement and reinforce the culture and pride. The current research aims to understand the impact of this type of strategy in fans' emotions and future behavior, in an atypical period in which the football fans were not able to go to the stadiums to watch football.

In order to achieve the research objectives and answer to the research questions, four hypotheses were formulated, and a quantitative method was chosen. Based on other studies, it a questionnaire was elaborated, which was shared online in social media to collect answers from Portuguese football fans (F. C. Porto, S. L. Benfica and Sporting C. P. fans) and 188 responses were considered to the analysis, those being the respondents that were in the target population and felt nostalgia in response to a nostalgic video presented.

Recurring to this goal, and thinking about nostalgic-marketing, it was possible to identify the association between nostalgia, pride and the intention to come back to the stadiums after the Covid-19 pandemic. To the analysis, descriptive statistics were used, principal components were created (in order to aggregate the information regarding each variable) and a mediation analysis was conducted, in order to understand the relationship between the variables. Analyzing the responses, the results indicate that the Portuguese football fans want to return to the stadiums to watch again their favorite football team. The results confirmed the previous studies in this area and show that there is statistical evidence that nostalgia positively impacts pride and intention to come back to football stadiums, after the Covid-19 pandemic. Also, results show that there is statistical evidence that pride, as a mediator, positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic. Increasing the nostalgia effect, results on increasing the pride feeling which in turn influences the intention to return to the stadiums.



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## CHAPTER 1

# Introduction

This chapter will start with a brief contextualization regarding the theme under investigation, followed by the definition of the research aim, research questions and research objectives. Additionally, an overview structure of the dissertation will also be presented.

### 1.1 Context and relevance

In the past, football was a way to have fun with friends and now it is more than that. At the moment, football is an industry that revolves around high quantities of money, power, influence and much more. Football is one of the most popular sports in the world (Cho *et al.*, 2019); it can change people lives and it has a powerful impact in people's behavior. People all over the world recognize the best teams, the best players and managers and some people even travel a lot of kilometers just to watch a football team.

Due to this evolution of the football industry, clubs need to adapt and change the way they communicate and the way they treat their fans day by day. Some efforts have been done and the best teams in the world function just like a company, with a strong component in the marketing and sponsorships, in order to increase the visibility of the brand and improve the profits.

In December 2019, the Covid-19 pandemic emerged in Wuhan, China. The World Health Organization (WHO) declared COVID-19 a global pandemic on March 11, 2020 and since that date, the world as we know it changed (Laato *et al.*, 2020). A pandemic of this magnitude and economic impact of COVID-19 has not happened for a century and companies needed to rethink their processes and reinvent the ways in which they communicate and operate. This pandemic has transformed people's lives, consequently consumer average spending decreased, and some companies did not survive.

The Covid-19 pandemic reinforce the need for an "extra mile". Companies need to communicate in an efficient and effective way, in order to improve the results, during this complicated moment, full of uncertain and behavior changes. Marketing can have an important role by helping companies to maintain the notoriety, increasing the revenue. According to Cho *et al.* (2014), nostalgia is a powerful stimulus that has the ability to influence people's behavioral intention.

The Portuguese government decided to forbid people to watch games in the stadiums during the entire season of 2020/21. Portuguese football teams do not have the same television broadcasting revenues as, for instance, the English teams. Therefore, the impact of the Covid-19 pandemic was even greater for them.

The loyalty of the supporters is very important for the league, teams, and athletes, they are valuable and indispensable partners. (Gouveia & Pereira, 2021). In the moment that the fans want to return to the stadiums and want to come back to normal, this study as the aim to investigate the impact of nostalgic marketing (in the three main football clubs in Portugal) on the fans pride and in the intention to come back to the football stadiums after this pandemic.

Some studies have studied the intention to visit a sport team hometown (Cho *et al.*, 2019) or the intention to travel to other countries (Chang *et al.*, 2019) to watch sport teams but no one has studied the intention to come back to the stadiums, applied to the Portuguese football teams, after the Covid-19 pandemic. This study has also set to fill in this research gap.

## **1.2. Research aim**

The aim of this research is to understand the effect of nostalgia on pride, and intention to return to watch games from the Portuguese “big 3” football clubs. Recurring to this main goal, and thinking about nostalgic-marketing, it will be possible to identify the association between nostalgic-marketing, pride and the intention to come back to the stadiums after the pandemic.

## **1.3. Research questions**

To achieve the goal previously defined, this research will answer the following questions:

- 1) What do football fans think about returning to football games after the Covid-19 pandemic?
- 2) What is the effect of nostalgic marketing on Portuguese fans' pride?
- 3) What is the effect of nostalgic marketing in the intention of coming back to a football stadium, after the Covid-19 pandemic?

To answer these questions, this study will explore the literature and implement a consolidated option based in the previous studies.

## **1.4. Research objectives**

This paper has the aim of evaluating the effect of nostalgia on pride and in the intention of coming back to football stadiums. Therefore, in order to respond to the research questions defined, it is important to subdivide the research aim in the next research objectives:

1 - To define clearly the concepts used (nostalgia, pride) to evaluate the impact of nostalgic-marketing; 2 - To collect information regarding the Portuguese fans' behavior; 3 - To measure the effect of nostalgia on the intention of coming back to stadiums; 4 - To measure the effect of nostalgia on fans' pride; 5 – To make recommendations to use nostalgic marketing in sports industry.

## **1.5. Dissertation structure**

This Master Thesis is written in the format of “Dissertation” since it was developed recurring to investigation, in a theoretical basis. This research is structured in some chapters.

The first chapter (the actual chapter) provides an introduction to the topic, with a contextualization of the problem and its relevance to the area at this moment. It provides an introduction to football in the 21<sup>st</sup> century, some changes in the present and the impact the Covid-19 pandemic has had in this sport. The research aim, objectives, the main research questions and the structure of this study are also presented.

The second chapter focuses on presenting the literature review, divided into five fundamental subchapters. First, the focus is the football industry and the contextualization to this amazing team sport. Then, the focus is the nostalgia and how it relates with marketing and sports. Following, there is a subchapter concerning the relevance of pride in sports and how it relates with fans' consumer behavior. After that, there is an analysis of the development of the Covid-19 disease and its impact in companies all-around of the world. Finally, this chapter includes the conceptual framework developed based on the literature review and the hypothesis definition.

The third chapter includes the methodology followed by the current study, the definition of the target population and the data collection explanation. Furthermore, it includes the questionnaire structure (quantitative method used in this study) and the item and scales measuring. Lastly, the chapter includes how the researcher will proceed to the data analysis.

The chapter four comprises the descriptive statistical analysis of all the data gathered through the questionnaire, some discussion about the results and the hypotheses testing that lead to the conclusions.

This fifth and final chapter includes the conclusions of this dissertation, taking into account the literature review and the results of the questionnaire, the limitations of the study, and the future research.



## Literature Review

### 2.1. Football industry

Football began in England, with the laying down of rules by the Football Association in 1863. Since then, while the rules of the sport have gradually evolved, football has more or less retained the same overall constitution and objectives. Football is one of the most popular sports in the world and events such as the World Cup, which are viewed by hundreds of millions of people, are testimony of that fact. Nowadays the game of football is presided over globally by FIFA (Fédération Internationale de Football Association), which was established in 1904. Notable among all leagues, prowess of the European clubs continues to attract and increase football viewership (Cho *et al.*, 2019). For instance, the English Premier League tops the global list boasting stadium attendance exceeding 13 million, not to mention its worldwide audience that stretches across 200 countries. Strong fan support of European teams is not only based from Europe but also from other regions of the world, including Asia – potentially the largest market in the world (Cho *et al.*, 2019).

In the case of football, European leagues have worldwide awareness due to their high level of performance and competitive level of match play (Curley & Roeder, 2016). Moreover, Europe's derby matches generate more tense emotions and excitement. Football fans also value European clubs' standards and expectations, which could satisfy their entertainment demand. They also have emotions and memories when they watch matches on media due to excitement and unpredictable outcomes of football, generating nostalgic feelings (Cho *et al.*, 2014). Soccer (football) is the most popular sport in the world and consequently merchandising represents huge amounts of money (Decrop & Derbaix, 2010).

#### 2.1.1. The “big 3” in Portugal

More than 100 years ago, football began to grow in Portugal. In the late 1800s and early 1900s, three big clubs came to be: F. C. Porto, Sporting C. P. and S. L. Benfica. In Portugal, these clubs are known as the “Three Greatest”. These are the clubs with the most financial power, more titles, more history and they can unite their supporting masses and get their love and fidelity. (“Who invented football? Where and when the beautiful game was born”, 2020)

Portugal's top domestic league, the Primeira Liga, was founded in 1934. The Portuguese championship is ranked number seven as largest television rights market, which in 2018–19 was worth a total of 143 million euros, following England (2.9 billion), Spain (1.3 billion),

Germany (1.1 billion), Italy (1.1 billion), France (622 million) and Turkey (317 million euros). The big three clubs (S.L. Benfica, F.C. Porto, and Sporting C.P.) earn significantly higher revenues than the rest of the teams in the league: the ratio between the largest TV recipient is more than 10 to 15 times the median club in Portugal, compared to an average of 2.3 times in the 24 countries with collective selling (Gouveia & Pereira, 2021).

A research from Intercampus (Correio da Manhã), applied to people aged eighteen or more, showed that 46% of the Portuguese people support S. L. Benfica (4.5 million of people), 24.7% (2.4 million Portuguese people) of them support F. C. Porto and 23.8% support Sporting C. P. (2.3 million of Portuguese people). This study also indicates that SC Braga is supported by 1.5% of the respondents and Guimarães by 0.8%. The “3 big” clubs in Portugal (S. L. Benfica, F. C. Porto and Sporting C. P.) are supported by 94.5% of the respondents and this is more than sufficient to justify this name attributed to these three big teams. (“Quase metade dos portugueses apoia o Benfica. O FC Porto está em segundo”, 2019). For those reasons, the present research will focus on these three clubs to represent the Portuguese fans population.

### **2.1.2. The role of football fans**

A sport fan is defined as “an enthusiastic devotee of some particular sport consumptive object” (Hunt *et al.*, 1999, p. 440).

One important perspective on a typology of sport fans, according to Hunt *et al.* (1999) is to classify individuals into the following five segments: temporary, local, devoted, fanatical, and dysfunctional. While temporary and local fans use being a sport fan as a peripheral object for self-definition, devoted, fanatical, and dysfunctional fans see sport-related objects as more central to their self-concept (Hunt *et al.*, 1999). Furthermore, fanatical fans are different from the other types, since engage in a number of behaviors such as body paint, costumes, signs, fight songs, and group movement (Decrop & Derbaix, 2010; Hunt *et al.*, 1999). Hunt *et al.* (1999) also define “hardcore fans” as strongly committed to their favorite team, while other fans’ primary attachment points might be a particular player, sport, and local city.

Fans highly involved with a team can be extremely loyal, holding a particular team as central to their identity where team success and failure is interpreted as personal success and failure (Gwinner & Swanson, 2003)

According to Reysen and Branscombe (2010), a distinction can also be made between a fan's personal connection with a sport team, and a fan's connection with other fans as a group. The authors term the individual's sense of connection to a sport team “fanship,” and the individual's connection to other fans of the team “fandom”. Fanship is defined as identification

with the object itself, while fandom is defined as identification with others who share a connection with the object (Reysen & Branscombe, 2010). Their research suggests that sport fans view themselves and other fans of the same sport team as sharing an important group identity. Cho *et al.* (2014) also affirm that a person who attends sporting events has a desire to identify himself/ herself as a fan or supporter and to be seen as a fan of a specific team or player.

Therefore, brand community is defined by Muniz and O'Guinn (2001) as a specialized, non-geographically bound community based on the relationships among consumers of a brand. According to Schau *et al.* (2009), a review of the brand community literature reveals four important extra-role behaviors pertaining to behavioral consequences in sport fan communities: fan community engagement, customized product use, member responsibility, and positive word-of-mouth. Fan community engagement, according to the author, refers to consumers' escalating behavioral involvement in a fan community that includes socially committed behaviors such as self-expression, story-telling, and fan community participation. Customized product use is defined by Schau *et al.* (2009) as consumers' improved use of team-related products in sport fan communities. Member responsibility refers to a felt sense of duty and obligation to a fan community as a whole and to its individual members in order to create, enhance, and sustain the ties among the fan community members. Positive word-of-mouth is defined as consumers' external, outward focus on creating favorable impressions of a sport team, enthusiastic fans, and the fan community in the social universe beyond the fan community.

The loyalty of the supporters is very important to league, teams, and athletes, they are valuable and indispensable partners (Gouveia & Pereira, 2021). In Portugal, due to the Covid-19 pandemic, the 2020 football season will remain forever in memory as something new for Portuguese football, and with a strong impact in political, social, and economic that quickly brings latent instability to the surface (Gouveia & Pereira, 2021). Therefore, the present study will investigate some changes in the fans' behavior, related with the Covid-19 pandemic, since the focus of this research is opened to all of the fans.

## **2.2 The nostalgia effect**

Since the beginning, the concept of nostalgia has been described as homesickness, which was recognized as a medical disease in the nineteenth century. By the beginning of the 20th century, nostalgia was regarded as a psychiatric disorder. Symptoms included anxiety, sadness, and insomnia. By the mid-20th century, psychodynamic approaches considered nostalgia a

subconscious desire to return to an earlier life stage, and it was labeled as a repressive compulsive disorder (Sedikides *et al.*, 2008). Sedikides *et al.* (2008), described nostalgia as “a sentimental longing for the happiness of a former place or time” (p. 305). The concept of nostalgia is complex and difficult to measure, in part because of its diverse emotional perspectives (Cho *et al.*, 2014).

Since the late twentieth century, the meaning of nostalgia has been extended to include a longing for a past experience (Cho *et al.*, 2014). Sedikides *et al.* (2004), defined nostalgia as being a “disproportionately positive emotion, with bittersweet elements” (p. 204) in their research, differentiating it from homesickness. They consider nostalgia to come from the positive emotion of remembering one’s previous experience, explaining that “nostalgia is yearning for aspects of one’s past”, a longing that includes “events, persons, and sights” (p. 202). This concept of nostalgia supports Holak and Havlena (1998), who also believed that individuals could feel nostalgia through persons, events, and objects.

Cho *et al.* (2014) elaborated that, individuals feel nostalgia when they recall positive experience of the past and compare it to the less satisfying present moment. They refer that even though it is almost impossible to restore the past, individuals still long for their good old days. The authors affirm that through nostalgia people can picture and identify the future they would like to pursue and, in this process, they may satisfy their own desires and affirm their identity. Nostalgia has been defined as a status of mind where positive feelings of the past and frustration from inability to travel back in time coexist. The resulting feeling is often referred to as a bittersweet emotion, and it is important to see that nostalgia is almost certainly a positive feeling about a selective past. The negative feelings are associated with a desire to return to the past and its comparison with the present. It is undoubtedly a fact that one feels nostalgia since he or she cannot return to past. Even in situations where the present is predominantly positive, people may still be nostalgic for the past. For instance, if a team wins a championship in the present, this pleasant occurrence may trigger nostalgic feelings in those who witnessed a championship victory of the team in the past (Cho *et al.*, 2014).

The literature also distinguishes between personal and historical nostalgia. Muehling and Pascal (2011) investigated the effects of personal nostalgia and historical nostalgia. Personal nostalgia, according to the authors, is based on experiences that happened in one’s lifetime, and focus on personal memory. To Pascal *et al.* (2002), personal nostalgia is best described as an idealization of the past as remembered personally. It also reflects a rather sentimentalized view of the past created from one's embellished memory of childhood or other times in life. Reconstructed in this fashion, personal nostalgia does not have to depend upon an actual happy



childhood or life occurrence, but rather depends upon an idealized reconstructed one. On other hand, historical nostalgia is related to experiences out of one's lifetime, and focus on cultural background. The results of Muehling and Pascal's study indicated that personal nostalgia could positively impact consumers' responses such as positive affect, and recall of advertising messages more than historical nostalgia. To Pascal *et al.* (2002), historical nostalgia expresses a desire to retreat from the present to a time in the past that is viewed as superior to the present.

Cho *et al.* (2014) also classified nostalgia into two dimensions: the purpose of nostalgia and the structure of nostalgia. The purpose of nostalgia is defined as the desire of individuals to seek what they want to pursue and value based on their past experiences. Cho *et al.* (2014), suggested two categories of the purpose of nostalgia: experience-based nostalgia and identity-based nostalgia. That is, nostalgia is linked to individuals' experience of their positive past memories and boosts individuals' identities. Meanwhile, according to the authors, the structure of nostalgia is described as an experience evoked by both objects and social experiences. Object-based experience includes nostalgia evoked by objects, such as stadiums, players, and teams. Interpersonal relationship-based nostalgia is related to social experiences of individuals, which involves past shared memories with group members.

### **2.2.1. Nostalgia applied to sport events**

Due to the contrast between a positive past and a negative present, according to Cho *et al.* (2014), nostalgia is often applied to a variety of contemporary settings, not the least of which include the marketing and promotion of places and products. One such area of application is sporting events.

There are many variables influencing how sports are experienced, so, classifying what is a direct and what is an indirect experience is challenging in the current sporting environment. However, Cho *et al.* (2014) consider important to distinguish between the two when addressing nostalgia. Holbrook (1993) argued, for instance, that indirect experience could generate nostalgic recollection due to the imbedded nature of culture and word of mouth.

Robinson and Trail (2005) explored spectator attachment to a team, finding that in addition to "being attached to a specific team, or perhaps even rather than being attached to a specific team, an individual might be attached to, for example, the coach or a specific player, among other things related to the experience" (p. 61). According to Fairley (2003), sport facilities also provide opportunities for people to feel nostalgia as they attach special significance to stadiums and other edifices.

The sport environment generates a unique atmosphere which creates a particular group culture with its corresponding social experiences, leading to feelings of nostalgia, supporting Fairley's (2003) contention that people feel nostalgia in terms of not only place and artifact, but also their social experiences. Fans and spectators may feel nostalgic because of positive memories relating to socializing with their group members (Fairley, 2003)

Nostalgia and childhood memories are interrelated, and childhood experiences related to sport create feeling of nostalgia in adults (Cho *et al.*, 2014). In addition, most children learn the rules of various sports from someone close to them, and memories of this experience can make people recall their childhood.

### **2.2.2. Nostalgia and motivation**

Cho *et al.* (2019) affirmed that the concept of motivation has a significant relationship with nostalgia. According to Cho *et al.* (2014), the concept of nostalgia is conceptually different from motivation, but is closely related to it. In the context of sport, sport fans' motivation can be considered as their willingness to satisfy certain interests and desires (Yu, 2010).

Nostalgia represents a strong factor that motivates individuals to re-live their past experience (Cho *et al.*, 2019). Wann (1995) confirmed the various factors contribute to sports fans' motivation, such as family, self-esteem, entertainment, eustress, aesthetic, group affiliation, escape, and economic. Stephan *et al.* (2014) also elaborated that nostalgia encourages individuals to seek rewards and to indulge in behaviors that lead to positive outcomes, which elevates their level of approach motivation. Cheung *et al.* (2017) also found that individuals who easily feel nostalgia are likely to have strong motivation compared to those who are less prone to nostalgia.

Sport fans' past experience of the sporting event triggers nostalgic feelings. For instance, previous studies emphasized that physical objects, such as the hall of fame, stadium and museums, are entities to which sport fans attach meaning (Goulding, 2001). In other words, these physical objects that sport fans associate with sports represent their past experience at the sporting event. Furthermore, sport fans' nostalgic feelings can be evoked by their past experience of social interaction and group experience. For instance, most individuals are affected by their past experience of group socialization in making their decision to participate in the event (Cho *et al.*, 2019). Fairley (2003) also noted that repeated group experience felt by sport fans can have a significant influence on their nostalgia. Thus, sports fans' past experience has a significant effect on nostalgia.

While, in Leong *et al.* (2015) study, nostalgia was considered as a form of motivation, nostalgia has also been studied to be of a complex dimension rather than being labelled with motivation (Cho *et al.*, 2014). That is, it is likely that the presence of nostalgia and motivation separately influences individuals' decision-making. Sedikides *et al.* (2018) discussed that nostalgia helps to organize life priorities and manage multiple goals that, in turn, motivate individuals to emphasize pursuing their most important goal.

### **2.2.3. Nostalgic marketing**

The past decade of the 90s was witness to an unprecedented boom in nostalgic advertising. Marketers apparently have discovered that nostalgia may appeal to a far greater collection of consumer age groups than was previously thought (Pascal *et al.*, 2002).

Research has provided evidence that nostalgia could enhance consumers' positive emotional responses (Pascal *et al.*, 2002). It has been suggested that nostalgia may also evoke similar positive feelings-feelings such as warmth, joy, affection, and gratitude (Holak & Havlena 1998). As nostalgia has been generally conceptualized as a "positively" valanced feeling, emotion, or mood produced by reflecting on things (objects, persons, experiences, ideas) associated with the past (Holak & Havlena 1998), it follows that nostalgia evoked by advertising should also produce favorable feelings or emotions at the time of ad exposure.

The broad interest in nostalgia among social scientists has led to work in consumer behavior that examines the roles of nostalgia in consumer attitudes and choice (Fairley, 2003). Many previous studies found that nostalgia has a significant influence on individuals' behavioral intentions (Kim *et al.*, 2019; Leong *et al.*, 2015). An example is the research by Chen *et. al* (2014), that affirm that nostalgia is a powerful stimulus that has the capability to influence people's behavioral intention. Studies also indicated that nostalgia could encourage intention to visit a locale (Kim *et al.*, 2019; Robinson & Gammon, 2004).

Pascal *et al.*, (2002) study also provide further evidence to a growing body of literature suggesting that ad-evoked feelings (in this case, nostalgic feelings) may have a positive influence on consumer responses to ads and advertised brands.

Some previous studies measure sport fans' diverse behavioral intentions, such as word-of-mouth recommendation (Yoshida *et al.*, 2014; Wakefield & Bennett, 2018), revisit intention and intention to purchase merchandise (Madrigal, 2000). As Gordon (2013) explained, nostalgia is "the nexus of sport, emotion, and memory" (p. 119), emphasizing the importance of place, which when combined with memory, evokes nostalgic sentiment. This feeling can

result from a longing for a past that has been experienced either directly (Holak & Havlena, 1998) or vicariously through pictures, photos, articles, and movies (Cho *et al.* 2014).

Some nostalgia studies explained that nostalgia cues could be powerful when they are related to a personal issue. For instance, research indicates that nostalgia, positive memories due to their favorite sport team, could be helpful in attracting sport fans to their favorite team's hometown (Robinson & Gammon, 2004). Research also suggests that nostalgic appeal may induce nostalgia processes from viewers' perspectives (Khoshghadam *et al.*, 2019; Muehling *et. al*, 2004).

For instance, when a sport team plans for its home games, the team may create a video emphasizing nostalgia to invoke sport fans to think of their favorite team. In this way, sport marketers utilize nostalgia to help increase sport fans' inclination to visit their team. (Chang *et al.*, 2019)

Previous studies had few suggestions regarding pictures (Ju *et al.*, 2016), music (Reid *et al.*, 2015), and texts, to create a video to invoke nostalgic feelings. Regarding pictures, Ju *et al.* (2016) recommended that using black and white pictures could make viewers think back on their past. Studies have recommended that slow music is beneficial in bringing nostalgic feelings (Reid *et al.*, 2015). Reid *et al.* (2015) explained that music brings nostalgia to listeners because it brings out more emotions in people. Studies regarding music-evoked nostalgia have recommended using slow, classical music (Barrett *et al.*, 2010; Reid *et al.*, 2015). Studies have also used text to invoke nostalgic feelings (Ju *et al.*, 2016; Sedikides *et al.*, 2008). For instance, Ju *et al.* (2016) used the word 'remember' to invoke past feelings.

Fans have more control of media surrounding their favorite teams than ever before. Ju *et al.* (2016) showed that nostalgia-related advertisements, including those that generate continuous feelings about oneself, can promote positive attitudes toward a specific brand and one's intention to purchase the brand. These studies suggest that evoking nostalgia is closely connected to boosting one's continuity. Therefore, the present research will focus on this type of content, applied to the Portuguese football context in order to understand the Portuguese fans' reaction to this type of marketing campaigns.

### **2.3. Pride and intention to come back to favorite's football team stadium**

Among the various emotions, pride is one of the most frequently observed emotions when sport fans watch sports (Chang *et al.*, 2019). According to Decrop and Derbaix (2010), pride is also one of the most important research domains in sport fan behavior. "Make us proud," "The honor

of the blazon is at stake,” “I am proud to be from Sporting, so proud.” Such quotes that are seen or heard in stadiums suggest that pride is a cornerstone of sport consumption. Pride feelings and processes have major consequences for both consumers and marketers (Decrop & Derbaix, 2010). The pride experience motivates individuals to strive for achievements in socially valued domains. Pride feelings are pleasurable and there is no other emotion that not only makes individuals feel good, but makes them feel good about themselves (Tracy *et al.*, 2010). However, pride feelings can also lead to egoism, arrogance or excessive positive self-esteem (Decrop & Derbaix, 2010).

Pride has been studied extensively in psychology because it helps to explain human behaviors. What is known about pride comes essentially from the psychological literature where it is presented as a feeling of satisfaction, delight or pleasure in something one has achieved and/or one is able to do, or in the achievements and/or capabilities of someone one is connected with (Decrop & Derbaix, 2010).

Pride has been defined in various ways (Decrop & Derbaix, 2010; Tracy & Robins, 2004; Tracy *et al.*, 2010). Tracy *et al.* (2010) classified pride with respect to two facets: authentic and hubristic pride. Authentic pride has been described as feelings of accomplishment and confidence based on achievements, while hubristic pride includes more negative connotations, such as arrogance and conceitedness (Tracy *et al.*, 2010). Authentic pride, according to Tracy *et al.*, (2010) seems to result from attributions to internal but unstable, specific, and controllable causes, such as effort (“I won because I practiced”), whereas hubristic pride results from attributions to internal but stable, global, and uncontrollable causes, such as ability (“I won because I am great”). Authentic pride includes words such as “accomplished” and “confident” and fits with the pro-social, achievement-oriented conceptualization of pride. Hubristic pride includes words such as “arrogant” and “conceited,” and fits with a more self-aggrandizing conceptualization. (Tracy *et al.*, 2010)

According to Lewis (1995), pride is a positive, self-conscious emotion and individuals who experience pride have joyful feelings due to the achievement of particular activities, perceptions, or combinations of other positive emotions. Chang *et al.* (2016). also defined pride as a feeling of higher status due to one’s favorite sport team. The current study follows this definition, since this definition is applied to the sport context.

Through socialization, children come to experience pride in response to praise for socially valued achievements, first by their parents and later by teachers and peers (Tracy *et al.*, 2010).

From a consumer behavior perspective, research has highlighted how consumers’ pride promotes their intention to purchase and willingness to both display themselves as fans of a

specific team and word-of-mouth recommendations (Chang *et al.*, 2019; Decrop & Derbaix, 2010; Holbrook *et al.*, 2014). According to Decrop & Derbaix (2010), pride is presented as an achievement related affect that arises when the achievement is publicly complimented by others.

Soscia (2007) investigates the role of pride (together with five other emotions) in predicting post consumption behaviors. She finds significant correlations between pride and repurchase intention, and between pride and positive word of mouth. Proud consumers are more likely to generate positive word of mouth and to repurchase the company's products (Soscia 2007). Chang *et al.* (2016) study defined word-of-mouth as a fan's intention to disseminate team information via social media networking services such as Facebook and/or Twitter. Chang *et al.* (2016) also affirm that feelings of pride encourage fans to disseminate positive information about their favorite team, by way of word-of-mouth recommendation. Research indicated that positive word-of-mouth could help recruit new customers and encourage current customers repurchase intentions (Sweeney *et al.*, 2014). Social media can be a powerful method in word-of-mouth behavior because an individual can share and discuss a single idea with many others and thus spread messages quickly and widely (Berger & Iyengar, 2013; Toder-Alon *et al.*, 2014). Sport fans often use social media for disseminating current information about their favorite teams, and sport fans expect to interact with their team frequently, which promotes a positive attitude towards the team (Ahn *et al.*, 2014).

According to Ajzen and Fishbein (2000), intention is a crucial factor to understand individuals' future behavior as it generally predicts actual behavior and is directly linked to the competitiveness of certain settings.

The authors presumed that fans of a certain sport team should be eager to visit their team's hometown when they have prideful feelings (Decrop & Derbaix, 2010). Decrop and Derbaix (2010), determined that sport fans tend to express their feelings of pride in various ways, and research suggests that fans' pride is formed when an individual has feelings of allegiance toward a favorite sport team (Gwinner & Swanson, 2003)

For instance, sport fans may share their favorite team's news on their social media platforms when they feel pride and fans' levels of attachment to their team's hometown could be enhanced (Chang *et al.*, 2016).

The experience of watching the game on media platforms could help stimulate stadium visit intentions to gain the live atmosphere and experience. In other words, affections are often engraved into fans for a long period of time, making them yearn to re-live a similar or better experience, which shapes decision-making and consequently influences behaviors (Cho *et al.*,

2019). Although overseas fans can watch match day football games directly through media, travelling to stadiums puts forth alternative viewership opportunities that football fans can undertake to enjoy a live close-up experience (Cho *et al.*, 2019). Despite the stadium experience is considered completely different, the Covid-19 pandemic came to change the consumer behavior and so, this study will focus on understanding the fans behavior during this specific moment of people's lives.

## **2.4. Covid-19 pandemic**

In December 2019, the new coronavirus SARS-CoV-2 causing the COVID-19 disease that involves mild to severe respiratory symptoms surfaced in Wuhan, China (Xu *et al.*, 2020). Although COVID-19 is an acute resolved disease, it can be lethal, with current death rate estimates ranging from 0.4% to 3% of those infected (Xu *et al.*, 2020). Its capability to spread rapidly and infect led to a global outbreak in early 2020, which escalated to the World Health Organization (WHO) declaring COVID-19 a global pandemic on March 11, 2020 (Laato *et al.*, 2020).

There have been several epidemic outbreaks in recent world history, for example, Ebola, SARS, MERS, swine flu, and dengue fever. In addition, severe macroeconomic implications typically follow in areas hit by a pandemic causing unemployment, uncertainty, and an economic recession (Laato *et al.*, 2020). However, a pandemic of the magnitude and economic impact of COVID-19 has not been seen in a century (Laato *et al.*, 2020).

Governments, stock markets, and consumers reacted quickly to the virus. As the COVID-19 disease is transmitted through proximal contact with other people, isolation measures were identified as the most important preventative measure (Farooq *et al.*, 2020).

Almost all countries hit by the virus issued restrictions on movement, placing people in quarantine, closing public services such as schools, canceling and banning large public gatherings, etc (Farooq *et al.*, 2020). Quarantines can occur at individual or group level and refer to the behavior of avoiding social contact or movement for a certain period (Laato *et al.*, 2020). Behaviors such as social distancing and wearing masks have been shown to slow down the spread of viruses (Kirk & Rifkin, 2020). The COVID-19 pandemic was the point at which “social distancing” entered consumers’ popular vernacular.

This pandemic has altered people's lives and wreaked havoc on the global economy (Roggeveen & Sethuraman, 2020). There will be a new economic reality resulting from this pandemic. Job losses are mounting and economies are contracting around the world. With the

loss of jobs, consumer spending decreases, which in turn causes other businesses to suffer and more people to lose their jobs (Roggeveen & Sethuraman, 2020).

#### **2.4.1. Impact in consumer behavior**

Nonetheless, throughout history, pandemics, from the black plague in the middle age to the Spanish Flu in the early 20th century, have wrought enormous social change (Reeves *et al.*, 2020) and it is likely that the COVID-19 pandemic will do the same (Kirk & Rifkin, 2020). However, previous research on behavior during outbreaks and pandemics linked behavioral change as an outcome of individual-level motivations and government-enforced policies (Wen *et al.*, 2005).

Information sources have played a major role in consumer behavior during the COVID-19 pandemic (Laato *et al.*, 2020). The COVID-19 pandemic was escalating in several European countries, and information regarding it was bombarded to consumers through all news channels and social media (Laato *et al.*, 2020). Currently, society is filled with news being broadcast through various media, including radio, the internet, traditional newspapers, emails, and social media, among others. The role of internet sources has steadily increased in recent years, and is one reason that differentiates COVID-19 from previous pandemics (Farooq *et al.*, 2020).

Before the pandemic, many in-store customer experiences were centered on creating fun, entertainment, and engagement. After the pandemic, consumers may evaluate their experience in a store based on how clean the store is, not having to touch a screen, and whether the store is spacious enough to allow social distancing (Roggeveen & Sethuraman, 2020).

Marketing communications will likely also be affected. Most consumers in the Edelman Trust Barometer survey reported that they expect brands to demonstrate awareness of the impact of the pandemic and show how their products can help people cope (Kirk & Rifkin, 2020).

Facial expressions are important vehicles for nonverbal communication, and consumers and service providers will need to learn how to convey emotions and intentions without a visible smile. Individuals may benefit from studying the practices of Muslim women, whose niqab leaves only the eyes visible for communication (Kirk & Rifkin, 2020).

Brands are vulnerable if they are perceived to be acting in a self-serving manner or to be unwilling to make sacrifices while expecting others to do so (Kirk & Rifkin, 2020). As consumers have begun to cope, they are responding differently to the actions of brands. In a recent Edelman Trust Barometer survey of 12,000 consumers worldwide two-thirds of



consumers reported their future purchase decisions will be strongly influenced by how brands respond to the pandemic (Kirk & Rifkin, 2020).

As consumers adapt to the new normal, even some of the worst moments of the pandemic may bring about long-lasting positive outcomes (Kirk & Rifkin, 2020).

## 2.5. Conceptual Model and Research Hypothesis

In this subchapter, the focus will be to determine the model to achieve the main objective of this dissertation, which consists of understanding the effect of nostalgia on pride, and intention to watch games from the Portuguese “3 big” football teams, after the Covid-19 pandemic. Based on the literature review, a conceptual model (figure 2.1) was developed.

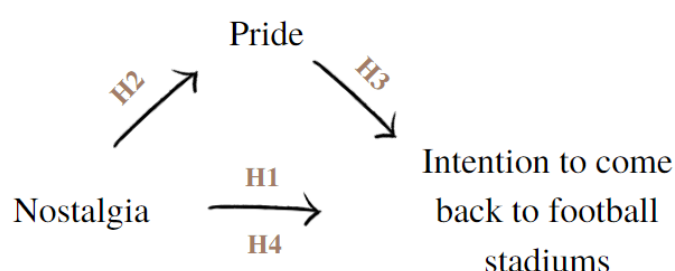


Figure 2.1. – Conceptual Framework

The mediation allows the researchers to identify and explain the mechanism or process underlying an observed relationship between an independent variable and a dependent variable by including a third variable in the model. The simple mediation model is represented in conceptual diagram form as proposed in figure 2.1. As can be observed, the model contains two consequent variables (pride and intention) and two antecedent variables (nostalgia and pride), with nostalgia causally influencing intention and pride, and pride causally influencing intention. In this type of model, there are two pathways by which nostalgia can influence intention. One pathway leads from nostalgia to intention without passing through pride and is called the direct effect of nostalgia on intention. The second pathway is the indirect effect of nostalgia on intention through pride. The indirect effect represents how intention is influenced by nostalgia through a causal sequence in which nostalgia influences pride, which in turn influences intention. In this model, pride is called mediator variable (Hayes, 2017, p.79).

Numerous researchers provide conceptual and empirical evidence to support a positive relationship between nostalgia and pride. The same occurs with the relationship between nostalgia and the intention to visit or interact with a sport team in any way. For instance, Chang *et al.* (2019) demonstrated that nostalgia promotes self-continuous feelings among sport fans, which promote fans’ pride levels and accordingly encourages them to visit their teams’

hometowns. According to Chang *et al.* (2019), pride is also one of the most frequent emotions among sport fans, but there has been little discussion or research surrounding how feelings of pride may contribute to consumers' behaviors.

Considering this, and based on the literature review, it was possible to identify some concepts that represent variables that impact in the general hypothesis. Therefore, premised on the empirical evidence, the current study hypothesizes that:

H1. Nostalgia positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic.

- Many previous studies found that *nostalgia has a significant influence on individuals' behavioral intentions* (Kim *et al.*, 2019; Leong *et al.*, 2015).
- *"The results of our current study suggest that sport fans' intention to visit their favorite team's hometown could be encouraged when they feel nostalgia"* (Chang *et al.*, 2019, p.125).
- Cheung *et al.* (2017) also affirm that *individuals who easily feel nostalgia are likely to have strong motivation compared to those who are less prone to nostalgia*.

H2. Nostalgia positively impacts pride.

- *"The study also expands on previous findings that nostalgia brings positive memories. Specifically, the results indicated that nostalgia positively impacts pride"*. (Chang *et al.*, 2019, p.125)

H3. Pride positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic.

- *"The results expand on previous studies demonstrating that prideful feelings influence sport fans' behaviors"* (Chang *et al.*, 2019, p.125).
- *Proud consumers are more likely to generate positive word of mouth and to repurchase the company's products* (Soscia, 2007).

H4. Pride mediates the relation between nostalgia and intention to come back to football stadiums, after the Covid-19 pandemic.

## CHAPTER 3

# Methodology

The first phase of a dissertation is the review of previous literature about the chosen topic that will provide the researcher some insights and possible gaps that need to be improved. The main concepts table is presented in appendix A. Therefore, the purpose of this study is to analyze the present situation about the chosen topic, a current topic, and determine and report its results that will contribute for future research.

Following the previous chapter where the hypotheses that conducted this study were proposed, this chapter aims to describe the methods used in this investigation and techniques of data collection and data analysis used to understand the effect of nostalgia on pride, and intention to watch games from the Portuguese “big 3” football clubs, after the Covid-19 pandemic. To achieve the research objectives initially defined, with the objective of finding the answers for the early research questions proposed and validate the hypothesis presented, this methodology was defined. The methodology used to collect evidence for the research was defined based on the review of literature, such as scientific papers, journals publications, books, among others.

### 3.1. Target population

The target population for this research are individuals that are football fans, that support one of the three main football teams in Portugal (F. C. Porto, Sporting C. P. or S. L. Benfica) and have already been to football game of that team at the stadiums. For this research it is not important to consider for how long a person has been a fan nor how old the respondent is, since the objective is to understand the behavior of the fans in this unique phase of their lives.

The responses were obtained through an online survey shared on multiple digital platforms. This survey was open to all the age groups and shared through social media platforms. Respondents also re-shared it to their own network, in order to reach as many people as possible, following a snowball effect. The aim of the sampling was to achieve the maximum amount of responses, during the period of time destined to share the survey.

### 3.2. Data collection

The present study follows descriptive research, used primary data as the source of information, which is the most reliable approach to collect information for statistical analysis of the population sample and was considered the best option to respond to the problem in hands. An

online survey was elaborated, having the objective of verifying the hypotheses under investigation, and was distributed online through some social media platforms like Facebook, Instagram, LinkedIn or WhatsApp, enhancing the probability of achieving more responses. Surveys based on the web have effectively emerged in the last few years, allowing for a faster and inexpensive collection of data gathering while being convenient to the respondents to answer (Burns & Bush, 2006). The findings obtained in the literature search also contributed to select the most suitable method to use in the dissertation. The questionnaire was used in some of the previous studies and it was considered a great way to obtain insights.

A pre-test was conducted between 10th of June of 2021 and 12th of June of 2021 with a sample of 15 respondents, from different age groups, that matched the target population, in order to reduce errors further along the line. With the respondents' feedback, some rectifications were made. Some questions like "This video makes me remember the past" were duplicated and so were eliminated, the letter color was changed, some questions were personalized (according to the chose team), recurring to Qualtrics options, and other modifications were made in order to improve the respondents experience and improve the effectiveness rate. Likewise, the nostalgic videos were approved by the respondents and the best options (for each team) were chose. This way, it could be acceded if the questionnaire was being well-conducted without leaving any doubts regarding the topic under study or having irrelevant or duplicated questions.

Following this, on the 15th of June, the survey was released using Qualtrics and was available until the 17th of July. This study was conducted in Portugal, so the survey had the intention of collecting answers from Portuguese teams' fans which justified the option for a Portuguese language version. All the items used in the scales were first collected in Portuguese, being forwardly translated to English, in order to match the respondents' native and most convenient language.

After a brief analysis of the responses, the researcher had to exclude a total 29 responses (29 respondents were not included in the target), considering the final number of 208 valid responses, however only 188 were considered to this analysis. 20 respondents did not feel nostalgia, reacting to the video, as a result they could not be considered to this analysis. Considering the previous studies in the nostalgic marketing field, (for instance, 147 responses in the Pascal *et al.*, (2002) research and 200 valid responses in the Chang *et al.*, (2019) research, it is considered a significative number of responses. The individuals who were part of this study's sample were anonymous volunteers.

On the 18th of July, the data was inserted into IBM SPSS Statistics, in order to draw real conclusions from the data obtained and posteriorly, the Macro Process was installed in order to analyze the mediation effect.

### **3.3. Questionnaire structure**

As previously stated, the technique chosen to collect answers was a questionnaire. According to Evans and Mathur (2005), online surveys have some advantages. It is more flexible, can be administered in a time-efficient manner, respondents can answer at a convenient time for themselves and it is simple for them to complete, it is a low-cost option and has the option that the respondent must answer a question before advancing to the next question (tailoring the survey). Fricker and Schonlau (2002) also affirm that other advantage is that web surveys can incorporate multimedia graphics and sound into the survey instrument relatively simply.

The survey is composed by 4 sections with 34 closed questions (appendix B). The closed questions vary in format from multiple choice to scale and are easily coded and will facilitate subsequent analysis. Apart from questions aimed at the hypothesis, demographic and social questions were also integrated in order to enrich the analysis.

Some questions were based on the literature review or other researches that proved essential to measure the variables and were validated in the pretest. As demonstrated in previous studies, nostalgia can have a powerful impact in the emotions and consumer behavior, so throughout the survey definitions, a nostalgic video (dependent of the football team chosen previously in the survey) was presented in order to provide a clearer experience. Finally, the questions were all grouped into sections that follow a specific line of thought, also aiming to provide an effortless journey through the questionnaire. The questionnaire published is presented in appendix B.

According to Evans and Mathur (2005), because online surveys are self-administered, answering instructions must be extremely clear. The first section begins with a brief introduction of the research theme, a brief presentation of the researcher and of the objective and the respondent consentient to start the questionnaire and, is composed with eliminatory questions to certify that only football fans from the three main football teams in Portugal that already have seen a football game at the stadium respond to the next questions. These questions were adapted from the research from Chang *et al.*, (2019). If the respondents answer that they are not football fans, that they support other teams or that they never have seen a football game in the stadium (separated questions), the questionnaire ends.

The second section regards the Covid-19 pandemic, the fear of the disease, the precautions of the fans associated to football, the relation between the club support and childhood memories and the intention to come back to football stadiums during and after the pandemic (adapted from the Chang *et al.*, (2017) research to the new context). For instance, questions like “During the pandemic, I missed the atmosphere in a football stadium.” were made, in order to compare it with the questions after the presentation of the video (section three).

The section three of the questionnaire begins with a sentence adapted from the Chang *et al.*, (2019) study. “The (favorite team chosen) created a video to the fans. Please, watch this video (if possible, with sound) and answer to the next questions”. This video was chosen based on the pretest results and on a deep search, in order to choose the best video that could promote the best experience to the respondents. After the video, an eliminator question was made “Did you feel nostalgia watching this video?” and who answered “no” were eliminated, because this study investigated football fans’ responses when they felt nostalgia and wants to understand the effect of the nostalgia on pride and on the intention to watch football games after the pandemic. If the respondents answer “no”, they cannot proceed this study. According to Chang *et al.*, (2019), in order to ensure the video clips shown corresponded to each participant’s favorite sport team, the team’s name was displayed, as correspondents recorded them in the survey using a function in Qualtrics. The current study used this function to increase the reality of the treatment. After the video was present a brief statement: Cho *et al.*, (2014) defined nostalgia as a status of mind where positive feelings of the past and frustration from inability to travel back in time coexist. Please, consider this definition of nostalgia from now on. The next questions were related with the reaction to the video with the intention to measure the pride feelings (Chang *et al.*, 2017), for instance, “this video makes me proud of (correspondent team)”, nostalgia feelings (Pascal *et al.*, 2002), for instance, “this video reminds me of the past” and the intention to watch football games after the pandemic (adapted from Chang *et al.*, 2017), for instance, “this video reinforce my intention to come back to the stadiums and watch the (correspondent team)”.

The fourth section was composed by demographic and social questions like the gender, the age, the residence, the nationality, the employment and the literary abilities.

### **3.4. Item and scales measuring**

For most questions, respondents were asked to read several statements and specify on a whether they agreed or disagreed with each one. Some of the items were based on the literature review or other researches that proved essential to measure the different dimensions (table 3.1.)

The scales used were interval scales where numbers are used to rank objects such that numerically equal distances on the scale represent equal distances in the characteristics being measured (Malhotra *et al.*, 2017). This scale, a 7-point Likert Scale, measures the extent to which an answer is either positive or negative according to the stated affirmation (Likert, 1932) comprising seven options - three negative answers, three positive answers and one neutral answer - from “totally disagree” to “totally agree”. This scale is easy to implement and rapidly understandable for the participants (Malhotra *et al.*, 2017). Additionally, all questions are validated by literature and by the pretest. The table 3.1. resumes some questions used and adapted from previous studies.

Table 3.1. – Items used to measure the dimensions, based on previous research

| Author   | Dimension                                  | Item   |
|--|--|--|
| Adapted from<br>Pascal <i>et al.</i> ,<br>(2002) | Nostalgia                                  | This video reminds me of the past.   |
|  |  | This video helps me recall pleasant memories of the past.                  |
|  |  | This type of content arouses pleasant emotions in me.                      |
| Adapted from<br>Chang <i>et al.</i> ,<br>(2017)  | Pride                                      | I am proud of being a (favorite team) fan.                                 |
|  |  | The video makes me want to tell others that I am a fan of (favorite team). |
|  |  | The video makes me feel a higher status about my team.                     |
|  |  | This video makes me proud of (favorite team).                              |
|  |  | The clip makes me feel pride because I am a fan of (favorite team).        |
| Adapted from<br>Chang <i>et al.</i> ,<br>(2017)  | Intention<br>to watch<br>football<br>games | If possible, it is very likely that I will watch games of (favorite team). |
|  |  | I want to watch games of (favorite team).                                  |

### 3.5. Data analysis

The statistical analysis was conducted with the software IBM SPSS Statistics (Statistical Package for the Social Sciences) version 27.0 and the (Process v4) macro to the SPSS, from Andrew F. Hayes was installed, in order to analyze the mediation model. The research started by analyzing the filter questions, understand what was the sample to consider in the analysis, and, after that, descriptive statistics, such as frequency distributions and descriptive measures

in order to characterize the consumers who responded to the study and infer their main characteristics and preferences. From it, graphics and tables were created which have enabled the analysis to become more visually, appealing, and so easier to observe, comprehend and draw conclusions from.

Also, in this step the information from the second section, the section previous to the nostalgic video presentation, was analyzed. This section, about the Covid-19 pandemic, analyzed some attitudes and behavior regarding the favorite team. In this step was possible to understand some trends, preferences, and behaviors. An item questions' analysis was made in order to understand the central tendency and the most common responses regarding each item of each variable.

The researcher used ordinal scales, most of them measured in a 7-point Likert scale. In order to proceed with the investigation, several scale items would further be gathered in indicators – for this purpose, Principal Components Analysis were requested, thus, the reliability and internal consistency of the indicators was tested through Cronbach's Alpha. The analysis, and testing of the proposed hypothesis, was carried out. With the objective of analyzing the proposed hypotheses, the mediation model was analyzed using the Process macro in SPSS, and the outputs were presented in the next chapter.



## CHAPTER 4

# Results and discussion

The purpose of this chapter is to provide an analysis of the statistical tests used to characterize and study the collected data, in order to reach a conclusion for the hypotheses under investigation and present the results and findings of the analysis conducted. This investigation will then start by conducting a descriptive analysis of all of the responses. Furthermore, not only to analyze the association between the variables but also the indirect or direct relationship between nostalgia, pride and the intention to watch football games in the stadiums, after the Covid-19 pandemic.

### 4.1. Filter questions

The questionnaire had 237 responses, however, from the filter questions showcased above, 49 participants did not answer the survey to completion. For the first question “Are you a football fan?”, 17 participants answered negatively. For the second filter question, “What is your favorite Portuguese football team?”, another 3 participants were removed from the sample because they answered that they were not fans from the three main teams in Portugal. In the third filter question “How frequently do you watch to football games in the stadiums?”, 9 participants responded that they never watched football games in the stadiums and they were also excluded.

In the middle of the questionnaire, after some questions regarding the pandemic, the fourth filter question was presented “Did you feel nostalgia watching to this video?”, 20 people responded negatively and were excluded because the aim of this research is to evaluate the response to the nostalgic video, since the respondents considered answered they felt nostalgia in this filter question. Therefore, the final dimension of the survey is 188 participants.

### 4.2. Descriptive analysis

The next section will approach the descriptive analysis of the demographic variables, other descriptive questions asked to characterize the sample and the item questions asked.

#### 4.2.1. Sample characterization

The sample, as mentioned previously, consists of individuals that are football fans, that support one of the three main football teams in Portugal (F. C. Porto, Sporting C. P. or S. L. Benfica) and that have already been to football game of their team in the stadiums.

In this study, 237 participants collaborated voluntarily, but just 188 were considered in the subsequent statistical analyzes, as they meet the defined criteria.

A heterogeneous sample was obtained. 46.81% of the participants are between 18 and 25 years old, 17.55% are between 36 and 45 years old, 13.3% are between 26 and 35 years old, 12.23% are between 26 and 35 years old, 5.32% are between 56 and 65 years old, 3.19% are less than 18 years old and 1.6% are older than 65 years old (appendix C.1.). Regarding the gender, 65.4% of the respondents are male (appendix C.2.). Regarding education level (appendix C.3.). 65 have a master's degree (34.6%), 51 have a bachelor's degree (30.9%), 51 have the high school (27.1%), 10 have the 9<sup>th</sup> grade (5.3%) and 4 have a doctorate (2.1%). Concerning professional situation, (appendix C.5.). 109 (58%) are employed (13 are self-employee), 69 of the respondents (36.7%) are students (23 are student workers), 6 are retired (3.2%) and 4 are unemployed (2.1%). Also, about the nationality, 100% of the respondents are Portuguese fans (appendix C.4.).

#### 4.2.2. Favorite team and frequency

Regarding the questionnaire, in addition to socio-demographic inquiries, a few questions were asked to find out what the respondents' favorite Portuguese football team (appendix D) was and how often they went to the stadiums to watch football games.

Analyzing the responses, it is possible to conclude that, 52.13% of the respondents support Sport Lisboa e Benfica, 40.96% support Sporting Clube de Portugal and just 6.91% support Futebol Clube do Porto. Regarding the frequency of watching games at the stadiums, 34.57% go to the stadiums to watch football games occasionally, 23.94% go to the stadiums rarely, 21.81% go to the stadiums very often and 19.68% go to the stadiums to watch football games often. Therefore, it can be concluded that, in the scope of this study, the majority of the respondents considered are familiar with the football stadiums environment, whatever is the club they support (figure 4.1.)

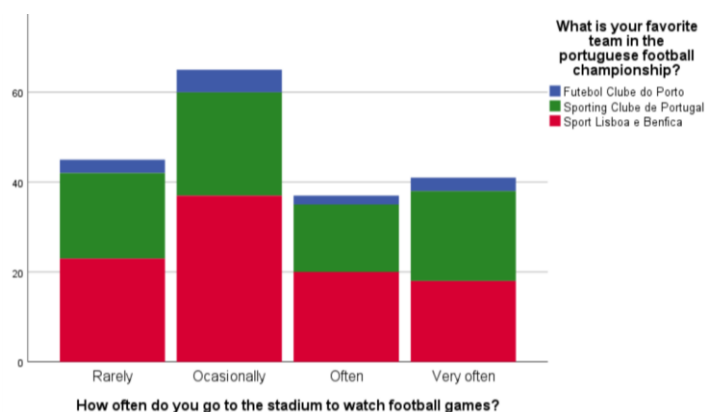


Figure 4.1. – Distribution of the respondents' frequency of watching football games by the three teams considered (SPSS Output)

#### **4.2.3. Covid-19 pandemic section' questions**

Some questions were made in order to understand the effect of the Covid-19 pandemic in the respondents. The main results (mean of the responses) are presented above, in the table 5.1, and the detail is presented in the appendix section (appendix E). Some conclusions are important to understand who are the respondents, their preferences and behaviors regarding their favorite clubs.

Regarding the Covid-19 disease, is possible to observe that 76.6% of the respondents generally agrees that they are scare of having the disease (in the moment of this survey, the vaccine was not administrated yet in a great part of the population). 83% of the respondents considers that it is difficult to control the football fans attitudes inside the stadiums, however half of the respondents (50.6%) affirm that they do not have less precautions than the normal when it comes to football. Even though they are scared of catching the disease, they do not control their attitudes when they are in a football context as much as in other situations.

It is also possible to note that 90.9% generally agrees that, during the pandemic, they missed watching games at the stadiums (60.6% strongly agree with this fact, reinforcing this conclusion) and 91.4% agree or strongly agree that they tried to read the news regarding their team. From the sample, 64.4% strongly agree that they missed the environment felt in the stadiums, in this atypical moment of their lives and 93.1% of them affirm that intend to watch football games again, as soon as they can. Moreover, the majority of the respondents (61.1%) affirm that, if possible, they would have watched football games in the stadiums, in the middle of a worldwide pandemic. Confirming these results, and the great intention to coming back to the stadiums, the great majority of the respondents (75.5%) strongly agree or agree (20.7%) they want to watch football games of their favorite team at the stadium again.

Analyzing the results in the current section, other conclusions can be perceived. It is possible to observe that the passion observed in the respondents had an origin in their relatives and in good moments linked to the family and this sport. 79,4% of the respondents generally confirm that they are fans of their favorite club due to the influence of any relative and 76.1% generally agree that when they were young, they had some good moments with their family associated with football. These results can help to explained the nostalgia felt by the respondents when watching the video presented in the next section.

Before the nostalgic video presentation, it is interesting to observe that 88.8% of the respondents like to watch motivational content regarding their club and 79.6% generally agree that they share comment or like those videos in the social media. Considering the sample in this

research, this type of content is considered a powerful strategy to generate engagement and improve the brand awareness.

*Table 4.1. – Mean of the responses in the Covid-19 pandemic' section (SPSS output)*

|  | Valid | Mean | Std. Deviation |
|--|-------|------|----------------|
| Q4 I am scared of having the Covid-19 disease.   | 188   | 5,25 | 1,497          |
| Q5 I consider that it's difficult to control the football fans attitudes inside the stadiums.                          | 188   | 5,56 | 1,349          |
| Q6 Regarding the Covid-19, I have less precautions than the normal when it comes to football (practicing or watching). | 188   | 3,60 | 1,849          |
| Q7 During the pandemic I missed watching games at the stadiums.  | 188   | 6,24 | 1,292          |
| Q8 During the pandemic I missed the environment felt in the stadiums.  | 188   | 6,36 | 1,200          |
| Q9 During the pandemic I tried to read the news regarding my football team.  | 188   | 6,42 | ,964           |
| Q10 I intend to watch football games again, in the stadiums, as soon as we can.  | 188   | 6,20 | 1,124          |
| Q11 During the pandemic, if possible, I would have watched football games in the stadiums.                             | 188   | 4,59 | 1,986          |
| Q12 I am currently more motivated to go back to the stadiums than before the Covid-19 pandemic.                        | 188   | 5,27 | 1,701          |
| Q13 When I was young I had some good moments with my family associated to football.                                    | 188   | 5,78 | 1,391          |
| Q14 I react to content (share, comment or like) of [QID5-ChoiceGroup-SelectedChoices] in the social media.             | 188   | 5,36 | 1,778          |
| Q15 I like to watch motivational content associated to [QID5-ChoiceGroup-SelectedChoices].                             | 188   | 6,01 | 1,330          |
| Q16 I am fan of [QID5-ChoiceGroup-SelectedChoices] due to the influence of any of my relatives.                        | 188   | 5,61 | 1,848          |
| Q17 I want to watch a [QID5-ChoiceGroup-SelectedChoices] game at the stadium again.                                    | 188   | 6,71 | ,571           |

#### 4.2.4. Item questions analysis

In this section, a thorough look into the answers of the variable questions will be conducted, through a descriptive statistical analysis. These questions were presented after the nostalgic video and the aim is to understand how the respondents react to this type of content, at this phase of their lives.

##### 4.2.4.1. Nostalgia questions

Regarding nostalgia, participants were asked to rate three statements related to this construct, in order to understand the nostalgia associated with the video previously watched.

The mean of the responses for these three statements, considering the 7-point Likert scale, is approximate 6.5 (the mode is 7) and demonstrates that the majority of the respondents strongly agree with these statements (appendix F.1.). More precisely, 58% of the respondents strongly agreed that the video reminded them of good moments of the past, 55.9% of the respondents strongly agreed that this type of content awakens pleasant memories in them and 52.9% of the respondents strongly agreed that this type of content made them remember the past (table 4.2.).

Furthermore, and reinforcing these conclusions, 99.5% overall agreed that the video reminded them of good moments of the past and 98.4% generally agreed that this type of content awakens pleasant memories.

The results supported by these analysis lead to the conclusion that the great majority of respondents felt nostalgia, in response to the video presented.

Table 4.2. – Distribution of the responses (in %) to the nostalgic statements (SPSS output)

|  |         | 1 Strongly Disagree | 2 Disagree | 3 More or less Disagree | 4 Undecided | 5 More or less Agree | 6 Agree | 7 Strongly Agree |
|--|---------|---------------------|------------|-------------------------|-------------|----------------------|---------|------------------|
| Q20 Watching this video, I remembered good moments of my past. | Count   | 1                   | 0          | 0                       | 0           | 19                   | 59      | 109              |
|  | Row N % | 0,5%                | 0,0%       | 0,0%                    | 0,0%        | 10,1%                | 31,4%   | 58,0%            |
| Q21 This type of content awakens pleasant memories within me.  | Count   | 1                   | 0          | 0                       | 2           | 12                   | 68      | 105              |
|  | Row N % | 0,5%                | 0,0%       | 0,0%                    | 1,1%        | 6,4%                 | 36,2%   | 55,9%            |
| Q26 This video made me remember the past.                      | Count   | 1                   | 0          | 0                       | 1           | 12                   | 75      | 99               |
|  | Row N % | 0,5%                | 0,0%       | 0,0%                    | 0,5%        | 6,4%                 | 39,9%   | 52,7%            |

The use of measures of association enables to quantify the strength (and direction) of relationships. Analyzing the measures of association between these items and the items from the previous section (appendix G), it is possible to observe that the three items have a strong association (0.604, 0.521 and 0.527) with the question “I like to watch motivational content associated to (favorite team)” and so, can be concluded that there is a strong association between the respondents who like to watch motivational content related to their club and who responded that felt nostalgia, in response to the video.

#### 4.2.4.2. Pride questions

Regarding pride, participants were asked to rate five statements related to this construct, in order to understand the pride felt by the participants associated with the video previously watched.

Looking to the central tendency (appendix F.2.), the mean of the responses is superior than 6 (agree) and the mode is 7 that means that the most common response to the pride statements is “strongly agree”.

Analyzing the responses (table 4.3.), overall, 97.9% of the respondents felt pride and felt that they were part of their football club while watching the video, 95.2% affirm that the video made them feel in a high status, 97.9% of the respondents affirm directly that the video made them feel pride of their favorite team, 87.2% refer that the video made them want to say to others that they were fans of their club and 99% of the respondents affirm, as a consequence of the video, that they are proud of being fans of their favorite team.

More precisely, the majority of the respondents strongly agreed that they are proud of being fan of their team (74,5%). The results, considering the five statements, show that the respondents felt pride in response to the video presented.

Table 4.3. – Distribution of the responses (in %) to the pride statements (SPSS output)

|   |         | 1 Strongly Disagree | 2 Disagree | 3 More or less Disagree | 4 Undecided | 5 More or less Agree | 6 Agree | 7 Strongly Agree |
|---|---------|---------------------|------------|-------------------------|-------------|----------------------|---------|------------------|
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | Count   | 1                   | 1          | 0                       | 2           | 10                   | 55      | 119              |
|   | Row N % | 0,5%                | 0,5%       | 0,0%                    | 1,1%        | 5,3%                 | 29,3%   | 63,3%            |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | Count   | 0                   | 1          | 2                       | 6           | 27                   | 67      | 85               |
|   | Row N % | 0,0%                | 0,5%       | 1,1%                    | 3,2%        | 14,4%                | 35,6%   | 45,2%            |
| Q24 This video makes me feel proud of my team.  | Count   | 0                   | 0          | 1                       | 3           | 12                   | 71      | 101              |
|   | Row N % | 0,0%                | 0,0%       | 0,5%                    | 1,6%        | 6,4%                 | 37,8%   | 53,7%            |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | Count   | 1                   | 3          | 3                       | 17          | 22                   | 60      | 82               |
|   | Row N % | 0,5%                | 1,6%       | 1,6%                    | 9,0%        | 11,7%                | 31,9%   | 43,6%            |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | Count   | 0                   | 0          | 0                       | 2           | 5                    | 41      | 140              |
|   | Row N % | 0,0%                | 0,0%       | 0,0%                    | 1,1%        | 2,7%                 | 21,8%   | 74,5%            |

Analyzing the measures of association between these items and the items from the previous section (appendix H), it is possible to observe that, as occurred in the nostalgia items, the five pride items have the strongest association (between 0.396 and 0.561) with the question “I like to watch motivational content associated to (favorite team)” and so, it can be concluded that there is a moderate/strong association between the respondents who like to watch motivational content related to their club and who responded that felt pride, in response to the video.

#### 4.2.4.3. Intention to watch football games questions

Finally, the last construct evaluated was the intention to rewatch football games. To measure it, 2 item questions were used, and the participant would rate using once more a 7-point Likert scale. The questions, presented after the video, demonstrated the intention of coming back to football stadiums, after the Covid-19 pandemic.

Analyzing the data, recurring to the central tendency (appendix F.3.), the mean of the responses for the two statements is superior than 5.5 and the mode is 6, that allows to infer that the most common wish of the respondents is to coming back and watch again a football game.

In detail, overall, 81.4% of the respondents agreed that were more motivated to go watch football games at the stadium, after watch the video and 87.8% of the respondents overall agreed that the video reinforced that intention (table 4.4.).

Table 4.4. – Distribution of the responses (in %) to the intention statements (SPSS output)

|  |         | 1 Strongly Disagree | 2 Disagree | 3 More or less Disagree | 4 Undecided | 5 More or less Agree | 6 Agree | 7 Strongly Agree |
|--|---------|---------------------|------------|-------------------------|-------------|----------------------|---------|------------------|
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. | Count   | 3                   | 6          | 2                       | 24          | 37                   | 68      | 48               |
|  | Row N % | 1,6%                | 3,2%       | 1,1%                    | 12,8%       | 19,7%                | 36,2%   | 25,5%            |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   | Count   | 2                   | 4          | 1                       | 16          | 29                   | 71      | 65               |
|  | Row N % | 1,1%                | 2,1%       | 0,5%                    | 8,5%        | 15,4%                | 37,8%   | 34,6%            |

Analyzing the measures of association between these items and the items from the previous section (appendix I), it is possible to observe that, as occurred in the nostalgia and pride items, the two intention items have the strongest association (between 0.381 and 0.370) with the question “I like to watch motivational content associated to (favorite team)” and have a moderate association (between 0.322 and 0.356) with the question “I am currently more motivated to go back to the stadiums than before the Covid-19 pandemic” and so, can be concluded that there is a moderate association between the respondents who like to watch motivational content related to their club and who responded that have intention to watch again football games in the stadiums, in response to the video. There is also an association between who is more motivated to come back to the stadiums after watching the video and who responded that is more motivated now than before the pandemic to watch games in the stadiums.

### **4.3. Reliability test**

A reliability test was conducted prior to the beginning of the hypothesis testing. Given this, the Cronbach’s Alpha Coefficient was calculated for all item questions (appendix J). Alpha was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency (the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test) of a test or scale and it is expressed as a number between 0 and 1. There are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95, since an alpha too high (higher than 0.9) may suggest that some items are redundant (Tavakol & Dennick, 2011). The alpha values obtained in the research ranged from 0,8 and 0,9 as seen in the appendix I, which indicates a high level of internal consistency.

The highest value (0.899) belongs to the nostalgia questions. From the output given, considering the “Cronbach’s Alpha If Item Deleted” indicator, it was not identified significant changes and, for that reason, all items were kept.

Regarding the correlation matrix, in the nostalgia scale (appendix J.1.), the items present a strong correlation (between 0.680 and 0.797). Regarding pride (appendix J.2.), the items present a moderate correlation or a strong correlation (between 0.363 and 0.655) and finally, regarding the intention to watch football games (appendix J.3.), the two items have also a strong correlation (0.699). Considering these results, it is possible to proceed to the hypothesis testing.

#### 4.4. Principal Components Analysis

In order to analyze the interdependence between the constructs, a Principal Components Analysis (PCA) was performed, which allowed the identification of subsets of variables, which are highly correlated amongst each other in order to extract the considered appropriate number of components for each scale. Therefore, it is possible to replace the original variables by a reduced set of PCs, thus attaining the reduction of data dimensionality (Vicente & Cardoso, 2019).

In order to perform a Principal Components Analysis, the proposed variables had to be metrical, and the sample size adequate – exactly at least five times more cases than the number of variables (Reis, 2001). In this case, the ordinal variables were considered as scale variables, since the order has a number correspondent – 1 (strongly disagree) to 7 (strongly agree) and, the sample is clearly five times more than the number of variables.

With both these assumptions confirmed, the input variables also had to present the existence of multicollinearity – which means the variables needed to show correlations (Marôco, 2018). This assumption could be analyzed by observing, firstly, the Kaiser-Meyer-Olkin (KMO) test, which values are 0.727 (nostalgia items), 0.823 (pride questions) and 0.500 (intention items) that are considered acceptable values and favorable to the PCA analysis (appendix K) - the higher the KMO value (between 0 and 1) the more the input variables are correlated (Marôco, 2018).

On a second stage, the Bartlett's test was also analyzed. This test had the objective to inquire if there was not a correlation between any pair of variables where the adequate result must come from the rejection of the null hypothesis (Reis, 2001). Since the tests for the three variables showed a  $p\text{-value}=0.000<0.05$  (appendix K), the null hypothesis is rejected and can be assumed that there are significative correlations between the initial variables, that is also favorable to the application of the Principal Component Analysis.

With all the required assumptions confirmed, the Principal Components Analysis was performed, considering Kaiser's criterion in SPSS. Kaiser's criterion indicates, regarding nostalgia, the extraction of 1 principal component accounting for 83.235% of total variance of the 3 original variables (appendix K.1.). To the pride items, following the same logics, Kaiser's criterion indicates the extraction of 1 principal component accounting for 61.329% of total variance of the 5 original variables (appendix K.2.). Regarding the intention items, Kaiser's criterion indicates the extraction of 1 principal component accounting for 84.974% of total



variance of the 2 original variables (appendix K.3.). The Component matrix yields the correlation coefficients between variables and components.

Analyzing the results, it is possible to define a name for the three components obtained. So, the PC1 is related to “nostalgia” the PC2 is about “pride” and the PC3 was called “intention”.

## **4.5. Hypothesis testing**

In this section, the investigation will focus on testing the Hypothesis previously formulated: H1 - Nostalgia positively impacts the intention to come back to football stadiums; H2 - Nostalgia positively impacts pride, after the Covid-19 pandemic; H3 - Pride positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic; H4 - Pride mediates the relation between nostalgia and intention to come back to football stadiums, after the Covid-19 pandemic.

### **4.5.1. Mediation model analysis**

In order to test the hypotheses, the first step was the construction of a scatterplot (exploratory). The graphics are presented in the appendix section (appendix L). Observing these graphics, it is possible to identify a positive effect of the independent variables on the dependent variables. To prove these effects and conclude about the relationships, a mediation analysis was conducted, using the Process macro in SPSS.

Mediation analysis is a statistical method used to evaluate evidence from studies designed to test hypotheses about how some causal antecedent variable X transmit its effect on a consequent variable Y. The simple mediation model applied to this research was represented in the conceptual diagram in the conceptual model chapter. Before analyzing the results, it is important to define, using the example of this particular context, some concepts: direct effect, indirect effect and total effect. The direct effect leads from nostalgia to intention without passing through pride. A positive direct effect means that the case higher on X (nostalgia) is estimated to be higher on Y (intention), whereas a negative direct effect means that the case higher on X (nostalgia) is estimated to be lower on Y (intention). The indirect effect represents how intention is influenced by nostalgia through a causal sequence in which nostalgia influences pride, which in turn influences intention. The total effect quantifies how much two cases that differ by one unit on nostalgia are estimated to differ on intention (Hayes, 2017, p.78).

The results, as seen in the table 4.5, indicate the existence of a significant total effect of the increasing of felt nostalgia and the intention to come back to the football stadiums, after the

Covid-19 pandemic ( $B=0.48$ ;  $SE=0.06$ ;  $p=0.000$ ). These results indicate that invoke nostalgia feelings in the football fans, can leads to a positive response and increase the intention to return to the stadiums to watch their favorite football team. The Pearson Correlation Coefficient is  $R=0.48$  and also suggest a moderate linear correlation between the two variables. These findings support the H1.

Table 4.5. – Model to calculate the total effect (SPSS output)

|   |       |      |      |       |       |        |      |
|---|-------|------|------|-------|-------|--------|------|
| Outcome variable:<br><b>PC3 (intention)</b> |       |      |      |       |       |        |      |
| Model summary                               |       |      |      |       |       |        |      |
|   | R     | R-sq | MSE  | F     | Df1   | Df2    | p    |
|   | 0.48  | 0.23 | 0.78 | 54.51 | 1.00  | 186.00 | 0.00 |
| Model                                       |       |      |      |       |       |        |      |
|   | coeff | se   | t    | p     | LLCI  | ULCI   |      |
| constant                                    | 0.00  | 0.06 | 0.00 | 1.00  | -0.13 | 0.13   |      |
| <b>PC2 (nostalgia)</b>                      | 0.48  | 0.06 | 7.38 | 0.00  | 0.35  | 0.60   |      |

On the other hand, as proved in the table 4.6, the increase of the nostalgia feeling for the football fans is also a predictor of the pride feeling ( $B=0.70$ ;  $SE=0.05$ ;  $p=0.000$ ), it means, when Portuguese football fans have nostalgia feelings, they usually automatically increase their feeling of pride, relating to their favorite football team. These findings support the H2. Again, the Pearson Correlation Coefficient is  $R=0.7$  and also suggest a strong linear correlation between the two variables.

Table 4.6. – Impact of nostalgia on pride (mediator variable) – SPSS output

|   |       |      |       |        |       |        |      |
|---|-------|------|-------|--------|-------|--------|------|
| Outcome variable:<br><b>PC1 (pride)</b> |       |      |       |        |       |        |      |
| Model summary                           |       |      |       |        |       |        |      |
|   | R     | R-sq | MSE   | F      | Df1   | Df2    | p    |
|   | 0.7   | 0.49 | 0.51  | 178.01 | 1.00  | 186.00 | 0.00 |
| Model                                   |       |      |       |        |       |        |      |
|   | coeff | se   | t     | p      | LLCI  | ULCI   |      |
| constant                                | 0.00  | 0.05 | 0.00  | 1.00   | -0.10 | 0.10   |      |
| <b>PC2 (nostalgia)</b>                  | 0.70  | 0.05 | 13.34 | 0.00   | 0.60  | 0.80   |      |

When the mediator is inserted in the model (table 4.7), the direct effect of the nostalgia felt by the football fans and the intention of them to come back to the stadiums after the pandemic, keeps significative, although reducing the pride feeling ( $B=0.27$ ;  $SE=0.09$ ;  $p=0.000$ ). Pride has

a positive effect on intention ( $B=0.29$ ;  $SE=0.09$ ;  $p=0.000$ ), which support the H3, although, as a mediator, does not increase the effect of nostalgia feelings on intention to return to the stadiums.

Table 4.7. – Model to calculate the direct effect (SPSS output)

|   |       |      |      |       |       |        |      |
|---|-------|------|------|-------|-------|--------|------|
| Outcome variable:<br><b>PC3 (intention)</b> |       |      |      |       |       |        |      |
| Model summary                               |       |      |      |       |       |        |      |
|   | R     | R-sq | MSE  | F     | Df1   | Df2    | p    |
|   | 0.52  | 0.27 | 0.74 | 34.06 | 2.00  | 185.00 | 0.00 |
| Model                                       |       |      |      |       |       |        |      |
|   | coeff | se   | t    | p     | LLCI  | ULCI   |      |
| constant                                    | 0.00  | 0.06 | 0.00 | 1.00  | -0.12 | 0.12   |      |
| <b>PC2 (nostalgia)</b>                      | 0.27  | 0.09 | 3.12 | 0.00  | 0.10  | 0.45   |      |
| <b>PC1 (pride)</b>                          | 0.29  | 0.09 | 3.28 | 0.00  | 0.11  | 0.46   |      |

Therefore, the indirect effect proved to be significant ( $B=0.20$ , BCI 95% [0.08, 0.48]), with the pride variable being a partial mediator of the relationship between nostalgia and intention to return to stadiums, supporting the H4, since the effect was reduced when introducing this mediator (table 4.8). The mediation proportion is 43.75% [ $1 - (\text{direct effect}/\text{total effect})$ ], it means, pride explains 43.75% of the relation between nostalgia feeling and the intention to return to the stadiums, after the Covid-19 pandemic. The main results were presented below and the graphic report (figure 4.2.) was constructed based on the information presented previously.

Table 4.8. – Total, direct and indirect effects of nostalgia on intention

|  |        |        |          |          |      |      |
|--|--------|--------|----------|----------|------|------|
| Total effect of X (nostalgia) on Y (intention)       |        |        |          |          |      |      |
|  | Effect | se     | t        | p        | LCII | ULCI |
|  | 0.48   | 0.06   | 7.38     | 0.00     | 0.35 | 0.60 |
| Direct effect of X (nostalgia) on Y (intention)      |        |        |          |          |      |      |
|  | Effect | se     | t        | p        | LCII | ULCI |
|  | 0.27   | 0.09   | 3.12     | 0.00     | 0.10 | 0.45 |
| Indirect effect(s) of X (nostalgia) on Y (intention) |        |        |          |          |      |      |
|  | Effect | BootSE | BootLLCI | BootULCI |      |      |
|  | 0.20   | 0.10   | 0.08     | 0.48     |      |      |

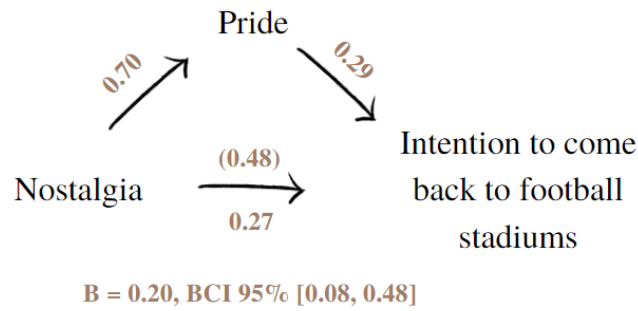


Figure 4.2. – Graphic report of the mediation model: nostalgia as a predictor of intention, mediated by pride

Table 4.9. – Checking the research hypothesis

| Hypothesis  | Check? |
|---|--------|
| H1: Nostalgia positively impacts pride  | Yes    |
| H2: Nostalgia positively impacts intention to come back to football stadiums  | Yes    |
| H3: Pride positively impacts intention to come back to football stadiums  | Yes    |
| H4: Pride mediates the relation between nostalgia and intention to come back to football stadiums, after the Covid-19 pandemic. | Yes    |

## 4.6. Contributions to theory

The effect of nostalgia in people is not a recent marketing subject (as studied in the literature review chapter), however it has been applied to sport events in the last years and has an important role in this scope. Both academic literature and organizations are still working in the information available regarding these matters and trying to improve their processes to the most recent findings related to marketing but also psychology, associated to these emotions.

Football clubs started to communicate in various channels and the football fans emotions help to improve the engagement and purchase intention. In Portugal, football fans were forbidden to watch football games in 2020 due to the implications of watching games' attitudes and due to the implications of gatherings of people in the same space, during the Covid-19 pandemic. The current research can contribute to understanding the effect of nostalgia on pride and the level of intention to come back to football stadiums, after the Covid-19 pandemic, in the Portuguese football.

Sports tourism research suggests nostalgia promotes positive impacts from a sports tourism perspective (Robinson & Gammon, 2004); however, in the marketing context, research regarding the relationships among nostalgia, pride, and intention to rewatch a football game in the stadiums is sparse. Furthermore, there is no research about this theme applied to the Portuguese context.

The current research contributes to the literature relating the sports tourism to nostalgic marketing and people emotions, in order to understand the importance of the effect of nostalgia

and pride in the intention to come back to the stadiums after the pandemic. Therefore, is an historic moment to the humanity, and also contributes to the literature with conclusions about this time of people's lives, the Covid-19 pandemic and people perceptions about it.

#### **4.7. Practical implications**

A traditional quote says that those who do not adapt, will “die” in the future. Some changes in the sports industry are necessary, are happening every day and the traditional managers need to adapt and react to create and consolidate a strong brand and conquer their potential customers. The communication is essential to create the desired engagement and stimulate the intention to interact with the respective club.

Recurring to the current research, it is to understand the effects of this type of content in the people's emotions and intentions and this type of strategy can be considered to improve the relationship between the clubs and the Portuguese football fans in the future.

Looking at the results, the majority (88.8%) of the respondents enjoys watching videos of their favorite clubs and 79.6% generally agree that they share, comment or like those videos in the social media platforms. However, followers/consumers require content that is relevant, important, enlightening and differentiating for them. Chang *et al.* (2019) study suggests sport managers can use content to demonstrate a team's previous winning history and/or glorious experiences. They affirm that messages that evoke a connection between fans and their team can be very beneficial for promoting fan pride. So, managers need to reflect on the needs and interests of their audience to produce different content on the platforms that can foster social media brand engagement. It is an opportunity to reinforce the pride, improve the electronic mouth to mouth and generate engagement and a strong and transparent brand.

Considering the sample under analysis, this type of content can also be, to the sports managers, a powerful strategy to reinforce the intention of coming back to the stadiums, due to the nostalgic and pride feelings in reaction to this type of contents, as demonstrated statistically in this study. This type of content represents a call to action and makes people think “I have to come back as soon as I can”.

A sports team is not just an organization. Rather, it should be recognized as a legacy that can bring tangible benefits, such as greater economic investment and global sport fans, along with intangible benefits, such as positive emotions like nostalgia, consistency, and pride (Chang *et al.*, 2019).



## Conclusion and Recommendations

This chapter aims to present the main research conclusions from the study, but also the limitations across the investigation and opportunities regarding future research.

### 5.1. Results discussion and conclusions

The aim of this study was to understand the effect of nostalgia on pride, and intention to come back to watch games from the Portuguese “big 3” football clubs. To respond to the research questions and fulfill the research objectives, four hypotheses were developed, in which the variables were based on the literature review: H1 - Nostalgia positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic; H2 - Nostalgia positively impacts pride; H3 - Pride positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic; H4 - Pride mediates the relation between nostalgia and intention to come back to football stadiums, after the Covid-19 pandemic.

Starting with a brief description of the sample under analysis, the respondents were heterogeneous regarding age group, gender, education level and professional situation. Additionally, nationality wise, 100% of the respondents are Portuguese. Furthermore, 52.13% of the respondents support Sport Lisboa e Benfica, 40.96% support Sporting Clube de Portugal and just 6.91% support Futebol Clube do Porto.

An interesting fact, regarding the results about the tendencies of watching contents in social media, is that 88.8% of the respondents like to watch motivational content regarding their club and 79.6% generally agree that they share, comment or like those videos in the social media platforms, meaning that this is a familiar area to the respondents and, generally, they like to interact with this type of content.

Regarding the hypotheses under investigation and starting with H1, analyzing the results, it is possible to conclude that there is statistical evidence that nostalgia positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic. Then, this study supports the first hypothesis and previous studies that indicate that nostalgia could encourage intention to visit a locale (Kim *et al.*, 2019; Robinson & Gammon, 2004)

Concerning H2, results show that there is statistical evidence that nostalgia feelings positively impact pride. Therefore, this study expands on previous findings that verified that nostalgia brings positive memories. Nostalgia research has provided evidence that nostalgia could enhance consumers' positive emotional responses (Pascal *et al.*, 2002) and that

conclusion cannot be denied in the current research. The findings fit in line with the proposals that nostalgia has a direct positive effect on pride (Chang *et al.*, 2019).

As appointed, prior research has suggested that nostalgic advertisements, campaigns, and marketing yield positive emotions and behaviors (Khoshghadam *et al.*, 2019). Also, Chang *et al.* (2019) research implies that sports organizations, including leagues, teams, and clubs, can take advantage of nostalgia to encourage sport fans to visit a hometown as well as to earn new global sport fans.

Pride has been studied extensively in psychology because it helps explain human behaviors and has been discussed as one of the most frequent and unique emotions that sports fans experience (Chang *et al.*, 2016; Decrop & Derbaix, 2010). Although pride has been considered an interesting and important emotion that helps predict human behavior, Chang *et al.* (2016) affirms that only a few studies have addressed pride in explaining and predicting sports fan behavior. Regarding the H3, through the scree plot and the mediation analysis, results show that there is statistical evidence that pride positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic. The results expand on previous studies (Chang *et al.*, 2019) demonstrating that prideful feelings influence sports fans' behaviors, since it shows that pride positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic.

However, when inserted the mediator (pride) in the model, the direct effect of the nostalgia feeling by the football fans and the intention to come back to the stadiums after the pandemic, keeps significative, which support the H4, although reducing the pride feeling. Pride has a positive effect on intention although, as a mediator, (despite the mediation effect is significative) does not increase the effect of nostalgia feelings on intention to return to the stadiums.

Concluding, it is now possible to answer the proposed research questions:

*“What do football fans think about returning to football games after the Covid-19 pandemic?”*

As mentioned in the previous chapter, the results are clear and show that the respondents want to come back to the stadiums, as soon as they can. The results show that 90.9% generally agree that, during the pandemic, they missed watching games at the stadiums and 93.1% of them affirm they intend to watch football games at the stadium again, as soon as they can. Moreover, the majority of the respondents (61.1%) affirm that, if possible, they would have watched football games in the stadiums, in the middle of a worldwide pandemic. Confirming



those results, and the great intention to come back to the stadiums, the great majority of the respondents (75.5%) strongly agree or agree (20.7%) that want to watch again a football game of their favorite team at the stadium.

Reinforcing these conclusions, and considering the nostalgic video, overall, 81.4% of the respondents agreed they were more motivated to go watch football games at the stadium, after watching the video and 87.8% of the respondents overall agreed that the video reinforced that intention.

*“What is the effect of nostalgic marketing on Portuguese fans' pride?”*

As mentioned above, results show that there is statistical evidence that nostalgia positively impacts pride. Theoretically, the more nostalgic feelings felt by the football fans, the more pride they feel regarding their favorite Portuguese football club.

*“What is the effect of nostalgic marketing in the intention of coming back to a football stadium, after the Covid-19 pandemic?”*

As also mentioned above in this chapter, results show that there is statistical evidence that nostalgia positively impacts the intention to come back to football stadiums, after the Covid-19 pandemic. Theoretically, the more nostalgic feelings felt by the football fans, the more intention they have to return to the stadiums and watch again their favorite football club. Complementing these results, the mediation analysis showed that nostalgia feelings positively influence pride, which in turn influences intention.

## **5.2. Research limitations**

This study provides useful insights into the effect of nostalgia and pride in intention to rewatch football games, however there are some limitations.

The number of validated responses turned out to be relatively small (N=188), which leads to conclude that several respondents did not complete the questionnaire, since 29 respondents did not were in the target (and were excluded in the initial questions) and 20 respondents did not feel nostalgia in response to the video. Also, some of the respondents (43) went out of the questionnaire and did not finish it. This could be due to either lack of motivation, the estimated time that was needed to finish the questionnaire (9 minutes) or the lack of availability to watch the 3 minutes video with sound. With a larger sample size, the data becomes more reliable to analyze.

The data collection on the survey was restricted to a short time. Instead of longitudinal studies, it was only possible to obtain a “snapshot” of a situation by obtaining information at a given time. Thus, developments or changes in the perception of people were not considered. For instance, Sporting Clube de Portugal was the champion of the last edition of the Portuguese championship, 19 years after the last title, and that fact may have influenced the respondents’ perception. The end of the championship was in May 11<sup>th</sup> and the survey was delivered in June. Some perceptions, intentions and motivations may have been influenced by the performance of the respective teams in the last championship.

Also, 46.81% of the respondents are between 18 and 25 years old and have a significative influence in the results, since the survey was delivered online in social media. The same occurred with the Futebol Clube do Porto fans that only represents 6.91% of the sample, since it was more difficult to reach them due to geography limitations. Due to Covid-19 pandemic, the gathering of participants became even more complicated since the questionnaire had to be filled solely online. This is also a limitation, since almost half of the sample is young.

The same limitation occurs relatively to the Covid-19 limitation. In the survey period, people were forbidden to watch football games in the stadiums but as time passed by, the restrictions and limitations were lifted, depending on the number of confirmed cases. These modifications may have contributed to some confusion and inconsistencies in the fans’ responses. In the moment this study is finished, a percentage of the Portuguese football fans is already able to watch football games in the stadiums, because more than 70% of the population is vaccinated, and maybe the results would have been different.

### **5.3. Suggestions to further research**

Recognized as a limitation to this study, the sample size may have limited the results obtained and could be increased in future research to achieve results that are more precise.

Still regarding the questionnaire, the quantitative method can be considered incomplete to study behavioral variables, and so interviews of a certain number of respondents which fitted the targeted sample could be a good option to complete the analysis. For instance, interviewing people from different age groups and gender to increase knowledge on their behavior, attitudes and bring out possible differences in the responses of males and females and people from different age groups. Therefore, the future research could consider it, and also use the exploratory method to obtain more effective data.

In the survey there could have been a section for open questions to collect opinions about, for example, the main elements of nostalgia, and understand what people engaged more in the video (sound, images, memories...) – What type of memories? Are older people engaging more with old pictures/videos? What would be the pleasant memories identified? Are the good moments identified with the championship victories or/and with the club anthem?

For future research, it would be important to increase the number of items analyzed in each variable. In this thesis, for nostalgia, only three items were used, adapted from Pascal *et al.*, (2002), and for intention two items were used, adapted from Chang *et al.*, (2017). The analysis and the Principal Components Analysis would be more precise if it did have more items to represent each variable.

Furthermore, an option of the researcher was not considered self-continuity as a variable of this study. Chang *et al.* (2019) suggested that continuity messages regarding the history of being a fan of his/her favorite sports team makes that fan even prouder of that team. In future research it can be interesting consider the self-continuity as a variable.

Furthermore, expanding the research worldwide would be useful for marketers in the sports industry. In this research, the study was about the Portuguese football but would be interesting to study and compare the reaction of the different nationalities to the respective clubs in their country. It also would be interesting to understand the nostalgia associated to the hometown team or a team with less notoriety, because those fans can present more proximity with their teams than the football fans of the biggest teams and do not have to them geography limitations to watch the games.

Sport organizations have used nostalgia marketing to attract their fans, yet there have been few discussions in literature regarding how nostalgia provides benefits to the sport industry. This research is a step that can improve the literature and encourage others to examine nostalgia and the way it affects consumer responses.



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## Appendix

### Appendix A – Literature review: main concepts table

| Concepts                 | Definition  | Authors   |
|--------------------------|---|---|
| Sport fan                | An enthusiastic devotee of some particular sport consumptive object.  | Hunt <i>et al.</i> (1999)                           |
| Fanatical fan            | Fan that engages in a number of behaviors such as body paint, costumes, signs, fight songs, and group movement.   | Decrop & Derbaix, (2010), Hunt <i>et al.</i> (1999) |
| Hardcore fan             | Fan strongly committed to their favorite team.  | Hunt <i>et al.</i> (1999)                           |
| Fanship                  | Fan's personal connection with a sport team (identification with the object itself)   | Reysen & Branscombe (2010)                          |
| Fandom                   | Fan's connection with other fans as a group (identification with others who share a connection with the object)   | Reysen & Branscombe (2010)                          |
| Brand community          | Specialized, non-geographically bound community based on the relationships among consumers of a brand.  | Muniz & O'Guinn (2001)                              |
| Fan community engagement | Socially committed behaviors such as self-expression, story-telling, and fan community participation  | Schau <i>et al.</i> (2009)                          |
| Customized product use   | Consumers' improved use of team-related products in sport fan communities   | Schau <i>et al.</i> (2009)                          |
| Member responsibility    | Felt sense of duty and obligation to a fan community as a whole and to its individual members in order to create, enhance, and sustain the ties among the fan community members | Schau <i>et al.</i> (2009)                          |
| Positive word-of-mouth   | Consumers' external, outward focus on creating favorable impressions of a sport team, enthusiastic fans, and the fan community in the social universe beyond the fan community. | Schau <i>et al.</i> (2009)                          |
| Nostalgia                | Disproportionately positive emotion, with bittersweet elements.   | Sedikides <i>et al.</i> (2004)                      |

|                             |   |                                  |
|-----------------------------|---|----------------------------------|
|                             | Sentimental longing for the happiness of a former place or time.  | Sedikides <i>et al.</i> , (2008) |
|                             | Status of mind where positive feelings of the past and frustration from inability to travel back in time coexist. | Cho <i>et al.</i> (2014)         |
| Personal nostalgia          | Is based on experiences that happened in one's lifetime, and focus on personal memory.                            | Muheling & Pascal (2011)         |
| Historical nostalgia        | Is related to experiences out of one's lifetime, and focus on cultural background.                                | Muheling & Pascal (2011)         |
| Purpose of nostalgia        | The desire of individuals to seek what they want to pursue and value based on their past experiences.             | Cho <i>et al.</i> (2014)         |
| Structure of nostalgia      | An experience evoked by both objects and social experiences.  | Cho <i>et al.</i> (2014)         |
| Pride (context of football) | Feeling of higher status due to one's favorite sport team   | Chang <i>et al.</i> (2016).      |
| Authentic pride             | Feelings of accomplishment and confidence based on achievements   | Tracy <i>et al.</i> (2010)       |
| Hubristic pride             | Includes more negative connotations, such as arrogance and conceitedness  | Tracy <i>et al.</i> (2010)       |

## Appendix B – Survey shared online



O efeito da nostalgia no orgulho e intenção de assistir a jogos dos “3 grandes” do futebol português, após a pandemia causada pela doença Covid-19.

Caro/a participante,

Obrigado, desde já, por aceitar participar neste inquérito.

O meu nome é Afonso Monter e estou no 2º ano do Mestrado em Gestão na ISCTE Business School.

No âmbito da minha dissertação de mestrado, foi desenvolvido este questionário que se destina a fãs de futebol, que acompanhem a modalidade e tenham uma equipa preferida a atuar no futebol português.

O questionário terá uma duração aproximada de 9 minutos, sendo que, não existem respostas certas ou erradas e será garantida a confidencialidade de todos os dados, destinando-se estes unicamente para fins académicos.

Desta forma, solicito que responda de forma honesta e espontânea a todas as questões apresentadas.

Muito obrigado pela sua colaboração e tempo despendido!

Qualquer questão ou esclarecimento, não hesite em contactar-me: [acmsa11@iscte-iul.pt](mailto:acmsa11@iscte-iul.pt)

Afonso Monter  
Prof. Alexandra Fernandes (orientação)

Aceita participar neste inquérito de forma totalmente voluntária?


Sim

Não

→

0%

100%



O futebol é considerado o “desporto rei”, por atrair milhões de pessoas, mexer com as emoções e unir pessoas em busca de um objetivo comum.

A pandemia causada pela doença Covid-19 mudou a forma como se vive o futebol.

Por favor, responda às seguintes questões da forma mais sincera possível.

É fã/apreciador de futebol?

Sim

Não

←

→

0%

100%

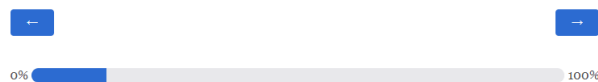
Qual é a sua equipa preferida no futebol português?

|  |
|--|
| Futebol Clube do Porto                       |
| Sporting Clube de Portugal                   |
| Sport Lisboa e Benfica                       |
| Outra  |
| Não sou adepto de nenhuma equipa em Portugal |



Com que frequência assiste a jogos de futebol do seu clube preferido no estádio?

|                      |
|----------------------|
| Muito frequentemente |
| Frequentemente       |
| Ocasionalmente       |
| Raramente            |
| Nunca assisti        |



Tenho medo de contrair a doença Covid-19.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Considero que é complicado controlar as atitudes dos adeptos no estádio.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

No que toca a futebol (praticar ou assistir a jogos), relativamente à Covid-19, tenho menos precauções do que o normal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Durante a pandemia senti saudades de voltar a assistir a um jogo de futebol no estádio.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Durante a pandemia senti saudades do ambiente que se sente num estádio de futebol.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Durante a pandemia tentei acompanhar as notícias relativas ao meu clube.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Tenciono voltar a assistir a jogos, no estádio, assim que possível.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Durante a pandemia, caso fosse possível, teria ido assistir a jogos no estádio.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Neste momento tenho mais vontade de voltar aos estádios do que antes da pandemia.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Sou do Sporting Clube de Portugal graças à influência de algum elemento da minha família.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Quero voltar a ver um jogo ao vivo do Sporting Clube de Portugal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|



**iscte** BUSINESS SCHOOL

Quando era mais novo passava bons momentos com a minha família ligados ao futebol.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Costumo reagir a conteúdos (partilhar, comentar ou gostar) do Sporting Clube de Portugal nas redes sociais.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Gosto de ver vídeos motivacionais relacionados com o Sporting Clube de Portugal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

O Sporting Clube de Portugal criou um vídeo para os fãs.

Assista, por favor, a este vídeo com cerca de 3 minutos (se possível, com som) e responda às próximas questões.

Sporting Clube de Portugal



Cho *et al.* (2014) definem nostalgia como um sentimento, no qual memórias positivas do passado e a frustração pela incapacidade de voltar atrás no tempo coexistem.

Considere daqui em diante esta definição de nostalgia.

Ao ver este vídeo, sentiu nostalgia?

Sim

Não



Após ver este vídeo, estou mais motivado para voltar a assistir a jogos do Sporting Clube de Portugal

|                     |          |                    |                           |                    |          |                     |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Levemente | Não Concordo Nem Discordo | Discordo Levemente | Discordo | Discordo Totalmente |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|

Ao ver este tipo de conteúdo, recordo bons momentos do passado.

|                     |          |                    |                           |                    |          |                     |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Levemente | Não Concordo Nem Discordo | Discordo Levemente | Discordo | Discordo Totalmente |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|

Este tipo de conteúdo desperta emoções agradáveis em mim.

|                     |          |                    |                           |                    |          |                     |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Levemente | Não Concordo Nem Discordo | Discordo Levemente | Discordo | Discordo Totalmente |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|

Sinto orgulho e sinto que pertenço ao meu clube ao ver este vídeo.

|                     |          |                    |                           |                    |          |                     |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Levemente | Não Concordo Nem Discordo | Discordo Levemente | Discordo | Discordo Totalmente |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|

Este vídeo fez-me sentir num status superior. Quando o Sporting Clube de Portugal vence, sinto que também venço.

|                     |          |                    |                           |                    |          |                     |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Levemente | Não Concordo Nem Discordo | Discordo Levemente | Discordo | Discordo Totalmente |
|---------------------|----------|--------------------|---------------------------|--------------------|----------|---------------------|



Este vídeo faz-me sentir orgulhoso da minha equipa.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Este vídeo faz-me querer dizer aos outros que sou fã do Sporting Clube de Portugal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Este vídeo fez-me relembrar o passado.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Este vídeo reforçou a minha intenção de voltar aos estádios e rever o Sporting Clube de Portugal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|

Sinto orgulho em ser do Sporting Clube de Portugal.

|                     |          |                       |                           |                       |          |                     |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|
| Concordo Totalmente | Concordo | Concordo Ligeiramente | Não Concordo Nem Discordo | Discordo Ligeiramente | Discordo | Discordo Totalmente |
|---------------------|----------|-----------------------|---------------------------|-----------------------|----------|---------------------|



Género

Masculino

Feminino

Prefiro não dizer

Idade

< 18 anos

18-25 anos

26-35 anos

36-45 anos

46-55 anos

56-65 anos

> 65 anos

Nacionalidade

Portuguesa

Outra

Distrito/Região de Residência

|                            |
|----------------------------|
| Aveiro                     |
| Beja                       |
| Braga                      |
| Bragança                   |
| Castelo Branco             |
| Coimbra                    |
| Évora                      |
| Faro                       |
| Guarda                     |
| Leiria                     |
| Lisboa                     |
| Portalegre                 |
| Porto                      |
| Santarém                   |
| Setúbal                    |
| Viana do Castelo           |
| Vila Real                  |
| Viseu                      |
| Região Autónoma dos Açores |
| Região Autónoma da Madeira |

Habilitações Literárias (completo ou a decorrer)

|                   |
|-------------------|
| 9º Ano            |
| Ensino Secundário |
| Licenciatura      |
| Mestrado          |
| Doutoramento      |

Ocupação

|                               |
|-------------------------------|
| Estudante                     |
| Trabalhador-Estudante         |
| Empregado por conta própria   |
| Empregado por conta de outrem |
| Desempregado                  |
| Reformado                     |



## Appendix C – Sample characterization

### Appendix C.1. – Sample age distribution (SPSS output)

| <b>Age</b> |                 |           |         |
|------------|-----------------|-----------|---------|
|            |                 | Frequency | Percent |
| Valid      | < 18 years old  | 6         | 3,2     |
|            | 18-25 years old | 88        | 46,8    |
|            | 26-35 years old | 25        | 13,3    |
|            | 36-45 years old | 33        | 17,6    |
|            | 46-55 years old | 23        | 12,2    |
|            | 56-65 years old | 10        | 5,3     |
|            | > 65 years old  | 3         | 1,6     |
|            | Total           | 188       | 100,0   |

### Appendix C.2. – Sample gender distribution (SPSS output)

| <b>Gender</b> |        |           |         |
|---------------|--------|-----------|---------|
|               |        | Frequency | Percent |
| Valid         | Male   | 123       | 65,4    |
|               | Female | 65        | 34,6    |
|               | Total  | 188       | 100,0   |

### Appendix C.3. – Sample level of education distribution (SPSS output)

| <b>Education</b> |             |           |         |
|------------------|-------------|-----------|---------|
|                  |             | Frequency | Percent |
| Valid            | 9th Grade   | 10        | 5,3     |
|                  | High School | 51        | 27,1    |
|                  | Bachelor    | 58        | 30,9    |
|                  | Master      | 65        | 34,6    |
|                  | Doctorate   | 4         | 2,1     |
|                  | Total       | 188       | 100,0   |

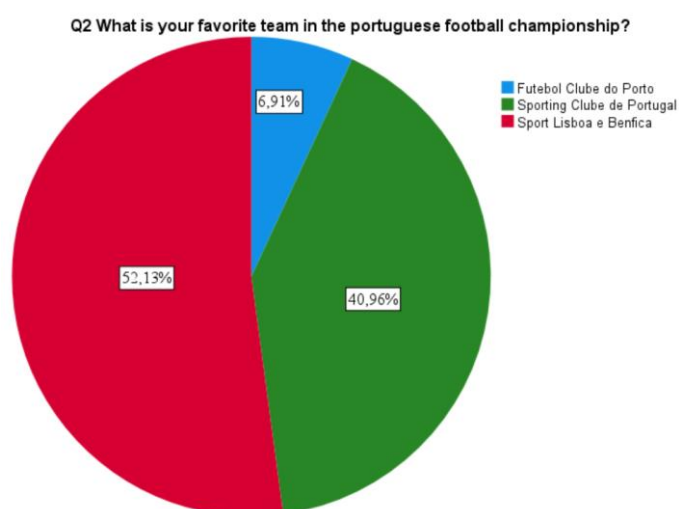
### Appendix C.4. – Sample nationality distribution (SPSS output)

| <b>Nacionality</b> |            |           |         |
|--------------------|------------|-----------|---------|
|                    |            | Frequency | Percent |
| Valid              | Portuguese | 188       | 100,0   |

### Appendix C.5. – Sample professional situation distribution (SPSS output)

| <b>Professional situation</b> |                |           |         |
|-------------------------------|----------------|-----------|---------|
|                               |                | Frequency | Percent |
| Valid                         | Student        | 46        | 24,5    |
|                               | Student-Worker | 23        | 12,2    |
|                               | Self-employee  | 13        | 6,9     |
|                               | Employee       | 96        | 51,1    |
|                               | Unemployee     | 4         | 2,1     |
|                               | Retired        | 6         | 3,2     |
|                               | Total          | 188       | 100,0   |

## Appendix D - Distribution of the respondents' favorite football teams in Portugal



## Appendix E – Covid-19 pandemic questions: descriptive statistics

| Row  | Column              |            |                         |             |                      |         |                  |
|--|---------------------|------------|-------------------------|-------------|----------------------|---------|------------------|
|  | 1 Strongly Disagree | 2 Disagree | 3 More or less Disagree | 4 Undecided | 5 More or less Agree | 6 Agree | 7 Strongly Agree |
| Q4 I am scared of having the Covid-19 disease.   | 1,6%                | 5,3%       | 9,0%                    | 7,4%        | 23,4%                | 33,5%   | 19,7%            |
| Q5 I consider that it's difficult to control the football fans attitudes inside the stadiums.                          | 0,5%                | 4,8%       | 6,4%                    | 1,1%        | 25,0%                | 38,3%   | 23,9%            |
| Q6 Regarding the Covid-19, I have less precautions than the normal when it comes to football (practicing or watching). | 14,4%               | 23,4%      | 12,8%                   | 12,2%       | 16,5%                | 16,5%   | 4,3%             |
| Q7 During the pandemic I missed watching games at the stadiums.  | 2,1%                | 1,6%       | 0,5%                    | 4,8%        | 8,5%                 | 21,8%   | 60,6%            |
| Q8 During the pandemic I missed the environment felt in the stadiums.  | 1,6%                | 2,1%       | 0,5%                    | 1,1%        | 8,5%                 | 21,8%   | 64,4%            |
| Q9 During the pandemic I tried to read the news regarding my football team.  | 1,1%                | 0,5%       | 0,5%                    | 1,6%        | 4,8%                 | 32,4%   | 59,0%            |
| Q10 I intend to watch football games again, in the stadiums, as soon as we can.  | 0,0%                | 2,1%       | 1,1%                    | 3,7%        | 16,0%                | 21,8%   | 55,3%            |
| Q11 During the pandemic, if possible, I would have watched football games in the stadiums.                             | 9,0%                | 13,3%      | 8,0%                    | 8,5%        | 23,9%                | 14,9%   | 22,3%            |
| Q12 I am currently more motivated to go back to the stadiums than before the Covid-19 pandemic.                        | 3,7%                | 5,9%       | 4,8%                    | 16,5%       | 14,4%                | 23,9%   | 30,9%            |
| Q13 When I was young I had some good moments with my family associated to football.                                    | 1,6%                | 3,2%       | 4,3%                    | 4,8%        | 13,8%                | 37,2%   | 35,1%            |
| Q14 I react to content (share, comment or like) of [QID5-ChoiceGroup-SelectedChoices] in the social media.             | 6,4%                | 5,9%       | 2,1%                    | 8,0%        | 18,6%                | 26,6%   | 32,4%            |
| Q15 I like to watch motivational content associated to [QID5-ChoiceGroup-SelectedChoices].                             | 2,1%                | 2,7%       | 0,5%                    | 5,9%        | 8,5%                 | 36,7%   | 43,6%            |
| Q16 I am fan of [QID5-ChoiceGroup-SelectedChoices] due to the influence of any of my relatives.                        | 5,9%                | 6,9%       | 1,6%                    | 5,9%        | 12,8%                | 19,7%   | 47,3%            |
| Q17 I want to watch a [QID5-ChoiceGroup-SelectedChoices] game at the stadium   | 0,0%                | 0,0%       | 0,0%                    | 1,1%        | 2,7%                 | 20,7%   | 75,5%            |

## Appendix F – Item questions: descriptive statistics

### Appendix F.1. – Mean and mode (central tendency) associated to the nostalgic statements (SPSS output)

|  | Valid | Mean | Mode |
|--|-------|------|------|
| Q21 Watching this video, I remembered good moments of my past. | 188   | 6,45 | 7    |
| Q22 This type of content awakens pleasant memories within me.  | 188   | 6,45 | 7    |
| Q27 This video made me remember the past.                      | 188   | 6,43 | 7    |

## Appendix F.2. – Mean and mode (central tendency) associated to the pride statements (SPSS output)

|   | Valid | Mean | Mode |
|---|-------|------|------|
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | 188   | 6,51 | 7    |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | 188   | 6,19 | 7    |
| Q24 This video makes me feel proud of my team.  | 188   | 6,43 | 7    |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | 188   | 6,00 | 7    |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | 188   | 6,70 | 7    |

## Appendix F.3. – Mean and mode (central tendency) associated to the intention statements (SPSS output)

|  | Valid | Mean | Mode |
|--|-------|------|------|
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. | 188   | 5,56 | 3    |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   | 188   | 5,87 | 6    |

## Appendix G – Nostalgia questions vs pandemic items – correlation matrix (SPSS output)

|                 |     | Correlations   |                         | Q2 What is your favorite team in the professional football championships? | Q3 How often do you go to the stadium to watch football games? | Q4 I am scared of having the Covid-19 disease. | Q5 I consider that it's difficult to control the football fans attitudes inside the stadiums. | Q6 Regarding the Covid-19, I have less precautions than the normal when comes to football practicing or watching. | Q7 During the pandemic I missed watching games at the stadiums. | Q8 During the pandemic I missed the environment felt in the stadiums. | Q9 During the pandemic I tried to read the news regarding my football team. | Q10 I intend to watch games again, in the stadiums, as soon as we can. | Q11 During the pandemic, if possible, I would have watched football games in the stadiums. | Q12 I am currently more motivated to go back to the stadiums than before the Covid-19 pandemic. | Q13 When I was young I had some good moments with my family associated to football. | Q14 I read to content (share, comment or like) of [QID5-ChoiceGroup-SelectedChoices] in the social media. | Q15 I like to watch motivational content associated to [QID5-ChoiceGroup-SelectedChoices]. | Q16 I am fan of [QID5-ChoiceGroup-SelectedChoices] due to the influence of any of my relatives. | Q17 I want to watch a [QID5-ChoiceGroup-SelectedChoices] game at the stadium again. | Q20 Watching this video, I remembered good moments of my past. | Q21 This type of content awakens pleasant memories within me. | Q28 This video made me remember the past. |
|-----------------|-----|--|-------------------------|---|--|--|---|---|---|---|---|--|--|---|---|---|--|---|---|--|---|---|
| Spearman's rho  | Q2  | What is your favorite team in the professional football championships?   | Correlation Coefficient | 1,000   | -.544  | -.006  | -.002   | -.042   | -.013   | -.008   | -.000   | -.005  | -.040  | -.038   | -.014   | -.107   | -.107  | -.031   | -.113   | -.049  | -.005   | -.043                                     |
|                 | N   |  |                         | 188   | 188  | 188  | 188   | 188   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q3  | How often do you go to the stadium to watch football games?  | Correlation Coefficient |   | 1,000  | -.044  | -.277   | -.006   | -.001   | -.002   | -.000   | -.000  | -.000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.049   | -.000  | -.000   | -.001                                     |
|                 | N   |  |                         |   | 188  | 188  | 188   | 188   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q4  | I am scared of having the Covid-19 disease.  | Correlation Coefficient |   |  | 1,000  | -.207   | -.035   | -.135   | -.135   | -.035   | -.246  | -.305  | -.195   | -.048   | -.007   | -.002  | -.131   | -.047   | -.003  | -.004   | -.028                                     |
|                 | N   |  |                         |   |  | 188  | 188   | 188   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q5  | I consider that it's difficult to control the football fans attitudes inside the stadiums.                     | Correlation Coefficient |   |  |  | 1,000   | -.000   | -.272   | -.065   | -.005   | -.000  | -.000  | -.000   | -.011   | -.031   | -.027  | -.263   | -.073   | -.023  | -.027   | -.730                                     |
|                 | N   |  |                         |   |  |  | 188   | 188   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q6  | Regarding the Covid-19, I have less precautions than the normal when comes to football practicing or watching. | Correlation Coefficient |   |  |  |   | 1,000   | -.088   | -.236   | -.174   | -.172  | -.383  | -.256   | -.163   | -.157   | -.079  | -.164   | -.146   | -.130  | -.023   | -.023                                     |
|                 | N   |  |                         |   |  |  |   | 188   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q7  | During the pandemic I missed watching games at the stadiums.   | Correlation Coefficient |   |  |  |   |   | 1,000   | -.000   | -.000   | -.000  | -.000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   | 188   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q8  | During the pandemic I missed the environment felt in the stadiums.   | Correlation Coefficient |   |  |  |   |   |   | 1,000   | -.000   | -.000  | -.000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   | 188   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q9  | During the pandemic I tried to read the news regarding my football team.                                       | Correlation Coefficient |   |  |  |   |   |   |   | 1,000   | -.000  | -.000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   | 188   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q10 | I intend to watch games again, in the stadiums, as soon as we can.   | Correlation Coefficient |   |  |  |   |   |   |   |   | 1,000  | -.000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   | 188  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q11 | During the pandemic, if possible, I would have watched football games in the stadiums.                         | Correlation Coefficient |   |  |  |   |   |   |   |   |  | 1,000  | -.000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  | 188  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q12 | I am currently more motivated to go back to the stadiums than before the Covid-19 pandemic.                    | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  | 1,000   | -.000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  | 188   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q13 | When I was young I had some good moments with my family associated to football.                                | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   | 1,000   | -.000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   | 188   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q14 | I read to content (share, comment or like) of [QID5-ChoiceGroup-SelectedChoices] in the social media.          | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   | 1,000   | -.000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   | 188   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q15 | I like to watch motivational content associated to [QID5-ChoiceGroup-SelectedChoices].                         | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   | 1,000  | -.000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   | 188  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q16 | I am fan of [QID5-ChoiceGroup-SelectedChoices] due to the influence of any of my relatives.                    | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   |  | 1,000   | -.000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   |  | 188   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q17 | I want to watch a [QID5-ChoiceGroup-SelectedChoices] game at the stadium again.                                | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   | 1,000   | -.000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   | 188   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q20 | Watching this video, I remembered good moments of my past.   | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   | 1,000  | -.000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   | 188  | 188   | 188                                       |
| Sig. (2-tailed) | Q21 | This type of content awakens pleasant memories within me.  | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   |  | 1,000   | -.000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   |  | 188   | 188                                       |
| Sig. (2-tailed) | Q28 | This video made me remember the past.  | Correlation Coefficient |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   |  |   | 1,000                                     |
|                 | N   |  |                         |   |  |  |   |   |   |   |   |  |  |   |   |   |  |   |   |  |   | 188                                       |

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

Correlations

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Appendix J – Reliability tests

### Appendix J.1. – Reliability test regarding nostalgia items (SPSS output)

| Reliability Statistics   |  |   |   |                              |                                  |
|--|--|---|---|------------------------------|----------------------------------|
| Cronbach's Alpha   | Cronbach's Alpha Based on Standardized Items                   | N of Items  |   |                              |                                  |
| ,899   | ,899   | 3   |   |                              |                                  |
| Item-Total Statistics  |  |   |   |                              |                                  |
|  | Scale Mean if Item Deleted                                     | Scale Variance if Item Deleted                                | Corrected Item-Total Correlation          | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Q20 Watching this video, I remembered good moments of my past. | 12,87  | 1,962   | ,853                                      | ,729                         | ,809                             |
| Q21 This type of content awakens pleasant memories within me.  | 12,88  | 2,119   | ,764                                      | ,601                         | ,887                             |
| Q26 This video made me remember the past.                      | 12,90  | 2,145   | ,786                                      | ,647                         | ,868                             |
| Inter-Item Correlation Matrix                                  |  |   |   |                              |                                  |
|  | Q20 Watching this video, I remembered good moments of my past. | Q21 This type of content awakens pleasant memories within me. | Q26 This video made me remember the past. |                              |                                  |
| Q20 Watching this video, I remembered good moments of my past. | 1,000  |   |   |                              |                                  |
| Q21 This type of content awakens pleasant memories within me.  | ,767   | 1,000   |   |                              |                                  |
| Q26 This video made me remember the past.                      | ,797   | ,680  | 1,000                                     |                              |                                  |

### Appendix J.2. – Reliability test regarding pride items (SPSS output)

| Reliability Statistics  |   |   |  |   |   |
|---|---|---|--|---|---|
| Cronbach's Alpha  | Cronbach's Alpha Based on Standardized Items                                  | N of Items  |  |   |   |
| ,828  | ,840  | 5   |  |   |   |
| Item-Total Statistics   |   |   |  |   |   |
|   | Scale Mean if Item Deleted  | Scale Variance if Item Deleted  | Corrected Item-Total Correlation               | Squared Multiple Correlation  | Cronbach's Alpha if Item Deleted                                  |
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | 25,31   | 8,067   | ,580   | ,357  | ,806  |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | 25,63   | 7,132   | ,699   | ,521  | ,771  |
| Q24 This video makes me feel proud of my team.  | 25,40   | 7,910   | ,741   | ,567  | ,769  |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | 25,82   | 5,878   | ,711   | ,550  | ,783  |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | 25,13   | 9,374   | ,509   | ,308  | ,828  |
| Inter-Item Correlation Matrix   |   |   |  |   |   |
|   | Q22 Watching this video, I feel proud and that I am part of my football club. | Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | Q24 This video makes me feel proud of my team. | Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan. | Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan. |
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | 1,000   | ,446  | ,477   | ,518  | ,450  |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | ,446  | 1,000   | ,655   | ,646  | ,418  |
| Q24 This video makes me feel proud of my team.  | ,477  | ,655  | 1,000  | ,661  | ,487  |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | ,518  | ,646  | ,661   | 1,000   | ,363  |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | ,450  | ,418  | ,487   | ,363  | 1,000   |

## Appendix J.3. – Reliability test regarding intention items (SPSS output)

| Reliability Statistics   |  |                                |  |                              |                                  |
|--|--|--------------------------------|--|------------------------------|----------------------------------|
| Cronbach's Alpha   | Cronbach's Alpha Based on Standardized Items   | N of Items                     |  |                              |                                  |
| ,821   | ,823   | 2                              |  |                              |                                  |
| Item-Total Statistics  |  |                                |  |                              |                                  |
|  | Scale Mean if Item Deleted   | Scale Variance if Item Deleted | Corrected Item-Total Correlation   | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. | 5,87   | 1,485                          | ,699   | ,489                         | .                                |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   | 5,56   | 1,787                          | ,699   | ,489                         | .                                |
| Inter-Item Correlation Matrix  |  |                                |  |                              |                                  |
|  | Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. |                                | Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices]. |                              |                                  |
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. |  |                                | 1,000  |                              | ,699                             |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   |  |                                | ,699   |                              | 1,000                            |

## Appendix K – Principal Component Analysis

### Appendix K.1. – Principal Component Analysis: nostalgia items

KMO and Bartlett's Test

|  |                    |         |      |
|--|--------------------|---------|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    |         | ,727 |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 356,889 |      |
|  | df                 | 3       |      |
|  | Sig.               |         | ,000 |

Communalities

|  |         |            |
|--|---------|------------|
|  | Initial | Extraction |
| Q20 Watching this video, I remembered good moments of my past. | 1,000   | ,882       |
| Q21 This type of content awakens pleasant memories within me.  | 1,000   | ,796       |
| Q26 This video made me remember the past.                      | 1,000   | ,820       |

Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Total | Initial Eigenvalues |              | Extraction Sums of Squared Loadings |               |              |
|-----------|-------|---------------------|--------------|-------------------------------------|---------------|--------------|
|           |       | % of Variance       | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1         | 2,497 | 83,235              | 83,235       | 2,497                               | 83,235        | 83,235       |
| 2         | ,322  | 10,729              | 93,965       |                                     |               |              |
| 3         | ,181  | 6,035               | 100,000      |                                     |               |              |

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

|  | Component |
|--|-----------|
|  | 1         |
| Q21 This type of content awakens pleasant memories within me.  | ,892      |
| Q20 Watching this video, I remembered good moments of my past. | ,939      |
| Q26 This video made me remember the past.                      | ,905      |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.



## Appendix K.2. – Principal Component Analysis: pride items

### KMO and Bartlett's Test

|  |                    |         |      |
|--|--------------------|---------|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    |         | ,823 |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 373,033 |      |
|  | df                 | 10      |      |
|  | Sig.               | ,000    |      |

### Communalities

|   | Initial | Extraction |
|---|---------|------------|
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | 1,000   | ,529       |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | 1,000   | ,675       |
| Q24 This video makes me feel proud of my team.  | 1,000   | ,725       |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | 1,000   | ,687       |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | 1,000   | ,450       |

Extraction Method: Principal Component Analysis.

### Total Variance Explained

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1         | 3,066               | 61,329        | 61,329       | 3,066                               | 61,329        | 61,329       |
| 2         | ,712                | 14,235        | 75,564       |                                     |               |              |
| 3         | ,566                | 11,315        | 86,879       |                                     |               |              |
| 4         | ,347                | 6,943         | 93,821       |                                     |               |              |
| 5         | ,309                | 6,179         | 100,000      |                                     |               |              |

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

|   | Component<br>1 |
|---|----------------|
| Q22 Watching this video, I feel proud and that I am part of my football club.                                       | ,727           |
| Q23 This video makes me feel in a high status. When [QID5-ChoiceGroup-SelectedChoices] win, I feel like I also win. | ,822           |
| Q24 This video makes me feel proud of my team.  | ,852           |
| Q25 This video makes me want to say to others that I am a [QID5-ChoiceGroup-SelectedChoices] fan.                   | ,829           |
| Q28 I am proud of being a [QID5-ChoiceGroup-SelectedChoices] fan.   | ,671           |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## Appendix K.3. – Principal Component Analysis: intention items

### KMO and Bartlett's Test

|  |                    |         |      |
|--|--------------------|---------|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    |         | ,500 |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 124,645 |      |
|  | df                 | 1       |      |
|  | Sig.               | ,000    |      |

### Communalities

|  | Initial | Extraction |
|--|---------|------------|
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. | 1,000   | ,850       |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   | 1,000   | ,850       |

Extraction Method: Principal Component Analysis.

### Total Variance Explained

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1         | 1,699               | 84,974        | 84,974       | 1,699                               | 84,974        | 84,974       |
| 2         | ,301                | 15,026        | 100,000      |                                     |               |              |

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

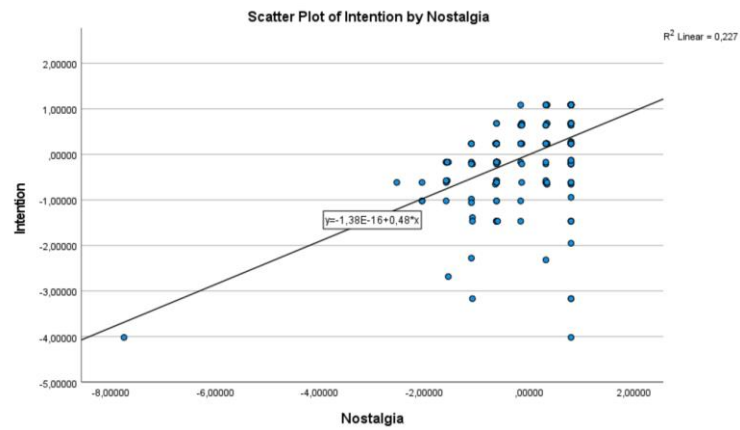
|  | Component<br>1 |
|--|----------------|
| Q19 After watch this video, I am more motivated to go watch [QID5-ChoiceGroup-SelectedChoices] games at the stadium. | ,922           |
| Q27 This video reinforced my intention of coming back to the stadiums to watch [QID5-ChoiceGroup-SelectedChoices].   | ,922           |

Extraction Method: Principal Component Analysis.

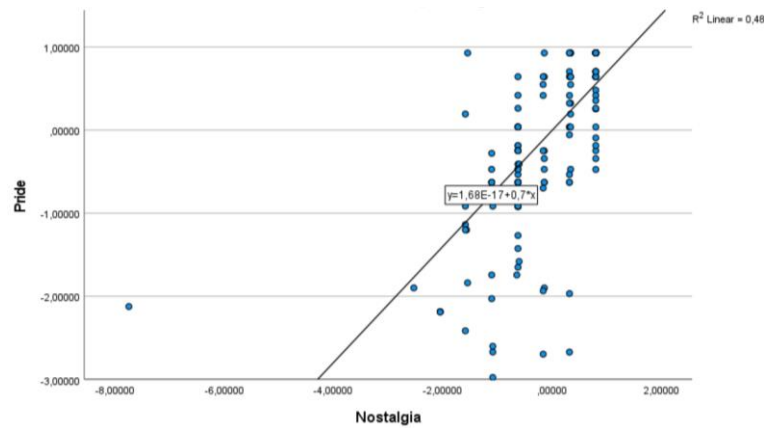
a. 1 components extracted.

## Appendix L – Exploratory analysis: scatterplots

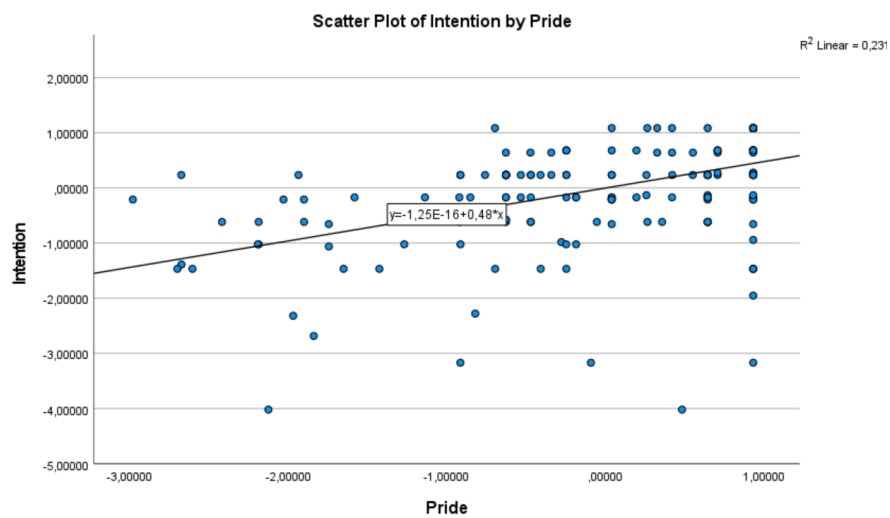
### Appendix L.1. – Effect of nostalgia on intention: scatterplot



### Appendix L.2. – Effect of nostalgia on pride: scatterplot



### Appendix L.3. – Effect of pride on intention: scatterplot



## Appendix M – Hypothesis testing

### Appendix M.1 – Mediation model output

```
Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****
Model   : 4
Y       : PC3
X       : PC2
M       : PC1

Sample
Size: 188

*****
OUTCOME VARIABLE:
PC1

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,70      ,49      ,51     178,01      1,00     186,00      ,00

Model
      coeff      se      t      p      LLCI      ULCI
constant      ,00      ,05      ,00      1,00      -,10      ,10
PC2            ,70      ,05     13,34      ,00      ,60      ,80

*****
OUTCOME VARIABLE:
PC3

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,52      ,27      ,74      34,06      2,00     185,00      ,00

Model
      coeff      se      t      p      LLCI      ULCI
constant      ,00      ,06      ,00      1,00      -,12      ,12
PC2            ,27      ,09      3,12      ,00      ,10      ,45
PC1            ,29      ,09      3,28      ,00      ,11      ,46

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
PC3

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,48      ,23      ,78      54,51      1,00     186,00      ,00

Model
      coeff      se      t      p      LLCI      ULCI
constant      ,00      ,06      ,00      1,00      -,13      ,13
PC2            ,48      ,06      7,38      ,00      ,35      ,60

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      ,48      ,06      7,38      ,00      ,35      ,60

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      ,27      ,09      3,12      ,00      ,10      ,45

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
PC1      ,20      ,10      ,08      ,48

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

----- END MATRIX -----
```

Appendix M.2. – Table report of the mediation model: mediation regression coefficients

|               | Predictors | Pride |      | Intention |      |
|---------------|------------|-------|------|-----------|------|
| Total effect  |            | B     | SE   | B         | SE   |
|               | Constant   | 0.00  | 0.05 | 0.00      | 0.06 |
|               | Nostalgia  | 0.70  | 0.05 | 0.48      | 0.06 |
| Direct effect |            |       |      |           |      |
|               | Constant   |       |      | 0.00      | 0.06 |
|               | Pride      |       |      | 0.29      | 0.09 |