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### **Consequences of Being Deeply in Love: the Fan-football Club Relationship**

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#### ABSTRACT

**Purpose:** To explore the meaning of sacrifice for a consumer that is highly connected to a brand (football club).

**Design/methodology/approach:** We realize 12 in-depth interviews about very specific FCPorto fans. These were recorded, transcribed and NVIVO software was employed.

**Findings:** The findings reveal the first attempt of a sacrifice definition, the construction of the sacrifice construct and finally the importance of the individuality before peers/group.

**Research limitations:** small sample, data is from only one brand (club), and the fact that auto-driving method could influence certain responses and feelings/ideas.

**Research implications:** the current research provides initial evidence that brand sacrifice is a part of a complex construct considering consumers brand

relationship (CBR). Brand sacrifice, brand love and brand devotion are inseparably connected to each other and therefore need to be studied in order to have a greater depth with respect to knowledge of the CBR.

Practical implications: We contribute to a better and deeper knowledge of the way of think and feel of elements of such important customer segments.

Originality/value: specific consumers segment gave us a holistic view about a brand.