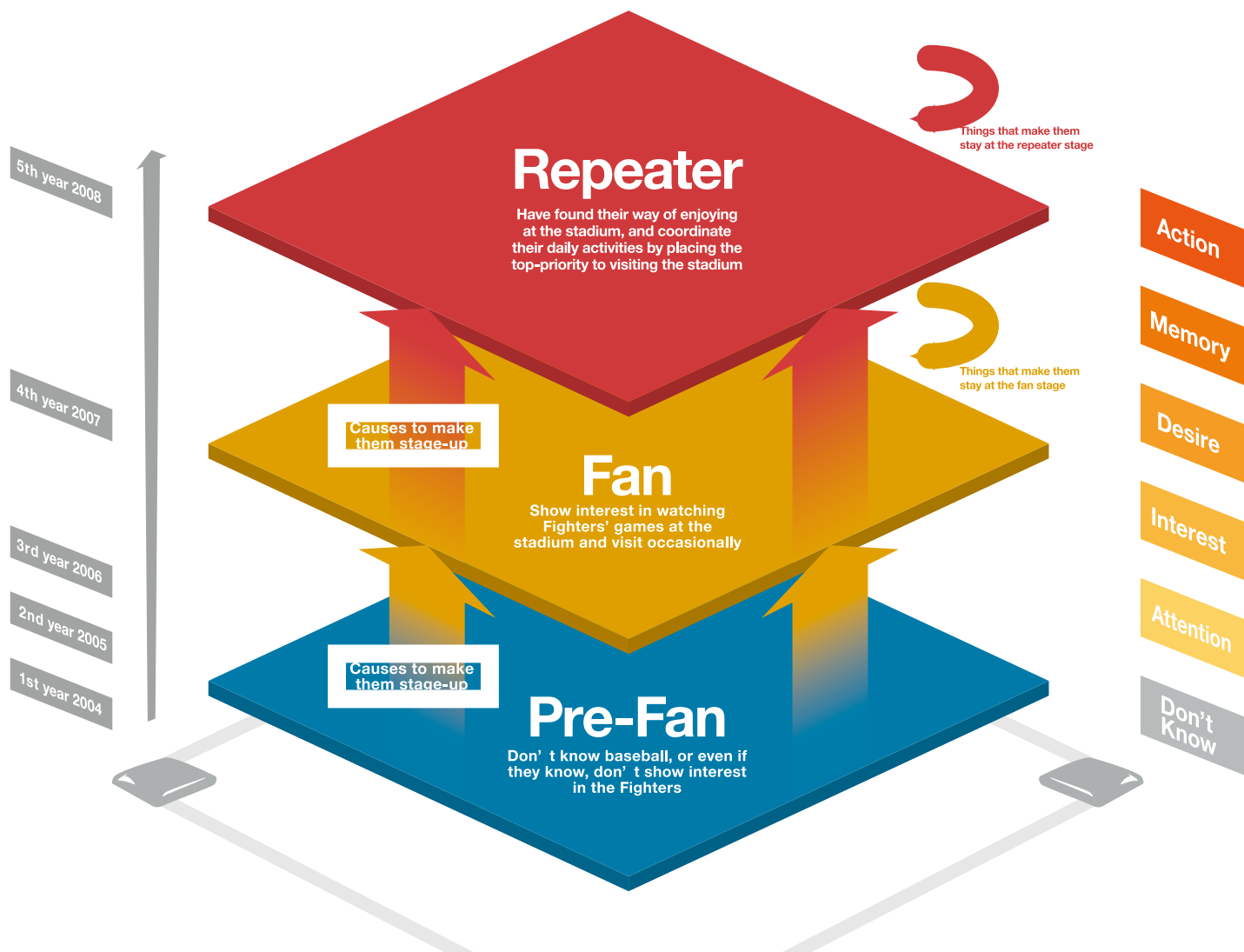


EVOLUTION OF FAN LOYALTY



From Pre-Fan to Fan

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

From Fan to Repeater

- 1 "Watching live games at the stadium"
- 2 "Knowing the rules of baseball" and "knowing the team",
- 3 "Watching games by oneself," "one's wife became a fan by following his lead," "communication with his/her friends at the stadium," or "meeting persons who visited the stadium."
- 4 "Presence of players who always come to his/her mind."
- 5 "Collecting the Fighters' goods",
- 6 "Recording and/or collecting events of live games as proof of watching them",
- 7 "Expectation of the climax series and the Nippon series", some of them are just dying to watch those series,
- 8 "Communication with the other fans when watching live games",
- 9 "Network community" that he/she accesses during live games for exchanging information, posting opinions, etc.,
- 10 "Seeing the players closely, e.g., visiting camp in Okinawa", and "seeing the live action on a professional field."

CONCLUSIONS

- This study constructed "Fan loyalty evolution model" by conducting "Cognitive Chrono-Ethnography"
- This study revealed histories of the nine participants that demonstrate how the participants climbed the steps of fan stages, from the pre-fan stage to the fan stage, and ultimately to the loyal-fan stage.
 - Three features were identified that triggered the participants to step up from the pre-fan stage to the fan stage.
 - Ten features were identified that triggered the participants to step up from the fan stage to the loyal-fan stage.
- These features should suggest possible paths that potential loyal fans should follow and should provide valuable hints for designing efficient fan services that help potential fans to step up comfortably to the loyal fan stage.