Engagement In Sport Consumption: A Literature Review

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ABSTRACT
Marketing researchers have focused on customer engagement in the last decade. Engaged customers, typically, display enhanced brand loyalty and satisfaction and stimulate innovation in product development. This paper investigates this concept in the context of sport engagement with fans. More than 127 papers were downloaded from Scopus, Google Scholar, and Research Gate. After the reduction, 27 papers were used. This research aims to determine all that is known about fan engagement and the actual paper they wrote about it.
Keywords: Sports engagement, Fan engagement, athlete engagement, Scope review

I. Introduction

A growing body of literature recognizes the importance of customer engagement in marketing, especially in tourism marketing (Rather et al., 2022). Engaged customers, typically, display greater brand loyalty and satisfaction (Jaakkola & Alexander, 2014) and are more relevant to new product development (Bijmolt et al., 2010), and service innovation (Kumar et al., 2010). There is an effect of customer engagement on a firm's performance (Ryde et al., 2022), and through viral marketing activity, fans can also provide referrals for specific offerings to others (Chandler PhD & Lusch, 2014). The potential impact of engaging customers on their purchase behaviour and loyalty to a brand is still under investigation, but the emerging literature shows that customer engagement can influence purchasing decisions (Bowden, 2009).

In recent years, sports managers have faced difficulties in managing sports organizations and satisfying athletes and participants in sports programs. The commercialization of most sports, inflation, high cost of construction and purchase of sports equipment, increasing wages, rising levels of expectations, and cumbersome government regulations can interfere in the process of complicating the management of sports in the country. Today, it does not even matter what kind of sport it is and for what purpose it is (for gaining national honor, acquisition of technical and team skills, earning money, or health), but the significant issue is that in the current situation, sport is recognized as one of the most important broad economic activities in many societies and cultures.

It is common for organizations, managers, and teams in the sports industry to use both a product-oriented approach and a consumer-oriented approach (O'Reilly et al., 2015). Sporting event groups ticket packages have been developed by various sports organizations in an attempt to meet consumer preferences and needs because sport fans usually do not attend sporting events alone (Howard & Crompton, 2004). It is possible for sport organizations to improve their relationships with their fans by implementing a fan-oriented approach, which is able to increase the likelihood of fans attending games, watching games through the media, buying team merchandise, and telling others, they will attend games in the future. (Kose et al., 2020). Increasing stadium attendance demand is of paramount importance for executives in professional sports. According to Deloitte Football Money League 2021, despite the increasing importance of media income, match day income still accounts for roughly 15% of major European football clubs' turnovers (*Deloitte , 2021*) . An underutilized stadium may also result in inefficient staffing and lower merchandise sales off the field. As football clubs are increasingly interested in diversifying their income sources. If attendance demand increases, some clubs might also benefit from the auxiliary revenues generated by hotel stays, museum visits, and stadium tours. (Schmidt & Holzmayer, 2018). The original demand specification has been extended and tested in various markets by sports economists since then, resulting in a tremendous body of empirical literature on the factors that might influence professional sports consumer interest today.

There is a large amount of research on spectator attendance at sporting events, however the hospitality and customer service provided by sport organizations has received more attention in recent years (Yoshida & James, 2011). Here, conducting a systematic scoping review. It is interesting to note that scoping reviews are still relatively rare in sports economics and management (Dowling et al., 2018b).

Despite the growing interest in information seeking in customer engagement, there is a need for marketers to distinguish between, athlete and audience engagement. Based on our knowledge, there is no scoping

review on information search sport engagement from the perspective of fan engagement. Incredibly, however, no survey of this earlier work has been undertaken in recent years.

II. LITERATURE REVIEW

Sports participation literature is diverse, including different approaches and research methods. Several reviews have focused on the societal and economic impacts of sport. There is generally a positive correlation between sport engagement and sport characteristics. Watching and listening to sports, reading sports press, and using phones for sports information are positive factors that correlate by passive participation in sports. These same are negatively correlating factors by active participation (Castellanos-García et al., 2020).

Customers now control and have power over their own experience. On which platform to watch the match, which player or team to follow, and which match to watch. Going to the stadium or watching it on television are not the only options available to them. Mobile devices are being used to watch sports (Pandey, 2015). Fans are not just about coming, sitting, watching, and cheering for one's team; it's also about being a devotee of a particular sport organization. All sports organizations around the world can strengthen their fan base through social media by allowing fans to engage with their favorite teams and clubs (Cho et al., 2014). For example, it is already evident in the National Basketball Association (NBA) with its development of international exhibition games and programs such as Basketball without Borders. With new technologies, fan communities are stretching geographical boundaries, and with an understanding of how an individual connects with a fan community and the affective outcomes of that membership, sport organizations can expand their fan community across the globe (Mastromartino & Zhang, 2020).

In analyzing, at least two different forms of engagement can be considered. One is direct participation in a sport activity as an active participant (active participation), and another is sedentary participation in sports (passive participation), such as attending a sporting event (Lera-López et al., 2021). Active and passive participation in sports are different types of leisure participation that pursue opportunities for individuals to fulfil physical, social and personal needs (Funk, 2008). Fan engagement in passive participation is the act of providing an end-to-end experience for a sports audience throughout their entire journey; before, during, and after an event, game, or match (*Cameron Barrie,2022*).

Understanding how researchers have used fan engagement can be found in the literature bases. Taking stock of fan knowledge within the context of sport will enable scholars to identify potential areas of further research. Thus, this study examines the current state of fan engagement research within and beyond sport marketing. It is done through a scoping review of the literature. Specifically, this scoping review aims to: (a) identify how fan engagement has been utilized within the literature, (b) map out fan engagement, and (c) identify potential future directions for research.

III. Methods

In emerging research fields such as the economics of sports, conducting a scoping review is helpful in identifying, locating, and, then, synthesizing the existing knowledge (Peters et al., 2021). Our objective in this review, as in most similar reviews before, is not only to present an overview of the existing literature, but also to identify the remaining knowledge gaps within it, by exploring the extent, range, and characteristics of the existing literature. We do not assess research quality per se, in contrast to systematic literature reviews (Dowling et al., 2018a). Fans engage in sports literature in a variety of ways. Not only in terms of the many objects under investigation, namely the different sports in a variety of markets, and the thematic themes emphasized during these investigations, but also in terms of different methodologies. Using the well-established Preferred Reporting Items for Systematic Reviews and Meta-Analyses extension for Scoping Reviews (PRISMA-SCR) approach developed by (Peters et al., 2021). We conduct a scoping review to map the resulting fan engagement research landscape. More specifically, in the following, first, we clarify our search methodology; second, we present our eligibility criteria; third, we explain our selection process; and, fourth, we summarize both the data charting process and the outcomes. Three databases were searched to find the relevant studies: Scopus, Research Gate, and Google Scholar. Peer-reviewed journal papers were included if they were written in English. Only journal articles were used in the social sciences and involved in fan engagement. The publication period was limited from 2000 to 2022. The databases were searched until February 2023. The keywords used for searching were fan engagement in sports and sports engagement respectively.

127 records were obtained in February 2023. The first step was to classify all items and databases relevant to the selected topic. A search was then conducted on the title and abstract of the manuscript, as well as on the keywords of the authors, where applicable. In the second step, as part of the screening process, duplicates, incomplete accessible, and not English language 101 were removed. All articles' titles and abstracts were screened. 48 records were excluded, mostly because the context was not related to fan engagement and did not mention the information sources in the manuscript. The final step was to determine how many items were included finally. A total of 27 full-text articles were included in the final review process. Data extraction was performed

using a Microsoft Excel sheet. The headings were authors, title, year of publication, information sources used in the manuscript, type of fan engagement, data, theories, and key concepts applied.
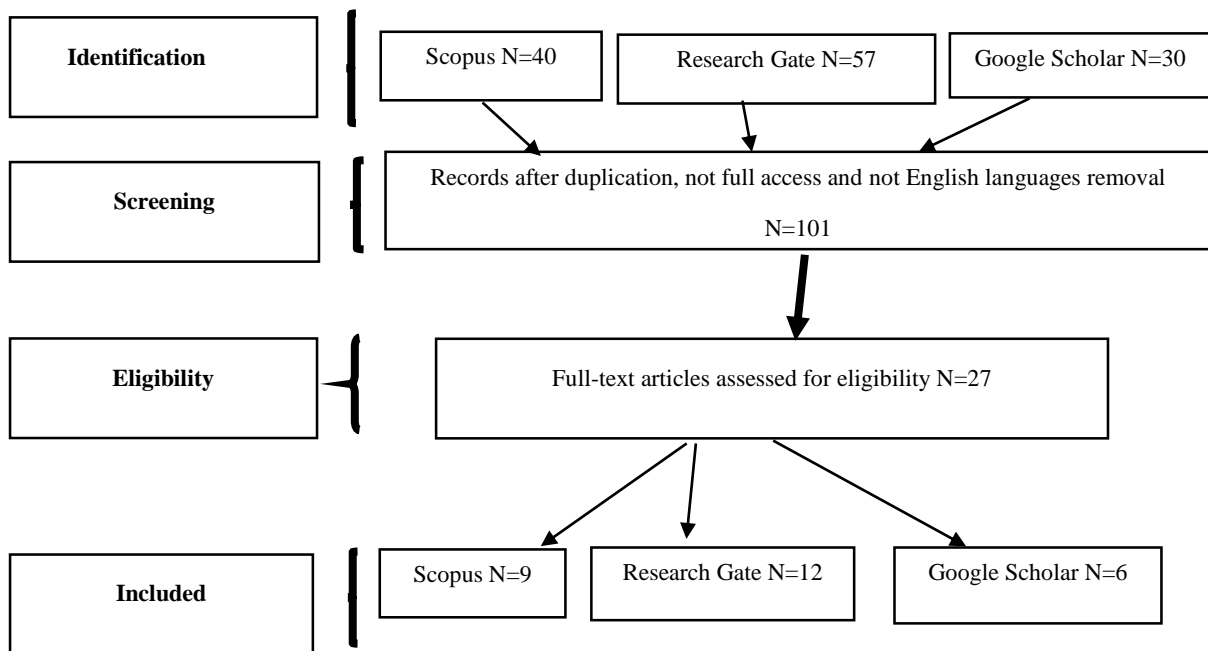
Eligibility Criteria and Study Selection

In an initial screening round of these 127 manuscripts, we excluded 101 items. More specifically, we excluded manuscripts because they were missing or not available to us, some articles because they were conference or thesis proceedings, and other articles because they were not written in the English language and of course duplicated articles. Because of emailing authors who were active on Research Gate, we received a few full-text papers. Decision was made to end the identification process in early February 2023. Consequently, we started reading abstracts and deleted all papers, which were not related to sport fan engagement. Papers dealing with the psychology of fan engagement, betting, and following athletes as their role models are included in this category. To be more precise, our final data set contains 26 manuscripts. In Figure 1, we summarize our complete search process by providing a detailed flow chart.

Data Collection Process, Resulting Data Items and Synthesis of Results

Several data points were extracted from all 27 manuscripts and totally 127 pages by reading their titles, abstracts, and methods sections in the necessary detail. All of these manuscripts were also searched for multiple keywords, as described below. As a result of our initial extraction of different data points, we grouped them into the following categories: first, the name of all authors listed on the title page; second, the title of the manuscript; third, the journal's title, including the year of publication, the sports investigated by the authors, the citation, and, at a later stage of the data collection process, we also gathered more detailed methodological information.

Figure 1: Flowchart diagram of search process

Identification	Scopus N=40	Research Gate N=57	Google Scholar N=30

Screening	Records after duplication, not full access and not English languages removal N=101

Eligibility	Full-text articles assessed for eligibility N=27

Included	Scopus N=9	Research Gate N=12	Google Scholar N=6

IV. Results

Influential Authors, Well-Cited Manuscripts, and Potential Target Journals

According to our scope, Table 1 presents a list of authors who work on fan engagement. As a result, we have 26-authored papers related to this particular literature stream in our database. The table is organised by the year of publication, short title, the main conclusion and the number of citations. Which is give a good over view to the researchers for future research. Research around fan engagement started being conducted from 2011 onwards and has increased since 2020, 6 papers were published in this year. Three articles were published in the Journal of Sport Management, which had the most articles related to fan engagement (Hyatt et al., 2018) (Park et al., 2011) (Huettermann et al., 2022). Research on Facebook, Twitter, and Instagram focused on the following fields: 1. the professional team in the Scotiabank National Opening Championship (Chile). 2. Liverpool Football Club 3. "RallytheWorld", Volkswagen's social media campaign 2013-2016 for the FIA World Rally Championship (WRC) 4. Indian Premier League (IPL) fans 5. A Major university in the United States, National Collegiate Athletic Association in NBA and MMA fans 6. The Boston Celtics' Twitter feed. The most cited article is by Jonathan Casper and maximum 102 citation. For those authors exploring the potential determinants How environmental education efforts at a sporting event relate to environmental behavioral intentions, in the context of event using an environmental theoretical framework, value-belief-norm theory (VBN) as a precursor to behavioral change there seem to exist a handful of preferred publication outlets (Casper et al., 2014).

It is, however, most-cited manuscripts stem from this particular group of authors, most probably because were published rather recently, that is, between 2016 and 2019. In fact, as can be seen from Table 1, among the most frequently cited publications in our data set, only one manuscripts was published in 2011 (Park et al., 2011). What is more, we observe a notable absence of female authors from this group of highly productive authors. In terms of the lack of female contribution, some might even argue that perspective might help to explain the somewhat limited scope of the previous research, at least up to a certain point.

Table 1. A comprehensive Fan engagement in our databases

# Author	year	Short Title	Journal	Focus of research	Main conclusion	Citations
Seong-Hee Park	2011	The Role of Sport Fan Curiosity	Journal of Sport Management	Using theories of curiosity, the present review aims to shed light on the role of curiosity in explaining various sport fan behaviors	A simple linear regression showed that trait curiosity was a statistically significant predictor of the individual's interest in novel sport spectatorship.	26
David Broughton	2012	Social media continues to fuel fans	Sports Business Journal	The influence of Facebook, Twitter and YouTube as a primary source of sports information continues to grow between avid sports fans.	Fan-run sites such as the Yankees-Red Sox Rivalry Facebook page are gaining larger followings rather than just receiving information via newspapers, magazines and radio.	37
Shawn Stevens	2012	The Influence of Involvement, Following Sport and Fan Identification on Fan Loyalty	International Journal of Sports Marketing & Sponsorship	Conceptual model is empirically tested on the relationships between fan identification, sports involvement, following sport and fan loyalty.	Fan identification, following sport and involvement positively influence fan loyalty, whilst following sport mediates the involvement-fan identification relationship.	95
Craig G. Hyatt	2013	Fan involvement in a professional sport	Sport, Business and Management	Team management could keep their attention, strengthen the team-fan bond, and increase attendance and overall revenue, by giving their fans input into decisions related to the team's on-field, on-court, or on-ice management.	Use technology to establish a platform whereby dues-paying members vote on team-related management issues. Utilizing a members-only webpage for some votes will encourage the growth of a geographically diverse fan base Utilizing in-stadium hand-held wireless technology for other votes will encourage game attendance.	2
Jonathan Casper	2014	Intercollegiate sport and the environment	Journal of Issues in Intercollegiate Athletics	How environmental education efforts at a sporting event related to environmental behavioral intentions, in the context event using an environmental theoretical framework, value-belief-norm theory (VBN) as a precursor to behavioral change	Values, beliefs, and norms significantly predicted pro-environmental behavioral intentions at the sport event and everyday life.	102

Jo Williams, Susan	2014	The value of Twitter for sports fans	Journal of Direct, Data and Digital Marketing Practice	Classifying sports tweets from the fan perspective, and determining whether there is a relationship between value and team identification.	Team identification significantly influences how much people value specific categories of sports tweets.	54
Masayuki Yoshida	2015	Fan community identification	Sport Marketing Quarterly	A model of fan community identification that included outcome and moderator variables in the context of two major professional sport leagues (soccer and baseball) in Japan.	Fan community engagement, customized product use, member responsibility, and positive word-of-mouth The impact of team brand equity on positive word-of-mouth was strengthened by consumers' participation in fan loyalty programs.	68
Teresa Tiago	2016	Who is the better player?	Business Horizont	The social media profile and content created by six well-known sports figures——Cristiano Ronaldo, Lionel Messi, Tom Brady, Aaron Rodgers, LeBron James, and Kevin Durant——to develop a model (STAR) for social media use.	Can enhance fan engagement online and therefore increase athletes' and firms' brand value and connectivity with consumers.	22
Rebecca M. Achen	2017	What customers want?	Global Sport Business Journal	How sport fans view their own social media engagement, better understanding what social media engagement means to them, and work to discover what types of social media content they find "engaging".	Social media engagement preferences Sport specific social media content preferences What sport fans are using social media for, as well as the social media sources participants identified as being most engaging?	10
Edson Coutinho da Silva	2017	SPORT FANS AS CONSUMERS	British Journal of Marketing Studies	Highlight the point of view approached by literature to comprise the sport fans as consumers in sport club's business.	Sport fans overview for explaining what fan means. Loyalty and attendance for sport experiences in which the idea comprises games as entertainment. Sport fans as consumers in order to discuss what they love to consume. 'New' interactions between fans and teams, what does have been changed related to promotions. Sport fans as foundations for revenues. What instruments sport clubs have used to get money from their fans?	48
Jonathan M. Casper	2017	Is Going Green Worth It?	Journal of Applied Sport Management	The extent to which environmentally themed activities within an intercollegiate sport context impact fan engagement.	Fans expected athletic department environmental action and they help with favorable perceptions about the athletic program and university and influenced at event and home behaviors. The high pro-environmental cluster was skewed female, had lower connection to the athletic program, and had higher recall of official environmental sponsors and athletic initiatives.	55
Manuel Alonso-Dos-Santos	2018	Engagement in sports virtual brand communities	Journal of Business Research	Analyze the impact of sports sponsorship in virtual brand communities on consumers' engagement	The antecedents related to virtual communities and sports sponsors that influence consumers' engagement within the community: (a) Influence the behavior of social network users (b) develop positive experiences related to the brand (c) make content go viral, and (d) popularize marketing campaigns.	33
Craig Hyatt	2018	The Reverse Socialization of Sport Fans	Journal of Sport Management	Children can socialize their parents into changing the parents' sport fandom in a process, sociologists and consumer behavior	Evidence of reverse socialization was found in 15 of the participants, manifesting itself in ways that can be categorized as either developing a new or additional fandom, or	18

				researchers refer to as reverse socialization.	changing one's behaviors or attitudes towards their existing fandom	
Brando Mastromartino	2019	Conceptualizing a Sense of Membership in a Sport Fan Community	Journal of Sport Behavior	Develop a conceptual framework to examine of membership in sport fan community.	All of identified factors constituting a sense of membership in the community could potentially increase social capital.	12
Hans Erik Næss	2019	Fan engagement in motorsports	The Journal of Media Innovations	Case study of "Rally the World", Volkswagen's social media campaign 2013-2016 for the FIA World Rally Championship (WRC), provides sports marketers with relevant practices on how to develop social media strategies and building relationships with and between the fans.	Created fan engagement in a motorsport community through the means of social media and transmedia storytelling.	5
Peyton J. Stensland	2020	Exploring Out-of-Market Fans In An NFL Fan Club	Global Sport Business Journal	Out-of-market fan clubs and addresses ways sport teams can cater to the out-of-market fan	The motivations were social interaction and escape, as members were motivated to attend the watch party to hang out with like-minded fans and to break up their daily routine.	1
Brian H. Yim	2020	Critical factors in the sport consumption decision making process of millennial fans	Journal of Sports Marketing and Sponsorship	Examine the millennial fans decision-making process in connection with various sport consumption behaviors using a modified model of goal-directed behavior.	Sport Fan MGB (Model of goal-directed behavior) was found have good psychometric properties. In addition, the findings indicate that the Sport Fan MGB explained various millennial fan behaviors.	15
Brian H. Yim	2020	Identifying critical factors in sport consumption decision making of millennial sport fans	European Sport Management Quarterly	Identify consumption traits that might influence millennial sport fan behavior.	Technology-driven Community-driven Peer pressure Emotional consumption Fan engagement	21
Brando Mastromartino	2020	Affective Outcomes of Membership in a Sport Fan Community	Frontiers in Psychology	The value of sport fan communities and highlights areas in which sport organizations can build marketing strategies.	Sport fans can activate emotional responses through their connection to other fans in a sport fan community.	13
George William Kharmalki	2020	Social Media Marketing in Sports	Annals of Tropical Medicine and Public Health	How Instagram has risen to become one of the most popular tools used by sports organization as a medium of engaging fans worldwide.	Fans use Instagram more for engaging with their sport team as compared to Facebook and YouTube as they prefer visual instant information and interactions than the traditional written method.	2
Castellanos-García	2020	Patterns of sports involvement in Spain	European Journal of Sport Science	Provides new insights about the relationship between different forms of sport engagements and their correlates, analysing, for the first time, both active and passive sport involvement for a large sample of individuals.	Identifies four different segments of sports involvement among the Spanish population: non-sporty, exclusively practitioner, balanced practitioner, and spectator. Develop a multinomial logit model.	3
Huseyin Köse	2020	The influence of perceived fan orientation on satisfaction, loyalty and sport consumption behaviors	International Journal of Sports Marketing and Sponsorship	Develop and validate a scale to measure the perceived orientation of sport organizations toward their fans, and subsequently.	Using EFA and CFA procedures, an 11-item, four-dimension scale of perceived fan orientation is validated, including components measuring (1) hosting events and campaigns for fans, (2) communicating information to fans, (3) interacting with fans when requests and problems arise and (4) providing preferential treatment to fans.	0

Amir H. Zadeh	2021	Quantifying fan engagement in sports using text analytics	Journal of Data, Information and Management	Reviewed the existing literature pertaining to the use of sentiment analysis and content categorization for fan engagement in the sports industry	The possibility of classifying comments as positive or negative at the statement level What the models identified and fan sentiment.	0
Jatin Pandey	2021	Batting Outside the Field	Journal of Global Information Management	Understanding the relationship between cognitive awareness and perceived knowledge of sports fans' social media engagement behaviors.	Perceived knowledge and cognitive awareness of sports are precursors to social media engagement behaviors of sports fans. Sports fandom mediates links between perceived knowledge and cognitive awareness with social media engagement.	1
Trisha Parekh	2021	Determining Team Brand Association dimensions	International Journal in Management and Social Science	Wants to identify the dimensions of team brand associations that drive sports engagement.	Help sports enthusiasts, brand managers, and sports marketers get a deeper understanding of the dimensions that impact consumer's engagement levels while watching a sports game (Cricket) at the stadium.	1
Marcel Huettermann	2022	Components and Outcomes of Fan Engagement in Team Sports	Journal of Global Sport Management	Develop a framework that categorizes the positive and negative components and outcomes of fan engagement in team sports settings.	Fan engagement components can be positive (fan resource integration, fan learning, and fan knowledge sharing) or negative (fan norm violation and fan resistance to the team).	20
Heath McDonald	2022	Customer Engagement in Sport: An Updated Review	Journal of Sport Management	Develop an understanding of why a customer would choose to invest their resources (cognitive, emotional, and behavioral) with an organization, to be able to better facilitate this engagement and properly value the outcomes from it.	Sport, with its inherently strong interactions for both participants and fans, would seem an ideal setting to study customer engagement. Comprehensive review of the CE work to date and highlights several ways sport can leverage and advance this work through both academic research and management practice.	4

According to table 2, most of these authors appear to have developed a specific profile, that is, an interest in certain sports fan engagement and markets. In the USA, especially the NBA and NFL, fan engagement was studied the most. Most of the papers work on Fan engagement in Football and Basketball. In Table 2, we present a concise overview of all sports fan engagement in our data set. In sum, we note 16 manuscripts featuring 7 different sports, including football (Alonso-Dos-Santos et al., 2018) (Casper et al., 2014) (Kharmalki & Raizada, 2020) (Yoshida et al., 2015), basketball (Williams et al., 2014) (*David Broughton, 2012*) (Casper et al., 2017) (H. Zadeh, 2021)Hockey (Brandon et al., 2019),FIA world rally (Næss & Tickell, 2019) among others. Despite this apparent diversity, it is, however, interesting that there seems still to exist no manuscript exploring the spectator demand for such otherwise popular sports as Athletics, Badminton, Boxing, Cycling, Golf, Formula 1 racing, Gymnastics, Skiing, Snooker, Swimming, and Volleyball. As most of those associations managing the aforementioned sports are still heavily dependent on generating match day income and fan supports, this observation is not only a bit surprising but it also offers an interesting path for future fan engagement demand research. As can be easily seen from that table, about 8 studies centered on fan engagement demand for football and basketball in USA and European country. Only five more countries are attracted notable interest from the group of authors fan engagement Japan, Australia, Chile, Turkey and India.

As is evident in the literature, those authors use several methodological methods. There were 5 papers which using some kind of interviews. To ascertain whether children can socialize and influence their parents' sport fandom, 20 sport fan parents were interviewed. Evidence of reverse socialization was found manifesting itself in ways that can be categorized as either developing a new or additional fandom, or changing one's behaviors or attitudes towards their existing fandom . Semi-structured in-person interviews were conducted with members of a specific Pittsburgh Steelers fan club located in a Midwestern city in the USA. Additionally, observations of this fan club were conducted in order to gather general information about this specific group of out-of-market fans. Coding the interviews revealed themes regarding motivations and points of attachment (Stensland et al., 2021). To explore unknown consumer behavior, researchers commonly conduct focus group interviews. The literature review revealed the five traits of millennial fan consumption: (a) technology-driven, (b) community-driven, (c) peer pressure, (d) emotional consumption, and (e) fan engagement. These prominent traits also emerged from focus group interviews and the survey. Generational differences among sport fans were also found (Yim et al., 2020).This study was carried out by conducting a thorough review of literature, one-on-one interview with

NFL fans and sports managers. All of the identified factors constituting a sense of membership in a community could potentially increase social capital, further attachment to the Hockey team brand and elevated consumption behavior (Brandon et al., 2019). Based on qualitative interviews with 13 team managers and 12 fans of European professional sports teams, we show that fan engagement components can be positive (fan resource integration, fan learning, and fan knowledge sharing) or negative (fan norm violation and fan resistance to the team). These components can have the following benefits: fan resource development and fan value co-creation. Or they can have the following detriments: fan value destruction and fan identity conflict development (Huettermann et al., 2022).

There were two review paper between whole papers (Mastromartino & Zhang, 2020, Park et al., 2011) . In this mini-review, they shed light on the important, yet under researched topic area in sport management – understanding the role that emotion plays for members of sport fan communities. With an understanding of the affective outcomes resulting from a connection between fans, sport organizations can use the knowledge to develop promotional procedures and nurture their fan community in an effort to grow their fan base and elevate consumption behavior. The aim of this mini-review is to (a) draw attention to the value of sport fan communities and (b) highlight areas in which sport organizations can build marketing strategies (Mastromartino & Zhang, 2020). Using theories of curiosity, the present review aims to shed light on the role of curiosity in explaining various sport fan behaviors. Sport fan exploratory curiosity refers to seeking sensational and novel stimulation from sports, players, teams, or any sport-derived products by engaging in exploratory behaviors. Sport fan specific curiosity refers to seeking specific novel and cognitive information about sports, players, teams, or any sport-derived products (Park et al., 2011).

Table 2. Concise overview of all sports fan engagement in data set

Author	Preferred sports	country	Title analysis
Manuel Alonso-Dos-Santos	football	Chile	the Qualitative Comparative Analysis (QCA) technique, specifically fuzzy set analysis
PABLO CASTELLANOS-GARCÍA	Sports as a habit	Spain	multinomial logic model , cluster technique
Jonathan M. Casper	football	USA	based on value-belief-norm (VBN) theory
Trisha Parekh	Cricket	India	conducted qualitative research
George William Kharmalki	Liverpool Football Club	England	comparative analysis
David Broughton	the NBA and college basketball,	USA	The percentage responses
Hans Erik Næss	the FIA World Rally	14 countries	auto ethnographic explorations of RallytheWorld meant that we participated in the campaign as users of the activities made available by the campaign
Marcel Huettermann	Thirteen managers and twelve fans of professional sports teams	Europe	In-depth interviews by phone
Brando Mastromartino	Hockey	USA	Semi-interview ,one-on-one semi-structured interview
Jo Williams	Basketball	USA	Structural equation modelling
Masayuki Yoshida	Football, Baseball	Japan	model of fan community identification
Brian H. Yim	the millennial generation of sport fans	USA	three focus group interview
Shawn Stevens	Rugby	Australia	a model that incorporates involvement, fan identification and following sport as antecedent factors influencing fan loyalty
Jatin Pandey	Cricket	India	The marker variable
Jonathan M. Casper	Basketball	USA	K-means cluster analysis
Amir H. Zadeh	Basketball	USA	e text mining and sentiment analysis techniques
Peyton J. Stensland	Rugby	USA	constant comparative method, interviews and observations
Craig Hyatt	NHL, NFL, MLB, NBA, Canadian Football League	USA	Interview, coding
Huseyin Köse	football	Turkey	CFA analyses
David P. Hedlund	football	Portugal.	hierarchical and k-cluster analyses

Table 3. Categorizing in the area of research

Social network and media
Who is the better player? Off-field battle on Facebook and Twitter
Engagement in sports virtual brand communities
What Customers Want: Defining Engagement on Social Media in Sport
Social Media Marketing in Sports: The Rise of Fan Engagement through Instagram
Social media continues to fuel fan
Fan engagement in motorsports: A case of the FIA World Rally Championships
The value of Twitter for sports fans
Batting Outside the Field: Examining E-Engagement Behaviors of IPL Fans
Quantifying fan engagement in sports using text analytics
Fan engagement behaviors
Game changing innovation or bad beat? How sports betting can reduce fan engagement
The Role of Sport Fan Curiosity: A New Conceptual Approach to the Understanding of Sport Fan Behavior
Critical factors in the sport consumption decision making process of millennial fans: a revised model of goal directed behavior
Intercollegiate Sport and the Environment: Examining Fan Engagement Based on Athletics Department Sustainability Efforts
Fan involvement in a professional sport team's decision making
Affective Outcomes of membership in a Sport Fan Community
Conceptualizing Sense of Membership in Sport Fan Community
Fan Community Identification: An Empirical Examination of Its Outcomes in Japanese Professional Sport
Identifying critical factors in sport consumption decision making of millennial sport fans: mixed-methods approach
The Influence of Involvement, Following Sport and Fan Identification on Fan Loyalty: An Australian Perspective
Is Going Green Worth It? Assessing Fan Engagement and Perceptions of Athletic Department Environmental Efforts
Service Quality, Perceived Value, and Fan Engagement: Case of Shanghai Formula One Racing
Exploring Out-of-Market Fans In An NFL Fan Club
The Reverse Socialization of Sport Fans: How Children Impact Their Parents' Sport Fandom
Different form of sport engagement
Patterns of sports involvement in Spain
Fan Engagement through branding
Determining Team Brand Association dimensions that drive Sports Engagement
Determinate of fan engagement
Components and Outcomes of Fan Engagement in Team Sports: The Perspective of Managers and Fans
Sport Fans as Consumer: An Approach to Sport Marketing

V.   Conclusions, Limitations, and Potential Future Research Avenues

In today's business world, social media networks are vital, especially for athletes and sports firms that allow their fans to interact with them. While social media provides an ideal platform for brands and consumers to engage and connect with each other in the sports sponsorship industry. Based on the level of fan engagement, it is worth considering whether sports figures and brands adopt similar postures on social media sites like Facebook, Twitter, and Instagram. With the help of social media sports sponsors can popularize their marketing campaigns. Sport fans are using social media for information gathering, news sores, connection with family and friends, following celebrities, connecting with athletes and connecting with sport teams. There was evidence that reverse socialization manifested itself through either developing a new or additional fandom or changing one's behavior or attitude towards an existing fandom. In addition to social interaction, members were motivated to attend the watch party in order to meet like-minded fans and to break up their daily routines.

Numerous factors influence sport consumption behaviors, according to research. Studies have focused on motives, constraints, identification, commitment, involvement, attitude, loyalty, socialization, and environmental factors, and knowledge of these constructs has provided valuable insight into the reasons individuals engage in various sports consumption behaviors .

Although we believe that, by excluding both manuscripts, whose authors explored behavioral data and data containing annual or average information, as well as survey data, our systematic approach provides an extensive overview of the literature sports fan engagement, our approach does have some limitations. First, the review examined only 28 articles, which is a small sample size. This was because the inclusion criteria were English-language, peer-reviewed manuscripts, and journal articles in the social sciences, even though the publication period was not limited. Second, some articles were not fully accessible. While several emails were sent to the authors, only a few complete articles were received. As a general approach, the project provided evidence that could be incorporated into a decision-making framework that assessed the relative impacts and values of investments in different kinds of sports engagement.

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