

Exploring ‘Sport Love’: Conceptualisation, Measurement and Impact

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Suresh Jha: Exploring ‘Sport Love’: Conceptualisation, Measurement and Impact

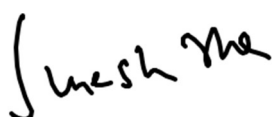
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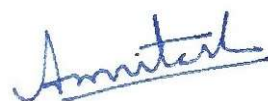
The completion of this thesis would have not been possible without the support, and cooperation of my family, friends, and colleagues especially my thesis supervisor Dr. Amritesh. I would like to thank my thesis examiners for their efforts. Also, I would like to thank

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- Faculties and other staffs of the department
- Institute student community
- All the participants of the studies of this thesis

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Lay Summary

Humans have loved sports in one form or another since ancient times. As a consequence, sport has played a significant role in all past civilisations. Grandeur of the Colosseum in Rome and many other colosseums across numerous sites of the ancient Roman Empire reflects the level of love for sports among the rulers and the masses alike. Greeks were known for organising the ancient versions of the modern day Olympics. Capitalising on the love of sport among masses, the promotion of health, the cultivation of nationalism, the facilitation of nation-building, and the promotion of development and peace policies have all been accomplished. In its declaration in the 2030 Agenda for Sustainable Development, the United Nations recognizes the expanding contribution of sport to peace and development, as well as the empowerment of disadvantaged individuals and communities in achieving social inclusion, health, and education objectives.

The phenomenon of love of sport in contemporary cultures has garnered a substantial amount of multidisciplinary interest over time. It is necessary to have a comprehensive comprehension of the emotional, psychological, and sociological factors associated with the love for sports in order to develop strategies that successfully fulfil and enhance policy objectives. Moreover, with this understanding, it is possible to utilize the societal and cultural significance of sports for the promotion of harmony and progress, as well as the cultivation of national identity. People have extremely high level of fervor for their loved sports and sports teams. Sports fans have a strong sense of identification with the teams they support, and they frequently display this allegiance by wearing the jerseys of their favored teams and painting their bodies in the colours of their teams. This unwavering support is in no way contingent on the on-field performance of a team (or an athlete in case of an individual sport). The demonstrated level of unwavering commitment is not only exceptional but also defies any rationale.

It is important to note that individuals love sports in different roles and capacities. Athletes are the agents of sports creating sporting experiences to be consumed by fans, the observers of sports. This study therefore aims to investigate separately of various factors that influence a fan's sport love (FSL), and an athlete's sport love (ASL). Research on FSL, that constitutes a major portion of the thesis, is oriented towards development of a measurement scale for determining a fan's level of

sport love. One of the purposes of this investigation is to gain a comprehensive comprehension of the concept of loving sports by sports fans and consumers by employing mixed research methods. The methodology incorporates qualitative and quantitative research. Qualitative analysis of interviews with fans and of fans related existing literature is conducted to capture the subjective emotions and social dynamics associated with the phenomenon of FSL. On the other hand, quantitative analysis is used to quantify the extent to which fans love sports. Four factors of FSL, namely, passion, bonding, sport patriotism, and sport event orientation emerged as an outcome of an exploratory factor analysis followed by confirmatory factor analysis. Standard practices recommended by experts were followed to get a valid and reliable FSL scale. This research contributes significantly to the academic community by enhancing our comprehension of the phenomenon of FSL. In addition, it provides sports organisations and policymakers with insightful information that enables them to enhance fans' overall sporting experience. Sports organisations and policymakers can apply the FSL scale to increase fan engagement with sport and sport team. In addition, it casts light on the capacity of sports to serve as a significant social and cultural force in the process of reinforcing nationalist sentiments and revitalizing indigenous sports that have been neglected.

The study on the athletic experiences of elite athletes and utilizing their autobiographies as an instrument to investigate the mechanisms and expressions of athlete sport love (ASL) enriches the research further. In particular, the research is improved by incorporating the athletic experiences of elite athletes expressed in great details in their autobiographies. The purpose of this separate investigation is to gain an in-depth knowledge of the concept of loving sports from athletes' perspectives. Reflexive thematic analysis, a qualitative research method was employed for this purpose. This methodology is appropriate for qualitative investigation of an athlete's love for his sport and for capturing the subjective experiences and social dynamics associated with that love. Five themes were identified as a result of this process. The themes emerged from athletes' perspectives of sport love are 'striving for excellence,' 'primacy of intrinsic rewards,' 'peremptory rectitude,' 'multifaceted bonding,' and 'agony of separation'. By understanding these themes that contribute to athletes' love for their sport, organisations can create environments that foster well-being, intrinsic motivation, and sustained performance. Research on sport love from athlete's perspective has a potential to inform talent identification and development programs,

coaching approaches, and support systems particularly in India or other overall underdeveloped countries in terms of sports.

Developing a scale of ASL was not possible within the time constraints of this thesis. Studies towards an ASL scale development should be done in future. Also, athletes' interviews and more athletes' autobiographies should be included in future studies in order to enrich and extend the current work. As far as future research directions regarding FSL is concerned, nomological network should be established around FSL by demonstrating statistically significant relationship between FSL and related constructs such as sport involvement.

Abstract

Sport has been an integral part of all societies (Smith, 1988), whether in the form of leisure time physical activity or, competitive sport, since ancient times. Sport leads to socialisation (Smith, 1988; Super et al., 2017) and may be a means to reducing participation in delinquency (Hass, 2001). Sport has also been a tool for promoting health, nationalism, and nation building development and peace, policies (Archetti, 1998; Arnold, 2018; Horak, 2016; Xu, 2006). Sport has garnered significant multidisciplinary attention over the years in modern societies, due to its implications for fan's overall sporting experience (Funk, 2017; Klaus & Maklan, 2011; Yoshida et al., 2014).

The intensities of sport love are extreme (Daniels et al., 2020). Fans identify with their loved teams, wear team jersey, paint themselves in the colours of their teams and support the team irrespective of the on-ground results. Such unwavering loyalty is irrational and rare. Understanding the emotional, psychological, and social aspects of sports love is crucial for optimizing strategies to enhance fan engagement, and leverage the social and cultural significance of sports in promoting peace, development, and nationalism. Against this backdrop, the research questions of this study are

- 1) How can FSL be conceptualized?
- 2) How can FSL be measured?
- 3) How FSL impacts fan engagement?
- 4) How can ASL be conceptualized and how is it different from FSL?
- 5) How do the implications of sport love differ from the perspectives of fans and athletes?

The study was carried out in two distinct parts. The first part of the study identifies the determinants of FSL and follows a systematic method to develop a measurement scale for FSL. The study is conducted in the Indian context. Four factors of FSL, namely, passion, bonding, sport patriotism, and sport event orientation emerged as an outcome of an exploratory factor analysis. Further, these four factors were subjected to confirmatory factor analysis. Also, criterion validity of FSL was examined using fan engagement as a criterion. Thus, this research contributes to the knowledge on FSL and provides valuable insights for sports organisations, and policymakers to optimize fan experiences, harness the potential of sports as a social and cultural force in reinforcing nationalist sentiments and reviving other old indigenous sports which had not got much attention before.

The second part of the study complements the first part by delving deep into elite athletes' sporting lives and utilizes their autobiographies to explore the mechanisms and manifestations of ASL. Seven autobiographies of elite athletes from both Olympic and non-Olympic sports were chosen. Reflexive thematic analysis was employed for data analysis. Data were coded through an interactive process to allow common themes to emerge around ASL. Five themes emerged from athletes' perspectives of sport love: 'striving for excellence,' 'primacy of intrinsic rewards,' 'peremptory rectitude,' 'multifaceted bonding,' and 'agony of separation'. The findings demonstrate how 'sport love' can be a basis for an athlete's intrinsic motivation for sport as expressed through the identified themes. The findings critically reflect on earlier conceptions of sport love and extend theories of love into sports by revealing thematic concentrations on certain socio-psychological aspects unique to sports. The

findings can assist organisations and policymakers in talent identification and development, athlete's mental health and burnout monitoring, and sports integrity management across multiple sports.

By adopting a mixed-methods approach, combining qualitative exploration to capture the subjective experiences and social dynamics associated with sports love from both fans and athletes' perspectives, and quantitative analysis to quantify sports love levels, this study seeks to provide a comprehensive understanding of the concept of sport love. As far as future research directions is concerned, nomological validity studies of FSL scale should be carried out by incorporating related constructs such as sport involvement. Also, ASL scale development, which was out of the scope of the current thesis work, should be done in future. Furthermore, athletes' interviews and more athletes' autobiographies should be included in future studies in order to enrich and extend the current work.

Keywords: Sport, Love, Sport Fans, Sport Consumers, Elite athletes, Reflexive Thematic Analysis, Scale Development, Autobiographies

List of Publications from Thesis

Journal

- Paper 1 Conceptualising athlete sport love: Incorporating elite athletes' perspectives (Under review)
- Paper 2 Dimensionality of fans' sport love (Under review)

Conference Proceeding

- Paper 1 Jha S. & Amritesh A. (2023a), How India can become a key stakeholder in sport global marketplace? *Conference proceedings of 4th World Association for Sport Management, Doha, Qatar*, 204-205
- Paper 2 Jha S. & Amritesh A. (2023b), Sport love from Indian fans' perspectives. *Conference proceedings of 22nd biennial International Society for Comparative Physical Education and Sport, Thiruvananthapuram, India*, 75.

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List of Abbreviations

Abbreviations	Full Form of Abbreviations
AARS	Average Adjusted R-Squared
AFVIF	Average Full Collinearity Variance Inflation Factor
APC	Average Path Coefficient
ARS	Average R-Squared
ASL	Athlete Sport Love
AVE	Average Variance Extracted
AVIF	Average block Variance Inflation Factor
BIRGing	Basking In Reflected Glory
CB SEM	Covariance Based Structural Equation Modeling
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN	Chi-Square (Minimum)
CORFing	Cutting-Off Reflected Failure
CR	Construct Reliability
DF	Degree of Freedom
EFA	Exploratory Factor Analysis
FE	Fan Engagement
FSL	Fan Sport Love
GoF	Goodness of Fit
HTMT	Heterotrait-Monotrait Ratio of Correlations
IIT	Indian Institute of Technology
LO	Loved Object
LTPA	Leisure-Time Physical Activity
MC	Management Control
PA	Physical Activity
NLBCDR	Nonlinear Bivariate Causality Direction Ratio
PLS SEM	Partial Least Square based Structural Equation Modeling
PSB	Pro Social Behavior
PT	Performance Tolerance
RMSEA	Root Mean Square Error of Approximation

RSCR	R-Squared Contribution Ratio
RTA	Reflexive Thematic Analysis
SCM	Sport Commitment Model
SDP	Sport for Development and Peace
SEM	Structural Equation Modeling
SFD	Sport For Development
SL	Sport Love
SPR	Simpson's Paradox Ratio
SRMR	Standardized Root Mean Residual
SSR	Statistical Suppression Ratio
TI	Team Identification
UN	United Nations
VIF	Variance Inflation Factor

Chapter 1

Introduction

Sport has garnered much commercial attention in recent years due to its implications for fan's overall sporting experience (Funk, 2017; Klaus & Maklan, 2011; Yoshida et al., 2014). Apart from this, sport has also been a tool for promoting development, peace, health, nationalism, and nation building policies (Archetti, 1998; Arnold, 2018; Horak, 2016; Xu, 2006). Sport leads to socialisation (Smith, 1988) and is used as a means to reducing participation in delinquency (Hass, 2001). Understanding the emotional, psychological, and social aspects of love of sports is crucial for optimizing strategies to enhance fan loyalty, sustain athletes' passion for performance, and leverage the social and cultural significance of sports in promoting peace, development, and nationalism. Fans identify with their loved teams, wear team jersey, paint themselves in the colours of their teams and support the team irrespective of the on-ground results. Such unwavering loyalty is irrational and rare.

The study tries to explore the phenomenon of the love for sport from two distinct perspectives, namely from a fan's perspective and from an athlete's perspective. These two distinct perspectives are required because of the distinct experiences one may have in two distinct roles. A fan engages in sport as an observer of sport whereas an athlete engages in sport as an agent of sport. Accordingly, the study has been compartmentalised into two distinct parts. The first part of the study identifies the determinants of a fan's sport love (FSL) and follows a systematic method to develop a measurement scale for FSL. The study is further complemented by the research to elite athletes' sporting lives and utilizes their autobiographies to investigate the mechanisms and manifestations of an athlete's sport love (ASL) in the second part of the study.

By adopting a mixed-methods approach, combining quantitative analysis to quantify sports love levels, and qualitative exploration to capture the subjective experiences and social dynamics associated with sports love, this study seeks to provide a comprehensive understanding of the concept. It also discusses the practical implications of sport love scale to fan engagement, the utility of the scale for recognizing and reviving other traditional sports which have not got much attention, and harnessing the potential of sports as a sociocultural force in reviving nationalist sentiments. Thus, this research hopes to contribute to the

knowledge on sports love and provide valuable insights for sports organisations, practitioners, and policymakers to optimize fan experiences, nurture athlete passion, and leverage the broader social and cultural benefits of sports.

1.1 Historical Background of the Love of Sport in India

Sport has been an integral part of all societies (Smith, 1988), whether in the form of leisure time physical activity (LTPA) or, competitive sport, since ancient times. The ancient versions of the modern day Olympics have been in existence since 776 BCE latest till 393 AD at least (Young, 2008). The history of sports in India is even more ancient (Rogersdotter, 2011). An Indian sport Kabaddi is said to date back 4,000 years and developed by the Dravidian people long before the Indus Valley civilisation. The oldest sports stadium anywhere in the world dated so far was discovered in the excavations at Dholavira, an Indus Valley civilisation site in the modern day Indian state of Gujrat (Bulletin of the Indian Archaeological Society, 1998-99). Except for the few archaeological evidences, more historical accounts of games of pre-Vedic period are difficult to fathom for the lack of written texts. Also, the language and symbols on the archaeological relics are not deciphered yet.

In the Vedic era (c. 1500 – c. 500 BCE) texts written in Sanskrit such as the Atharvaveda, Puran, Upnishad and the epics Ramayana and Mahabharata, there have been mentions of many sports with a Sanskrit name such as ashwarohan (equestrian), dhanurvedya (archery), khadga (fencing), malla-yudha (wrestling), musti-yudha (Boxing) which have remarkable resemblance to the respective modern day sports. As an indicator of physical fitness necessary for rulers or other military roles, the practices of sports and the public hosting of events for showing mastery in these were prevalent in ancient India and are commonly found mentioned in Vedic era texts (Kaur & Chander, 2015). Apart from sports which were mastered for military purposes, there were games played for recreation also. Ball, card, and dice games were popular among masses. These ancient games thrived in post-Vedic era societies which saw the emergence of new religions out of Hinduism such as Jainism and Buddhism. Buddha, the proponent of Buddhism was himself acknowledged having mastery in many sports including archery and Kabaddi. Buddhist monks are credited to introduce Indian martial art Kalaripayattu to the Chinese who later developed it as Shaolin Kung Fu. The modern chess is also believed to originate from the ancient Indian board game of ‘chaturang’ which evolved into ‘Satranj’ during medieval period. Another Indian game ‘Chagan’, an earlier version of modern day ‘Polo’ was popular during medieval period.

During this period, the Punjabi martial art Gatka was developed and popularised by Sikh Gurus during prolonged wars, first against Mughal and later against British rulers. The ancient traditional Indian sports and games, particularly Yoga and martial arts which originated and flourished in part due to links with natives' religious beliefs were suppressed by the rulers with different religious backgrounds. A more detailed discussion on the sports history of India can be found in Sen's (2015) book.

Table 1.1 Sports in Ancient India (Adapted from Kaur & Chander, 2015)

Period	Popular Games/Sports in India
Indus valley civilisation	marbles, balls and dice games, board games, swimming
Vedic period	chariot-racing, archery, military games, swimming, wrestling and hunting, Ball games, and dice based games, board games Ashtapada (sixty-four squares) that evolved to Chaturanga, boxing, horse riding, Yoga
Epic age	archery, arms contracting, chariot-racing, chasing animals and hunting, chaturang, dice games, hide and seek horsemanship, Jumping, military tactics, playing with balls, swimming, weightlifting, wrestling
Jain and Buddhist period	archery, ball games, chariot-racing, chess, equitation and hammer-throwing, horse riding, running, swimming, sword-fighting (fencing), wrestling and Yoga
Mauryan and Post-Mauryan era period	archery, chariot-racing, fencing, horse-riding, javelin, swimming, and wrestling

During the colonial period, modern English games, most notably, cricket, football, and hockey were played for the first time in India (Sen, 2015). Some sports such as badminton, polo, and snooker came into its modern being through British officials posted in India. These sports were initially played among British officials only and Indian royals gradually followed the suits (McDevitt, 2003). Eventually, the common people started to follow and participate

in these sports. In 1911 Indian Football Association (IFA) Shield, when an Indian team defeated a British one, it gave enormous belief and confidence to the Indian mass that they are not lesser than the Britishers (Bandyopadhyay, 2004). This contributed greatly toward feeling of national pride among Indians, and to some extent, shattered the ill-conceived white racial supremacy of the colonialist English. Further, in 1936 Berlin Olympics, Indian Hockey team defeated the host Germany by a big margin of 8-1 in the final. The white supremacist German dictator, Hitler was in attendance and was mesmerized by the skills of Indian players, particularly, Dhyan Chand. According to popular media reports, Hitler offered German citizenship and a post of colonel in the German army to Dhyan Chand. However, Dhyan Chand politely declined to change nationality. Arguably, it is the love of sport integrated with a feeling of national pride that gave courage to Dhyan Chand.

1.2 The Love of Sports in Modern India

India is home to the richest cricket league, the Indian Premier League (IPL). IPL is worth around \$8.4 billion (brandfinance.com) which makes it not just the richest cricket league but also among the richest leagues across all sports played on the planet. According to the Broadcast Audience Research Council of India (BARC), the total TV audience for the first nineteen matches of the IPL 2023 was 369 million, making it the most-watched sporting event in India. As of April 2023, IPL had 23.5 million followers on Facebook and 8.4 million followers on Twitter (data gathered from the official Facebook page and twitter handle of IPL). India also hosts popular leagues in other sports such as Pro Kabaddi League, Premiere Badminton League, Indian super league (football), Hockey India league, Ultimate Table Tennis. These leagues attract and employ the cream of sports talent (athletes, coaches, managers, and support staffs) from all around the world. India is no more a country of snake charmers, and the success of these sports leagues might have a role in the change of perceptions about India. Also, India has been allocated hosting rights for many world level premium sports events now. For example, India was given the hosting right for three out of last four Hockey World Cups. India is becoming prime destination for many sports lovers. For the mere love of sports people travel thousands of kilometres (Bang & Ross, 2009). The quantity of travel necessitated by sport participation and sport spectating has spawned a multibillion-dollar sport tourism industry globally (Mishra et al., 2021).

In India, sports are governed by the Ministry of Youth Affairs and Sports (MYAS) at the centre and through state sports ministries in different states of India. In the current

financial year 2023-24, budget allocated to the MYAS is Rs. 3397.32 crore (<https://yas.nic.in>). It is an increase of 11% over previous financial year. Apart from the consistent increase in yearly budgets, the significance of sports at individual, social, business, and governmental level can be captured in the National Sports Development Code of India, 2011. As per the stipulations of this policy, the advancement of sports holds significant importance at the national level in India. This emphasis is placed on account of its ability to foster an active way of life, facilitate the growth and maturation of children and young individuals, encourage social inclusivity, generate employment prospects, contribute to peace and development, and ultimately cultivate a sense of belongingness and national pride. At the national policy level in India, sport is considered to be on equal footing with public education and public health. Similar to these sectors, sports is regarded as a public good, and the development of sports is considered a public function.

According to MYAS, there are sixty recognised sports federations in India including federations for indigenous sports such as atya-patya, Indian Style Wrestling, Kabaddi, kho kho, mallakhamb, Silambam, Tug of War, and Yogasana. The government of India has taken many initiatives for sport development and promotion among all demographic sections of the society through its field body, Sports authority of India (SAI). For elite athlete development, the Government of India launched TOPS (Target Olympic Podium Scheme) in 2014. Elite athletes in high priority sports (Archery, Athletics, Badminton, Boxing, Hockey, Shooting, Table Tennis, Tennis, Weightlifting, and Wrestling) and exceptional athletes in others Olympic sports (e.g., Equestrian, Fencing, Golf, Rowing, Sailing, and Swimming) with a potential to win medals at Olympics are given special support including equipment and coaching camp, foreign training, international competitions, and monthly allowances. According to the latest reports (published on March 18, 2024) of SAI, the TOPS currently supports 73 core group athletes across 15 sports disciplines targeting the upcoming Paris 2024 Olympics, and 56 para athletes across (Para Archery, Para Athletics, Para Badminton, Para Canoe, Para Powerlifting, Para Shooting, Para Swimming, Para Table Tennis, and Para Judo) for the upcoming Paris 2024 Paralympics. Also, 153 budding young elite athletes are in development group across 14 sports disciplines targeting the future Olympics beyond 2024. Khelo India program is dedicated to talent identification at grassroots level, and Rs. 1000 crore is allocated for this program alone in the current financial year. The Fit India movement was initiated for the public for promoting healthy lifestyle through physical fitness. Sport as a form of physical activity contributes significantly to the public health. Other than the popular

modern Olympic sports, efforts are also directed toward reviving indigenous sports and sports culture in India. Yogasana was formally recognized as a sport in 2020. The MYAS ordered for the inclusion four indigenous games, Gatka, Kalaripayattu, Mallakhamba and Thang-Ta in Khelo India Games 2021. Gatka, a traditional martial art originating from the Punjab region, has been formally incorporated as a demonstration sport within the framework of the 2023 National Games in Goa, India.

1.3 Relevance of the Love of Sports in Contemporary Societies

In contemporary societies also, the socio-cultural, political, and economic significance of sports is also reflected in the actions of sports governing bodies that shapes sports policies throughout the world. In its declaration section of the 2030 Agenda for Sustainable Development published in 2015 by the United Nations (UN), the UN recognizes the expanding contribution of sport to peace and development, as well as the empowerment of disadvantaged individuals and communities in achieving social inclusion, health, and education objectives.

Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives. (The 2030 Agenda for Sustainable Development, p.11, 2015)

Sport for Development (SFD) has garnered enormous research attention over last few years where government and non-government agencies along with practitioners are using sport to influence socialisation, conflict resolution, social inclusion, public health, and peace (Darnell, 2010; Kay, 2019; Lyras & Welty Peachey, 2011, Schulenkorf, 2017). Schulenkorf et al. (2016), in their integrative review on SFD, have found that top thematic areas of SFD were social cohesion, education (healthy lifestyle), gender equity, disability, and livelihood. A majority of articles in their review has discussed sport as a concept rather than focussing at any championship of teams. There were many such non-sport projects related to developmental goals where sport has been used to communicate and engage a large number of people (Coalter, 2007; Schulenkorf & Adair, 2014). International Olympic Committee, for example, is dedicated to promoting sport in society, bolstering sport's integrity, and supporting clean athletes and other sports organisations. Additionally, the Olympic Refugee Foundation brings together leaders, businesses, coaches, and young refugees from all over the

world to help displaced youth find a sense of belonging through sport and shape their own futures in their own manner. Further, Schulenkorf and Siefken (2019) have reported that SFD projects in the South Pacific region were designed to address NCD (non-communicable disease) morbidity, premature mortality, and psychosocial problems through health interventions and sports bodies. SFD has been a successful approach for tying sport and development initiative all over the world. The SFD projects are highly popular in low- and middle-income nations. In this context, it is crucial to recognize the value of love of sports, where the emphasis is more on talent identification, promoting indigenous sports, public health, social inclusion, and sustainable lifestyles in general than emphasizing team identification or profiting commercially from fan engagement strategies (Jha & Amritesh, 2023b). The love of sport is highly relevant to the purposes of this research as sports fans form a pool of employees (in a significant number) mentioning their love of sport to be a factor for involvement in sport for development and peace (SDP) efforts (Welty Peachey et al., 2018).

1.4 Motivation

Apart from a personal interest in sports, the researcher is motivated by the individual, social and economic relevance of sports for billions of people in India and around the globe. Also, the researcher is motivated to investigate the motives for the love of sport(s) of two important stakeholders, athletes and fans, despite the differences in the nature of attachments with sport(s). On one hand, there are athletes who get extrinsic benefits such as cash prize or fame through their participation in sports but at the same time, there are billions of fans on the other hand who practically gets nothing extrinsic but still devote time and money to watch others play sports. Sports, a form of physical activity, offers health benefits similar to other physical activities like exercising. However, sports are extremely popular and followed compared to exercising (Bailey et al., 2015). Sports acts as a tool for releasing stress in day-to-day life and act as a mood enhancer. Sport leads to socialisation and may be a means to reducing participation in delinquency (Hass, 2001). Also, the intensities of sport love are extreme (Daniels et al., 2020). Similar to religions, the love of sports has the most intense followers globally. Cricket fans in India even consider cricket as their religion. Bateman (2012), in his study on ‘Indianisation of Cricket’, argued that cricket has attracted an enormous amount of wealth and administrative power in the post-colonial era and is seen as a powerful means for development. Apart from cricket and other popular sports, there are many

indigenous sports in India that have been culturally preserved through the years and demand attention for revival.

The love of sports at the mass level is reflected in the perennially growing sports market. Global sport industry is estimated to be worth between \$600 and \$700 billion, according to Statista's 2019 report. In 2018, over 1.7 million people worked in the sports industry in the European Union alone, out of which, 37% of this workforce was between the ages of 15 and 29. The global market for sport spectatorship was valued at \$265 billion in 2017, with the United States being the largest market, accounting for \$48.6 billion, or 18.3% of the global market (2018 Spectator Sports Market Global Report, 2018). The number of people who watch major sporting events on television is in the billions. Additionally, tens of thousands of people attend live sporting events at stadiums at a time.

Google returns 641 million results overall for "sport love" but there are remarkably few research articles on love in sport marketing and management journals. The phrase 'love of/for sport' has been used in most of these few articles primarily in a colloquial sense in the accounts of study participants. A wide range of stakeholders, including fans, volunteers, sport staff, and players who have in some way linked their participation in sports to their love of those activities. For example, while studying sport employees in the context of SDP, Welty Peachey et al., (2018) reported that a significant number of staff mentioned love of sport to be a factor for involvement in SDP efforts despite having no education or experience in in this area. Swanson and Kent (2017) found that sport employees and volunteers develop a high level of organisational identity due to the love of sport. In SFD research, love of sport is also mentioned as a means to empowerment and promotion of health in aboriginal Australian women (Stronach et al., 2019). Fairley et al. (2016) reported that love of sport even became a reason for the jealousy among the fans in location preference for event hosting. As love is also a form of attachment, it is highly probable that love of/for sport exists among these numerous forms of attachment with sports.

The quantity of economic and social capital involved in sports make it increasingly popular in academic research also, which is reflected in the large number of journals publishing specifically for sport management scholarship. Sports management and marketing is still a niche area of management education and research in India (Clarke & Mondal, 2022). Contributions from Indian researchers showcasing the recent developments in sports in India and its possible implications for other developing countries is very few if not zero. It is one additional challenge that keeps the researcher motivated throughout this academic journey.

There is plenty of research on sport consumers and their motivations for sport consumption. Even though many individuals report different motives for attachment with sports, their sport love as one of the motives has not been explicitly investigated. Bowlby (1969) asserts love to be fundamentally motivational. As love is a form of attachment (Bowlby, 1969), it is highly probable that sport love exists among numerous forms of attachment with sports. Despite the volume of research into sport and love separately across multiple disciplines, there is a lack of comprehensive research on the topic of sports love (Wicker & Hallmann, 2016) in general as well in Indian context, indicating a need to fill the gap in existing literature. Also, research on sport love has a direct practical implication for fan engagement, promoting indigenous sport, promoting health and social inclusion through sport, talent identification, and elite athlete development.

1.5 Research Gaps, Objectives, and Questions

The latent factor sport love is important in context of sports consumers/fans (Bang & Ross, 2009; MacLean & Hamm, 2007; Wicker & Hallmann, 2013) as well as athletes (Eitzen, 1989; Stebbins, 1992). Sport love of fans can be assumed to be an antecedent of various consumer behavior and psychological constructs, such as fan engagement (Yoshida et al., 2014); fantasy sport consumption (Lee et al., 2013), game attendance (Braunstein et al., 2005; Ferreira & Armstrong, 2004), media consumption (Wakefield, 2016), volunteer motivation and satisfaction (Bang & Ross, 2009), volunteer engagement (Wicker & Hallmann, 2013), and so on. Researchers have increasingly recognized the importance of socio-psychological factors in exploring various forms of attachment to sports, including engagement, participation, and involvement (Bailey et al., 2013; Beaton et al., 2011; Fawver et al.; Hodge et al., 2009; Lawler et al., 2021; Yoshida et al., 2014).

Extensive research has been conducted by sport marketing researchers in exploring fans' psychological attachment to various sport entities such as teams, athletes, sport commodities, etc. Majority of the work belongs to the body of knowledge that deals with team identification and is mostly focused on pragmatic perspectives on how fans identify with their favorite team. Researchers (Erik Meier et al., 2018; Wann & Branscombe, 1990; 1993; 1995) working on team identification in sports have also reported that fan behaviour changes according to the degrees of identification. For example, sport fans are known to bask in reflected glory (BIRG) and cut-off in reflected failure (CORF), i.e., internalize their team's victory and externalize their defeat (Campbell et al., 2004). These phenomena are connected

to the 1970s social identity theory offered by social psychologists, which investigates how group affiliations affect an individual's self-perception (Hirshon, 2020). Researchers in the last decade have also been trying to expand the narrowly conceptualized social identity theory to enlarge the theorisation of sport fans. For instance, Osborne and Coombs (2013) made an empirical case that the social identity theory-based Conceptualisation of fans excludes people who cannot score on the traits that are obvious to others, such as wearing the team jersey, going to games, spouting team player statistics, or detailing a game from the last decade. The authors go on to criticize the theorisation of fandom in literature by citing the fact that women who "spectate, support, and admire sport" are frequently overlooked for fandom recognition in comparison to men. Moreover, Locke and Heere (2017) warn against singular assessments of fans' identities by measuring their circumstantial behaviour, for example, being affiliated with any group or any public display of behaviour may have a latent motive of boosting self-esteem or gaining interpersonal advantages. These limitations were noted by many other researchers of sport management and marketing, and they attempted to fill the gap by plugging in additional theories (Billings & Brown, 2015; Chun & Sagas, 2022; Humphries & Kucek, 2020; Kampersal, 2017; Locke & Heere, 2017). For example, Osborne and Coombs (2013) propose performative sport fandom (PSF) theory by integrating identity theory and performative gender theory, which asserts that sport fans are recognized by their performance of fandom instead of their group affiliation (e.g., team identification). Such fandom performances incorporate many fan identities, such as gender, race, country, socioeconomic status, etc., acting concurrently, and are socially constructed according to the situation and expectations. National identity has also been fused with fanship particularly in international scenarios (Billings & Brown, 2015; Devlin et al., 2017; Kampersal, 2017). The researchers claim that fan's identity attributes are a function of sporting season while national identity attributes stay stable over time.

Fans show their love for sport by identifying with their loved teams, wear team jersey, paint themselves in the colours of their and national flag, and supporting sports events for non-sporting developmental causes as well. There must be something intrinsic about sports which keep fans attached to sports in one way or another. Although some researchers have also started using sport love as a factor influencing their measures of interest, none have used theories of love to look at sport so far. This study tries to explore the potentials of theories of love in explaining an individual's emotional attachment with sport. A promising possibility exists to generalize sports fandom across a variety of sports that are introduced in the SFD/

SDP setting by using the theory of love to understand a fan's, psychological associations with sports irrespective of their identity dynamics.

Athlete-centric studies on sport love are also scant. There are a few instances of research where sport love is found manifested in athlete's behaviour. For example, Jacobs et al. (2019) while studying referee abuse in Rugby have observed sport switching behavior of athletes from other sports into Rugby as a critical factor which was happening due to their love for Rugby. Palmer and Leberman (2009) found love of sport as the reason frequently mentioned by female elite athletes in dealing with day-to-day hardships in making a comeback after childbirth. Love of sport may also be the motivation for numbers of challenges such as depressive experiences after failures (Newman et al., 2016), eating disorder (McGannon & McMahon, 2019), stressors in leadership roles (Smith et al., 2018) to name a few faced by elite athletes. However, there is a scarcity of research investigating the socio-psychological characteristics of an elite athlete's lifelong relationship with sport (Graham & Blackett, 2022; Hodge et al., 2009), particularly how it evolves, intensifies, and transforms into sport love (SL), and how organisations can support and foster SL by minimizing negative experiences for athletes. This research explores the socio-psychological mechanisms that determine the love of sports.

Against this backdrop, this research has these objectives:

- a) To examine the nature of individual attachment to sports from multiple stakeholders' perspectives, and how it is unique as compared to other forms of love.
- b) To develop a measurement scale for a fan's love of sport and test its impact on fan behaviour.
- c) To explore the implications of the love of sports in general but with an additional focus on India.

Against the limited research specifically focused on studying the influential factors behind an individual's love of sport, following research questions are addressed in this study:

- 1) How can FSL be conceptualized?
- 2) How can FSL be measured?
- 3) How FSL impacts fan engagement?
- 4) How can ASL be conceptualized and how is it different from FSL?

5) How do the implications of sport love differ from fans' and athletes' perspectives?

1.6 Scope

This research is focussed at exploring sport love from the perspectives of two critical stakeholders (fans and athletes) of sports. Other stakeholders such as officials, administrators, event organisers, sponsors etc. are currently not in scope of this research. This research has two distinct parts. The objectives of one part of this research are to explore the key constituent elements of FSL, development of a measurement scale of FSL and assessment of the impact of FSL which has practical implications for sports marketers. A complementary second part of this study included athlete's perspective on sport love. However, scale development for ASL was beyond the scope of the current thesis due to some practical constraints. So, there is a scope of ASL scale development in future. Also, there is a scope of studying antecedents and other consequences of both kinds of sport love in the future.

1.7 Structure of the Dissertation

This chapter gave general background information necessary to understand the topic of sport love. Further, the personal and academic motivation behind this research is discussed. Subsequently, research gaps identified on the basis of literature review are given followed by specific research objectives and questions. The structures of the rest of the chapters are as follows:

Chapter 2 Literature Review: This chapter discusses the literature review strategy and resources. A general keyword search led to targeted search for research gaps. Relevant literature is extracted from multiple disciplines and is discussed under different sections and subsections. Since sport love construct is developed for the first time, literature on sport love related constructs such as sport consumption; sport involvement, fan engagement, and team identification were reviewed and discussed.

Chapter 3 Methodology: This chapter gives details of the mixed method approach used for the study. There are five studies in total. For the first part of the study, fan sport love (FSL) was qualitatively conceptualized based on interviews, literature review, and an insight-stimulating example. Next, standard procedures to develop a (FSL) scale are discussed. The procedure involved multiple steps, namely item generation, scale refinement and scale validation. Further, to explore athlete sport love (ASL), a reflexive thematic analysis method is described in detail.

Chapter 4 Findings and discussion: This chapter discusses the key findings of the five studies one by one separately.

Chapter 5 Conclusion: In this last chapter, theoretical and practical contributions of this research are considered. Further, limitations and future research directions are and also proposed.

2.1 Chapter 2 Preview

The current study focuses on sport love (SL). In this chapter, the strategies adopted for SL related literature review are described first. Given that SL is a construct not developed so far in sport marketing, the growing body of literature on love is drawn mainly from management and marketing, and allied disciplines e.g. psychology, and sociology. Different perspectives on the nature of sport and of love in the literature were critically reviewed. Next, sport love related constructs such as sport consumption; sport involvement, sport commitment, and team identification were individually reviewed. Finally, literature on fan engagement as one of the most critical outcomes of sport love was reviewed, which is important from commercial and cultural viewpoints. In order to establish clear distinctions and highlight the unique attributes of sport love, a comparative analysis was conducted between sport love and other relevant constructs, following an extensive review of pertinent literature for each construct.

2.2 Literature Review Strategy

A keywords-based search was completed in three databases: EBSCO, Google Scholar, and Scopus. The keywords used were: ‘love of/for sport(s),’ ‘love of/for the sport’, ‘love of game(s)’, ‘love of the game’, and love of specific sport e.g., ‘love of football’, etc.’. Search results appeared from a variety of journals and disciplines. Based on the cues from the general search results, a targeted search was carried out starting with the search in sport marketing /management/ tourism journals. Listing in the ABDC, ABS, and Scopus journal indexing system was also considered for a targeted search. For example, the journals in the field of research (FoR) categories 3504, 3506, and 3508 in the ABDC list were preferred to non-listed journals for the domain specific search based on the keywords mentioned above. From these categories, some of the leading journals in sport management and allied fields such as sport psychology, sport sociology and sport tourism were targeted for a further review (refer to Table 2.1).

Table 2.1 Number of Articles with Mentions of Love in Sport Management, Marketing and Allied Journals

Journal	ABDC Rating	Articles with keywords “love of sport” OR “love of sports” OR “love of the sport” OR “love for sport” OR “love for sports” OR “love for the sport”
European Sport Management Quarterly	A	13
International Journal of Sport Policy and Politics	C	8
International Review for the Sociology of Sport	B	16
Journal of Applied Sport Psychology	A	9
Journal of Sport and Social Issues	B	11
Journal of Sport Behavior	B	1
Journal of Sport Management	A	6
Managing Sport and Leisure	B	9
Sociology of Sport Journal	A	17
Sport in Society	B	32
Sport Management Review	A	33
Sport Psychologist	B	6
Sport, Business and Management	C	6
Communication & Sport	B	7
Journal of Applied Sport Management	C	8
Journal of Global Sport Management	C	2
Journal of Sport for Development	B	1
International Journal of Sports Marketing and Sponsorship	B	6
Sports Marketing Quarterly	B	2
Journal of Sport and Tourism	B	3

Search results showed that studies have been carried out from the perspective of multiple stakeholders e.g., sports consumers (spectators and fans), athletes, coaches, referees, sports organisations and officials, sports employees, sports tourists, sports events sponsors, volunteers, and sports management students and teachers. Further, literature was clubbed into two broader categories: agents and observers. Athletes and coaches who perform on-field in sports as jobs creating sporting experiences to be consumed by others were considered agents. Observers of sports were consumers who consume sporting services and products by following and/or spectating sports offline or online. The main difference between agents and observers is that playing sports is the primary job for agents but essentially not for observers. It doesn't mean that observers do not play sports themselves. Volunteers, referees, and sports employees who associate with sports in non-playing roles can also be considered in observer category.

In addition, a separate set of review (Section 2.3) is conducted to look at the established theories of love which are relevant and has the potential to be transferred into sports.

2.3 Nature of Sport

Many sports philosophers differ in the definition of sport and differences between sports and games. The debate between 'sport' and 'game' among sport philosophers is ongoing (Kobiela, 2018). Wittgenstein, a famous philosopher, believed that a concept such as a game lacked the precise boundaries necessary to define it. However, one of the debate's earliest contributors, Suits (1967, p.156), defined game as follows:

“To play a game is to engage in activity directed toward bringing about a specific state of affairs, using only means permitted by specific rules, where the means permitted by the rules are more limited in scope than they would be in the absence of the rules, and where the sole reason for accepting such limitation is to make possible such activity.”

Further, Suits (1988, 2007) argues that sport is limited to the category of games that require physical prowess, have a large fan base, institutional stability, and are essentially judged or officiated to determine which games are sports and which are not. Suits considers all sports to be games, but not all games to be sports. Regarding the nature of sports, Suits concludes that they are comparable to other widely practiced leisure activities. In addition, Suits notes that sports are a form of intrinsic good that, along with many others, comprise the category of goals to which we accord the utmost importance.

McFee (2004) contends that it is impossible to provide a comprehensive account of all the necessary and sufficient conditions necessary to determine unequivocally whether an activity falls under the definition of sport. According to McFee's 'institutional account of sport,' something qualifies as a sport if the sporting public recognizes it as such. Likewise, Coakley (2001) asserts that "sports are institutionalized competitive activities requiring strenuous physical exertion or the use of relatively complex physical skills."

Most researchers concur that chess and other institutionalized mind games, the so-called mental sports, lack physical skills, and hence, are not sports. The 'sport versus game' debate has important financial implications also. For example, England does not recognize chess as sports and there is no English government funding for it (Kobiela, 2018). Kobiela (2018) argued that the conventional justification for excluding chess from the domain of sport is not conclusive. Both inclusivists (proponents of chess's inclusion in the realm of sport) and exclusivists (e.g. Suits, Cokley) agree that chess belongs to the family of ludic activities. Nonetheless, the polarisation of positions is associated with the skill requirements of those positions. Further, typically a sport neutralizes the advantage of male physical advantages over that of female, thereby levelling the playing field in terms of gender. However, in the case of mental sports, gender equality is relaxed. In the case of chess, for instance, the main event category is conducted as an open event in which female chess players can also compete against male chess players (provided they satisfy eligibility requirements, such as if their Elo rating permits).

The 'sport versus game' debate itself demonstrates that there is no universally accepted definition of sport. Sports, particularly elite sports included in mega international sports events such as Olympics gets much more attention in media and government funding in comparison to indigenous games which have not been accorded the status of sports yet. The government of India has formally given sport status to Yoga in 2020. The MYAS ordered for the inclusion of four indigenous games, Gatka, Kalaripayattu, Mallakhamba and Thang-Ta in Khelo India Games 2021. Gatka, a martial art from Punjab, has been officially included as a demonstration sport in the October 2023 Indian National Games at Goa. With increased recognition, exposure and funding, indigenous games can be revived and popularized among masses. The expansion of the concept of sport is a logical option and a probable development path for the concept of sport.

2.4 Theories of Love

There has been a long history of research work on love in social psychological literature. A brief overview of some of the theories of love which has been followed widely by subsequent researchers is given in the following subsections.

2.4.1 *'Interpersonal Love'*

Bowlby (1958, 1969, 1977) propounded the attachment theory of love by giving an account of human beings keeping and maintaining proximity with significant others by making strong affectional bonds. Bowlby describes such bonds as reflections of loving someone and involuntary breaking of bonds resulting in feelings of loss manifested in separation distress. The bonding develops to fulfil dependencies such as food in infancy and sex in adulthood but the concept of attachment vastly differs from that of dependence. For instance, dependence is not specifically associated with maintaining proximity, is not directed at a particular individual, does not imply an enduring bond, and is not necessarily associated with strong emotion. There is no biological function assigned to it. According to Bowlby (1969), the most probable function of attachment behavior is protection, particularly from predators. Attachment behavior is thus viewed as a distinct category of behavior with at least equal importance to feeding and sexual behavior in human life. Extending Bowlby's theory, Ainsworth et al. (1978) identified three attachment styles: secure, avoidant, and anxious/ambivalent leading to the corresponding loving styles.

Simultaneously and independently of Bowlby's work, Harlow (1958) published the results of his initial investigations of infant monkeys reared on dummy mothers. He found that a young monkey will cling to a non-feeding dummy provided the dummy is soft and comfortable to cling to. Harlow (1958) found that multiple affectional responses are formed from the initial intimate attachment of the child to the mother or mother surrogate. According to Harlow (1958, p.673), love is a deep, tender, and rewarding wondrous state. Criticizing contemporary psychologists for their lack of interest in the origin and development of love or affection, and ignorance of its very existence, he states:

These authors and authorities have stolen love from the child and infant and made it the exclusive property of the adolescent and adult. The initial love responses of the human being are those made by the infant to the mother or some mother surrogate. From this intimate attachment of the child to the mother, multiple learned and generalized affectional responses are formed.

Citing Harlow's advocacy of the scientific research on love, Rubin (1970) pioneered the conception of romantic love by empirically differentiating love from liking. Assuming love as an interpersonal attitude that may be independently conceptualized and measured, his conception of romantic love included three components: affiliative and dependent need, a predisposition to help, and an orientation of exclusiveness and absorption.

Lee (1977) considered love as intimate adult affiliation and rather than defining love, he gave a structured typology of readily distinguishable styles of loving. According to his theory, six most significant love styles are eros, ludus, storge, mania, agape and pragma. These six types are briefly described below (Table 2.2).

Table 2.2 List of Love Styles (Adapted from Lee, 1977)

Love style	Description
Eros	The admiration of a lover's physical attractiveness, or one's idealized conception of beauty.
Ludus	Permissive, pluralistic, and relatively brief, with a carefully controlled level of involvement and an aversion to jealousy
Storge	Incremental development of affection and companionship, the gradual disclosure of oneself, the avoidance of self-conscious passion, and the expectation of long-term commitment
Mania	An obsessive, possessive, and emotionally intense style of love characterized by preoccupation with the beloved and a need for repeated assurances of love
Agape	Unselfish love, affection without expecting anything in return. Rather than being motivated by emotion, it is considerate and logical.
Pragma	Consciously cultivated from vital statistics, taking various demographic characteristics of a suitable companion into account in the search for a compatible, long-term relationship.

On the basis of Lee's theory, Hendrick and Hendrick (1986) discovered significant relationships between love attitudes and several background variables, such as gender, ethnicity, current relationship status, previous love experiences, and self-esteem.

According to Sternberg's seminal works in 1986 and 1984, the triangle theory of love posits that love may be understood through three fundamental components, namely intimacy,

passion, and decision/commitment. Intimacy refers to the emotional state characterized by a sense of proximity, interconnectedness, and establishment of strong bonds within the context of affectionate relationships. Passion, on the other hand, encompasses the motivational forces that contribute to the development of romantic feelings, physical allure, and the consummation of sexual desires. Lastly, decision/commitment entails the immediate determination to love an individual and the enduring dedication to sustain that love over an extended period of time. Based on the combinations of these three components of interpersonal love, he gave the possibilities of eight different kinds of loving experiences (Table 2.3).

Table 2.3 Kinds of Love (Adapted from Sternberg, 1986)

Kinds of love	Components present		
	Intimacy	Passion	Decision/ Commitment
Nonlove	X	X	X
Liking	Y	X	X
Infatuated love	X	Y	X
Empty love	X	X	Y
Romantic love	Y	Y	X
Companionate love	Y	X	Y
Fatuous love	X	Y	Y
Consummate love	Y	Y	Y

Note: X and Y represent the absence and presence of the components.

Contrary to the classical theories of Lee (1977) and Sternberg (1986) which had the necessary and essential conditions for different subtypes of interpersonal love with sharp boundaries between any two subtypes, Fehr and Russell (1991) claimed that love has an internal structure and fuzzy borders and therefore, love can be better understood from a prototype than a classical perspective. The authors further explained that maternal love, romantic love, affection, love of work, self-love, infatuation, and other subtypes of love can be reliably ordered from better to poorer examples of love. Also, love of sports was listed among various examples of love reported by their respondents.

Aron and Aron (1986, 1996) have proposed a self-expansion model of love, which explains love as an expansion of the self to include other people, objects, and life events. In contrast to the overwhelming majority of previously published research articles in academic journals, Aron and Aron (1986, 1991, and 1996) incorporated elements of Eastern philosophy. The authors cited Upnishads asserting that "all love" (love of house/car/spouse/child, etc.) is directed toward the self, and that such love associations extend across various love prototypes, encompassing animate and inanimate objects that are progressively incorporated into the self. The fundamental tenet of this model is that individuals tend to expand themselves. One method to expand one's self is by incorporating others into oneself through close relationships. People also attempt to associate themselves with self-expanding circumstances and experiences. Love is defined by Aron and Aron (1991) as "the constellation of behaviors, cognitions, and emotions associated with a desire to enter or maintain a close relationship with a specific other person." This definition aligns with the archetypal characteristics of love (Fehr, 1988). This definition emphasizes the intrinsic motivational nature of love. The self-expansion model emphasizes a specific, singular motivation - to expand the self in numerous ways, with intimate relationships being only one of them - allowing relationships to be compared to other opportunities to expand, such as work or religious experience. The selection of particular other as an object of attraction is influenced by two key factors: the anticipated capacity for personal growth that can be attained through a deep bond with that particular other, and the perceived likelihood of realizing such growth with that other.

Self-expansion model (Aron & Aron, 1986, 1996) and Fehr and Russel's (1991) prototypical perspectives of love extend the possibility of love beyond interpersonal contexts. In Fehr and Russell's theory, maternal love was found to be a superior subtype of love compared to romantic love, which supports Harlow's viewpoints.

Table 2.4 Important Social-psychological Theories of Love

Key studies	Love treated as	Key Findings	Relevance to sport love
Bowlby (1958; 1969; 1977)	Behavior resulting in emotions	Attachment is a class of behaviour distinct from primary drives and of at least an equal significance in human life; The formation of a bond is falling in love; maintaining a bond as loving someone.	Love for sports may be reflected by how people attach to sports.

Harlow (1958)	Emotion	<p>Love is an apt area for experimental analysis;</p> <p>Used affection and love synonymously;</p> <p>Love, a wondrous state, is deep, tender, rewarding, intimate and personal;</p> <p>Love responses in the neonatal & infant primate shape responses in grown-ups.</p>	It is important to explore the origin of sport love during early stages in order to understand the sport loving behaviour in later stages.
Rubin (1970)	Multifaceted attitude	<p>Love may be independently conceptualized and measured;</p> <p>Love and liking are distinct; love is a multifaceted attitude held by a person toward a particular other person, involving predispositions to think, feel and behave in certain ways toward that other person</p>	<p>Sport love may be independently conceptualized and measured;</p> <p>Sport love may be different from liking a sport.</p>
Lee (1977)	Attitude	<p>Referred love as intimate adult affiliation;</p> <p>6 lovestyles: Eros (passionate love), Ludus (game-playing love), Storge (companionate love), Mania (obsessive and possessive love), Agape (selfless love) & Pragma (practical love)</p>	There may be different styles of loving sports.
Hendrick and Hendrick (1986)	Attitude	<p>Love attitudes are significantly related to several background variables e.g. gender, ethnicity, previous love experiences, current love status, and self-esteem.</p>	Sport love may depend on several background variables.
Sternberg (1986); Sternberg and Grajek (1984)	Feelings one experiences	<p>Proposed three components of love: intimacy, passion and decision/commitment and eight kinds of types of love based on possible combinations of the above-mentioned three components</p>	Sport love may have some elements common to interpersonal love.
Ainsworth et al. (1978)	Behavior resulting in emotions	<p>3 kinds of attachment styles: secure, avoidant & anxious / ambivalent.</p>	Different attachment styles of people claiming love for sports
Fehr and Russel	Emotion	<p>Love can be better understood from a prototype than a classical perspective;</p> <p>Number of types of love is indefinite but</p>	Sport love is a separate type of love.

(1988; 1991)		can be reliably ordered into better to poorer types of love.	Sport love can be compared to other types of love.
Aron & Aron, 1986; 1991	behaviours, cognitions, and emotions	Self-expansion model of love; “a desire to enter or maintain a close relationship with a specific other as arising from a desire to expand the self by including that other in the self, as well as by associating expansion with that particular other.”	There may be a self-expansion motif for loving sports.

Despite the differences in the nature of love of a person for other person and for something else e.g. an activity or an object (Fetscherin, 2014), these interpersonal love theories, produced in the context of personal and social psychology have found wide adaptations in marketing and management research leading to a considerable amount of research in non-interpersonal love. Love of sport may have some elements common across all kinds of interpersonal loves. Similar to Rubin’s findings about the differences between loving and liking in romantic love, loving and liking a sport or sports may be different. A person may like a sport to play or watch others to play that sport or other sports, may (or may not) get gradually attached with it and makes (or does not make) it a part of his/her self, based on certain contexts. However, it is altogether a different dynamics working in this relationship between a person and a sport(s) similar to any other activity claimed to be an object of love. Even if one personifies an inanimate object or a process into a figuratively living subject, the reactions from the other side is always constructed by the person (and/or persons surrounding him/her) and is not independent of that person. Also, it is also not the other way around.

2.4.2 ‘Non-interpersonal Love’

Non-interpersonal love departs from psychoanalytic aspects focussed at an individual, and often referred to parasocial love (e.g. a celebrity-fan relationship, relationship with fictional characters, relationship with a product or brand, etc.) indicating one-sided attachment without the expectation of reciprocity in the relationship (Perse & Rubin, 1989). In parasocial relationships, the interaction between the two ends is one-sided, nondialectical, controlled by the person on one end and unsusceptible of mutual development (Horton & Wohl, 1956).

Several theories of love e.g., self-expansion model (Aron & Aron, 1986; 1996); love prototype theory (Fehr & Russel, 1991) were developed primarily in interpersonal contexts. However, proponents of these theories have argued that the concept of love span through non-interpersonal contexts as well. For example, self-expansion model of love explains love as an expansion of self to include other individuals, things, and life events. The authors cited eastern philosophies claiming that 'all love-love of house/ car/ spouse/ child etc. is directed toward the self', and such love associations extend across various love prototypes, spanning animate or inanimate objects that gradually get integrated into the self. In a similar vein, several other researchers (Fehr & Russell, 1991; Wang et al., 2004) also have argued that similar psychological processes span across interpersonal love and non-interpersonal love (e.g., love for brands, work, sport, bikes, etc.). Fetscherin (2014), in his research on brand love, attempted to experimentally confirm that brands show more superior characteristics of parasocial love than interpersonal love. He also reported a different part of the human brain that accounts for brand relationships.

Non-interpersonal loves e.g. love for products and brands have got considerable attention in consumer behaviour research which is discussed in detail in the next section.

2.4.3 Adoption of Love Theories in Marketing

Researchers of marketing management discipline were quick in adopting social psychological theories of interpersonal love. For example, Shimp and Madden (1988) adopted Sternberg's triangular theory of love (1986) to develop Consumer-Object Relationship (COR) framework. Shimp and Madden (1988) conceptualized three components, namely, liking, yearning, and decision/commitment-interacting in various combinations to determine the nature of consumers' relations with consumption objects. Analogous to Sternberg's eight types of loves, Shimp and Madden (1988) presented eight types of CORs by considering every combination of the above-mentioned three underlying psychological components.

Ahuvia (1993) performed the first major empirical study by bringing together consumer behavior and psychological literature to directly explore people's love of objects and activities. According to Ahuvia (1993), little consumer research has investigated love directly. Similarly, psychological literature on love deals overwhelmingly with interpersonal relationships and almost never recognizes that love objects can literally be an object (i.e. product/activity). Based on empirical evidences, Ahuvia (1993) concluded that people really

do love products and activities, at least in terms of their own understanding of what love means. Ahuvia (1993) utilized the self-expansion model of love as a theoretical framework to elucidate his research. Drawing upon empirical evidence, Ahuvia's study revealed that the majority of participants expressed genuine affection towards objects apart from human beings. Specifically, individuals demonstrated the capacity to extend their love to non-human objects by assimilating them into their own sense of self. Ahuvia (1993) theorized love as a conditional integration of the loved object (LO) into the self. The incorporation of the LO into the lover's sense of self (self and identity were used interchangeably) was designated as the central component of a larger psychological system of love. Extending Ahuvia's (1993) work, Ahuvia et al. (2009) presented conditional integration theory, a general theory of love that is primarily a theory of love in consumption contexts, but the authors claim it is applicable across a wide range of contexts, including interpersonal and person-object situations, even though love in interpersonal and person-object contexts need not be identical. According to their research, love is a psychological process that can be applied to individuals, ideas, activities, and objects. "How much would I miss it?" and "Am I willing to sacrifice for it?" were the two most common questions respondents used to determine if they truly loved an item. Conditional self-integration theory of love conceptualises love as the conditional integration of loved object into the self. The Authors claim that "Love occurs when both the desire for integration with the loved object into the self and actual level of self-integration with the loved object are at a high level."

Thus, the conditional self-integration theory of love is two-dimensional where different relationships between a lover and the loved object (LO) is a function of two components: desirability of integration and actual level of integration of LO into one's self. According to the authors, loved objects that are a part of the self if it (1) affect or alter who you are, (2) express the self, (3) form physical extensions of the body, or (4) share a history with the self. There is also an additional condition, according to the authors, for an object to be loved it must appeal to the lover at multiple levels. There are four fundamental mechanisms of integration: physical incorporation, cognitive incorporation, social meaning investiture, and creation.

The people, and things, we love have a strong influence on our sense of who we are, on our self (Ahuvia, 2005; Belk, 1988). According to Belk (1988), individuals maintain multiple levels of self. Some possessions are more central to self than are others. Such possessions are at the core self while other possessions central to self may be visualized in concentric layers

around the core self, and be a part of extended self, differing over individuals, over time, and over cultures that create shared symbolic meanings for different goods. However, Ahuvia (2005) critiques the notion of a core versus extended self as a potentially confusing metaphor. According to Ahuvia (2005), from a vast sea of consumption objects and activities, only a handful is loved and plays a special role in people's construction of their selves. On the other hand, Belk (1988) contemplates that one's total self is sum total of one's core self and extended self. Belk's thought that a person has a core self and an extended self makes sense in context of sports.

Wang et al. (2004) argue that a romantic relationship is not limited to another human being. Borrowing from the literature on interpersonal love and mainly using Lee's (1977) colour theory of love, they developed a theoretical framework for understanding the structure of love toward a product. They uniquely claimed that relations between bikers and their Harley Davidson bikes is indeed a form of romantic relationship. However, this claim of treating bike as a romantic partner is too metaphorical. Viik (2020) questions whether it is possible for a human being to have a romantic relationship or love with robot. Based on a phenomenological investigation of the experience of love, it is posited that the experience of romantic affection necessitates the perception of one's partner as an emotive subjectivity that exhibits voluntary, unrestrained, and fervent dedication to the relationship. Romantic commitment is typically anticipated to arise from the sentient inner selves of partners, a quality that robots notably lack. Consequently, the act of artificially modifying romantic ambitions has the potential to detach individuals from their innate desires for romantic relationships. This has been a subject of debate, with some scholars suggesting that such alterations may lead to a perceived moral inferiority when compared to romantic relationships within the same species (Viik, 2020). In all likelihood, an average consumer (without mental defects) may greatly love a bike but not as a romantic partner. The emphasis (through multiple mentions) of 'Harley Davidson bikes' throughout Whang et al. reflects a brand love which is more appropriate.

Fournier (1998) included love as one of the core elements of consumers' relationships with brands. Love toward brands had been explored by a galaxy of researchers. Carroll and Ahuvia (2006) defined brand love as the degree of passionate emotional attachment of a satisfied consumer for a brand. Albert et al. (2008) proposed that brand love is characterized by a robust and favorable emotional attachment towards a brand. While exploring differences in evaluation of love toward brands by French subjects in comparison to

American subjects, the authors identified the following eleven dimensions of brand love: passion, duration of the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust and declaration of affect. According to Albert et al. (2009), individuals exhibit strong emotional connections with sports clubs, as a result of their intense passion, affection, and sense of affiliation towards the organisation.

Previous studies have emphasized the significance of emotional intensity in the field of consumer behavior (Carroll & Ahuvia, 2006). Specifically, there has been a focus on extra-role behaviors (Yoshida et al., 2014), which, within the context of sports, refer to non-transactional, pro-social, and effort-intensive actions directed towards a sports team and fellow fans (deRuyter & Wetzels, 2000). The development of these passionate behaviors, such as advocacy by writing reviews and displays of sport fandom through producing postings about the club, may be traced back to the love for the club and team identity (Dionisio et al., 2008). The intensities of sport love can reach extremities not generally found in product love or brand love discourses (Daniels et al., 2020).

Table 2.5 Key Studies Adopting Interpersonal Love Theories in Marketing

Key studies	Journal	focus of study	Remarks
Shimp and Madden (1988)	ACR North American Advances	Consumer-Object relationship	Based on Sternberg's (1986) theory
Rubin and Perse (1989)	Human Communication Research	Soap opera involvement	Fans have parasocial relationship with the TV characters. One-sided attachment without the expectation of reciprocity in the relationship
Fournier (1998)	Journal of consumer research	Brand love	Love is one of the core elements of consumers' relationships with brands and involves numerous affective, cognitive, and behavioral experiences.
Wang et al. (2004)	ACR North American Advances	Product love	Based on Lee's (1977) theory; Relations between bikers and their bikes are indeed a form of romantic relationship.
Carroll and Ahuvia (2006)	Marketing Letters	Brand love	Hedonic product and self-expressive brand are antecedents, and brand loyalty and WOM are consequences of brand love.

			Brand love is the degree of passionate emotional attachment of a satisfied consumer for a brand
Albert et al. (2008)	Journal of Business research	Brand love	11 dimensions of Brand love: Passion, Duration of the relationship, Self-congruity, Dreams, Memories, Pleasure, Attraction, Uniqueness, Beauty, Trust, Declaration of affect
Batra et al. (2012)	Journal of Marketing	Brand love	Seven dimensions of Brand love: self-brand integration, passion-driven behaviors, positive emotional connection, long-term relationship, positive overall attitude valence, attitude certainty and confidence (strength), and anticipated separation distress
Ahuvia et al. (2012)	Handbook of brand relationships	Conditional self-integration	Love occurs when both desired and actual integration into one's identity is high.
Daniels et al. (2020)	European Journal of Marketing	Intensity of sports team love	Love for sport team is an example of extreme brand love.

All the above mentioned works have transferred different psychological theories of interpersonal love to varying extents. All subtypes of love may have some characteristics which are similar but it is the differences that distinguish one subtype of love from another. One of the most acknowledged difference is that in interpersonal love, the acknowledgement and exchange of emotions is reciprocal as there exists two persons at the two ends of a relationship dyad whereas in case of non-interpersonal love, for example, sport love there is a person at one end and sport is on the other end of a relationship dyad and therefore there is no reciprocity of acknowledgement and mutual exchange of emotions involved. However, sport love, although classified as a non-interpersonal love where a person claims to love sports, makes individual get overwhelmed with intense emotions (Lee et al., 2018) that rise to its peak during the sporting events. According to Hamilton (2011), sport possesses the capacity to incite individuals towards excessive pride or induce a state of humility. This phenomenon has the potential to elicit strong negative emotions such as rage and resentment, as well as elicit profound admiration and even inspire acts of selflessness and love. Therefore, sport

love as an emotion has substantial commonality with those proposed in theories of love and the same has a significant potential to explain sport love.

2.5 Observers' Perspectives

2.5.1 'Love' in Sport Marketing /Management

Surprisingly, very few research works on sport love were found in sport management/marketing journals. The relevance of these articles were determined if the search keyword(s) appeared in title, keywords, abstract and finally anywhere. Further, in the searched articles, 'love of sport/game' is mentioned mostly in colloquial sense in the study participants' words while answering researchers' questions framed altogether for a different study objective. For example, the objective of Jacobs et al. (2019) was to explore referee abuse in Rugby through coaches' perspectives. Yet a coach, who participated in the study, while explaining what might be the reasons for referee abuse, mentions that it is an undesirable by-product that comes from other American sports into Rugby through a new participant switching to Rugby for the talent, skills, and love of (Rugby) sport. In another study, employees (in a significant number) mentioned their love of sport to be a factor for involvement in SDP efforts (McSweeney et al., 2022; Welty Peachey et al., 2018). They were engaged in sports despite having no education or experience in business management, development work or partnership cultivation. Similarly, sport employees and volunteers develop a high level of organisational identity due to their love of sport (Swanson & Kent, 2015; 2017). In another study on women, Aboriginal Australian women mentioned their loves of sports as a means to empowerment, and promotion of health through participation in sports (Stronach et al., 2019). Another study indicating location preference for constructing sporting facility, fans mentioned their love of sport in their argument for a construction of new sporting facilities in the host city (Fairley et al., 2016). Some studies indicated sport love to be an encouraging factor in sport tourism. For example, Fairley and O'Brien (2018) have mentioned that fans from different parts of world travel long distances to Australia for the love of Australian Rules football which is not popular in their own countries.

The literature review for this study reinforces the earlier observation that love for sport has oftentimes been neglected in the past and only few studies have included this latent factor (Wicker & Hallmann, 2013). Several researchers have emphasized on the importance of this factor 'love of sport' and incorporated it into studying many important marketing constructs

(e.g., market demand, game attendance), and psychological constructs (e.g., engagement, motivation, and satisfaction). Table 2.2 lists a few existing research frameworks which have considered ‘love of sport’ as a factor affecting their measures of interest. For example, Bang and Ross (2009) modified the six-factor Volunteer Motivations Scale for International Sporting Events (Bang & Chelladurai, 2003; 2009) by adding one more factor, ‘love of sport’ stating the following:

...the mere love for sport could be a motive for volunteering at an event. For popularized sporting events, people from other states or countries tend to visit the events in order to enjoy being involved. Such a motive would explain why people would travel great distances in order to volunteer at a special sporting event. (Bang & Ross, 2009, pp.64-65)

In their study, four items were adopted from sport fan involvement-literature for measuring the factor of love of sport. Love of sport was found to be a strong motivational factor among sport event volunteers which shown positive impacts on volunteers’ commitment toward the sporting event.

Table 2.6 List of Key Studies Incorporating ‘Love of Sport’ as a Factor

Key studies	Journal	Construct in Focus	Key Observations	Measured by Items Given in the Study
Lee et al. (2013)	European Sport Management Quarterly	Fantasy sport motivation	‘love for the sport’ was found to be the reason for playing fantasy sport; Most respondents preferred the term ‘love’ to ‘identification’ in expressing their relation to sport;	<ul style="list-style-type: none"> • I play fantasy sport because I love the sport. • I play fantasy sport because it is about all the sport, not just my favorite teams/ players. • Fantasy sport makes my love for the sport continue.
Byon et al., (2010)	Sport Management Review	Market demand for professional team sports	Sport epitome was defined as the overall perception toward the general features of professional team sports.	<ul style="list-style-type: none"> • Group ticket cost • Speed of game • Duration of the game • Played that sport(s)

Braunstein et al. (2005)	Sport Management Review	Market demand for pre-season training spectating	'love for the sport (baseball)' is one of a market demand variables of spectating pre-season training; Market demand, a cluster of pull factors, is distinct from intrinsic spectator motives (push factors)	<ul style="list-style-type: none"> • Played baseball • Love professional baseball
Bang and Ross (2009)	Event Management	Volunteer motivation for international sporting events	added 'love of sport' factor to enhance an existing scale developed by Bang & Chelladurai (2003); 'love for the sport' was found to be an incentive for volunteering at a sport event; The notion of love of sport was drawn from the literature of sports fan involvement.	<ul style="list-style-type: none"> • I like any event related to sport. • I like any event related to this sport (i.e.soccer). • Sport is something I love. • I enjoy being involved in sport activities.
Kahle et al., (1996)	Sports Marketing Quarterly	Fan attendance motivation	The authors defined 'Internalisation' as an overall attachment to and love of the game; Internalized consumers were found to achieve a deep personal bond with sport or team	<ul style="list-style-type: none"> • I enjoy watching "the game" at football games. • I consider myself more knowledgeable about football than most students. • Football is good entertainment.

Lee et al. (2013) developed Fantasy Sport Motivation Inventory (FantasySMI) to identify and measure key motives for fantasy sport consumption. According to the authors, love for the sport is one among twelve dimensions of fantasy sport motivation. The authors after preliminary phase, which involved generating a pool of items from literature and qualitative survey of fantasy sports participants, generated five items (reduced to three items

in later stages of the study) representing ‘love for the sport’. Another important observation was that most of the respondents preferred the term ‘love’ to ‘identification’ in describing their relation to sport.

‘Love of the sport,’ was also found to be a contributing variable to game attendance in intercollegiate competitions (Trail et al., 2003) as well as professional games (Braunstein et al., 2005; Byon et al., 2010; Funk et al., 2009; Wakefield, 2016). Braunstein et al. (2005) coined ‘love baseball’ for ‘love of the sport,’ which, was found to be a contributing factor representing Spectator Decision Making Inventory-Spring Training (SDMI-ST). Zhang et al. (2003) found ‘love of the sport’ as an important factor positively associated with game attendance and media consumption in context of professional sports consumption.

Some researchers (e.g., Byon et al., 2010; Kahle et al., 1996) have included factors similar to ‘love of sport’ but with different names in their studies. For example, Kahle et al. (1996) used the term ‘internalisation’ for overall attachment to and love of the game. Similarly, Byon et al. (2010) included ‘sport epitome’ (described as the overall perception toward the general features of professional team sports) in a scale to assess of market demand factors affecting the consumption of professional team sports. The authors also assumed ‘sport epitome’ to be similar to ‘love of sport’ which the authors considered important for professional team sports consumption. However, after exploratory factor analysis, seven items (love professional team sport(s), high level of skills, best players in a sport, athleticism of professional team sport, high level of competitiveness, popularity of professional team sport, closeness of competition) of the ten items initially used for measuring sport epitome were eliminated and one item (group ticket cost) that was initially used for measuring ‘economic considerations’ was included in ‘sport epitome’ factor for confirmatory factor analysis. It is not surprising that the authors had to respecify their model eliminating the ‘sport epitome’ factor despite considering ‘love of sport’ important for professional team sports consumption. Further, they emphasised on additional examination of this ‘sport epitome’ factor in future studies by while keeping it theoretically focussed on ‘love of sport’.

2.5.2 Sport Love in Sport Sociology/Psychology

The critical perspective of sociology has the potential to enhance and harmonize with research conducted in the field of sport management. This is due to the significant presence of sport organisations and their substantial impact on several societal aspects, including social dynamics, political structures, cultural practices, and economic systems. Moreover, these

organisations play a pivotal role in shaping the engagement and involvement of individuals within the realm of sports (Knoppers, 2015). The function of sport spectators has been a topic of continuous debate among scholars in the field of sport sociology. On one hand, certain sociologists (Meier, 1989; Morgan & Meier, 1988) contend that engaging in sports can be perceived as a trivial and time-consuming pursuit. On the contrary, there exist sociologists (Eitzen, 1989; Esmonde et al., 2015; Macaloon 1988; Manoli et al., 2020; Smith, 1988; 1989; Stebbins 1987, 2007; Tamir, 2020; Ware & Kowalski, 2012) who perceive value in individuals engaging in sports. According to Smith (1988), the act of engaging in sports as a leisure activity is seen valuable, as it contributes to the improvement of an individual's overall well-being and fosters social cohesion within society. According to Macaloon (1988), a major aspect that unites fans of the Olympics is their shared love for sports and their pursuit of a flow experience.

Vale and Fernandes (2017) have summarised the efforts to define and categorize sport fandom from various perspectives. These perspectives include the use of label designations, such as die-hard fans or fair-weather fans (Wann & Branscombe, 1990), a tiered typology that distinguishes between high, moderate, or low identification (Wann & Branscombe, 1993), and a multidimensional typology that incorporates stage-based outcomes of systematic psychological attachment. Examples of this multidimensional typology include the psychological continuum model proposed by Funk and James (2001, 2006), a four-quadrant matrix-based segmentation known as the loyalty model developed by Mahony et al. (2000), and the examination of motives and demands for consuming a sport product, as captured by the motivation scale for sport consumption developed by Trail and James (2001). However, one major shortcoming of these typologies is that they are not static. Tamir (2020) used the life cycle paradigm to examine how sports fanhood changes over time. Fanhood is a dynamic process that continues throughout a fan's lifetime. The love fans have for their team is enduring and independent. They love sports so much that they have a favorite team in every country. Sports love and team loyalty are often passed down from one generation to another, mostly from fathers to sons. Respondents revealed their fathers taking them to the stadium and their instant liking the atmosphere and asking their fathers about attending other matches. Ruihley and Pate (2017) reported one respondent remembering his cricket lover father doing an otherwise disapproved childlike behaviour ('to jump on the couch') when a player from New Zealand team hit a one handed six off an Australian bowler considered one of the best in the world. The participant indicated that he mustered the courage to embark on a journey to

India alongside his Indian companion for the purpose of attending a cricket match, despite experiencing a fear of flying, a dislike for hot temperatures, and an aversion to spicy cuisine.

Also there are gender based differences in sports fandom (Esmonde et al., 2015; Sveinson & Hoeber, 2016). Esmonde et al. (2015) examined eleven women sports fans' self-perceptions using semistructured interviews. The study explored how these women position themselves within or outside sports fandom narratives. The researchers reported that female sports fans are considered stereotypical even by the female sports fans themselves where they are considered to be admirers more of a player's physical characteristics rather than of sports. The respondents of this study asserted that sports are meant to be pure and asexual, and focus should be on sports knowledge and loving the sport instead of objectifying athletes for their appearances. Esmonde et al. (2015) further argues that eliminating sexual desire from sports fandom is as problematic as assuming all women are sexually attracted to athletes. The researchers conclude that people can love sports and athletes simultaneously.

Ruihley and Pate (2017) highlight the importance of mystique and sensuality in creating a bond between fans and athletes. Fans choose to bestow their love and respect on a particular narrative or characteristic that serves as the basis of their emotional attachment. As a result of the narrative elements and historical significance associated with their favorite athlete, team, or organisation, fans display a strong affinity and reverence for them. In terms of fan loyalty, performance and quality occupy distinct positions; however, attaining lovemark status requires the presence of elevated levels of love and respect (Ruihley & Pate 2017).

Fan loyalty studies (Funk, & James, 2006; Mahony et al., 2000; Trail et al., 2005; Ruihley & Pate, 2017) measuring perceived values of sport and sport organisations and sports game attendance are also available. Ruihley and Pate (2017) assert that the phenomenon of unwavering loyalty is prevalent and seems obligatory within numerous fan communities in the realm of sports. Consumers exhibit strong loyalty and emotional attachment towards sports products and brands, displaying a notable indifference towards competitors, fluctuations in price, and controversies.

Manoli et al. (2020) investigated that how the lack of integrity, which causes many controversies and are, becoming more frequent nowadays, does alter people's perceptions and relationships with sports. The authors have found that expectations, the view of sport as untrustworthy (in terms of integrity) did not significantly affect persons' willingness to

participate in sports, watch sports, or volunteer in sports. The findings indicates that it may be the love of sport that would overrule everything else including the scandals that keep fans engaged to their favorite sport.

The process of defining and categorizing sport fandom yields valuable insights and facilitates a more comprehensive comprehension of the personal advantages and disadvantages of sport fandom within the societal and cultural framework, such as psychological well-being. Additionally, it sheds light on the importance and influence of fans on society (Wann et al., 2001). Due to the notable importance and widespread public attention surrounding sport fandom, further investigation into this subject is warranted.

2.6 Agents' Perspectives

Agents in sports (e.g., athletes) are the key stakeholders who perform on field and create sport experiences to be consumed by the observers of sport. According to some sociologists (e.g., Eitzen, 1989; Stebbins, 1987; 2007), it is the amateur who participates in sports out of love, and not for money. Eitzen (1989) argues that a basic love of sport implies the following: (1) the amateur derives pleasure through the contest; (2) the activity is autonomously chosen; (3) the process is just as important as the result; (4) the motivation to participate comes from the activity's intrinsic rewards not the extrinsic rewards of money and the limelight; and (5) amateur sport is surrounded by a culture of sportsmanship because amateur sport is rooted in a love of sport for its own sake. Also, there are athletes between amateurs and professionals who strive for achieving sporting success in relative anonymity. They could be triathletes, ultra-marathoners, athletes in master's category (typically for athletes of 35 years of age or above), athletes of indigenous or less popular games that is yet to be accorded the status of sports, or any other athletes who are committed to fair competition, love of their sport, and pleasure of the game. They don't benefit from any outside incentives; they only gain from the experience itself. The process itself is the reward for them. They understand the fundamentals of sport, which makes them real athletes according to Eitzen (1989).

Stebbins (2007) presented 'sport as serious leisure' perspective. According to Stebbins (2007), serious leisure can be described as the deliberate and organized engagement in an amateur, hobbyist, or volunteer activity that holds significant value and captivates the person to the extent that they may consider pursuing a professional job in order to further develop

and showcase their acquired skills, knowledge, and experiences. Stebbins (2007) further argues that amateurism, hobbyist pursuits, and career volunteering i.e. the three forms of serious leisure contrast with an assortment of leisurely forms, such as watching a football game or riding a roller coaster. Serious leisure perspective has been explored in context of participation in sports such as cycling (Gibson & Chang, 2012) and running (Qiu et al., 2019).

Several researchers have noted a prevailing inclination among proponents of amateur values to disparage professional athletes. The contention put forth is that professional athletes engage in their respective sports not out of a genuine love for the activity, but rather driven by materialistic motives. According to Ekholm and Dahlstedt (2018), the preference for sports with pay is more prevalent among modern athletes in nations such as the United States, suggesting that the love for sports without pay is somewhat less in comparison. This phenomenon may have remained consistent throughout history, save for exceptional athletes. The professional athletes held the belief that their vocation constituted a pleasurable though challenging enterprise, encompassing several unfavourable aspects such as extensive periods spent away from their residences, frequent travel, and a sense of uncertainty regarding job stability. Donahue et al. (2009) posit that an individual's affection for their chosen sport might potentially result in maladaptive interpersonal behaviour. This is particularly evident when such affection is based on a sense of self-identity that is reliant on competitive assessments. Verbally assaulting teammates, opponents, coaches, or referees, and trying to injure an opponent may be some of maladaptive interpersonal behaviour which is a clear divergence from moral behaviour in sport. Prosocial and antisocial behaviors are frequently used to characterize moral behavior in sports (Kavussanu et al., 2013). Prosocial behavior in sports refers to voluntary acts that have a good impact on others, such as assisting an injured opponent or motivating teammates. These activities and more broadly, acting responsibly and honestly, as well as treating others with respect and encouragement, are examples of good sportsmanship behaviour. On the other hand, poor sportsmanship, typically defined as a set of attitudes and corresponding behavior that show a lack of accountability, integrity, and respect for others (Shields et al., 2007). Shields et al. (2007) reported that poor sportsmanship demonstrated and promoted by coaches and teammates not only serves as a model for other players, but it can also establish a moral environment in which poor sportsmanship, including antisocial behavior in sports, is deemed normative. Antisocial behaviour in sports can take many different forms, such as deliberate actions meant to cause injury or disadvantage to

others. According to White (2018), poor sportsmanship can put youth athletes at greater risk of injuries. Antisocial behaviour in sports is prevalent in youth sports. Concerns about injuries, particularly concussions, and poor sportsmanship modelled at the elite levels, may most likely contribute to a drop in youth sport participation. Fair Play rules incentivize good sportsmanship and playing within the rules of the game.

In the initial phases of their career, athletes have reported being enticed and captivated by winning (Donahue et al., 2009), making records, getting badges, and seeing one's name and pictures in media headlines, etc., as more appealing achievements. While several athletes cultivated a lasting love for competitive sports, others encountered difficulties in navigating public acclaim and the associated cultural aspects as they progressed to more advanced stages within their respective sports (Ronkainen et al., 2015). For several individuals, this marked the conclusion of a genuine love for the sport and the commencement of a "career" that was shaped by the cultural paradigm of competitive sports (focused on winning and attaining success) in an effort to meet external expectations (Ronkainen & Nesti, 2017).

However, the logic given by the advocates of the amateur ideals seems to be overly biased against elite athletes. Playing sports as a job does not necessarily imply that one does not or cannot love one's job. Mallett and Hanrahan (2004) discovered that money ceases to be the most influential factor for elite athletes, and the perception of competence becomes a potent way for them to be self-motivated. According to the study, elite athletes have a more positive self-perception when their sports goals are driven by intrinsic factors rather than extrinsic ones. For many athletes, the significance of the team game e.g., the teamwork, and the friends that you make is the reasons for loving sports (team sports e.g. Hockey). Love for sport has also been mentioned by elite athlete in various contexts apart from performance such as in negotiating with hardships of day-to-day essentials (Berg et al., 2018), managing a comeback to sports after childbirth (Palmer & Leberman, 2009; Tekavc et al., 2020), a prominent reason for migration to foreign countries (Lally et al., 2021; Onwumechili & Akpan, 2020) and as a means of having self-worth and connecting with the spiritual dimension (McLeod et al., 2023). According to McLeod et al. (2023), several elite athletes who have seen instances of racism inside the ice hockey domain have expressed that their enduring faith in the sport's capacity to bring about constructive social transformation is driven by their intense love for the game. McLeod et al. (2023) contended that indigenous elite women's hockey players willingly positioned themselves in situations of potential conflict in order to foster a greater understanding and awareness among their white

teammates, leading them to become more informed individuals with respect to matters of race and to develop a more inclusive perspective within the context of both the nation and the sport. Their love for sports can be ascribed to their efforts in creating safer hockey environments for future generations of indigenous players.

Donahue et al. (2009) argue that the love for one's sport may lead to some maladaptive interpersonal behaviour, especially if such love is rooted in a sense of identity that is contingent on doing well in that sport. 'Winning at all cost' approach is a critical reason for maladaptive behaviour such as doping and match-fixing. Engelberg et al. (2015) qualitatively explored the experiences of 18 dope-tainted athletes. Typically, athletes started doping at an early stage in their careers. The perceived cultural influence of some sports, e.g. bodybuilding, played an important role in normalizing the use of performance-enhancing substances. Athletes rationalize doping by adopting a variety of cognitive approaches, including favourable comparison, risk minimisation, and blame diffusion. Paradoxically, moral factors were viewed as the most effective deterrents to doping.

Some researchers have discussed the darker side of elite sport highlighting various problems frequently faced by elite athletes. For example, Åkesdotter et al. (2020) reported that recurrent episodes of mental health issues are prevalent among elite athletes, with symptoms often appearing in early childhood. Howells and Fletcher (2015) identified five types of adversity-related stressors that athletes found traumatic: 'developmental stressors' such as speech impediment during childhood; 'external stressors' such as a dysfunctional family or a coach's style of communication and practice; 'embodied states' due to physical injuries; 'psychological states' due to mental health problems such as depression and suicidal thoughts; and 'externalized behaviours' such as disordered eating. Some of these stressors such as coach's style of communication and practice, injuries, psychological states and disordered eating are directly related to the sport context whereas some stressors such as dysfunctional family or developmental stressors in childhood are not directly related to the sport context. Newman et al. (2016) found a two-way interaction between elite athletes' performance and depressive episodes. The athletes evaluated in their study were able to utilize sport as an escape briefly, but the pressure to perform and the urge to succeed eventually led to a fear of failure and the emotional cost of failure, which deteriorated their mental health further. McGannon and McMohan (2019) highlighted problematic psychological and physical effects in female elite athletes due to disordered eating. Some researchers (e.g., Appleton et al., 2010; Howells & Fletcher 2015) have discussed the signs of

burnout in young elite athletes who place excessive emphasis on perfectionism for their love of sports. Perfectionism may be either self-oriented or socially-dictated. Yet, self-focused perfectionism is found to be less detrimental for athletes (Appleton et al., 2010), implying that a sophisticated motivational system may shield them against burnout. Dohlsten et al. (2020) further noted that a balanced lifestyle may assist top athletes cope with the unpredictability of elite sports outcomes and make elite sports more sustainable. According to Kuok et al. (2021), adaptability of resilience and emotional support were strong positive predictors of mental well-being, a strong positive predictor of life satisfaction. Some researchers (e.g., Dixon et al., 2008; Fawver et al., 2020) looked at how significant others around elite athletes, such as family members, friends, or peers, attach with sports in non-athletic roles and act as reservoirs of emotional support.

A different set of studies show how athletes' love of sports helped them stay self-motivated and helped them get past the social and personal obstacles they had to face in order to reach their sporting goals. Lawler et al. (2021) studied Irish adolescent athletes participating in team sports and discovered that intrinsic motivations such as fun, enjoyment, and love satisfied the needs for competence and relatedness. Extrinsic factors such as social outcomes (e.g., friendship) and health outcomes also played a significant role. Kristiansen and Roberts (2010) noted that young elite athletes encountered competitive stressors due to the magnitude and significance of the competition, alongside organisational stressors such as accommodation, queuing for meals, and transportation. These stressors were further intensified by the extreme climatic conditions observed during the competition. The authors argue that the provision of informational and emotional support appears to be particularly significant in the context of competitive stress, while tangible assistance emerges as a crucial factor in coping with organisational stress. Additionally, the coach support was found to be crucial in effectively managing both competitive and organisational stressors.

Some researchers have focused on the love of sports exclusively from female elite athletes perspectives. Berg et al. (2018) discovered that the SL of elite female athletes assisted them in coping with the difficulties of daily necessities. According to Palmer and Leberman (2009), elite female athletes have contested the sexist notion that women should give up competitive sports in order to take care of their children and spouses. The authors observed that becoming mother did not diminish female athletes' love for sports, but rather increased their commitment, adaptability, and resiliency, which subsequently improved their athletic performance. According to the study conducted by Dixon et al. (2008), parents who

placed emphasis on the voluntary nature of their daughters' participation in sports provided them with the freedom to cultivate their own intrinsic love for sports, which persisted throughout their adult lives. Cooky et al. (2016) found 'Love for the Sport' as a key motif that female athletes attributed to their sport participation. Female athletes have indicated that their entire family possesses a strong inclination towards sports, resulting in their upbringing being characterized by an intense love for sports activities, particularly due to their parents' own involvement in sports. There were references to qualities such as character, perseverance, fighting spirit, winning spirit, and the challenges inherent in sports, effectively refuting the prevailing belief that males possess superior athletic abilities. Female athletes articulated the profound impact of their love for the sport on their personal development. Despite facing major barriers to participation, girls were attracted to the activity and remained engaged due to their love for sports. Also, love for the sport may be a pivotal element in athletes' decision to pursue sports and achieve success in their careers transition from athlete to coach or any other roles related to their loved sport. Graham and Blackett (2021) provided an autoethnographic account of an Olympic-aspiring swimmer's transition into the role of a female coach and how she endured male dominance while coaching elite athletes. Female athletes have made the difficult decision to prioritize their athletic achievements over their education or familial obligations. Nevertheless, the individuals' love for sports and the encouragement from their parents played a vital role in surmounting obstacles. The evolution of women's self-identity in a dynamic society has led to the reduction of numerous obstacles hindering their participation in sports, thereby fostering the growth and success of women's sports (Hanis-Martin, 2006).

In conclusion, observers and agents of sports were found to love sports in diverse ways. However, to understand the underlying mechanism that manifest in different ways of loving sports, we need to delve deeper into the literature on love in other contexts as well.

2.7 Concepts Related to the Love of Sport from Observers' Perspectives

Consumption, lifestyle, and individuality are intricately intertwined (Wheaton, 2000). In the literature on consumer behavior, consumer identity is frequently associated to love-related concepts (Ahuvia, 2005). Loved objects and activities help to structure social interactions and improve consumer well-being. Consumers employ significant possessions as a means to enhance, broaden, and reinforce their sense of self. For example, central to windsurfing and other new individualized lifestyle sports is the consumption of objects,

particularly equipment and kits (Wheaton, 2000). According to Belk (1988), we are the sum of our possessions. Just like an investigator creating the identity of a previously unknown person by synthesizing information related to his/her possessions and consumption habits, sport-related identities can be created by how sport is consumed.

2.7.1 Sport Consumption

Sport consumption is the core construct of sport consumer behaviour, a popular and vital multidisciplinary area of sport management research (Delia et al., 2022; Fujak et al., 2018; Funk et al., 2016; Yim & Byon, 2020). Kim and James (2019) identify sport participation, sport spectatorship, and sport media viewing as the forms of sport consumption. Sport is an experiential product (Lee et al., 2018; Funk 2017). Sport consumption may evoke a variety of emotions in sports fans. According to Lee et al. (2018), sports fans' expressions of their emotions toward their teams can be categorized into seven overarching categories: (a) connectedness (admiration, connected, nostalgia, passion, and supportive), (b) elation (entertained, excited, happy, optimistic, pleased, and proud), (c) surprise (amazed, astonished, and surprised), (d) anger (aggressive, annoyed, competitive, frustrated, disgusted, envious, rage, and tormented), (e) unhappiness (disappointed, dejected, regret, sad, suffering, and sympathy), and (f) worry (anxious, and fearful). However, it is noteworthy that passion is a subset of connectedness (Lee et al., 2018) in sports, a non-interpersonal context whereas connectedness (intimacy) and passion are distinct dimensions of love (Sternberg, 1986) in interpersonal context.

Sports fans cultivate distinct and captivating connections with their preferred sports teams, both in physical and virtual realms. The act of consuming sport teams as brands extends beyond the sheer consumption of sports events, as it encompasses the significance that sport consumers attribute to their respective teams. Vale and Fernandes (2017) examined the correlation between seven distinct motives, namely information, entertainment, personal identity, integration and social interaction, empowerment, remuneration, and brand love, and three aspects of online engagement behaviors, namely consumption, contribution, and creation. The study revealed that creation of online content was identified as the most robust form of involvement, while consumption was observed to be the least prevalent. The act of consumption is motivated by the inherent need for acquiring knowledge and information, whereas empowerment serves as a catalyst for active participation and contribution. The

concept of brand love primarily influences the process of creation, which manifests in the distinct connections that fans have with their preferred sports teams.

Some researchers argue that sports do not require special management techniques (Baker et al., 2016; Fujak et al., 2018) because fans ingest sports teams as they would any other product. In contrast, numerous studies have been conducted on the singularity of sport and sport consumers (Baker et al., 2016; Fujak et al., 2018; Smith & Stewart, 2010). There are always at least two teams competing against one another in every sport (Baker et al., 2016). Therefore, sport consumers always consume at least two competitors simultaneously, unlike most other situations in which a consumer consumes only one of several competing products or services at a time.

Although, in the majority of situations, a fan chooses one between two competing teams to support, they may follow the sport for either the love of the respective sport (Baker et al., 2016) or, for non-sport-related motives such as socialisation, tourism, and recreation (Braunstein-Minkove, & Metz, 2019; Funk et al., 2009). Even if a fan knows in advance that the team he/she is supporting has inferior skill sets, he/she may still support the team. Based on his/her love of sport, he/she may like or dislike the opposing team or anything related to the opposing team.

Sport consumption provides numerous benefits for sport individuals (Doyle et al., 2016) and organisations that reinforce their engagement with sports. According to Doyle et al. (2016), sport consumption activates domains of well-being: positive emotions, relationships, meaning, and accomplishment for spectators. Armbrecht and Andersson (2020) investigated the significance of subjective well-being (SWB) in consumer behavior research and the extent to which SWB can be explained by gratification derived from a participatory sport event experience. According to the authors, there are two types of happiness: hedonism and eudaimonia, and two categories of satisfaction: hedonic and eudaimonic. The authors define hedonic satisfaction and eudaimonic satisfaction as the gratification of deficiency needs and growth needs, respectively, in response to participation in a sporting event and consumption of services offered during the event. According to the authors, the event experience has three components: service quality, enjoyment, and flow, with hedonic satisfaction being one of its effects. Service quality and fun have a positive effect on hedonic satisfaction, while flow and immersion have a positive effect on eudaimonic satisfaction, according to their findings. In addition, eudaimonic satisfaction influences SWB through the complete mediation of hedonic satisfaction.

Communication with other fans/favorite sport personalities or teams on and off social networks, fan engagement, and fan aggression are other popular areas of research among sport consumer behaviour scholars. The behavioral outcomes of sport consumption are influenced by attitudes, such as sport involvement and sport commitment.

2.7.2 Fan Engagement

Sport fans' engagement in following their favorite teams includes consuming sports (e.g., watching sporting events in stadium, or on television/internet, reading sport magazines and newspapers), purchasing a number of team products, and talking with others about sport (Funk & James, 2001; Hunt et al., 1999). Yoshida et al. (2014) define fan engagement in a professional sport context as a sport consumer's extrarole behaviors in nontransactional exchanges to benefit his or her favorite sport team, the team's management, and other fans. Yoshida et al. (2014) proposed fan engagement scale (scale items given in Table 2.4) composed of three defining elements (management cooperation, prosocial behavior, and performance tolerance). As per the authors' assertions, the term 'management cooperation' refers to the act of assisting team management in various ways, such as offering constructive feedback to event personnel to improve the overall event experience, aiding event personnel in ensuring the safety of spectators at the event venue, and adhering to the organisations' policies regarding ethical fan conduct. On the other hand, 'prosocial behavior' denotes the act of assisting fellow fans, while 'performance tolerance' entails supporting a sports team by displaying team-related merchandise even in the face of unsuccessful team performance. Fan engagement refers to the act of providing assistance or support to various entities within the realm of sports, such as sports teams, team management, or other fans. The results of their study also demonstrate that team identification and BIRGing exerted a significant influence on enhancing the three facets of fan engagement. Furthermore, it is worth noting that performance tolerance has a beneficial impact on consumers' purchasing intention.

Table 2.7 Fan Engagement Scale Items (Yoshida et al., 2014)

Dimensions of Fan Engagement	Items
Management Cooperation	<ul style="list-style-type: none"> • I try to work cooperatively with my team. • I do things to make my team's event management

	<p>easier.</p> <ul style="list-style-type: none"> • The employees of my favorite team get my full cooperation.
Prosocial Behaviour	<ul style="list-style-type: none"> • I often interact with other fans to talk about issues related to my favorite team. • I often advise other fans on how to support the favorite team. • I spend time on social media (e.g., Facebook, Twitter) sharing information with other fans of my favorite team.
Performance Tolerance	<ul style="list-style-type: none"> • I wear clothing that displays the name of my favorite team even if it has an unsuccessful season. • I wear apparel which represents the fans of my favorite team even if the team has an unsuccessful season. • I display the logo of my favourite team on my clothing even if it does not perform well.

2.7.3 *Sport Tourism*

According to the World Tourism Organisation, sports tourism refers to the act of traveling outside one's customary surroundings with the intention of engaging in either passive or active participation in sports, when the primary incentive for travel is the pursuit of sporting activities. Sports tourism is a lucrative sector within the global travel and tourism industry, which is valued at \$4.5 trillion (World Tourism Organisation, 2010). It is experiencing rapid growth and has emerged as an international enterprise that garners attention from the media, attracts investments, generates political interest, and draws participants and spectators from various locations. There is general agreement among sports tourism scholars and practitioners that there are two categories of sport-related tourism: active and passive (Gibson et al., 2018; Klaus, & Maklan, 2011; Kurtzman, & Zauhar, 2005). Active sport tourism is characterized by the participation in physical activities during the course of vacation. The range of activities encompassed many modes of 'participation,' such as structured running and cycling competitions, golf and skiing, alongside as well as physical pursuits that extended into the realm of adventure tourism, such as hiking and canoeing.

Passive or event sport tourism pertains to the act of engaging in tourism activities that involve observing and spectating at various sporting events, which can encompass a wide range of events, from globally recognized competitions like the Olympics to more commonplace contests such as cricket games. The fundamental differentiation between the two categories of sport tourism resided in the engagement of individuals, either through active participation as an "athlete" or passive observation as a "fan."

The primary motivation for sports tourists to travel and engage in or witness sporting activities is their love for the sport, regardless of whether the decision to travel is influenced by external factors such as family, friends, social peer groups, or advertising, or is made independently by the individual (Kurtzman & Zauhar, 2005). According to Klaus and Maklan (2011) sports tourists experience constitutes five sub-dimensions, namely: hedonic enjoyment, personal progression, surreal feeling, social interaction, and efficiency. Hedonic enjoyment expresses a deeper level of enjoyment resulting from skill mastery, risk normalisation, and a state of flow. Goal, challenge, coaching, peer influence, and self-motivation are the five attributes constituting the dimension personal progression. The 'surreal feeling' can be characterized as the remembrance of a state resembling a dream, wherein reality appears to be altered or distorted due to a particular action or experience. Social interaction refers to the experience of individuals feeling a sense of inclusion within a community, characterized by the presence of shared interests and values among its members. Efficiency is a result of various physical traits and the effective organisation of the camp. Mishra et al. (2021) conducted a cross-national study examining the engagement of Indians and Polish residents in active sports tourism. The study revealed that individuals participating in active sports tourism are primarily driven by the desire for trip exploration, social bonding, and stress alleviation, which are universal motivations observed in other forms of tourism too. Nevertheless, the importance of these factors differed among both nations. According to Mishra et al. (2021), active sports tourists do not derive motivation from factors such as physical strength, self-enhancement, and social recognition. This finding is in contrast with the Klaus and Maklan's (2011) findings. Despite the reported differences in the motives of the two types of sports tourists, it is noteworthy that sports tourists get involved in (as agents of sports in case of active sport tourism) or get involved with (as observers of sports in case of passive sport tourism) sports which clearly indicates a willingness to invest their resources into and create and/or maintain proximity to sports and sports events. Hence, sports tourism as an explicit or implicit form of the love of sport is justified.

2.7.4 *Sport-based Identity Formation*

Wheaton (2000) suggested that people's sense of identity is derived from a variety of sources, including sport and leisure activities. According to Ahuvia (2005), the possessions and activities that consumers love play a role in the construction of their coherent identity narrative. In the sport consumer behavior literature, identification-related behavior such as BIRGing and CORFing (Wann & Branscombe, 1990; Ware & Kowalski, 2012), fandom/team identification (Lee et al., 2020) and various other types of sport-related identities (e.g. fan identity (Arnett & Laverie, 2000; Curry, 1993; Funk et al., 2004; Lau et al., 2007; Pegoraro, 2013; Wann & Branscombe, 1995; 1993; 1990; Wann et al., 1999)), sport identity formation and foreclosure have been extensively studied. According to Swanson and Kent (2015), those who are fans of sports have the ability to cultivate a sense of affiliation with various entities. One of the targets for identification is the sports team itself (Gwinner & Swanson, 2003; Katz & Heere, 2016). The concept of team identification (TI) is closely associated with the sport group itself, as discussed by Gwinner and Swanson (2003). Additionally, sport teams are often regarded as quasi-brands, as highlighted by Carlson et al. (2009). The concept of TI encompasses the psychological connection that sport supporters experience with their respective teams (Wann & Branscombe, 1993). It also encompasses the affective participation that fans have towards their teams (Swanson & Kent, 2015). The attendance intention of individuals is directly influenced by team identity. According to Lee et al. (2020), individuals who exhibit a strong sense of identification with a particular sport are more likely to attend future games, irrespective of the location. Conversely, individuals with a lower level of identification tend to be influenced by their affection for the team's home region when deciding to attend future games. Consequently, individuals may develop an affinity for a sports team due to their affection for the respective city. Additionally, it has been suggested by Decrop and Derbaix (2010) that individuals who have a feeling of pride towards their local sports team may establish a deep emotional connection to the physical location where the team plays, known as topophilic love. The construct of transformational leadership (TL) has been identified as a substantial factor in predicting various outcomes that hold relevance for employees, regardless of their affiliation as fans or non-fans, who are employed inside sport organisations (Swanson & Kent, 2015). According to Swanson and Kent (2017), individuals have the ability to associate themselves with the sport that is associated with their employing organisation. The recognition of being engaged in a highly

coveted occupational position may engender sentiments of pride among individuals who identify with sports (Swanson & Kent, 2017).

TI relates to the benefit of self-esteem enhancement (Lock & Funk, 2016). Sports fans use social creativity and mobility strategies to maintain a positive and distinctive group identity (Doyle et al., 2016). In the absence of success, fans evaluate the team based on distinguishing characteristics and attempt to advance their standing within the group. Individuals who identify with a losing team attempt to safeguard their social identities by altering the evaluation criteria and emphasizing on future success. This kind of social mobility mechanism assists individuals in differentiating themselves from current and future group members. The findings imply that individuals can remain identified with unsuccessful teams if they derive meaning from their position in relation to others or perceive their group to be distinct from out-groups. Early sport consumers' group memberships can foster a sense of identification even after losses.

Sports fans and spectators differ in behaviors such as BIRGing and CORFing, or, aggression (Ware & Kowalski 2012; Wann & Branscombe, 1990; 1996) based on identification. Cialdini et al (1976) originally coined the terms BIRGing (basking-in-reflected-glory) and CORFing (cutting-off-reflected-failure). BIRGing is an 'ego enhancement' mechanism where fans associate themselves with a team after winning. CORFing is an 'ego protection' mechanism where fans disassociate themselves with a team after losing. Based on the findings of Wann and Branscombe (1990), individuals who exhibited stronger fan identification displayed heightened inclinations towards BIRGing and diminished inclinations against CORFing. On the other hand, individuals who had moderate or low levels of identification exhibited a decreased tendency to engage in BIRGing behaviour, while demonstrating an increased likelihood to engage in CORFing behaviour. Sports fans not only establish a sense of affiliation with specific sports teams, but also with the broader realm of sports in its entirety. Trail et al. (2003) defined sport identification as an underlying concept that encompasses many forms of sports (such as football and basketball) as well as the level of sporting events (such as professional or university-level).

From an agent's perspective, identity researchers in sport management have researched on various forms of identities including athletic identity (Horton & Mack, 2000; Hale et al., 1999; Brewer et al., 1993). Athletic identity has been defined as the degree of intensity and exclusivity with which a person identifies with the athletic role (Brewer et al, 1993). Lau et al. (2007) examined teenage sport identity and participation in eastern (Chinese) and western

(American) societies, noted for their distinct culture of collectivism and individualism respectively. The researchers found that sport identity was strongly and positively linked with student sport participation in both Chinese and American groups. Intrinsic desire was found to be one of the core constructs (substantially overlapping with sport love) that predicted sport identity in American youngsters.

2.7.5 Sports Involvement

Beaton et al. (2011) define sport involvement as a multidimensional construct that exists when individuals evaluate their participation in a sport activity as a core component of their lives that provides both hedonic and symbolic value. Their empirical analysis was based on the Psychological Continuum Model (Funk & James, 2001), which was originally developed for passive sport participation but was also claimed to be pertinent to active sport participation (Filo et al., 2008). PCM model proposes a psychological connection between an individual and a sport or team via a continuum with four differentiated levels of sport-related mental associations (i.e. phases of sport involvement): awareness, attraction, attachment, and allegiance.

Sport involvement may vary by gender (Eime et al., 2021; Ware & Kowalski, 2012; Wiley et al., 2000). In the context of recreational sports, Wiley et al. (2000) discovered that women may exhibit a greater emphasis on attraction towards sports, whereas men may place more importance on centrality. Due to the process of socialisation, women tend to place a greater emphasis on the pleasurable and enjoyable parts of sports in comparison to males. Furthermore, the significance of a leisure activity is contingent upon an individual's social environment, as well as the level of interest and engagement exhibited by their companions. Based on statistical data regarding gendered patterns of participation in two sports, figure skating and ice hockey in Canada, Wiley et al. (2000) concluded that male sports participants were more likely to have a supportive social environment compared to their female counterparts. However, many things have changed in last two decades. For example, gender equality is at the heart of the upcoming Paris 2024 Olympics where for the first time in Olympics history, the number of female athletes will be exactly equal to the number of male athletes. Eime et al. (2021) give evidence that, while male participation in sport remains dominant, the difference may be gradually reducing, which is consistent with current sport policies and investments, as well as broader cultural shifts in society.

According to Ware and Kowalski (2012), the primary factor influencing the engagement in BIRGing and CORFing behaviors is the level of involvement exhibited by sports fans. Individuals who exhibit high levels of involvement as fans are more inclined to engage in BIRGing and CORFing, irrespective of their gender. The individuals who have a strong identification with a certain team are the ones who engage in BIRGing following a victory and CORFing after a defeat. The significance of gender lies in the observation that a greater proportion of males exhibit strong fanatical tendencies, but female fans engage in BIRGing and CORFing activities at comparable levels to their male counterparts. The observation that fans with high levels of involvement have a greater tendency to engage in CORFing behavior compared to supporters with low levels of involvement is a deviation from the earlier findings reported by Wann and Branscombe (1990, 1993, and 1995). However, Wann and Branscombe (1990; 1993; 1995) had segmented sports fans on the basis of identification and not on involvement. Identification and involvement are related but different constructs (Wann, 1996).

Involvement differs from love. People can be involved with things they detest and can love things that they are not currently involved with, as in the case of the people who love sports they haven't played in years. People may get involved with sport without loving it or love it without any apparent involvement.

2.7.6 Sports Participation

Sport participation throughout various phases of a person's life, such as childhood (Bailey et al., 2013; Hayes, 2017; Keegan et al., 2009), adolescence and young adulthood (Cho & Kang, 2019; Franck et al., 2016; Lawler et al., 2020; Smith et al., 2010; Thomas, & Güllich, 2019), and aging (Gibson & Chang, 2012; Lyons & Dionigi, 2007; Toder-Alon et al., 2019), has been a popular research topic. Attitudes towards physical activity develop during childhood and participating in sport and other physical activities at a young age is essential for laying the groundwork for lifelong physical engagement in healthful sporting activities (Bailey et al., 2013; Hayes, 2017; Keegan et al., 2009). Keegan et al. (2009) found that early career young athletes under the age of twelve experience a motivational climate. Coaches' influences were most strongly tied to how they fulfil their instructional and evaluation duties, whereas parents' influences were most evident in how they encourage the child's engagement and learning. Both parents and coaches had an impact through their leadership styles, affective responses, and pre-performance behaviors. Peers influenced

participants' motivation through competitive and collaborative behaviours, evaluative communication, and social bonds. According to Bailey et al. (2013), children's participation in sport is mediated by five primary factors: (a) perception of competence; (b) fun and enjoyment; (c) parents; (d) acquiring new skills; and (e) friends and peers. Wheeler's (2012) results revealed that there were sporting cultures transmitted through the families. The parents possessed distinct objectives regarding their children's participation in sports and utilized a series of tactics and methodologies to attain these objectives. The formulation of these goals, tactics, and practices was influenced by the parents' developmental backgrounds and their present interactions with other parents. If parents are sports enthusiasts, an affinity for sports runs in the family, and children raised in such a home are raised with an intense love for sports (Cooky et al., 2016).

The most common reason cited for continued participation in adolescent sports is enjoyment and pleasure (Lawler et al., 2020; Thomas, & Güllich, 2019). Also, participation is associated with athletic satisfaction, which is defined as the degree to which athletes are pleased or content with their athletic experience (Bean et al., 2019; Hodge et al., 2009). According to Cooky et al. (2016), the facilitators to girls' sport participation were family support and a "love for the game." However, adolescence remains an age group of particular concern for burnout and dropout (Bean et al., 2019; Eime et al., 2015; Franck et al., 2016; Smith et al., 2010).

2.7.7 Sport Commitment

Scanlan et al. (1993) defined sport commitment as a psychological state of desire/resolve to continue sport participation. In their sport commitment model (SCM), Scanlan et al. (1993) proposed five antecedents to sport commitment: enjoyment, involvement opportunities, involvement alternatives, personal investments, and social constraints. Casper and Andrew (2008) applied the SCM to recreational and collegiate tennis and discovered that advanced tennis players reported higher levels of sport commitment than intermediate and novice players. The participants' personal investment in attaining a high level of proficiency influenced their level of commitment.

2.8 Sport Love beyond Sports

The objectives of this research include exploring the potential implications of the love of sport from both fans' and athletes' perspectives. The implications of love of sports may

transcend to the contexts beyond sports such as public health, peace and development and religion or spirituality. Hence, literatures related to these contexts are worth reviewing for this research.

2.8.1 Sport and Public Health

Many researchers have called for the integration of public health and sport management (Berg et al., 2015; Eime et al., 2015). The authors posited that in order to develop effective policies aimed at promoting higher levels of physical activity (PA) for the purpose of fostering a healthy society, it is imperative to get a comprehensive understanding of the patterns and trends associated with involvement in leisure-time physical activity (LTPA). Addressing sport to be one form of LTPA, Berg et al., (2015) studied three communities trying to fight obesity and advocated to position sports on public health agenda in US. They also reported that sports provided channel for continued participation in PA because it makes PA enjoyable and people do not get distracted to other LTPAs like listening to music or watching movies. So, sports on public health agenda serves a tool for healthy lifestyle for a life long duration not only for children, youth and professional athletes but also for a general adult population.

2.8.2 Sport for Development & Peace

Annually, 6 April is celebrated as the International Day of Sport for Development and Peace (SDP). SDP is a popular stream among sport management researchers. Welty Peachey et al. (2018) identified scepticism of sport as a development tool as a common challenge encountered across SDP organisations. Sport has demonstrated its efficacy and adaptability as a cost-efficient mechanism for advancing objectives related to peace and development. According to Welty Peachey et al. (2017), individuals who engage in the implementation and delivery of these interventions are driven by a combination of their love for sports and their aspiration to create a positive impact on society.

Sport as a diplomatic tool has also played a great role in national and international politics. For example, in 1970s & 1980s, baseball played a role in bringing together the people of USA and Japan (Guthrie-Shimizu, 2004). Similarly, Ping pong diplomacy played a role in pacifying the Sino-USA relationship (Eckstein, 1993; Murray, 2013). Sport can also be successfully utilized as an instrument to bring peace and, development resulting in harmony and overall prosperity for war-torn nations (Schulenkorf, 2010). Sport not only acts

as a channelizing agent for violence in human nature but also acts as a balm for healing injuries. For example, even during Taliban rule in Afghanistan, though the rulers has virtually banned all kinds of leisure activities, still they allowed sports like football (Martinova & Aydin, 2021) and other traditional games typically associated with male physical prowess. After the long years of war, Afghans have made various kinds of sports, most notably cricket, as a part of their lifestyle. Various charity organisations promote other kinds of sports too which were not popular earlier but are gaining people attention as a means of stress buster from the tough lifestyle typical of a war ravaged country. Sport as a stress buster and as a socializing agent might have policy implications for government as well as businesses.

2.8.3 Sport and Religion/ Spiritualism

Sport can cultivate spiritual characteristics such as self-awareness, character, courage, and resiliency. Sport psychology struggles with terminology like spirit, spirited, and spiritual due to its materialist, positivist, and reductionist paradigms (Nesti, 2007a; Noh, & Shahdan, 2020). Nesti (2007a) argues that adopting a phenomenological existential approach in the field of sport psychology would entail a shift away from the prevalent disregard of spirituality, religious belief, suffering, sacrifice, joy, and love in academic research. Due to their prominence in the real world of sports, these terms and ideas deserve study.

Also, sports offer both participants and spectators opportunities to experience unadulterated happiness, ecstasy, and personal fulfilment. Furthermore, it has been seen that engaging in competitive sports can lead to increased levels of self-esteem, intrinsic motivation, and experiences of flow that are deeply satisfying (Nesti, 2007b). The enhancement of these psychological factors is associated with health-promoting physical activity and exercise programs. Sport exemplifies the love of play and adventure, whereas the athlete's affinity for enduring hardship and adversity is more enigmatic. The authors argued that love of sports cannot be fully comprehended by solely examining its psychophysiological correlates or emotional response. They further argued that it is difficult to comprehend sacrifice, suffering, and pleasure in sports without transcendental and spiritual notions of love (Nesti, 2007b). The manifestation of the spiritual human attribute of love can be observed in the lives of athletes who exhibit traits such as dedication, sacrifice, and courage. Sports serve as a means to impart knowledge to individuals in a purportedly rational, scientific, and planned contemporary society that overwhelming favourites do not always win in sports defying the rational.

2.9 Chapter 2 Summary

This chapter covered the breadth and depth in the manner in which the literature was reviewed for identifying the research gaps and formulating the research questions towards fulfilling the research objectives. The literature on the love of sport is scant despite its importance to the society at large. Barring a few exceptions, the mentions of the phenomenon of the love of sport has been used mostly in a colloquial manner without giving much academic rigor. Since the love of sport has not been conceptualised yet in sport management as a core construct of investigation, theoretical frameworks on love from other fields such as psychology and sociology and their extensions in marketing were looked into. Furthermore, because observers' and agents' perspectives on the love of sport may differ, two distinct collections of literature were studied. Possible linkages between the love of sport and extant constructs such as sport consumption, fan engagement, sport tourism, sport involvement, sport-based identity formation, sport participation, and sport commitment were explored. The literature review revealed many problems in contexts of agents and observers. From an agent's perspective, many problems faced by sports sector such as loss of motivation for sport participation during transition from childhood to adolescence, winning at all cost approach and integrity losses in competitive sports, prevalence of mental health issues among athletes, and so on have been researched upon separately and independently. Similarly, from observers perspectives, loss of motivation for watching or attending new sport events, lack of cooperation with the sport team management or event organisers, aggressive behaviour in and out of venue,. However, the love of sport (or the lack of it) has a potential to encompass these problems. The terms 'sport' and 'game' were used interchangeably and there were no attempts to differentiate between the two.

3.1 Chapter 3 Preview

According to Collins English dictionary, methodology is a system of methods and principles for doing something and methods are methodological tools and techniques for doing something. This chapter discusses a mixed method research methodology employing both quantitative and qualitative research methods applied for this research. Comparing the numerous perspectives on human action and experience, there is no greater contrast than that between viewing a situation from within as an agent and from without as an observer (Abele et al., 2014, Fite, 1908). Several researchers (e.g., Funk et al., 2004; Grove et al., 1997; Wann & Branscombe, 1990; 1993) also have advocated the importance of academic research on the love of sport for different stakeholders. Against this backdrop, separate studies on fans (observers) and athletes (agents) were done so that the findings may be adequate to explain the phenomenon of sport love extensively.

The three research questions related respectively with the conceptualisation, measurement and implications of FSL are:

- 1) How can FSL be conceptualized?
- 2) How can FSL be measured?
- 3) How FSL impacts fan engagement?

Figure 3.1 gives an overview of the methodology adopted for this research. There are two distinct parts of this methodology. Studies 1 to 4 constitute the first part which attempts to answer the three research questions related to FSL. In first part, FSL was conceptualized. Different researchers may conceptualize the same concept differently. Focusing on the problem leads to the identification of concepts (i.e., representative ideas of a phenomenon) that accurately describe the phenomenon under investigation. Conceptualisation is the process of giving these concepts theoretical meaning. Usually, the procedure entails giving the concepts abstract, theoretical definitions. Conceptualisation describes the indicators that will be used to measure the concept and the different aspects of the concept. The process suggested by Churchill (1979), Gerbing and Anderson (1988), and Nunnally (1978) served as the foundation for the scale development in this research.

In the second part, study 5 was done as an attempt to answer the two research questions related respectively with the conceptualisation, and implications of ASL different from FSL. Reflexive thematic analysis, a widely used qualitative method is applied for exploring ASL.

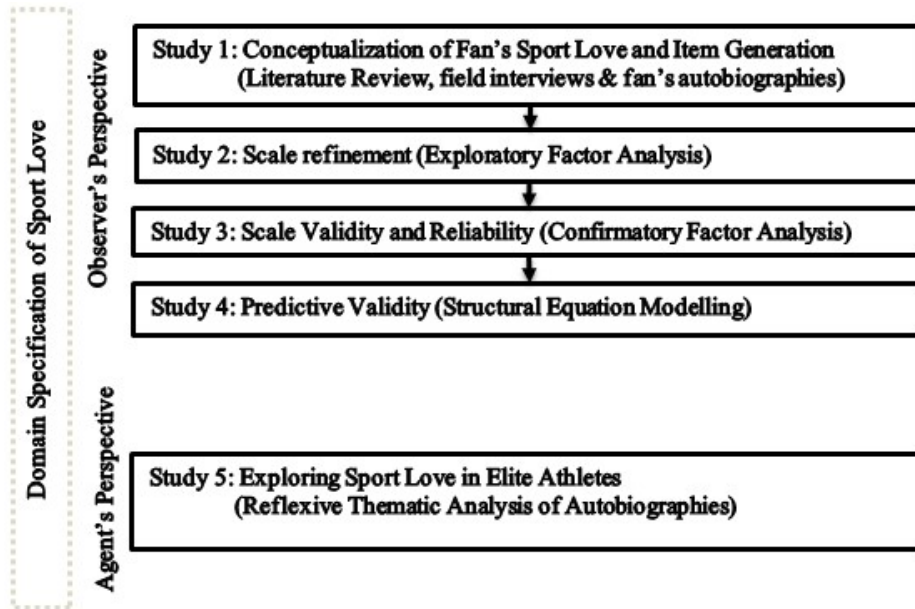


Figure 3.1 Overview of the Methodology of This Research

Churchill (1979) suggests the following steps for developing better marketing measures: 1) specifying the domain of the construct (FSL for the first part of this research) based on the Conceptualisations through literature and field interviews; 2) compiling an inventory of items derived from qualitative research, an extensive review of relevant literature, and insights provided by respected academics in the field. Subsequent stages encompass the purification of measures, and the evaluation of validity and reliability. The consistency with which a variable or set of variables measures what was intended is referred to as reliability. When multiple measurements are made, the outcomes have to be uniform in order to be considered reliable. 'Validity' is different from reliability because it emphasizes what should be measured, not how something is measured.

Though Churchill (1979) modestly used the term 'marketing measures', the steps recommended by him are widely followed and are considered standard for scale development.

3.2 Domain Specification of Sport Love

Following the procedure suggested by Churchill (1979), a literature review was carried out first to specify the domain of the proposed construct. This section of literature was found through an extensive search of research articles on the nature of sports.

For the purposes of this research, the domain of sport love contains all sports (inclusive of all the games which have not been accorded the status of sports yet) that require athletic skills in addition to mental skills, have institutionalised rules and regulations, and are competitive. However, sport love is needed to be explored separately from an agent and observer perspective given the differences in respective actions and experiences of these two different stakeholders. It should be noted that the domain of FSL is restricted to fans (i.e. observers of sports) only whereas the domain of ASL is restricted to athletes (i.e. agents of sports) only.

3.3 Sport Love from A Fan's Perspective

. The concepts of love are a part of our everyday experiences and thus carry various meanings for different people. It is important to note that the very definition of marketing is centred on satisfying customers' needs and wants. Hence, the concept of love is important for marketers. For example, the concept of brand love has flourished given the knowledge that customers love brands and loved brands can be sold at a premium price. FSL is conceptualised in the same vein. Conceptualisation is the process of specifying what we mean when we use particular terms (Sequeira, 2014). It typically involves steps of determining dimension(s) of the concept under study by looking at research topic, finding out the indicators for the particular dimension of the concept under study and deciding on operationalisation issues (Sequeira, 2014). An attempt was taken first to get a nominal definition (i.e., concepts defined using other words) of FSL. Because many concepts in social science are represented by words (e.g., 'love') used in everyday conversation, it is essential that the concepts be defined. FSL is defined as a non-interpersonal love where fans integrate their selves with sports by bonding through passionate consumption of sporting events along with sport related identity formation. The researcher does not claim that this definition represents what the concept of FSL really is. This is a definition whose purpose is to communicate to others what the concept of FSL means when this set of words is used. The theoretical foundation of this definition of FSL is based on the conditional self-integration theory of love (Ahuvia et al., 2009).

Next, the development of the FSL scale involved several steps of item generation, purification, and validation. After specifying the domain of the construct of FSL based on literature review, a list of items using qualitative research, literature review, and input from other knowledgeable researchers was compiled based on Churchill's (1979) recommendations. The subsequent stages include data collection, measure purification, and validity and reliability evaluations. The next section discusses in depth the sequence of steps involved in FSL Conceptualisation followed by item generation and initial purification.

3.3.1 Study 1: FSL Conceptualisation, Item Generation and Initial Purification

Churchill's (1979) suggest compiling an inventory of items derived from qualitative research, an extensive review of relevant literature, and insights provided by respected academics in the field. From the literature on scales of various kinds of love e.g. interpersonal love, and parasocial love e.g. brand love and product love, some of the items were adapted as it is which had been already tested for their reliability and validity. For example, 'I spend more time thinking about sport than anything else.' is borrowed from Brewer et al. (1993). Some items were modified in wordings so as to make it more suitable in the context of sport.

To get qualitative research input, semi-structured interviews of sports fans were conducted. The semi-structured format is the most commonly utilized interview strategy in qualitative research due to its versatility and adaptability. The rigidity of its construction can be adjusted based on the research objectives and research questions (Kallio et al., 2016). The semi-structured interview style has been effective in facilitating reciprocity between the interviewer and the participant, allowing the interviewer to improvise follow-up questions depending on the participant's responses, and allowing space for individual verbal expressions. Semi-structured interviews necessitate a certain level of prior study in the area of research topic because the interview questions are based on prior knowledge. The interview guide (also called interview schedule, and shown in APPENDIX A) is used to develop the questions that will be asked during the interview. The interview schedule covers the study's primary subjects. It provides a concentrated structure for the interview discussion, although it should not be rigorously adhered to (Kallio et al., 2016). Instead, the goal is to investigate the research topic by gathering similar forms of information from each participant and providing participants with directions on what to discuss.

Participants for semi-structured interviews were recruited using purposive sampling technique. The purposive sampling technique (also called judgment sampling) is the

deliberate choice of participants due to the qualities the participants possess. Purposive sampling is a non-random technique that does not require underlying theories or a predetermined number of participants (Etikan, 2016). It is often used in qualitative research to find and choose information-rich instances that will make the most use of available resources. This entails identifying and selecting individuals or groups of individuals who are adept and knowledgeable about a topic of interest. In addition to knowledge and experience, availability and willingness to participate, as well as the capacity to communicate experiences and viewpoints in a clear, expressive, and reflective manner, are all important. Unlike random sampling, which intentionally includes a varied cross section of ages, backgrounds, and cultures, the goal of purposive sampling is to focus on persons with specific characteristics who will be better equipped to assist with the research. Against this backdrop, 11 sports fans were purposefully selected due to their known (to the researcher) involvement in sport as sports fans. The sample mean age was 37.45 years with standard error of 2.59 years. At 95% Confidence level, skewness was -0.52 and kurtosis was 0.82 which are well within the recommended values. Hence, the distribution of sample mean age is approximately normal. The interviews lasted between 20-83 minutes with an average duration of 39 minutes. Details of interviewees recruited for the study are mentioned below.

Table 3.1 Details of Interviewees Recruited in Study 1

Participant ID	Gender	Age	Profession	Favourite Sport	Interview duration (in minutes)
1	Male	35	Employee (sport sector)	Badminton	53
2	Male	35	Employee (sport sector)	Table Tennis	53
3	Male	42	Employee (sport sector)	Volleyball	83
4	Female	28	Employee (sport sector)	Basketball	77
5	Male	52	Entrepreneur (sport sector)	Wushu	30
6	Male	33	Entrepreneur (sector other than sport)	Squash	30
7	Male	20	Student (sector other than sport)	Cricket	25
8	Male	40	Employee (sector other than sport)	Swimming	24
9	Male	41	Employee (sector other than sport)	Cricket	48
10	Male	43	Businessman (sector other than sport)	Taekwondo	20

11	Male	43	Employee (sector other than sport)	Cricket	25
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Interviews with fans offered additional insights. For example, one interviewee mentioned that it is the sense of national pride that inculcated the love of sport in him in his childhood.

I gradually get to know about the competitive nature of the cricket competitions used to happen between India and other countries. At that time, I think when I was 7 years old, the feeling of nationality started emerging only through this competitive nature of cricket otherwise I did not have any feeling that I live in a nation or I have a national identity. That was the beginning and gradually I started watching cricket more and more...

Accordingly, some items relating to national pride such as “I feel proud when my country performs well in sports” were included in the pool of items.

Also, fans reported their orientation to watch certain sport events e.g., Indian Premiere League (IPL) final cricket match, English Premiere League football matches involving top football teams, football matches involving Indian national team, and so forth. Through orientation towards specific sports events over ordinary level events, fans treasure special experiences that they remember and talk about it long after the match is over (Pons et al., 2006). For example, a father-son duo of interviewees talks about watching IPL final match. Interestingly, the duo was fans of the opposing teams in the final.

An autobiography written from sports fans’ perspective was used as an insight-stimulating example. In his autobiography titled ‘Fever Pitch’, (246 pages) Nick Hornby, a self-proclaimed football fan gave plenty of instances of his own as well other fans’ passionate behaviour towards football and their teams. For example, Hornby expresses a set of emotions (illustrated in the next paragraph) he had for being a fan of football as his own originating from within and not just any vicarious feelings:

One thing I know for sure about being a fan is this: it is not a vicarious pleasure, despite all appearances to the contrary... when there is some kind of triumph, the pleasure does not radiate from the players outwards until it reaches the likes of us at the back of the terraces in a pale and diminished form; our fun is not a watery version of the team’s fun, even though they are the ones that get to score the goals and climb the steps at Wembley to meet Princess Diana. The joy we feel on occasions like this is not a celebration of others’ good fortune, but a celebration of our own; and when there is a disastrous defeat the sorrow that engulfs us is, in effect, self-pity,

and anyone who wishes to understand how football is consumed must realise this above all things. (Hornby, pp.183-184)

Hornby's rejection of the notion that the pleasure or sorrow from sports consumption is vicarious substantiates the theoretical underpinnings of this research that a fan integrates sports and sports team with his or her conception of self. Accordingly, items related to the feelings of joy or sorrows of a fan in sports context were generated.

Some of the items contained different emotions expressed by fans that reflected their connection with their loved sport. Hornby asserts how he was a part of the football club Arsenal as much as the club was a part of him.

... my feeling of organic connection is not built on a muddle-headed and sentimental misunderstanding of how professional football works. This Wembley win belonged to me every bit as much as it belonged to Charlie Nicholas or George Graham (does Nicholas, who was dropped by Graham right at the start of the following season, and then sold, remember the afternoon as fondly?), and I worked every bit as hard for it as they did. The only difference between me and them is that I have put in more hours, more years, more decades than them, and so had a better understanding of the afternoon, a sweeter appreciation of why the sun still shines when I remember it. (Hornby, p.184)

Hornby introspects for the reasons of attending a match that was replayed just a couple of weeks after the disaster where nearly a hundred fans died and several hundreds injured in a fatal human crush due to overcrowding during a football match between Liverpool and Nottingham Forest football clubs played at Hillsborough stadium in England on 15th April 1989:

What were we all thinking of that afternoon? How on earth did the Forest-Liverpool game ever get replayed? It's all a part of the same thing, in a way. I went to the Arsenal-Norwich game, and loved it, for the same reasons I had watched the Liverpool-Juventus final after the Heysel disaster, and for the same reasons that football hasn't really changed that much in over a hundred years: because the passions the game induces consume everything, including tact and common sense. If it is possible to attend and enjoy a football match sixteen days after nearly a hundred people died at one – and it is possible, I did it, despite my new post-Hillsborough realism – then perhaps it is a little easier to understand the culture and circumstances that allowed these deaths to happen. Nothing ever matters, apart from football. (Hornby, p.221)

Items such as “I spend more time thinking about sport than anything else” or, ‘There is nothing that can stand between my favourite sport and me’ reflect passion for the loved sport expressed in the above quote.

The items generated out of this qualitative study (an autobiography written from a fan’s perspectives, interviews with fans, and fan related literature review) were further analysed which resulted in an initial pool of 73 items (shown in APPENDIX B). This initial pool of 73 items was initially refined as follows.

Initial Purification

The first set of 73 items underwent a series of purifying processes. The process of initial purification is elaborated upon in this sub-section. In the initial phase, a panel of five research experts, known for their active involvement in sports as sports fans, undertook the task of evaluating the items for their representativeness. Participants were instructed to initially consider attitudes and behaviours associated to the concept of love of sports that they were acquainted with. After that, participants were asked to assess the extent to which every item precisely represented the stated behavior or attitude. In addition, participants were asked to offer their feedback on how the items were phrased. As a result, a total of five items were removed, resulting in a remaining count of 68 items for the subsequent stage. The exclusion of these items primarily resulted from the raters' identification of either duplications or lack of relevance to their particular viewpoint on love, rendering them non-generalizable to all instances of love. Additionally, five items underwent modifications to enhance their linguistic expression.

The aforementioned items underwent a comprehensive evaluation, further revision, and were subsequently presented to a final panel consisting of three experts, one each for marketing, psychology, and sports. The experts were solicited to offer their thoughts pertaining to the phrasing and pertinence of the topics. The feedback gathered during this concluding phase prompted an additional round of editing, resulting in a further reduction of the number of items to 56. Items that had language that might be interpreted in multiple ways and those that were not relevant to a wide range of love attitudes and behaviours were excluded from the analysis. The scale was subsequently subjected to a pre-test with five undergraduate students and five non-students who were selected based on their demonstrated interest in sports. This pre-test was conducted prior to commencing data collecting for the purpose of further refining the scale using statistical software. Please refer to APPENDIX B

for the initial 73 scale items and APPENDIX C for the 56 scale items finalized after the initial item purification. This pool of 56 items was too tedious to purify further manually. Hence, it was further purified by exploratory factor analysis using statistical software.

3.3.2 Study 2: Exploratory Factor Analysis

The use of Exploratory Factor Analysis (EFA) aids in the statistical refinement of a pool items, as well as facilitates the examination of dimensionality (Churchill, 1979). By identifying groupings of highly linked variables, or factors, factor analysis offers the means to analyze the structure of the interrelationships (correlations) among a large number of variables (in this case, survey responses). The goal of factor analysis approaches is to summarize the data from several original variables into a smaller collection of new factors (composite dimensions or variates) with minimal information loss while condensing. Since FSL is conceptualised and measured for the first time, the analysis of data is exploratory at this stage. Also, the research objective is data summarisation & identifying underlying structures. Hence, EFA was chosen. Given the need of the grouping of variables in identifying the underlying structure among them, R-type factor analysis was employed. A factor analysis requires three basic decisions: (1) computing the correlation matrix in order to achieve the designated objectives of grouping variables; (2) designing the study in terms of the number of variables, measurement properties of variables, and the types of allowable variables; and (3) determining the sample size required, both in absolute terms and as a function of the number of variables in the analysis (Hair et al., 2018).

The next subsections describe the research design considering what variables to include, how to measure them and sample size sufficient for the study.

3.3.2.1 Survey Instrument Preparation

The data were collected for EFA through a survey. Survey research methodology is frequently utilized in marketing, and the researchers must adhere to strict rules to provide useful and valid insights (Hulland et al., 2017). The survey instrument consisted of a survey cover letters (shown in APPENDIX D and APPENDIX E respectively), participant information and consent forms (shown in APPENDIX F and APPENDIX G) and an EFA survey questionnaires (shown in APPENDIX H and APPENDIX I). The questionnaire was prepared using Google Forms. The survey questionnaires had three sections. The first section contained instructions for participation in the survey followed by fifty six items that was

finalised after initial purification through a panel of experts. Only after consenting to the instructions, participants were allowed to take part in the survey. The second section of the survey contained role-identity related questions. In this section, the participants were required to rate the relative importance of family, friendship, sports, academics, religion, romance, or any other identity that may be important to them. This section was included to survey the existence of sport related identity and its relative strength in comparison to other identities in a sports fan. General demographic questions on age, gender, education, family income and place of residence were asked in the third section. No sensitive information was asked as per the guidelines of Institutional Ethics Committee. Also, it was not made mandatory to fill out all those demographic information.

3.3.2.2 Choice of rating scale

A rating scale for FSL should be comprehensible and easy to use not only for experts but also for novice respondents. Experts, because of their expertise in the subject, may conceptually distinguish among different response categories or scale points well in comparison to a novice respondent who might be an expert in a different field but not in sports. Hence, a trade-off between preference for a finer scale, which minutely captures the expertise of experts and a coarser scale which, in the case of a novice or an amateur, is easier to comprehend and respond to is desirable. Preston and Colman (2000) suggest choosing an optimal number of response categories based on four criteria: reliability, validity, discrimination power and respondent preference. The face validity of FSL, which is being measured for the first time, is of utmost importance to this study. So, an 11-point scale was considered to be the most appropriate for this study. It allows the respondents to express their feelings adequately (Preston & Colman, 2000).

3.3.2.3 Translation of questionnaire into Hindi

After the questionnaire was finalized in English, it was translated into Hindi to make it convenient for the respondents from the Hindi speaking belt of India. This procedure adhered to conventional procedures (Ingram et al., 2021). The English questionnaire was initially translated into Hindi by the researcher, who himself is a native speaker of Hindi. Second, an independent evaluation of translated versions by another language expert ensured semantic and conceptual relevance. Taylor et al. (2015) recommended machine translation followed by manual proofreading and editing as a two-stage paradigm for cost-effective translation.

According to research, 90% of Google Translate's machine translations are adequate in terms of quality and safety (Beaton et al., 2000). Hence, both the English and Hindi questionnaires were back-translated using Google Translate™. Subsequently, the researcher detected and rectified any possible disparities between the initial and translated surveys.

3.3.2.4 Pretesting and Survey

Pre-testing of translated survey instrument with thirty five native Hindi speakers from outside the marketing domain allowed the researcher to assess ease of understanding of the translated items. The pre-testing was carried out in Hindi-belts of India such as Bihar and Delhi/NCR. Participants commented on items they found unclear or irrelevant, generating further minor improvements until translations were deemed adequate.

The respondents for EFA survey were recruited through convenience sampling. Convenience sampling is a kind of non-random sampling in which study participants are selected for convenience based on practical factors like ease of accessibility, close proximity, availability at a specific time, or willingness to participate (Etikan, 2016). Data collection was done as per the standard ethical practice recommended by the Institute. Participants were invited to participate in research only after an informed consent (Information sheet and Consent form is attached in the APPENDIX E and APPENDIX F). Participants were requested to participate in the survey either online through a link that was shared with them through email/Whatsapp, or offline through a hard copy of the survey questionnaire. The participants filled out the survey and also gave feedback about the wording, sentences, flow, format and related aspects of the survey. It took approximately 15 minutes to complete the survey. Offline participants received a symbolic incentive of pens. A total number of 169 respondents (Table 3.2) participated in this study which is larger than 100 as suggested by Hair et al. (2018).

Table 3.2 Study 2 (EFA) Sample Demographics

	Actual	Target	Male	Female	Unmarried	Married	Undergraduate or above
Online	135	150	113	15	97	31	103
Offline	34	150	25	2	24	10	24
Total	169	300	138	17	121	41	127

EFA was performed using SPSS Statistics 25. After initial data screening, 7 responses were excluded from further analysis because of constant values of 10 throughout. Then, the remaining 162 responses were checked for missing values. 25 respondents didn't fill out the questionnaire completely and had at least one missing data; 15 had at least two missing data and 10 had at least three missing data. An initial analysis of the data was done to determine the extent and nature of any missing data with the help of 'Missing Value Analysis' feature of SPSS Statistics 25. If the power loss is at acceptable level and the number of missing data is limited, the decision is made to impute the missing values.

EFA using SPSS Statistics 25 involve inputting the variables for analysis by navigating to 'Analyze' → 'Dimension Reduction' → 'Factor'. An initial unrotated solution giving a correlation matrix of all the 56 variables is obtained and the descriptive statistics of the input data is checked. An attempt to reduce the number of variables included was taken while keeping a fair amount of variables per factor. Factor analysis excels in detecting patterns across groups of variables, but it is ineffective at identifying factors made up of only one variable. If a statistical test is used to ascertain the significance of the factors, only normality is necessary, although these tests are infrequently applied. Since the aim is to discover linked groupings of variables, a certain level of multicollinearity is actually desirable. Factor analysis is inappropriate if all of the correlations are equal or low, which suggests that the variables cannot be grouped structurally.

Many methods are suggested by Hair et al. (2018) to ascertain if factor analysis is suitable. Factor analysis is typically not applicable, for instance, if a visual examination reveals no statistically significant number of correlations greater than .30. By calculating the partial correlations between variables, the correlations between variables can also be investigated. When the effects of additional factors are taken into consideration, a partial correlation is one that still cannot be explained. Factor analysis is inappropriate if the partial correlations are large, which suggests that there are no underlying components. One of the input variables may be removed from additional examination if the partial correlation between any two of them in the correlation matrix is more than 0.7.

The Bartlett test of sphericity, a statistical test for the existence of correlations among the variables, is another method to assess the applicability of factor analysis. A statistical analysis of the entire correlation matrix demonstrates that at least some of the variables have significant correlations with one another. Adequate correlations between the variables are revealed by a statistically significant Bartlett's test of sphericity (sig. <.05). A third technique

to determine the degree of variable intercorrelations and factor analysis suitability is the measure of sampling adequacy (MSA). To evaluate the suitability of factor analysis, the MSA is a metric that is computed for each individual variable as well as the entire correlation matrix. The values of this index are 0 to 1. Each individual variable and the test as a whole must have MSA values more than .50; variables with values less than .50 should be eliminated from the factor analysis one at a time, beginning with the smallest.

After performing the initial tests for normality and sample adequacy, the following stage involves selecting variables and assessing overall fit. The researcher has access to two similar but different methods for extracting the factors that define the structure of the variables in the study. A group (or factor) of variables having strong correlations among them is produced by factor analysis, where variables are organized based on how well they correlate. Factor analysis therefore depends on understanding how much of a variable's variance is shared with other variables in that factor vs what cannot be shared (like unexplained).

The method of extraction was chosen to be 'Principal Axis Factoring' (PAF) as the purpose of this analysis was to explore underlying patterns among the items generated and not just the data reduction. PAF, also known as Common Factor analysis is a factor model in which the factors are derived from a reduced correlation matrix and only common variances (i.e., the variance shared with other variables in the factor analysis). Communalities, or the estimate of its common variance among the variables as represented by the derived factors, are inserted in the diagonal of the correlation matrix.

Once the method of factor extraction is settled, the next decision step in EFA is to set the extraction criteria for the number of factors to be retained. By examining the unrotated factor matrix, the researcher can investigate the possibility of data reduction and get a rough estimate of the number of factors to extract. SPSS Statistics offers two criteria: based on Eigenvalue or set number of variables. The eigenvalue higher than one criteria (Kaiser, 1960) is a common option among scholars. However, in empirical practice, parallel analysis (PA) is one of the most widely recommended approaches for assessing the number of factors to be retained (Timmerman & Lorenzo-Seva, 2011). PA as a modification of the Kaiser criterion was first suggested by Horn (1965). However, the final number of factors must be determined once results have been rotated and interpreted.

The next step is to select factor rotation, which is the process of manipulating or altering the factor axes to produce a simpler and more pragmatic factor solution. There are two types of factor rotation: orthogonal and oblique. When factors are uncorrelated, orthogonal factor rotation is utilized, but oblique factor rotation is used when factors are correlated. The oblique rotation establishes the degree of correlation between each factor instead of arbitrarily restricting the factor rotation to an orthogonal solution. Oblique factor rotation was used in this study because the underlying dimensions were expected to be correlated. Understanding the characteristics of a specific factor requires knowledge of factor loadings of all original variables used for measuring that factor. Factor loading is a correlation between a latent factor and the original variable measuring that latent factor. Squared factor loadings show the proportion of an original variable's variance that a factor accounts for.

Thumb rules suggested by Hair et al. (2018) e.g., communality (>0.5), factor loading ($>.35$), item-to-total correlations ($>.4$), and no cross-loading (i.e. loading on more than one factor) criteria were used to reduce the number of items further. After final reduction, a total of 13 items were retained. Factors were checked for internal consistency using Cronbach's alpha (>0.7). The factors were finally given names based on recommendations made by Hair et al. (2018). When naming the factor, the highest consideration was given to the item with the highest factor loading.

The first factor was named 'passion'. The items such as 'There is nothing that can stand between my favourite sport and me' reflects the priority given to watching and following sports over other leisure activities by a sports fan. Setting sport-related goals e.g. watching sports live at a stadium, traveling great distances to popular sporting venues (Bang & Ross, 2009; Bang et al., 2008; Wicker & Hallmann, 2013), working in sports organisations (Swanson & Kent, 2015; 2017), volunteering at sports events (Bang, & Chelladurai, 2003; 2009), and so forth offers an opportunity for passionate involvement in sport. Rest of the items, that is, spending significant time thinking about sports, and willing to make sacrifices to pursue and engage in the sport shows a strong dedication to sports. Passion for sports can evoke a sense of exhilaration, adrenaline, and intense excitement, especially during high-stakes or intense moments in sports.

The second factor was named 'Bonding'. The bond signifies a deep and meaningful connection with sports, which encompasses various emotional and psychological experiences. When individuals are bonded with sports, they often experience a combination

of enjoyment, excitement, satisfaction, positivity, and thrill. For example, bonding with sports can involve finding pleasure, fun, and satisfaction in engaging with sports activities, events (Bailey et al., 2013). Bonding with sports can lead to a sense of contentment, fulfilment, and overall satisfaction derived from the involvement and experiences within the sports domain (Lee et al., 2018). Bonding with sports can foster a positive attitude, outlook, and emotional connection towards sports, creating a favourable and uplifting association (Doyle et al., 2016). These factors collectively contribute to the overall bonding experience individuals have with sports, reflecting the multifaceted nature of fans' connections and engagements.

The third factor, 'sport patriotism' includes feeling proud and overwhelmed when witnessing national symbols and traditions during sport events, and expressing joy and celebration when one's country succeeds in sports competitions. According to Elling et al. (2012), elite sporting events and national triumphs have the potential to cultivate a sense of national pride, enhance social cohesion, and bolster worldwide status. National pride was reported to be one of the motives of spectators of an emerging individual combat sport. While national pride primarily refers to the deep sense of pride and attachment individuals feel towards their country's achievements in sports, it can also foster a sense of responsibility to represent one's country in a dignified and ethical manner. The notion of 'sport patriotism' can influence fans to uphold ethical values in sports (Yoshida et al., 2014). It can motivate individuals towards cooperation with the team management, pro social behaviour with other fans and loyalty to the team by tolerance for performance of the team.

The fourth factor, 'sport event orientation' signifies an intense enthusiasm, and anticipation for one's favourite sport events which was also reported earlier (Pons et al., 2006). The items such as 'watching my favourite sport is like a festival', 'I feel bad when there is no live broadcast/streaming of my favourite sport available' reflects the feeling disappointed when unable to get access to sport, and considering the experience of watching the sport as a joyous and celebratory occasion.

After the completion of EFA stage, preliminary scales were obtained. Gerbing and Anderson (1988) presented an updated paradigm for scale development asserting the need to check the unidimensionality (Nunnally, 1978) of preliminary scales developed during EFA stage. Each scale's unidimensionality is evaluated concurrently using confirmatory factor analysis.

3.3.3 Study 3: Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is the next stage after EFA in process of scale development (Gerbing & Anderson, 1988). CFA is a statistical instrument that allows us to confirm or reject a preconceived concept. While CFA and EFA share certain similarities, they differ greatly in terms of philosophy. The statistical method used in CFA does not allocate variables to factors. Rather, before any findings are acquired, the researcher bases this assignment on the concept being investigated. Furthermore, cross-loadings are not allowed, and a variable is only assigned to one factor. The degree to which the actual data agrees with one's preconceived theoretical pattern of factor loadings on preset factors can be ascertained by CFA. Hence, as opposed to allowing statistical techniques determine the number of factors and loadings as in EFA, CFA informs us about how well a researcher's theoretical definition of the factors matches the reality.

The survey questionnaire in study 3 for CFA (shown in APPENDIX H (English version), and APPENDIX I (Hindi version)) was prepared according to the results of the EFA in study 2. Except for some changes, the survey instrument and the process of data collection for CFA were similar to those done for EFA. The section 1 contained instructions for participation in the survey followed by questions related to general demographic information such as gender, age, marital status, family income, and place of residence. Section 2 about the relative importance of different role-identities remained the same. The thirteen items retained in the 4-factor EFA solution were placed in section 3.

According to Hair et al. (2018), CFA involves the following stages:

Stage 1: Defining individual factors: The specific constructs that constitute the theoretical framework to be tested and will be considered in the study were chosen. The constructs were operationalized utilizing the 13 retained indicators in the four factor EFA solution in study 2. The four constructs and their working definitions are as follows:

- Passion: An intense emotion capable of leading to extreme feelings and behaviours due to watching and following sports;
- Bonding: A tendency of connecting with sports, and maintaining the connection over a period of time;
- Sport patriotism: A deep sense of pride and attachment fans have towards the achievements of their teams at all levels including international level in sports; and

- Sport event orientation: An intense enthusiasm, and anticipation for one's favourite sport.

Three independent experts matched items with the construct names during a pretest. There was no difficulty found by any judge in matching items to constructs, which gives additional assurance of the face validity of the scales. The indicators shown in Table 3.3 are the outcome of scale purification based on item-total correlations and EFA.

Table 3.3: Observed Indicators Used in CFA of FSL

Item	Description	Construct
P1	There is nothing that can stand between my favourite sport and me.	passion
P2	I spend more time thinking about sport than anything else.	passion
B1	I get a sense of satisfaction when participating in sport.	bonding
SP1	I feel overwhelmed as I listen to the national anthem in sport events.	sport patriotism
SEO1	I keep looking forward to watch my favourite sport.	sport event orientation
B2	I get thrilled in sports ground.	bonding
SEO2	Watching my favourite sport is like a festival.	sport event orientation
SP2	I feel proud to see the flag of my country being raised during sport events.	sport patriotism
P3	I have many sport-related goals.	passion
B3	I always turn out to be positive about sport.	bonding
SP3	I love to celebrate when my country wins trophies in sports.	sport patriotism
P4	I am usually willing to make sacrifices for my favourite sport.	passion
SEO3	I feel bad when there is no live broadcast/streaming of my favourite sport available.	sport event orientation

A 0-100 eleven-point scale was used for measuring the indicators in CFA.

Stage 2: Specifying the measurement model:

The measurement model was specified by using the graphical interface to draw the model depicted in Figure 3.2. Four latent constructs (represented by an oval) and thirteen indicator variables (represented by a box with labels) are displayed in the model. Each indicator variable has a corresponding error term (e). Two-headed connectors imply covariance between constructs. One-headed connectors represent a causal path from a construct to an indicator. The indicator variables were dragged into the measurement model once it was drawn.

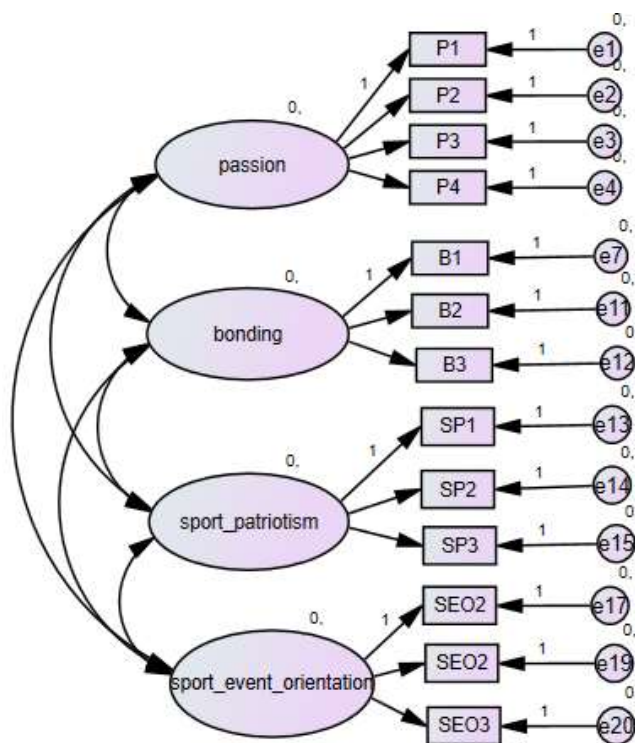


Figure 3.2: Measurement Model

Correlations between any two constructs are permitted. Each measured item (i.e., indicator variables) is only permitted to load on a single construct. Furthermore, the measurement model is congeneric and the error terms are not permitted to relate to any other measured item. Construct 'passion' is indicated by four measured items and other three constructs are indicated by three measured items each. Every individual construct is identified. No problems emerged with the rank condition for identification because there were at least three indicators for each construct (Hair et al., 2018). One loading per construct is not estimated as it was set to a value of 1 to set the scale. Thus, only 9 parameters are estimated for loadings. Further, there are 10 parameters, one variance for each construct plus the 6 unique covariances among constructs, to be estimated. Next, the number of error terms

for indicators (one per indicator) to be estimated is 13. Hence, the total number of parameters to be estimated is $9+10+13 = 32$. The total number of unique variance and covariance terms is equal to 91 (i.e., $13 \times 14/2$). Thus, the overall model contains more degrees of freedom (DF) than paths to be estimated, the model is identified with respect to the order condition. It includes more DF than free parameters. Therefore, the model is overidentified.

In the proposed model, all of the indicator variables are assumed to be reflective that means the the latent constructs are causing the indicator variables and not the vice versa.

Stage 3: Designing a Study to Produce Empirical Results

Non-random sampling methods (convenience, purposive, and snowball sampling) were used to collect a new set of data. Purposive sampling (also known as judgmental sampling) is a sampling method in which a researcher picks units to sample based on his or her expertise and professional opinion. Snowball sampling is commonly used method (Mweshi & Sakyi, 2020). The respondents were mostly (but not restricted to) undergraduate and graduate students at a large university, Indian Institute of Technology (IIT) Ropar. Data collection was done as per the standard ethical practice recommended by the Institute. Participants were invited to participate in research only after an informed consent (Information sheet and Consent forms are attached in the APPENDIX E and APPENDIX F). Those participants, who had participated in the earlier study 2, were not allowed to participate in study 3. The survey was done online through emails to the student community of IIT Ropar. Non-student participants were recruited through snowball sampling method. Volunteers were provided with a set of instructions outlining the specific processes to be adhered to in the recruitment of participants through snowballing. The survey link was shared with participants of age 18 years of above. The students proceeded to reach out to their acquaintances and friends, extending an invitation for their participation in the study. The possible participants encompassed individuals of varying genders, age groups, professional backgrounds, and geographical locations. The commencement of the online survey was contingent upon obtaining the informed consent of the participants. Prior to accessing the survey questions, participants were required to consent and provide their agreement to its contents. In addition, the survey was also carried out using purposive sampling among cricket fans at Wankhede Stadium, Mumbai during Indian Premiere League (IPL) season 2022.

It took approximately 10 minutes to complete the survey. A total of 243 usable responses were collected. The average age of the participants was around 23 years. Further, the sample was predominantly male, unmarried, and pursuing graduation or above.

Table 3.4 Study 3 (CFA) Sample Demographics

	Actual	Target	Male	Female	Unmarried	Married	Undergraduate or above
Online	166	200	124	42	127	39	166
Offline	77	200	63	14	42	35	46
Total	243	400	187	56	169	74	212

CFA was performed using SPSS Amos 25. The software was run to estimate the model after the measurement model was specified. The maximum likelihood estimation is the default method in SPSS Amos 25. Furthermore, the sample size is sufficient, so the model should converge and produce reliable results.

Stage 4: Assessing Measurement Model Validity

It is necessary to look at both the overall model fit and the construct validity requirements (Hair et al., 2018). CFA output includes many fit indices. The CFA output was inspected for model overall fit following recommendations from Bagozzi and Yi (1988); Fornell and Larcker (1981); Hair et al. (2018); and Hu and Bentler (1999). Only the items that have coefficients of determination over the preset threshold of 0.50 were kept. The determination of the measure's validity was afterwards conducted through the utilisation of construct validity. Construct validity refers to the degree to which a group of measured items actually represents the theoretical latent construct that those items are intended to measure. Construct validity has two key components: convergent validity and discriminant validity. Convergent validity occurs when the items that serve as indicators of a certain construct converge or share a significant amount of variance. Hair et al. (2018) recommend that each standardized factor loadings (regression weights) be at least .5, preferably .7, to ensure convergent validity. The square of a standardized factor loading represents how much variation in an item is explained by the latent factor, often known as the item's variance extracted. Loadings below .7 can still be regarded significant, but the measure's variance is dominated by error variance rather than explained variance. Furthermore, variance-extracted

measures should meet or surpass 50%. CFA calculates the average variance extracted (AVE) as the mean variance extracted for the items loading on a construct and serves as a summary measure of convergence (Fornell & Larcker, 1981). The AVE for each latent construct is calculated as the sum of all squared standardized factor loadings (squared multiple correlations) divided by the number of items (Anderson & Gerbing, 1988). In other terms, it represents the average squared standardized factor loading or average communality. When the AVE is less than .5, it means that, on average, the variance explained by the latent factor structure imposed on the measure is less than the amount of error still present in the items. Convergent validity can also be determined by reliability. By dividing the squared sum of factor loadings by the squared sum of factor loadings plus the sum of the error variance terms, one can get the construct reliability (CR) for each construct. Hair et al. (2018) recommend the minimal CR threshold of .70.

Discriminant validity is predicated on the assumptions that constructs that are expected to exhibit theoretical distinction are indeed seen to be distinct. A latent variable is considered to have discriminant validity if it explains more variance in the indicator variables it is associated with than it does with other constructs in the same model (Fornell & Larcker, 1981). Each construct's AVE is evaluated in relation to its squared correlations with other constructs in the model in order to satisfy this criterion. Henseler et al. (2015) presented a different approach to determining discriminant validity. The heterotrait-monotrait ratio of correlations (HTMT) is a technique that compares the average correlations between indicators inside a construct to the average correlations between indicators across constructs measuring distinct phenomena. Through a Monte Carlo simulation research, the authors proved the efficacy of this strategy and its superior performance over alternative approaches. HTMT criterion of 0.85 reflects a conservative approach to assess discriminant validity (Henseler et al., 2015).

To assess how well an item measures a construct, squared multiple correlations should be checked. Squared multiple correlations measures the extent to which a latent factor explains the variance of a measured variable. It resembles the concept of communality from EFA (Hair et al. 2018).

3.3.4 Study 4: Criterion Validity

Another step in scale validation was to establish criterion validity of FSL by assessing how the FSL scale relates with other marketing variables. Criterion validity (also called

instrumental validity is the process of comparing a novel measure or instrument to an already validated criterion measure or instrument. Since the measurement scale of FSL was being developed for the first time, testing criterion validity of FSL scale is the next step after testing for construct validity and reliability. For assessing how the FSL scale relates to other variables, at least one previously validated or criterion measure or instrument is required. Fan engagement (FE), though distinct, is related to FSL because the personal relevance of an attitude or behaviour influences the level of FSL a fan might have. Hence, FE was chosen as a criterion measure to assess the criterion validity of fan sport love (Figure 3.3). FE scale proposed and validated by Yoshida et al. (2014) was used for this purpose. According to the authors, FE scale composed of three defining elements: management cooperation (MC), prosocial behaviour (PSB), and performance tolerance (PT).

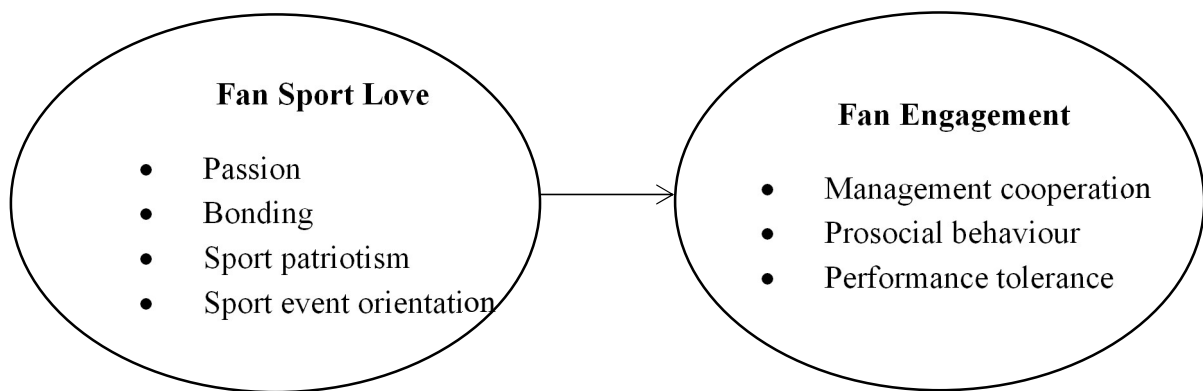


Figure 3.3 Testing Criterion Validity of FSL using FE as a Criterion Measure

According to Yoshida et al. (2014), the term MC refers to the act of assisting team management in various ways, such as offering constructive feedback to event personnel to improve the overall event experience, aiding event personnel in ensuring the safety of spectators at the event venue, and adhering to the ethical fan conduct policies set forth by the organisations. On the other hand, PSB denotes the act of assisting fellow fans, while PT refers to the act of supporting a sports team by displaying team-related merchandise, even in instances where the team's performance may not be successful.

The current study 4 proposes that FSL drives FE behaviour. Based on literature review, a causal relationship between FSL and FE is posited. Love is an attachment behaviour and motivational by nature (Bowlby, 1958, 1969, 1977). Sport fans helping a sport team, team management and other fans may be driven by some forms of attachment a fan might have with a sport team, team management and other fans. Further, according to self-expansion model of love (Aron & Aron, 1986; Aron & Westbay, 1996), a person loves other

person/activity by including others in and thus expanding his/her conception of self. Fans might be engaged in helping behaviours due to self-expansion/extension by extending their support to a sport team, team management and other fans and thus, including others in their conception of selves.

Given the exploratory nature of this study, it is hypothesised at this stage that the four elements of FSL (passion, bonding, sport patriotism, and sport event orientation) positively influence the three elements of FE.

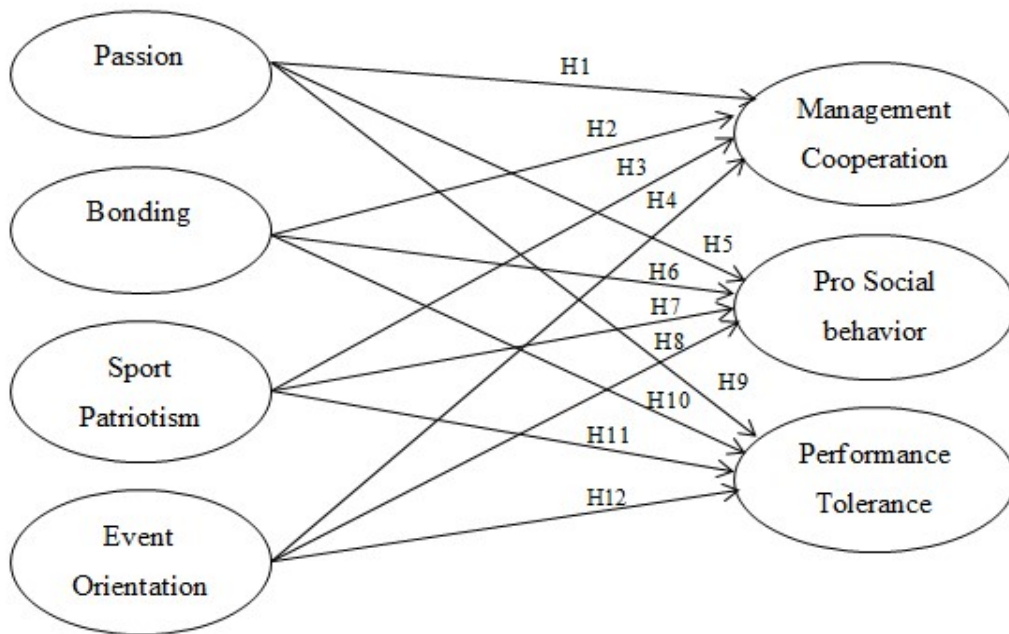


Figure 3.4 Structural Relationships among the Elements of FSL and FE

To test the hypothesis, the structural relationships shown in figure 3.4 were tested by partial least square based structural equation modelling (PLS-SEM) as per the recommendations of Hair et al. (2018). WarpPLS, Version 8 was used for data analysis in this stage. WarpPLS provides four robust measures of causality assessment (Kock, 2022). The Simpson's paradox ratio (SPR) of 1 signifies the optimal condition for the model to be devoid of any instances of Simpson's paradox. Simpson's paradox is observed when the path coefficient and the correlation pertaining to a pair of interconnected variables exhibit divergent signs. Furthermore, when the R-squared contribution ratio (RSCR) equals 1, it indicates the optimal condition when the model is devoid of any negative contributions to the R-squared value. The concept of RSCR refers to the degree to which a model is devoid of adverse contributions to the R-squared value. Thirdly, the Statistical Suppression Ratio (SSR)

refers to the degree to which a model exhibits a lack of statistical suppression occurrences. Statistical suppression is observed when the magnitude of a path coefficient exceeds the equivalent correlation between two variables that are linked. According to Kock (2022), a threshold value of $SSR > 0.7$ is recommended. Finally, the fourth measure, known as the Nonlinear Bivariate Causality Direction Ratio (NLBCDR), quantifies the degree to which bivariate nonlinear coefficients of association offer evidence in favor of the postulated causal directions inside a given model. According to Kock (2022), there is a recommended minimum threshold of 0.7 for NLBCDR.

For testing criterion validity, another set of empirical data was collected in November-December, 2022 by means of another survey. The survey instrument was created using Microsoft Forms. Study 4 survey instrument is almost identical to study 3 survey instrument except that the Study 4 survey questionnaires (shown in APPENDIX L (English version), and APPENDIX M (Hindi version)) additionally contained nine items of fan engagement (Yoshida et al., 2014). The survey was first pre-tested on 30 people drawn from the final sample. The offline survey was carried out in Bihar and Delhi NCR using convenient and snowball sampling methods. The online survey was carried out among the student community of IIT Ropar. Those participants who had participated in the earlier studies 2 and 3 (EFA and CFA studies respectively) were strictly kept out of study 4. The total sample size was 314. The sample was predominantly male, unmarried, and pursuing graduation or above with an average age around 22 years.

Table 3.5 Study 4 (Criterion Validity) Sample Demographics

	Actual	Target	Male	Female	Unmarried	Married	Undergraduate or above
Online	39	200	29	10	37	2	39
Offline	275	300	272	3	268	7	217
Total	314	500	301	13	305	9	256

3.4 Sport Love from An Athlete's Perspective (Study 5)

Athletes are agents of sports. An athlete's perspective on the love of sport is very likely to differ from that of a fan i.e., an observer of sport. Hence, a study exploring athletes perspectives separate from earlier studies (study 1, 2, 3, and 4) exploring fans perspective is

required. Accordingly, this Study 5 investigates the mechanisms that determine the manifestations of ASL. Athletes possess unique interpretations of athletic identity, encounters with anxiety, the process of aging, and the entirety of their athletic trajectories, all of which warrant examination within the wider framework of their life. According to Ronkainen and Nesti (2017), it is advisable to conduct longitudinal qualitative studies, in-depth case studies, and life-story interviews, particularly with athletes who have reached a certain level of maturity. Additionally, they suggest that researcher-practitioner projects should be undertaken, allowing the researcher ample time to establish rapport and gain a comprehensive understanding of the cultural context. Conventional quantitative methods often lose individuality and diversity i.e. overall subjectivity of the data set into a few tidy, simplistic and overarching categories presented in the form of mathematical charts and graphs (Stride et al., 2017) which tries to fulfil the objectivity of convincing and aiding key decision makers to make a quick decision. There is an emerging trend of advocacy of the qualitative methods for sport management researchers and practitioners (Shaw & Hoeber, 2016; Stride et al, 2017). Citing the popularity of narrative inquiry in other academic disciplines (Clandinin, 2007, 2013) drawing upon some sport management research, Stride et al (2017) argues the utility of adopting narrative inquiry in sport management.

3.4.1 Autobiographies as Qualitative Data Sources

Sports researchers have lately started utilising autobiographies to analyse elite athletes (McGannon et al., 2018; Newman et al., 2016; Sparkes & Stewart, 2016). Because an autobiography is written in the first person, it may be considered one of the best (if not the best) first-hand accounts of elite athletes' stories and lived experiences. Sporting autobiographies (SAs) have few extra advantages. First and foremost, SAs provide breadth and depth of perspectives from elite athletes who are otherwise practically beyond reach (at least in India) for a face-to-face interview. Second, these autobiographies are cost-effective and readily available. As a result, a researcher with limited resources (a typical situation with doctoral students in India) can concentrate more on his or her research while avoiding an indefinite wait for interviews with elite athletes. Critics have questioned the authenticity and trustworthiness of SAs on the presumption that SAs are ghostwritten with the primary motive of commercially exploiting the celebratory status of elite athletes and the inability to guarantee unmediated authenticity and 'truth' (Sparkes & Stewart, 2016). One possible solution to deal with these criticisms may be using these as the check mechanisms for selecting autobiographies. The next section describes how these guidelines are incorporated.

3.4.2 *Selection Criteria for Autobiographies:*

A criteria-based purposive sampling of SAs was used. The first selection criteria for SAs were that they must not be ghostwritten. However, co-authors are entirely different from ghostwriters. Unlike ghostwriters, co-authors are acknowledged and fully credited for their contributions to writing autobiographies. The second criterion was that SAs must capture the lives of elite athletes who have consistently excelled at the highest competitive level, e.g., the Olympics, World Cups, and International Championships. The third criterion was that these autobiographies should have plenty of self-critical narratives so that they can overcome a prevalent drawback of autobiographies, where authors are criticised for being self-serving. To ensure that the accounts given in the autobiographies are valuable, trustworthy first-hand accounts, the self-critical positions of the authors, such as the one mentioned below were consciously looked out for:

Before starting this book, I had to think long and hard about whether it was the right thing to do. It wasn't an easy decision. I am not in the habit of being sensational for the sake of it or saying things to ruffle feathers. That's just not me. However, I knew that if I agreed to write my story, I would have to be completely honest, as that's the way I have always played the game. (Tendulkar & Majumdar, p.2)

3.4.3 *Sample Size:*

There is no agreement among sports researchers about how many autobiographies are needed for a good qualitative study. For example, McGannon et al. (2018) have used one, and Newman et al. (2016) have used twelve autobiographies covering eight sports. However, selecting multiple autobiographies has the advantage of displaying varied viewpoints and voices, which express a more powerful force than a single instance (Howells & Fletcher, 2015). To give this study substantial breadth and depth, autobiographies of seven top athletes (Table 3.3) were used. The selected autobiographies were ensured to have variations in the sporting context (Five Olympic sports, namely, Badminton, Boxing, Shooting, Swimming, and Tennis, and one non-Olympic Sport, Cricket), gender of athletes (4 male and 3 female athletes), nationalities (Australia, India, and the USA), and publication period (from 2008 to 2018).

Table 3.6 List of Autobiographies Included in Study 5

Title (Number of pages)	Gender	Sport	Remarks about the elite sportsperson	Co-author	First published in
No limits (224 pages)	Male	Swimming	Michael Phelps (American) : The most successful Olympian ever (28 medals including 23 gold medals)	Alan Abrahamson	2008
A shot at history: My obsessive journey to Olympic gold (281 pages)	Male	Shooting	Abhinav Bindra (Indian): First ever Indian Olympic individual gold medallist	Rohit Brijnath	2011
Playing it my way (368 pages)	Male	Cricket	Sachin Tendulkar (Indian) : The highest run scorer in test & one day international cricket; the only sports-person to be awarded Bharat Ratna, the highest award by the government of India	Boria Majumdar	2014
No spin (479 pages)	Male	Cricket	Shane Warne (Australian): The second highest wicket taker in international test cricket; multiple world cup winner for Australia	Mark Nicholas	2018
Unbreakable (99 pages)	Female	Boxing	M C Mary Kom (Indian): Olympic bronze medalist (first woman boxer to do so in India); six-time world champion in women boxing	Dina Serto	2013
Playing to win (118 pages)	Female	Badminton	Saina Nehwal (Indian): First Indian Badminton player (male or female) to win Olympic medal (bronze)	Aravinda Anantharaman	2012
Ace against odds (253 pages)	Female	Tennis	Sania Mirza (Indian): Ladies' doubles former world number one tennis player and multiple Grand Slam winner.	Imran Mirza and Shivani Gupta	2016

3.4.4 Data Analysis:

Reflexive thematic analysis (RTA) was selected to analyse the narratives sampled from autobiographies (Braun & Clarke, 2006; 2019). The methodologies used in RTA follow the principles of a qualitative paradigm. These approaches prioritize the subjectivity of the

researcher, employ organic and recursive coding procedures, and underscore the significance of thorough reflection on and active involvement with the data.

By iteratively analysing all the chapters from each autobiography, several pieces of narratives in terms of descriptions of life situations and episodes that reflected ideas, emotions, or behaviours associated with the love of sports were identified. The autobiographies were read and reread numerous times in order to comprehend their most profound ideas. Whole or portions of paragraphs from the seven autobiographies were underlined and highlighted based on their apparent significance to the sporting journey of the authors. The highlighted passages were compiled in a file with the original context preserved. Each of these passages was examined in order to identify emergent and theoretical codes. Initially, lower-level codes were constructed to capture semantic concepts and then, latent concepts corresponding to these lower-level semantic codes were searched for. Typically, longer paragraphs were assigned more than one code. Thereafter, the code clusters were meticulously examined to determine the unifying pattern among the codes. To find commonalities and distinctions, both within- and between-cluster analyses were done. Several rounds of conversations were held to settle the variations in coding and reach a consistent consensus on standard codes and their subsequent placement in appropriate clusters. Subsequently, based on the most frequent occurrence of codes and their closest theoretical counterparts, higher-level codes, themes were produced. The themes were compared to the compiled data extracts by travelling back and forth between the two. Sufficient meaningful data was used to validate the support for each theme. The titles of the themes were determined based on the most commonly appearing codes in the code cluster and the underlying socio-psychological idea those codes were related to. When the authors disagreed about the cluster in which a specific code should be placed, they reviewed the literature on emergent themes and resolved it with mutual discussions to ensure consistency. So, in a way, both an inductive and a deductive approach were used to reach a consensus regarding codes, sub-themes, and themes. A theme was thought of as domain summaries or patterns of shared meaning that are supported by a fundamental meaning-based notion. Braun and Clarke (2019) assert that themes are not "in the data, pre-existing analyses awaiting retrieval, but are created". So, Braun and Clarke's (2019) reflexive TA is interpretably similar to EFA but of course, without using any statistical software. The themes that emerged will be discussed in detail in the next chapter of findings and discussions.

3.5 Chapter 3 Summary

This chapter discussed the methodology and methods employed for this research in detail. This research employs a mixed methods approach utilising both qualitative and quantitative methods. There were two distinct sets of studies carried out for respectively for two distinct stakeholders, fans and athletes. Study 1 was carried out for the Conceptualisation, item generation and initial purification of one of the proposed constructs, FSL. Studies 2 to 4 were carried out with the help of statistical software for the development of FSL scale following standard practices suggested in literature. Appropriateness and justifications for the methods employed were given in detail.

Study 5 was carried out for the Conceptualisation of the second proposed construct, ASL. The Conceptualisation was based on the collection and analysis of the qualitative data sampled through the autobiographies of elite athletes. Appropriateness and justifications for the methods employed were given in detail. Since the development of ASL scale was not an objective of this research, so, no quantitative method was employed in study 5. It is once again important to note that the studies on fans and on athletes are separate from and independent of each other. Therefore, the findings of study 5 apply to athletes only in an agent role.

The findings of all the work done (study 1 to 4 for FSL, and study 5 for ASL) so far employing the methodology and methods discussed in this chapter will be presented and discussed in detail in the next chapter.

4.1 Chapter 4 Preview

This chapter presents the findings of all the studies conducted in this research. In section 4.1 to 4.4, the results of study 1 to 4 (FSL Conceptualisation and scale development) are described. Results of four sequential studies, study 1, 2, 3, and 4 are given in the subsequent sections for sport love from a fan's perspective. Study 1 resulted in the Conceptualisation and item generation for fan sport love based on 11 semi-structured interviews, literature review, and one autobiography written from fan's perspective. Study 2 resulted in scale refinement, and study 3 and 4 addressed the reliability and validity of the proposed FSL scale.

Study 5 results presented in the section 4.5 presents the results of the thematic analysis of autobiographies of elite athletes. Five themes that emerged from this study 5 intensively cover the sport love from athletes' perspectives and are discussed in details in the subsequent sub-sections.

4.2 Study 1 Results

Study 1 was done in an attempt to answer the first research question (i.e. how can FSL be conceptualized?). The answer to this question is derived from three sources: a) literature review of related existing theoretical frameworks, b) semi-structured interviews of sports fans, and c) an autobiography (written from a fan's perspective) as an insight-stimulating example.

The literature review on the theories of love revealed many aspects of love that may hold ground in case of love of sport too. First of all, love of sport may be perceived as a separate and independent type of love (Fehr & Russel, 1991; Aron & Aron, 1986; Ahuvia, 1993). Sport love is non-interpersonal in nature though it may have some features of love common to all forms of love. The self-expansion model (Aron & Aron, 1986) justifies the conception of sport love from multiple perspectives such as athletes and fans as the probability of actual self-expansion is realistically different for different stakeholders. Especially in competitive sports, the desirability of self-expansion through sports may be high for both athletes and fans. Athletes expand their self through sports by sporting

performances where they tend to push themselves to the extremes of their physical and mental capacities. Fans on the other hand expand their selves through sports by becoming a part of larger fan community and owning the successes (or failures) of an athlete or a team as their own.

In accordance with the self-expansion theory of love, a Conceptualisation of one's love of sport is proposed. Sport love is the incorporation of sport into one's conception of self. However, the expansion may not be permanent. A sport lover would likely identify sport as a part of core self rather part of his/her extended self that may be the case with an amateur or hobbyist. The deeper is the love, the deeper is the integration of the loved object/activity (mentioned by Ahuvia, 2005 as high involvement consumption) with the core self of the lover. Love may be embedded to the core so deeply that the emotions reflecting attachment may not always be sensed easily by the outside environment. Sport love where one becomes increasingly aware of sport, and sport involvement gradually increases resulting in multifaceted bonding with sport to the extent that even the anticipation of separation from sport is distressful is a clear example of the incorporation of sport into one's core self. An amateur or hobbyist is not likely to feel such intense emotion in response to separation from sports. Affective responses such as separation distress (more than often reflected in sentiments when players announce retirement from sport; or reflected in fans in case of any mishappenings about sporting events) is more when sport is integrated with the core-self rather than with the extended self. The earlier Conceptualisation of love for sports (Eitzen, 1989; Stebbins 1992) that only an amateur or hobbyist truly loves sport is apparently not inclusive of all the sport stakeholders.

4.3 Study 2 Results

To answer the second research question that how can FSL be measured, scale development standard practices were followed. Study 1 findings were the input for the EFA for identifying the underlying determining factors of FSL.

In the second stage of item purification, EFA was conducted on the first set of data ($n = 169$) using SPSS Statistics version 25. After initial data screening, 162 responses were found to be suitable for the analysis. Little's MCAR test analysis by SPSS Statistics 25 gave the following results: Chi-Square = 1227.579, Degrees of Freedom, $DF=1191$, Significance Level = 0.225. Because the significance value is more than 0.05, it can be concluded that the data was missing completely at random. Due to the acceptable level of power loss and the

limited number of missing data, the decision was made to impute the missing values with median values. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.898, and the determinant of the correlation matrix was 7.37E-5. Finally, a four factor solution retaining 13 items was obtained. The range of communalities of the items was 0.521 to 0.887. The four factors cumulatively explained 70.07% of total variance. The details of the results are given in Tables 4.1 and 4.2.

Table 4.1 Pattern Matrix

	Factor			
	1	2	3	4
I37	.976			
I46	.817			
I56	.752			
I22	.503			
I19	.973			
I13	.728			
I44	.714			
I32		.800		
I11		.765		
I39		.730		
I26			.931	
I8			.700	
I35			.655	

A solution using Kaiser's criterion is also checked which gave a three factor solution with a 65% explained variance and multiple cross loadings.

Table 4.2 Items Statistics

	Communalities	Mean	SD	Cronbach's α
Factor 1				.891
I spend more time thinking about sport than anything else.	.785	6.02	3.016	
There is nothing that can stand between my favourite sport and me.	.732	5.15	3.182	
I have many sport-related goals.	.711	5.75	3.201	
I am usually willing to make sacrifices for my favourite sport.	.601	5.86	3.155	
Factor 2				.886
I get a sense of satisfaction when participating in sport.	.835	7.96	2.401	
I get thrilled in sports ground.	.664	7.76	2.534	
I always turn out to be positive about sport.	.706	7.76	2.289	
Factor 3				.855
I feel proud to see the flag of my country being raised during sport events.	.718	8.90	1.998	
I feel overwhelmed as I listen to the national anthem in sport events.	.724	8.02	2.579	
I love to celebrate when my country wins trophies in sports.	.660	8.11	2.580	
Factor 4				.844
I look forward to watch my favourite sport.	.887	7.19	2.829	
I feel bad when there is no live broadcast/streaming of my favourite sport available.	.521	6.39	3.447	
Watching my favourite sport is like a festival.	.693	7.00	2.995	

While there may be some overlap between the factors, the distinguishing features lie in the specific focus and nature of the emotional attachment and commitment. 'Sport passion' emphasizes sports related intense emotions; 'bonding with sport' emphasizes emotional connection, personal goals, dedication and sacrifices; 'sport event orientation' emphasizes

enduring enthusiasm, and ‘sport patriotism’ emphasizes attachment and pride related to one's team's sports achievements.

4.4 Study 3 Results

Study 2 (EFA) findings need to be subjected to CFA towards answering the second research question, i.e., how FSL can be measured, Hence, in study 3, CFA was conducted on a second set of data (n=243) using SPSS Amos version 25. After initial data screening, all 243 responses were found appropriate for analysis. The measurement model was examined to confirm the psychometric properties of the constructs utilized in this study. First, the goodness-of-fit indices of the measurement model were evaluated. The results confirm that the model fit measures were satisfactory. The Chi-Square for 59 degree of freedom, CMIN, $\chi^2 = 139.655$. The various fit indices (CMIN/DF = 2.367; comparative fit index, CFI = 0.955; standardized root mean residual, SRMR = 0.049; root mean square error of approximation, RMSEA = 0.075) were under the respective thresholds (Hu & Bentler, 1999). The construct reliability (CR) of the constructs ranged between 0.841 and 0.864, indicating an acceptable level of reliability (Nunnally & Bernstein, 1994). In the context of CFA, the calculation of the Average Variance Extracted (AVE) involves determining the mean variance extracted for the items that load on a certain construct. This measure serves as a concise indicator of convergence, as proposed by Fornell and Larcker (1981). Moreover, the AVE of all constructs ranged between 0.571 and 0.680, exceeding the 0.50 threshold (Bagozzi & Yi, 1988). The square roots of each construct's AVEs are greater than their respective intercorrelations (Table 4.3), which conformed to the validity assessment standards.

Table 4.3 Validity Analysis (Using Fornell and Larcker Criteria)

	CR	AVE	Passion	Bonding	Sport patriotism	Sport event orientation
Passion	0.841	0.571	0.756			
Bonding	0.850	0.655	0.754***	0.809		
Sport patriotism	0.864	0.680	0.408***	0.589***	0.824	
Sport event orientation	0.855	0.664	0.654***	0.712***	0.630***	0.815

Table 4.4 HTMT Analysis

	Passion	Bonding	Sport Patriotism	Sport event orientation
Passion				
Bonding	0.757			
Sport Patriotism	0.409	0.597		
Sport event orientation	0.687	0.732	0.649	

The traditional Fornell and Larcker's criteria and the recent HTMT criteria were both considered to assess the discriminant validity. The results of the validity analyses (shown in Tables 4.3 and 4.4) supported the robust psychometric properties of the scale.

Table 4.5 Squared Multiple Correlations

Item number	P1	P2	P3	P4	B1	B2	B3	SP1	SP2	SP3	SOE1	SOE2	SOE3
Estimate	.548	.440	.594	.703	.702	.683	.579	.742	.643	.654	.630	.568	.795

4.5 Study 4 Results

The findings of study 4 tries to answer the third research question, i.e., how FSL impacts fan engagement. The results confirmed that the structural model fit measures were satisfactory. The four indices at the bottom in Table 4.6 are causality assessment indices (Kock, 2022). The values were ideal or acceptable.

Table 4.6 Model Fit and Quality Measures of Structural Model

Index	Criteria	Results	Assessment
Average path coefficient (APC)		0.145, P=0.003	Acceptable
Average R-squared (ARS)		0.208, P<0.001	Significant
Average adjusted R-squared (AARS)		0.197, P<0.001	Significant
Average block VIF (AVIF)	acceptable if ≤ 5 , ideally ≤ 3.3	1.740	ideal
Average full collinearity VIF (AFVIF)	acceptable if ≤ 5 , ideally ≤ 3.3	1.979	ideal
Tenenhaus GoF (GoF)	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.374	large
Simpson's paradox ratio (SPR)	acceptable if ≥ 0.7 , ideally = 1	1.000	ideal
R-squared contribution ratio (RSCR)	acceptable if ≥ 0.9 , ideally = 1	1.000	ideal
Statistical suppression ratio (SSR)	acceptable if ≥ 0.7	1.000	acceptable
Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if ≥ 0.7	0.833	acceptable

Table 4.7 presents hypothesis testing results for the model. The hypotheses results were more or less as per the expectations. Eight out of the twelve hypotheses were supported.

Table 4.7 Hypothesis Testing Results

Hypothesis	Path coefficient	Hypothesis supported
H1: Passion → MC	0.042	No
H2: Bonding → MC	0.036	No
H3: Sport patriotism → MC	0.172**	Yes
H4: Event orientation → MC	0.256***	Yes
H5: Passion → PSB	0.163**	Yes
H6: Bonding → PSB	0.090*	Yes
H7: Sport patriotism → PSB	0.185***	Yes
H8: Event orientation → PSB	0.299***	Yes
H9: Passion → PT	0.049	No
H10: Bonding → PT	0.015	No
H11: Sport patriotism → PT	0.167**	Yes
H12: Event orientation → PT	0.267***	Yes

Note: MC (Management cooperation); PSB (Pro social behaviour); Performance tolerance (PT); *** ($p < 0.001$); ** ($p < 0.01$); * ($p < 0.1$)

As expected, sport patriotism and event orientation positively influenced all the three elements of fan engagement. (Standardized) Path coefficients (β) imply that the four elements of FSL, sport event orientation, sport patriotism, passion and bonding can be ordered by significance as predictors of the three elements of fan engagement. For example, β for event orientation → PSB = 0.299 > β for sport patriotism → PSB = 0.185 > β for passion → PSB = 0.163 > β for bonding → PSB = 0.090. The same order of β coefficients were found for MC and PT also. Passion and bonding were found to positively influence PSB but not the other two dimensions, MC and PT. Ideally, passion and bonding should also have positively influenced all the three elements of fan engagement. One possible reason for this aberration may be because of the items of MC and PT in Yoshida et al. (2014) work. The three items reflecting MC: ‘I try to work cooperatively with my team.’, ‘I do things to make my team’s event management easier.’, and ‘The employees of my favorite team get my full cooperation.’ presume that sport fans will always help the sport team management. These items were adapted in sport fans context by Yoshida et al. (2014) from earlier studies done for customers in different context such as financial services. However, sport fans are unique and the intensities of emotion of sport fans are extreme and mostly irrational (Baker et al., 2016; Daniels et al., 2020; Fujak et al., 2018; Ruihley & Pate, 2017; Smith & Stewart, 2010). A customer of financial services is not likely to continue with the service provider in case of consistent failures but sports fans are known to be loyal to their favourite teams despite season after season failures of their favorite team. Fan aggression is another irrational fan

behavior where fans are engaged in abusive and violent behavior against the fans and/or athletes of the rival team(s). Fans' engagement in aggressive behavior which is typically driven by passion (Toder-Alon et al., 2019) and aggravated by bonding among sports fans of one team against those of the rival team, therefore, may not result in MC.

The three items of PT in Yoshida et al. (2014) study, 'I wear clothing that displays the name of my favorite team even if it has an unsuccessful season.', 'I wear apparel which represents the fans of my favorite team even if the team has an unsuccessful season.', and 'I display the logo of my favourite team on my clothing even if it does not perform well.', actually reflect displays of team identification despite unpleasant results. However, sports fans have been reported to be engaged in BIRGing and CORFing behaviors (Wann & Branscombe, 1990; 1993; 1995) which are direct responses to the results of a sport team. Also, team identification is a predictor of fan aggression (Toder-Alon et al., 2019, Donahue et al., 2009). Highly identified fans of a sport team may perceive team loss as a threat to their fan identity, and therefore, are more likely to behave aggressively to protect or restore their identity (Donahue et al., 2009). It may be the case that fans are tolerant to the performance of the team they supported but intolerant for the performance of the rival team. Only then it is possible that fans have PT due to sport patriotism and event orientation but not due to passion, and bonding in the form of in-group versus out-group which may threat their fan identities. BIRGing and CORFing behaviors and, fans' engagement in violence reflect a tendency where fans become obsessed with winning of their teams (Donahue et al., 2009). Such fans should not be expected to exhibit PT. This result reinforces the earlier study 2 (EFA) results that sports fans did not rate highly to the sport integrity related items.

4.6 Study 5 Results

This section discusses the results of reflexive thematic analysis (RTA) procedures conducted on the data. Data analysis yielded five major themes of sport love from an athlete's perspective: 'striving for excellence,' 'primacy of intrinsic rewards,' 'peremptory rectitude,' 'multifaceted bonding,' and 'agony of separation'. Based on the collated content, the themes appeared to function well. No theme was found to be excessively thick or thin. Each theme has revealed its unique insights, despite sharing mutual relationships, and subsequently added depth to our understanding of what constitutes ASL and how those constituents get embedded in the 'self' of an athlete.

4.6.1 Striving for Excellence

A longing for excellence in performance has been found common across all the athletes throughout their sporting journeys in this study. The same is reflected in the higher-level codes of this theme, which include working consistently hard to achieve set goals even in the face of adversity. Being passionate for one's sport leads individuals to dedicate themselves fully to their sport, thereby allowing them to persist, even in the face of obstacles, and to eventually reach excellence (Vallerand et al., 2008). According to Vallerand et al. (2003), passion can be characterized as a robust propensity towards an activity that individuals have a fondness for, perceive as significant, and dedicate their time and energy to. Becoming an elite athlete is reportedly full of challenges, e.g., lack of resources (particularly at the lower socio-economic levels), inadequate institutional support, pressure to perform, staying injury-free, regaining fitness faster after injuries, coping with doubters, etc. What has kept these athletes committed to sports is their persistence of efforts with determination, and personal investments. For example, Mary Kom mentioned how she carried out her single-minded uncompromising devotion to her sport despite all the ups and downs:

I had practised my techniques with single-minded devotion, fought bouts in the ring with different sparring partners, threw punches at bags to perfect my jabs. Then there was the fact that I was constantly travelling, getting ready for one championship or the other. Put everything else in my life aside to spend five or six hours every day working out and keeping fit. (Mary Kom, p.32)

In a number of situations, sacrifices and personal endurance have shown that sports commitment plays a bigger role than other things in getting past problems. For example, just before the 2011 Asian Cup in Haikou, China, Mary Kom was shattered by the news of her three years old son's critical illness and his need for cardiovascular surgery to survive. Despite having this emotionally challenging situation in a conflicting role as a mother and an elite athlete, she not only participated but also concentrated on and eventually won that continental championship before attending to her motherly duties. Saina Nehwal describes such challenging situations where she had to go through personal level compromises and sacrifices, putting it in the following words:

That's how it is for us sports people - there is no such thing as sick leave. We have to play because there are people depending on us, a country that believes in us to do it proud. And that's why it is so important to keep ourselves injury-free. I cannot be careless and let go of the discipline because it will certainly come back to bite me in the backside! I have had to play a

week after a bout of chickenpox, through viral infections, and as mentioned, with injuries. I remember having had a bad attack of viral fever during the French quarter-finals and being exhausted. It was so hard to keep going. Training never stopped through any of this. I have a tendency to put on weight, and I had to make sure I was not binge eating or breaking away from my schedule. And after that, to hear criticism such as ‘She is in bad form’ is always upsetting. (Nehwal, pp.75–76).

The ability to play at one's absolute best despite physical discomfort and the knowledge that one is doing so for one's country reveals an inner motivation of the self that connects to their athletic identity. Although it is frequently common for male and female athletes to battle various physical maladies and injuries to maintain their peak performance, female athletes endure more painful challenges and sacrifices during their other gendered roles, such as being a mother. All the elite athletes have revealed their attitude of striving for excellence by setting higher goals and relishing their performance against more challenging opponents. For example, athletes dream and aspire to play at the highest level of championships, such as Wimbledon for tennis player Sania Mirza, the All-England Championships for badminton player Saina Nehwal, and the Olympics for shooter Bindra, the Cricket World Cup for Tendulkar, and the world boxing championship for Mary Kom. Striving for excellence right from the junior level reflected through various situations, carried along, nurtured, and matured as an embodiment of sports love.

4.6.2 Multifaceted Bonding

Athletes tend to forge several types of ties with their favourite sports over a period of time. They felt joyously and voluntarily connected with sports, knowing it as much as possible, caring about it, and supporting it wholeheartedly. Elite athletes have shown how particular they are for their sports equipment. At the most fundamental level, athletes are prone to form strong bonds with their sports equipment, for example, Tendulkar with his bats, Bindra with his rifles, Mirza with her rackets, and Phelps with his Speedo suits (swimming costumes), to such an extent that some of them were unwilling to part ways with that equipment even after it got worn and torn. For example, Tendulkar (p. 229) mentioned:

In the tournament I was using a favourite bat of mine, the one I had used the previous season, when I was the ICC Cricketer of the Year. Though it was showing its age, I had not discarded it. Rather, I had repaired it time and again and had even sent it to the bat manufacturers for restoration. There was a kind of emotional bond with this bat and every time I couriered it to the manufacturers, I felt nervous and prayed that it would not get lost in transit.

At one level, there were several instances when the equipment was seen as a physical extension of their 'self' into their favourite sport. For example, the bat is considered an 'extension of the arm' (Tendulkar, p. 135), or the shooting gun is an 'extra limb' and the shooting jacket is a 'second skin' (Bindra, p. 6) that gives out an expression such as 'feeling like a superhero to take on the world when swimming costume is put on' (Phelps, p. 147). At another level, they also see the equipment as an embodiment of passionate memories connected to special sporting occasions of their journey (e.g., playing in the Olympic finals, winning the World Cup, etc.). An important observation is that sports equipment has also served as the starting point of attachment that fascinated elite athletes at the beginning of their sporting journey. For example, Mirza's naturally perfect timings of hitting balls with her racket kept her hooked on tennis. Tendulkar's natural swing of the bat was observed by his brother, who encouraged him further to get seriously into Cricket. Similarly, Bindra (p.19) described his instant fascination with guns, which attracted him more than any other sport he was familiar with:

Even though sport is one of the joyful escapes of boarding school, I wasn't intrigued. Watching, yes; playing, yes, but without any evident passion. I'd attended a cricket Test at Lord's in 1996 as a boy...but this sport did not call me as a participant. For a while I played golf with my father and hoofed around a football, but I gave up easily. Call it a lack of talent. And then I found something else. Guns. Like boys and fighter planes, these shining, smooth weapons had some mysterious, almost mystical, hold over me. Even now, like some familiar scent, I can remember the smell of gun oil from my childhood.

A voluntary associative tendency of athletes towards sports equipment paves the way into sports, and one finds ways to be around sports, dreams about it, talks about it, and eventually establishes a close connection with the sport. Elite athletes form close bonds not only with sports equipment but also with their coaches, fellow athletes, and, in general, anyone and everything related to sports as they advance through their sporting career. Playing in an international sporting arena, such as the Olympics, often strengthens the bonding with fellow athletes (teammates, opponents, or those from different sports) participating in that event. Such a sense of bonding transcends the individual level and appears to traverse through national and global human sentiments. For example, Phelps (p.9) underscored how the team bonds are getting deeper in his quote: "Of course, I had won a gold medal, and that was the goal. But this was about something way bigger than any personal accomplishment. We swam together, competed together, four as one, together, as a team, and as Americans."

Similarly, Sania Mirza (p. 141) nostalgically remembered one of the Olympic Games and described how the bonding sentiments of sport go to a further high:

There is an instantaneous connection and bond one feels with fellow athletes, irrespective of language or culture. This is the spirit of the Olympics, the spirit of humanity, and this is what we all probably take back in fair measure from the biggest sporting show on earth.

4.6.3 *Agony of Separation*

Athletes were found invariably reporting various forms of agony, which is a painful emotional state, when athletes were forced to stay away due to undesirable or unexpected situations. There were several instances in the athletes' narratives when athletes were seen as saddened by not being able to play due to injuries or bad health. An instance of such an emotional state is given below.

...I was told it would be four and a half months before I could hold a cricket bat. Those months were extremely difficult....It was very frustrating not doing anything, and at one point, I hung a ball in a sock below our apartment and tried doing some shadow practice with a plastic bat, but even that was really painful. The last two months were the hardest. I could barely sleep and would have to go out for long drives in the middle of the night with my friend ... just to try and calm down a little. (Tendulkar, p.166)

Also, athletes have experienced that being away from sports makes them think about themselves and look deeper inside to see how a part of their 'self' is becoming uncomfortably detached. Such reactions to separation reaffirm that those who love sports will always seek ways to stay close to it. For example, an Australian elite cricketer mentioned:

I'll say one thing for being dropped. It made me realise how much I loved the game and how much I missed not being out there on the park with the guys. It gave me focus, but a part of me wanted to throw the towel in. (Warne, p. 154)

Anticipation of separation from sports for other personal reasons, such as marriage, particularly for elite female athletes, also indicated similar apprehensions. For example, in response to the marriage proposal by his boyfriend, Mary Kom (p. 34) introspects, "It was hard for me to think beyond boxing. How would marriage fit into my life? ", and responds with just one question, 'Will you let me continue playing?'

Elite athletes were also found to handle medical situations in particular ways to minimise their separation from sports. For example, before the World Cup in South Africa and Zimbabwe in February 2003, Sachin was recovering from injuries, but he persisted in

playing and eventually got the man of the tournament award. Only then, as soon as the World Cup was over, he consulted a series of specialists and got surgery done on the ring finger of his left hand. In another medical situation, despite excruciating pain, Sachin had insisted on having two operations on consecutive days to cut down the recovery time in the hope of getting fit for the upcoming cricket series. Elite athletes have also been very sentimental to the extent that expression of pain was difficult to verbalise when they announced retirement from their beloved sport.

4.6.4 Primacy for Intrinsic Rewards:

It was found to be common for elite athletes to downplay the importance of extrinsic (e.g., monetary) rewards for keeping their motivation for sport. For example, Phelps (p. 77) acknowledged the larger scale of incentives and sponsorships in other sports compared to swimming in the USA, saying, "If I was in swimming solely to make money, I was in the wrong sport." Similarly, Bindra also trivialised extrinsic incentives by saying:

Back then, as a young boy just starting, victory was pure, like the innocence of a first kiss... Later, victory becomes a relief, for you expect yourself to win; you demand it of yourself. But knowing you are good enough to win engulfs you with different pressure. Finally, victory becomes not irrelevant, not secondary, but just not the greatest pleasure: it is staying faithful through time and tribulation to a process; it is the travel to greatness which is most rewarding. (Bindra, 83)

In the initial phases of their career, athletes have reported being enticed and captivated by winning (Donahue, Rip, and Vallerand, 2009), making records, getting badges, and seeing one's name and pictures in media headlines, etc., as more appealing achievements. Although they have acknowledged their delight in extrinsic achievements such as in being a 'district champion,' 'wearing a national team's jersey, winning a medal, etc., however, during sporting events, they didn't seem to get absorbed by it and kept their sporting joy focussed on the process rather than rewards. Extrinsic factors such as monetary rewards may be necessary but not sufficient motivators for an athlete's sport love.

4.6.5 Peremptory Rectitude:

Invariably, in all the autobiographies under this study, strong evidences of elite athletes sticking to ethical sporting practises in the strongest terms were found. There were several instances in autobiographies where athletes repeatedly emphasised maintaining integrity in sporting behaviour as their respect for the sport. Such practises were not dictated by the threat

of stringent policies but for a drive to maintain credibility and trust. This may also be seen as a form of love of sport. The coach's role was found to be of utmost importance in instilling integrity during the formative and growth phases of an elite athlete. For instance, Bindra (p. 28) attributes his love for practice to his first coach, who instilled a work ethic and taught him that "sweat was the finest polish in sport." In order to protect the dignity of sports, elite athletes often discouraged unfair practices and consciously did not allow them to creep into their sporting selves. They often advocate making rules and policies to minimise the opportunities for loss of integrity. Athletes have pushed for strict ethical rules to ensure fair play, presumably to stay uniform across all sporting events and institutions. Many athletes have expressed deep apprehensions about specific instances of ethical violations that were found to erode the credibility of competitive sports among fans. For example, saddened by the events of match fixing, Tendulkar (pp. 123,197) advocated having a zero-tolerance rule for any corruption in sport:

...I found the revelations about matches being thrown for money distasteful and disgusting. The whole thing was repulsive, and what was seriously worrying was that fans had started to lose faith, and the integrity of our sport was in doubt. We desperately needed to bring credibility back to the game There has to be a complete zero-tolerance policy against corruption, and more should be done to educate the players.

Doping by a fellow teammate was seen as demoralising for other athletes and the whole contingent. Only clean, brilliant performances from other contingent athletes restore confidence and belief. Bindra (p. 88) further highlighted the detrimental impacts of doping during the Commonwealth Games, a multi-sport venue.

The weightlifting men did some decent lifting till a couple turned out to be on an illegal diet. It is dispiriting for a country and embarrassing for a contingent to have drug cheats within. But then the women's hockey team won gold and so did boxer Mohammed Ali Qamar, who trailed on points coming into the final round yet won and captured everyone's heart. When a fellow athlete does well, it sends a ripple of inspiration through a contingent.

Shane Warne, who lost his playing privileges immediately before the 2003 cricket World Cup Final due to taking a medicine, which was incorrectly classified under prohibited drugs at that time but was dropped off the list later, vehemently opposed drugs and doping use. Athletes down the timeline were seen to take severe precautions about violating ethical rules, even if it was by accident. For example, Bindra said no to painkillers despite being in severe pain due to a toothache just ten days before the 2004 Athens Olympics, and Mary

Kom did not take medication for a cold and fever during the 2006 World Boxing Championship in New Delhi, all because they didn't want to miss the opportunity to perform in those important games for which they had been preparing for a long time.

In short, the identified themes show some mutual connections despite having their own unique characteristics. The findings reveal that elite athletes develop a strong bond with their favourite sport over a period of time through their consistent striving for excellence, even in adverse circumstances. Duckworth et al. (2007) have attempted to link passion and perseverance to the success of highly accomplished people in terms of the personality trait 'grit.' However, the findings of this research suggest that the love of the sport of an elite athlete is not merely a personality trait; instead, it is discovered mostly with the bounding constituents and later developed with their irresistible passion for performing. Moreover, their attachment to sport is also reflected in their deep emotional connection with tangible sporting possessions (such as a bat, a rifle, a swimsuit, a racket, etc.), venues, events, teammates, and coaches. Sport becomes such a vital component of an athlete's self-identity during the bonding process that the agony of separation becomes natural.

4.7 Chapter 4 Summary

This chapter presented the findings of all the studies carried out for this research. Studies 1 to 4 findings are relevant in fans' context. FSL Conceptualisation and generation of an initial pool of 73 FSL items followed by an initial purification of items resulting in reduction from 73 to 56 FSL items were the key findings of Study 1. A four factor solution retaining 13 items out of 56 FSL was obtained through EFA in Study 2. These four factors were named passion, bonding, sport patriotism, and sport event orientation. Study 3 findings were about the construct validity and reliability, and confirmed the four factors structure of FSL obtained in study 2. Study 4 findings helped in establishing criterion validity of the proposed FSL scale.

Study 5 findings were about the Conceptualisation of ASL and are separate from and independent of the finding related to FSL in study 1 to 4. Five themes emerged as a result of RTA of the qualitative data extracted from elite athletes' autobiographies. These five themes are 'striving for excellence,' 'primacy of intrinsic rewards,' 'peremptory rectitude,' 'multifaceted bonding,' and 'agony of separation'. These five themes are the five determinants of ASL.

Now that the answers to research questions related to the conceptualisation of ASL, conceptualisation of FSL and measurement of FSL are discussed in this chapter, the next chapter will be of concluding one. Answers to the research questions related to the implications of FSL and ASL will be discussed in the next chapter.

5.1 Chapter 5 Preview

This chapter discusses the potential contributions offered by this research. Extending Rubin's (1970) findings about the difference between liking and love in romantic love to sports context, it may be posited that love of sports is different from liking of sports. One's love for the sport must have unique characteristics that elevate an individual to an elite athlete or a fan. This research delves deeper into socio-psychological mechanisms that determine the love of sports from the perspective of two key stakeholders - athletes and fans. Accordingly, this research has two distinct parts. One part of this research tried to fulfil fans-specific research objectives by conceptualising FSL, i.e. the type of sport love from fans' perspective, (an answer to research question one i.e. how FSL can be conceptualised?), developing FSL scale for measuring FSL (an answer to research question two i.e. how FSL can be measured?), and testing its impact on one of the fan behaviours (an answer to research question three i.e. how FSL impacts fan engagement?). The second part of this research tried to fulfil athletes-specific research objectives by separately conceptualising ASL, i.e. the type of sport love from athletes' perspective, (an answer to research question four i.e. how ASL can be conceptualised and how it is different from FSL?). This part provides qualitative evidence from the autobiographies of elite athletes on the various socio-psychological themes associated with ASL. The theoretical and practical implications of FSL and ASL are compared in an attempt to answer the last research question (i.e. how do the implications of sport love differ from fans' and athletes' perspectives?) Finally, the limitations of this research and future research directions are described and the chapter ends with concluding paragraph.

5.2 Theoretical Contributions

Despite the differences in opinions about the definition of sport, sports philosophers agree on certain vital aspects of the nature of sports that sport is competitive, institutionalised and, therefore, serious activity. Of course, different stakeholders of sports play different roles through which their sport love is reflected in different ways. Agent-observer perspectives are appropriate in sports context, given a great contrast between viewing a situation from within as an athlete and from without as a fan (Abele et al., 2014, Fite, 1908). Fans as observers and

athletes as agents of sports were found to love sports in diverse ways. For example, athletes invest their resources (e.g. time, money, and energy) to produce sporting excellence whereas fans invest their resources to witness and treasure the experiences of sporting excellence being achieved. Hence, sport love from two distinct perspectives of fans and athletes needs to be taken into account. Accordingly, two separate and independent kinds of sport love, namely, FSL and ASL were conceptualised.

A step is taken to conceptualize sport love by extending the theories of love from social psychology and marketing literature into sports context. In alignment with the self-expansion theory of love (Aron & Aron, 1996), it is proposed that sport love (both FSL and ASL) is a consequence of the gradual expansion of 'self' in sports where the sport gets attached to and becomes a part of one's core self. The reason behind choosing this theorisation of love is its potential for applicability across non-interpersonal contexts such as consumption objects, lifestyles, work, and leisure activities, and across different stakeholders such as fans and athletes. The extent of the love of sport will depend on the extent of self-expansion in cognitive, emotional, and behavioural dimensions. The fundamental proposition is that love is not directed towards others; instead, it is directed towards the self. FSL is a phenomenon where sporting experiences through fandom of sports events are internalized and integrated as part of the core selves of fans. Similarly, ASL is a phenomenon where sporting experiences through participation in sports events are internalized and integrated as part of the core selves of athletes. However, it should be noted that elite athletes are not elite from the very beginning and they also begin their pursuit of sports as fans, but over the time, they do not just consume sports but are consumed by the sport simultaneously. So, ASL can be considered closer to interpersonal consummate love, whereas FSL is closer to love in consumption contexts. Moreover, fans have not rated items related to sports integrity highly whereas elite athletes' in their autobiographies have invariably given critical importance to peremptory rectitude toward maintaining integrity in sports. This difference in FSL and ASL has two important implications. First, it implies that maintaining integrity and following rules in sports meant more to athletes than to an average fan. Second, it extends further empirical support to previous findings that fans are becoming normalised to integrity breaches in sports (Manoli et al., 2020). Thus, the amount and nature of resources dedicated to sports, and expectations and outcomes may be different for different stakeholders, but it is the shared love of sports that makes them complement of each other. The theoretical implications of FSL and ASL are given individually in the subsequent subsections.

5.2.1 Theoretical implications of FSL

FSL is a non-interpersonal love where consuming specific sport events become integral to the core self of a sport consumer. The findings revealed that an integration of sports into the self of a fan is facilitated by four defining elements of FSL: passion, bonding, sport patriotism, and sport event orientation. FSL is defined as a non-interpersonal love where fans integrate their selves with sports by bonding through passionate consumption of sporting events along with sport related identity formation.

For measuring the levels of the love of sports among fans, FSL scale is developed. Among the four factors of FSL, sport event orientation and sport patriotism influenced fan engagement more than passion and bonding. FSL being manifested through sports consumption reflects it being similar to other forms of love in consumption context such as brand love or product love. Similar to a better performing product, a better performing team (e.g. Mumbai Indians or Chennai Super Kings in IPL) establishes itself as a stronger brand. However, in case of non-performance as it is frequent in sports where a team does not meet its fans' expectations in terms of performance season after season, fans of that particular team do not switch loyalties to its rival team. It implies that such intensities of FSL exceed intensities of product or brand love. Thus, fans loving a sport team is more about loving sports and not just confining themselves to team performance and consuming it as a complimentary product or a brand. A fan's bonding with and passion for sports is much intense in comparison to those in case of a product or a brand. Also, sport patriotism evokes stronger sentiments in comparison to what a product or a brand does. It may also be implied from the fact that the viewership of otherwise less popularly followed sports, such as squash, taekwondo, or wushu, in India surge all of a sudden when Indian athletes perform in these sports at multinational sports events e.g. the Asian games. This further implies that a fan's orientation for specific sports events facilitates to fill the gap between the desired and actual level of self-integration with sports by means of sport consumption.

Incorporating a fan's autobiography for studying fans has been done for the first time to the best of my knowledge.

5.2.2 Theoretical contributions of ASL

This research critically reflects on some of the social psychological theories of interpersonal love and their application in non-interpersonal contexts. Researchers (e.g., Ahuvia et al., 2014; Batra et al., 2012; Fehr & Russell, 1991) have argued that the

fundamental psychological processes that lead to love are similar in interpersonal (e.g. parental love or romantic love) and non-interpersonal (e.g. love of work, sports or brands.) contexts. Nevertheless, non-interpersonal love departs from interpersonal love in terms of psychoanalytic aspects focused on an individual and is often referred to as ‘para-social love’, indicating one-sided attachment without the expectation of reciprocity in the relationship (Perse & Rubin, 1989). Given this contrast, it is posited that ASL is not like the love of products or brands, nor is it that close to interpersonal love. Unlike products or brands, sports have a human variability element associated with them (Graham & Blackett, 2021) because the athletes themselves become one of the critical ingredients of the sport they love. Athletes, for instance, may not meet expectations on any given day and their peak performance on a given day does not guarantee victory. Despite all situations, an elite player does not cease to love his or her favourite sport. Therefore, ASL is way deeper than product or brand love, which may be fragile after a couple of instances of non-performance.

The study on ASL contributes to the literature by extending the theories of love to sports by offering an in-depth understanding of socio-psychological themes involved in the love of professional sports. The five themes identified are 'striving for excellence,' 'primacy of intrinsic rewards,' 'peremptory rectitude,' 'multifaceted bonding,' and 'agony of separation.' These themes have revealed multiple underlying mechanisms by which elite athletes connect, grow, and stay firmly attached to their loved sport. These factors are subjectively specific and different in sports as compared to interpersonal love, or para-social love. For example, the nature of athletes' multifaceted bonding with sports, be it with sporting gear, fellow athletes, coaches, or fans, is neither driven by interpersonal intimacies nor by strategically planned brand-building exercises.

The findings most importantly emphasize on the ethical dimension of ASL through the theme ‘peremptory rectitude’ which has been touched upon partially in sports literature in terms of sportsmanship or fairplay. Sportsmanship reflects a core tendency toward respect for sports. However, paying lip service to an attitude of respecting one’s sport is meaningless unless an athlete has a peremptory rectitude towards maintaining integrity in all situations. This uncompromising behaviour towards sport integrity is partly instilled through coaches, which later gets inculcated in athletes’ ethical practices. Elite athletes in this study vehemently showed serious concerns against the ‘win at all costs’ attitude and discouraged obsession with extrinsic rewards. None of them supported the argument that someone might have used unfair means in sport for the love of sport. To the best of my knowledge, theories

of love in an interpersonal context (Aron & Aron, 1996; Fehr & Russel, 1991; Sternberg, 1986) or in a consumption context (Ahuvia, 1993; 2005; Batra et al., 2012) have not talked much about the ethical aspect of love. In contrast to other types of love, ASL explicitly demonstrates a strong association with integrity. Against the proverbial saying that everything is fair in love, the findings of this research reveal in the strongest terms that everything is definitely not fair in ASL.

Coherent with earlier theorisations of love in interpersonal (Aron & Aron, 1996) and consumer behaviour contexts (Batra et al., 2012), self-integration with sport shows a strong manifestation across the identified themes. For example, affective responses such as separation agonies (more than often reflected in athletes' sentiments while announcing retirement from sport) is more when sport is integrated with the self. An amateur or hobbyist is not likely to feel such intense emotion in response to separation from sports. In addition to the striving for excellence and a strong association with integrity, elite athletes also tend to be more process-oriented than result oriented. The earlier Conceptualisation of love for sports (Eitzen, 1989; Ekholm & Dahlstedt, 2018; Stebbins 1992) that only an amateur or hobbyist truly loves sport is apparently not inclusive of elite athletes, one of the most important stakeholders in sport. Thus, there exists a potential to extend the theory of self-integration in this area.

Methodologically, this research responds to the call to embrace and profit from unusual qualitative research methods beyond interviews and case studies in sport management (Baker et al., 2017).

5.3 Practical Implications

Sport has developed into a multibillion-dollar industry where research is required to understand the psychological mechanisms by which key stakeholders, such as fans and athletes, make their lives revolve around sports. This research offers new insights on how the two stakeholders, athletes, and fans, emotionally engage with their favourite sport and how policies of engagement can be further enhanced for the betterment of stakeholders' sports experiences.

5.3.1 Practical Implications of FSL

The findings on FSL can help sports organisations and marketers develop effective strategies to engage and retain fans. Wann and Branscombe (1993) assert that it would be

unwise to assume all fans to be identical regarding sports perceptions and consumption given the affective, behavioural and cognitive differences among fans based on their varying degrees of identification with sport teams. However, fans prefer the more intense term 'love' to 'identification' while expressing their attachment with sports (Lee et al., 2013). So, a sport love-based scale can be more helpful in capturing fans' more intense emotions to assess behaviours such as fan aggression. Insights from this research inform the design of fan experiences, loyalty programs, targeted marketing campaigns, and community-building initiatives that align with fans' varying emotional connections in terms of identified dimensions of FSL.

The commercial application of the research insights finds space in the design of sports events, fan zones, and digital platforms that enhance the overall sport experience for fans. By understanding the psychological dimensions of FSL, organisations can create immersive and memorable experiences that cater to fans' needs and desires. Understanding impact of sport love on fan engagement is also critical for sport managers. Among the four factors of FSL, sport event orientation and patriotism influenced fan engagement more in terms of management cooperation and performance tolerance.

Additionally, the findings empirically confirm that FSL significantly influences prosocial behaviour among fans. So, there is good possibility for sports policymakers and organisations to mobilise fans for the promotion of noble causes through sport love. For example, Super et al. (2017) reported how sport love became an integral part of socially vulnerable youths' identities, influencing their core values and directions in life. Sport loving community may support in terms of various resources such as finance and manpower for initiatives facilitating and promoting the social inclusion and integration of socially vulnerable and delinquents.

This research on FSL also has implications for sport organisations. Psychological fulfilment (emotionally significant benefits, such as pride and self-esteem) is crucial for managing in the sport environment (Swanson & Kent, 2017). As employees who are also sports fans can experience a sense of alignment with the goals of their workplace environment (Swanson & Kent, 2015), the love of sport plays a greater role than job-specific knowledge when determining the suitability of working for a profit or non-profit organisation in sports sector. Because of their love for sports, employees identify with their employer organisations viewing them as a key patron for sports and are proud of their positions. It may lead to behaviours including taking proactive action to protect and defend the organisation.

Having such motivated employees are key to solution to some practical challenges e.g. skepticism of sport as a development tool, misaligned goals, resources, and implementation issues pointed out by SDP researchers. Also, this research opens up opportunities for confirmatory studies on the impact of sport love on employees and volunteer motivation and engagement in SDP.

5.3.2 Practical Implications of ASL

ASL based approach can further enhance sports experiences of athletes. For example, the identified themes in ASL can be the primary focus of various psychosocial interventions designed to build a favourable mind set among young athletes. The current analysis of autobiographies helps us understand the essential ingredients that make athletes elite and provides researchers with insights into specific psychological domains requiring rigorous training. The findings can assist organisations and policymakers in identifying and addressing those elements through talent identification and development programs, coaching approaches, and support system development for athletes. By understanding the factors that contribute to ASL, organisations can create environments that foster well-being, intrinsic motivation, and sustained performance. With the identified themes, the findings reinforce the emphasis on socio-cultural and psychological circumstances within which sport occurs. The findings revealed that the sport equipment is an initial point of attachment for which elite athletes have shown a natural sense of affinity and skilfulness since early stages. Unlike Mary Kom whose journey started in poverty, and prejudices against sports, only a fortunate few in India get their sports skills matched with the sport they ultimately love as an athlete. Such factors were emphasized earlier also and should be considered while analysing the motivations of children to participate in sport (Bailey et al., 2013). The lack of access to even the most basic necessities of living (food, shelter, etc.), let alone sports, imposes significant limitations on female athletes (Cooky et al., 2016). Although some female athletes were able to overcome these participation barriers due to their "love for the sport," this does not imply that these barriers did not affect the participation experiences of other women (Cooky et al., 2016; Palmer & Leberman, 2009). In comparison to their male counterparts, female athletes endure additional challenges of pregnancy, child birth and rearing. The national and state sports federations in India should encourage mother-athletes not to give up sports. Given the role 'love of sport' reportedly played in some women elite athletes' successful comeback to sports post childbirth (Palmer & Leberman, 2009), intervention programs based on ASL is more likely to succeed in motivating elite mother athletes to continue playing sports at elite level.

Athletes have revealed their sport love manifested in their attitude of striving for excellence by setting higher goals, persisting in their efforts with determination and personal investments to achieve set goals even in the face of adversity, and relishing their performance in more challenging circumstances. Sport practitioners must strive for excellence but should not stress excessively on winning. Athletes endure sacrifices and pain to fulfil the demands of competitive sports. Budding athletes have to overcome many adverse situations including physical and mental abuses which are inexcusably common in sports. Female athletes are particularly vulnerable to sexual abuses in the name of selection, training, medical treatment and so on. Budding athletes must strive for excellence but with peremptory rectitude. Athletes must be educated that tolerating exploitation and/or compromising with integrity in the name of sport love are not sport love actually. In developing countries like India, where sports training and coaching are yet to be at par with those in developed countries, more institutional interventions, such as support and care agencies (Kuok et al., 2021; Kristiansen & Roberts, 2010) at the grass-root level for budding athletes to nurture their ASL. Also, in lack of governmental support system, athletes are vulnerable to exploitation (Ekholm & Dahlstedt, 2018) by people of influence who may engage in their sporting pursuits primarily due to the potential financial prospects rather than their personal love for sports (Hanis-Martin, 2006).

The findings from athletes perspectives also shed light on the role of coaches (Keegan et al, 2009) and institutions that can be instrumental in handling various kinds of ethical issues, such as doping (Overbye, 2016), match-fixing, etc., faced by the sports industry (Engelberg et al., 2015). Unlike American or Australian counterparts, most of the Indian athletes in this study have frequently mentioned about the unfair practices and apathy of institutional stakeholders including coaches. Athletes need sensitive officials, not reprimanding ones, to comprehend what athletes go through for their love of sport. However, more qualitative and quantitative studies are needed to substantiate the evidence gathered in the current study.

The study also highlights the significance of ASL when athletes deal with burnout and mental health issues, and the same is consistent with findings in previous studies e.g., Lopes and Vallerand (2020). Åkesdotter et al. (2020) reported that most of the athletes are unable to report mental health issues in time. This may be due to athletes tending to overexert themselves to push their peak performance in their striving for excellence. There is a greater role of coaches along with the medical team to precisely monitor elite athletes during critical

sports events so that they should not fall at risk of physical or mental injuries. Prior studies have also recommended introducing precisely crafted interventions through institutions to bring about greater satisfaction, well-being, and excellence (Appleton et al., 2012; Dohlsten, 2020). ASL interventions can facilitate greater self-awareness and a quest for the meaning of life among athletes which can enhance their spiritual development (Noh & Shahdan, 2020) and minimise mental health issues and burnout.

5.4 Limitations and Future Research Directions

The main limitations of this research are the usual methodological limitations of survey based research. Following sports may be existential for fans, too, and therefore, longitudinal qualitative data should be used to supplement empirical testing through self-reported survey designs. Moreover, cross-sectional designs do not allow for conclusions to be drawn about causality or account for differences that might occur over time, future research should look to collect data at multiple points in time to understand which dimension of FSL is intensifying or diminishing over time, territory, and various sport fan's segments. The social and cultural aspects related to FSL, including the influence of social norms, cultural values, and community dynamics, can be explored further. Also, the impact of FSL was tested on fan engagement only. The impact studies on more constructs e.g. sport involvement, fan identification should be done for establishing nomological validity of FSL.

The study related to ASL has limitations typical to the use of autobiographies based. This study can be further enriched by incorporating perspectives from other stakeholders, such as coaches, team managers, and athletes, and further replicating it into different other sports contexts, gender, cultures, and geographies. ASL demonstrates a strong association with integrity, which can pave the way for further research on the relationship between love and ethics in general.

Home to the largest population in world, chances of having talented athletes and dedicated sports fans across the spectrum of sports in India is as good as or perhaps even better compared to other countries. Still India lags much behind other countries in the sports arena barring few exceptions such as cricket. This research envisages India as a key stakeholder in the global sports marketplace by adding instrumental insights on sport love (Jha & Amrithesh, 2023a).

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APPENDIX A: Interview Schedule

- 1) Could you tell me a little bit about your background? (demographics)
- 2) What led to you first playing/watching a sport? What were your goals?
- 3) What sort of sports do you play/watch? Who is your favorite player/team?
- 4) What sort of sport related aims or goals do you have currently or for the future?
- 5) How important is it for you to meet up with or spend time with other people in playground/ stadium?
- 6) What motivates you to keep following sports? (may be more than one reason – keep open and find which factors are the most important)
- 7) How do you respond to news of corruption and integrity breaches in sports?
- 8) If you could change things in sports in India, what would you do?
- 9) Is there anything I haven't asked about that's important to your sports experiences?

APPENDIX B: List of Initial Items

I was attracted to my favorite sport immediately after I first played/watched.
My association with my favorite sport is very satisfying.
I expect to always be friendly toward the sport I love.
I feel myself compatible with (my favorite) sports.
When results are not up to my expectations, I get depressed.
Sometimes I get so excited about my favorite sport that I can't sleep.
I am usually willing to make sacrifices for my favorite sport.
I look forward to watching my favorite sport.
I watch my favorite sport related movies, talkshows, documentaries etc.
If there were a story about my favorite sport in a newspaper or magazine, I read it.
I find my favorite sport to be interesting than anything else.
Being in the sports ground thrills me.
Unpredictable outcomes in sports make it exciting
I can watch the videos of my favorite sport dozens of times, maybe hundreds.
I would like to elevate my favorite sport at the top of the larger sports landscape.
I practice my favorite sport even though there is no competition.
It doesn't matter to me how many other people watch my favorite sport.
I'll always turn out to be positive about my favorite sport.
There is nothing that can stand between my favorite sport and me.
Watching my favorite sport is like a festival.
I feel proud when my country performs well in sports.
I feel proud to see the flag of my country being raised during sport events.
I love to celebrate when my country wins trophies in sports.
I feel sorry for my favorite sport when a mistake/scandal happens.
I involve in my favorite sport to the point of exhaustion, maybe beyond.
As I listen to the national anthem in sport events my eyes grow moist.
Irrespective of what others think of my favorite sport, it is fun for me.
I became physically involved in my favorite sport very quickly.
I really understand my favorite sport.
When things aren't right with my favorite sport, my stomach gets upset.
I'll share my resources for the sake of my favorite sport.
Even if I don't get anything out of it, I still love it fully and unconditionally
I would endure all things for the sake of my favorite sport.
My favorite sport makes me feel comfortable, as if I am with friends or loved
I don't enjoy other leisure activities more than sport.
Watching sports pleases my mind.
I would look at my favorite sport to pick me up when I simply feel tired or grouchy.
I've intense drive and dedication for my favorite sport.
I have the passion for sport.
I can feel the sport equipments.
My favorite sport is exceptional.
I place my favorite sport before anything else in my priority.
It's been very much a part of the rhythm and routine of my life since I have been
My association with my favorite sport is very intense
I feel that my favorite sport and I were meant for each other.
I consider what I am going to become in life before I commit myself to sport.

I try to plan my life carefully before choosing a favorite sport.
One consideration in choosing a favorite sport is how it will reflect on my career.
When I am involved too much with my favorite sport, I have trouble concentrating on
I'll always help my favorite sport through difficult times.
I see my favorite sport as very simple.
I miss watching my favorite sport during off-season.
I think my favorite sport is like an old friend.
I like to be always around the sport(physically or mentally).
I keep coming back to my favorite sports.
The sports ground is safe haven.
I have the right physique for my favorite sport.
My favorite sport fits my ideal standards of physical fitness.
I love multiple sports simultaneously.
When I get too dependent on my favorite sport, I want to back off a little.
I did not realize that I was in love with my favorite sport until I actually had been for
I cannot love my favorite sport unless I first had caring for a while.
It is hard to say exactly when I fell in love with my favorite sport.
I would rather suffer myself than let my favorite sport suffer.
I am not as satisfied when I do something other than w/p my favorite sport.
I play a sport in my head as though it were a video.
I always like to be the last one to get away from my favorite sport.
In the sports ground I feel control over myself.
Sport is not all about me.
Sports require enormous dedication and sacrifice.
I'll keep sporting to keep pushing myself.
I have an enormous appetite for competition.
Sports love takes years of effort, dedication, drive, and commitment

APPENDIX C: List of Items Finalized for EFA

i1	I consider myself a sport lover.	मैं खुद को खेल प्रेमी मानता /मानती हूँ।
i2	I enjoy sport more than other leisure activities.	मैं अन्य अवकाश गतिविधियों की तुलना में खेल का अधिक आनंद लेता/लेती हूँ।
i3	My association with my favourite sport is very satisfying.	अपने पसंदीदा खेल से मेरा जुड़ाव बहुत संतोषजनक है।
i4	I am crazy about sports.	मैं स्पोर्ट्स का दीवाना/दीवानी हूँ।
i5	Indulging in my favourite sport makes me feel as if I am with loved ones.	अपने पसंदीदा खेल में शामिल होने से मुझे ऐसा महसूस होता है कि मैं अपने प्रियजनों के साथ हूँ।
i6	I become happy after watching sports.	खेल-कूद देखकर मेरा मन प्रसन्न हो जाता है।
i7	My involvement in sport influences my day-to-day decision-making.	खेलों में मेरी भागीदारी मेरे दिन-प्रतिदिन के निर्णय लेने को प्रभावित करती है।
i8	I feel bad when there is no live broadcast/streaming of my favourite sport available.	मुझे बुरा लगता है जब मेरे पसंदीदा खेल का कोई सीधा प्रसारण/स्ट्रीमिंग उपलब्ध नहीं होता है।
i9	I get upset when things don't go well with my favourite sport.	जब मेरे पसंदीदा खेल के साथ चीजें ठीक नहीं होती हैं तो मैं परेशान हो जाता/जाती हूँ।
i10	I wish I could make a career in sport.	काश मेरा खेल में करियर होता।
i11	I feel overwhelmed as I listen to the national anthem in sport events.	जब मैं खेल आयोजनों में राष्ट्रगान सुनता/सुनती हूँ तो मैं अभिभूत महसूस करता/करती हूँ।
i12	I was attracted to my favourite sport immediately after I first watched/played it.	पहली बार देखने/ खेलने के तुरंत बाद मैं अपने पसंदीदा खेल की ओर आकर्षित हो गया/गई।
i13	Being in the sports ground thrills me.	खेल मैदान में होना मुझे रोमांचित करता है।
i14	I try to understand even the intricate details of my favourite sport.	मैं अपने पसंदीदा खेल के जटिल विवरणों को भी समझने की कोशिश करता/करती हूँ।
i15	I expect to always be friendly toward the sport I love.	मैं उस खेल के प्रति हमेशा मैत्रीपूर्ण रहने की अपेक्षा करता/करती हूँ जिससे मैं प्यार करता/करती हूँ।
i16	I have intense dedication for my favourite sport.	मेरा अपने पसंदीदा खेल के प्रति गहन समर्पण है।
i17	Unpredictable outcomes in sports make it exciting.	खेलों में अप्रत्याशित परिणाम इसे रोमांचक बनाते हैं।
i18	I can even feel sport equipment while watching my favourite sport.	जब भी मैं अपना पसंदीदा खेल देखता/देखती हूँ, मैं खेल उपकरण भी महसूस कर सकता/सकती हूँ।
i19	I get a sense of satisfaction when participating in sport.	खेल में भाग लेने पर मुझे संतुष्टि का अनुभव होता है।
i20	When match results are not up to my expectations, I get depressed.	जब मैच के नतीजे मेरी उम्मीदों पर खरे नहीं उतरते तो मुझे दुख होता है।
i21	I feel myself compatible with sport(s).	मैं खुद को खेलों के अनुकूल महसूस करता/करती हूँ।

i22	I am usually willing to make sacrifices for my favourite sport.	मैं आमतौर पर अपने पसंदीदा खेल के लिए बलिदान देने को तैयार रहता/रहती हूं।
i23	I feel proud when my country performs well in sports.	जब मेरा देश खेलों में अच्छा प्रदर्शन करता है तो मुझे गर्व होता है।
i24	Sport is the most important part of my life.	खेल मेरे जीवन का सबसे महत्वपूर्ण हिस्सा है।
i25	I find my favourite sport to be interesting than anything else.	मुझे मेरा पसंदीदा खेल किसी और चीज से ज्यादा दिलचस्प लगता है।
i26	I keep looking forward to watch my favourite sport.	मैं अपने पसंदीदा खेल को देखने के लिए उत्सुक रहता/रहती हूं।
i27	I would like to play my favourite sport to the point of exhaustion, maybe beyond.	मैं अपने पसंदीदा खेल को थकावट की हद तक खेलना पसंद करता/करती हूं, शायद इससे आगे भी।
i28	I look at my favourite sport to lift my spirits when I feel low.	जब मेरा मन उदास होता है तो मैं अपना मनोबल बढ़ाने के लिए अपने पसंदीदा खेल को देखता/देखती हूं।
i29	My favourite sport is fun for me irrespective of others' thoughts of it.	मेरा पसंदीदा खेल मेरे लिए मजेदार है, भले ही इसके बारे में दूसरों के विचार कुछ भी हों।
i30	Sometimes I get so excited about my favourite sport that I can't sleep.	कभी-कभी मैं खेल को लेकर इतना उत्साहित हो जाता/जाती हूं कि मुझे नींद नहीं आती।
i31	I will not hesitate to share most of the resources at my disposal for the sake of sport(s).	मैं खेलों के लिए अपने निपटान में अधिकांश संसाधनों को साझा करने में संकोच नहीं करूंगा/करूंगी।
i32	I feel proud to see the flag of my country being raised during sport events.	खेल आयोजनों के दौरान अपने देश का झंडा फहराते हुए देखकर मुझे गर्व होता है।
i33	I watch sport related movies, talk shows, documentaries etc.	मैं खेल से संबंधित फिल्मों, टॉक शो, वृत्तचित्र आदि देखता/देखती हूं।
i34	I practice my favourite sport even though there is no competition.	मैं अपने पसंदीदा खेल का अभ्यास करता/करती हूं, भले ही कोई प्रतिस्पर्धा न हो।
i35	Watching my favourite sport is like a festival.	मेरा पसंदीदा खेल देखना एक त्योहार की तरह है।
i36	It doesn't matter to me how many other people watch my favourite sport.	मेरे लिए यह मायने नहीं रखता कि कितने अन्य लोग मेरा पसंदीदा खेल देखते हैं।
i37	I spend more time thinking about sport than anything else.	मैं किसी और चीज से ज्यादा समय खेल के बारे में सोचने में बिताता/बिताती हूं।
i38	If I don't get anything out of sports, I still love it unconditionally.	अगर मुझे खेल से कुछ नहीं मिलता है, तो भी मैं इसे बिना शर्त प्यार करता/करती हूं।
i39	I love to celebrate when my country wins trophies in sports.	जब मेरा देश खेलों में ट्रॉफियां जीतता है तो मुझे जश्न मनाना अच्छा लगता है।
i40	If there is a story about my favourite sport in a newspaper or magazine, I read it.	अगर किसी अखबार/पत्रिका में मेरे पसंदीदा खेल के बारे में कोई कहानी है, तो मैं उसे पढ़ता/पढ़ती हूं।
i41	My favourite sport is different from all other sports.	मेरा पसंदीदा खेल अन्य सभी खेलों से अलग है।
i42	I have a natural tendency to indulge in my favourite sport.	अपने पसंदीदा खेल में शामिल होना मेरी स्वाभाविक प्रवृत्ति है।
i43	I can watch the videos of sport(s) dozens of times, maybe hundreds.	मैं खेल के वीडियो दर्जनों बार देख सकता/सकती हूं, शायद सैकड़ों बार।

i44	I will always turn out to be positive about sport.	मैं खेल को लेकर हमेशा सकारात्मक रहूंगा/रहूंगी।
i45	I feel sorry when a mistake or scandal happens in sport.	जब खेल में कोई गलती या घोटाला होता है तो मुझे खेद होता है।
i46	There is nothing that can stand between my favourite sport and me	मेरे और मेरे पसंदीदा खेल के बीच कुछ भी खड़ा नहीं हो सकता है।
i47	I would like to elevate my favourite sport to the top of the larger sports landscape	मैं अपने पसंदीदा खेल को बड़े खेल परिदृश्य में शीर्ष पर लाना चाहता/चाहती हूं।
i48	I can endure all things for the sake of my favourite sport.	मैं अपने पसंदीदा खेल की खातिर सब कुछ सह सकता/सकती हूं।
i49	Following the rules and regulations is most important in sports	खेलों में नैतिक मूल्यों का बहुत महत्व है।
i50	It breaks my heart to see any kind of corruption in sports.	खेलों में किसी भी तरह के भ्रष्टाचार को देखकर मेरा दिल टूट जाता है।
i51	When my team loses, I congratulate my opponents.	जब मेरी टीम हारती है तो मैं अपने विरोधियों को बधाई देता/देती हूं।
i52	Being a sport lover matters who I am.	एक खेल प्रेमी होना मायने रखता है कि मैं कौन हूं।
i53	Others see me primarily as a sport lover.	दूसरे मुझे मुख्य रूप से एक खेल प्रेमी के रूप में देखते हैं।
i54	Most of my friends are sport lovers.	मेरे ज्यादातर दोस्त खेल प्रेमी हैं।
i55	It is important that others know about my participation in sports.	यह महत्वपूर्ण है कि अन्य लोग खेलों में मेरी भागीदारी के बारे में जानें।
i56	I have many sport-related goals.	मेरे पास खेल से संबंधित कई लक्ष्य हैं।

APPENDIX D: Survey Cover Letter

Dear Respondent,

08-04-2022

We are currently conducting a survey for the assessment of one's association with sport from all set of people, particularly those who enjoy sports. We are interested in collecting data from fans/participants from all kinds of Olympic/Non-Olympic sports. Therefore, your participation will assist the research investigators in collecting information about not only those who participate in sports competitions but also about those who are unable to participate in sports on a daily basis but they enjoy watching sports on television or they play some sport for recreational purposes only. This study on love for sport tries to gather information regarding the importance, intensity, and exclusivity of sports to the individuals.

The findings of the study will be used only for academic purposes and there are no known risks associated with this study. Your participation is completely voluntary and you may stop the process at any time. Also, to insure confidentiality, published and reported results of this study will not be linked to the individual or name of the institution. After you understand the research protocol and volunteer to participate, you will be allowed to participate in the research project.

The study will involve completing a questionnaire, which is estimated to take a few minutes to complete. The questionnaire consists of three sections: 1) The first section consists of 19-statements such as "I consider myself a sport lover." and you are asked to click (or, tick) the options ranging from "Disagree Totally" to "Agree Totally" that best reflects the extent to which you disagree or agree with each statement in relation to your own attachment with sports; 2) The second section consists of 6-statements such as "The importance of family to me is". You are asked to think about how important each identity is to you on a day-to-day basis, then choose an option. The options range from "Least important" to "Most important" on a 7-point Likert-scale, and 3) The third section consists of questions related with demographic information regarding your gender, age, marital status, educational background, annual family income, state/union territory you belong to. We are not collecting any sensitive personal information e.g. Aadhar card/ PAN card/ mobile number and so on.

If you have any questions, comments, or concerns, please feel free to contact any of the research investigators at any time during the process. Thank you for your support!

Sincerely,

Suresh Jha,

PhD Candidate,

Dept. of HSS, IIT Ropar

2017hsz0006@iitrpr.ac.in

91-8178661317

Dr. Amritesh,

Assistant Prof.

Dept. of HSS, IIT Ropar

amritesh@iitrpr.ac.in

91-9643191431

APPENDIX E: Survey Cover Letter in Hindi

प्रिय प्रतिभागी,

08-04-2022

वर्तमान में हम सभी प्रकार के लोगों, विशेष रूप से जो खेल का आनंद लेते हैं, से खेल के साथ किसी के जुड़ाव के आकलन के लिए एक सर्वेक्षण कर रहे हैं। हम सभी प्रकार के ओलंपिक / गैर-ओलंपिक खेलों के प्रशंसकों / प्रतिभागियों से डेटा एकत्र करने में रुचि रखते हैं। इसलिए, आपकी भागीदारी अनुसंधान जांचकर्ताओं को न केवल उन लोगों के बारे में जानकारी एकत्र करने में सहायता करेगी जो खेल प्रतियोगिताओं में भाग लेते हैं, बल्कि उन लोगों के बारे में भी जो दैनिक आधार पर खेल में भाग लेने में असमर्थ हैं, लेकिन वे टेलीविजन पर खेल देखने का आनंद लेते हैं या वे केवल मनोरंजक उद्देश्यों के लिए कुछ खेल खेलते हैं। खेल के लिए प्यार पर यह अध्ययन व्यक्तियों को खेल के महत्व, तीव्रता और विशिष्टता के बारे में जानकारी इकट्ठा करने की कोशिश करता है। अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा और इस अध्ययन से जुड़े कोई ज्ञात जोखिम नहीं हैं। आपकी भागीदारी पूरी तरह से स्वैच्छिक है और आप किसी भी समय प्रक्रिया को रोक सकते हैं। इसके अलावा, गोपनीयता सुनिश्चित करने के लिए, इस अध्ययन के प्रकाशित और रिपोर्ट किए गए परिणामों को व्यक्ति या संस्था के नाम से नहीं जोड़ा जाएगा। अनुसंधान प्रोटोकॉल और स्वयंसेवक को भाग लेने के लिए समझने के बाद, आपको अनुसंधान परियोजना में भाग लेने की अनुमति दी जाएगी।

अध्ययन में एक प्रश्नावली को पूरा करना शामिल होगा, जिसे पूरा होने में कुछ मिनट लगने का अनुमान है। प्रश्नावली में तीन खंड होते हैं: 1) पहले खंड में 19-कथन होते हैं जैसे "मैं खुद को एक खेल प्रेमी मानता हूं। और आपको "पूरी तरह से असहमत" से लेकर "पूरी तरह से सहमत" तक के विकल्पों पर क्लिक (या, टिक) करने के लिए कहा जाता है जो सबसे अच्छा दर्शाता है कि आप किस हद तक असहमत हैं या खेल के साथ अपने स्वयं के लगाव के संबंध में प्रत्येक कथन से सहमत हैं; 2) दूसरे खंड में 6-कथन शामिल हैं जैसे "मेरे लिए परिवार का महत्व है"। आपको यह सोचने के लिए कहा जाता है कि दिन-प्रतिदिन के आधार पर प्रत्येक पहचान आपके लिए कितनी महत्वपूर्ण है, फिर एक विकल्प चुनें। विकल्प 7-पॉइंट लिफ्ट-स्केल पर "सबसे महत्वपूर्ण" से लेकर "सबसे महत्वपूर्ण" तक होते हैं, और 3) तीसरे खंड में आपके लिंग, आयु, वैवाहिक स्थिति, शैक्षिक पृष्ठभूमि, वार्षिक पारिवारिक आय, राज्य / केंद्र शासित प्रदेश से संबंधित जनसांख्यिकीय जानकारी से संबंधित प्रश्न शामिल हैं। हम कोई संग्रह नहीं कर रहे हैं। हम कोई संवेदनशील व्यक्तिगत जानकारी जैसे आधार कार्ड/पैन कार्ड/मोबाइल नंबर आदि एकत्र नहीं कर रहे हैं। यदि आपके कोई प्रश्न, टिप्पणी या चिंता हैं, तो कृपया प्रक्रिया के दौरान किसी भी समय किसी भी शोध जांचकर्ता से संपर्क करने में संकोच न करें। आपके समर्थन के लिए धन्यवाद!

भवदीय

सुरेश झा,
पीएचडी उम्मीदवार,
मानविकी और सामाजिक विज्ञान विभाग,
आईआईटी रोपड़
ईमेल: 2017hsz0006@iitrpr.ac.in
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डॉ. अमृतेश,
सहायक प्रोफेसर,
मानविकी और सामाजिक विज्ञान विभाग,
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APPENDIX F: Participant Information Sheet and Consent Form

Part I: Information Sheet

Introduction

I am a research scholar at the Indian Institute of Technology, dept. of Humanities and Social Sciences, and currently conducting a survey for the assessment of one's association with sports from all sets of people, particularly those who enjoy sports. I am interested in collecting data from fans/participants from all kinds of Olympic/non-Olympic sports. Therefore, your participation will assist the research investigators in gathering information about not only those who participate in sports competitions but also about those who are unable to participate in sports on a daily basis but they enjoy watching sports on television, or they play some sport for recreational purposes only.

The findings of the study will be used only for academic purposes, and there are no known risks associated with this study. Your participation is completely voluntary, and you may stop the process anytime. Also, to ensure confidentiality, published and reported results of this study will not be linked to the individual or name of the institution. After you understand the research protocol and volunteer, you will be allowed to participate in the research project.

I will give you information and invite you to be part of this research via Goolge/Microsoft form link. Your participation is voluntary, and you may take your time and decide whether you want to participate or not. Before you decide, you can talk about the research to anyone you feel comfortable with. This consent form is quite self-explanatory, still, if you have any doubt, you can contact me via e-mail or telephone.

Purpose of the research

This study on love for sport tries to gather information regarding the importance, intensity, and exclusivity of sports to individuals. For this, we will ask you to fill out a questionnaire through the survey.

Type of Research Intervention

There is no intervention. This is a simple survey-based cross-sectional research where questions are asked in Likert scale format using a structured questionnaire. In simple words, the study will involve your participation in the form of a survey via a questionnaire that will hardly take 10-20 minutes.

Participant Selection

I am interested in collecting data from fans/participants from all kinds of Olympic/non-Olympic sports. Therefore, not only those who regularly participate in sports competitions but also those who are unable to participate in sports on a daily basis but who enjoy watching sports on television or play some sport for recreational purposes are invited to participate in this survey.

Voluntary Participation

Your participation is completely voluntary, and you may stop the process anytime. Only after you understand the research protocol and volunteer to participate will you be allowed to participate in the research project.

Procedures

The study will involve semi-structured interviews of about 10-20 sports fans to gain insights into their various kinds of sports involvements and the motives behind them.

Duration

Each interview is supposed to be of 30-60 minutes duration.

Probable Risks & solution:

The study's findings will be used only for academic purposes, and there are no known risks associated with this study. We are not collecting any sensitive personal information, e.g. Aadhar card/ PAN card/ mobile number and so on.

Benefits:

There will be no direct benefit to you. Still, your participation will assist the research investigators in collecting information about not only those who participate in sports competitions but also about those who are unable to participate in sports daily but they enjoy watching sports on television, or they play some sport for recreational purposes only.

Reimbursement:

You will not be provided any incentive to take part in the research.

Confidentiality

To ensure confidentiality, published and reported results of this study will not be linked to the individual or name of the institution. Only the researchers will have access to data obtained through this project. It will not be shared with or given to anyone except the researcher or evaluation body (IIT Ropar) mentioned in the protocol.

Sharing the Results:

Nothing extracted as data in this project will be shared with anybody outside the research team, and nothing will be attributed to you by name.

Right to Refuse or Withdraw

This is a reconfirmation that participation is voluntary and includes the right to withdraw.

You do not have to take part in this research if you do not wish to do so. After you understand the research protocol and volunteer, you will be allowed to participate in the research project.

Who to Contact

If you have any questions, comments, or concerns, please feel free to contact any of the research investigators at any time during the process. If you wish, you may contact any of the persons mentioned below. This proposal has been reviewed and approved by the IIT Ropar Ethical Committee.

Feel free to contact:

Researcher Name: Suresh Jha

Supervisor Name: Dr. Amritesh

Affiliation: PhD candidate,

Affiliation: Asst. Professor,

Dept. of Humanities & Social Sciences,

Dept. of Humanities & Social Sciences,

Indian Institute of Technology - Ropar,
India

Indian Institute of Technology - Ropar,
India

Contact details:

Contact Details:

Phone: +91-8178661317

Phone: +91-9643191431

E-mail: 2017hsz0006@iitrpr.ac.in

E-mail: amritesh@iitrpr.ac.in

Note: Now, if you don't have any further questions and if you have rightly understood everything and are ready to participate in the research, please read the second section of the consent form and proceed accordingly.

Part II: Certificate of Consent

- The information given above is read by me, and I am clear about the purpose of this research and overall expectation on my part as a participant.
- I had the chance to inquire about this survey and sufficient time to decide if I really wanted to participate or not.
- Every inquiry I've made (electronically or telephonically) has received an amiable response. I voluntarily agree to take part in this online/offline investigation.
- By completing this survey, I consent to participate in this study.
- I am allowed to save an electronic copy of my filled survey.
- I agree to my data being used in research papers or academic projects after de-identification.
- I understand that all information I provide for this study will be treated confidentially.

- I understand that in any report on the results of this research, my identity will remain anonymous. This will be done by changing my name and disguising any details of my answer that may reveal my identity or the identity of the people I speak about.
- I understand that under freedom of information legalisation, I am entitled to access the information I have provided at any time while it is in storage as specified above.
- I understand that I am free to contact any people involved in the research to seek further clarification and information.

APPENDIX G: Participant Information Sheet and Consent Form in Hindi

भाग I: सूचना पत्र

परिचय

मैं भारतीय प्रौद्योगिकी संस्थान, मानविकी और सामाजिक विज्ञान विभाग में एक शोध विद्वान हूँ, और वर्तमान में लोगों के सभी सेटों से खेल के साथ किसी के सहयोग के आकलन के लिए एक सर्वेक्षण कर रहा हूँ, विशेष रूप से जो खेल का आनंद लेते हैं। मुझे सभी प्रकार के ओलंपिक / गैर-ओलंपिक खेलों के प्रशंसकों / प्रतिभागियों से डेटा एकत्र करने में दिलचस्पी है। इसलिए, आपकी भागीदारी न केवल उन लोगों के बारे में जानकारी इकट्ठा करने में अनुसंधान जांचकर्ताओं की सहायता करेगी जो खेल प्रतियोगिताओं में भाग लेते हैं, बल्कि उन लोगों के बारे में भी जो दैनिक आधार पर खेल में भाग लेने में असमर्थ हैं, लेकिन वे टेलीविजन पर खेल देखने का आनंद लेते हैं, या वे केवल मनोरंजक उद्देश्यों के लिए कुछ खेल खेलते हैं।

अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा, और इस अध्ययन से जुड़े कोई ज्ञात जोखिम नहीं हैं। आपकी भागीदारी पूरी तरह से स्वैच्छिक है, और आप इस प्रक्रिया को कभी भी रोक सकते हैं। साथ ही, गोपनीयता सुनिश्चित करने के लिए, इस अध्ययन के प्रकाशित और रिपोर्ट किए गए परिणामों को व्यक्ति या संस्था के नाम से नहीं जोड़ा जाएगा। अनुसंधान प्रोटोकॉल और स्वयंसेवक को समझने के बाद, आपको अनुसंधान परियोजना में भाग लेने की अनुमति दी जाएगी। मैं आपको जानकारी दूंगा और आपको Google/Microsoft फॉर्म लिंक के माध्यम से इस शोध का हिस्सा बनने के लिए आमंत्रित करूंगा। आपकी भागीदारी स्वैच्छिक है, और आप अपना समय ले सकते हैं और तय कर सकते हैं कि आप भाग लेना चाहते हैं या नहीं। निर्णय लेने से पहले, आप किसी ऐसे व्यक्ति से शोध के बारे में बात कर सकते हैं जिसके साथ आप सहज महसूस करते हैं। यह सहमति फॉर्म काफी आत्म-व्याख्यात्मक है, फिर भी, यदि आपको कोई संदेह है, तो आप मुझसे ई-मेल या टेलीफोन के माध्यम से संपर्क कर सकते हैं।

अनुसंधान का उद्देश्य

खेल के लिए प्यार पर यह अध्ययन व्यक्तियों को खेल के महत्व, तीव्रता और विशिष्टता के बारे में जानकारी इकट्ठा करने की कोशिश करता है। इसके लिए, हम आपको सर्वेक्षण के माध्यम से एक प्रश्नावली भरने के लिए कहेंगे।

अनुसंधान हस्तक्षेप का प्रकार

कोई हस्तक्षेप नहीं है। यह एक सरल सर्वेक्षण-आधारित क्रॉस-अनुभागीय शोध है जहां एक संरचित प्रश्नावली का उपयोग करके लिफ्ट स्केल प्रारूप में प्रश्न पूछे जाते हैं। सरल शब्दों में, अध्ययन में एक प्रश्नावली के माध्यम से एक सर्वेक्षण के रूप में आपकी भागीदारी शामिल होगी जिसमें मुश्किल से 10-20 मिनट लगेंगे।

प्रतिभागी चयन:

मुझे सभी प्रकार के ओलंपिक / गैर-ओलंपिक खेलों के प्रशंसकों / प्रतिभागियों से डेटा एकत्र करने में दिलचस्पी है। इसलिए, न केवल वे जो नियमित रूप से खेल प्रतियोगिताओं में भाग लेते हैं, बल्कि जो लोग दैनिक आधार पर खेलों में भाग लेने में असमर्थ हैं, लेकिन जो टेलीविजन पर खेल देखने का आनंद लेते हैं या मनोरंजक उद्देश्यों के लिए कुछ खेल खेलते हैं, उन्हें इस सर्वेक्षण में भाग लेने के लिए आमंत्रित किया जाता है।

स्वैच्छिक भागीदारी

आपकी भागीदारी पूरी तरह से स्वैच्छिक है, और आप इस प्रक्रिया को कभी भी रोक सकते हैं। अनुसंधान प्रोटोकॉल को समझने और भाग लेने के लिए स्वयंसेवक के बाद ही आपको अनुसंधान परियोजना में भाग लेने की अनुमति दी जाएगी।

प्रक्रिया

अध्ययन में लगभग 10-20 खेल प्रशंसकों के अर्ध-संरचित साक्षात्कार शामिल होंगे ताकि उनकी विभिन्न प्रकार की खेल भागीदारी और उनके पीछे के उद्देश्यों में अंतर्दृष्टि प्राप्त की जा सके।

अवधि:

प्रत्येक साक्षात्कार 30-60 मिनट की अवधि का होना चाहिए।

संभावित जोखिम और समाधान:

अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा, और इस अध्ययन से जुड़े कोई ज्ञात जोखिम नहीं हैं। हम कोई संवेदनशील व्यक्तिगत जानकारी एकत्र नहीं कर रहे हैं, जैसे की आधार कार्ड / पैन कार्ड / मोबाइल नंबर और इसी तरह।

लाभ:

आपको कोई सीधा फायदा नहीं होगा। फिर भी, आपकी भागीदारी अनुसंधान जांचकर्ताओं को न केवल उन लोगों के बारे में जानकारी एकत्र करने में सहायता करेगी जो खेल प्रतियोगिताओं में भाग लेते हैं, बल्कि उन लोगों के बारे में भी जो दैनिक खेल में भाग लेने में असमर्थ हैं, लेकिन वे टेलीविजन पर खेल देखने का आनंद लेते हैं, या वे केवल मनोरंजक उद्देश्यों के लिए कुछ खेल खेलते हैं।

क्षतिपूर्ति:

आपको अनुसंधान में भाग लेने के लिए कोई क्षतिपूर्ति प्रदान नहीं किया जाएगा।

गोपनीयता

गोपनीयता सुनिश्चित करने के लिए, इस अध्ययन के प्रकाशित और रिपोर्ट किए गए परिणामों को व्यक्ति या संस्था के नाम से नहीं जोड़ा जाएगा। केवल शोधकर्ताओं के पास इस परियोजना के माध्यम से प्राप्त डेटा तक पहुंच होगी। प्रोटोकॉल में उल्लिखित शोधकर्ता या मूल्यांकन निकाय (आईआईटी रोपड़) के अलावा इसे किसी के साथ साझा या दिया नहीं जाएगा।

परिणाम साझा करना:

इस परियोजना में डेटा के रूप में निकाला गया कुछ भी अनुसंधान टीम के बाहर किसी के साथ साझा नहीं किया जाएगा, और कुछ भी आपको नाम से जिम्मेदार नहीं ठहराया जाएगा।

मना करने या वापस लेने का अधिकार

यह एक पुनः पुष्टि है कि भागीदारी स्वैच्छिक है और इसमें वापस लेने का अधिकार शामिल है। यदि आप ऐसा नहीं करना चाहते हैं तो आपको इस शोध में भाग लेने की आवश्यकता नहीं है। अनुसंधान प्रोटोकॉल और स्वयंसेवक को समझने के बाद, आपको अनुसंधान परियोजना में भाग लेने की अनुमति दी जाएगी।

किससे संपर्क करें

यदि आपके कोई प्रश्न, टिप्पणी या चिंता हैं, तो कृपया प्रक्रिया के दौरान किसी भी समय किसी भी शोध जांचकर्ता से संपर्क करने में संकोच न करें। यदि आप चाहें, तो आप नीचे उल्लिखित व्यक्तियों में से किसी से भी संपर्क कर सकते हैं। आईआईटी रोपड़ एथिकल कमेटी द्वारा इस प्रस्ताव की समीक्षा कर इसे अनुमोदित कर दिया गया है।

संपर्क करने के लिए स्वतंत्र महसूस करें:

शोधकर्ता का नाम: सुरेश झा
संबद्धता: पीएचडी उम्मीदवार,
मानविकी और सामाजिक विज्ञान विभाग,
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पर्यवेक्षक का नाम: डॉ अमृतेश
संबद्धता: सहायक प्रोफेसर,
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नोट: अब, यदि आपके पास कोई और प्रश्न नहीं है और यदि आपने सब कुछ सही ढंग से समझा है और शोध में भाग लेने के लिए तैयार हैं, तो कृपया सहमति फॉर्म के दूसरे खंड को पढ़ें और तदनुसार आगे बढ़ें।

भाग II: सहमति का प्रमाण पत्र

- ऊपर दी गई जानकारी मेरे द्वारा पढ़ी गई है, और मैं इस शोध के उद्देश्य और एक प्रतिभागी के रूप में मेरी ओर से समग्र अपेक्षा के बारे में स्पष्ट हूँ।
- मुझे इस सर्वेक्षण के बारे में पूछताछ करने का मौका मिला और यह तय करने के लिए पर्याप्त समय था कि मैं वास्तव में भाग लेना चाहता हूँ या नहीं।
- मैंने जो भी जांच की है (इलेक्ट्रॉनिक या टेलीफोनिक रूप से) को एक सुखद प्रतिक्रिया मिली है। मैं स्वेच्छा से इस ऑनलाइन/ऑफलाइन जांच में भाग लेने के लिए सहमत हूँ। इस सर्वेक्षण को पूरा करके, मैं इस अध्ययन में भाग लेने के लिए सहमत हूँ।
- मुझे अपने भरे हुए सर्वेक्षण की एक इलेक्ट्रॉनिक प्रति सहेजने की अनुमति है।
- मैं डी-आइडेंटिफिकेशन के बाद शोध पत्रों या अकादमिक परियोजनाओं में अपने डेटा का उपयोग करने के लिए सहमत हूँ।
- मैं समझता हूँ कि इस अध्ययन के लिए मेरे द्वारा प्रदान की जाने वाली सभी जानकारी को गोपनीय रूप से माना जाएगा।
- मैं समझता हूँ कि इस शोध के परिणामों पर किसी भी रिपोर्ट में, मेरी पहचान गुमनाम रहेगी। यह मेरा नाम बदलकर और मेरे उत्तर के किसी भी विवरण को छिपाने से किया जाएगा जो मेरी पहचान या उन लोगों की पहचान को प्रकट कर सकता है जिनके बारे में मैं बात करता हूँ।
- मैं समझता हूँ कि सूचना वैधीकरण की स्वतंत्रता के तहत, मैं किसी भी समय प्रदान की गई जानकारी तक पहुंचने का हकदार हूँ, जबकि यह ऊपर निर्दिष्ट अनुसार भंडारण में है।
- मैं समझता हूँ कि मैं आगे स्पष्टीकरण और जानकारी मांगने के लिए अनुसंधान में शामिल किसी भी व्यक्ति से संपर्क करने के लिए स्वतंत्र हूँ।

APPENDIX H: Study 2 (EFA) Survey

Sport Love Survey

Dear Respondent,

We are conducting a study on Sport Love. The findings of the study will be used for academic purposes only. We request you to spend a few minutes of your time to answer the questionnaire.

Instructions: Please read the following statements carefully. For each statement given below please tick the checkbox given beside the number that most closely matches your view point. The questions that follow require that you answer them keeping your favourite sport(s) in mind. Items are given on an eleven-point scale, 0 = Totally disagree, 100 = Totally Agree (Higher number indicates stronger agreement).

I consider myself a sport lover.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I enjoy sport more than other leisure activities.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

My association with my favourite sport is very satisfying.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I am crazy about sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Indulging in my favourite sport makes me feel as if I am with loved ones.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

The mind becomes happy after watching sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

My involvement in sport influences my day-to-day decision-making.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel bad when there is no live broadcast/streaming of my favourite sport available.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I get upset when things don't go well with my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I wish I could make a career in sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I place my favourite sport before anything else in my priority.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel overwhelmed as I listen to the national anthem in sport events.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I was attracted to my favourite sport immediately after I first watched/ played it.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Being in the sports ground thrills me.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I try to understand even the intricate details of my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I expect to always be friendly toward the sport I love.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I have intense dedication for my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Unpredictable outcomes in sports make it exciting.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I can even feel sport equipment while watching my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I get a sense of satisfaction when participating in sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

When match results are not up to my expectations, I get depressed.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel myself compatible with sport(s).

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I am usually willing to make sacrifices for my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel proud when my country performs well in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Sport is the most important part of my life.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I find my favourite sport to be interesting than anything else.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I keep looking forward to watch my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I would like to play my favourite sport to the point of exhaustion, maybe beyond.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I look at my favourite sport to lift my spirits when I feel low.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

My favourite sport is fun for me irrespective of others' thoughts of it.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Sometimes I get so excited about my favourite sport that I can't sleep.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

My favourite sport is very much a part of the rhythm and routine of my life.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I will not hesitate to share most of the resources at my disposal for the sake of sport(s).

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel proud to see the flag of my country being raised during sport events.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I watch sport related movies, talk shows, documentaries etc.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I practice my favourite sport even though there is no competition.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Watching my favourite sport is like a festival.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

It doesn't matter to me how many other people watch my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I spend more time thinking about sport than anything else.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

If I don't get anything out of sports, I still love it unconditionally.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I love to celebrate when my country wins trophies in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

If there is a story about my favourite sport in a newspaper or magazine, I read it.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

My favourite sport is different from all other sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I have a natural tendency to indulge in my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I can watch the videos of sport(s) dozens of times, maybe hundreds.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I will always turn out to be positive about sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I feel sorry when a mistake or scandal happens in sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

There is nothing that can stand between my favourite sport and me.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I would like to elevate my favourite sport to the top of the larger sports landscape.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I can endure all things for the sake of my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Following the rules and regulations is most important in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

It breaks my heart to see any kind of corruption in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

When my team loses, I congratulate my opponents.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Being a sport lover matters who I am.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Others see me primarily as a sport lover.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Most of my friends are sport lovers.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

It is important that others know about my participation in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

I have many sport-related goals.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Role Identity Rating

Think about how important each identity is to you on a day-to-day basis, then use the scale to rate the importance of each identity to you.

Least Important Moderately Important Most Important
0 10 20 30 40 50 60 70 80 90 100

The importance of **family** to me (from 0 to 100) is: _____

The importance of **friendships** to me (from 0 to 100) is: _____

The importance of **sport(s)** to me (from 0 to 100) is: _____

The importance of **academics** to me (from 0 to 100) is: _____

The importance of **religion** to me (from 0 to 100) is: _____

The importance of **romance** to me (from 0 to 100) is: _____

Demographic Information

Participant # _____

For each statement below, please **tick** the category or answer that best applies to you.

Age _____

Gender ☐ Male ☐ Female

Marital Status ☐ Unmarried ☐ Married

Education ☐ 10th ☐ 12th ☐ Graduate ☐ Post Graduate ☐ Others

Annul Family Income ☐ Below 5 lakhs ☐ 5-10 lakhs ☐ >10 lakhs

I belong to _____ city of _____ state of India.

Thank You

APPENDIX I: Study 2 (EFA) Survey in Hindi

खेल प्रेम सर्वेक्षण

प्रिय प्रतिभागी,

हम खेल प्रेम पर एक अध्ययन कर रहे हैं। अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा। हम आपसे अनुरोध करते हैं कि आप अपना कुछ मिनट प्रश्नावली का उत्तर देने के लिए दें।

निर्देश: कृपया निम्नलिखित कथनों को ध्यान से पढ़ें। नीचे दिए गए प्रत्येक कथन के लिए कृपया उस संख्या के बगल में दिए गए चेकबॉक्स पर टिक करें जो आपके दृष्टिकोण से सबसे अधिक मेल खाता है। इसके बाद आने वाले प्रश्नों के लिए आवश्यक है कि आप अपने पसंदीदा खेल (खेलों) को ध्यान में रखते हुए उनका उत्तर दें। आइटम ग्यारह-बिंदु पैमाने पर दिए गए हैं, 0 = पूरी तरह से असहमत, 100 = पूरी तरह से सहमत (उच्च संख्या मजबूत सहमति को इंगित करती है)।

मैं खुद को खेल प्रेमी मानता/मानती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अन्य अवकाश गतिविधियों की तुलना में खेल का अधिक आनंद लेता/लेती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

अपने पसंदीदा खेल से मेरा जुड़ाव बहुत संतोषजनक है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं स्पोर्ट्स का दीवाना/दीवानी हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

अपने पसंदीदा खेल में शामिल होने से मुझे ऐसा महसूस होता है कि मैं अपने प्रियजनों के साथ हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेल-कूद देखकर मन प्रसन्न हो जाता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेलों में मेरी भागीदारी मेरे दिन-प्रतिदिन के निर्णय लेने को प्रभावित करती है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मुझे बुरा लगता है जब मेरे पसंदीदा खेल का कोई सीधा प्रसारण/स्ट्रीमिंग उपलब्ध नहीं होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब मेरे पसंदीदा खेल के साथ चीजें ठीक नहीं होती हैं तो मैं परेशान हो जाता/जाती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

काश मेरा खेल में करियर होता।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अपने पसंदीदा खेल को अपनी प्राथमिकता में किसी और चीज से पहले रखता/रखती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब मैं खेल आयोजनों में राष्ट्रगान सुनता/सुनती हूँ तो मैं अभिभूत महसूस करता/करती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

पहली बार देखने/ खेलने के तुरंत बाद मैं अपने पसंदीदा खेल की ओर आकर्षित हो गया/गई।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेल मैदान में होना मुझे रोमांचित करता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अपने पसंदीदा खेल के जटिल विवरणों को भी समझने की कोशिश करता/करती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं उस खेल के प्रति हमेशा मैत्रीपूर्ण रहने की अपेक्षा करता/करती हूँ जिससे मैं प्यार करता/करती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरा अपने पसंदीदा खेल के प्रति गहन समर्पण है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेलों में अप्रत्याशित परिणाम इसे रोमांचक बनाते हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब भी मैं अपना पसंदीदा खेल देखता/देखती हूँ, मैं खेल उपकरण भी महसूस कर सकता/सकती हूँ।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

खेल में भाग लेने पर मुझे संतुष्टि का अनुभव होता है।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

जब मैच के नतीजे मेरी उम्मीदों पर खरे नहीं उतरते तो मुझे दुख होता है।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मैं खुद को खेलों के अनुकूल महसूस करता/करती हूँ।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मैं आमतौर पर अपने पसंदीदा खेल के लिए बलिदान देने को तैयार रहता/रहती हूँ।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

जब मेरा देश खेलों में अच्छा प्रदर्शन करता है तो मुझे गर्व होता है।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

खेल मेरे जीवन का सबसे महत्वपूर्ण हिस्सा है।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मुझे मेरा पसंदीदा खेल किसी और चीज से ज्यादा दिलचस्प लगता है।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मैं अपने पसंदीदा खेल को देखने के लिए उत्सुक रहता/रहती हूँ।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मैं अपने पसंदीदा खेल को थकावट की हद तक खेलना पसंद करता/करती हूँ, शायद इससे आगे भी।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

जब मेरा मन उदास होता है तो मैं अपना मनोबल बढ़ाने के लिए अपने पसंदीदा खेल को देखता/देखती हूँ।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

मेरा पसंदीदा खेल मेरे लिए मजेदार है, भले ही इसके बारे में दूसरों के विचार कुछ भी हों।

☐ 0 ☐ 10 ☐ 20 ☐ 30 ☐ 40 ☐ 50 ☐ 60 ☐ 70 ☐ 80 ☐ 90 ☐ 100

कभी-कभी मैं खेल को लेकर इतना उत्साहित हो जाता/जाती हूँ कि मुझे नींद नहीं आती।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरा पसंदीदा खेल मेरे जीवन की लय और दिनचर्या का हिस्सा है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं खेलों के लिए अपने निपटान में अधिकांश संसाधनों को साझा करने में संकोच नहीं करूंगा/करूंगी।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेल आयोजनों के दौरान अपने देश का झंडा फहराते हुए देखकर मुझे गर्व होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं खेल से संबंधित फिल्में, टॉक शो, वृत्तचित्र आदि देखता/देखती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अपने पसंदीदा खेल का अभ्यास करता/करती हूँ, भले ही कोई प्रतिस्पर्धा न हो।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरा पसंदीदा खेल देखना एक त्योहार की तरह है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरे लिए यह मायने नहीं रखता कि कितने अन्य लोग मेरा पसंदीदा खेल देखते हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं किसी और चीज से ज्यादा समय खेल के बारे में सोचने में बिताता/बिताती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

अगर मुझे खेल से कुछ नहीं मिलता है, तो भी मैं इसे बिना शर्त प्यार करता/करती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब मेरा देश खेलों में ट्राफियां जीतता है तो मुझे जश्न मनाना अच्छा लगता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

अगर किसी अखबार/पत्रिका में मेरे पसंदीदा खेल के बारे में कोई कहानी है, तो मैं उसे पढ़ता/पढ़ती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरा पसंदीदा खेल अन्य सभी खेलों से अलग है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

अपने पसंदीदा खेल में शामिल होना मेरी स्वाभाविक प्रवृत्ति है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं खेल के वीडियो दर्जनों बार देख सकता/सकती हूँ, शायद सैकड़ों बार।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं खेल को लेकर हमेशा सकारात्मक रहूँगा/रहूँगी।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब खेल में कोई गलती या घोटाला होता है तो मुझे खेद होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरे और मेरे पसंदीदा खेल के बीच कुछ भी खड़ा नहीं हो सकता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अपने पसंदीदा खेल को बड़े खेल परिदृश्य में शीर्ष पर लाना चाहता/चाहती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मैं अपने पसंदीदा खेल की खातिर सब कुछ सह सकता/सकती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेलों में नैतिक मूल्यों का बहुत महत्व है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेलों में किसी भी तरह के भ्रष्टाचार को देखकर मेरा दिल टूट जाता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जब मेरी टीम हारती है तो मैं अपने विरोधियों को बधाई देता/देती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

एक खेल प्रेमी होना मायने रखता है कि मैं कौन हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

दूसरे मुझे मुख्य रूप से एक खेल प्रेमी के रूप में देखते हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरे ज्यादातर दोस्त खेल प्रेमी हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

यह महत्वपूर्ण है कि अन्य लोग खेलों में मेरी भागीदारी के बारे में जानें।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

मेरे पास खेल से संबंधित कई लक्ष्य हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

भूमिका पहचान रेटिंग

इस बारे में सोचें कि प्रत्येक पहचान आपके लिए दिन-प्रतिदिन के आधार पर कितनी महत्वपूर्ण है, फिर प्रत्येक पहचान के महत्व का मूल्यांकन करने के लिए निम्न पैमाने का उपयोग करें।

कम से कम महत्वपूर्ण	मध्यम रूप से महत्वपूर्ण	सबसे महत्वपूर्ण
0 _____ 10 _____ 20 _____ 30 _____ 40 _____ 50 _____ 60 _____ 70 _____ 80 _____ 90 _____ 100		

मेरे लिए परिवार का महत्व (0 से 100 तक) है: _____

मेरे लिए दोस्ती का महत्व (0 से 100 तक) है: _____

मेरे लिए खेल (खेलों) का महत्व (0 से 100 तक) है: _____

मेरे लिए शिक्षा का महत्व (0 से 100 तक) है: _____

मेरे लिए धर्म का महत्व (0 से 100 तक) है: _____

मेरे लिए रोमांस का महत्व (0 से 100 तक) है: _____

जनसांख्यिकीय सूचना

प्रतिभागी # _____

उम्र _____

लिंग ☐ पुरुष ☐ महिला

वैवाहिक स्थिति ☐ अविवाहित ☐ विवाहित

शिक्षा ☐ 10 वीं ☐ 12 वीं ☐ स्नातक ☐ स्नातकोत्तर ☐ अन्य

वार्षिक पारिवारिक आय ☐ 5 लाख से कम ☐ 5-10 लाख ☐ >10 लाख

मैं भारत के _____ राज्य के _____ शहर से संबंधित हूँ.

धन्यवाद

APPENDIX J: Study 3 (CFA) Survey

"Sports-survey"

Dear Respondent, We are conducting a study on one's association with sports. The findings of the study will be used for academic purposes only. We request you to spend a few minutes of your time to answer the questionnaire. More detailed information on our research work for a PhD thesis can be found on the following link:

<https://drive.google.com/file/d/15m0zx02Jm8Qbkmi2jpvKJIm5b3yutFWD/view?usp=sharing>

Demographic Information

Participant # _____

For each statement below, please **tick** the category or answer that best applies to you.

Age _____

Gender ☐ Male ☐ Female

Marital Status ☐ Unmarried ☐ Married

Education ☐ 10th ☐ 12th ☐ Graduate ☐ Post Graduate ☐ Others

Annul Family Income ☐ Below 5 lakhs ☐ 5-10 lakhs ☐ >10 lakhs

I belong to _____ city of _____ state of India.

Role Identity Rating

Think about how important each identity is to you on a day-to-day basis. Then, rate the importance of each on a 0 to 10 scale with 0 - Least important & 10 - Most important. However, the most important identity should not be more than one. Mark only one oval per row.

To me, the importance of

family ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

friendship ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

education ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

romance ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

religion ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

sports ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Survey questionnaire

Please read the following items carefully. For each item given below, please click the option that most closely matches your opinion while keeping your favourite sport(s) in mind. Items are to be rated from 'Disagree Totally' to 'Agree Totally' on a 0 to 10 rating scale.

7. There is nothing that can stand between my favourite sport and me.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

8. I spend more time thinking about sport than anything else.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

9. I get a sense of satisfaction when participating in sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

10. I feel overwhelmed as I listen to the national anthem in sport events.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

11. I look forward to watch my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

12. I get thrilled in sports ground.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

13. Watching my favourite sport is like a festival.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

14. I feel proud to see the flag of my country being raised during sport events.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

15. I have many sport-related goals.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

16. I will always turn out to be positive about sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

17. I love to celebrate when my country wins trophies in sports.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

18. I am usually willing to make sacrifices for my favourite sport.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

19. I feel bad when there is no live broadcast/streaming of my favourite sport available.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

20. Any missing aspect of your love for sports which also should had been included in this questionnaire

.....
.....
.....
.....

Thank You

APPENDIX K: Study 3 (CFA) Survey in Hindi

"खेल-सर्वेक्षण"

प्रिय उत्तरदाता,

हम खेल के साथ किसी के जुड़ाव पर एक अध्ययन कर रहे हैं। अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा। हम आपसे प्रश्नावली का उत्तर देने के लिए अपने समय के कुछ मिनट खर्च करने का अनुरोध करते हैं। पीएचडी थीसिस के लिए हमारे शोध कार्य पर अधिक विस्तृत जानकारी निम्नलिखित लिंक पर पाई जा सकती है:

<https://drive.google.com/file/d/15m0zx02Jm8Qbkmi2jpvKJIm5b3yutFWD/view?usp=sharing>

जनसांख्यिकीय सूचना

प्रतिभागी # _____

उम्र

लिंग

☐ पुरुष ☐ महिला

वैवाहिक स्थिति

☐ अविवाहित ☐ विवाहित

शिक्षा

☐ 10 वीं ☐ 12 वीं ☐ स्नातक ☐ स्नातकोत्तर ☐ अन्य

वार्षिक पारिवारिक आय

☐ 5 लाख से कम ☐ 5-10 लाख ☐ >10 लाख

मैं भारत के _____ राज्य के _____ शहर से संबंधित हूँ.

भूमिका पहचान रेटिंग

इस बारे में सोचें कि प्रत्येक पहचान आपके लिए दिन-प्रतिदिन के आधार पर कितनी महत्वपूर्ण है, फिर प्रत्येक पहचान के महत्व का मूल्यांकन करने के लिए निम्न पैमाने का उपयोग करें।

कम से कम महत्वपूर्ण	मध्यम रूप से महत्वपूर्ण	सबसे महत्वपूर्ण								
0	10	20	30	40	50	60	70	80	90	100

मेरे लिए ----- का महत्व

परिवार ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

दोस्ती ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

शिक्षा ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

रोमांस ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

धर्म ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेल ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

सर्वेक्षण प्रश्नावली

कृपया निम्नलिखित मदों को ध्यान से पढ़ें। नीचे दिए गए प्रत्येक आइटम के लिए, कृपया अपने पसंदीदा खेल (खेलों) को ध्यान में रखते हुए उस विकल्प पर क्लिक करें जो आपकी राय से सबसे अधिक निकटता से मेल खाता हो। वस्तुओं को 0 से 10 रेटिंग पैमाने पर 'असहमत पूरी तरह से' से 'पूरी तरह से सहमत' तक रेट किया जाना है।

7. मेरे और मेरे पसंदीदा खेल के बीच कुछ भी खड़ा नहीं हो सकता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

8. मैं किसी और चीज से ज्यादा समय खेल के बारे में सोचने में बिताता/बिताती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

9. खेल में भाग लेने पर मुझे संतुष्टि का अनुभव होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

10. जब मैं खेल आयोजनों में राष्ट्रगान सुनता/सुनती हूँ तो मैं अभिभूत महसूस करता/करती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

11. मैं अपने पसंदीदा खेल को देखने के लिए उत्सुक रहता/रहती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

12. खेल मैदान में होना मुझे रोमांचित करता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

13. मेरा पसंदीदा खेल देखना एक त्योहार की तरह है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

14. खेल आयोजनों के दौरान अपने देश का झंडा फहराते हुए देखकर मुझे गर्व होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

15. मेरे पास खेल से संबंधित कई लक्ष्य हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

16. मैं खेल को लेकर हमेशा सकारात्मक रहूंगा/रहूंगी।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

17. जब मेरा देश खेलों में ट्रॉफियां जीतता है तो मुझे जश्न मनाना अच्छा लगता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

18. मैं आमतौर पर अपने पसंदीदा खेल के लिए बलिदान देने को तैयार रहता/रहती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

19. मुझे बुरा लगता है जब मेरे पसंदीदा खेल का कोई सीधा प्रसारण/स्ट्रीमिंग उपलब्ध नहीं होती है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

20. खेल के प्रति आपके प्यार का कोई भी लापता पहलू जिसे इस प्रश्नावली में भी शामिल किया जाना चाहिए था

.....
.....
.....
.....

धन्यवाद

APPENDIX L: Study 4 (Criterion Validity) Survey

Dear Respondent,

We are conducting a study on one's association with sports. The findings of the study will be used for academic purposes only. We request you to spend a few minutes of your time to answer the questionnaire.

More detailed information on our research work for a PhD thesis can be found on the following link:

<https://drive.google.com/file/d/15m0zx02Jm8Qbkmi2jpvKJIm5b3yutFWD/view?usp=sharing>

"Association with sports" questionnaire

Please read the following items carefully. For each item given below, please click the option that most closely matches your opinion while keeping your favourite sport(s) in mind. Items are to be rated from 'Disagree Totally' to 'Agree Totally' on a 0 to 10 rating scale.

1. **There is nothing that can stand between my favourite sport and me.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
2. **I get a sense of satisfaction when participating in sport.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
3. **I try to work cooperatively with my team.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
4. **I look forward to watch my favourite sport.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
5. **I spend time on social media (e.g., Facebook, Twitter) sharing information with other fans of my favorite team.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
6. **I get thrilled in sports ground.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

7. **Watching my favourite sport is like a festival.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
8. **I often interact with other fans to talk about issues related to my favorite team.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
9. **I wear clothing that displays the name of my favorite team even if it has an unsuccessful season.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
10. **I feel proud to see the flag of my country being raised during sport events.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
11. **I wear apparel which represents the fans of my favorite team even if the team has an unsuccessful season.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
12. **I have many sport-related goals.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
13. **I will always turn out to be positive about sport.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
14. **I do things to make my team's event management easier.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
15. **I love to celebrate when my country wins trophies in sports.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
16. **The employees of my favorite team get my full cooperation.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
17. **I feel bad when there is no live broadcast/streaming of my favourite sport available.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
18. **I often advise other fans on how to support the favorite team.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
19. **I spend more time thinking about sport than anything else.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
20. **I feel overwhelmed as I listen to the national anthem in sport events.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100
21. **I am usually willing to make sacrifices for my favourite sport.**
☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

22. I display the logo of my favorite team on my clothing even if it does not perform well.

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Role Identity Rating

Think about how important each identity is to you on a day-to-day basis. Then, rate the importance of each on a 0 to 10 scale with 0 - Least important & 10 - Most important. However, the most important identity should not be more than one. Mark only one oval per row.

23. To me, the importance of

family ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

friendship ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

education ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

romance ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

religion ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

sports ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

Demographic Information

Participant # _____

This information is meant strictly for our academic purposes only. We are not looking for any sensitive personal information such as Aadhar card/PAN card/mobile numbers and so on. For each statement below, please **tick** the category or answer that best applies to you.

Age _____

Gender ☐ Male ☐ Female

Marital Status ☐ Unmarried ☐ Married

Education ☐ 10th ☐ 12th ☐ Graduate ☐ Post Graduate ☐ Others

Annul Family Income ☐ < 5 lakhs ☐ 5-10 lakhs ☐ >10 lakhs

I belong to _____ **city of** _____ **state of India.**

Thank You

APPENDIX M: Study 4 (Criterion Validity) Survey in Hindi

प्रिय उत्तरदाता, हम खेल के साथ किसी के जुड़ाव पर एक अध्ययन कर रहे हैं। अध्ययन के निष्कर्षों का उपयोग केवल शैक्षणिक उद्देश्यों के लिए किया जाएगा। हम आपसे प्रश्नावली का उत्तर देने के लिए अपने समय के कुछ मिनट खर्च करने का अनुरोध करते हैं। पीएचडी थीसिस के लिए हमारे शोध कार्य पर अधिक विस्तृत जानकारी निम्नलिखित लिंक पर पाई जा सकती है:

<https://drive.google.com/file/d/15m0zx02Jm8Qbkmi2jpvKJIm5b3yutFWD/view?usp=sharing>

"खेल के साथ एसोसिएशन" प्रश्नावली

कृपया निम्नलिखित मर्दों को ध्यान से पढ़ें। नीचे दिए गए प्रत्येक आइटम के लिए, कृपया अपने पसंदीदा खेल (खेलों) को ध्यान में रखते हुए उस विकल्प पर क्लिक करें जो आपकी राय से सबसे अधिक निकटता से मेल खाता हो। वस्तुओं को 0 से 10 रेटिंग पैमाने पर 'असहमत पूरी तरह से' से 'पूरी तरह से सहमत' तक रेट किया जाना है।

1. मेरे और मेरे पसंदीदा खेल के बीच कुछ भी खड़ा नहीं हो सकता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

2. खेल में भाग लेने पर मुझे संतुष्टि का अनुभव होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

3. मैं अपनी टीम के साथ मिलकर काम करने की कोशिश करता हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

4. मैं अपने पसंदीदा खेल को देखने के लिए उत्सुक रहता/रहती हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

5. मैं अपनी पसंदीदा टीम के अन्य प्रशंसकों के साथ जानकारी साझा करने के लिए सोशल मीडिया (जैसे, फेसबुक, ट्विटर) पर समय बिताता हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

6. खेल मैदान में होना मुझे रोमांचित करता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

7. मेरा पसंदीदा खेल देखना एक त्योहार की तरह है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

8. मैं अक्सर अपनी पसंदीदा टीम से संबंधित मुद्दों के बारे में बात करने के लिए अन्य प्रशंसकों के साथ बातचीत करता हूँ।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

9. मैं ऐसे कपड़े पहनता हूँ जो मेरी पसंदीदा टीम का नाम प्रदर्शित करते हैं, भले ही उसका असफल सीजन हो।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

10. खेल आयोजनों के दौरान अपने देश का झंडा फहराते हुए देखकर मुझे गर्व होता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

11. मैं ऐसे परिधान पहनता हूँ जो मेरी पसंदीदा टीम के प्रशंसकों का प्रतिनिधित्व करते हैं, भले ही टीम का असफल सीजन हो।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

12. मेरे पास खेल से संबंधित कई लक्ष्य हैं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

13. मैं खेल को लेकर हमेशा सकारात्मक रहूंगा/रहूंगी।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

14. मैं अपनी टीम के इवेंट मैनेजमेंट को आसान बनाने के लिए चीजें करता हूं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

15. जब मेरा देश खेलों में ट्रफियां जीतता है तो मुझे जश्न मनाना अच्छा लगता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

16. मेरी पसंदीदा टीम के कर्मचारियों को मेरा पूरा सहयोग मिलता है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

17. मुझे बुरा लगता है जब मेरे पसंदीदा खेल का कोई सीधा प्रसारण/स्ट्रीमिंग उपलब्ध नहीं होती है।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

18. मैं अक्सर अन्य प्रशंसकों को सलाह देता हूं कि पसंदीदा टीम का समर्थन कैसे करें।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

19. मैं किसी और चीज से ज्यादा समय खेल के बारे में सोचने में बिताता/बिताती हूं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

20. जब मैं खेल आयोजनों में राष्ट्रगान सुनता/सुनती हूं तो मैं अभिभूत महसूस करता/करती हूं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

21. मैं आमतौर पर अपने पसंदीदा खेल के लिए बलिदान देने को तैयार रहता/रहती हूं।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

22. मैं अपने कपड़ों पर अपनी पसंदीदा टीम का लोगो प्रदर्शित करता हूं, भले ही वह अच्छा प्रदर्शन न करे।

☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

भूमिका पहचान रेटिंग

इस बारे में सोचें कि प्रत्येक पहचान आपके लिए दिन-प्रतिदिन के आधार पर कितनी महत्वपूर्ण है, फिर प्रत्येक पहचान के महत्व का मूल्यांकन करने के लिए निम्न पैमाने का उपयोग करें।

कम से कम महत्वपूर्ण मध्यम रूप से महत्वपूर्ण सबसे महत्वपूर्ण

0 10 20 30 40 50 60 70 80 90 100

मेरे लिए ----- का महत्व

परिवार ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

दोस्ती ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

शिक्षा ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

रोमांस ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

धर्म ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

खेल ☐0 ☐10 ☐20 ☐30 ☐40 ☐50 ☐60 ☐70 ☐80 ☐90 ☐100

जनसांख्यिकीय सूचना

प्रतिभागी # _____

उम्र _____

लिंग ☐ पुरुष ☐ महिला

वैवाहिक स्थिति ☐ अविवाहित ☐ विवाहित

शिक्षा ☐ 10 वीं ☐ 12 वीं ☐ स्नातक ☐ स्नातकोत्तर ☐ अन्य

वार्षिक पारिवारिक आय ☐ 5 लाख से कम ☐ 5-10 लाख ☐ >10 लाख

मैं भारत के _____ राज्य के _____ शहर से संबंधित हूँ.

धन्यवाद