

# 第64回東伏見スポーツサイエンス研究会

日時 2020年10月15日(木) **16:30~18:00**  
場所 早稲田大学79号館(STEP22) 205教室

## 演題

### Fan community management: How to present existing fans to potential fans Dr. Akira Asada (Texas Tech University)

■ Sport management researchers have provided numerous perspectives for understanding the process whereby people become fans of sports teams in the realm of sport socialization research (Funk & James, 2001, 2004; McPherson, 1976; Melnick & Wann, 2004, 2011). These researchers have shown that, in the early stage of sport socialization, people may decide to support a team based on others' opinions and behaviors, in hopes of maintaining favorable relationships with them, and fitting into the social environment (Funk & James, 2004; Katz & Heere, 2015). For example, people may cheer for a team because their friends support that team or because the community in which they live places great emphasis on supporting the team (Funk & James, 2001). Thus, to understand how people start supporting a sports team, it is important to examine their interactions with significant others such as family, friends, and community residents.

From a practical standpoint, sports teams should enhance social influence among consumers and help them begin the process of sport socialization to develop strong fan bases. For example, sports teams often post pictures and videos on their social media sites that show how their local fans enjoy supporting them. Such content is shared by the teams' fans and then shown to a wider audience, including potential fans. To attract potential fans, sports teams should carefully select content that creates a positive impression of their fans among potential fans. Based on my research findings, I will discuss how sports teams should present their existing fans to potential fans to expand their fan bases.

■ Biography: Dr. Akira Asada is an assistant professor of sport management at Texas Tech University. His research agenda lies primarily in sport consumer behavior, particularly within the areas of (a) word of mouth and (b) sport socialization. He explores the psychological and social mechanisms of how people become sport fans. The goals of his research are: (a) to advance theoretical understanding of social influence among sport consumers, and (b) to propose effective marketing and communication strategies for sport organizations to acquire new customers and increase revenue.

