

ABSTRACT

Limited knowledge of the marketers on the F.A. Premier League football fans in Bangkok reduces the opportunity for football market growth.

The first objective of this research was to identify the different types of commitment, and the most dominant type of commitment, among the F.A. Premier League Thai fans in Bangkok. Second, to identify the proactive sustaining behaviors that drive the fans to stay committed to the team. And the third objective was to find the relationship between commitment and proactive sustaining behavior variables.

Self-administered questionnaire was used in this research to gather information from respondents. The respondents are those who loyal to an F.A. Premier League football team, regularly watch the televised games and are both player and spectator of football games. The 381 copies of questionnaires were distributed among the football fans in two national sport stadiums; Rajamangkala and Supachalasai.

To analyze the data, the researcher applied both descriptive and inferential statistics. Descriptive analysis was used to find the frequency and mean score of the data. For inferential statistics, simple correlation coefficient (Pearson's) was used to test the relationship between commitments and proactive sustaining behaviors. Both descriptive and inferential statistic were applied to analyze the data.

From the frequency analysis results, the researcher has concluded that affective commitment is the most dominant type of commitment among F.A. Premier League Thai fans in Bangkok. The respondents show a "moderate" to "strong" affective commitment toward the team. Among all of the respondents, display behavior, shrines, recruiting and rituals are the four behaviors that the respondents engaged to sustain their commitment to the team.

When analyzed by each type of commitment, there are relationships between cumulative commitment and the seven proactive sustaining behaviors; rituals, display behavior, creative effort, pilgrimage, sharing/ extolling information, recruiting and betting against odds. There are relationships between normative commitment and the eight proactive sustaining behaviors; rituals, shrines, creative effort, collecting, pilgrimage, sacrifice, sharing/ extolling information, and betting against odds. There are relationships between affective commitment and the seven proactive sustaining behaviors; rituals, shrines, display behavior, collecting, sharing/ extolling information, recruiting and betting against odds.

The results show that Thai fans are both temporary (or transitory) and long-term (commitment) fans. All ten proactive sustaining behaviors are being engaged by the fans. Different type of commitments show different relationship with proactive sustaining behaviors.