Chapter 6 Empirical Research Methods: STH Management and Fan Engagement

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| # | **Concept** | **Definition** |
| 1 | Customer lifetime value (4) |  |
| 2 | Brand equity (3) |  |
| 3 | STHs & Fan engagement |  |
| 4 | STH contracts and barcodes |  |
| 5 | CLV equation form (6.1) and terms (4) |  |
| 6 | CLV equation 6.2, team’s actions, team quality |  |
| 7 | Aaker’s Brand equity model (5) |  |
| 8 | Fan equity |  |
| 9 | Social media equity |  |
| 10 | Marketing premium |  |
| 11 | Price premium |  |
| 12 | Basic fan equity model (6.3) components (3) |  |
| 13 | Linear regression model 6.4; 3 components | Hint: this is just like the model from Team Sports Marketing that we used to predict attendance. |
| 14 | Guiding theory of team revenue |  |
| 15 | Fan equity model 6.5 |  |
| 16 | Relationship between CLV and reselling rates (Fig 6.1) |  |
| 17 | Relationship between CLV and team performance (Fig 6.2) |  |
| 18 | Relationship between NFL fan equity and social media equity (Fig 6.3) |  |