بخشی از ترجمه مقاله

عنوان فارسی مقاله:
قدرت تويیتر و وفاداری هواداران ورزش: تأثیرات تعديل کننده تويیتر

عنوان انگلیسی مقاله:
Twitter Power and Sport-Fan Loyalty:
The Moderating Effects of Twitter

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
Three important theoretical implications can be drawn from the findings of this study. First, this study advances our theoretical understanding of the effects of Twitter on the formation of fan loyalty by proposing and testing a research model including the moderating role of Twitter. Although a large number of sport-related researchers have highlighted the importance of the use of social media by sport organizations as an expansion of traditional marketing departments (Dixon, Martinez, & Martin, 2015), the effects of Twitter have generated relatively little research attention in fan–team-relationship marketing. Furthermore, in the present investigation, the moderating effects of Twitter were carefully defined and the measurements were also empirically validated. Specifically, this study went beyond interrelationships among the determinants of sport-fan loyalty to examine the characteristics of Twitter-user behaviors and the resulting effects in a sport context.