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Dependence of sports spectacle evaluation on the frequency of participation on the example of GKS Katowice (volleyball)

Abstract

This article investigated influence of frequency of participation in sport events on their perception based on matches of volleyball club GKS Katowice. Issues related to sports market including sport events were presented. The essential role of fans who give meaning to the competition and components influencing perception and evaluation of this kind of service were described. Research was conducted among fans of volleyball club GKS Katowice who were asked to evaluate chosen components of sport event. The research indicates that there are some dependencies between frequency of participation in sport events and evaluation of its components.

Key words: sport event, fans' loyalty, relationship marketing, volleyball