

บรรณานุกรม

- กฤษณะ สมจิตร. (2545). การแข่งขันกีฬาฟุตบอลไทยแลนด์โปรวินเชียลลีกประจำปี 2543: กรณีศึกษาทีมฟุตบอลสมาคมกีฬาจังหวัดนครสวรรค์. วิทยานิพนธ์มหาบัณฑิต, มหาวิทยาลัยมหิดล.
- กัลยา วานิชย์บัญชา. (2546). การใช้ SPSS for Windows ในการวิเคราะห์ข้อมูล (พิมพ์ครั้งที่ 6). กรุงเทพฯ: คณะพาณิชยศาสตร์และการบัญชี จุฬาลงกรณ์มหาวิทยาลัย.
- กิตติคุณ บุญเกตุ. (2556). ปัจจัยที่มีอิทธิพลต่อการซื้อผลิตภัณฑ์สโมสรฟุตบอลบุรีรัมย์ยูไนเต็ดของผู้บริโภคในจังหวัดบุรีรัมย์. วิทยานิพนธ์มหาบัณฑิต, สถาบันบัณฑิตพัฒนบริหารศาสตร์.
- จิรัฏฐ์ จันทะเสน. (2553). ประวัติศาสตร์กีฬาฟุตบอลไทย: สมาคมประวัติศาสตร์กีฬาฟุตบอลแห่งประเทศไทย. เข้าถึงได้จาก <http://www.siamfootball.com/php/modules>.
- ชาญวิทย์ ผลชีวิน. (2544). คู่มือการฝึกกีฬาฟุตบอล. กรุงเทพฯ: การกีฬาแห่งประเทศไทย.
- ฐิติมาน มุทริกเวช. (2547). การศึกษาการรับชมการถ่ายทอดสดกีฬาฟุตบอลต่างประเทศของวัยรุ่น. วิทยานิพนธ์มหาบัณฑิต, จุฬาลงกรณ์มหาวิทยาลัย.
- นงลักษณ์ วิรัชชัย. (2542). โมเดลลิสเรล สถิติวิเคราะห์สำหรับการวิจัย (พิมพ์ครั้งที่ 3). กรุงเทพฯ: โรงพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย.
- เนตรนภา ประกอบกิจ. (2553). พัฒนาการของวัฒนธรรมกีฬาฟุตบอลต่างประเทศในสังคมไทย พ.ศ. 2509-2552. กรุงเทพฯ: มหาวิทยาลัยธรรมศาสตร์.
- วรวิทย์ พัฒนาอิทธิกุล. (2539). การตลาดรายการกีฬาฟุตบอลทางโทรทัศน์ในประเทศไทย. วิทยานิพนธ์มหาบัณฑิต, จุฬาลงกรณ์มหาวิทยาลัย.
- วิวิธ ธิโสภาก. (2549). การฝึกกีฬาฟุตบอล. กรุงเทพฯ: อักษรไทย.
- สมภพ ชื่นจิตร. (2544). ปัญหาการจัดการแข่งขันกีฬาฟุตบอลชิงชนะเลิศแห่งประเทศไทย ประจำปี 2544. วิทยานิพนธ์มหาบัณฑิต, มหาวิทยาลัยรามคำแหง.
- สมาคมกีฬาฟุตบอลแห่งประเทศไทยในพระบรมราชูปถัมภ์. (ม.ป.ป.) เกี่ยวกับสมาคม. เข้าถึงได้จาก [http:// www.fat.or.th](http://www.fat.or.th)
- สิทธิ รัตนราณี. (2550). การศึกษากีฬาฟุตบอลอาชีพในประเทศไทย. วิทยานิพนธ์มหาบัณฑิต, จุฬาลงกรณ์มหาวิทยาลัย.
- สุชาติ ประสิทธิ์รัฐสินธุ์. (2540). ระเบียบวิธีวิจัยทางสังคมศาสตร์. กรุงเทพฯ: โรงพิมพ์เลียงเชียง.

- สุพิตร สมาหิโต, ชัย นิมากร และ นนชัย ศานติบุตรกุล. (2547). *แนวทางการพัฒนานักกีฬาอาชีพ ภายใต้การสนับสนุนและส่งเสริมของภาครัฐและภาคเอกชนอย่างเป็นระบบ*. ม.ป.ท.
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of brand name*. New York: Free Press.
- _____. (1996). *Building strong brand*. New York: Free Press.
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing*, 34(3), 347-356.
- Alhabeeb, M. J. (2007). On consumer trust and product loyalty. *International Journal of Consumer Studies*, 31(6), 609-612.
- Ambler, T., Bhattacharya, C. B., Edell, J., Keller, K. L., Lemon, K. N., & Mittal, V. (2002). Relating brand and customer perspective on marketing management. *Journal of Service Research*, 5(1), 13-25.
- Apostolopoulou, A. (2002). Brand extensions by U.S. professional sport teams: Motivations and keys to success. *Sport Marketing Quarterly*, 11(4), 205-214.
- Arbuckle, J. J. (1995). *AMOS user's guide*. Chicago: SmallWaters.
- Armstrong, K. (2007). Self, situations, and sport consumption: An exploratory study of symbolic interactionism. *Journal of Sport Behavior*, 30(2), 111-129.
- Baldinger, A. L., & Rubinson, J. (1996). Brand loyalty: The link between attitude and behavior. *Journal of Advertising Research*, 36(6), 22-34.
- Balmer, J. M. T. (1998). Corporate identity and advent of corporate marketing. *Journal of Marketing Management*, 14(8), 963-996.
- Bauer, H. H., Reichardt, T., Barnes, S. J., & Neumann, M. M. (2005). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of Electronic Commerce Research*, 6(3), 181-192.
- _____, Stokburger-Sauer, N. E., & Exler, S. (2008). Brand image and brand loyalty in professional team sport: A refined model and empirical assessment. *Journal of Sport Management*, 22(2), 206-226.
- Bee, C., & Havitz, M. (2010). Exploring the relationship between involvement, fan attraction, psychological commitment and behavioural loyalty in a sports spectator context. *International Journal of Sports Marketing & Sponsorship*, 11(2), 140-157.

- Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology, 39*(4), 555-577.
- Bollen, K. A. (1989). *Structure Equations with Latent Variables*. New York: Wiley.
- Branscombe, N., & Wann, D. (1991). The positive social and self concept consequences of sports team identification. *Journal of Sport & Social Issues, 15*(2), 115-127.
- Brewer, M. B. (1991). The social self: On being the same and different at the same time. *Personality and Social Psychology Bulletin, 17*(5), 475-482.
- Brown, G. H. (1952). Brand Loyalty: Fact or fiction ? *Advertising Age, 23*, 53-55.
- Bryant, J., Brown, D., Comisky, P. W., & Zillmann, D. (1982). Sports and spectators: Commentary and appreciation. *The Journal of Communication, 32*(1), 109-119.
- Buil, I., de Chernatony, L., & Martínez, E. (2008). Measuring brand equity: A cross-national validation. *Journal of Product and Brand Management, 17*(6), 384-392.
- Capella, M. (2002). Measuring sports fans' involvement: The fan behavior questionnaire. *Southern Business Review, 27*(2), 30-36.
- Capron, L., & Hulland, J. (1999). Redeployment of brand, sales forces, and general marketing management expertise following horizontal acquisitions: A resource-based view. *Journal of Marketing, 63*(2), 41-54.
- Carlson, B. D., & Donavan, D. T. (2008). Concerning the effect of athlete endorsements on brand and team-related intentions. *Sport Marketing Quarterly, 17*(3), 154-162.
- Chaudhuri, A., & Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing, 65*(2), 81-93.
- Chegini, M. G. (2010). Customer loyalty and value key dimensions interaction in organization. *China-USA Business Review, 9*(8), 8-14.
- Chernatony, L., & McDonald, M. (Eds.). (1998). *Creating powerful brand*. Oxford: Butterworth-Heinemann.
- Couvelaere V., & Richelieu, A. (2005). Brand strategy in professional sports: The case of French soccer teams. *European Sport Management Quarterly, 5*(1), 23- 46.
- Cunningham, R. M. (1956). Brand Loyalty—what, where, how much? *Harvard Business Review, 34*, 116-128.

- Dalrymple, T. (1999). The new football fan. *New Statesman*, Retrieved from <http://www.newstatesman.com/node/136260>
- Davis, S. (1995). A vision for the year 2000: Brand asset management. *Journal of Consumer Marketing*, 12(4), 65 - 82.
- Day, G. (1969). A two-dimensional concept of brand loyalty. *Journal of Advertising Research*, 9(3), 29-35.
- de Chernatony, L. (1999). Brand management through narrowing the gap between brand identity and brand reputation. *Journal of Marketing Management*, 15(1-3), 157-80.
- _____. (2005). *Handbook of qualitative research*. Thousand Oaks, CA: Sage.
- DeSchraver, T. D., & Jensen, P. D. (2002). Determinants of spectator attendance at NCAA division II football contests. *Journal of Sport Management*, 16(4), 311-330.
- Dick, A., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 37(2), 170-180.
- Dietz-Uhler, B., Harrick, E., End, C., & Jaquemotte, L. (2000). Sex differences in sport fan behavior and reasons for being a sport fan. *Journal of Sport Behavior*, 23(3), 219-231.
- Dubois, B., & Laurent, G. (1999). A situational approach to brand loyalty. *Advances in Consumer Research*, 26, 657-663.
- Erdener K., Gultekin, S. G., & Ekrem, T. (2008). An integrative framework linking brand associations and brand loyalty in professional sports. *The Journal of Brand Management*, 15(5), 336-357.
- Esch, F. R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15(2), 98-105.
- Farley, J. U. (1964). Why does brand loyalty vary over products? *Journal of Marketing Research*, 1(4), 9-14.
- Feldwick, P. (1996). Do we really need brand equity? *The Journal of Brand Management*, 4(1), 9-28.
- Foster, D., Morgan, R., & Richards, L. (1998). Brand knowledge management: Growing brand equity. *Journal of Knowledge Management*, 2(1), 47-54.

- Fournier, S. (1994). *A consumer-brand relationship framework for strategic brand management*. (Unpublished doctoral dissertation). University of Florida, Gainesville, Florida.
- _____. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(1), 343-373.
- _____, Dobscha, S., & Mick, D. G. (1998). Preventing the premature death of relationship marketing. *Harvard Business Review*, 76(1), 42-51.
- Funk, D. C. (2002). Consumer-based marketing: the use of micro-segmentation strategies for understanding sport consumption. *International Journal of Sport Marketing and Sponsorship*, 4(3), 231-256.
- _____, & James, J. (2001). The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, 4(2), 119-150.
- Gantz, W., Wang, Z., Paul, B., & Potter, R. F. (2006). Sports versus all comers: Comparing TV sports fans with fans of other programming genres. *Journal of Broadcasting & Electronic Media*, 50(1), 95-118.
- Ghodeswar, B. M. (2008). Building brand identity in competitive market: A conceptual model. *Journal of Product & Brand Management*, 17, 4-12.
- Gladden, J. M. (1997). Observations: Building brand equity by managing the brand's relationships. *Journal of Advertising Research*, 32, 79-83.
- _____, & Sutton, W. A. (1998). A conceptual framework for evaluating brand equity in division I college athletics. *Journal of Sport Management*, 12(1), 1-19.
- Hallowell, R. (1996). The relationship of customer satisfaction, customer loyalty and profitability: An empirical study. *International Journal of Service Industries, Management*, 7, 27-42.
- Hill, B., & Green, B. C. (2000). Repeat attendance as function of involvement, loyalty, and the sportscape across three football contexts. *Sport Management Review*, 3(2), 145-162.
- Hillman, C. H., Cuthbert, B. N., Cauraugh, J., Schupp, H. T., Bradley, M. M., & Lang, P. J. (2000). Psychophysiological responses of sports fans. *Motivation and Emotion*, 24(1), 13-28.

- Hirt, E., Zillmann, D., Erickson, G., & Kennedy, C. (1992). Costs and benefits of allegiance: Changes in fans' self-ascribed competencies after team victory versus defeat. *Journal of Personality and Social Psychology*, 63(5), 724-738
- Hritz, N., & Ross, C. (2010). The perceived impacts of sport tourism: An urban host community perspective. *Journal of Sport Management*, 24(2), 119-138.
- Jacobson, B. (2003). The social psychology of the creation of a sports fan identity: A theoretical review of the literature. *Athletic Insight, the Online Journal of Sport Psychology*, 5(2), 1-14.
- Jacoby, J. (1971). A model of multi brand loyalty. *Journal of Advertising Research*, 11(4), 25-30.
- James, J., & Ross, S. (2002). The motives of sports consumers: A comparison of major and minor league baseball. *International Journal of Sport Management*, 3(3), 180-198.
- Joreskog, K. G., & Sorbom, D. (1989) . *LISREL 7: User's reference guide*. Mooresville: Scientific Software.
- Kahle, L., Kambara, K. M., & Rose, G .M. (1996). A function model of fan attendance motivations for college football. *Sport Marketing Quarterly*, 5(4), 51-60.
- Kapferer, J. N. (1997). *Strategic brand management* (3rd ed.). London, United Kingdom: Kogan Page.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kelley, S. W., & Turley, L. W. (2001). Customer perceptions of service quality attributes at sporting events. *Journal of Business Research*, 54(2), 161-166.
- Kerr, A. K., & Gladden, J. M. (2008). Extending the understanding of professional team brand equity to the global marketplace. *International Journal of Sport Management and Marketing* , 3(1-2), 58-77.
- Khan, B. M. (2009). Consumers and their brands: Deciphering dimensions of loyalty. *International Journal of Business Insights & Transformation*, 2(1), 84-92.
- Kuusik, A. (2007). *Affecting customer loyalty: Do different factors have various influences in different loyalty levels?* (Working paper 58-2007). Tartu, Estonia: University of Tartu-Faculty of Economics and Business Administration.

- Kwon, H .H., & Armstrong, K. L. (2002). Factors influencing impulse buying of sport team licensed merchandise. *Sport Marketing Quarterly*, 11(3), 151-64.
- _____, Trail, G., & James, J. D. (2007). The mediating role of perceived value: Team identification and purchase intention of team-licensed apparel. *Journal of Sport Management*, 21(4), 540-554.
- Lascu, D., Giese, T., Toolan, C., Guehring, B., & Mercer, J. (1995). Sport involvement: A relevant individual difference factor in spectator sports. *Sport Marketing Quarterly*, 4, 41-46.
- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), 350-370.
- Lumpkin, A. (2008). Sport as a reflection of society. *Phi Kappa Phi Forum*, 88(4), 34-35.
- Madhavaram, S., Badrinarayanan, V., & McDonald, R. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy. *Journal of Advertising*, 34(4), 69-80.
- Madrigal, R. (1995). Cognitive and affective determinants of fan satisfaction with sporting event attendance. *Journal of Leisure Research*, 27(3), 205-227.
- Mahoney, D. F. (2000). Using the psychological commitment to team (PCT) scale to segment sport consumers based on loyalty. *Sport Marketing Quarterly*, 9, 15-25.
- Marsh, P., Rosser, E. Y., & Harre, R. (1978). *The rules of disorder*. London, United Kingdom: Routledge & Kegan Paul.
- Mascarenhas, O., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: A total customer experience approach. *Journal of Consumer Marketing*, 23(7), 397-405.
- McConnell, D. J. (1968). The development of brand loyalty: An experimental study. *Journal of Marketing Research*, 5(1), 13-19.
- McDonald, A., & Milne, G. R. (1997). A conceptual framework for evaluating marketing relationships in professional sport franchises. *Sport Marketing Quarterly*, 6(2), 27-32.
- McDonald, C. (1991). *Sponsorship* and the image of the sponsor. *European Journal of Marketing*, 25(11), 31-38.
- Melnick, M. J. (1989). The sports fan: A teaching guide and bibliography. *Sociology of Sport Journal*, 6(2), 167-175.

- Milne, G. R., & McDonald, M. A. (1998). *Sport marketing*. London, United Kingdom: Jones and Bartlet.
- Moisescu, O. I. (2006). *A conceptual analysis of brand loyalty as core dimension of brand equity*. Retrieved from [http://mpa.ub.uni-muenchen.de/7504/1/MPRA_paper_7504.pdf](http://mpa.ub.uni-muenchen.de/7504/1/MPPRA_paper_7504.pdf)
- Mullin, B. J., Hardy, S., & Sutton, W. A. (1993). *Sport marketing*. Champaign, IL: Human Kinetics.
- _____. (2000). *Sport marketing* (2nd ed.). Champaign, IL: Human Kinetics.
- Murrell, A., & Dietz, B. (1992). Fans support of sport teams: The effect of a common group identity. *Journal of Sport and Exercise Psychology*, *14*, 28-39.
- Oliver R. L. (1999). Whence customer loyalty? *Journal of Marketing*, *63*(4), 33-44.
- Pleshko, P. L., & Baqer, M. S. (2008). A path analysis of the relationships among consumer satisfaction, loyalty and market share in retail services. *Academy of Marketing Journal*, *12*(2), 111-127.
- Pooley, J. C. (1978). *The sport fan: A social psychology of misbehaviour*. Calgary, Canada: University of Calgary.
- Reichheld, F. F. (1993). Loyalty-based management. *Harvard Business Review*, *71*(2), 64-72.
- Reinartz, W., & Kumar, V. (2002). The mismanagement of customer loyalty. *Harvard Business Review*, *80*(7), 86-95.
- Robinson, M., Trail, G., Dick, R., & Gillentine, A. (2005). Fans vs. spectators: An analysis of those who attend intercollegiate football games. *Sport Marketing Quarterly*, *14*(1), 3-53.
- Ross, S. D. (2006). A conceptual framework for understanding spectator based brand equity. *Journal of Sport Management*, *20*(1), 22-38.
- Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product and Brand Management*, *10*(1), 25-37.
- Saris, W. E., & Stronkhorst, L. H. (1984). Casual modeling in no experimental research: An introduction to the Lisrel Approach. *Dissertation Abstract International*, *47*(7), 2261-A.

- Schmitt, B. H., & Simonson, A. (1997). *Marketing aesthetics: The strategic management of brand, identity, and image*. New York: Free Press.
- _____, & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15, (2), 98-105.
- Shank, M. D., & Beasley, F. M. (1998). Fan or fanatic: Refining a measure of sports involvement. *Journal of Sport Behavior*, 21, 435-443.
- Shilbury, D., Quick, S., & Westerbeek, H. (1997). *Strategic sports marketing*. Sydney, Australia: Allen & Unwin.
- Sheth, J. N. (1968). A factor analytical model of brand loyalty. *Journal of Marketing Research* 5(4), 395-404.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15-37.
- Sirgy, M. J., & Samli, C. A. (1985). A path analytic model of store loyalty involving self- concept, store image, geographic loyalty, and socioeconomic status. *Journal of the Academy of Marketing Science*, 13(3), 265-291.
- Sloan, L. R. (1979). The function and impact of sports for fans: A review of theory and contemporary research. In J. Goldstein (Ed.), *Sports, games and play: Social and psychological viewpoints* (pp. 219-262). Cambridge, United Kingdom: Cambridge University Press.
- _____. (1989). The motives of sports fans. In J. D. Goldstein. (Ed.), *Sports, games, and play: Social and psychological viewpoints* (pp.175-240) (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Smart, B. (2005). *The sport star: Modern sport and the cultural economy of sporting celebrity*. London, United Kingdom: Sage.
- Sutton, W., McDonald, M., Milne, G., & Cimperman, J. (1997). Creating and fostering for identification in professional sports. *Sport Marketing Quarterly*, 6(1), 15-22.
- Tapp, A. (2004). The loyalty of football fans well support you evermore? *Journal of Database Marketing & Customer Strategy Management*, 11(3), 203-215.

- _____, & Clowes, J. (2002). From carefree casuals to professional wanderers: Segmentation possibilities for football supporters. *European Journal of Marketing*, 36(11/12), 1248-1269.
- Thiele, S., & Mackay, M. (2001). Assessing the performance of brand loyalty measures. *Journal of Services Marketing*, 15(7), 529-546.
- Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: Empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*, 18(4), 262–271.
- Trail, G.T., Anderson, D.F., & Fink, J. S. (2005). Consumer satisfaction and identity theory: A model of sport spectator cognitive loyalty. *Sport Marketing Quarterly*, 14, 98-111.
- _____, Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behaviour. *Sport Marketing Quarterly*, 12(1), 8-17.
- Tripathi, S. (2009). An analysis of customer-pull factors and the process of store loyalty, *Paradigm*, 13(1), 91-103.
- Tucker, W. T. (1964). The development of brand loyalty. *Journal of Marketing Research*, 11(2), 32–35.
- Vallerand, R., & Losier, G. (1999). An integrative analysis of intrinsic and extrinsic motivation in sport. *Journal of Applied Sport Psychology*, 11(1), 142-169.
- Wakefield, K. (1995). The pervasive effects of social influence on sporting event attendance. *Journal of Sport and Social Issues*, 19(4), 335-351.
- _____, & Sloan, H. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. *Journal of Sport Management*, 9(2), 153-172.
- Walvis, T. H. (2008). Three laws of branding: neuroscientific foundations of effective brand building. *Palgrave Macmillan*, 16(3), 176-194.
- Wann, D. L. (1997). *Sports psychology*. Upper Saddle River, NJ: Prentice-Hall.
- Weilbacher, W. M. (1995). *Brand marketing: Building winning brand strategies that deliver value and customer satisfaction*. Illinois: NTC Business Book.
- Wernerfelt, B. (1991). Brand loyalty and market equilibrium. *Marketing Science*, 10(3), 229-245.

Westerbeek, H., & Shilbury, D. (2003). A conceptual model for sport services marketing research: integrating quality, value and satisfaction. *International Journal of Sports Marketing & Sponsorship*, 5(1), 11-31.

Yamane, T. (1970). *Statistics: An analysis* (2ed nd.). ToKyo, Japan: *John Weatherhill*,