



## Investigating the relationship between fan motivations and alexithymic character in Iranian football Premier League fans

### Poster Presentation

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### Abstract

**Introduction:** The aim of the study was to investigate the relationship between fan motivations and Alexithymic personality in Iranian Premier League fans.

**Methods:** The statistical population included the fans of Shahre Khodro Club, who cheered the team in the weekly game of the 28th Premier Football League against Saipa team, which according to the public relations of Shahre Khodro Club, 400 spectators were sent to the match. Data collection tools included two standard questionnaires of Toronto Alexithymia (Bagby et al., 1994) and the Fans Motivation Questionnaire (Bouchet et al., 2011). In order to analyze the data, SPSS software version 23 and LISREL version 8.80 were used.

**Results:** The results showed that there is a significant priority among the components of fans motivation, the most important priority of which was related to the component of "opportunism" and the components of "interaction with others", "supporter" and "aesthetics" were the second to the fourth, respectively. Among the components of alexithymia, there was a significant priority, the most important priority of which was related to the component of "difficulty in recognizing emotions" and the components of "having external thinking" and "difficulty in expressing emotions" were the second and the third priorities. Also, the results of correlation test showed that there was positive and significant relationship between fans motivations and components of supporter and opportunism ( $P < 0.05$ ) and there was no relationship between the components of aesthetics and interaction and also others with Alexithymia.

**Conclusion:** Finally, it is recommended that the fan clubs of the country's football clubs, by examining the specific behaviors of the fans using various methods such as questionnaires, identify these behaviors of other people. Moreover, formulate and implement appropriate solutions to recognize fans' problems.

### Keywords

Keywords: Fan Motivation; Alexithymia; fans; Consumer Behavior; football

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