Factors Influencing The Loyalty Of The Home Audience Of Henan Jianye Football Club, China

Dawei Wan[1] and Wasin Phromphithakkul[2*]

School of Management, Shinawatra University, Thailand [1-2]

*Corresponding Author's Email: wasin.p@siu.co.th[2]

Abstract

This paper focuses on the research of home audience loyalty of Henan Jianye Football Club. Taking the home game against Shijiazhuang Yongchang in July as the research case, trying to analyze the relationship & influence of experience on satisfaction and satisfaction on loyalty from the perspective of consumer psychology. Followed by the design of the questionnaire to analyze the relationship between the three items. And finally, advice on how to improve the audience loyalty of Jianye Football Club is given. The result found the loyalty of Jianye's home audience through the investigation of the home game against Yongchang, analyze and summarize as audience loyalty is not the influence of a single experience, but a kind of spiritual loyalty based on the changes of the game that integrates multiple experiences. It requires considerate service for different age groups, so that the enthusiasm of fans can be implemented and professional Player' performance on the field is rewarded, and respect is earned by respect, which is the reason for loyalty.

Keywords: 1. The Loyalty, 2. Henan Jianye, 3. Football Club

1. Introduction

With the increasing economic level, football is not only a sport but also a higher spiritual pursuit when the material needs are met. Football match becomes people's focus, therefore, industry development research becomes indispensable. As an intermediate carrier of sports and football competitions, football clubs are responsible for hosting various leagues, carrying the concerns and love of fans, and are a model of

economic integration between China and the world. The improvement of audience loyalty is strong support for the development of football matches. In order to increase the enthusiasm of the audience and attract more people to watch the game, research in this area is particularly necessary.

Current situation of the football events in China, football is an important part of sports charm. Men's football team has entered the Olympics since 1900, and women's football team 1996. At the end of the 20th century, the enthusiasm of football in our country reached a climax. In 2002, Chinese national football team successfully entered the World Cup. Chinese people's football enthusiasm keeps increasing. Football reform plans have been introduced one after another, committed to improving the football competition system, combining market mechanisms, creating the vitality of Chinese football, and building a Chinese brand.

Unlike the old days, the consumption level of Chinese residents keeps improving. The sports industry has become one of the choices of spiritual pursuit, and the blueprint of the football industry is in sight. In 2017, The Chinese football industry achieved five consecutive increases in annual output value. As an important football competition in China, the Chinese Super League is a platform for Chinese football players to sharpen themselves and show their talent. Its commercial value is gradually increasing, approaching 10 billion yuan. The output value of football matches has accounted for nearly one-ninth of the output value of the sports industry in China, bringing continuous huge benefits year after year. As a result, the sports events in China will become an important support for the sports industry in the future, and their status will definitely keep improving.

Current situation of Henan Jianye Football Club, in 1994, Henan Jianye Football Club was jointly established by Henan Jianye Real Estate Enterprise and Henan Provincial Football Association. Jianye Group and Football Association accounted for 60% and 40% of the shares respectively. Since 2000, the main sports venue has been moved from Xinxiang to Luoyang, and moved to Zhengzhou Hanghai Stadium, finally. In 2006, the club won the first Chinese Premier League title since Chengjian and successfully upgraded to the Chinese Super League. In 2009, it was the third winner in the Chinese Super League contest. In the same year, the club bought the home stadium. Through years of development, Henan Jianye has become the mainstay of the football clubs in China.

2. Significance of the Research

Taking Henan Jianye Football Club as the research case, and loyal and non-loyal audiences at home as the research object, a multi-dimensional study on audience emotional and psychological consumption loyalty is carried out to provide a certain practical basis for the club's loyal audience expansion. The research significance includes the following aspects:

First, investigating the loyalty of home audiences. It is of great significance for the club to deeply understand the psychological needs of the audience, and to understand the psychology, thereby improving the competitiveness, and having a more stable number of loyal football audiences.

Second, the survey starts with audience feedback and uses its loyalty as a research perspective. It is of great significance for understanding club reviews and match perceptions. It is also conducive to strengthening the management of stadium order and building a good atmosphere for football matches.

Third, there is very little research on football audience loyalty at this stage, and the research is still in its infancy. The football loyalty research system is still incomplete. This article is rooted in existing theories and integrates match loyalty research on this basis. It is an important practice in football loyalty research.

3. Research Objective

In recent years, the country has issued many regulations to promote the development of sports, but the attendance rate of football matches is linked to the loyalty of the audience, and fans are the source of power for the event. Therefore, this article aims to explore the loyalty of Jianye's home audience through the investigation of the home game against Yongchang, analyze and summarize, and propose game operation and management recommendations to enhance the attractiveness of Henan Jianye Football Club's home games from multiple perspectives, aiming to attract more fans to watch the games.

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4. Literature Review and Research Hypotheses

4.1 Literature Review

Research on audience loyalty

On the explanation of 'customer loyalty', Internationally, it is done from three perspectives. First, it is defined from the perspective of action, loyalty must be loyal on the action, when the action is loyal, and audience is loyal too; second, it is done from the perspective of emotion, loyalty must be loyal on the emotion, when the emotion is loyal, and the audience is loyal as well; third, the organic coupling of the action and emotion, it means they keep accompany, when the audiences are loyal on both, then they are really loyal.

In China, it has not formed a relatively complete loyalty research system for this related research yet. Only some relevant scholars are discussing the relationship between specific case companies, core value systems, or new economic models and loyalty, aiming to identify the loyal audiences.

Research on the audience loyalty of sports events

Loyalty is the combinational behavior of psychology and economy. It is not a single experience evaluation, but a kind of accumulation of perception under consumption, and even includes a long-term emotional integration under a habit. Spectators are the driving force for the progress of sports events and the booster for professional players to improve themselves. Sports consumption begins with interest, respect for profession, sympathy, and loyalty to love. This is the process of loyal audiences. If the sports events want to get better and better, the establishment of an audience loyalty evaluation system is quite necessary.

Zhan Jun pointed out that loyalty is directly related to the performance of professional players on the field when watching football matches. Audience loyalty is often the performance of players' professional standards and plays an important role in the establishment of the club's brand image. Loyalty is a kind of will and represents approval.

Cao Ping and Zhang Yu studied ways to increase the loyalty of spectators in sports competitions, specifically to increase attention to form a knock-on effect of praise,

thereby forming a good club reputation. Based on the science of service marketing, Zhang Yin put forward opinions from multiple perspectives such as multi-party cooperation, software and hardware conditions, and audience needs, and determined the importance of service experience in service marketing, which is an important way to enhance the loyalty of event audiences.

This article will conduct systematic research on the depth and breadth of the content from the systematic theoretical support, conduct a case study on the loyalty of competitive sports football matches, and make an innovative attempt beyond the standardization of the loyalty theory system of football matches.

4.2 Research Hypothesis

The influences of audience experience on audience satisfaction

For a football match, the quality of the audience experience is an important evaluation criterion for the effect of the event. Only by enhancing the audience experience can a larger loyal audience group be built.

The sensory experience is the feeling, it is the impression evaluation of the consumer experience, and the reflection of the fit between the audience and the consumer environment. A good look and feel are essential to the marketing of football matches. Therefore, sensory satisfaction should be an important consideration for the hosting of the event. The research hypotheses are proposed as follows:

1) Great sensory experience leads to positive influence, and improves the audiences' satisfaction degree.

2) Great sensory experience leads to positive influence on functional, emotional and social satisfaction.

Scenario experience means feedback. It is the psychological feedback the audience obtains from the actual environment. It is a kind of feedback-type psychological cognition. The situational environment is pre-set by the event organizer, so the situation is designed according to the psychological law of situational feedback. The environment is very important, and it is an important way to affect the satisfaction of the audience experience. The research hypotheses are proposed as follows: Great scenario experience leads to positive influence, and improves the audiences' satisfaction degree. Great

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scenario experience leads to positive influence on functional, emotional and social satisfaction.

Reflection travels back to the mind; relational experience is the deep-level cognitive evaluation process in the brain of the audience from consumption to being served. It integrates and analyzes the various emotions and service feelings of the game in the brain to obtain the psychology of the audience. Evaluation, this is an active process, and it will also affect the audience's satisfaction in the event. In response to this, the research hypotheses are proposed as follows:

1) Great reflectional experience leads to positive influence and improves the audiences' satisfaction degree.

2) Great reflectional experience leads to positive influence on functional, emotional and social satisfaction.

Action means behavior and actionable experience means more of a kind of synchronization, that is, psychological identification is performed in the same way among different audiences in the arena. It is represented by a kind of motion resonance, which is often shown as iconic in the arena. Cheering action. Such actions are the emotional performance of the audience and the source of satisfaction. Given this point, the hypotheses are proposed as follows:

1) Great actionable experience leads to positive influence, and improves the audiences' satisfaction degree.

2) Great actionable experience leads to positive influence on functional, emotional and social satisfaction.

Interaction means Communication. The experience of interaction comes from the audience. It may include the same favorite players or the same values and outlook on life. These basic elements are upgraded by the final emotional identity. The audience expresses emotional identity to the game. The way of communication and appreciation reflects and affects their satisfaction. For the communication experience, the hypotheses are proposed as follows:

1) Great interactional experience leads to positive influence, and improve audiences' satisfaction degree.

2) Great interactional experience leads a positive influence on emotional, functional and social satisfaction.

4.3 The influence of audience satisfaction on audience loyalty

The last section firstly analyzed the impact of the five experience modules on audience satisfaction. The audience threshold of the sports industry is low. Support because of likes and stability because of enthusiasm are the distinguishing characteristics of sports audiences. However, because the sports industry is in a competitive industry, the performance of professional players in the arena is directly related to whether the audience's enthusiasm is stable, that is, whether they are loyal. Only by improving the satisfaction of players in the arena, the competition environment, and services, can this loyalty last longer to provide a steady stream of 'human motivation' for the event, first satisfaction, then loyalty. When emotions are rooted in their hearts, they are absolutely loyal audiences. Given this point, the hypothesis is brought up as follows:

1) Satisfaction is the sprout of loyalty, and loyalty is the fruit of satisfaction. Only by watering satisfaction can loyalty be harvested;

2) Good social, functional, and emotional satisfaction has a positive influence on audience loyalty.

In summary, through the analysis of the above-mentioned five kinds of experience and the logical relationship between satisfaction, satisfaction and loyalty, in terms of the final influence of the five kinds of experience on loyalty, an objective judgment is made on the positive influence of the five kinds of experiences, and the comprehensive or feasible results of multiple experiences are obtained. It is understood that a good experience of multi-dimensional and multi-level is the best experience. And the audience experience-loyalty concept model of Henan Jianye's home games are ultimately constructed, as is shown in figure 1.
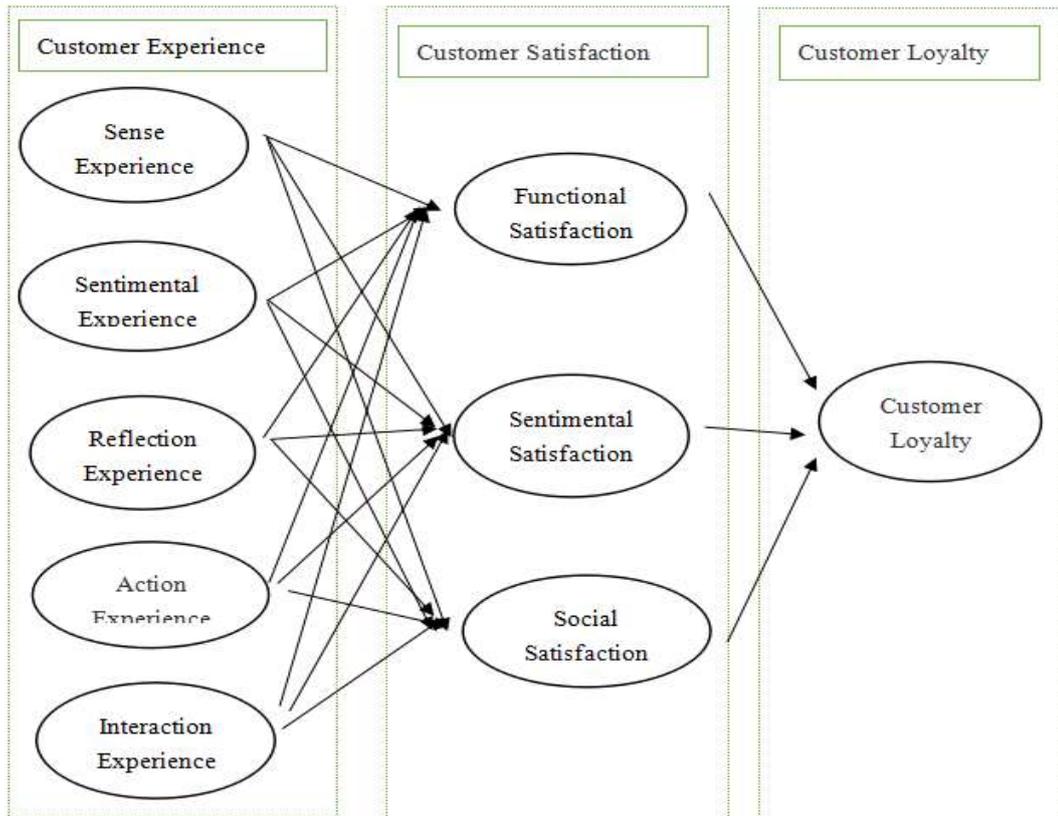
Figure 1 Home Audience experience-loyalty concept model
of Henan Jianye Football Club

5. Research Objects and the Design of Questionnaires

5.1 Research Objects

The research object of this paper is the loyal home audience of Henan Jianye Football Club, and the survey object is the home audience on spot of Henan Jianye Football Club. The marketing strategy of football matches is analyzed through the establishment of related loyalty models.

5.2 Design of Questionnaires

Due to the lack of research results in the audience loyalty research on large-scale football events, this research has learned about the five experiences of audience satisfaction traceability and borrowed from the audience loyalty surveys in other industries. This questionnaire is mainly written Based on the literature summery, expert opinions, audience opinions and other parts, comprehensive views, progressive summary summery, the main design of the questionnaire includes 9 variables, corresponding to the

three parts of the experience, satisfaction, and loyalty gradually progressing, scale The design includes 5 levels, from 1 to 5 representing different levels of satisfaction. The questionnaire was designed with the actual situation of the competition field as the ruler, and 45 questions with clear themes were set, and divided into 9 modules.

5.3 Distribution & collection of the questionnaires

The questionnaires were formulated for the actual situation of Henan Jianye Club's home game, and the questionnaires were distributed through the Internet and on-site. This time, a questionnaire survey was conducted for the match against Shijiazhuang Yongchang at Zhengzhou Hanghai Stadium on July 19 this year. Questionnaires were mainly distributed at several entrances of the stadium. After the match, designated people were responsible for collecting the questionnaires. The questionnaires were distributed at random, one for each person.

A total of 800 questionnaires were distributed in this study. Due to uncontrollable factors in the competition, only 760 were actually distributed, 724 were returned, and 24 were invalid questionnaires. The recovery efficiency was 100%. There are two types of invalid questionnaires: 15 uncompleted questionnaires, and 9 questionnaires with a single answer. 700 pieces of questionnaires are valid, accounting for 92.1%.

6. Research Results

6.1 Statistical Results and Fundamental Analysis

Descriptive statistics of the survey results, the statistical variables and related data of the Henan Jianye Football Club's home games are obtained from the information feedback of the questionnaire in this competition, and the comprehensive data of the audience at the stadium are integrated. For details, as is shown in table 1

Table 1 comprehensive statistics table of audiences

Statistical variables	types	numbers	percent	Valid percentage	Cumulative percentage
Gender	male	485	69.3	69.3	69.3
	female	215	30.7	30.7	100.0

	In total	700	100.0	100.0	
Age	Below 18	112	16.0	16.0	16.0
	18-30	369	52.7	52.7	68.7
	31-40	143	20.4	20.4	89.1
	Above 41	76	10.9	10.9	100.0
	In total	700	100.0	100.0	
Educational background	Below senior high school	29	4.2	4.2	4.2
	Senior high school or training school	44	6.3	6.3	10.5
	Vocational school or university	503	71.8	71.8	82.3
	Mater or above	124	17.7	17.7	100.0
	In total	700	100.0	100.0	
Occupation	Ordinary employee	278	39.7	39.7	39.7
	Free lancer	81	11.6	11.6	51.3
	the white-collar	39	5.6	5.6	56.9
	student	51	7.3	7.3	64.3
	civil servant	230	32.8	32.8	97.1
	others	21	2.9	2.9	100.0
	In total	700	100.0	100.0	
Salary	Below 3000 Yuan	104	14.9	14.9	14.9
	3001—5000 Yuan	228	32.5	32.5	47.4
	5001—8000 Yuan	144	20.6	20.6	68.0
	Above 8000	224	32.0	32.0	100.0
	In total	700	100.0	100.0	
Residence	Zhengzhou	526	75.2	75.2	75.2
	Yongchang	63	9.0	9.0	84.2
	Shanghai	13	1.8	1.8	86.0
	Other cities	98	14.0	14.0	100.0
	In total	700	100.0	100.0	

From Table 1 in terms of gender, boys account for more than girls. In terms of age, 16.0% are under 18, 52.6% are 18-30, 20.4% are 31-40, 41 Years of age and above accounted for 10.9%. From the perspective of academic qualifications, the audience at the stadium accounted for 14.7%, college education accounted for 85.3%, and college education accounted for 13.1%. It can be seen that the main crowd attracted by Jianye's home games is People with high-level education. In terms of occupation, ordinary employees accounted for 39.7%, freelancers accounted for 11.6%, white-collar workers accounted for 5.6%, civil servants accounted for 32.8%, and students accounted for 7.3%. In terms of monthly income, less than 3000 accounted for the ratio is 14.9%, 3000-5000 accounted for 32.5%, 5000-8000 accounted for 20.6%, and more than 8000 accounted for 32.0%. From the perspective of residence, Zhengzhou accounted for 75.2%, Yongchang accounted for 9.0%, and Shanghai accounted for 1.8 %, and the audience in other places accounted for 14.0%, indicating that the audiences which are attracted by the home games of Jianye Club are mainly local people.

In summary: from the feedback results of the audience questionnaire survey, it can be analyzed that the data of Henan Jianye's home games shows the following characteristics.

1) The male is more than the female.

2) The youth accounts for more than other age groups.

3) Secondary-to-higher education is the majority

4) High-income people account for a minority

5) Audiences are mainly from Zhengzhou.

6.2 Structural equation test of the basic audience experience-loyalty model

6.2.1 The overall model test of goodness of fit,

In order to measure the degree of deviation between the observed value of the field survey questionnaire and the standard theoretical value of the Hanghai Stadium, the traditional chi-square test method is used to detect the degree of freedom ratio data, and the difference between the sample and the theory is compared. Generally speaking, its best the number of samples is about 200.The comparison of the chi-square value and the degree of freedom in Zhengzhou's home field survey is about 700 samples. In theory, the optimal value is between 2 and 3, and the upper threshold is 5. The degree of

freedom in the field questionnaire data research is 701; the chi-square value is 2145.322; the significance probability is between 0 and 0.05; the ratio of chi-square to degrees of freedom is 3.628, as is shown in table 2 for details

Table 2 Structural Equation Table CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	204	2145.322	701	.000	3.628
Saturated model	810	.000	0		
Independence model	54	24601.276	778	.000	34.072

According to the questionnaire feedback from the builder's field competition, RMSEA is used to test the goodness of fit of the data model, calculate the complexity of the model, and the mean square and the square root of the asymptotic residuals are known to model the data. That is, the RMSEA method is an important indicator of equation testing. The value is inversely proportional to the model fit degree. Values below 0.01 are excellent, 0.01 to 0.10 are good, and above 0.10 are poor. The model's RMSEA value is .054. as is shown in table 3 for details. It's obviously that the model fit of this study is better.

Table 3 Structural Equation Table RMSEA

Model	RMSEA	LO90	HI90	PCLOSE
Default model	.054	.049	.056	.053
Independence model	.189	.186	.192	.000

6.2.2 Parameter estimation of the basic model

After testing the fit of the loyalty model designed after the questionnaire analysis of Zhengzhou Hanghai Stadium, we figured out that all the data are basically labeled and the fit is good. Based on this, the expected hypothesis test of the model path is performed, from the outside and the inside. There are two parts, namely the external experience, including four parts: sense, communication, reflection, and action. The internal parts are satisfaction and loyalty. And satisfaction includes emotionality, functionality, and sociality. Loyalty means audience loyalty.

6.2.3 Tests & hypothesis results of each path of the basic model

The paths of the data model established according to the home games are shown in the following table 4, judging whether the model hypothesis can be determined to be valid or not in accordance with the data of the table below.

Tale 4 Path coefficient table of structural equation model

Factors	Estimate	S .E	C. R	P	Standard Estimate
functionality<---sense	.443	.064	6.132	***	.310
emotionality<---sense	.231	.035	5.158	***	.235
sociality<---sense	.319	.051	5.524	***	.226
emotionality<---interaction	-.048	.054	-.976	.324	-.041
sociality<---interaction	.359	.064	5.477	***	.291
functionality<---interaction	.344	.085	4.104	***	.255
functionality<---reflection	.141	.095	1.491	***	.096
emotionality<---reflection	.494	.063	8.414	***	.472
sociality<---reflection	.341	.076	4.711	***	.243
functionality<---action	.116	.067	1.712	***	.114
emotionality<---action	.133	.041	3.357	***	.172
sociality<---action	.064	.054	1.301	***	.054
loyalty<---functionality	.133	.025	5.076	***	.225
loyalty<---emotionality	.322	.042	7.525	***	.371
loyalty<---sociality	.173	.025	6.216	***	.279

In table 4 from left to right, are the preset path, regression coefficient, standard deviation, standard error, significance probability, and standardized regression coefficient. When the significance probability value is less than 0.001, it will be ignored and marked as ***. From the table above, we can figure out that only the significant probability is that the evaluation of emotionality does not meet the standard, and the others all up to the standards.

7. Conclusions

1) This study is based on the scene of the football match on the construction site of the Zhengzhou Hanghai Stadium and uses audience loyalty and audience experience as independent variables and dependent variables respectively. The study of the relationship between the two shows that the experience of multiple dimensions is changing from experience to satisfaction. There is a positive influence on the path to loyalty. Only the preset path of communication to emotion does not hold. It shows the process of audience loyalty back to satisfaction to experience, which is a multi-dimensional comprehensive influence result.

2) Based on the content of the Henan Jianye's home football match, comprehensively analyzed audience data, established the audience experience of Jianye's home match—loyalty model, set multiple variables from inside and outside, and created a basic model with three modules and eight dimensions.

3) Differences in gender, age, occupation, income and educational background will psychologically change the perception of audience satisfaction, and then affect audience loyalty. According to the classification data of each part, the gender of the spectators who participated in the construction of the Owner Field Global Games is mainly male, about 70%; the age of the audience is mainly concentrated in the age of 21-30; the audience's education is mainly concentrated in colleges and universities, nearly 82.3%; the audience occupation is mainly concentrated in students Between employees and enterprise employees, it accounted for 73%; the salary status of the audience was mainly concentrated below 8,000 yuan, accounting for 68%; the residential area of the audience was mainly in Zhengzhou, accounting for 75%.

In summary, audience loyalty is not the influence of a single experience, but a kind of spiritual loyalty based on the changes of the game that integrates multiple experiences. It requires considerate service for different age groups, so that the enthusiasm of fans can be implemented and professional Player' performance on the field is rewarded, and respect is earned by respect, which is the reason for loyalty. The questionnaire feedback indicates that the field service and player level of Henan Jianye Football Club needs to be improved.

Recommendations

1) Enrich the infrastructure and its service items

The home court facilities of Henan Jianye Football are built according to the norms, but the football game is not only a game between teams, but also the participation and support of audiences. Some fans even travel abroad to watch the games on spot, and what they urgently need is a perfect catering, accommodation facilities and convenient transportation. These supporting services allow fans to show their enthusiasm without any worries. Only when fans are satisfied will they show more loyalty.

2) Good reputation creation of the club

A good reputation creates a good image. A good image of a club is often an important indicator for new football fans to choose supporters. Fans will recognize its connotation and be loyal to its quality, which is also a performance of a good sense of social responsibility.

3) Improve the service level

Level also means quality, which will give fans a worthy first impression. Quality is also professional. Cultivate professional events to serve and guide the crowd and create a good event atmosphere. This can be done in the form of cooperation with professional colleges and universities. Improved service level during the event.

4) Loyal customer's cultivation

Argentina is famed as a prestigious football kingdom. The root cause is that children start practicing football since their childhood. Henan covers a large area with large population. Jianye Football should cooperate with multiple parties and gradually build public welfare football stadiums in Henan in the form of venture capital fundraising. To organize football competitions to cultivate children's interest and confidence in football, to create a good corporate image, and to promote the fine traditions of the team; the cultivation of loyal fans not only needs to start from childhood, but also needs to start from the details, such as the record of watching matches. The analysis and research determines the loyal audience group, giving preferential treatment to loyal customers in watching the game, carrying out charity activities, and increasing market visibility.

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