


ENTHUSIASTIC FANS AND THEIR RITUALS WHEN WATCHING A SOCCER  
MATCH ON TELEVISION

Received on: March 28, 2024

Passed on: August 22, 2024

Licence: 

*Sergio Silva Dantas*<sup>1</sup>

Universidade Presbiteriana Mackenzie (UPM)

São Paulo – SP – Brazil

<https://orcid.org/0000-0001-6578-2873>

*Barbara Luana Geraldini Pereira*<sup>2</sup>

Universidade Presbiteriana Mackenzie (UPM)

São Paulo – SP – Brazil

<https://orcid.org/0009-0000-4025-7028>

*Larissa Gonçalves Lindolfo Anselmo*<sup>3</sup>

Universidade Presbiteriana Mackenzie (UPM)

São Paulo – SP – Brazil

<https://orcid.org/009-52357267>

*Lucas Mesquita Esparrinha*<sup>4</sup>

Universidade Presbiteriana Mackenzie (UPM)

São Paulo – SP – Brazil

<https://orcid.org/0009-0000-6827-4401>

*Rafael Gambarini Montini*<sup>5</sup>

Universidade Presbiteriana Mackenzie (UPM)

São Paulo – SP – Brazil

<https://orcid.org/009-0008-8399-443X>

**ABSTRACT:** This article deals with the ritual of an enthusiastic fan of a soccer team watching a game of their team on television. Considering this aspect, the theoretical framework is composed of the concepts of consumer behavior, social identity and symbolic consumption. Qualitative research was carried out, based on in-depth interviews and two rounds of observation with 16 enthusiastic soccer fans. The results obtained showed that watching your team's game on television follows a ritual, with stages before, during and after the game. Furthermore, it was possible to verify the

<sup>1</sup> Ph.D. in Doutor em Social Psychology from PUC-SP, Master's Degree in Administration (Marketing) from USP and Bachelor's Degree in Administration from PUC-SP. Professor of the Professional Master's Degree in Administration of Business Development of Universidade Presbiteriana Mackenzie.

<sup>2</sup> Bachelor's Degree in Administration by Universidade Presbiteriana Mackenzie.

<sup>3</sup> Bachelor's Degree in Administration by Universidade Presbiteriana Mackenzie.

<sup>4</sup> Bachelor's Degree in Administration by Universidade Presbiteriana Mackenzie.

<sup>5</sup> Bachelor's Degree in Administration by Universidade Presbiteriana Mackenzie.

relationship between fans and the brands that sponsor their teams. This relationship offers the opportunity to belong and associate with a certain group, influencing their identity process.

**KEYWORDS:** Consumption. Social identity. Sports marketing.

### **TORCEDORES ENTUSIASTAS E SEUS RITUAIS QUANDO ASSISTEM UMA PARTIDA DE FUTEBOL PELA TELEVISÃO**

**RESUMO:** Este artigo trata sobre como se dá o ritual de um torcedor entusiasta por um time de futebol assistir um jogo do seu time pela televisão. Considerando este aspecto, o referencial teórico é composto pelos conceitos de comportamento do consumidor, identidade social e consumo simbólico. Foi realizada uma pesquisa qualitativa, baseada em entrevistas em profundidade e duas rodadas de observação com 16 torcedores entusiastas de futebol. Os resultados obtidos mostraram que assistir um jogo do seu time pela televisão segue um ritual, com etapas antes, durante e após o jogo. Além disso, foi possível verificar a relação dos torcedores com as marcas que patrocinam seus times. Essa relação oferece a oportunidade de pertencimento e associação a um determinado grupo, influenciando em seu processo identitário.

**PALAVRAS-CHAVE:** Consumo. Identidade social. Marketing esportivo.

## **Introduction**

Soccer is the most important sport in Brazil, considering that around 80% of the population says they get some information about soccer from the media (Somoggi, 2013).

Consumer Culture Theory (CCT) is a line of study of consumer behavior based on an interpretivist view, in which consumers are seen as producers of culture, who build distinctive, fragmentary, self-selected, transitory cultural worlds, and create a feeling of social solidarity, through the search for common consumption interests (Gaião; Souza; Leão, 2012).

As a way of reacting to these situations, consumers forge collective identifications and construct solidarity rituals that are based on lifestyle interests and common leisure activities (Schouten; McAlexander, 1995; Muniz; O'guinn; 2001; Cova; Pace; Park, 2007; Ouwersloot; O Dekerken-Schröder, 2008 apud Gaião; Souza; Leão, 2012).

Within CCT studies, one field of investigation is the research of consumption rituals, in which the ritual is constructed around an episodic sequence of events in an exact and fixed manner. The action of the ritual serves to conform to stereotypical scripts, and acting according to the prescribed script is considered something intrinsically rewarding (Bird, 1980 *apud* Rook, 2007).

This work aimed to understand the consumption ritual of an enthusiastic fan, who according to Schuler (2002) are the fanatics or passionate about a soccer team, when watching a soccer match on television.

Thus, the general objective was to identify how the consumption ritual of watching a televised soccer game occurs among enthusiastic fans. As specific purposes, we sought to: (1) observe the stages of this consumption ritual; (2) analyze the influence of the soccer club's sponsoring brands on the consumption of enthusiastic fans and (3) verify how the identity of the enthusiastic fan is formed by attributes linked to this social role.

## **Theoretical Framework**

### **Consumer Behavior**

Solomon (2011, p.24) says that the field of study of consumer behavior covers a very broad area, being a process that reflects the emphasis on the interaction between consumers and producers at the time of purchase.

Kotler (1998) believes that consumers are influenced by cultural, social, individual and psychological factors, that is, consumer behavior varies between internal and/or external situations that control the consumption decision process (Mowen; Minor, 2003).

A study carried out by Mendes, Teixeira e Andrade (2015) investigates how much personality influences the decision-making process in consumer behavior.

In a sample of 414 respondents, the result was that extroversion and conscientiousness are the main influencers. The extroversion factor has a positive impact on involvement with the product, since extroverted people focus more of their attention on the environment in which they are located, and in a consumer environment, products generate interest, that is, extroverted people pay more attention to products (Aulete, 2014 *apud* Mendes; Teixeira; Andrade, 2015).

It was also confirmed that the conscientiousness factor impacts involvement with the product, that conscientious individuals in a consumption context become more involved with the product to the extent that the result of the goal achieved in a decision-making process is positive (Nunes; Hutz; Nunes, 2010 *apud* Mendes; Teixeira; Andrade, 2015).

For Rook (2007) the ritual experience depends on four components: ritual artifacts, ritual script, representation of ritual roles and ritual audience. Artifacts in a ritual are usually attributed a symbolic meaning. The ritual script not only identifies the artifacts, but also their sequence in which they are to be used. Thus, a ritual can be aimed at a larger audience than those already participating in the performance of the ritual. And the author further argues that even if a ritual event such as a rite of passage represents a new status for an individual, it is through daily ritual activities that this change is symbolically reinforced.

### **Social Identity**

According to Tajfel and Turner (1986 *apud* Rocha; Fleury, 2015), social identity theory forms the basis for understanding identification with sports teams. Social

comparison is the first behavior activated by social categorization. Its objective is to evaluate the social groups to which individuals belong. The closer and more similar the groups, the more relevant the comparison. It is necessary and interesting to investigate the formation of leisure social groups (Tajfel; Turner, 1986 *apud* Rocha; Fleury, 2015). In Brazil, watching soccer is a popular leisure activity; many Brazilians model themselves on the soccer teams they identify with and support, and therefore, identification with soccer teams is a relevant part of Brazilians' social identity (Trepte, 2006).

Social identification has been conceptualized as a psychological orientation that leads individuals to define themselves based on the group they belong to (Fisher, Wakefield, 1998). However, the degree of relationship and identification of fans with their teams can vary. Sloan (1989 *apud* Rocha; Fleury, 2015) reported that fans who identified more intensely with their teams behaved differently from those who had a milder identification. Therefore, it makes sense to state that the greater the relationship between a fan's identification with his team, the lower his demands and criteria regarding barriers to soccer consumption will be.

A study carried out by Suarez (2011) concluded that products have special meanings for consumers, as they represent ties with other individuals who use the same good.

This identification of the enthusiast with his team truly intervenes in the consumer behavior of sports, especially soccer (Gwinner; Swanson, 2003).

For Sutton et al. (1997 *apud* Rocha; Fleury, 2015) fans who are most identified with their teams tend to give preference to and seek out brands related to their clubs.

## **Symbolic Consumption**

For McCracken (2003) consumption is the main factor that causes goods and services to be created, acquired and used. On the other hand, Canclini (1999) looking at the topic in a more comprehensive way, states that consumption is made up of the set of sociocultural processes in which the purchase and use of the products themselves are carried out.

For McCracken (2003), consumption can be better interpreted through symbolic construction. The author characterizes the object as something hollow that acquires significant attributes when used through social dynamics. Therefore, it is understood that consumption precedes purchase, being driven by a symbolic way of seeing the world.

Arnould and Thompson (2005) established Consumer Culture Theory (CCT) as a set of theories that converge towards an interpretive view of consumer behavior. A qualitative research methodology is used, which has been dedicated to understanding consumption, behavioral choices and social practices, showing a psychological or economic view. Consumer Culture Theory studies the way in which consumers generate and modify the symbolic meanings of their consumption, in brands, advertisements and in the use of material goods as a whole, constructing expressions of their personal and social particularities.

Levy (1959) speaks of consumption as being something symbolic, indicating that individuals buy things not only for their main purpose, but also for the value of their meaning. Miranda (2008) states that the symbol leverages the purchasing attitude, creates a species and identification that individuals so desire, thus, according to the meaning of the product expressed in society, the individual interacts and defines himself and is repaired through a symbolic game.

The symbolism as a particularity of these products portrays more than their own functionality, as the fan and consumer assimilate the goods to the identity they want to have, their identity before society (Miranda, 2008). The symbolic value joins the functional value of the objects to be consumed, moving towards a clear objective, according to Baudrillard (1968), which is to follow the changes in social and interpersonal structures. Thus, the intrinsic symbolic factor of consumption can be co-author of the construction of the identity not only of the individual, but of their society (Miranda, 2008). Therefore, it is essential to know the meaning behind the act of buying and consuming each object, as this can lead marketing to meet the intrinsic meanings hidden in the buying habit, since goods have meanings in the lives of consumers, and they come to play an indispensable role in the creation of their identities (Miranda, 2008).

According to Campbell (2001), sensitivity and imagination prevail over reason, providing the fundamental dynamics for modern consumerism. Consumption reveals itself by fulfilling symbolic needs and by providing an experience of the pleasures provided by the imagination. Advertising, combined with consumption, would aim to connect what one wanted to have and be through strategies and emotional appeals, used with the purpose of creating the idea that the public will be rewarded with pleasant sensations (Campbell, 2001).

The sensitive man lives in a state of dissatisfaction that, according to Campbell (2001), he yearns to maintain, this would explain the search for objects that become obsolete almost instantly. In this way, people are attracted to the “new” printed on the packaging, because it represents a possibility of fulfilling this ambition. Sometimes, it is just the expectation of happiness deposited by the desire for a certain object and not just its acquisition. The assumption that contemporary consumers have an insatiable desire

for certain objects has a basic motivation which is the desire to experience in reality the pleasant possibilities that emanate from the imagination, and each different product creates the feeling of offering a possibility to realize this ambition (Campbell, 2001).

A study carried out by Szuster, Casotti and Sauerbronn (2014) on adolescent soccer consumption in the city of Rio de Janeiro concluded that the experiences associated with soccer have two moments between cheering and practicing, cheering is linked to soccer audiences (at home on TV and in the stadium), they also concluded that the growth of soccer business and technological development have increased audiences, soccer matches are broadcast in all countries due to technological advances.

### **Methodological Procedures**

The study is of an exploratory type, as its main purpose is to develop and clarify ideas and concepts with a view to formulating more precise problems for future studies (Gil, 1995). Yin (2006) agrees with Gil (1995) and states that the exploratory study aims to develop hypotheses and propositions relevant to additional inquiries.

Qualitative data were used in the data collection. According to Richardson (2014, p. 90) qualitative research “can be characterized as the attempt to gain a detailed understanding of the meanings and situational characteristics presented by the interviewees, instead of producing quantitative measures of characteristics or behaviors”.

Data collection was carried out through interviews and non-participant observation. According to Gil (1995, p. 113), “the interview is the technique in which the researcher faces the interviewee and asks questions with the goal of obtaining the data that is relevant to the investigation. The interview is, therefore, a form of social investigation”.

According to Aaker (2004), in turn, observation methods provide information about people's actual behavior. In non-participant observation, the researcher does not interact with the observed object, it is a simple observation. Thus, the researcher is the spectator of the object under study. The subject being observed is unaware of the action, and the researcher stays outside the scene and does not interact with the object being observed (Moreira, 2004 *apud* Ferreira; Torrencilha; Machado, 2012).

For the selection of potential interviewees and observed subjects, a screening questionnaire was conducted to verify whether they fit the necessary profile for this study, namely: (a) be a soccer fan; (b) watch their favorite team's games on television at least once a week; (c) reside in São Paulo and surrounding areas; and (d) be of legal age.

Once the subject was selected and the above criteria were met, observation and interviews were conducted. Data analysis was performed through content analysis (Bardin, 2009).

## **Analysis of Results**

The research was conducted through the application of a screening questionnaire, observation of enthusiasts watching the game on television, followed by an interview. For each participant, two observations were made on different days to check whether the participant maintained the same ritual during the games or if it varied.

A total of 16 people participated in the study, classified as soccer enthusiasts and meeting the selection criteria. The 16th interviewee was the last one selected, as theoretical saturation was observed, with responses beginning to repeat frequently. The 16 people were observed during their team's games, and interviews were conducted to deepen the understanding of their behavior.

**Table 1: Profile of interviewees**

n°	Nome	Idade	Região onde mora	Gosta de futebol	Acompanha o futebol	Assiste frequentemente jogo do seu time? Quantas vezes na semana	Assiste mais os jogos em casa ou no estádio
E1	Vinicius Marin	23	ABC	Muito	Sim	Todas as vezes que passa, mais ou menos duas vezes por semana	Em casa por comodidade
E2	Edvaldo Joaquim	51	ABC	Bastante	Sim	Duas vezes mais ou menos, não sei direito, quando joga eu assisto	Em casa
E3	Leandro Augusto	34	Campinas	Sim	Sim	Não é muito frequente não, talvez 1 vez por semana mas não é sempre	Em casa
E4	Matheus Joaquim	20	ABC	Sim	sim	Agora a frequência vai depender de quando o meu time jogar.	Em casa
E5	Henrique Zago	23	Zona norte	Sim	Sempre	Todo Domingo	Em casa
E6	Diogo Neves	15	Guarulhos São Paulo	Muito	Sempre assisto todos os jogos	De quarta e domingo são os dias que o Santos joga pelo brasileiro e eu acompanho	Mais em casa, mas sempre que posso vou no estádio
E7	Leonardo Perri.	22	Zona norte	Gosto bastante	Sempre	Sempre	Intercalo bastante.
E8	Jose Luiz Vendite	55	Zona Oeste	Sim	Sempre	Vejo sempre que o Corinthians joga	Mais em casa, mas gosto muito de ir no estádio
E9	Victor Caldaggio	21	São Paulo	Admiro	Sempre que posso	Assisto sempre que tem, não perco um.	Acho que meio a meio "risos"
E10	Otávio Henrique	21	São Paulo	Eu vivo futebol	Sempre	Assisto todos os jogos sempre.	No estádio acho.
E11	Maria Eduarda	23	São Paulo	Eu amo	Sempre, de diversas mídias.	Assisto sempre que posso, caso não possa procuro reprises ou assisto na internet ou no net now "risos"	Assisto bem mais em casa mas amo ir ao estádio, as emoções são muito maiores.
E12	Sergio Donizete	59	São Paulo	Gosto bastante	Sempre que posso, agora ando indo bem mais.	Sempre que posso, agora ando indo bem mais.	Em casa no meu sofá.
E13	Julia Muler	21	Santo Amaro	Adoro futebol	Sim, acompanho todos os jogos do meu time	Quase todos	Assisto mais os jogos em casa mesmo
E14	Caue Dombrady	21	Granja Viana	Gosto muito	Bastante	Quase todos os jogos	Mais na sua casa porque não tenho tempo de ir sempre no estádio.
E15	Matheus Hanssen	21	Praça da Árvore	Amo futebol	Acompanho não só do meu time como de todos os times de todos os países.	Quase todos	Em casa
E16	Pedro Henrique	19	Vila Clementino	Amo futebol	Eu acompanho futebol diariamente	Vejo todos os jogos que eu conseguir, mas, principalmente do meu time que é o Palmeiras	Eu assisto todos os jogos em casa

**Source:** Prepared by the authors

Table 1 shows how the fans were identified (E1 to E16) and some data that justify their choice to compose the research participants. Everyone really likes soccer and often watches their team's games on television.

## **Report of Observations**

Social and cultural identification is something extremely present in society. According to Kotler (1998), consumers are influenced by cultural, social, individual and psychological factors. Culture is an important factor in product planning and marketing strategy, as it is a vital element in the life of an individual living in society (Pinheiro et al., 2006 apud Teixeira, 2010). Adopting an identity in society creates a straightforward line of behavior, with similar desires and actions. This identification of the enthusiast with his team and with other fans truly influences the consumer behavior of sports, especially soccer (Gwinner; Swanson, 2003). This behavior is confirmed by analyzing the observations made in the study where the company of the subjects was observed during their club's games. When observing E1, it was observed that he likes to watch games with friends, preferably those who support the same team, and E9, whenever he can, watches surrounded by people who support the same team as him.

However, a more in-depth view of the subject is obtained by Limeira (2009) who cites this cultural influence as an environmental factor, emphasizing the importance of family members in raising the individual, in the formation of their personality and habits. Also covering a study by Zanberlan, Froemming, Zamin et al. (2009) in which the authors make observations with 12 Brazilians and 14 Argentines and it is possible to prove that the barbecue is a cultural element of both societies, related to moments of joy, family relationships, and friendship, showing the barbecue and soccer as cultural elements and family and friend gatherings. This theory is clearly proven when reporting the behavior of the interviewees when observing whether they have company and who accompanies them in the games. It was observed that E2 watches most games with his son; E3 usually watches games with his father; E4 has his father as a companion most of the time, and likes to watch with friends too; E9 has the company of his closest

friends and his family who also call themselves fanatics for the same team as him; E12 has the company of his wife and children and E7 most of the time watches with his brother.

Interviewees E6, E11, E13, E14 also followed this behavioral pattern, highlighting what Teixeira (2010) said that reference groups are those that directly or indirectly influence the individual's attitudes and behaviors.

However, another interesting point observed is that the degree of relationship and identification of fans with their teams can vary. Sloan (1989 apud Rocha; Fleury, 2015) reported that fans who identified more intensely with their teams behaved differently from those who had a milder identification. This variance in the degree of intensity of individuals is clearly observed in the interviewees when analyzing whether the companions followed the same pattern of behavior. Observing participant E6, we notice that he gets very excited when the game is about to start and keeps jumping non-stop. E6's father and brother get excited when the game is about to start, but not as excited as he is, who doesn't stop for a second and keeps shouting out the apartment window. Regarding E10, it is observed that he stands out from the others, he seems to live the moment more intensely, and observing his companions and comparing them to E10, it is noticed that they are anxious, but do not reach E10's level of anxiety.

The interviewees' belief in amulets or rituals that could influence the final result of the game was also observed. It was confirmed that the conscientiousness factor impacts involvement with the product, that conscientious individuals in a consumption context become more involved with the product to the extent that the result of the goal achieved in a decision-making process is positive (Hutz, Nunes, 2010 apud Mendes; Teixeira; Andrade, 2015).

When analyzing whether the participants had any item with meaning, it was noticed that E8 has a bracelet of Saint George, who is the protector of Corinthians, and he always kisses the bracelet before the game. About E9, we can see that he wears a shirt from his club that he believes brings luck. He says he has several, but he no longer wears some of them because he has noticed that his club loses whenever he wears them. He also has a pendant from his club around his neck that he doesn't take off, not even to sleep. Participant E10 has a routine behavior on game day with his reliquaries, regardless of where he is watching the game, E10 carries a rosary of his club's colors that is used throughout the match, always praying and holding it tightly, and of course, a shirt of his club that has his grandfather's name on the back. This behavioral state was also observed in interviewees E6, E7 and E13, thus validating the theory of Kotler (1998) , which states that beliefs are thoughts that a person holds about something and, finally, the attitude is placed in a mental structure of liking or disliking, approaching or moving away from an object or something.

Most of the interviewees had the same reaction when watching the games and when they finished, feeling as if they had played the entire match, with feelings of exhaustion and tiredness, as the energy and adrenaline released during the match caused them these sensations. For example, the researcher E9 who reacted as if he had played the entire match and had a release of tension by shouting at the end of the game and E10 who stretched to relieve all the tension caused by the game.

There is a great exchange of information between those observed and their Whatsapp friend groups. One example was participant E14 who, during the game, was on his cell phone commenting on the game with his friends via audio, a behavior observed in the majority of participants.

## **Interview Report**

As mentioned in the observation report, the cultural factor for Kotler (1998) exerts the broadest and deepest influence on consumer behavior. It is possible to confirm this concept defined by Kotler (1998) when interviewees were asked what makes them like soccer. Three of them said that one of the reasons is the country's culture, as in the case of E1 "I think the culture of the Brazilian people, right, already has this thing of liking soccer, and I've always liked soccer, I've always liked playing soccer since I was little" and E11 "soccer can not only capture the attention of the fans but also has the ability to unite a country and show cultural aspects present in that country". Culture is an important factor in product planning and marketing strategy, as it is a vital element in the life of an individual living in society (Pineiro et al., 2006 apud Teixeira, 2010).

Furthermore, some participants revealed the love they feel for the team and the sport, such as participant E9 who said that "soccer captivates people to come together to watch a match, a team, or even the team itself, it brings crowds to the stadium and makes people stop what they are doing to watch just one game for 90 minutes. Wars have already been stopped to have soccer matches. It is the most watched sport in the world, no other comes as close as the love that all people, especially here in Brazil, have for this sport" and E4 who says he has "passion for the team". Love can be considered a psychological factor that influences individuals' consumption decisions (Kotler, 1998).

When asked which team the interviewees support and why, four said they support São Paulo, four Palmeiras, seven Corinthians and one Santos. Some of them mentioned the point of tradition like participant E3 "I support São Paulo Futebol Clube. And the importance of being a São Paulo fan for me, I think it's a question of tradition, of having something to talk about with my father, since he likes soccer", and about it

being something that impacts the daily lives of fans, participant E9 said: “everything I think about in my life is whether I’ll be able to watch a Corinthians game or not, if I’ll be able to go to that game. I collect Corinthians shirts, I have a flag, stories to tell.” Participant E1 said: “I grew up, I was born and he was already a world champion, a Libertadores champion, so I grew up with São Paulo victorious, so as I grew up, São Paulo was winning things...”. It is possible to relate these responses to the concept of perception cited by Kotler (1998) who says that perception is the process by which a person selects, organizes and interprets information to create a meaningful picture.

When asked who influenced the adoption of soccer in their lives, ten interviewees said it was their father and family, as in the case of interviewee E5 “my father and my uncle always went to see Palmeiras play and since I was little they always influenced me to support and be like them” and E14 “my father, right, he is a São Paulo fan and that totally influenced me”, complementing the point about the influence of the father, E9 said: “my father influenced me a lot to be a Corinthians fan and taught me to like soccer since I was little, I always had a shirt, always taking me to the stadium to see Corinthians.... Interacting with my father at these times has always been very special to me.”

For Trepte (2006) in Brazil, the act of watching soccer is a popular leisure activity, many Brazilians adapt to the soccer teams they identify with and support to validate this point. When asked about going to the stadium and how often they go, many said they go to every game they can, such as participant E9: “Yes, I go to Corinthians games a lot, almost all of them, it’s just that the excitement is completely different from watching it on TV and for me any Corinthians game is important” and E10 “I like being among the fans and feeling the excitement of being close to the team, it seems like when you’re at the stadium the only thing you have in the world is there, because after you’re

away there's no place like that, another planet, during the 90 minutes supporting your team, using your voice for the team, going into ecstasy when your team scores a goal, that's the best thing about going to the stadium" while other interviewees said they like going to the stadium, however, they believe it's harder and more expensive, for example, the case of E13 "I go to the stadium, but I don't go very often because the game times during the week, you have to plan ahead, pay a lot for parking and the ticket price is really expensive, it's absurd!".

We also asked what enthusiastic fans tend to notice when they are watching games. Some said that they pay attention to the fans, like E11, "I think the fans are really cool because the fans really have a huge power to influence the game, so yes, the fans can change the result; obviously the player just needs to feel this spirit and really give himself to his fans, the game and the shirt he is wearing." And the rest only pay attention to the game and the performance of the players. E12, "I really like to see the tactical distribution that the coach gives to the team, I think it is interesting, I think it is intelligent, and I also observe how the player dedicates himself to the role that the coach determines because I used to play soccer." Only E9 mentioned that he notices the advertisements while watching the game "I notice everything, all the things that are happening in the stadium, my team's advertisements, rival advertisements in relation to the advertising on the sidelines and the fans, everything".

According to Sutton *et al.* (1997 *apud* Rocha; Fleury, 2015) fans who most identify with their teams tend to prefer and seek brands related to them. Therefore, when asked if they preferred to buy products from brands that sponsor their clubs, E6 said: "Yes, as I told you, whenever I'm going to buy something for sports or some cleats, I don't know, I always try to buy something from Nike." E9 also said: "... I prefer to buy from brands that sponsor my team, like Nike at the moment." On the other hand, E10

said: “I really like Nike, and I already have a prejudice against Adidas, mainly because the national team and Corinthians are sponsored by Nike, and Adidas sponsors Argentina and Palmeiras. So, I have a bit of prejudice against Adidas. I only buy Nike, and Adidas, only something here or there that I really like, but the brand factor makes a big difference.”

As a final question, they were asked if they remembered any situation in which they had stopped buying something because of the brand that sponsored the rival team. Most of the interviewees responded that they never stop buying something because the brand sponsors a rival team like E1, E2 “never, that doesn't make any sense, it's pathetic”, E3, E4, E5, E7, E8, E9 “no, I've never stopped buying something because it sponsored the rival, I don't even look for it very much”. However, participant E10 said: “when I go to buy, for example, a shirt to go to the gym, shorts and everything else, I buy Nike, because Palmeiras is sponsored by Adidas, this greatly influences my purchase of products, even in the video game when I create a player in FIFA I play with Nike boots, I prefer to leave Adidas aside”.

### **Final Considerations**

Thus, the general objective was to identify how the consumption ritual of watching a televised soccer game occurs among enthusiastic fans. Additionally, we sought to observe the stages of this ritual, analyze the influence of the soccer club's sponsoring brands on the consumption of enthusiastic fans and verify how the identity of the enthusiastic fan is formed by attributes linked to this social role.

The study made it possible to understand that watching your team's game on television is, in fact, a ritual for enthusiastic fans. There are preparations before the game starts, such as conversations with friends who share the same taste, choosing objects loaded with symbolism, such as t-shirts and amulets, during the game, such as

items that are consumed, the place chosen to watch the match and after the game, such as sharing information and access to sports programs that comment on the results.

It was also noted that brands that appear during the broadcast, and especially those that sponsor the team, generally gain greater sympathy from fans.

Participation in this ritual and contact with these brands also allows fans the opportunity to belong and be accepted in a certain group, thus developing their social identity.

In terms of limitations, as this study was carried out only in the city of São Paulo, there may be a bias due to cultural aspects of this population. Furthermore, as it is a qualitative study, it does not allow generalizations of its results.

As a suggestion for future studies, we highlight the possibility of replicating this study in other regions, to verify if there are other nuances and move on to a quantitative study that can stipulate clusters of fans, based on their habits and attitudes influenced by this aspect of their social identity.

## REFERENCES

AAKER, David A.; KUMAR, V.; DAY, George S. **Pesquisa de marketing**. 2. ed. São Paulo: Atlas, 2004.

ARNOULD, Eric J.; THOMPSON, Craig J. Consumer Culture Theory (CCT): Twenty Years of Research. **Journal of Consumer Research**, v.31, n.4 Mar., 2005. Available at: <http://www.jstor.org/stable/pdf/10.1086/426626.pdf> Accessed on: April 17, 2016

BARDIN, Laurence. **Análise de conteúdo**. Lisboa: Edições 70, 2009.

BAUDRILLARD, J. **A sociedade do consumo**. Rio de Janeiro, 1968.

BIRD, F. The Contemporary Ritual Milieu. In: BROWNE, R. B. Ed. **Rituals and Ceremonies in Popular Culture**. Bowling Green, OH: Bowling Green University Popular Press, 1980. p. 19-35.

CAUDAS AULETE. Conscienciosidade. In: **Dicionário On Line Caldas Aulete**. Available at: <http://aulete.uol.com.br>. Accessed on: March 15, 2014.

CAMPBELL, Colin. **A ética romântica e o espírito do consumismo moderno**. Rio de Janeiro: Rocco, 2001.

CANCLINI, N. G. **Consumidores e cidadãos: conflitos multiculturais da globalização**. Rio de Janeiro: Ed. UFRJ, 1999.

COVA, B; PACE, S; PARK, D. J. Global brand communities across borders: the Warhammer case. **International Marketing Review**, v. 24, n. 3, p. 313-329, 2007.

FERREIRA, Luciene Braz; TORRENCILHA, Nara; MACHADO, Samara Haddad Simões. **A técnica de observação em estudos de administração**. 2012. Available at: [https://www.researchgate.net/publication/280667177\\_A\\_tecnica\\_de\\_observacao\\_em\\_estudos\\_de\\_administracao](https://www.researchgate.net/publication/280667177_A_tecnica_de_observacao_em_estudos_de_administracao). Accessed on: May 08, 2016, 20:09:41.

FISHER, R. J., & WAKEFIELD, K. L. Factors leading to group identification: A field study winners and losers. **Psychology & Marketing (1986-1998)**; v.15, n.1, p.23, Jan 1998; ABI/INFORM Global.

GAIÃO, Brunno Fernandes da Silva; SOUZA, Ildemberg Leite de; LEÃO, André Luiz M. de Souza, **Consumer Culture Theory (CCT): SCIELO 2012. Já É uma escola de pensamento em Marketing?** São Paulo, v. 52, n.3, 2012.

GIL, Antônio Carlos. **Métodos e técnicas de pesquisa social**. 4.ed. São Paulo: Editora Atlas, 1995.

GWINNER, Kevin; SWANSON, Scott R. A model of fan identification: antecedents and sponsorship outcomes. **Journal of Services Marketing**, v.17, n.3, p.275-294, 2003. Available at: <http://www.emeraldinsight.com/doi/abs/10.1108/08876040310474828> Accessed on: May 09, 2016.

KOTLER, Philip. **Administração de marketing: análise, planejamento, implementação e controle**. São Paulo, 1998.

LEVY, S.J. Symbols for Sale. **Harvard Business Review**, v.37, p.117-124, (july-august), 1959. Available at [https://www.uibk.ac.at/smt/marketing/brandresearchlab2/files/symbolsforsale\\_levy.pdf](https://www.uibk.ac.at/smt/marketing/brandresearchlab2/files/symbolsforsale_levy.pdf) Accessed on April 09, 2016.

LIMEIRA, Tânia Maria Vidigal. **Comportamento do consumidor brasileiro**. 2.ed. Editora Saraiva, 2009.

MCCRACKEN, Grant. **Cultura e consumo: novas abordagens ao caráter simbólico dos bens e das atividades de consumo/tradução** Fernanda Eugenio. Rio de Janeiro, 2003.

MENDES, Renata Livramento; TEIXEIRA, Luiz Antonio Antunes; ANDRADE, Darly Fernando. Fatores de Personalidade e envolvimento com o produto: ENAMPAD 2015. In: ENCONTRO DO ANPAD, 39. BELO HORIZONTE. **Anais...** Belo Horizonte, 2015.

MIRANDA, Ana Paula de. **Consumo de moda: a relação pessoa-objeto**. São Paulo: Estação das Letras e Cores, 2008.

- MOREIRA, D. A. Pesquisa em Administração: Origens, usos e variantes do método fenomenológico. **Revista de Administração e Inovação**, v.1, n.1, 2004
- MOWEN, John C.; MINOR, Michael. **Comportamento do consumidor**. São Paulo: Prentice-Hall, 2003.
- MUNIZ, A; O'GUINN, T. C. Brand Communities. **Journal of Consumer Research**, v. 27, n. 4, p. 412-432, 2001.
- NUNES, C. H. S. S.; HUTZ, C. S.; NUNES, M. F. O. **Bateria Fatorial de Personalidade** (BFP): manual Técnico. São Paulo: Ed. Casa do Psicólogo, 2010.
- OUWERSLOOT, H; ODEKERKEN-SCHRÖDER, G. Who's who in brand communities – and why? **European Journal of Marketing**, v. 42, n. 5, p. 571-585, 2008.
- RICHARDSON, Roberto Jarry. **Pesquisa social: métodos e técnicas**. 3. ed. São Paulo: Atlas, 2014.
- ROCHA, Claudio M.; FLEURY, Fernando. As barreiras ao consumo do futebol brasileiro enquanto produto para espectadores: ENAMPAD 2015. *In*: ENCONTRO DO ANPAD, 39. BELO HORIZONTE. **Anais...** Belo Horizonte, 2015.
- ROOK, Dennis W. Dimensão do ritual do comportamento de consumo califórnia: **Scielo** 2007. Available at: <http://www.scielo.br/pdf/rae/v47n1/a13v47n1.pdf> Accessed on April 15, 2016.
- SCHOUTEN, J; MCALEXANDER, J. H. Subcultures of consumption: an ethnography of the new bikers. **Journal of Consumer Research**, v. 22, n. 1, p. 43-61, 1995.
- SCHULER, Arnaldo. **Dicionário Enciclopédico de Teologia**. Série Teologia - Editora Concórdia, 1 ed. 2002. Disponível: [www.books.google.com.br](http://www.books.google.com.br). Accessed on April 12, 2016.
- SLOAN, L. R. The motives of sports fans. *In*: J. H. GOLDSTEIN (Ed.). **Sports, games, and play: social and psychological viewpoints**. 2 ed. Hillsdale, NJ: Lawrence Erlbaum Associates, 1989. p. 175-240.
- SOLOMON, R. Michael. **O comportamento do consumidor: comparando, possuindo e sendo** tradução 9 ed. Porto Alegre: Bookman, 2011.
- SOMOGGI, Amir. **Finanças dos clubes Brasileiro em 2013**. Available at <http://www.ibdd.com.br/wp-content/uploads/2014/05/financas-clubes-brasileiros-2013.pdf> Accessed on February 28, 2016.
- SUAREZ, Maribel Carvalho. Rituais de consumo e abandono: uma abordagem complementar para as campanhas antitabagistas: ENANPAD 2011. *In*: ENCONTRO ANPAD, 25. RIO DE JANEIRO: **Anais...** Rio de Janeiro, 2011.
- SUTTON, W. A., MCDONALD, M. A., MILNE, G. R., & CIMPERMAN, J. Creating and fostering fan identification in professional sports. **Sport Marketing Quarterly**, v.6, n.1, p.15-22, 1997.

SZUSTER, Flavia Rechtman; CASOTTI, Leticia Moreira; SAUERBRONN, João Felipe Rammelt. Lá vai o consumidor pela ponta esquerda! Um Estudo sobre Consumo Adolescente de Futebol na Cidade do Rio de Janeiro. **Revista ADM. MADE**, Rio de Janeiro, ano 14, v.18, n.1, p.79-104, janeiro/abril, 2014. Accessed on: May 09, 2016.

TAJFEL, H., & TURNER, J. C. The social identity theory of intergroup behaviors. *In*: S. WORDEL & W. AUSTEN (Eds.). **Psychology of intergroup relations**. Chicago, IL: Nelson-Hall, 1986. p. 7-24.

TEIXEIRA, José Carlos Inocente. **Fatores que influenciam o comportamento do consumidor**. Rio de Janeiro, 2010.

[http://www.avm.edu.br/docpdf/monografias\\_publicadas/K212800.pdf](http://www.avm.edu.br/docpdf/monografias_publicadas/K212800.pdf) Accessed on 10 mq4 2016.

TREPTE, S. *In*: J. BRYANT, & P. VORDERER. **Social Identity Theory**. Hamburg p.255-271, 2006.

YIN, Robert K.; GRASSI, Daniel. **Estudo de caso: planejamento e métodos**. 3. ed. Porto Alegre: Bookman, 2006.

ZAMBERLAN, Luciano; FROEMMING, Lurdes Marlene Seide; ZAMIN, Marciela; SPAREMBERGER, Ariosto; BUTTENBENDER, Pedro Luis; SCARTON, Luciana Maria. Do churrasco à parrilla: um estudo sobre a influência da cultura nos rituais alimentares de brasileiros e argentinos: ENAMPAD 2009. ENCONTRO ANPAD, 33. São Paulo. **Anais...** São Paulo, 2009.

#### **Address of the Authors:**

Sergio Silva Dantas  
Electronic Mail: [sergio\\_sd@terra.com.br](mailto:sergio_sd@terra.com.br)

Barbara Luana Geraldini Pereira  
Electronic Mail: [barbara\\_geraldini@hotmail.com](mailto:barbara_geraldini@hotmail.com)

Larissa Gonçalves Lindolfo Anselmo  
Electronic Mail: [larissaglanselmo@gmail.com](mailto:larissaglanselmo@gmail.com)

Lucas Mesquita Esparrinha  
Electronic Mail: [mesquita\\_lucas.e@hotmail.com](mailto:mesquita_lucas.e@hotmail.com)

Rafael Gambarini Montini  
Electronic Mail: [rafaelgmontini@gmail.com](mailto:rafaelgmontini@gmail.com)