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The Brazilian Soccer Fans Economic Fidelity

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In the last years, has been seen in Brazil a feature that the clubs are increasing single game tickets prices, influencing their supporters to buy a kind of "full season ticket.

According Moreira (2013), the Coritiba Foot Ball Club has raised the single game tickets prices in at least 261%, and on the other hand, the minimum wage of Brazil has increased 183%. From this information, the club practically forces the supporters to purchase any _full season plan" A problem with the implementation of the "full season plan" in Brazil is the feature that some soccer clubs are not the owners of the stadiums where they play. That brings restrictions of practices related to "full season plans", whereas there is a limitation in the exploitation of the physical spaces of a stadium.

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I. Introduction

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The main point for clubs to strengthen their "full season plans" is the fans (customer) loyalty. The clubs should keep them paying for the "full season plans" on time. Azevedo (2013) affirms:

> "|{ *is known that the biggest challenge of the clubs is not only in actions that stimulate their fans to join the program, but also crate ways to keep them contributing to the club for a long period. This requires the development of permanent work, associated with the knowledge of several areas, in order to convince its clients that is advantageous to continue with this partnership.*" (AZEVEDO, 2013).

Nowadays, Brazilian soccer clubs are able to compete with European clubs for the number of "official supporters". In a research of 2016, Brazil has three clubs in the top 10 with the largest number of "official supporters" around the world.

Accordin Kfouri (2016), citing research conducted by FS Consulting, Bayern from city of Munich, in Germany, is the top 1 club with the largest number of "official supporters" around the world, reaching about of 258.000 registered fans. The best Brazilian club is Corinthians, with approximately 132.000 registered fans.
The Brazilian clubs with most "official supporters should use them to capitalize more financial amounts, and add more value to their brands. According research of Forbes (2016), there is no Brazilian club in the top 10 of most valuable soccer clubs in whole world.

Among the twenty that receive the most amounts for television rights, there are no Brazilian club. The 2Oth club is Hull City, from Premier League (England) that receives $112.000.000,00. To compare, according Epoca Magazine (2016), the Brazilian club the most receive money for television rights is Flamengo, which earns approximately $40.000.000,00.

Therefore, it is possible to identify a large difference Europa and Brazil, based on the fact that the 2Oth European club that receive more money for television rights earns, approximately, three more than the Brazilian first club.

Based on this paper, it is easy to see that there is a lack of Brazilian soccer development, mainly through professional management for clubs.

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