

THE ROLE OF PROFESSIONAL SPORTS CLUBS' SOCIAL RESPONSIBILITY AND FANS' TRUST ON CBA FANS' CONSUMPTION BEHAVIOR

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ABSTRACT

In order to explore the role of professional sports clubs' Corporate Social Responsibility(CSR) and fans' trust on Chinese Basketball Association(CBA) fans' consumption behaviors, this paper systematically combs the relevant theories and research progress between professional basketball clubs' social responsibility, fans' trust and fans' consumption behaviors through the literature method and the logical analysis method, and constructs a fan trust as a mediating variable to analyze how CSR influences fans' consumption behaviors relationship model. The study aims to provide theoretical support for Chinese professional basketball clubs to develop more effective CSR strategies to improve and promote the consumption behavior of CBA fans. In this paper, the social responsibility of professional basketball clubs includes five dimensions: charitable responsibility, community responsibility, ethical responsibility, legal responsibility and strategic responsibility. Fan consumption behavior includes three dimensions: purchase behavior, participation behavior and recommendation behavior. Fan trust contains three dimensions: emotional trust, cognitive trust, and social trust. The study shows that the higher the fans' perceived social responsibility of professional basketball clubs, the more they enhance their loyalty to the clubs and their intention to consume behaviors. Fans' trust plays a key intermediary role in this process, which not only strengthens the direct effect of CSR on fans' consumption behavior, but also enhances fans' emotional connection to the club, further promoting fans' consumption behavior. This study provides a theoretical basis for the development of social responsibility strategies of Chinese professional basketball clubs, and helps clubs to better enhance fan loyalty trust through the fulfillment of social responsibility, thus promoting the sustainable growth of consumption behavior.

Keywords: Corporate Social Responsibility(CSR),Fan Consumer Behavior, Fan Trust, Chinese Professional Sports Clubs,Chinese Basketball Association(CBA).

INTRODUCTION

With the advancement of globalization and the increasing public concern about corporate ethics and sustainable development, the concept of Corporate Social Responsibility (CSR) has gradually been clarified and evolved in the process of the continuous development and progress of social productivity, and it is still in a dynamic state of flux and changing with the needs of the society, It is still in a dynamic state of change and continues to evolve with changes in social needs, laws and regulations, ethical standards and public expectations (Ou, 2010). Therefore, CSR is not only a manifestation of enterprises' fulfillment of social obligations and a response to the general expectations of society, but also an inevitable choice for the long-term development of enterprises, and an important strategy for realizing sustainable development in the broader social level.

In China, the rapid economic development and society's increasing sensitivity to corporate behavior have led the government to actively promote the fulfillment of corporate social responsibility through policy guidance, regulatory norms, and CSR rating mechanisms, with particular emphasis on environmental protection, employee welfare, and consumer protection (Li et al., 2017). This shift reflects the fact that society's expectations of corporate behavior are no longer limited to economic benefits alone, but are more focused on their impact on society and the environment. At the same time, with the promulgation and implementation of a series of policies such as the sports industry to promote sports consumption, not only does it promote the rapid development of the sports industry and further accelerate the commercialization and marketization of professional sports, but also regards it as a new engine for national economic development. In this context, professional sports clubs, as a core component of the sports competition and performance industry, have gradually expanded their social influence, and the social responsibility of professional sports clubs has become one of the key factors in promoting the sustainable development of the sports industry.

This study adopts literature and logical analysis methods to systematically organize, analyze, summarize and generalize the relationship between professional basketball clubs' social responsibility, fans' trust and CBA fans' consumption behaviors, aiming to construct a theoretical model that clarifies

how social responsibility and trust can act on fans' consumption behaviors by influencing their psychology and behaviors. By organizing relevant literature and theoretical frameworks, and combining them with the actual situation of the Chinese Basketball Association (CBA) league, this study seeks to reveal the deep-seated mechanisms of professional basketball clubs in promoting fans' consumption behaviors.

OBJECTIVE

3. Review the literature on corporate social responsibility (CSR), professional sports clubs' social responsibility, fans' trust and fans' consumption behavior, and summarize the dimensions and contents of Chinese professional basketball sports clubs' social responsibility, fans' trust, and fans' consumption behavior as an important foundation for the subsequent research.
4. To explore the role relationship between Chinese professional basketball clubs' social responsibility, fans' trust and fans' consumption behavior.

METHODOLOGY

The purpose of this study is to explore in depth the relationship between professional basketball clubs' fulfillment of social responsibility (CSR), fans' trust and fans' consumption behavior. In order to achieve this research objective, this study adopts a research method that combines the literature method and the logical analysis method. These two methods complement each other in terms of theory construction and hypothesis reasoning, providing a solid theoretical foundation and a systematic analytical framework for this study. Through the literature method, this study comprehensively combed and analyzed the theoretical results in related fields, focusing on the research progress in social responsibility, fan trust, and consumer behavior; while the logical analysis method helped the researcher construct hypotheses based on the existing theories and deduced how the social responsibility of professional basketball clubs and the fan trust can form an intrinsic link by influencing the consumer behavior of fans.

Sub-Section 1

According to the purpose, content and needs of this study, Chinese databases such as China Knowledge Network (CNKI), Wanfang Database and Library were searched by keywords such as "professional sports clubs", "corporate social responsibility", "stakeholder", "Chinese professional basketball clubs", "trust", and "consumer behavior" as keywords; meanwhile, we searched with the keywords of "Professional sports club", "Club Social Responsibility", "Corporate Social Responsibility", "Club Social Responsibility", "Corporate Social Responsibility", "Fan Consumer Behavior", "Fan Trust" and so on; meanwhile, we searched through Web of science with the keywords of "Professional sports club", "Club Social Responsibility", "Corporate Social Responsibility", "Fan Consumer Behavior" and "Fan Trust", Ebsco and other foreign language databases for literature search, and browse relevant government websites, professional sports clubs' websites and relevant books to supplement the existing literature. The collected literature was organized, analyzed and reviewed to analyze the experiences and shortcomings of the relevant literature, to expand the research ideas and provide rich theoretical guidance and foundation for this study.

Sub-Section 2

In this study, the logical analysis method, as one of the core research methods, aims to analyze the mechanism of professional sports clubs' social responsibility (CSR) and fans' trust on CBA fans' consumption behavior through theoretical derivation and logical reasoning. The logical analysis method helps to gain a deeper understanding of the influence paths of each factor in CBA fans' consumption decisions by establishing hypotheses and verifying the relationships between different variables. Specifically, the study will rely on the theoretical framework of social responsibility and trust to elucidate, through systematic logical deduction, how CSR activities affect fans' trust and further reveal how trust motivates fans' consumption decisions both economically and emotionally.

RESULTS

The meaning and concept of social responsibility in professional sports clubs

Prior to the second half of the 20th century, the theory of corporate social responsibility (CSR) was rarely considered or applied to professional sports (Rowe Katie, 2019). However, with the increasing professionalization of sports, CSR has gradually demonstrated its contribution to the social and commercial value of professional sports (Anagnostopoulos C, 2017). Professional sports clubs have also increasingly emphasized the concept of CSR in this process, gradually integrating it into their business

management activities as a strategic tool (Schmidt H.C, 2018). For example, according to scholars such as Wei Mei and Chen Xiyao (2011) and Pang Xuewei (2012), in market-oriented operation, professional sports events involve multiple stakeholders, and the social responsibility of professional sports is its responsible behavior in terms of fair competition, economy, law, ethics and education. Huang Jian and Liu Zheng (2012) pointed out that the social responsibility of professional sports clubs is essentially a social expectation that requires them to be able to fulfill their social responsibility in terms of law, ethics, culture and public welfare while emphasizing economic benefits. In Yan Chengdong's (2017) view, the social responsibility of professional sports clubs is mainly embodied in the legal obligations of clubs to protect and promote the legitimate rights and interests of stakeholders and the order of fair competition in the game. Han Wei and Rong Sijun (2018) defined the social responsibility of professional sports organizations, and they believe that social responsibility is a comprehensive responsibility that can protect and promote stakeholders that professional sports organizations actively undertake in their operation and decision-making for their own interests. Therefore environmental responsibility should be the focus of the club's future operations and management. Demirel (2020), in his study on the relationship between sponsorship of professional sports clubs, club social responsibility, and consumer behavioral intentions, defines social responsibility as actions that have a positive impact on stakeholders beyond the organization's economic interests and is measured in terms of consumer, social, and governmental responsibilities. Consumer responsibility, social responsibility, and government responsibility.

Based on the integration of these perspectives, it is concluded that the social responsibility of professional sports clubs is a series of responsible behaviors that clubs take the initiative to undertake while pursuing economic interests and complying with the law.

Dimensions and Measurement of Professional Sports Clubs

The social responsibility (CSR) measurements and dimensions of professional sports clubs can be examined from a number of perspectives, including ethical, charitable, legal, and environmental responsibilities. According to Babiak (2009), professional sports clubs should fulfill their ethical, philanthropic, and legal responsibilities in three major areas: local community, strategic planning, and relationship maintenance. Specifically, ethical responsibility involves fair competition, athlete welfare, and transparent operation; charitable responsibility includes activities such as public donations, community service, education and health promotion; and legal responsibility requires clubs to comply with relevant laws and regulations, including tax and labor laws, etc. Scholars such as Kolyperas (2015) have conducted a study on Scottish Premier League soccer clubs (SPL) to identify the social responsibility of these clubs. study and classified the social responsibility of these clubs into youth development, educational programs, charity, and health promotion, etc. Sheth, H., Babiak, K. (2010) through interviews with 27 managers or owners of professional sports clubs in four major professional sports leagues in the U.S., and content analysis, learned that the eight types of social responsibility content that managers or owners talked about the most are: Philanthropic responsibility, community responsibility, strategic responsibility, partner responsibility, leadership responsibility, ethical responsibility, legal responsibility, and stakeholder responsibility. Matthew Walker, Milena M. Parent (2010) analyzed the content of social responsibility of 56 professional sports clubs in the North American Professional Sports Leagues, and found that the clubs' fulfillment of their social responsibility is primarily focused on the communities in which the clubs are located. community, and summarized club community involvement into nine categories: charitable donations, community economic development, community activities, community environmental protection, etc. Russell Lacey & Pamela Kennett-Hensel (2016) analyzed the social responsibility of NBA (National Basketball Association) clubs in the southeastern United States, and summarized the social responsibility activities as follows. : basic education, children and family issues, youth recreation and sports, and youth mentoring.

Social responsibility is a more complex concept, and how to accurately measure social responsibility has been a hot topic of discussion and reflection among scholars. Similarly in the field of sports management, how to accurately measure the social responsibility of professional sports clubs has also attracted much attention from sports scholars. In the existing research on social responsibility of professional sports clubs, the measurement of social responsibility of professional sports clubs basically follows the measurement method of CSR, and most of the measurement tools are revised on the basis of CSR measurement, and most of the measurement tools of social responsibility of professional sports clubs are developed and compiled by foreign scholars, and there are fewer studies on the measurement of social responsibility of professional sports clubs in China. The research on social responsibility measurement of professional sports clubs in China is relatively small. Generally speaking, from the

point of view of the object of measurement, the measurement of the social responsibility of professional sports clubs can be divided into two categories, one of which is to take professional sports clubs as the object of investigation and directly measure the specific situation of the fulfillment of the social responsibility of professional sports clubs, and this kind of measurement mainly evaluates the fulfillment of the social responsibility of professional sports clubs through the establishment of a comprehensive system of measurement indexes, and the other is to take the third party as the object of investigation (e.g. fans, employees, residents, and the public). This kind of measurement mainly evaluates the fulfillment of social responsibility of professional sports clubs through the establishment of a comprehensive measurement index system. To summarize, there are three main research ideas to measure the perception of social responsibility of professional sports clubs: one is to use the theoretical content of club social responsibility (i.e., what social responsibility professional sports clubs should theoretically fulfill) to verify the consumption response of fans (Chang-wook Jung, 2012;); the other is to select some of the more common or easily perceived club social responsibility content to verify the consumption response of fans (Chang-wook Jung, 2012;); and the other is to select some of the more common or easy to perceive club social responsibility content to verify the consumption response of fans. (Blumrod et al. 2012; Lacey et al. 2015; Ki Tak Kim et al. 2015; Lacey et al. 2016; Inoue et al. 2017); and thirdly, to study the impact on fans' consumption behavior based on the content of social responsibility that clubs actually fulfill and that can be perceived by the fans as a measurement instrument (Walker et al., 2009).

The above review of domestic and international studies on the content and measurement of social responsibility of professional sports clubs, we can summarize that the social responsibility of professional sports clubs can be studied through measurement tools, and its dimensions can be summarized into five dimensions, which are: charitable responsibility, community development responsibility, ethical responsibility, legal responsibility and strategic responsibility.

The meaning and concept of fan trust

In the commitment-trust theory, consumer trust is a way for enterprises to put their slogans and promises into action, so that consumers can have reliable and sincere beliefs about the enterprises, which is one of the determining factors for enterprises to carry out affiliate transactions. Consumer trust, as a psychological state, expresses the positive expectation of consumers (trustees) about the behavioral intentions of firms (trust givers) and echoes the positive qualities of firms, such as reliability, honesty, and fairness. Das and Teng classify trust as goodwill trust and competence trust, which reflects consumers' trust in firms to prioritize consumers' rights and interests and the ability of the firms to run their business. Augstin and Singh categorized trust into cognitive trust and affective trust, reflecting the role of consumer experience and multi-channel information in consumers' cognitive and affective states. For Kantsperger and Kunz (2010), consumer trust is when consumers have confidence in the object of the transaction and find it worth relying on, encompassing goodwill and credibility. Based on the above, it is argued that fans, as the most direct stakeholders and consumers of professional sports events, are aware of the responsible behavior of professional sports clubs, which generates positive expectations of the organization, and is a manifestation of the psychological state of fans. Referring to Wang and Zhang Mingrui (2021), fan trust was measured as an overall variable and described as: the degree of confidence in professional sports clubs and event products.

Dimensions and measurement of fan trust

In existing research, there is much debate about the dimensions that should be included in the concept of trust. The two-dimensional trust mainly consists of the credibility dimension (characterized by a combination of competence and honesty) and the charity dimension, which reflects the goodwill of the partner towards the interests of the consumer. The three-dimensional trust concept proposed by American scholar Porter (2006) focuses on the distinction between competence, honesty, and charity assumptions, and argues that in order to generate trust, an exchange partner needs to not only demonstrate competence to fulfill expectations, but also comply with various business norms (honesty) and demonstrate goodwill to consumers.

Fans are the most direct stakeholders in a sports professional event or sports industry, and fans are the most powerful consumers of sports. According to the existing literature, fan trust is usually categorized into two dimensions: cognitive trust and affective trust. Cognitive trust emphasizes consumers' rational assessment of clubs, which mainly includes their trust in competence, honesty and commitment. Ability trust refers to fans' trust in the club's ability to provide quality services and fulfill its promises; honesty trust refers to fans' trust in the transparency and fairness of the club's information,

emphasizing whether it follows the rules and provides fans with truthful and reliable information; and commitment trust focuses on fans' trust in the club's long-term fulfillment of its promises, reflecting whether the club is able to maintain a stable operation and quality of service in the long run. Emotional trust is more concerned with the emotional connection and psychological identity between fans and clubs, especially in the field of sports consumption, where emotional trust often plays a more important role. Affective connection refers to the emotional identification of fans with the club's culture, history and social values, which is often based on fans' identification with the club's brand image and social responsibility (Aurier & Richelieu, 2005). In addition, social identity also plays an important role in the formation of affective trust, with fans expressing their social identity and sense of belonging by supporting a particular club (Chaudhuri & Holbrook, 2001). Thus, the three dimensions of cognitive trust, affective trust and social trust work together in fans' behavioral decisions, especially in sport consumption.

The meaning and concept of fan consumer behavior

Fans' consumption behavior will especially highlight the psychological connection formed between fans and sports products, which is different from other consumption behaviors, with significant multidimensional characteristics, in addition to the basic material needs, but also involves emotional, social identity and cultural identity and other factors, which together shape the fans' consumption motives and decisions. Zheng Wei (2012) analyzes the economic behaviors of players and fans in the professional soccer market from the perspective of economics, and believes that fans are consumers and investors in the professional market. As consumers, fans will only consume if they have consumption motives, fans' consumption motives will be constrained by their own economic conditions, and fans' consumption behavior follows the principle of consumption equilibrium. Kim Wansun (2020) believes that basketball fans' consumption behavior characteristics are divided into rational consumption and fan consumption mainly, in which rational fan consumers pay more attention to a variety of rational factors such as cost-effective, comfort and real-world performance in the selection of basketball equipment, while fan consumers present a carpet collection of products of their favorite players or teams, presenting the irrational characteristics of fanaticism, religious fervor and rational addiction. Basketball fans also have the important characteristic of enthusiastic symbolic consumption, but due to the more limited scope of consumption, which is limited to the consumption of basketball and idol-related physical or virtual products.

To sum up, fans' consumption behavior mainly refers to a series of consumption behaviors produced in the process of fans watching soccer matches, including purchase motives, consumption willingness and other aspects of the sum of psychological and practical manifestations; fans' consumption has a close relationship with the performance of the team of the club they support, the team's stars, the sense of belonging, the sense of loyalty, the sense of honor in the city, the team's culture, the operation of the team, the atmosphere of the match, etc., and all the consumption of fans is only the result of the team's performance. All the spending of fans occurs only in relation to the club.

Dimensions and Measurement of Fan Consumption Behavior

The issue of dimensions and measurement of CBA fans' consumption behavior has been the focus of research in the field of sports management and sports economics. Matthew Walker and Aubrey Kent have divided the willingness to consume into four components: word-of-mouth communication, club franchise merchandise consumption, media paid consumption, and repeat purchase. Other scholars see it as including event consumption, fan merchandise consumption, brand-sponsored merchandise consumption, media platform consumption, and socially responsible event participation. In addition, behaviors such as purchase intention and social engagement have been widely used in measurement models of fan consumption behavior, and by quantifying these behaviors, researchers are able to more accurately predict fans' future consumption patterns (Ajzen, 1991; Grove et al., 2004).

In summary, fan consumption behaviors usually include multiple dimensions such as purchasing behavior, engagement behavior, and recommendation behavior. Purchasing behavior is the most direct dimension of consumption and involves fan spending on event tickets, fan merchandise (e.g., jerseys, souvenirs), and brand-sponsored merchandise (Funk & James, 2001). This dimension reflects fans' level of support for the club and their emotional commitment, and fans' purchasing decisions are often influenced by their identification with the team, loyalty, and sense of social responsibility (Aurier & Richelieu, 2005). Engagement behavior, on the other hand, includes fans' involvement in activities outside of matches, such as social media interactions, online and offline fan club activities, and charity events. This behavior reflects the emotional connection between fans and clubs, especially in the context

of socially responsible activities that are increasingly becoming a marketing strategy for clubs, where fans express their identification and support for clubs through participation in charity or community activities (Zhang & Xie, 2015). Recommendation behavior, on the other hand, refers to fans' behavior of recommending teams and tournaments to others, including word-of-mouth communication and social recommendation. Research has shown that fans' recommendation behavior is closely related to their trust and loyalty to the team, and loyal fans are often willing to actively promote the team's brand and events (Bauer et al., 2008).

Measurement of these consumer behaviors typically includes assessments of fans' purchase intentions, emotional engagement, brand loyalty, and socially responsible involvement. Measures of purchasing and engagement behaviors are often measured through scales that assess how often fans purchase team products and participate in events, while recommendation behaviors are quantified through surveys of fans' willingness to recommend teams and events to others (Ajzen, 1991). By measuring these dimensions, researchers can gain a more comprehensive understanding of fans' consumption motivations and their behavioral patterns, thus providing clubs with more precise marketing and fan management strategies.

The Relationship between Professional Sports Clubs' Social Responsibility, Fans' Trust and CBA Fans' Consumption Behavior

Social responsibility can greatly enhance the commercial value and social status of professional sports clubs and help them gain the favor of fans. Fans are the core stakeholders, and professional sports clubs need to deeply grasp the characteristics of fans, stimulate the positive perception of fans to the club through social responsibility, improve the relationship between clubs and fans while obtaining fans' willingness to consume, and promote the sustainable development of clubs.

With SOR theory professional sports clubs through charitable responsibility, community responsibility, moral responsibility and other social responsibility, let fans feel good responsibility image, become an important source of stimulation of the fans' organism cognition and perception (S), and induced the organism to the club brand and other perceptions of the change (O), resulting in the fans' consumption behavior response (R). Therefore, the SOR theory is used as a research framework to reveal the relationship between professional sports clubs' social responsibility, fans' trust and CBA fans' consumption behavior.

The relationship between professional sports clubs' social responsibility and fans' trust

Through combing domestic and international studies on professional sports clubs' social responsibility and fans' trust, American scholars Epstein and Birchard found that the altruistic dimension of CSR can increase consumers' trust in the enterprise, and that the enterprise designs specific social responsibility measures to show its efforts to increase consumers' well-being. Domestic scholar Yang Ruilong suggests that the values shared by enterprises and consumers can also influence consumer trust, and that CSR conveys to consumers information about the characteristics and mainstream values of the enterprise, and that injecting ethical principles into the strategic decision-making process of an enterprise will increase the trust of all stakeholders, including consumers, in that enterprise. Fans' trust is often derived from a club's behavioral performance, long-term brand reputation, and the club's commitment to social responsibility (Morgan & Hunt, 1994). Fans' trust in the club is often reflected in their expectations of the team management's transparency, fairness, and whether their expectations of the quality of the tournament and the performance of the players are met (Chadwick & Beech, 2006).

In addition, a club's investment in fulfilling its social responsibilities, such as philanthropic activities, community involvement, and sustainability measures, significantly affects fans' trust in the club (Bauer et al., 2008). These behaviors not only enhance fans' emotional connection, but also contribute to fans' perception of the club as worthy of long-term support. Especially in the modern sports market, fans' trust in clubs is no longer limited to performance on the field of play, but extends to how clubs handle their interactions with fans and fulfill their social responsibilities (Aurier & Richelieu, 2005). For example, CBA clubs are able to strengthen fans' identification with their clubs and prompt them to build a deeper level of trust by conducting youth basketball programs and supporting environmental and public welfare activities (Zhang & Xie, 2015). Therefore, the analysis summarizes that the better the practice of social responsibility of professional sports clubs, the higher the fan trust, and the social responsibility of professional sports clubs has a significant positive effect on fan trust.

The relationship between fan trust and fan spending behavior

When fans trust the club, they not only have higher expectations of the club's management and team performance, but they are also more inclined to support the club financially, including purchasing fan

merchandise, engaging in event spending, and supporting the club's business partners (Aurier & Richelieu, 2005). For example, fans with higher trust are more likely to purchase season tickets at the start of the season, participate in various club events, and purchase official fan merchandise, behaviors that reflect fans' loyalty and emotional engagement with the club (Bauer et al., 2008). Further, trust also influences fans' recommendation behavior, which is an important dimension in fans' consumption behavior. Research has shown that the extent to which fans trust a club directly influences their willingness to recommend the club to others, which in turn contributes to the club's branding and market expansion through word-of-mouth (McDonald & Milne, 1999). This phenomenon is particularly evident in professional sports clubs, as the communication of sports brands is not only dependent on traditional advertising, but also highly dependent on fans' social networks and spontaneous recommendations (Funk & James, 2001). Fans with higher levels of trust are more likely to become 'loyal fans' of a club, choosing to support the club when it faces challenges, thus creating a stable source of revenue for the club (Zhang & Xie, 2015).

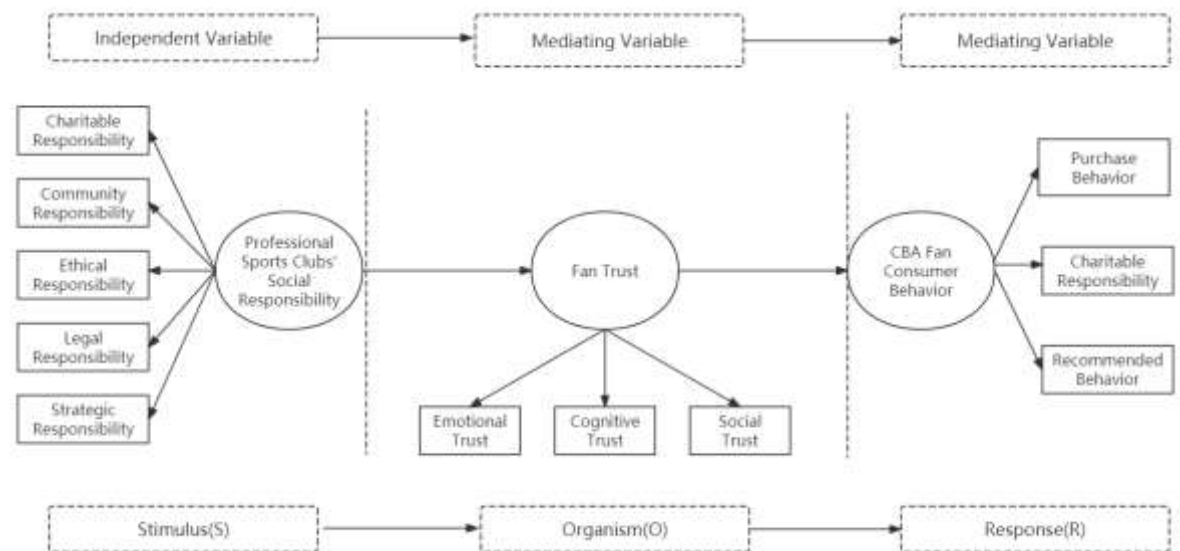
In summary, fans' trust is a driving force for their consumption behavior, and fan trust has a positive influence on fan consumption behavior.

The mediating role of fan trust between professional sports clubs and CBA fan consumption behavior

Social responsibility research has found that trust is generated when, and only when, social responsibility is transparent, open, honest, reliable and meets consumer expectations, and that consumers attribute corporate social responsibility to either altruistic or self-interested performance. Professional sports clubs fulfill their social responsibility in order to win consumers to interact with them, and consumers perceive that the club possesses certain attributes that they expect and trust is generated as a mediating condition that leads to actual consumer actions in support of the club. Fournier S believes that a high level of brand relationship quality significantly influences consumer behaviors such as willingness to make repeat purchases, tolerance for brand mistakes, and value co-creation. significant impact on consumer behaviors such as repeat purchase intentions, tolerance for brand mistakes and value co-creation. At the same time, fan trust can effectively help professional sports clubs to reduce perceived risk, promote loyal fans to recommend clubs to potential fans, and trigger fan response. Therefore, fan trust plays a mediating role between professional sports clubs and CBA fans' consumer behavior.

Therefore, synthesizing the above review and analysis on professional sports clubs social responsibility, fans' trust and CBA fans' consumption behavior, according to the SOR theory as the conceptual framework of the study, stimulus (S): professional sports clubs' social responsibility; subject (O): fans' trust; response (R): CBA fans' consumption behavior. Therefore, we can get the following conceptual framework: professional sports club social responsibility as the independent variable. cba fan consumption behavior as the dependent variable. The fan trust as the mediating variable. According to the summary of the induction of the independent variable through the mediator variable has a positive impact on the dependent variable. The conceptual map of this paper is shown in Figure 1.

Figure 1
A Framework Diagram of the Relationship between Professional Sports Clubs' Social Responsibility, Fans' Trust, and CBA Fans' Consumption Behavior



CONCLUSION AND FUTURE WORK

By organizing and summarizing the literature, the logical analysis proves that professional sports clubs' social responsibility, fans' trust and fans' consumption behaviors are a multidimensional concept. Professional sports club social responsibility contains five dimensions: charitable responsibility, community development responsibility, ethical responsibility, legal responsibility and strategic responsibility. Fan trust contains three dimensions: emotional trust, cognitive trust and social responsibility. Fans' consumption behavior contains three dimensions: purchase behavior, participation behavior and recommendation behavior. It discusses how professional sports clubs can use CSR as a social marketing method to effectively influence fans' trust and then influence fans' consumption behavior, which has strong practical application value for CBA clubs to achieve lasting competitive advantages in the market. A connection between the fans and the CBA club brand is prompted, and trust is an important medium that constitutes that connection.

By organizing and summarizing the literature, the logical analysis proves that professional sports clubs' social responsibility, fans' trust and fans' consumption behaviors are a multidimensional concept. Professional sports club social responsibility contains five dimensions: charitable responsibility, community development responsibility, ethical responsibility, legal responsibility and strategic responsibility. Fan trust contains three dimensions: emotional trust, cognitive trust and social responsibility. Fans' consumption behavior contains three dimensions: purchase behavior, participation behavior and recommendation behavior. It explores how professional sports clubs can use CSR as a social marketing method to effectively influence fans' trust, and then influence fans' consumption behavior, which has strong practical application value for CBA clubs to achieve lasting competitive advantages in the market. It is important to create a connection between fans and CBA club brands, and trust is an important medium to constitute that connection.

In future research work, the dimensions of social responsibility of Chinese professional sports clubs still need to be explored in depth. Domestic scholars generally start from the stakeholder perspective, emphasizing the role of stakeholders in the fulfillment of clubs' social responsibility, exaggerating the social responsibility inertia of the organization, and lacking realistic concerns about clubs' social responsibility. Therefore, subsequent studies should expand the research methodology and re-explore the dimensions and contents of social responsibility of professional sports clubs. Second, in order to gain a deeper understanding of the impact of professional sports clubs' social responsibility perceptions on fans' trust, potential variables such as the durability of the association between professional sports clubs and fans should be considered in the future.

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